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## IAB-AUSTRIA MEMBERS POSITION PAPER ON LATE CREATIVE

As the Interactive Advertising market in Austria grows and matures it is essential that everyone involved in the Market respect and adhere to the Standard Guidelines and Best Practices established by the IAB-Austria. One area that has continued to cause unnecessary stress on the entire system is delivery of Late Creative.

The official statement from the IAB-Austria on the guidelines for the delivery of online werbemittel is provided below:

### **Vorlaufzeiten**

Um einen reibungslosen Verlauf im Kampagnenmanagement zu gewährleisten, müssen gewisse Vorlaufzeiten berücksichtigt werden. Nach Erhalt der Werbemittel durch den Vermarkter bzw. technischen Abwickler erfolgt die technische Integration der Werbemittel auf den Medien. Diese Integration kann bei technisch komplexen Formaten langwierig sein und muss vor allem mehrmals getestet werden.

Die Vorlaufzeiten hängen von der technischen Beschaffenheit der Werbemittel ab. Der IAB Austria hat zwei unterschiedliche Zeitspannen als Vorlaufzeiten definiert, bei deren Berücksichtigung ein geplanter Kampagnenstart gewährleistet werden kann.

### **Vorlaufzeiten:**

gif / jpeg / text	3 Werkstage
flash / html / dhtml	5 Werkstage

Lateness can be caused by any function in the advertising process, (whether that is the Kunden, Media Agency, Creative Agency, Technical Provider) which is why the entire Branch needs to work to avoid delays in getting the Werbemittel to the sites in time to start the campaign as it was planned and booked. But ultimately, the responsibility for timely delivery of ad materials (werbemittel) rests on the shoulders of the Advertisers, as it is that party which is finally responsible and liable for payment of the media placement.

Late Creative has Negative Consequences:

- Causes more human error in the process, as individuals rush to get late creative on-air.
- Hurts the inventory management of the sites
  - Often sites are unable to sell the last-minute inventory, which hurts profits and raises costs.
- Causes Media Agencies more work to revised plans, bookings, reports & invoicing

It was not such a problem a few years ago because the inventory was available to make adjustments on short notice. But as the market has continued to grow so quickly the demand for ad space is rapidly reaching the supply. What could be a minor inconvenience in the past will now be a major problem. The limit of 5 working days prior is not unreasonable for any media, and it will give agencies and the media ample time to coordinate traffic and implementation and help our industry to develop sensibly.

Other IAB organizations around the world are beginning to look at enforcing penalties for late creative. The IAB-Austria believes this would not be necessary if everyone involved in the Branch were to pay more attention to the problem and work carefully to avoid Lateness.

Specifically, the provision states: "If Advertising Materials are late, Advertiser is still responsible for the media purchased pursuant to the Insertion Order." To assist in enforcing this clause, and to clarify to the buying community how late creative will be managed, the IAB USA is recommending the following: in the absence of a mutually acceptable resolution negotiated between the Media Company and an Agency or Advertiser, if Advertising Materials are late, the Media Company may elect to enforce one of the following:

1. Advertiser is still responsible for the media purchased pursuant to the Insertion Order.
2. Advertiser is still responsible for the media purchased pursuant to Insertion Order and Media Company may run a Public Service Announcement (PSA) as a replacement until the creative is received; or
3. Advertiser is still responsible for the media purchased pursuant to Insertion Order and Media Company may run a house promotion until the creative is received.

If the interactive advertising community can address this issue before it becomes a major problem we will all be better off in the future.