



AIMIA Mobile Advertising Guidelines 2009

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Mobile Advertising Introduction

Mobile advertising is defined as: all expressions offered on the mobile phone and paid for by advertisers, of which the purpose is to influence the attitude, intention and behaviour of the receiver ¹, advertising mediums for mobile include, but are not limited to:

- Mobile Websites
- Mobile Applications
- Mobile Messaging
- Mobile Video

The mobile as an advertising medium is evolving constantly. This document aims to provide up to date guidance and best practice principles to marketers using the mobile as an advertising medium.

Background

The first mobile advertising guidelines specifically designed for the Australian marketplace were launched in August 2007 by AIMIA's Mobile Industry Group in front of an audience of carriers, media companies, digital/marketing agencies, technology providers and mobile service providers.

At that time, AIMIA was conscious of the need to synchronise with international guidelines, particularly the Mobile Marketing Association's (MMA) guidelines². After much consultation and research, we decided that we would use the MMA Guidelines, but also include several unique conditions particular to Australia. Adoption of the guidelines by carriers and media companies was enthusiastic and widespread, but not total. However since then the industry has grown significantly, with results from early tests available.

In 2008, the MMA revised its guidelines moving from fixed ratios for display advertising to aspect ratios, so we have taken the opportunity to review the Australian guidelines. We have again consulted widely with the industry experts, who have given these guidelines their support.

While these guidelines are recommendations only and not mandatory, adoption will assist in the growth of the advertising market and the development of the mobile medium as a whole.

We strongly encourage you to read through the following details, and if you have any questions please contact AIMIA www.aimia.com.au or Tel: 02 9248 7900. Questions can be directed to mobile@aimia.com.au.

New guidelines

It makes commercial sense to co-ordinate with international standards, even though Australia has several local differences to international markets. AIMIA is in regular contact with international bodies such as the MMA and the GSMA, to ensure a co-ordinated effort with their developments. As the Australian mobile market is still in a formative state, we do not want to discourage or place any cost or time barriers that prevent a global brand from directly re-using creative from existing campaigns.

¹ © Aeneas Strategy Consulting & Management B.V., October 2008

² Mobile Marketing Association: *Mobile Advertising Guidelines* April 2008, <http://mmaglobal.com/mobileadvertising.pdf>

Our consultation process has confirmed there are no technical difficulties in actually implementing aspect ratio, however there are some individual company differences. Generally an ad management system based in a carrier or media company is integrated with a number of ad networks and changes to formats will flow through immediately. In some cases, ad serving systems are not integrated with handset detection databases, although this should be resolved shortly.

MMA guidelines 2008 suggest an aspect ratio of 6:1, with a default ration of 4:1. There is extensive acceptance by local companies to adopt this ratio.

The industry is moving quickly, so it is difficult to pre-empt any future developments in mobile advertising formats and interactions. Current guidelines apply to a wide variety of mobile advertising formats including text and banner campaigns, MMS, mobile web and the development of advertising on on-device applications. At this stage we have chosen not to include mobile TV and video advertising specifications, as these channels are not mature or widespread as yet.

These guidelines also include reference to the iPhone, Blackberry and the use of mobile applications.

Mobile advertising offers a wide range of creative executions depending on the campaign's objectives, with one thing in common: it can offer a truly engaging dialogue with consumers no matter where they are physically. Executions can range from click to call, click to download (audio, still visual, video), click to stream (audio and video) and click to mobile site, where a range of functions can be performed such as download, data capture, competition entry etc.

Response rates depend on the campaign structure and mechanics, the offer or reward if any, the creative and the sites chosen.

AIMIA MIG is also conducting other projects that support the mobile advertising guidelines including:

- mobile measurement
- mobile internet guidelines

Information relating to these will be available on the AIMIA website.

A) Text guidelines

Text is a very effective method of advertising. Consumers have a good awareness of text taglines and the fact that they can be navigated to and clicked on. On most phones, it's much easier to click a text hyperlink than an image. The following are recommendations for the use of Text as a mobile advertising media.

- i) Maximum 25 characters in length (including spaces);
- ii) Include a clear call to action. We know from experience that a clear call to action works when it is easily identifiable by the user, i.e. "Find out more". And make sure you have follow through once the user has clicked through;
- iii) Include an Ad identifier. We recommend that the ad is clearly identified as such, however that is up to each publisher to determine. If an ad indicator is used, it should be provided as part of the creative.

B) Banner guidelines

In Australia we recommend the use of aspect ratios which provide more consistent approach to developing banners. The 6:1 ratio offers more flexibility in terms of placement over the 4:1 ratio.

Consistent with the above we recommend that use of 4 banner sizes that optimise the creative and copy for appropriate rendering on the handset.

There are times when an advertiser or agency might wish to provide only one banner, however we strongly recommend against this.

For a single banner creative, provide a banner that can be shrunk or expanded. The image must be clear & legible when reduced down to 25% of the original image size i.e. 100 pixels wide".



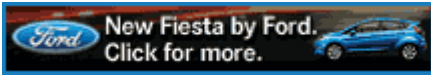

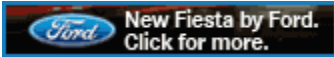
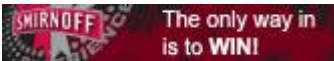

Creative guidelines

These guidelines apply generally to the wide variety of mobile advertising formats including text and banner campaigns, MMS, search, mobile web and the development of advertising on on-device applications. The MMA has also recently developed guidelines on mobile applications for mobile advertising.³





Creative needs to take into account the user needs, usability and the context of the ad, the site on which it appears and the user's environment. Whilst this might be last in the list, the needs of the user are paramount.

³ Mobile Marketing Association: *Mobile Applications Guidelines* September 2008, <http://mmaglobal.com/mobileapplications.pdf>

Recommendations for 6:1 ratios

Size	Technical Specifications	Example Creative
X-Large Image Banner	<ul style="list-style-type: none"> - 300 x 50 pixels - .gif, .png, .jpg for still image - Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> - <5KB file size <p>Enhanced</p> <ul style="list-style-type: none"> - <7.5 KB file size 	 
Large Image Banner	<ul style="list-style-type: none"> - 216 x 36 pixels - .gif, .png, .jpg for still image - Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> - <3KB file size <p>Enhanced</p> <ul style="list-style-type: none"> - <4.5 KB file size 	 
Medium Image Banner	<ul style="list-style-type: none"> - 168 x 28 pixels - .gif, .png, .jpg for still image - Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> - <2KB file size <p>Enhanced</p> <ul style="list-style-type: none"> - <3 KB file size 	 
Small Image Banner	<ul style="list-style-type: none"> - 120 x 20 pixels - .gif, .png, .jpg for still image - Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> - <1KB file size <p>Enhanced</p> <ul style="list-style-type: none"> - <1.5 KB file size 	

Recommendations for 4:1 ratios

Size	Technical Specifications	Example Creative
X-Large Image Banner	<ul style="list-style-type: none"> - 300 x 75 pixels - .gif, .png, .jpg for still image - Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> - <5KB file size <p>Enhanced</p> <ul style="list-style-type: none"> - <7.5 KB file size 	
Large Image Banner	<ul style="list-style-type: none"> - 216 x 54 pixels - .gif, .png, .jpg for still image - Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> - <3KB file size <p>Enhanced</p> <ul style="list-style-type: none"> - <4.5 KB file size 	
Medium Image Banner	<ul style="list-style-type: none"> - 168 x 42 pixels - .gif, .png, .jpg for still image - Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> - <2KB file size <p>Enhanced</p> <ul style="list-style-type: none"> - <3 KB file size 	
Small Image Banner	<ul style="list-style-type: none"> - 120 x 30 pixels - .gif, .png, .jpg for still image - Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> - <1KB file size <p>Enhanced</p> <ul style="list-style-type: none"> - <1.5 KB file size 	

C) SMS and MMS Advertising

For MMS and SMS advertising please refer to the MMA guidelines

<http://www.mmaglobal.com/mobileadvertising.pdf>

D) Creative

The creative elements of the campaign design need to keep in mind the needs of the consumer. Consumer principles are covered in more depth in [consumer guidelines](#).

Organisations should keep in mind that this is still a very new medium so companies supporting mobile advertising should expect a higher level of interaction when dealing with new clients.

There are a number of creative elements crucial for the success of a campaign, covered below:

- A) **Masterfile.** AIMIA recommends that advertisers design and create all versions of their display advertisement as per the specifications, however there are constantly new devices entering the market and there may be a need to re-purpose a display banner for a new handset. For this purpose and also to ensure a clear consistent message for an advertiser, it is recommended that a Master PSD file be prepared which has all versions of the file within it and prioritises elements of the advert so that if required repurposing can occur and ensure the key features of the display ad are kept intact.
- B) **Creative Executions.** Consider a number of creative executions for the one campaign in order to keep it fresh.
- C) **Strong call to action** on the banner image to ensure that users are clear which banners are clickable.
- D) **Clear border and white space** Include a 1-2 pixel white border surrounding the image so it is clear when the banner/web link is highlighted
 - i) **Colour palette.**
Some phones support a limited palette (i.e 32 colours vs 128 PNG colours) which means the colours don't render well, therefore high contrast colours are recommended for maximum visibility
 - (1) **Avoid rich colour** or highly graded palettes
 - ii) **No flash** files – flash, whilst available on some handsets is not widely distributed or compatible with most browsers at the time of writing.
 - iii) **Screen resolutions** vary between handsets so you may need to prepare two versions of the creative - lighter and darker versions.
 - iv) **Test, test and test.** It is important to test the creative and particularly any associated interactions/campaigns on all phones

Technical guidelines

The recommended formats for banner ads including static and animated are included in the table [Banner guidelines](#). Note that the file sizes are small – it is a delicate balance offering creative freedom and the need to restrict file size to allow for the difference amongst consumers in access to data packs and the ability to pay for additional data as well as general usability and download times.

For best results:

- v) **Dynamically/automatically resize** the aspect ratio banners
- vi) **Enable easy direction** from website to mobile site - with regard to browsers this information comes from the userAgent string in the http headers
- vii) **Ad-serving** - update vector algorithm add-on for your ad-server
- viii) **Cookies** - Most handsets introduced to the market in the last two years support cookies. Handsets that do support cookies are not necessarily provided to the consumer with cookies enabled by default though. It is unlikely that users who have cookies disabled will spend the time to enable them. Therefore cookie support can only be considered as patchy at present and should only be used for value added features such as remembering some preferences and not for something essential to the functioning of a mobile site. More information is available at WURFL <http://wurfl.sourceforge.net/>
- ix) **Handset detection capacity** is highly desirable. It is advisable to test on actual phones or use other companies which have an extended handset library rather than using an emulator.
- x) **Advertiser/merchant infrastructure.** Advertisers will keep up with traffic demands and are responsible for all costs, communications, hosting, hardware and software associated with the advertising campaign.

Downloadable and on-device applications

Downloadable mobile applications are increasing, as brands and organisations try to create an everlasting presence on the handset, through the development of useful, downloadable tools.

Application development combined with advertising is a relatively new area for mobile marketing. Therefore, these guidelines and best practice principles will evolve as this area continues to grow.

There are two types of applications that should be considered:

- xi) **Offline/not connected/unaware** or sometimes referred to as off portal. These applications can carry sponsorship style advertising and are not updated during the lifetime of the application, therefore impressions or actions cannot be reported.
- xii) **Online/connected/aware/ or on portal** – These applications are normally intermittently aware and can be refreshed through synchronisation with the ad server.
 - (1) These types of applications may receive and store ads for offline viewing.
- xiii) **Style guidelines**
 - (1) The same creative guidelines that apply for the mobile web should be applied to the applications.
 - (2) **Banner sizes** should be consistent with the mobile web banner sizes.
 - (3) **Selection of Ad units.** Ads should be optimised and dynamically delivered based upon the handset. For downloadable applications, this will mean selection from predefined sizes.

- (4) **Costs to the consumer need to be advised.** For all advertising driven from the application it is recommended that the user is informed of the action if and when a cost is likely to be incurred. For example, the cost associated through initiating a text or clicking through to a banner.
- (5) **Ads operation.** AIMIA recommends that for applications and games whose flow might be interrupted, click through ads should be displayed before the launch of an application, or queued until the end of the application. An initial recommendation for full screen ad display is that the units disappear after a maximum of 5 seconds.

BlackBerry guidelines

Although BlackBerry users are a relatively small percentage of Australian mobile market, they represent a large proportion of business consumers and thus a perfect channel to market through. It also needs to be pointed out that BlackBerry users are also consumers, so this market should not be overlooked when designing mobile advertising campaigns.

There are 2 access points to the mobile internet via BlackBerry handsets: via the carrier's browser (charged) and via the BlackBerry's browser (free). If a vendor is part of the BlackBerry Alliance Program they can easily integrate the service to ensure that it uses the BlackBerry Free Data instead of the Carrier charged data. Either way, most carriers now offer unlimited data plans for BlackBerry users.

The screen resolution etc of BlackBerry handsets are as follows;

Handset	Resolution	Network
8110	240 x 260	2.5G
8800	320 x 240	2.5G
8300/8310	320 x 240	2.5G
Bold 9000	480 x 320 pixel (Half VGA)	3G

Many BlackBerry handsets offer WiFi Connectivity and GPS capabilities as well as a range of other location-based applications and services which can be utilised for enhance interaction with the consumer.

BlackBerry handsets include an integrated web browser that supports standard mark-up and scripting languages such as:

- HTML
- JavaScript
- WML and WML Script

Applications are a big part of the user experience and offering for consumers. They can also incorporate mobile advertising and application can be developed using existing web programming models such as HTML, .NET ASP or Java/JSP.

iPhone guidelines

The use and applications of the 3G iPhone is still in the early days. Advertising in mobile applications could be a valuable new revenue stream for developers when selling or giving away applications for free through the iTunes app store. The ability of websites on the iPhone to use the GPS location will make the advertising more valuable real estate.

AIMIA suggests the following based on early testing, ensuring that you optimise for mobile elements:

- 1) There are two different orientations - landscape and portrait. iPhone specific websites will use the one size creative for landscape and portrait mode.

- 2) White space around banner for landscape, justified left
- 3) Enable automatic redirection to WAP site
- 4) As Flash is not supported there are no special effects the ads will have.

Measurement

AIMIA's Mobile Industry Group is currently looking into defining and developing mobile measurement guidelines, please contact AIMIA for the latest developments.

Some typical reporting elements might include:

- 1) Time for each view/Minimum viewing times (less than 3 seconds does not count as a view)
- 2) Number of views
- 3) Number of click throughs
- 4) Number of unique browsers

Reporting

Accurate and sufficient reporting is important in order to understand the mobile medium better and to give confidence in the value of the medium.

Carriers and publisher/media owner should supply standard reporting as provided for online advertising, such as:

- Reach
- Impressions
- Clicks

Specifically publishers are required to provide additional information including:

- time with site
- time of day response, and
- post click activity

Consumer guidelines

AIMIA MIG and the industry are very aware of designing campaigns and mobile advertising with the needs of the consumer in mind. Other industry development programs such as the Australian Mobile Phone Lifestyle Index and the *You can on a Mobile* education campaign (www.youcanonamobile.com.au) all contain helpful consumer information.

The carriers also have information available to consumers. For example Vodafone has designed a specific consumer charter.

In order to ensure the best consumer experience, developers and site owners need to integrate the following principles:

- 1) Advertising should be appropriate for the site and the expected audience
- 2) Advertising should never interrupt the phone call or the ability for the consumer to use the phone's functions
- 3) Consider frequency capping of advertisements
- 4) All advertising must adhere to Commonwealth and State regulations regarding advertising to children, anti-spam and privacy
- 5) Data charges continue to be a deterrent for those not on a data plan, and even for those with a data plan. The size of the file should not exceed 100Kb of data.

Advertisers should look at designing an intermediary landing page, and advising of data charges.

Signatories/Distribution list for consultation

Mobile/Sales Agencies

- Communicator
- Gravity
- The Hyperfactory
- m.Net Corporation
- Sensis/Media Smart
- TigerSpike
- Toy Phone Media
- WAPFly

Advertising Agencies

- eMitch
- GroupM/Mindshare
- Mobile Alliance/GPY&R
- OMD
- Publicis

Carriers

- 3 Mobile
- Optus
- Vodafone
- Telstra

Publishers

- Fairfax Digital
- News Digital Media
- Ninemsn
- The Weather Channel
- Yahoo!7

Service providers

- Emily Freeman, mobilist (mobilist.com.au)
- Leigh Monti, m-digital
- Claudia Sagripanti, VentureOne

A) Other resources

- Mobile Marketing Association www.mmaglobal.com
- W3C www.w3.org
- Mobile Marketing Magazine UK
<http://www.mobilemarketingmagazine.co.uk/2008/06/standard-practi.html>
- Wireless Universal Resource File WURFL for mobile handset database
<http://wurfl.sourceforge.net/>
- www.admob.com