



Digital | Creative | Specialists

Meet the team!



Marcus Harding
Director



Harry Clarke
Head of Creative Strategy



Meliana Wijaya
Account Manager

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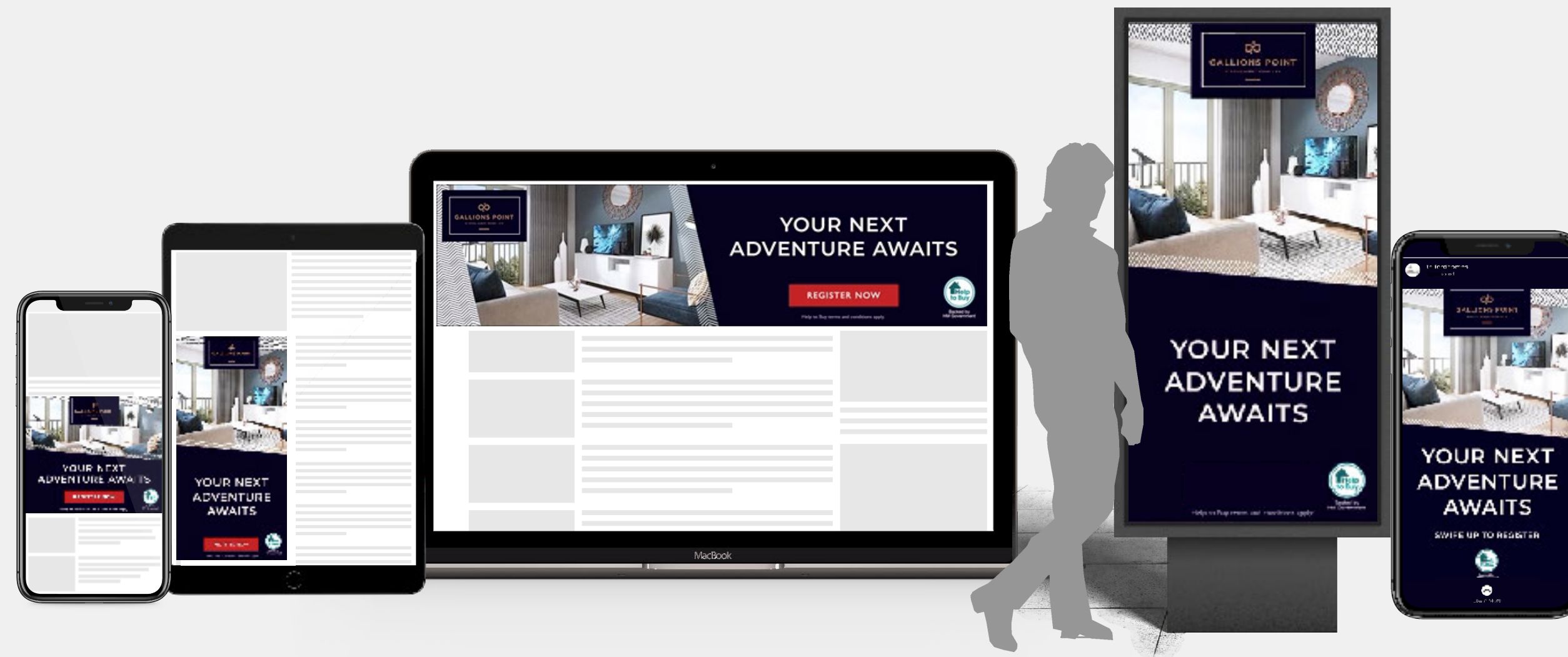
- Who we are & how we can help
- Work with you so far
- Creative: The why & the how
- Data driven creative
- Innovation & Insight
- Format update
- Our new process



Who we are!

We're digital ad specialists, shaping creative concepts into perfectly formatted campaigns that captivate people.

Making **creative** work harder.



Where we come in

Digital | **Creative** | Specialists



Strategy & Ideation

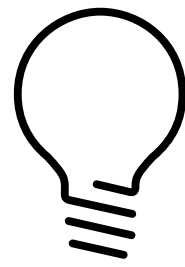


Production

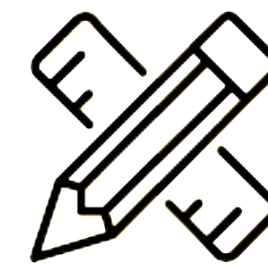


Support

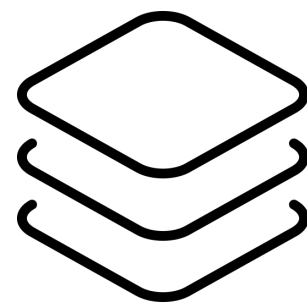
Publishers



Ideation / Concepting

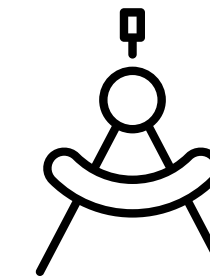


Design & Build

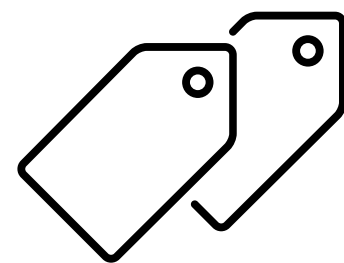


Hosting / AdServing

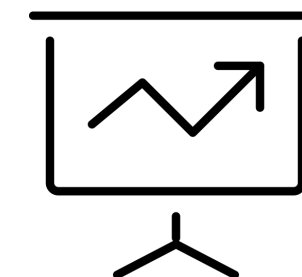
BBC
Worldwide



Custom Formats



Tag generation

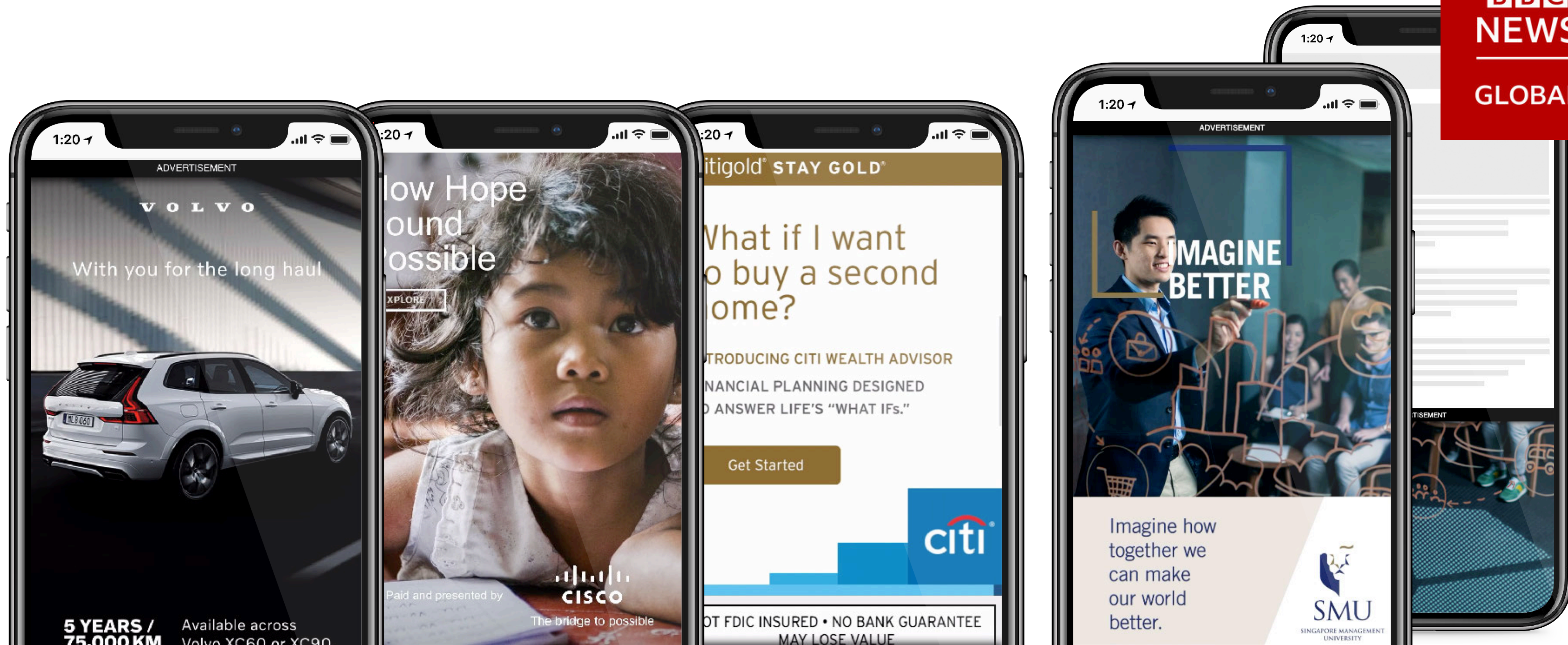


Creative Insight

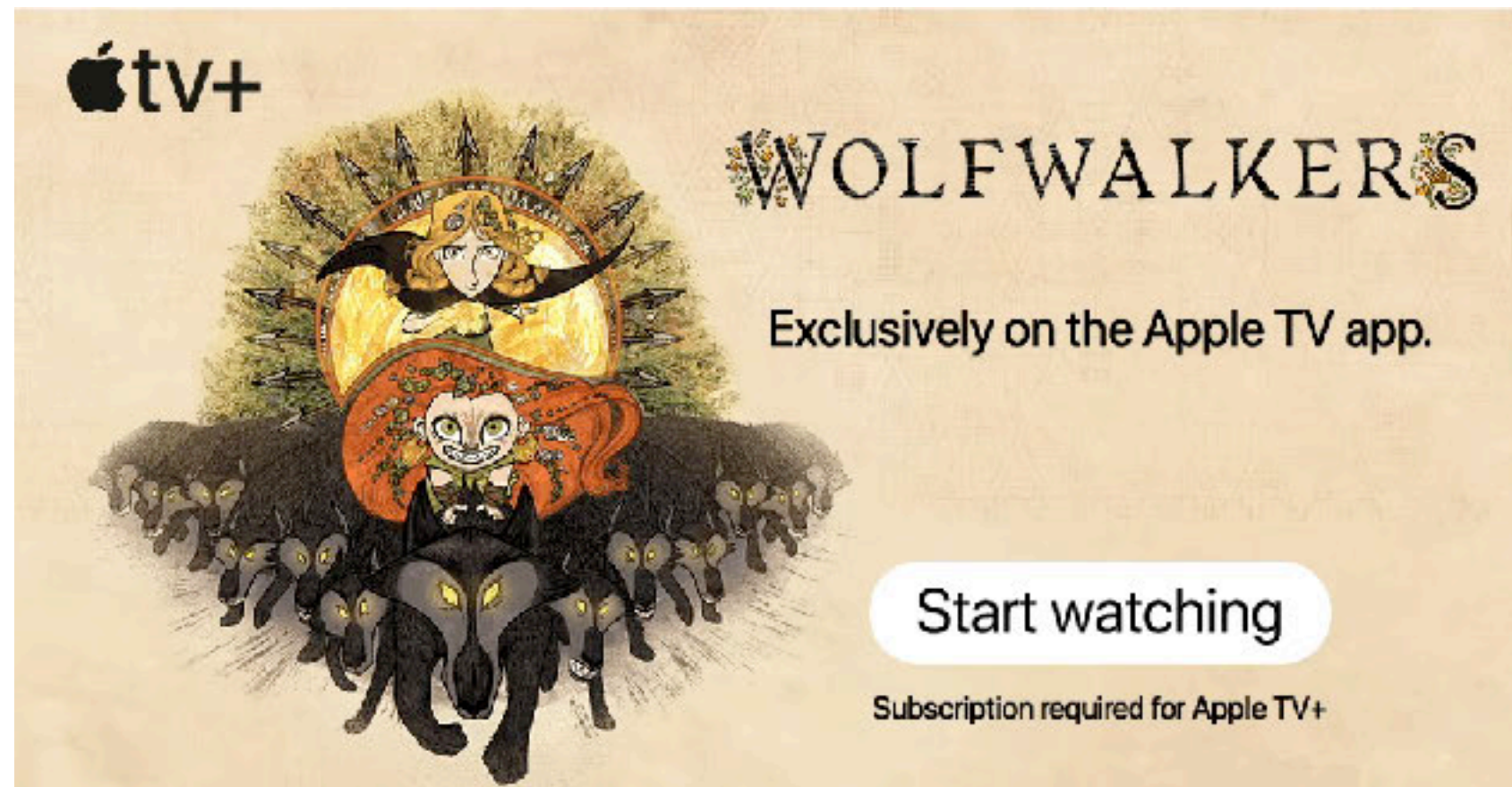
Work with you so far



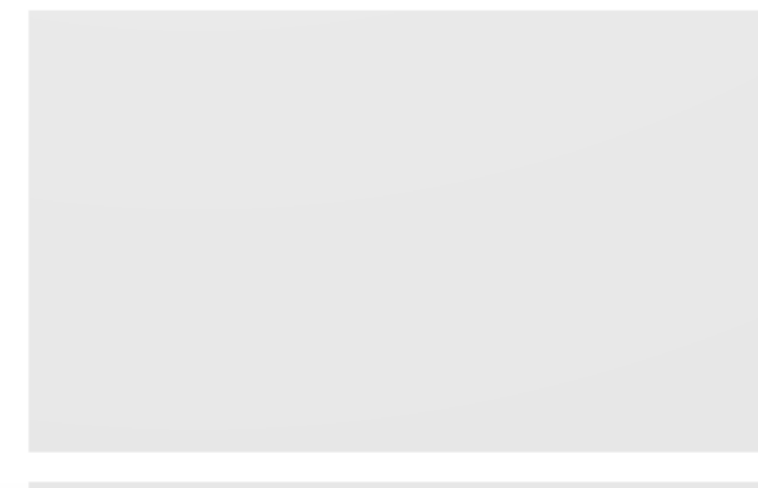
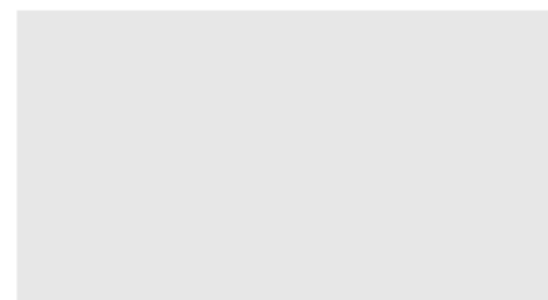
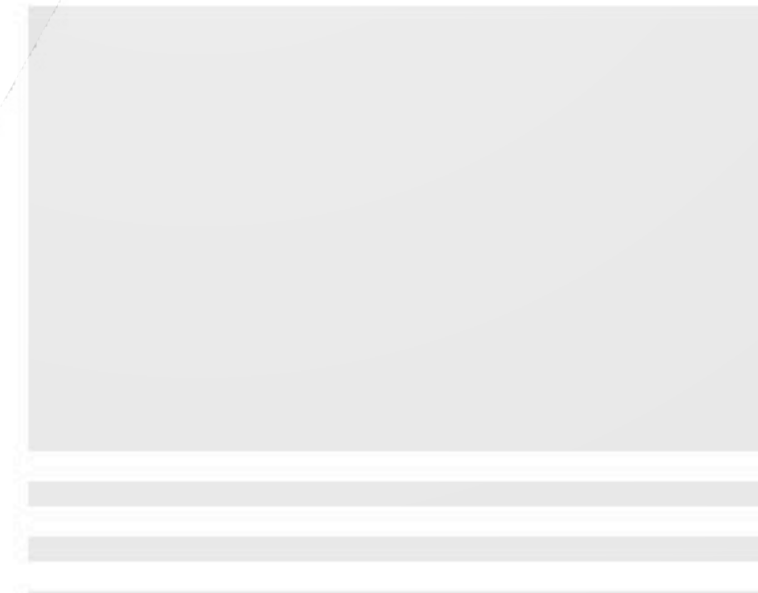
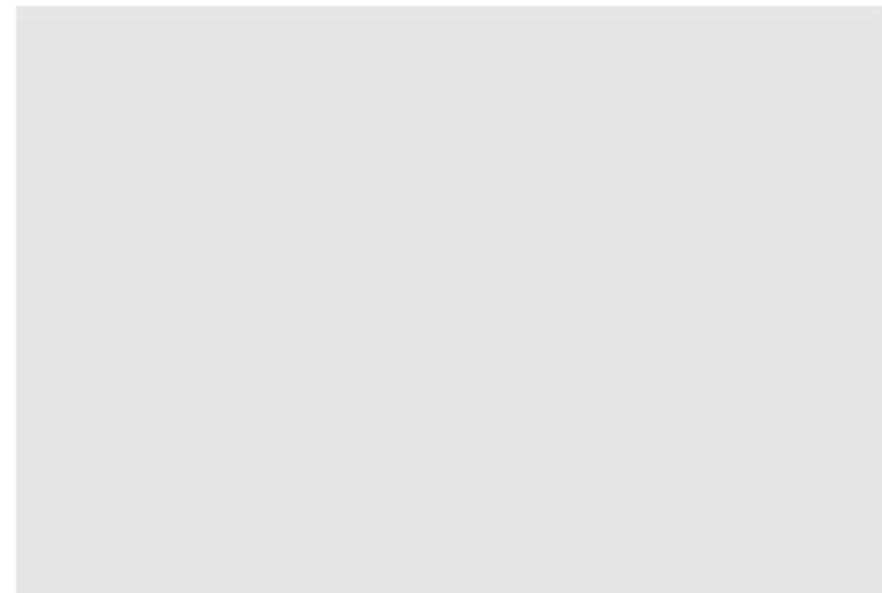
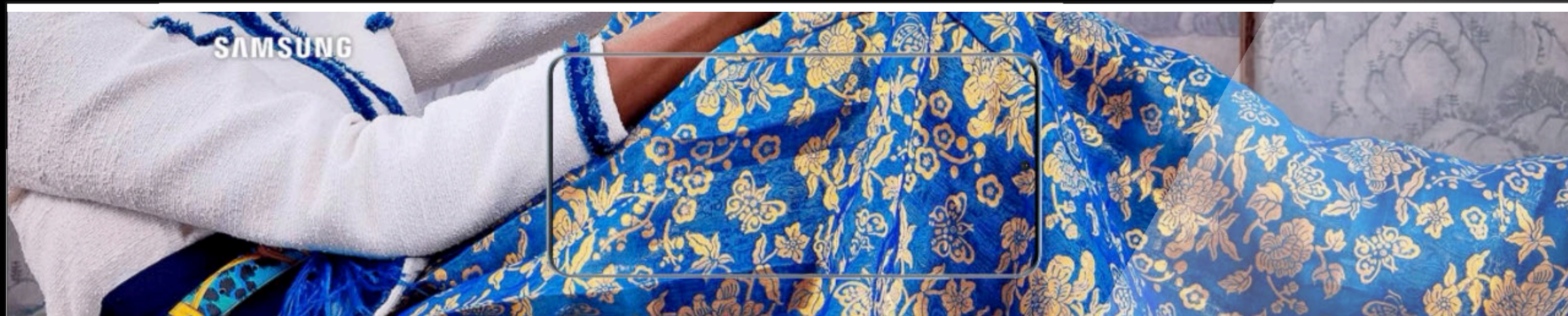
BBC Work so far...



IAB Formats – Full Video



Samsung – Headliner



Elevate relationships with your **brand partners**

Create and strengthen valuable brand partnerships with stunning digital ads that enrich the user experience and work perfectly with your existing inventory.

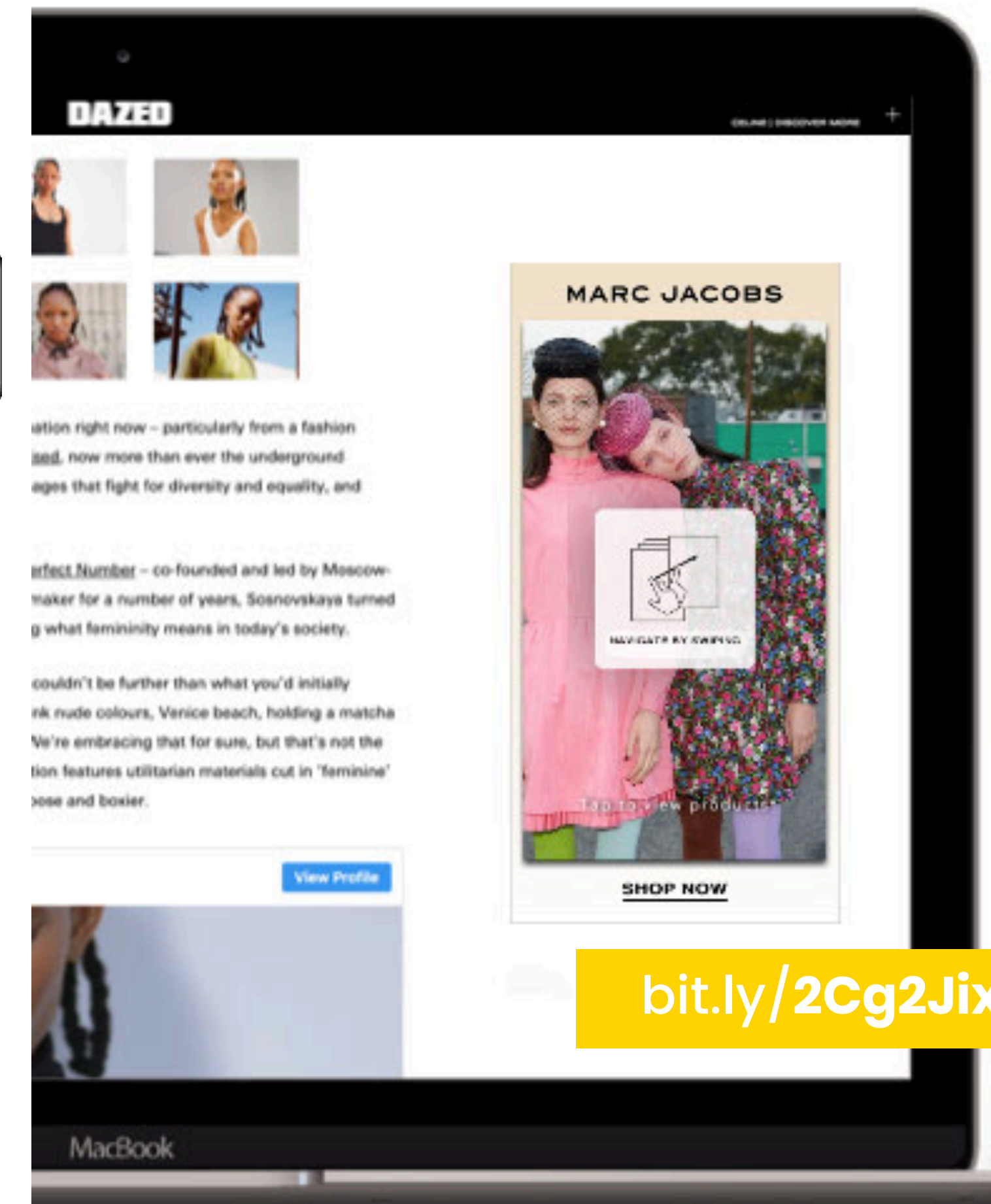
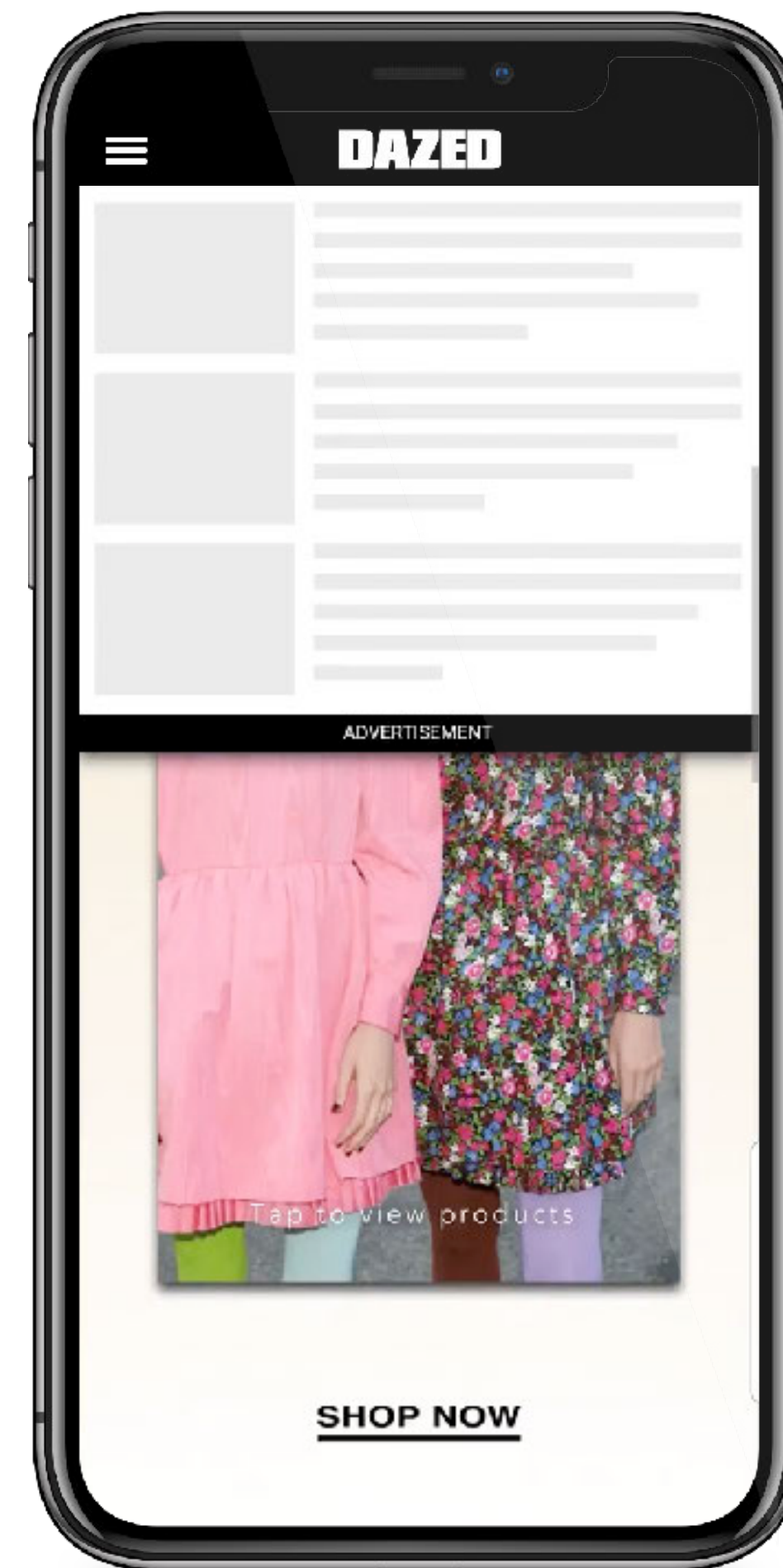


Leverage existing inventory

Cross Format: Creative features like the below can be added to any format to provide interactivity.

- Info Page
- Save the Date
- Add to Contacts
- Store Locator
- Voucher Download
- Wipe & Reveal
- Swipe Cards
- 360 Gyro
- Gamification
- Interactive 360

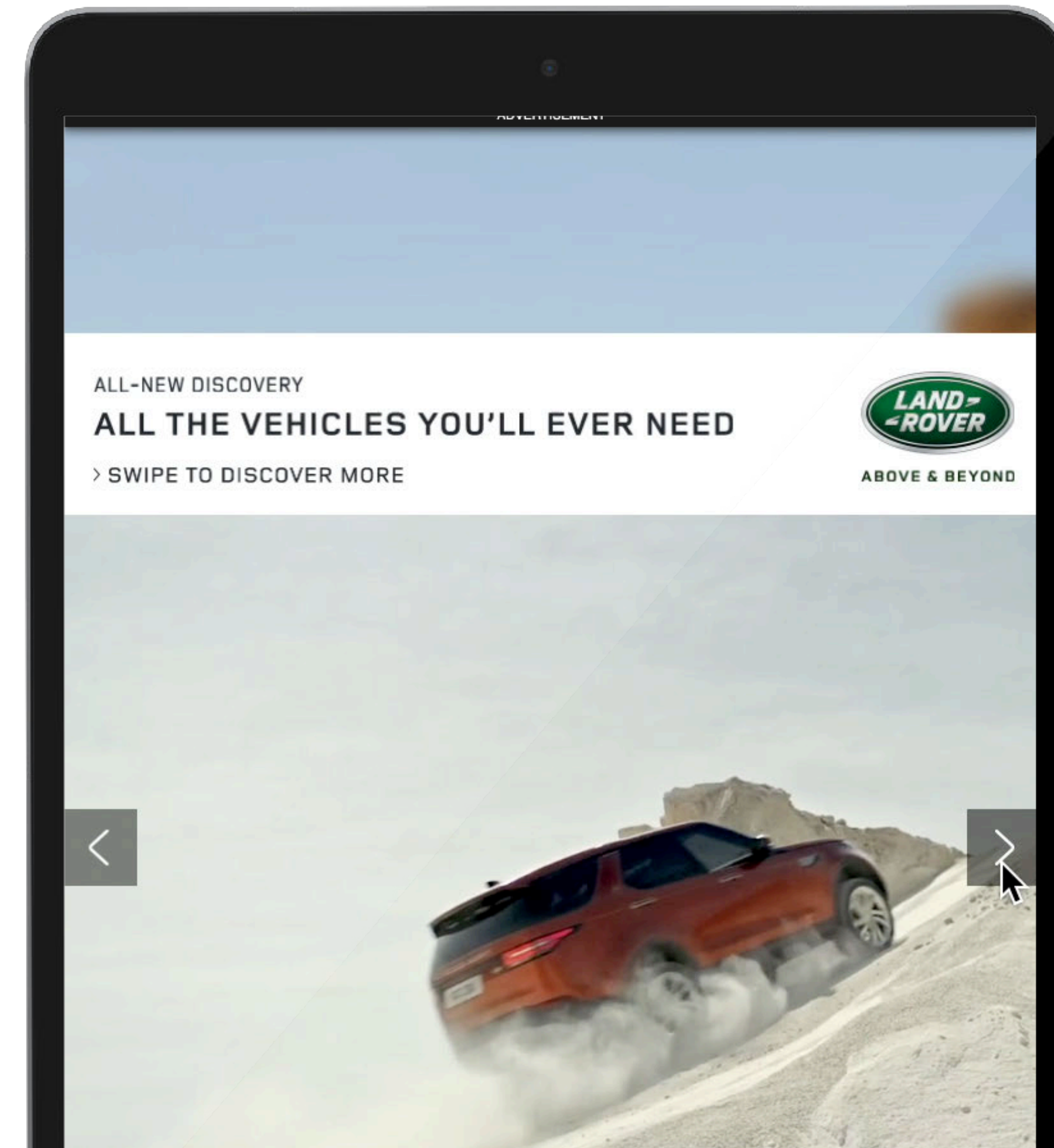
Creative Features show **+10x** higher engagement rates when applied to Medium and Large canvas units like the Interscroller, Full-Screen take over and Miniscroller.



bit.ly/2Cg2Jix

*Celtra - Creative insight Q2 2019

360 Interaction – Internal and External views



Office space | Interactive space

DESIGN YOUR OWN OFFICE

Decide how you would love your office to look with our interactive gallery



[FIND YOUR WORKSPACE](#)

Jean Paul Gaultier – Day vs Night



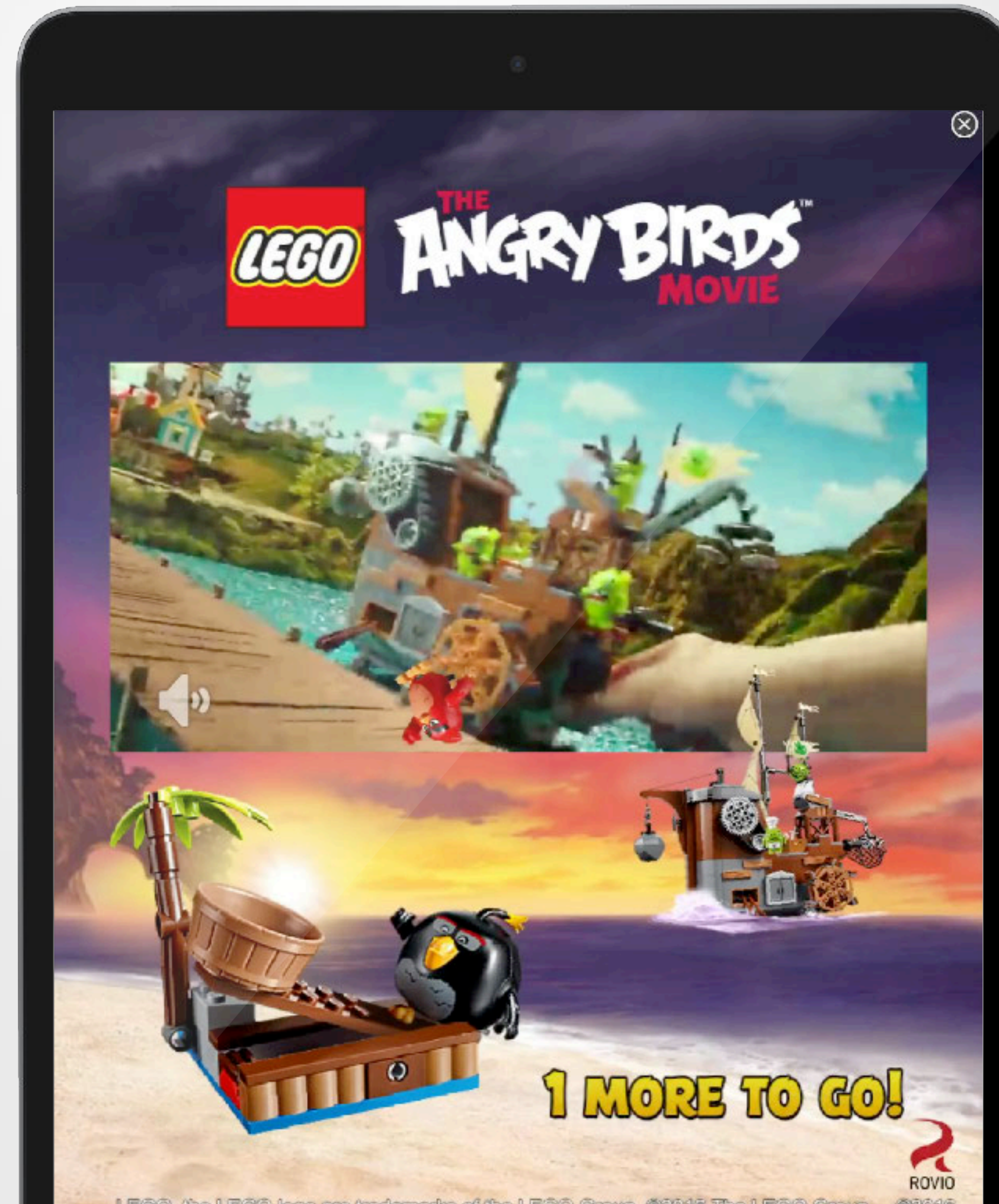
Travelbag – Responsive



Lego Angry Birds

Mini Game

The user is invited to play a mini game while a promotional video is playing. The unit is designed to increase VTR and give enhanced engagement.

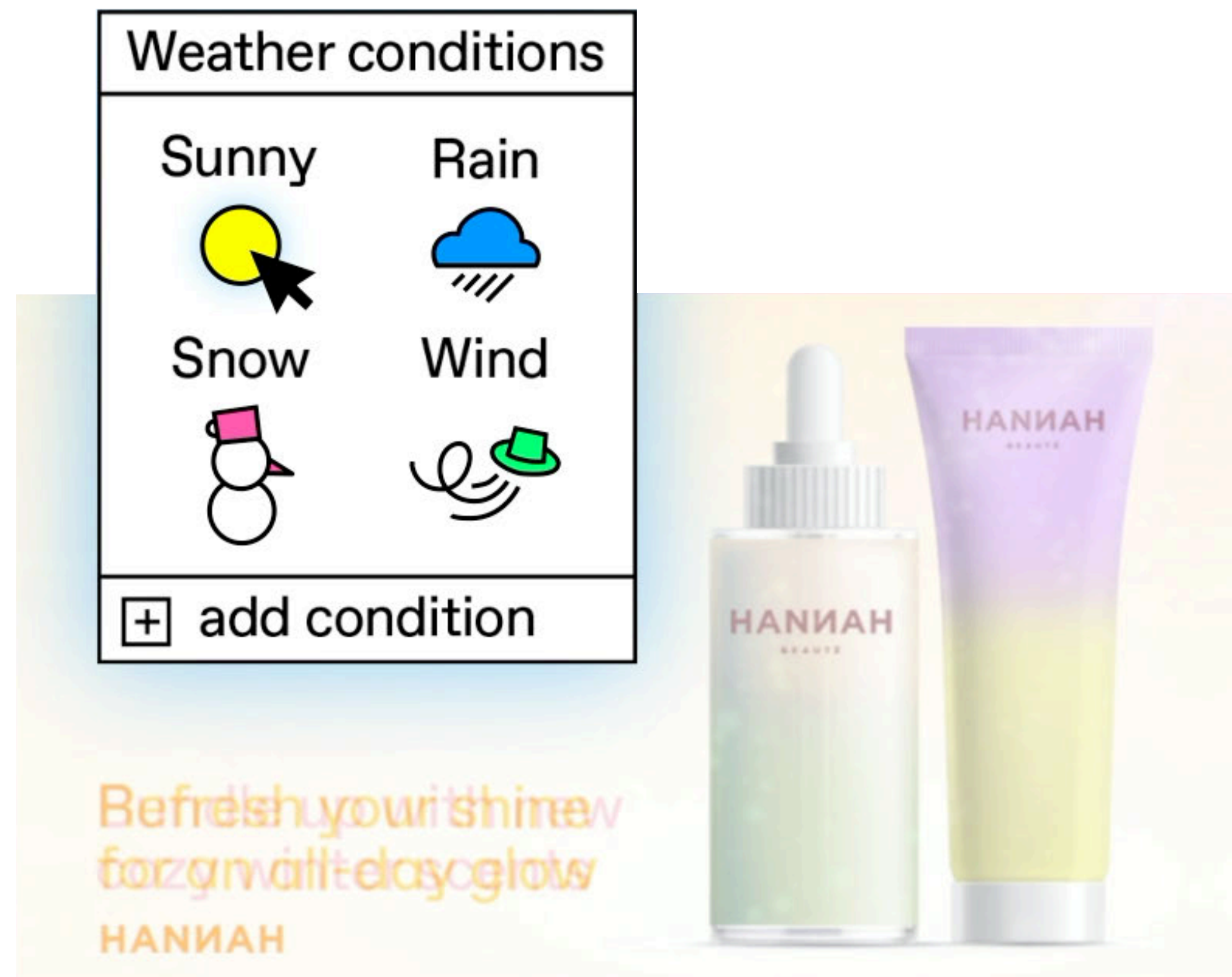


bit.ly/2SIVjDV

Data signals



Data activation



Data Activation

Make your portfolio more valuable to advertisers with relevant, timely, and personalised creative experiences.

Use 1st and 3rd party data

Off-the-shelf contextual signals like Time and Weather, or custom signals from 1st party data and feeds.

Contextual Signals

Contextual signal: **Weather**

Based on current weather design elements are dynamically tailored to present different features of the car.

- Rain = 4x4 Power Mode
- Sunny = Retractable Open-Air Roof

Rain

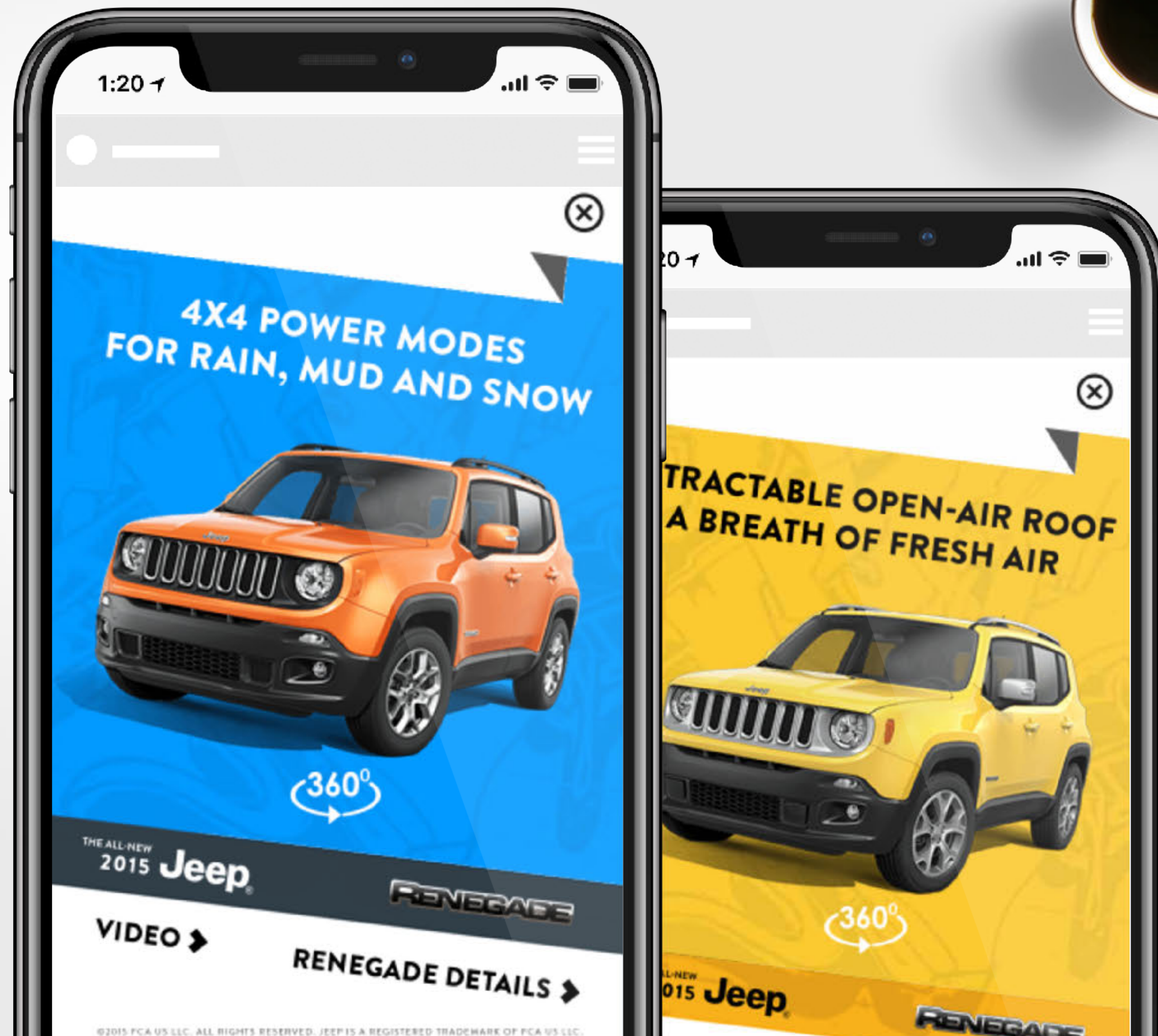


bit.ly/2S5831u

Sunny



bit.ly/2U8S142

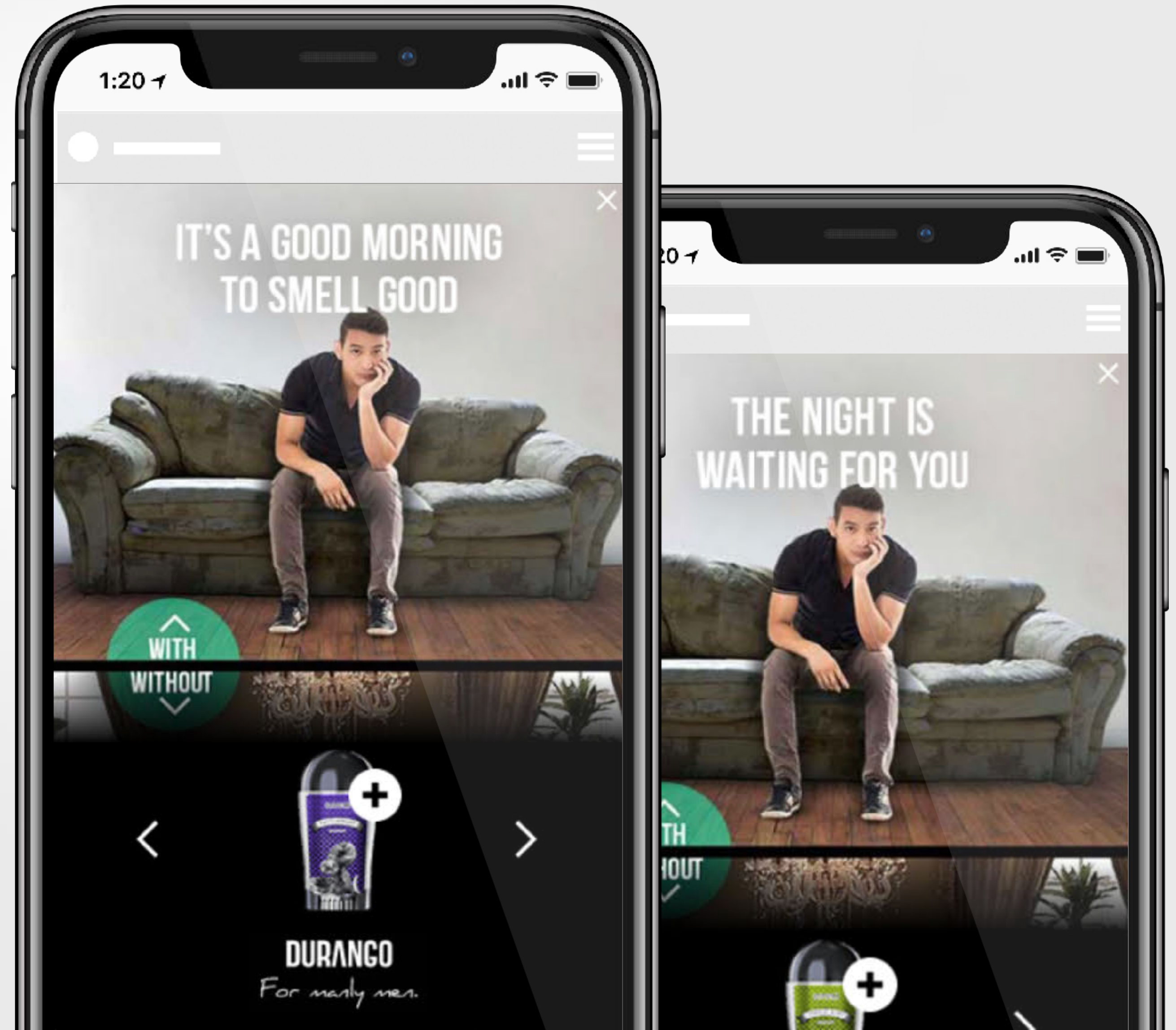


Contextual Signals

Contextual signal: **Time of Day**

The ad message changes depending on the time of day.

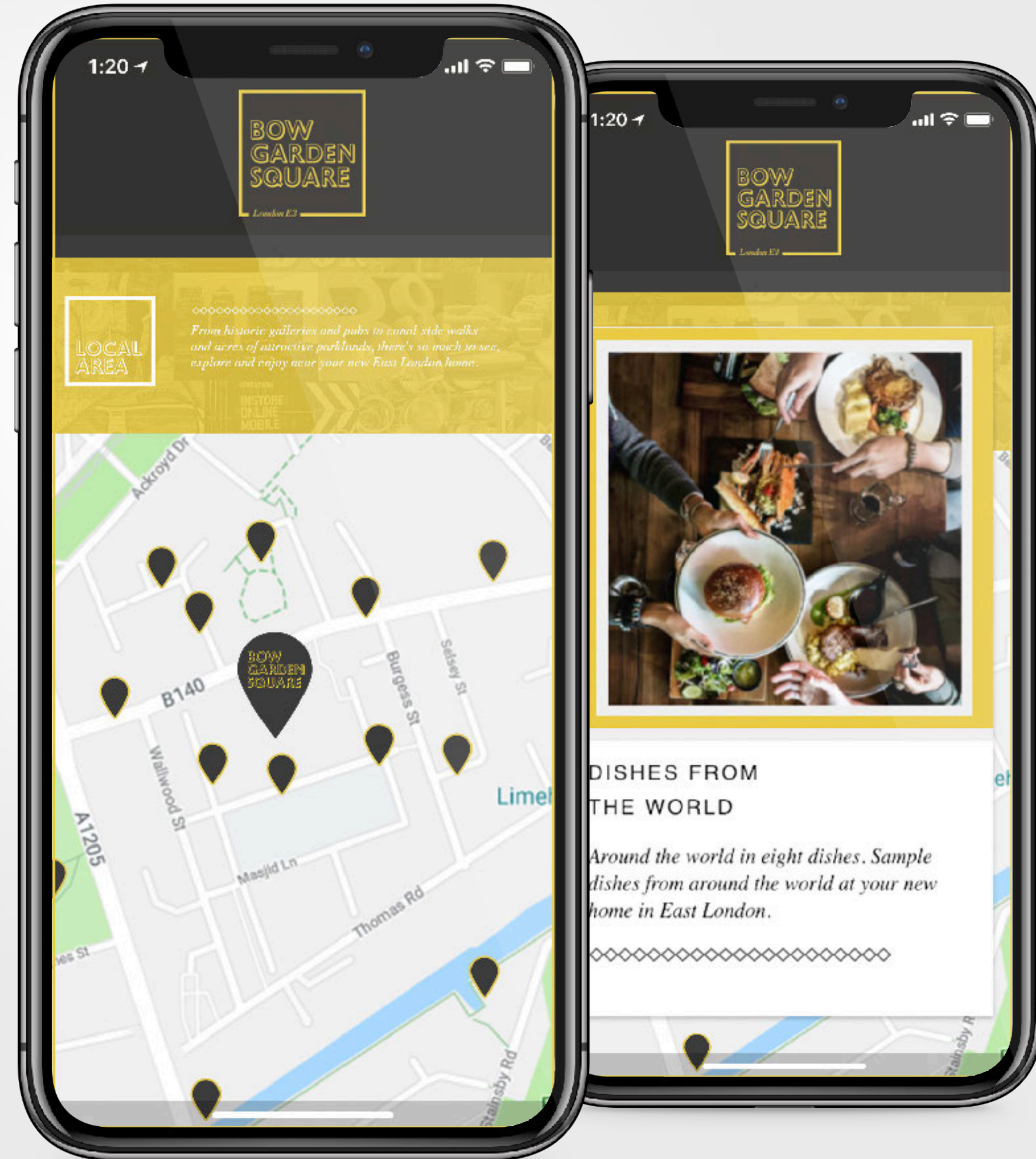
- 6am-11am = It's a good morning to smell good
- 11am-6pm = Stay fresh through the day
- 6pm-12am = The night is waiting for you
- 12am-6am = You can go all night long



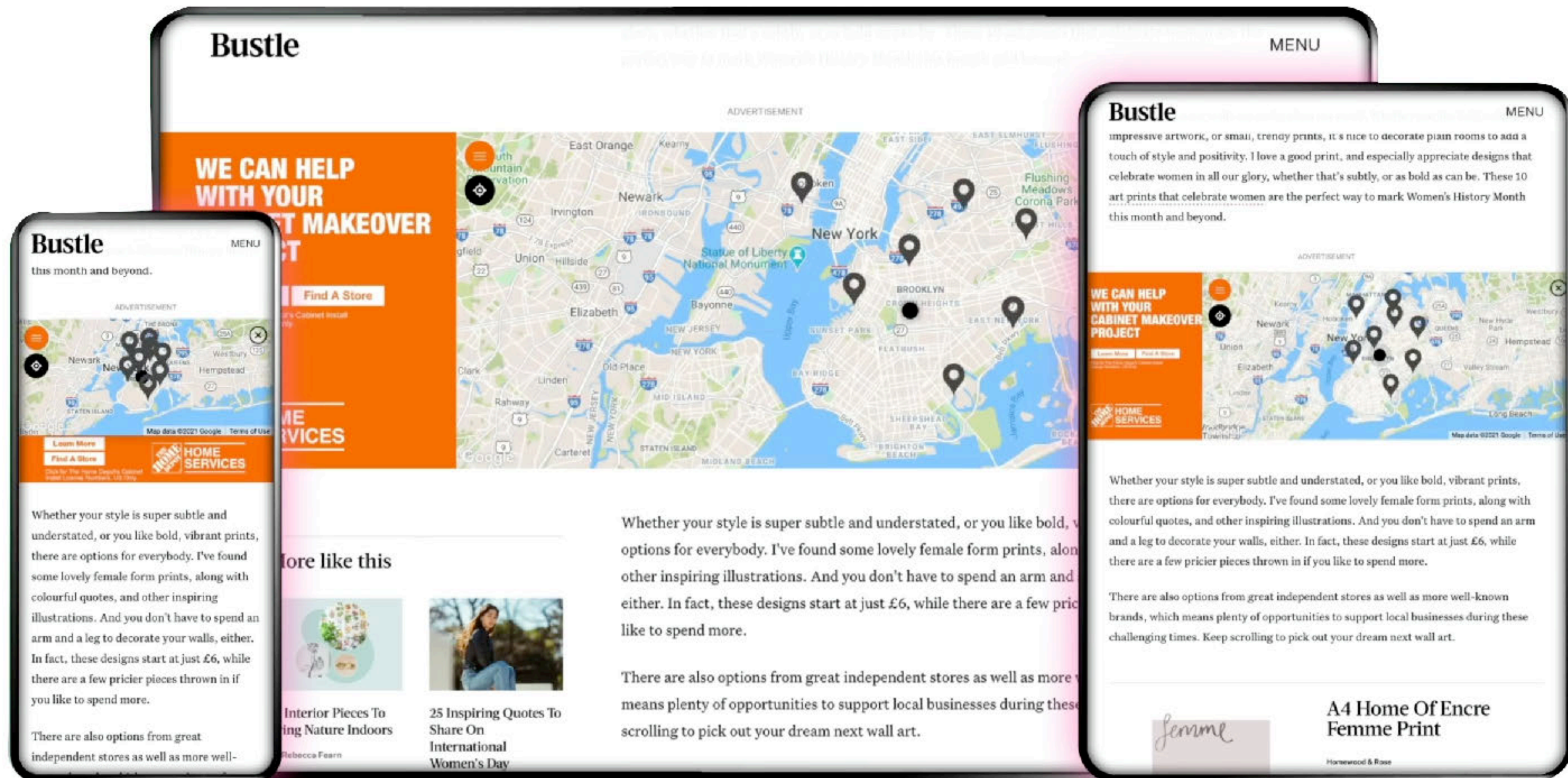
Store Locator

Map based unit for the user to explore the surrounding area in an **immersive** and clear way.

The user would be able to look around a customised map of all the local stores, shops and parks. They could tap these locations to see imagery and more information that might be of interest.



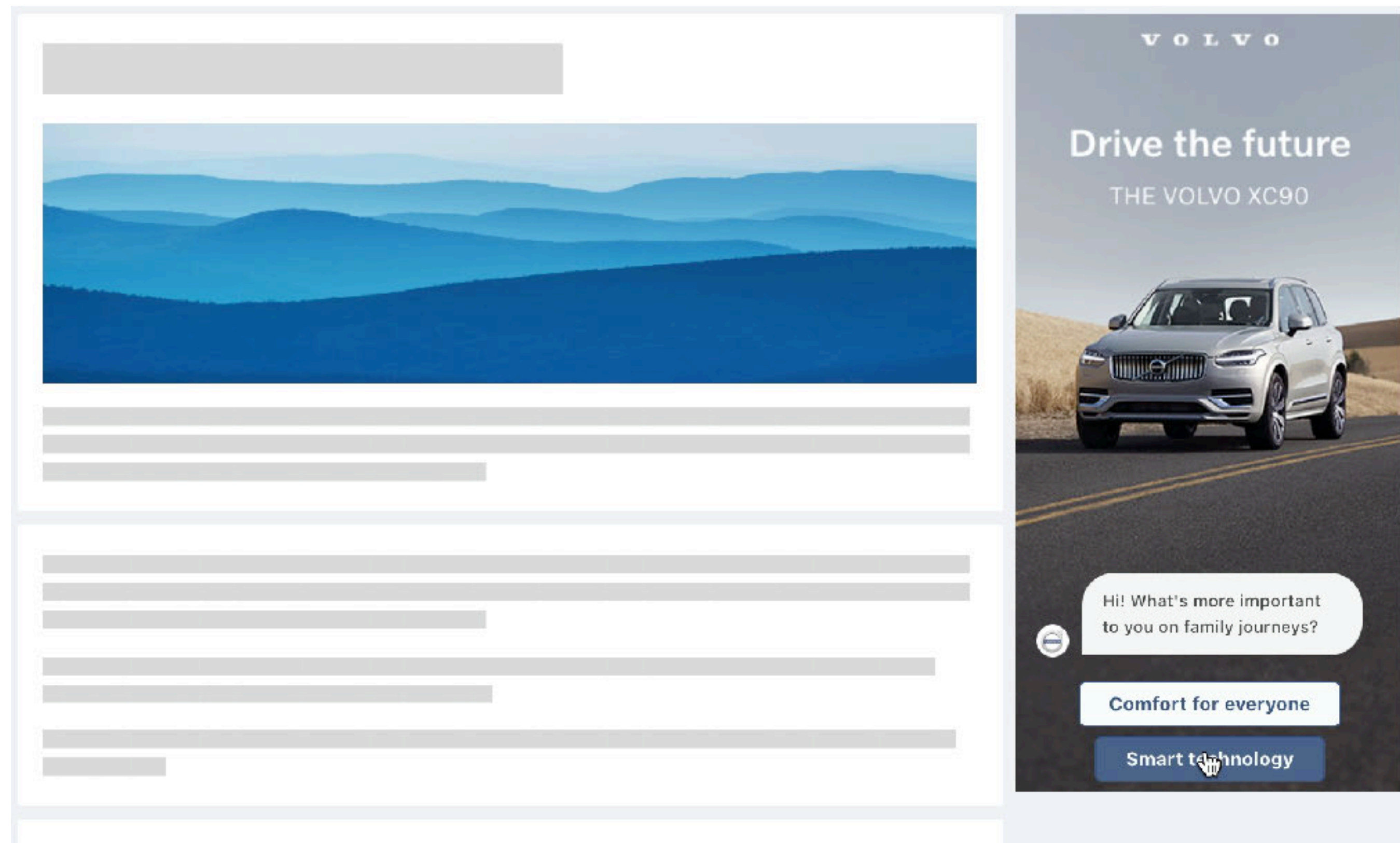
Store locators



Innovation



Autos | Interactive Chat bot



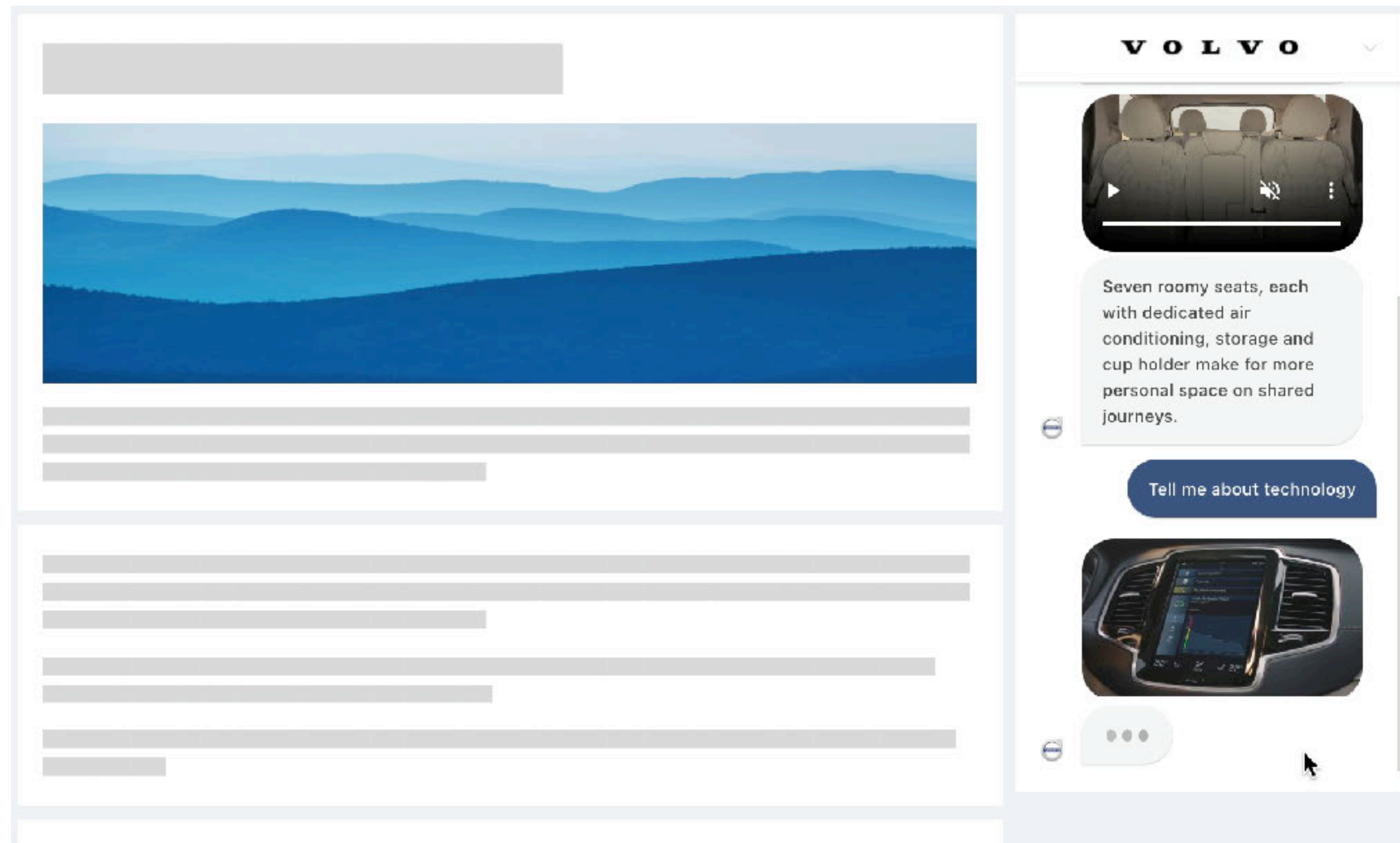
0.5%

Initial interaction

30sec

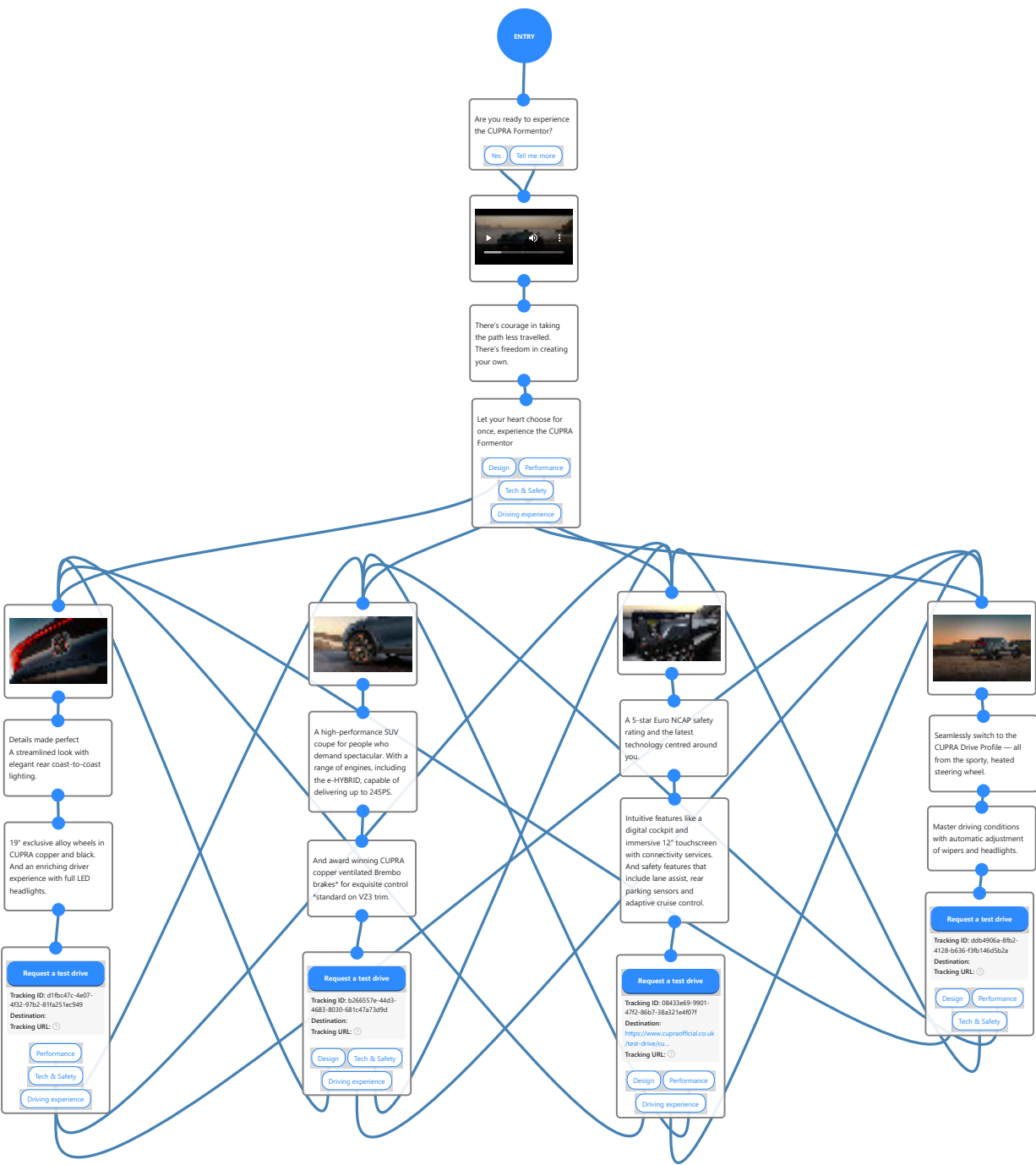
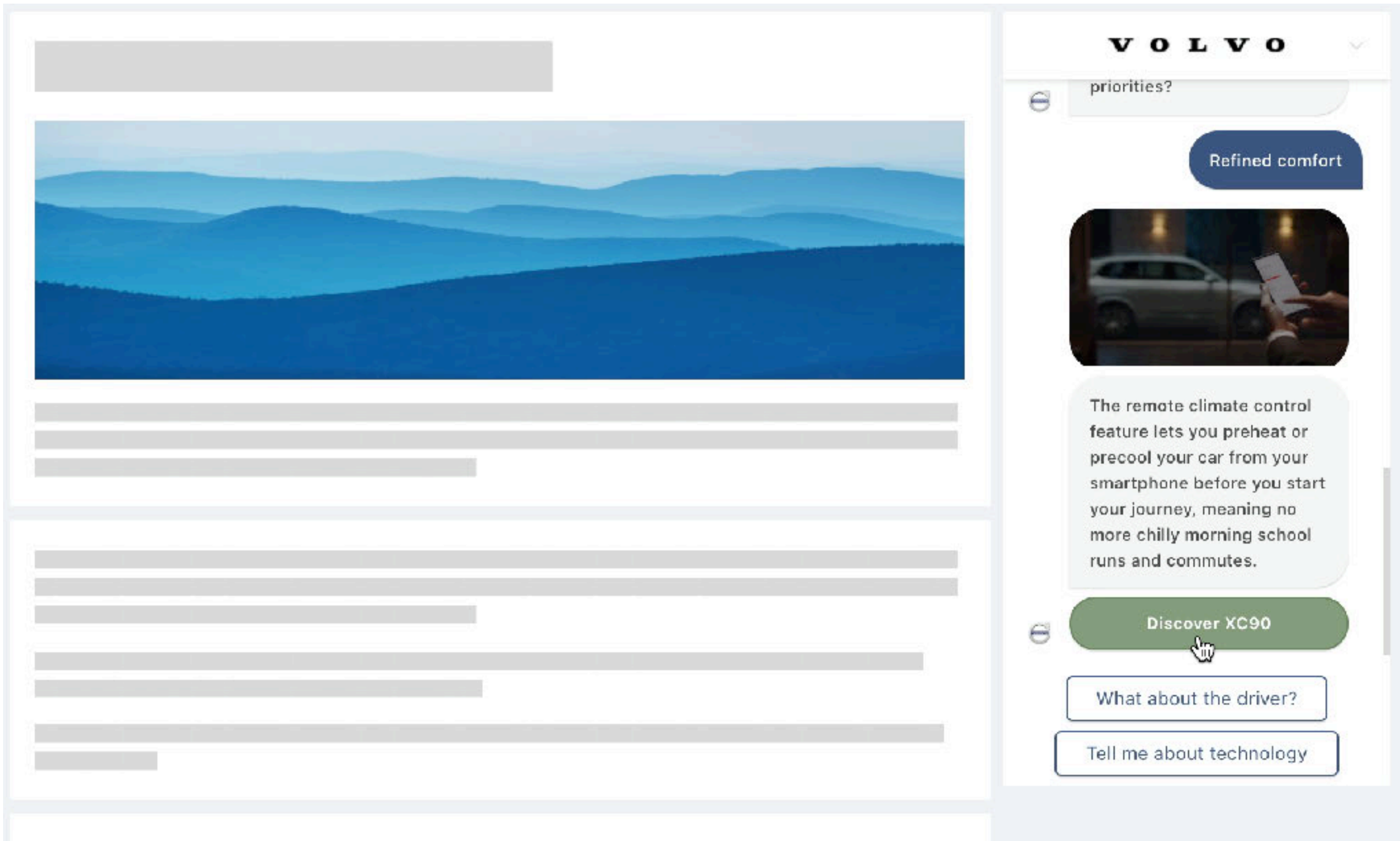
Average sustained
interaction

Autos | Interactive Chat bot



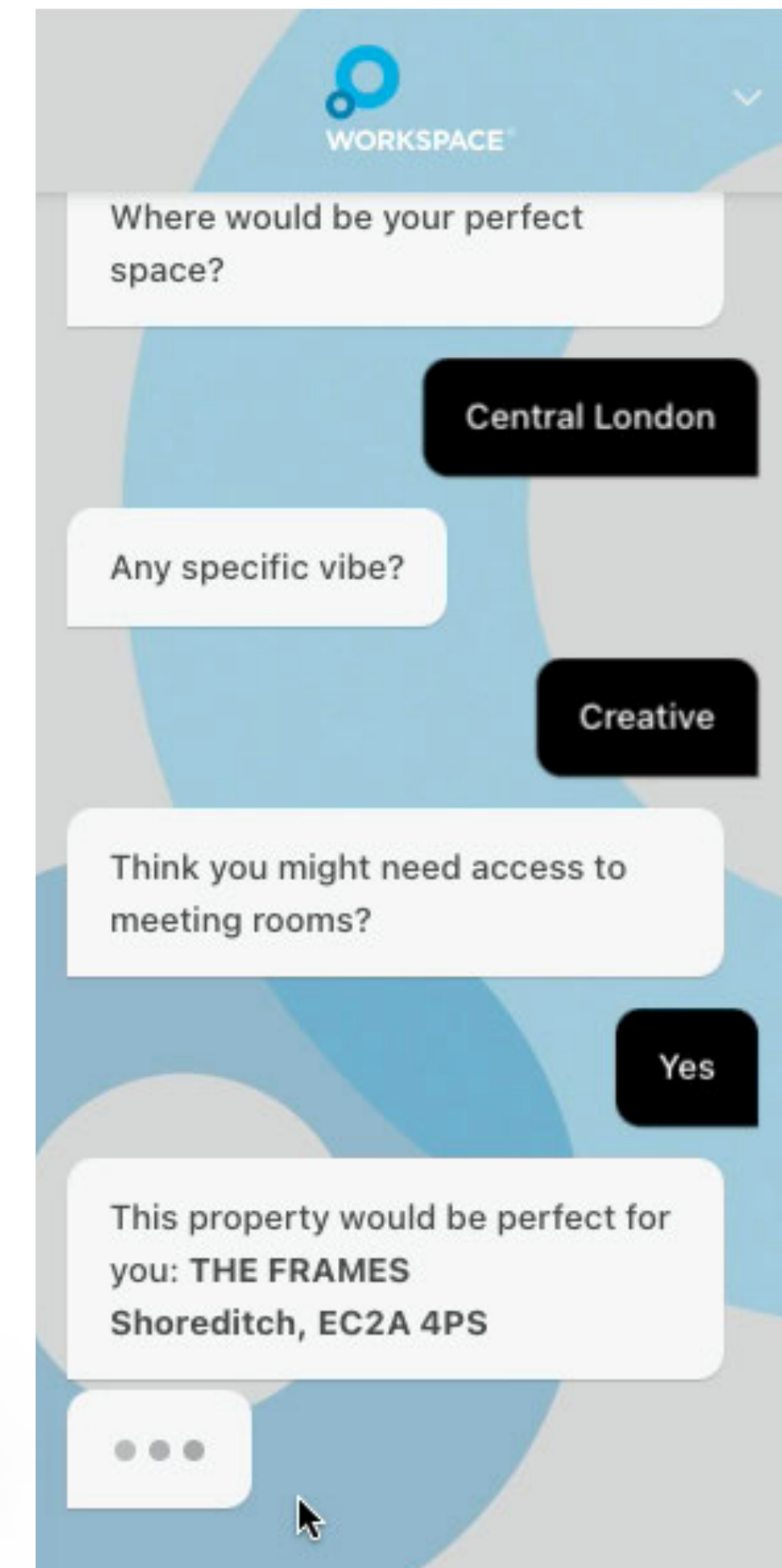
Runs in **existing**
IAB inventory

Autos | Interactive Chat bot



Complete **customisable** chat flows.

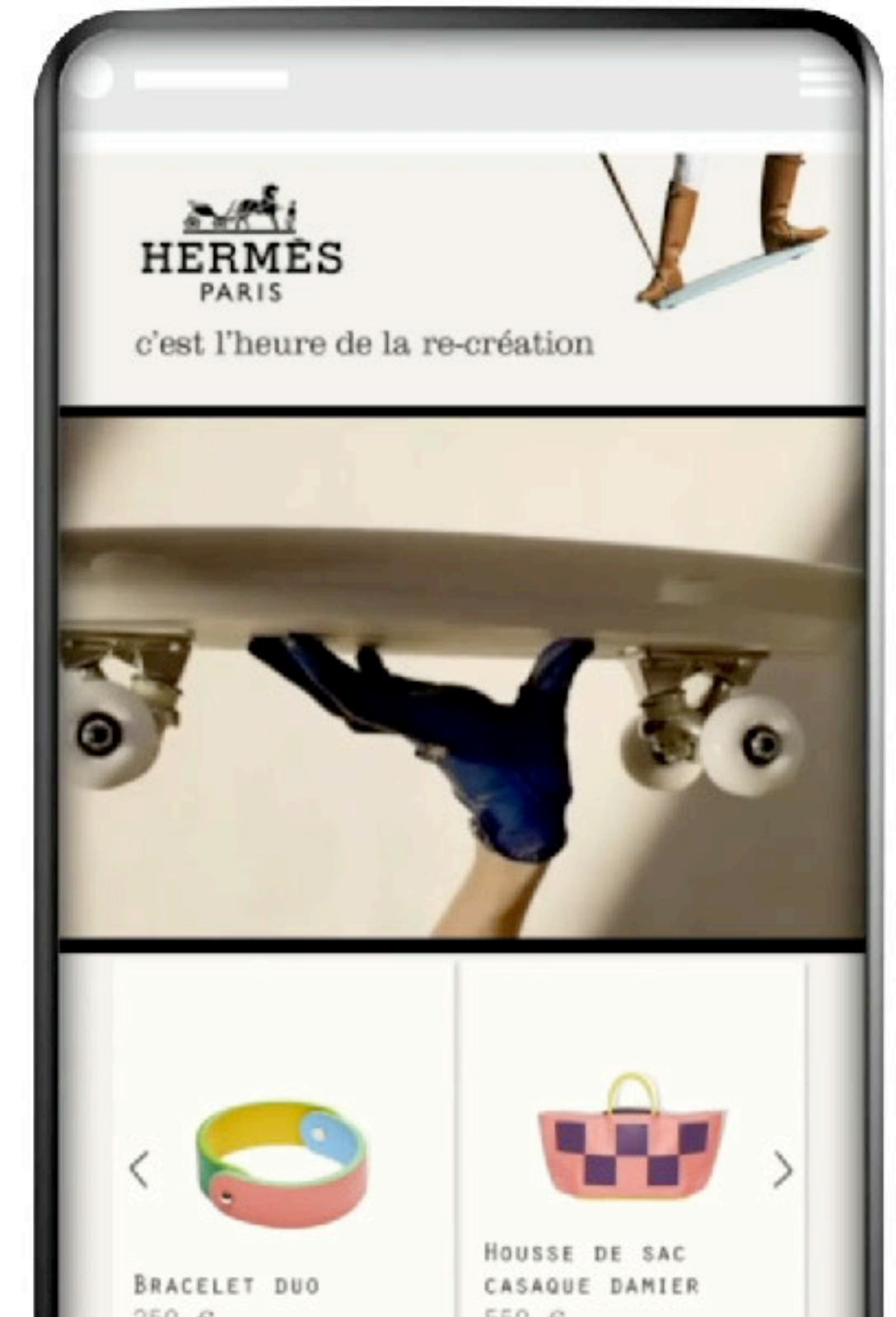
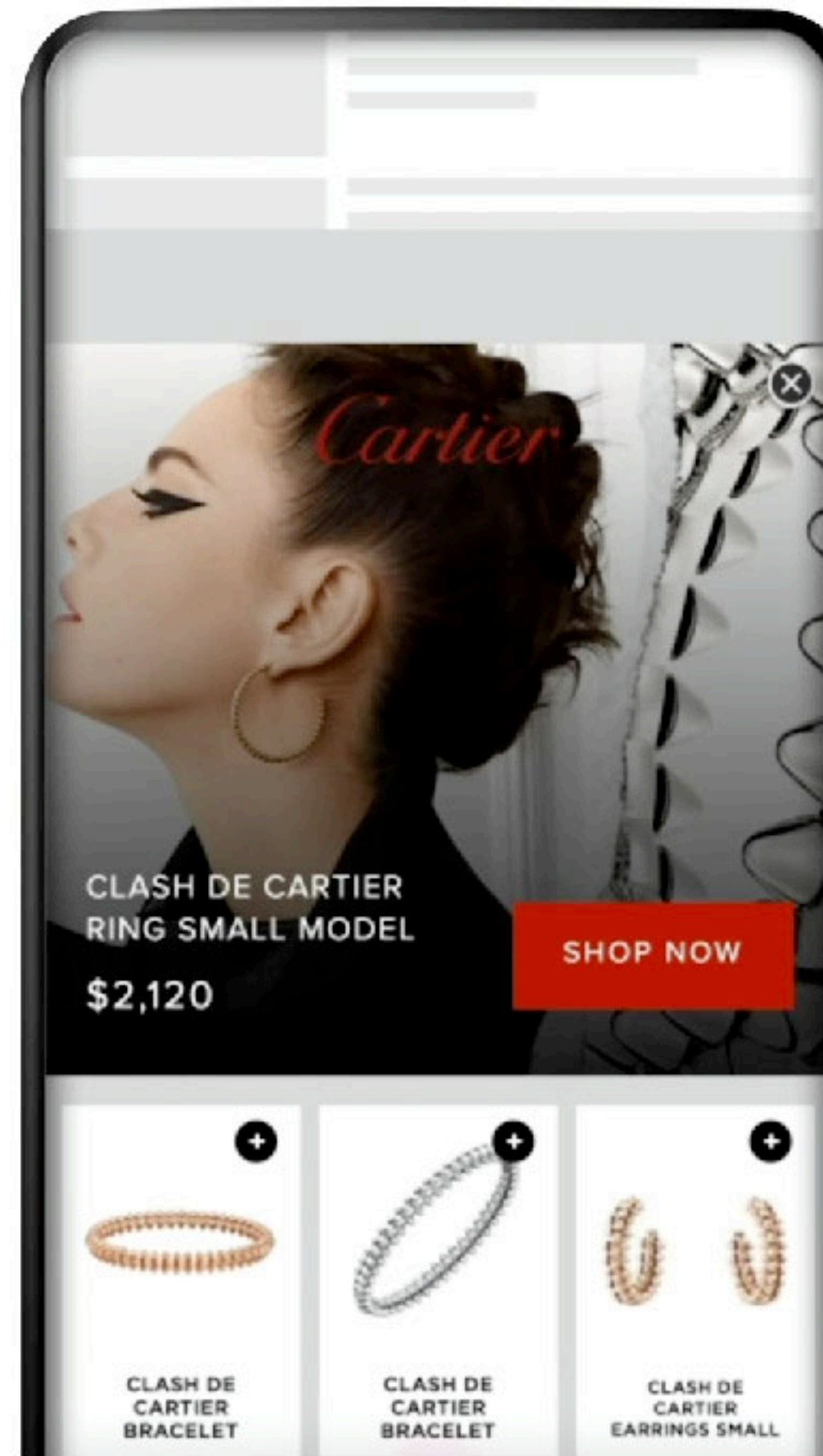
Office space | Interactive Chat bot



Shoppable ads

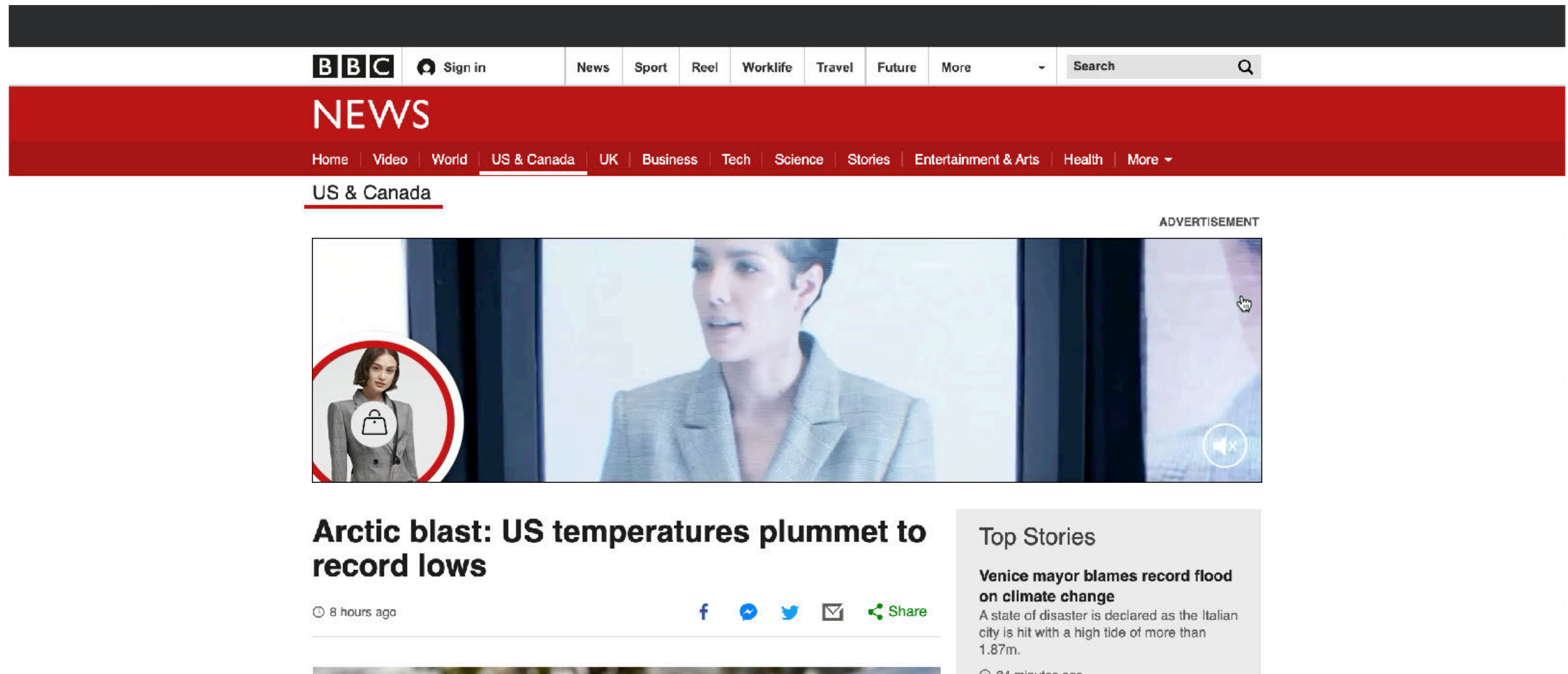
\$1.2_B

Extra spend in
during work hours



*Celtra: 5 Shoppable Ads to Consider In Your Product Suite | April 2021

Shoppable ads



The screenshot shows the BBC News website interface. At the top, there's a dark grey navigation bar with the BBC logo, a 'Sign in' button, and links to News, Sport, Reel, Worklife, Travel, Future, and More. Below this is a red banner with the word 'NEWS' in white. Underneath the banner is a secondary navigation bar with links to Home, Video, World, US & Canada (which is underlined), UK, Business, Tech, Science, Stories, Entertainment & Arts, Health, and More. The main content area is titled 'US & Canada'. A large video player is featured, showing a woman in a grey blazer. In the bottom left corner of the video, there's a circular inset with a red border and a white shopping bag icon, indicating a shoppable ad. To the right of the video, the word 'ADVERTISEMENT' is written. Below the video, the headline 'Arctic blast: US temperatures plummet to record lows' is displayed, followed by '8 hours ago' and social sharing icons for Facebook, Messenger, Twitter, Email, and a general 'Share' button. To the right of the main article, there's a 'Top Stories' section with a headline 'Venice mayor blames record flood on climate change' and a brief description: 'A state of disaster is declared as the Italian city is hit with a high tide of more than 1.87m.' Below this, it says '34 minutes ago'.


BBC Sign in News Sport Reel Worklife Travel Future More Search

NEWS

Home Video World US & Canada UK Business Tech Science Stories Entertainment & Arts Health More

US & Canada

ADVERTISEMENT



Arctic blast: US temperatures plummet to record lows

8 hours ago

f Messenger Twitter Email Share

Top Stories

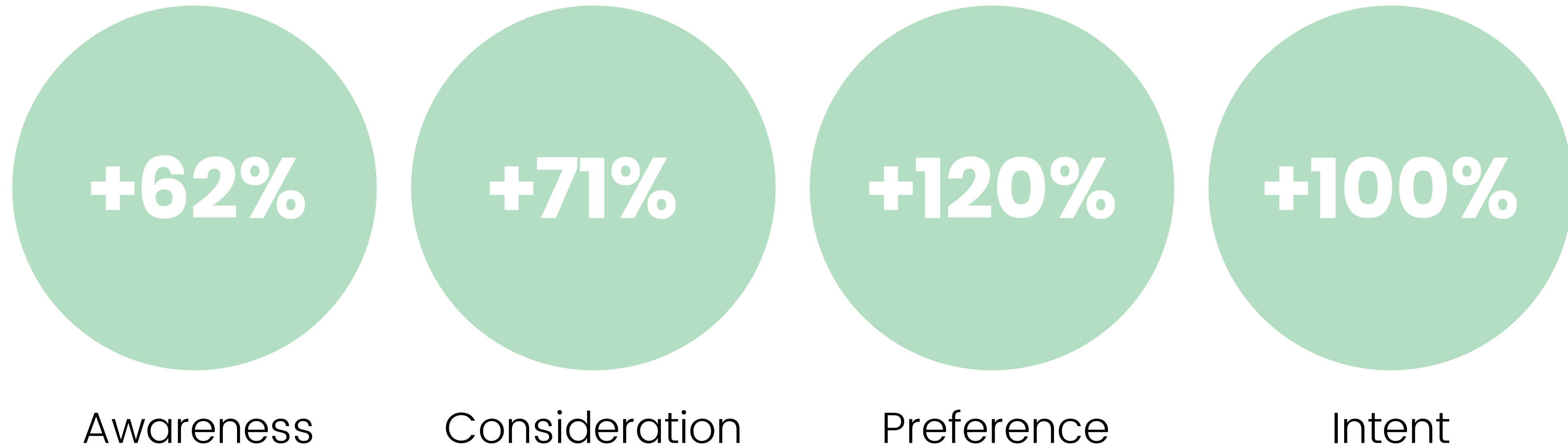
Venice mayor blames record flood on climate change

A state of disaster is declared as the Italian city is hit with a high tide of more than 1.87m.

34 minutes ago

Why creative matters

Brand uplift of campaigns which included an element of reader-first rich media



*Telegraph Rich Media report: Jan 2021

Insight

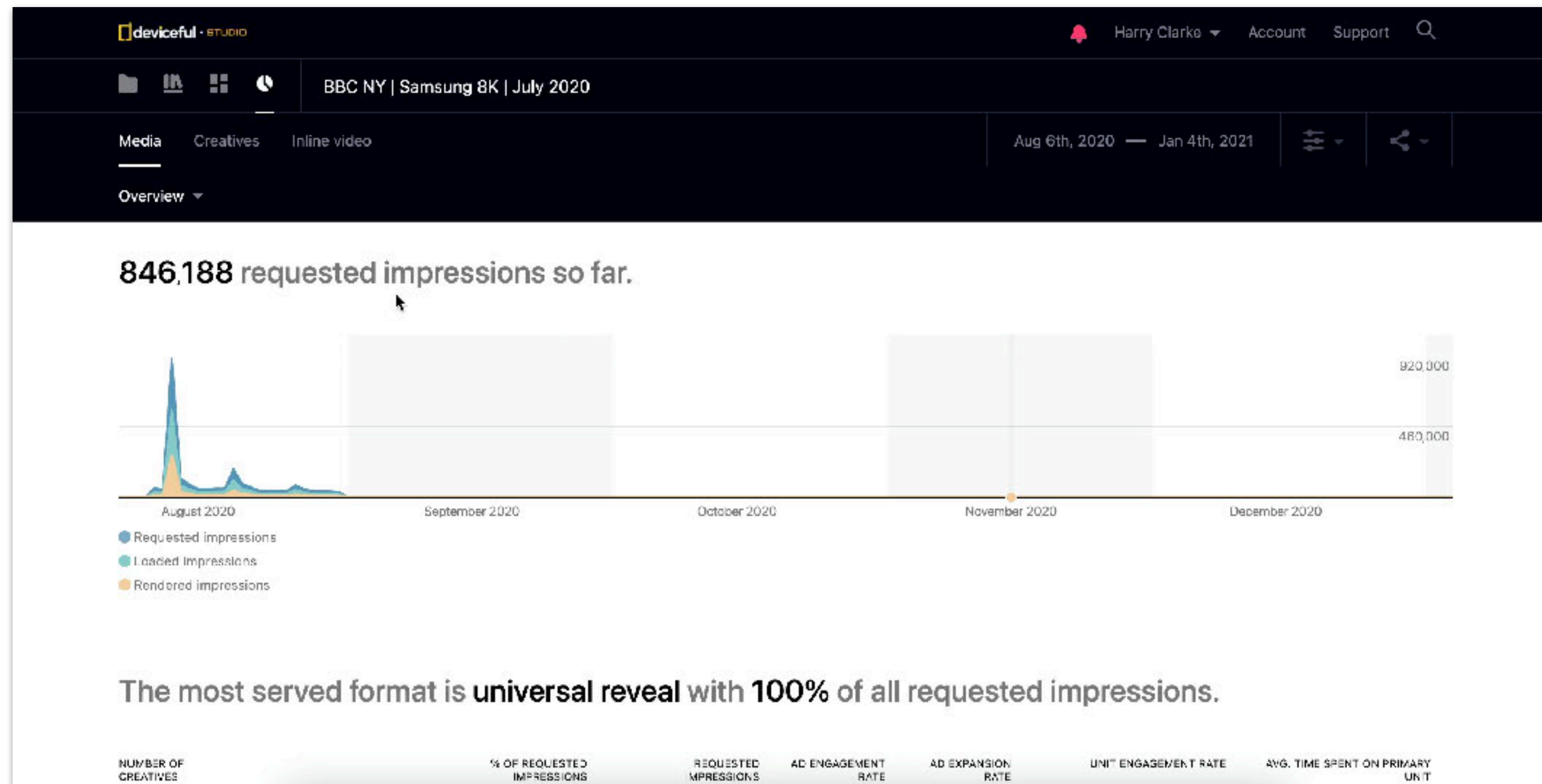


Creative Insight

With all our units we will provide full **Creative Insight**. This will include everything from **engagement** stats through to creative **best practice** and recommendations for future builds based on insight gathered from current and past campaigns.



Reporting dashboard



Analytics

Access to real-time, robust reporting with 100+ industry-standard metrics and dimensions.

- Customizable views for performance benchmarking of ad products
- Publicly shareable report links that can be scheduled for delivery

DIMENSIONS AND METRICS

Search dimensions

Clear all (2)

☒ Creative name

☒ Format

TIME (UTC)

☐ Date (UTC)

☐ Year (UTC)

☐ Month (UTC)

☐ Week (UTC)

☐ Day (UTC)

☐ Hour of day (UTC)

☐ Hour timestamp (UTC)

TIME (ACCOUNT)

☐ Date (account)

Search metrics

Clear all (7)

☒ Video completion rate

☒ End card engagement rate

☒ Inline video consumption rate

☒ Inline video first quarter play rate

☒ Inline video second quarter play rate

☒ Inline video third quarter play rate

☒ Inline video fourth quarter play rate

DISPLAY

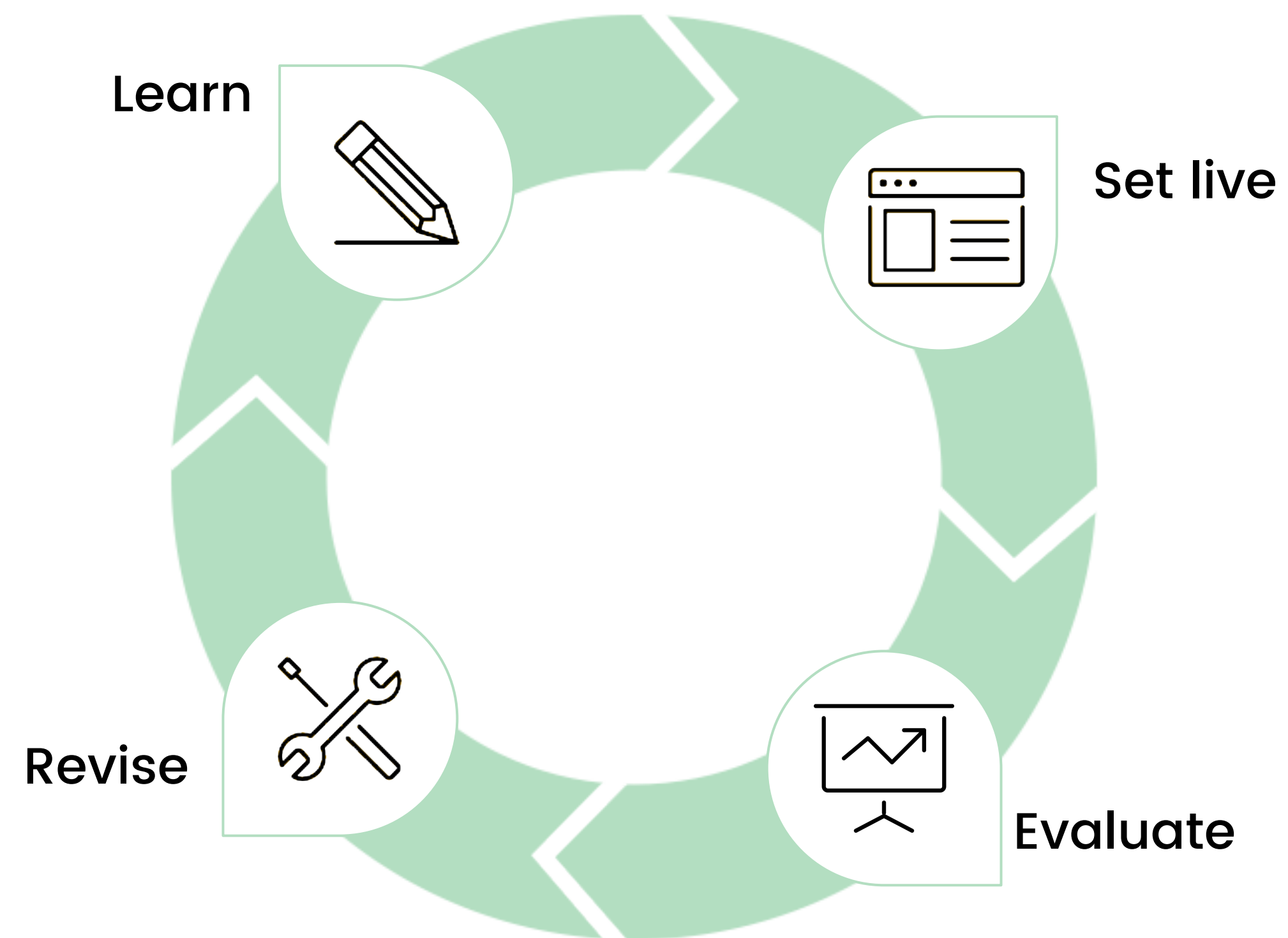
☐ Avg. exposure time

EXPANSIONS

☐ Ad expansion rate

CREATIVE STRUCTURE

Constant creative refinement



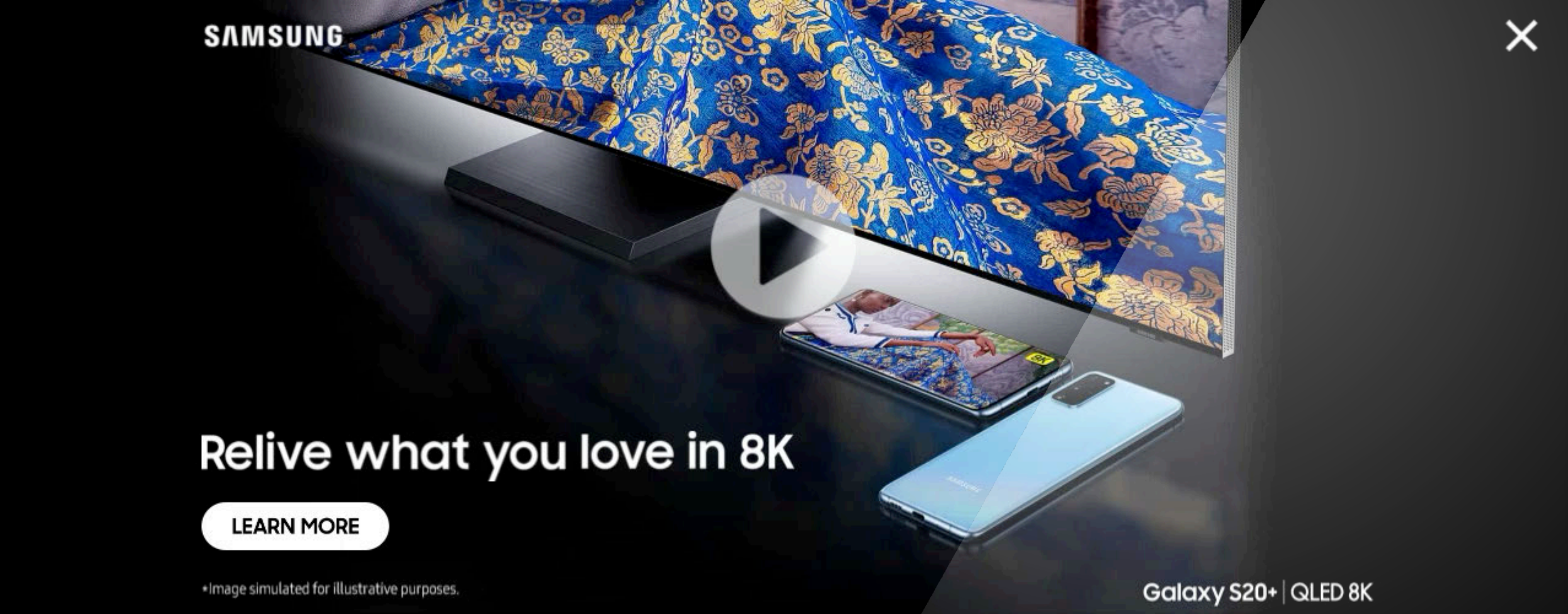
“Deviceful’s goal is to **make creative** with **purpose** across all **digital channels**.”



New Formats



Samsung – Headliner



The advertisement features a Samsung QLED 8K TV displaying a vibrant blue and gold floral pattern. A large play button is centered over the TV screen. In the foreground, a Samsung Galaxy S20+ smartphone is shown, also displaying the same floral pattern. The background is dark, making the products stand out.

SAMSUNG

Relive what you love in 8K

[LEARN MORE](#)

*Image simulated for illustrative purposes.

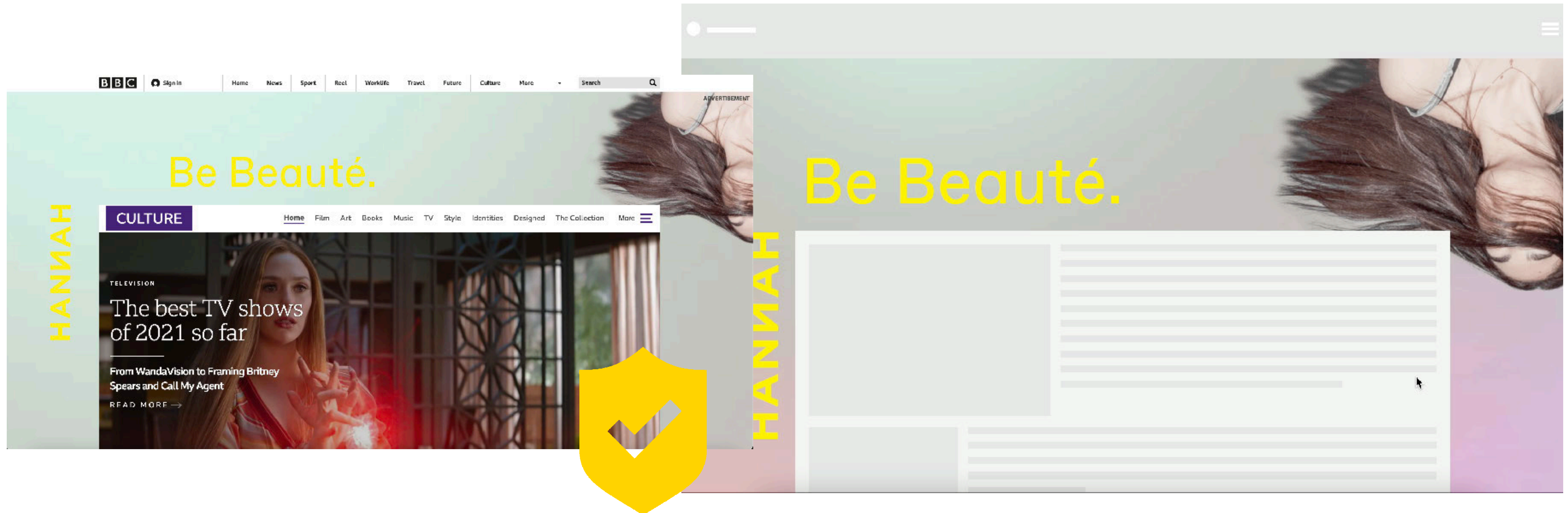
Galaxy S20+ | QLED 8K

The bottom section of the advertisement contains a grid of placeholder images and text blocks, suggesting a structured layout for additional content.

HSBC – Headliner – Interscroller

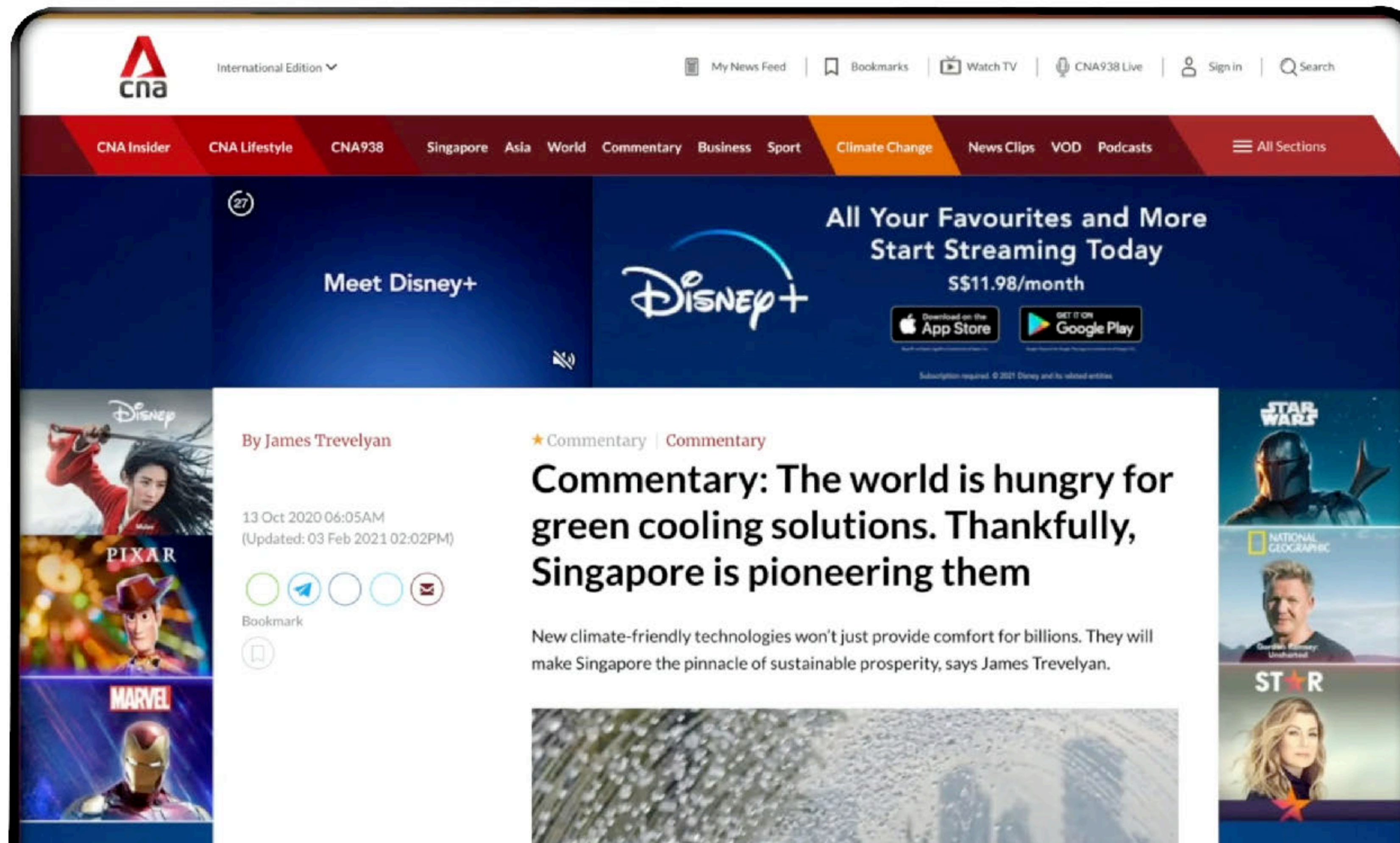


Site skins - Alpha



Certified

Skins - Alpha



The New Process



New Booking Process

BBC Portal

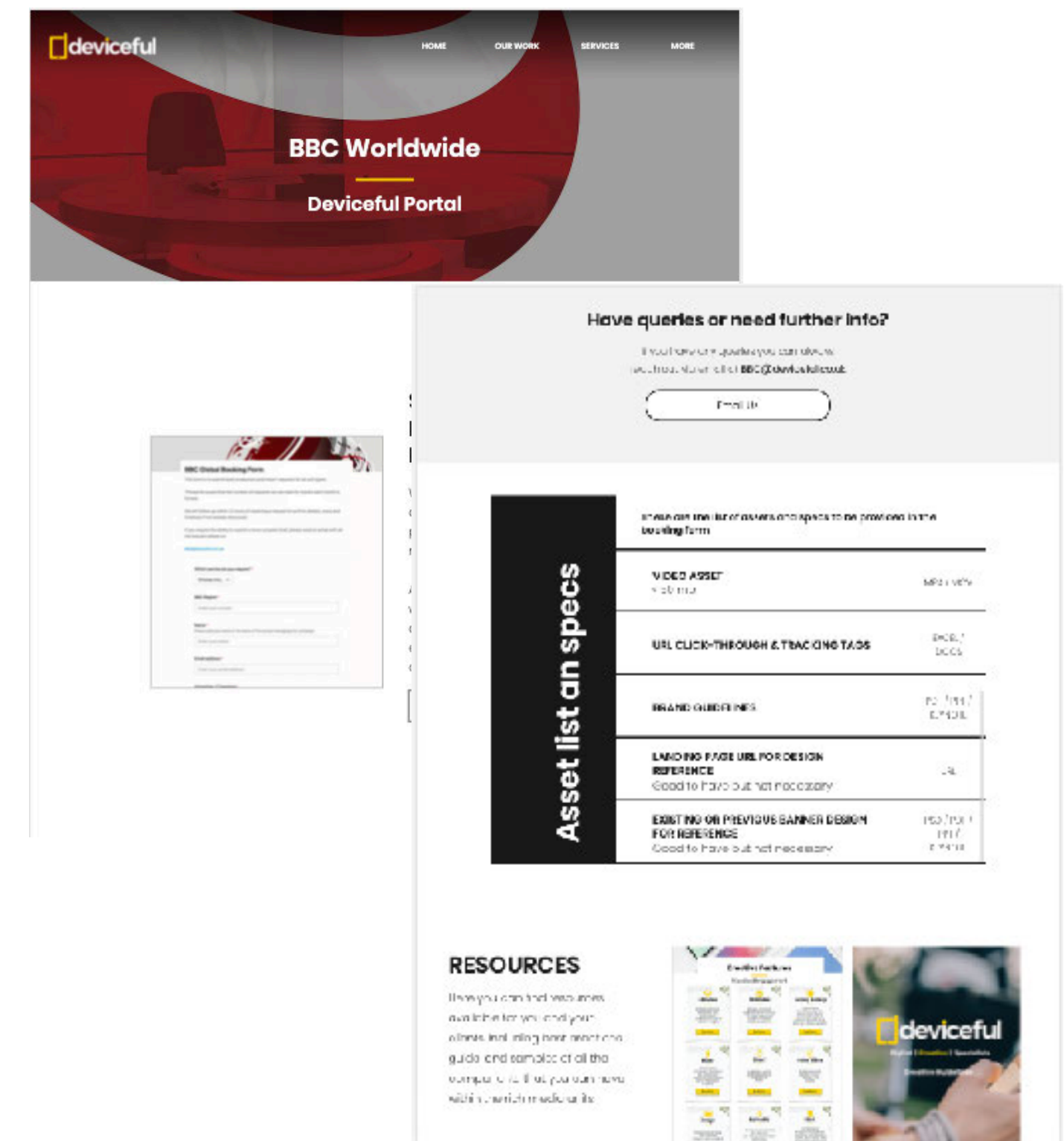
We now have a Portal as a one-stop-shop to access our booking form, resources and info.

deviceful.co.uk/bbcww

The portal includes:

- Link to the Booking Form
- List of Assets & Specs that we generally need for any build.
- Resources section
- Curated previews of previous BBC projects.

We also have a new email address to send any queries to which is **BBC@deviceful.co.uk**



Production Booking Process

Booking a Project

You can request a storyboard of the design before we start on production.

All Rich media bookings, per below, require no. of impressions.

- IAB Rich Media units
- IAB Expanding units
- Interscroller
- Headliner Unit
- Video unit | Pre-roll

After your brief is submitted, you will receive email confirmation that your form has gone through – **this is not our confirmation.**

We will email you with confirmation within 12 hours with the Quote & TAT.
We will only build it once the costs is approved.

BBC Global Booking Form

This form is to submit production requests for all unit types.

We will follow up within 12 hours of receiving a request to confirm details, costs and timelines if not already discussed.

If you require the ability to submit a more complex brief, please send an email with all the relevant details to:

bbc@deviceful.co.uk

Do you require a storyboard of design before going to build? *

Choose one... ▾

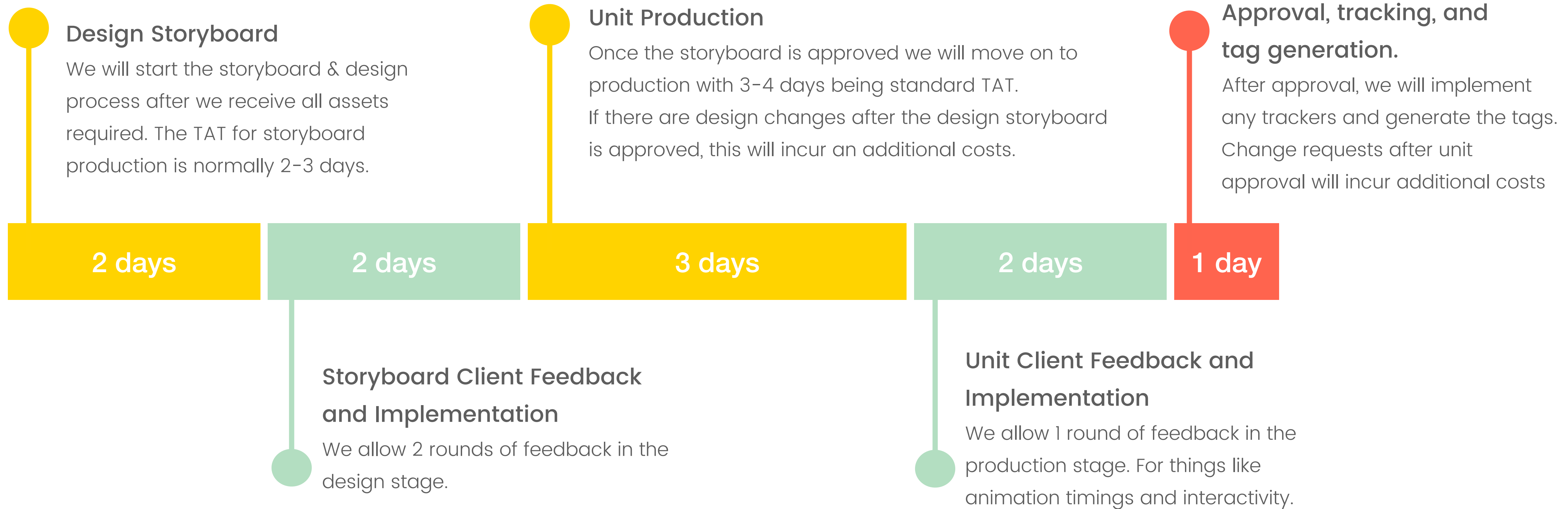
Formats to be built *

Please select the format type(s) that you require.

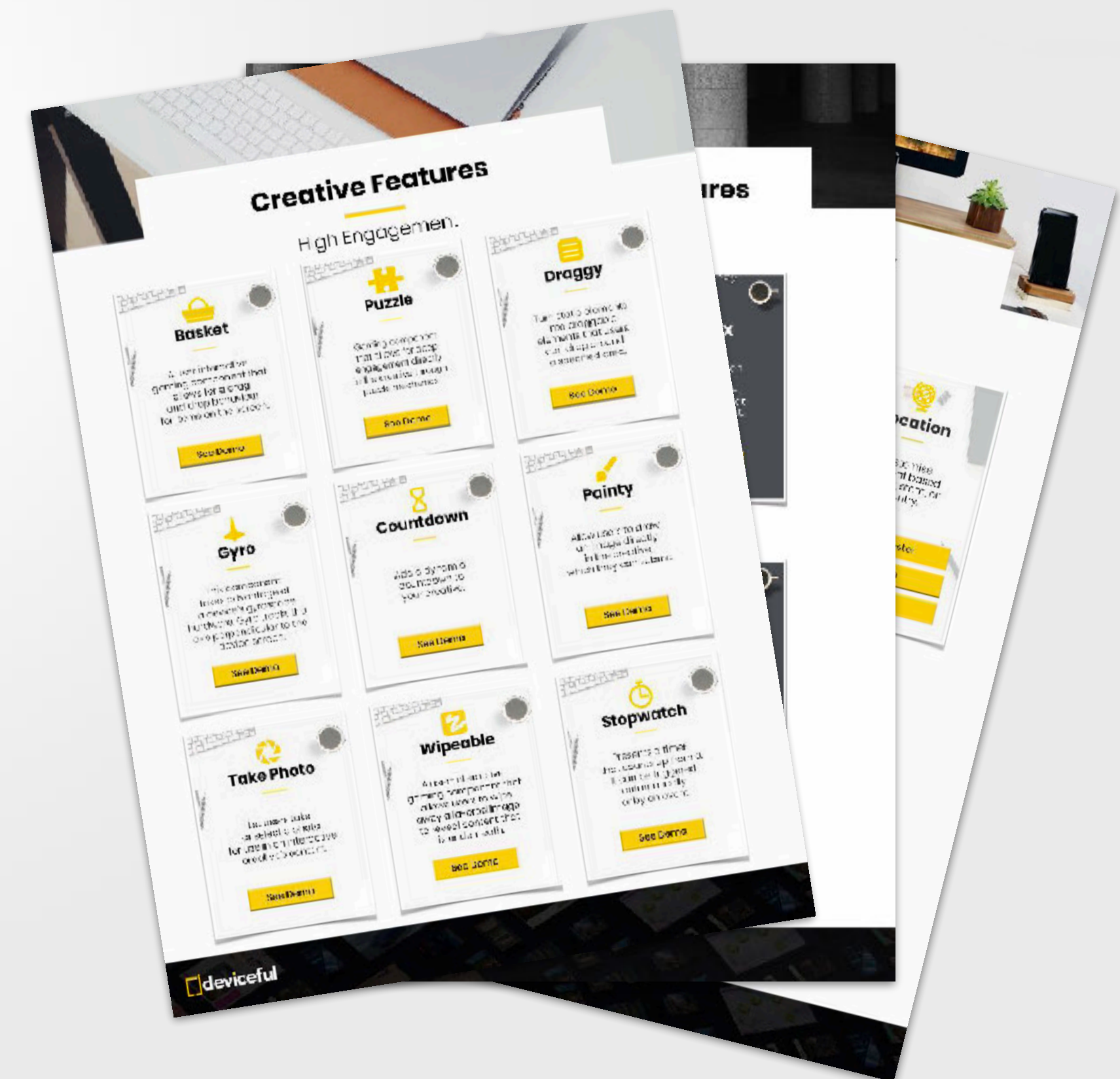
All Rich Media, Interscroller, Expanding and Headliner units can include video, please indicate in the brief if this is a requirement.

- ☐ IAB static banners
- ☐ IAB gif banners
- ☐ IAB HTML5 zip banners
- ☐ IAB Rich Media units
- ☐ IAB Expanding units
- ☐ Interscroller
- ☐ Headliner Unit
- ☐ Video unit | Pre-roll

Standard Production Timeline: 9 days



Deviceful's Creative Resources



Thanks!



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Director



Harry Clarke

Head of Creative Strategy



Meliana Wijaya

Account Manager

