

Google Display Ads



The window to creative opportunity

Accessible and efficient, display advertising has come a long way since its first appearance in 1994. These days, display provides a creative opportunity to add utility, reach people in new ways and experiment with sight, sound and motion. As possibly the largest single window to driving your brand experience across the internet, it's time to think outside the box and see display as a highly-conceptual format with big ambition.

But first, how display advertising works

Google Display ads appear when browsing online, watching YouTube, checking Gmail, or using apps. Ad technologies provide opportunities to make meaningful connections, add utility, interaction, and more. Plus, Google display ads reach 90% of people on the internet.

Four key pillars to drive display:

Scale. Google audiences are the best way to connect to large groups, using multiple filters to find the people you need, whatever their interests are, wherever they are in the world.

Speed. Upload and change creative within hours, enabling timely messaging and flexibility of ideas.

Flexibility. Regardless of device (mobile, desktop, tablet, TV) or format (customised, native, smart, Gmail, responsive), assets adapt to their location in the time it takes for a page to load.

Agility. Draw from millions of signals and data points to deliver the right message to the ideal audience, at the right price, in real time.

Now, imagine what all that could do when applied to a good idea.

The case for creativity

While programmatic, efficiency, and automation are important, it's nothing without a creative idea at its heart. So much is possible with display, but only when you get your head around what's possible now. Here are a few ways to start thinking about it:

Embrace what data can do for you brand

Data insights provide a much richer view of our audiences. The more you know about your audience, the more you'll be able to hone your concept to engage and delight. Who they are, where they are, and what they want can make messaging far more relevant. Choose whether you focus on one aspect, or a combination, to make a unique connection in display.

Use display as a window to a bigger moment

Display is the place to be super relevant, removing friction from customer journeys, bringing the website they're after closer, or helping them complete a task. Or likewise, the place to be supremely disruptive, where you can be as creative as you like, delivering a moment of delight or an experience at just the right time, especially given how often people are on the move.

- **Make life easier.** Bring video, websites, tools, or utilities closer.
- **Host experience.** Showcase live events or peek into another world.
- **Build delight.** Deliver the unexpected or something memorable.

Think about existing utilities, upcoming events, or creating memorable moments that could be used in display to draw an audience in.

One last practical consideration

Designing for digital success is about bringing the right teams together, with tools that make the most of the opportunity. Get media and creative working with each other. Busting out of the siloes in which ad campaigns are often made can be transformative.

In addition, work with Google to identify the right tools to bring an idea to life. Google Web Designer (GWD) gives you full control for authoring interactive, animated, customised, and responsive rich media creatives. Once live, Brand Lift Surveys are great for getting feedback fast on metrics that matter, including awareness, recall, consideration, purchase intent and more.

Creative Juice

Some thought starters to get you going:

- Can your creative concept find a new voice online with display ads?
- Is there a way of drawing out the story using tech available in banners?
- Can the ad feature built-in utility? Or save time by bringing the website to the user?
- Can you make your campaign even more personal?
- Is there an opportunity to test messaging and adjust on the fly?
- Can the shape of the ad format spark a creative idea?
- Can media and creative work more closely together?
- Can your creative concept find a new voice online with display ads?

Useful facts to support your creative idea

Advertisers who've connected a feed to their display campaign have seen an average ROI increase of 20%.

Source: Google internal data for one conversion window cycle (according to advertiser conversion tracking settings, e.g. 30 days). Global, November 2018

Advertisers who use video assets in responsive display ads (RDA) see 5% more conversions at a similar CPA.

Source: Google Internal Data, Global, March 2019