

UK's premier radio company gets creative with Rich Media and significantly improves turnaround times with ADTECH IQ and ADTECH Canvas.

Business Challenge

Gaining control over ad creation and implementing a rich media solution.

Managing ad campaigns across a multitude of formats and channels quickly and efficiently.

Solutions

ADTECH IQ
ADTECH Canvas

The Interview

Faisal Karmali, Advertising Operations Manager at Global Radio, tells us more...

Q. Can you start by giving us a picture of the market size for radio (tuning and in and online) today?

Sure. According to the latest Rajar statistics*, 90.7 percent of the UK population tunes in to radio every week – a huge audience for us to capture. With regards to online listeners, the number of hours notched up was 40 million in Q3 – up 15.4% quarter on quarter. You can see why it's such an important market for us!

Q. So why turn to ADTECH for help to create ads and what was their recommendation?

We appointed ADTECH as our ad server provider just over three years now after we replaced our incumbent provider who we'd been working with for around eight years. It was a major decision to move since we'd used them for so long, but ADTECH came highly recommended and I can confidently say that it was the best decision we could have made.

We use their ad server – ADTECH IQ – to deliver all of our ads. It's solid, scalable, transparent and reliable. The reporting is also excellent. We've always been impressed by the technology and particularly the team who works closely with us. They take on our feedback and the updates and new releases always help us to meet evolving client needs and get the job done well.

When it came to reviewing how we created our ads, it was natural for us to turn to ADTECH for advice on how we could achieve greater control and creativity. They had also recently launched a new rich media solution (ADTECH Canvas) which we thought could be of interest.

*http://www.rajar.co.uk/docs/news/data_release_2011_Q3.pdf

Results

Creative freedom in building ads

Collaborative framework makes for a fast and smooth process

Comprehensive reporting

The Company

Global Radio, the UK's premier radio company and the home of the UK's leading commercial radio brands. Based in London's Leicester Square and with stations and hubs in over 33 locations across the UK, it is the model of efficient, brand driven, market-leading radio.



Boasting the number 1, 2 and 3 commercial radio brands in the UK (with Heart, the Capital network and Classic FM respectively), Global Radio pulls in nearly 20 million* listeners on air. The stations cover every genre and geographical area with simplicity and clarity for both the listener and the advertiser.

www.thisisglobal.com

The Background

With a strong commercial focus, Global Radio places great importance on advertising revenue – particularly online, through display and video formats. The target is to provide listeners with relevant and interactive campaigns and achieve the best possible outcome for its advertisers.

For the past three years the company has been working with ADTECH to deliver display and video ads across its 47 global radio websites which has worked extremely well for them. More recently, however, Global Radio has carried out a review of how it actually creates the ads, and in turn looked at ADTECH to see how they could help them to increase creativity and reduce turnaround times.



Previously we have used some popular solutions to create our ads but on the process front it was time-consuming and creativity-wise, we wanted more input. In short, we decided to bring as much as possible in-house.

Q. Why ADTECH Canvas?

We knew the company and existing technology well and had faith in them to deliver once again. After seeing demos of ADTECH Canvas, we could see that it was easy to use and would give our digital ad designers the creative flexibility they needed, and quickly too. As a bonus it was tightly integrated with ADTECH IQ, so it allowed us to upload, preview, test and configure rich media ads as well. Once signed off and tested, the ads are submitted, trafficked and served – exactly the same as a normal display ad.

Q. You make it sound very straightforward...

To be fair there was a lot of development and design work needed on our side to ensure that our radio player and video pre roll would work well with the rich media ads, but again ADTECH stepped up to the mark and worked with us to get it right. Rich media ads are high impact formats so it's critical that we deliver on spec and within a reasonable timeframe.

Q. What has your experience been like so far?

I'm pleased to say that I've received very positive feedback from my team and our clients. As we create the ads ourselves now, we have fewer suppliers to deal with, lower costs and better reliability in terms of turnaround times. Getting from design to delivery is much easier and faster too – for example, from receiving the creative to testing and going live can now be as fast as 1-2 hours rather than 24-48 hours previously. A huge time and cost saving.

Basically, ADTECH Canvas gives us the creativity we need to make great ads – but it also helps us to then check it behaves and tracks correctly when being served live. It's also collaborative in its design – you can invite other team members to view, edit, approve and finally launch the ads, so it gets signed off much faster than being sent back and forth between departments over email.

Although clients are largely unaware of which technology we use to build the ads and deliver them, they have noticed and complimented us on the comprehensive reports that ADTECH Canvas and ADTECH IQ provide us with – they are easy to pull together, fully transparent and really help to measure user engagement.

Q. Where do you go from here? What does the future hold for Global Radio online?

Well, we've just recently launched the new masthead format using ADTECH Canvas, which has been received well and we've been using it successfully for Page Skins and to synchronize ads too.

We want to continue to serve our advertisers well through the best possible technology and we trust ADTECH to help us achieve that. With greater control over our ads and formats and fast turnaround times, we're in a strong market position and we intend to keep it that way.

Results

Creative freedom in building ads

Collaborative framework makes for a fast and smooth process

Comprehensive reporting

“As we create the ads ourselves now, we have fewer suppliers to deal with, lower costs and better reliability in terms of turnaround times. Getting from design to delivery is much easier and faster too.”

Faisal Karmali,
Advertising Operations Manager,
Global Radio

