

CERTIFIED 

Workshop





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Today

01 Introductie: stel je voor

02 Inspiratie

03 Trends & ontwikkelingen

04 Hands on Q&A

05 Gastspreker: Aryeh Loeb

ONZE MEDIA WERELD



Weborama verbindt creatie, media en strategie.



Samen brengen we opvallende formaten en interactieve merkervaringen.



Technologie maakt het cross-web en app mogelijk



Innoveer samen met elkaar en bring de markt verder.





**WEBORAMA
CERTIFIED**

A CURATED NETWORK



Certified developers



Lokale & internationale
campagnes



16 agencies



High Impact, Interactive video
en design.



Rich Media Ambassadeurs



Vertel !



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Accenture Song

TRGR.
DIGITAL CREATIVE AGENCY



adpin

DSLlab
Digital Campaign Studio

alion

disxt

Greenhouse

mig.

BANNERHEROES

DEPT.

SERVICEPLAN
HOUSE OF COMMUNICATION

BANNERSETJE

Padoem
Digital Content Studio

Ratsi **bam!**

BannerBazen



Inspiratie



Brand awareness (91%)



Interaction with audience (71%)



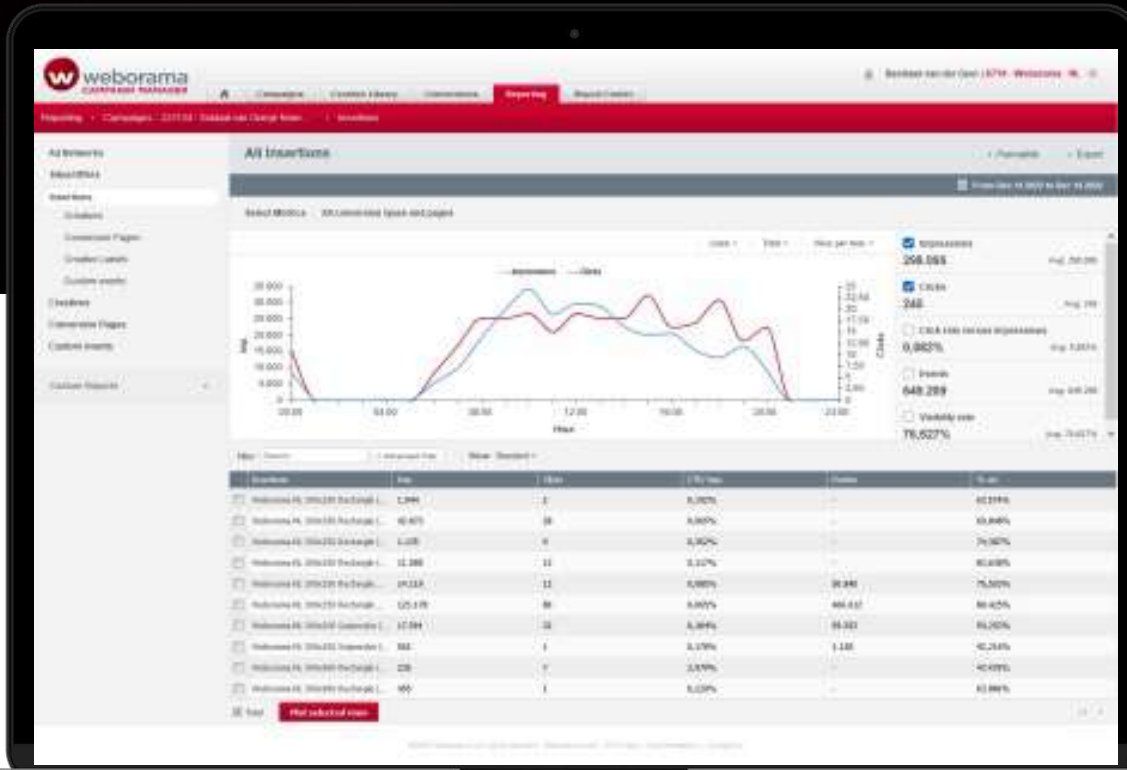
Reach (56%)





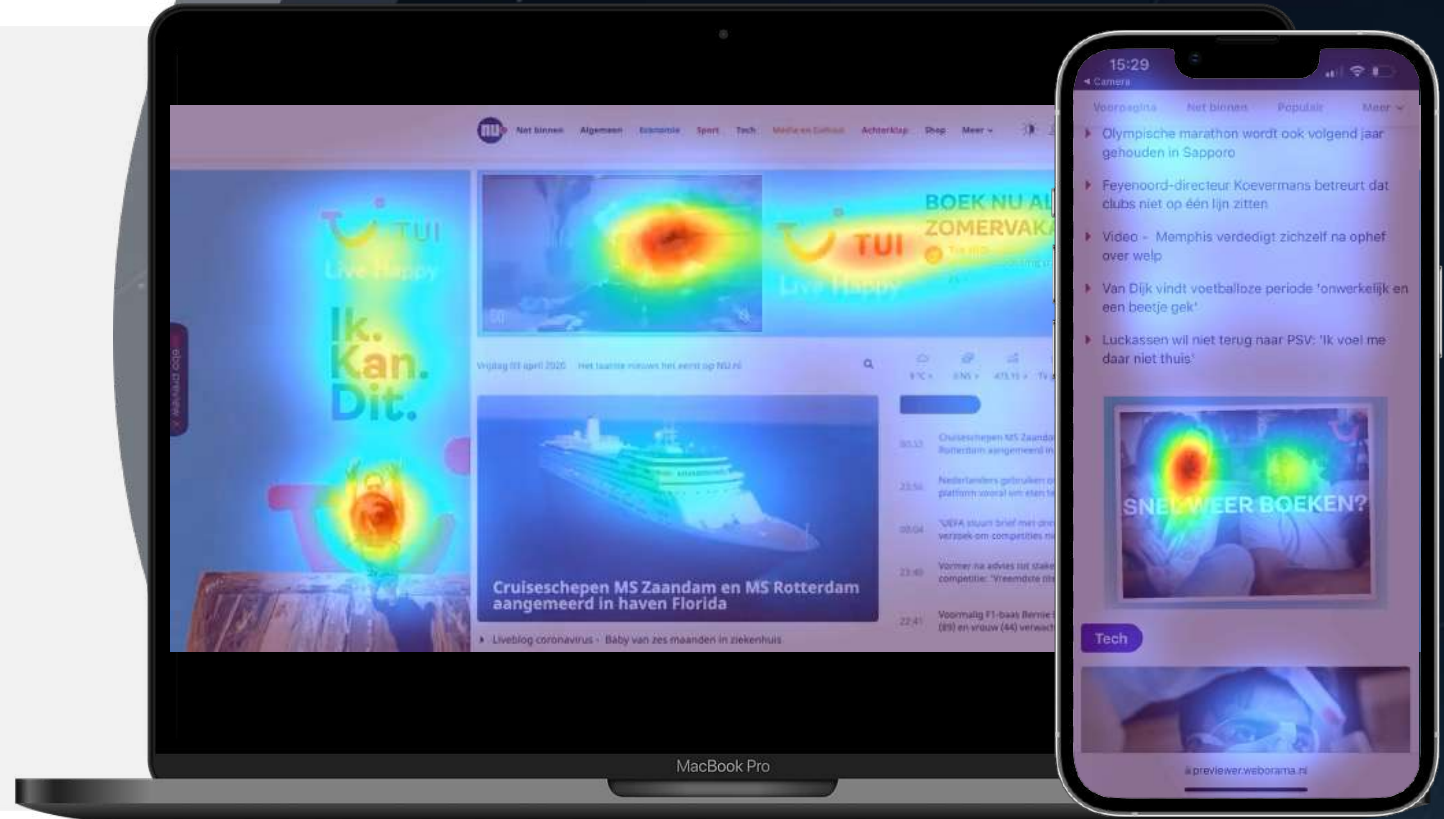


Benchmarks



Heatmaps

- A.I. Tool Predicts Viewers Attention
- Available Through Impact
- Measure Specific Areas
- A/B Testing
- Desktop and Mobile





1 - ALLES IS VIDEO

IEDEREEN STREAMT VIDEO.



Live Adaptive streaming Video



Ons CDN network Edgio : uplynk



Live broadcasting in ads



[1080p full HD video \(adaptive\)](#)



Testing starts in Q1 2023





ADWAYS Studio (part of webbo)

Interactive video Studio
Template – Creation
VAST / VPAID Publication

Analytics
User friendly dashboard

The screenshot shows the Adways Studio interface. At the top, there's a navigation bar with the Adways Studio logo and the project name '*FTVP - Lacoste - multivideo'. Below this, there are controls for the video player, including a template selector (Multi Videos), format (Personnalisé), and dimensions (1000x560, 73% zoom). The main video player displays a Lacoste advertisement featuring a man in a leopard print shirt. To the right, there's a settings panel with options for Videos, Skin, Click Video, and Carousel. At the bottom, there are links for privacy, support, and contact.

The screenshot shows the analytics dashboard for the 'Lacoste - multivideo' campaign. It displays a summary table with the following data:

Campaign	Impressions	Total d'interactions	Complétions	Visiteurs uniques
Lacoste - multivideo	728 469	83 722	616 377	713 464

Below the summary table, there are additional metrics for the campaign, including the date (17/11/2020) and a breakdown of interactions by day.

The screenshot shows a detailed view of the campaign performance. It includes a calendar view and a table of daily performance metrics. The table has the following columns: Days, impression (VA), and Total d'interactions (%imp.).

Days	impression (VA)	Total d'interactions (%imp.)
Nov 20, 2020	62,782	15.04
Nov 21, 2020	59,525	13.98
Nov 22, 2020	58,925	13.79
Nov 23, 2020	58,131	18.15
Nov 24, 2020	57,632	19.9



ADWAYS formats





2-CREATIVITY FOR THE MODERN AGE

75 % OF ALL WEBO NL ADS ARE ON MOBILE DEVICES
BE FAST | SHOW DON'T TELL | DELIVER FUN

KANTAR CREATIVE EFFECTIVENESS AWARDS 2022



+



Playable Ads



Exclusive Brame integration



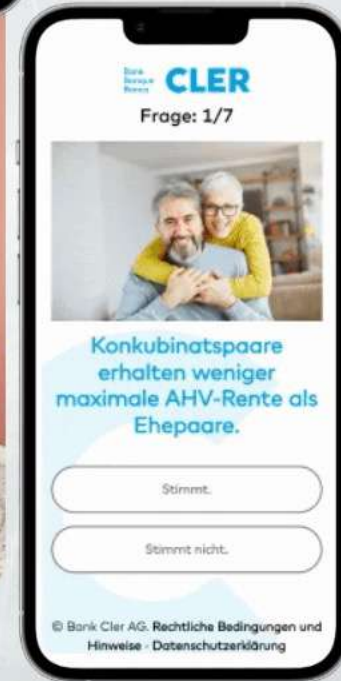
[Gamelayers & QR code landings](#)



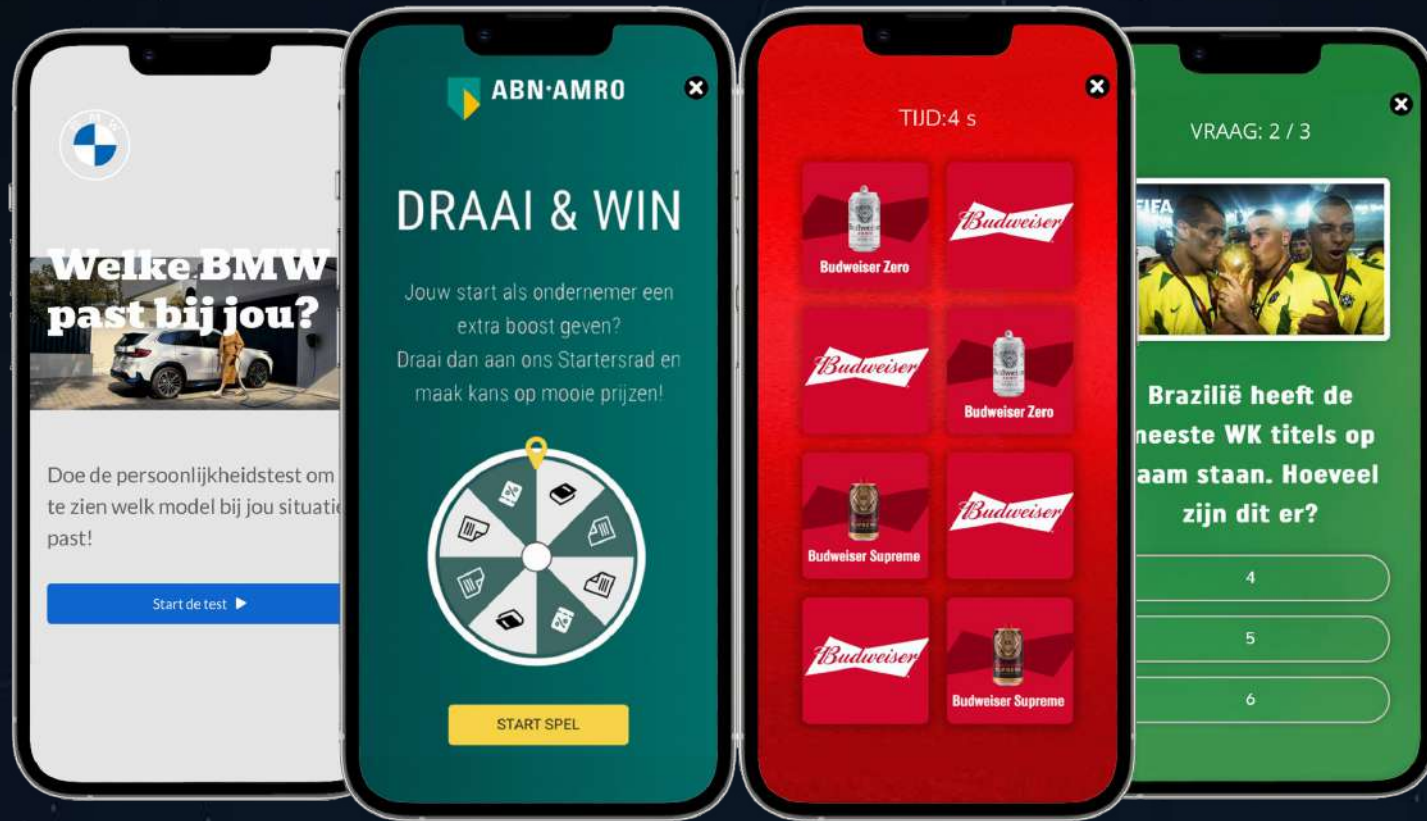
Full engagement Data available on leads incl IP



Testing starts now.



PLAYABLE ADS

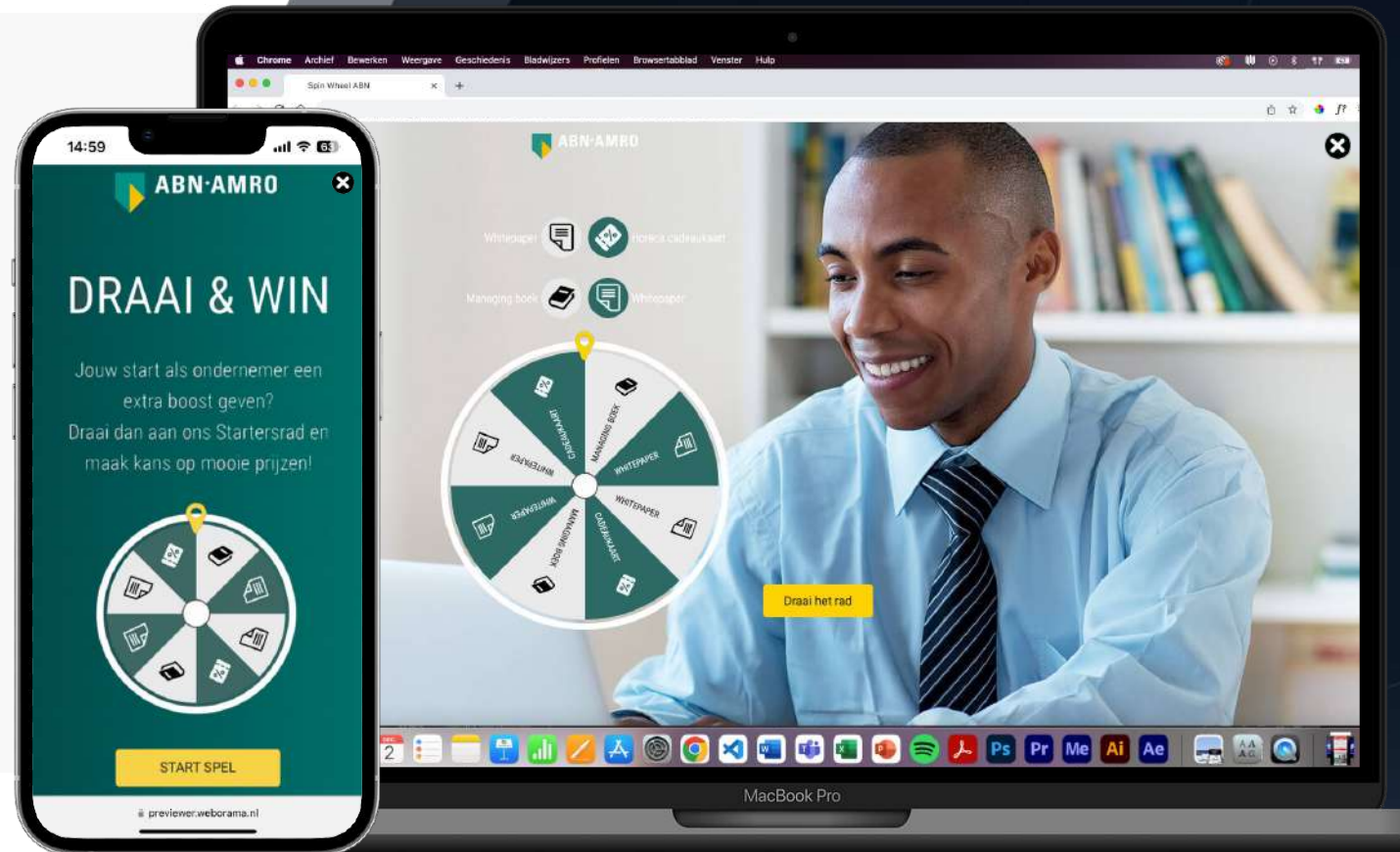




Spin the wheel



- Create a sense of luck
- No skills needed
- User always wins something
- Reward by surprise
- Control the design and prizes

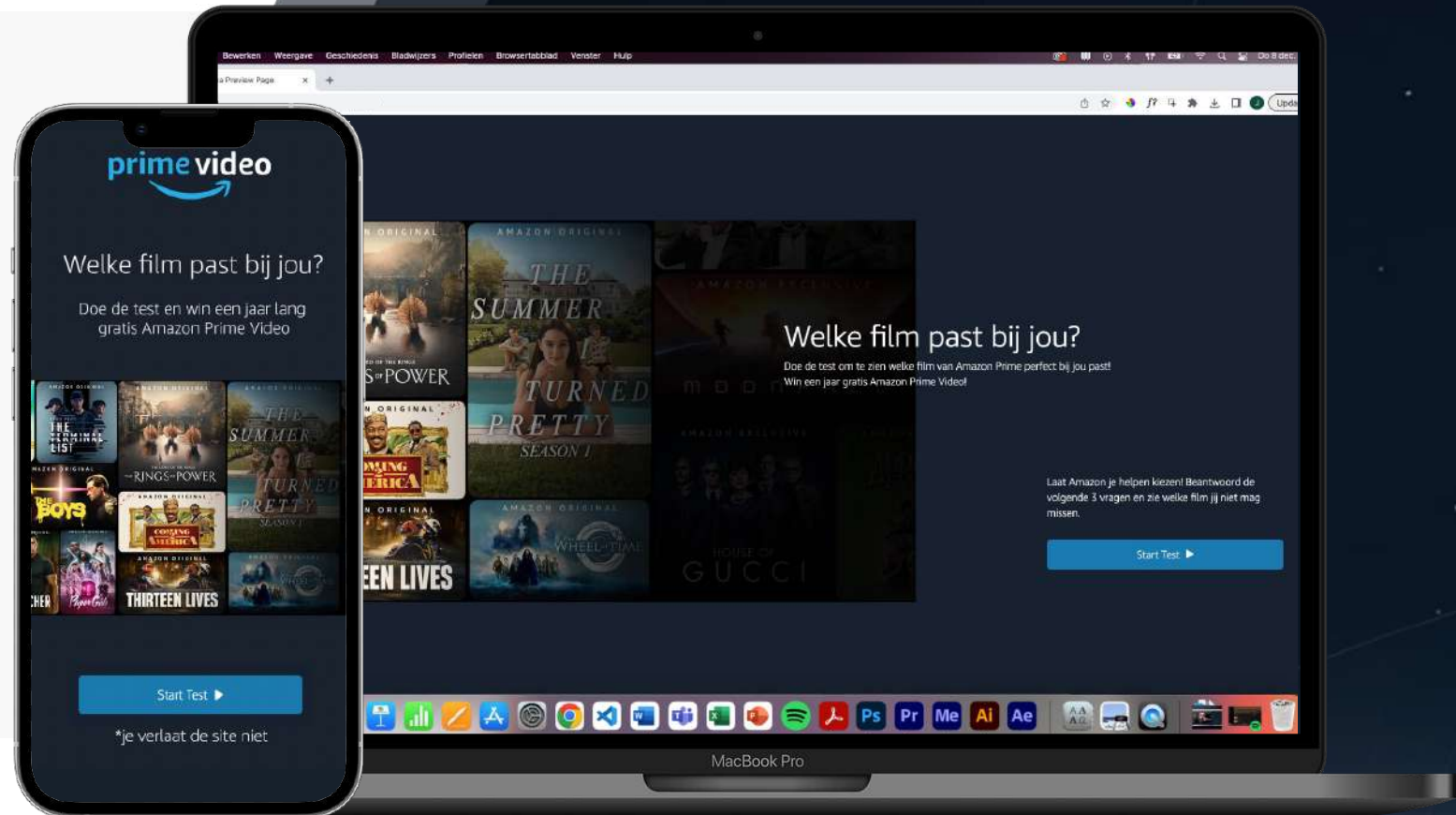


Try this game



Personality Test

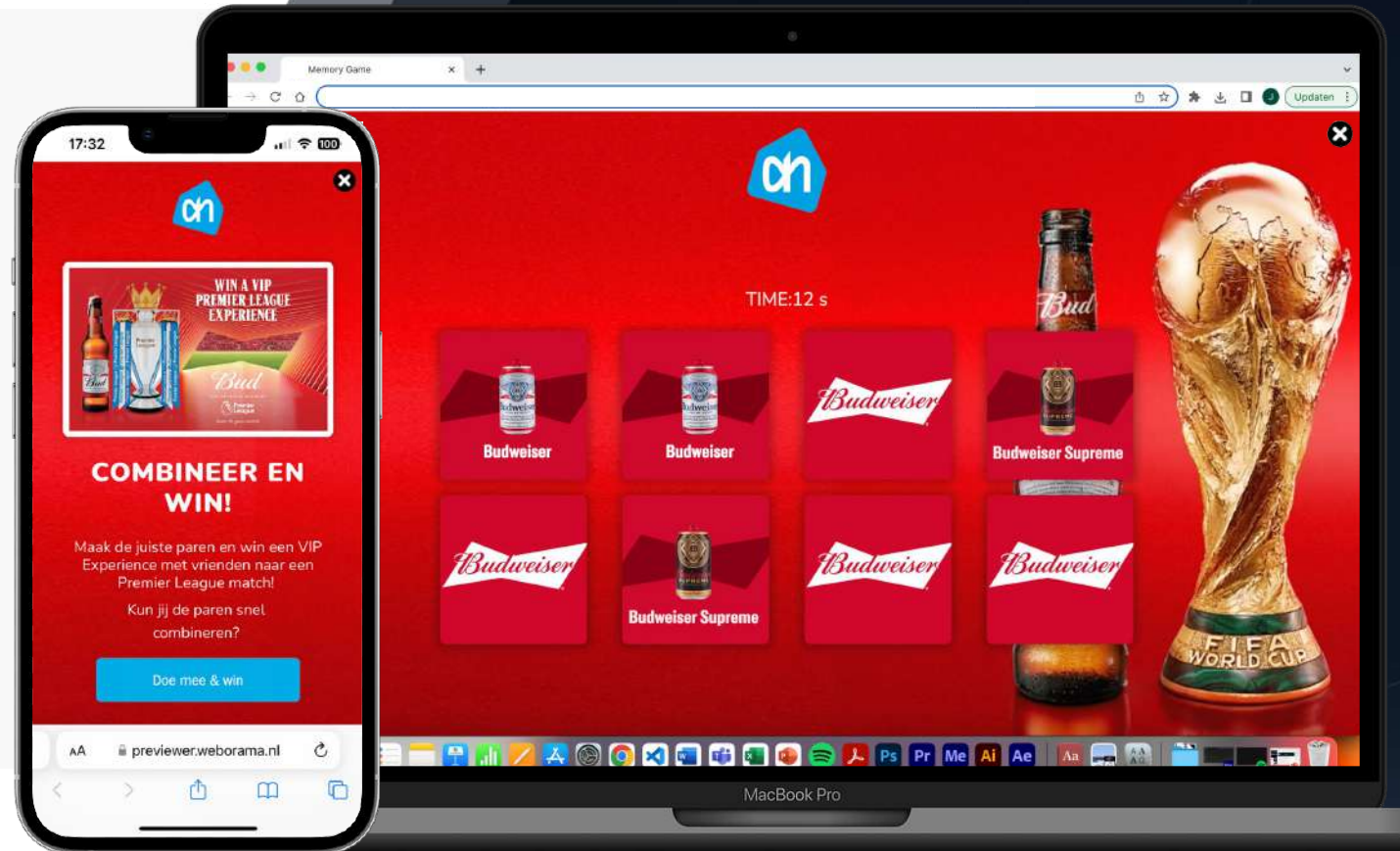
- Personal discovery
- Create a custom experience
- Redirect users to products
- Control the design and products
- Reward the journey





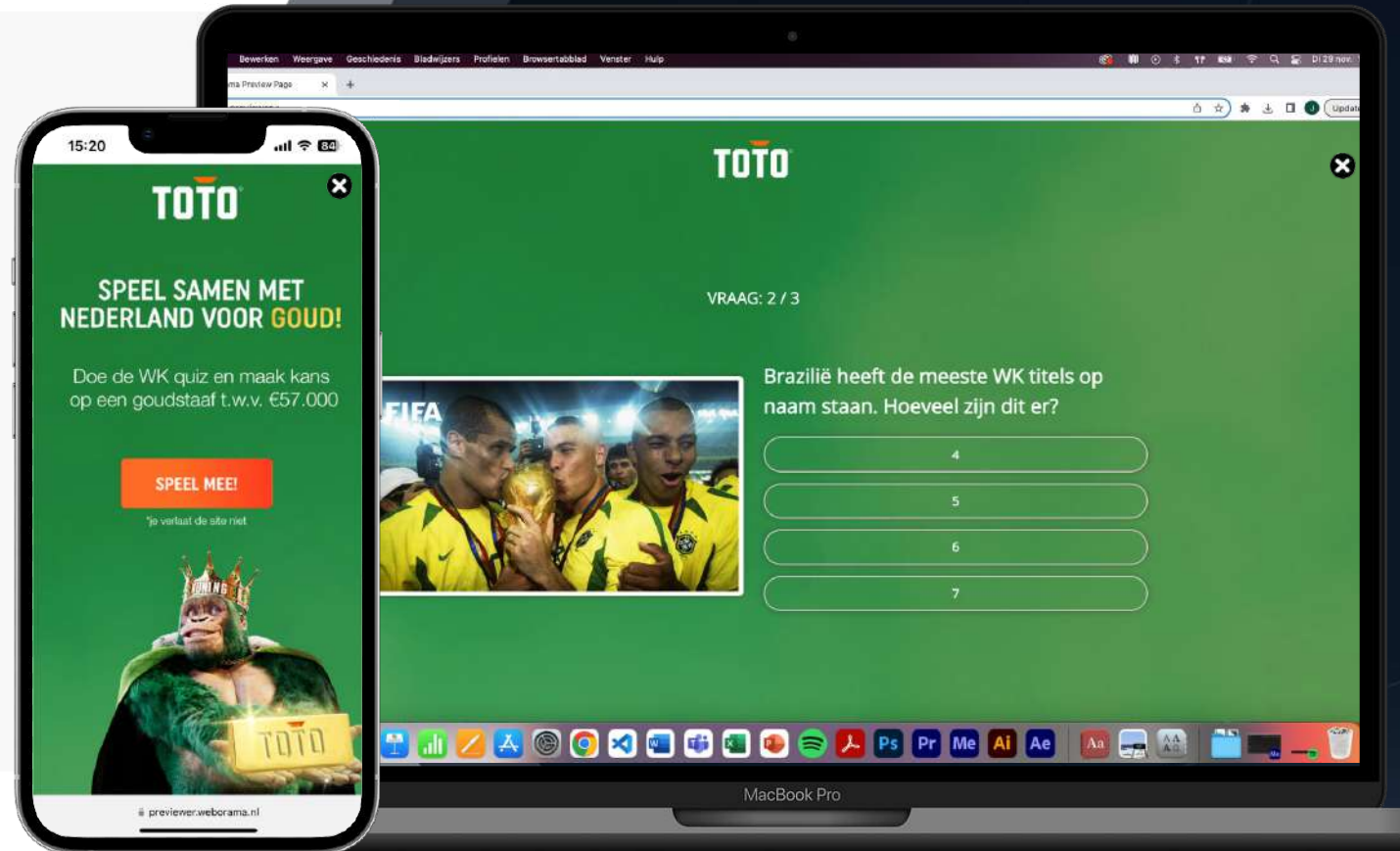
Memory

- Challenge the user
- Stretch user engagement
- Let users play for prizes
- Control the design and difficulty
- Reward for skill effect



Quiz

- Enhance self image
- Create a personal connection
- Ask users anything
- Control the design and questions
- Reward the user for knowledge



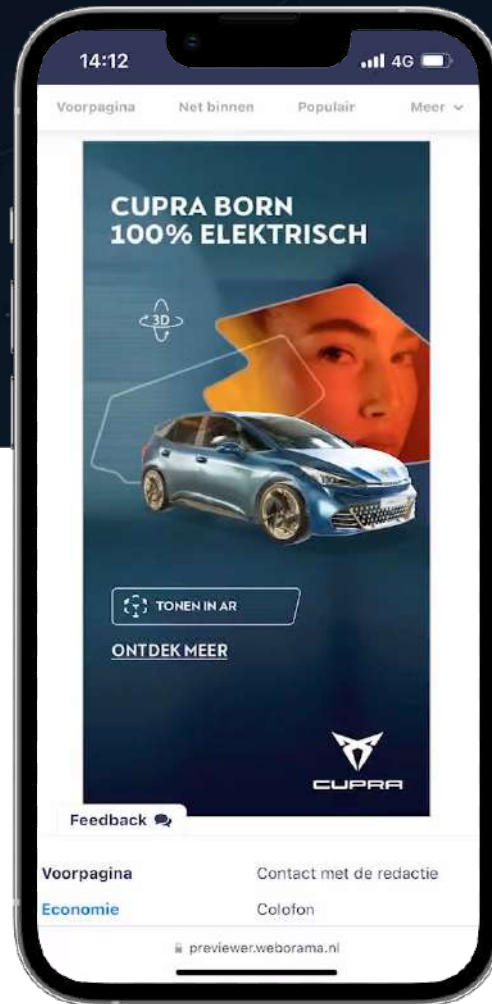
Try this game

Trends & Developments

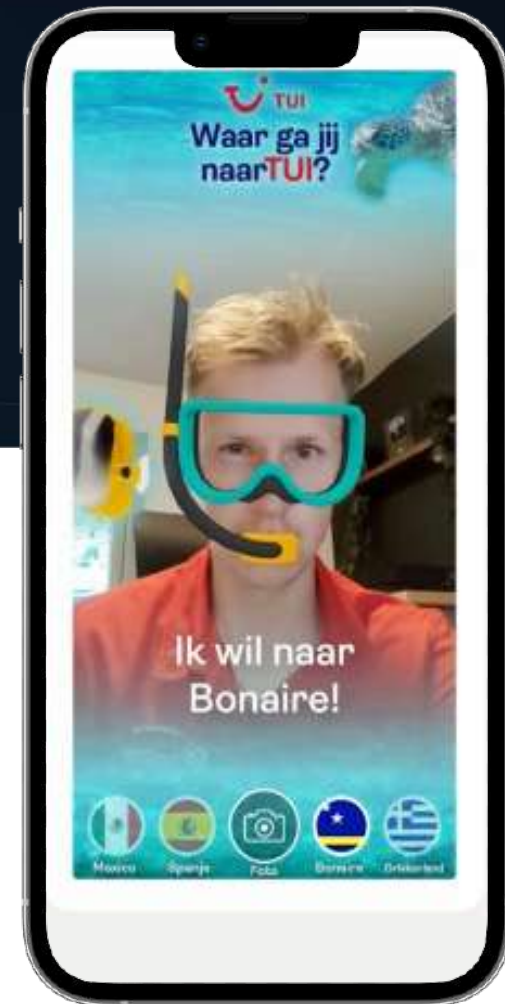


AR Banner

Object



Lens





3D object

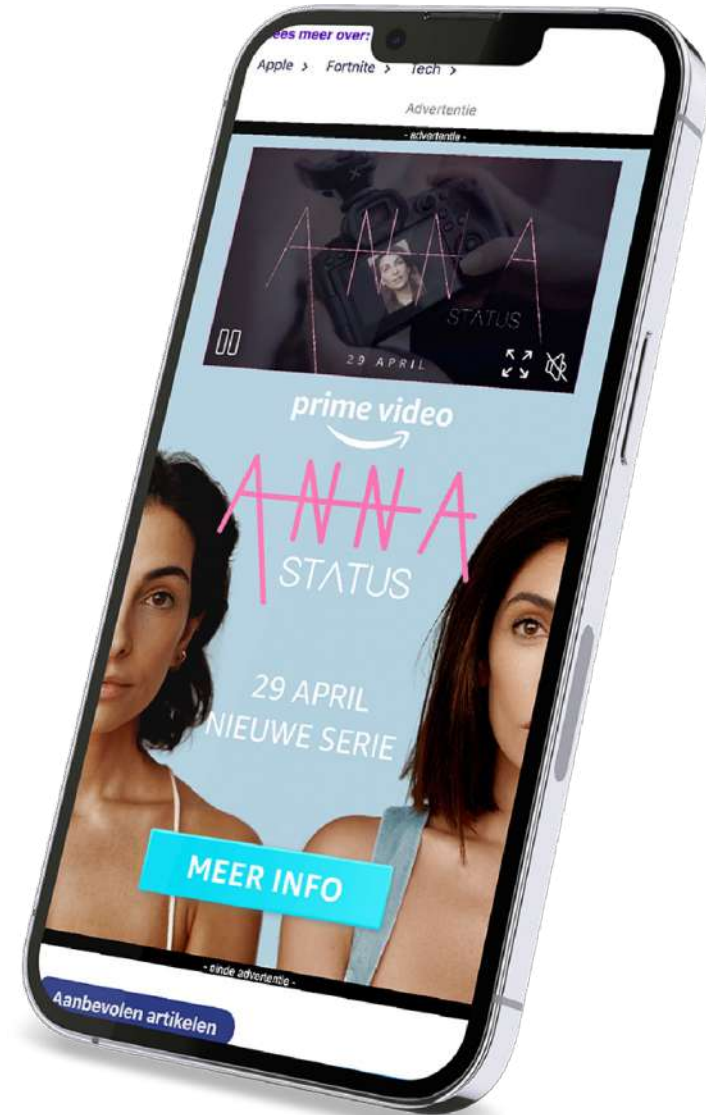
- bannerobject: low poly 20k enkele kleur
- AR object: high poly 40 k 10MB
- Landingpage: high poly 65-100K 50 MB
- 1024x1024 is genoeg

Meerdere kleuren	3D obj	Belichting	Voordelen	Nadelen
Android iOS	.glb .glb > .usdz door mod	HDRI modelviewer HDRI modelviewer	1 banner voor beide OS-en 1 banner voor beide OS-en	Werkt niet op Chrome iOS, geen diffuse texture.

Enkele kleur	3D obj	Belichting	Voordelen	Nadelen
Android iOS	.glb .usdz	HDRI modelviewer AR Quicklook lighting	hoge kwaliteit hoge kwaliteit	1 banner per OS 1 banner per OS

Q & A

Why, How, What?





Algemene vragen

- Waarom updaten wij veel?
- Wat wordt er met de feedback gedaan?
- Dynamic content, is dat mogelijk?
- AR object: Hoe werkt dat?



DEV vraag 1

Wat zijn de voorwaarden
aan mijn HTML?



Update specsheets

Release binnenkort

Standard - RoN - Web - APTO

SPECIFICATION SHEET

Last update: 1 November 2022

Get support: support@weborama.fr

[DOWNLOAD TEMPLATE](#) [PREVIEW TEMPLATE](#)

Quicklinks: [Specifications](#) [Template examples](#) [Global information](#)

SPECIFICATIONS



OPTION 1 HEADER + SKINS CREATIVE

Leaderboard position

Fixed

Layer

- skins: skinLeft.html
- skins: skinRight.html
- header: header.html

Specifications

[Skins info](#) [Header info](#)

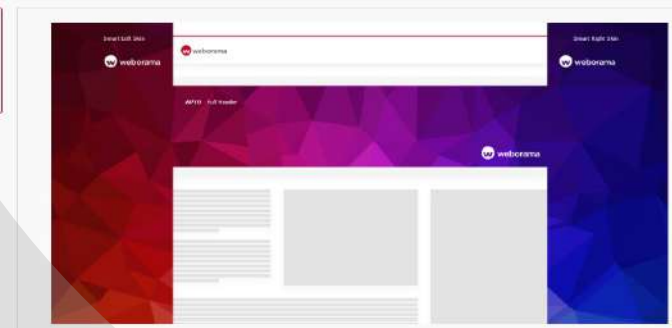
Generic

[General information](#)

Preview page

any (RoN)

TEMPLATE EXAMPLES



DEV vraag 2

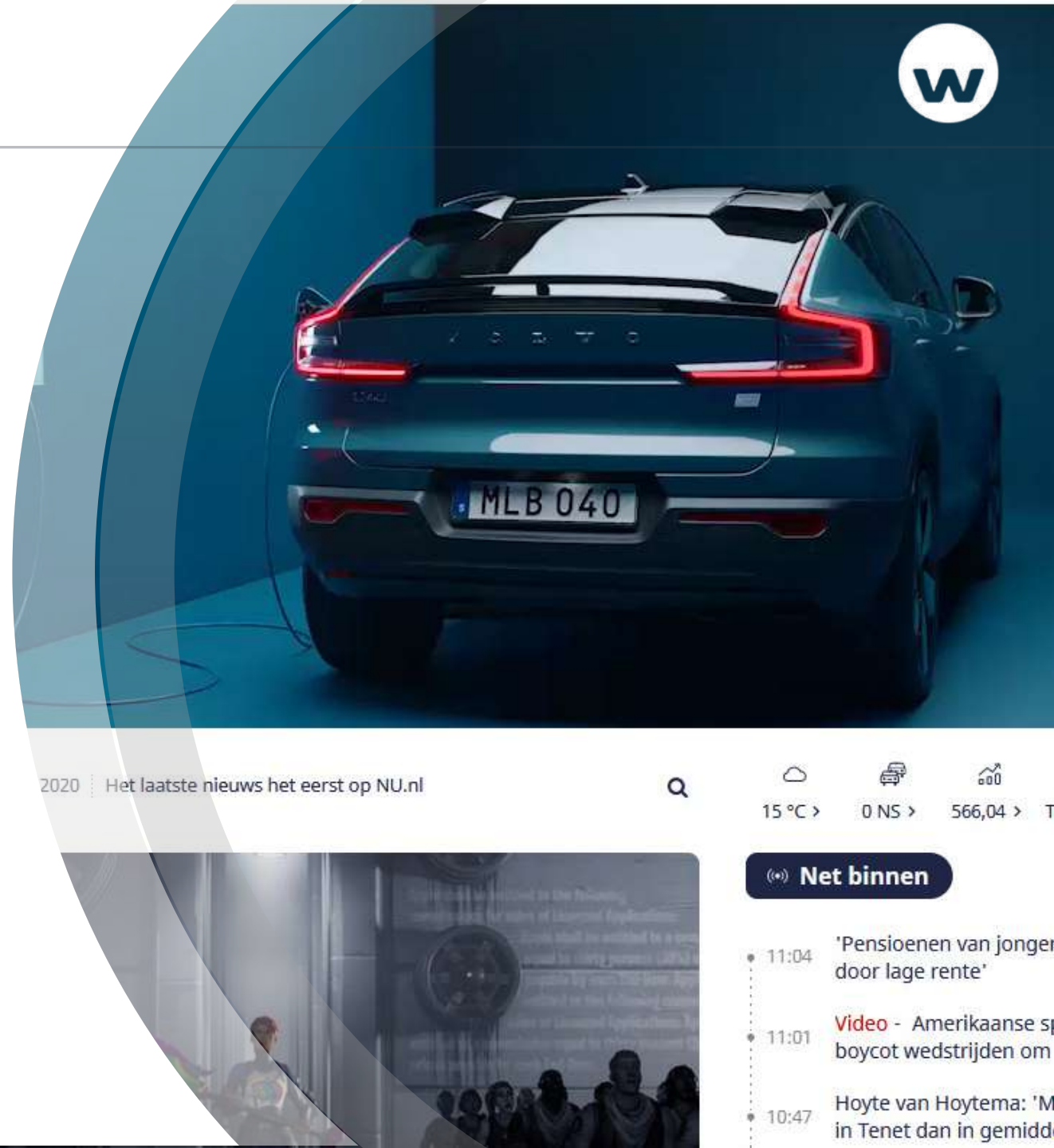
Mag ik nieuwe techniek
Integreren?





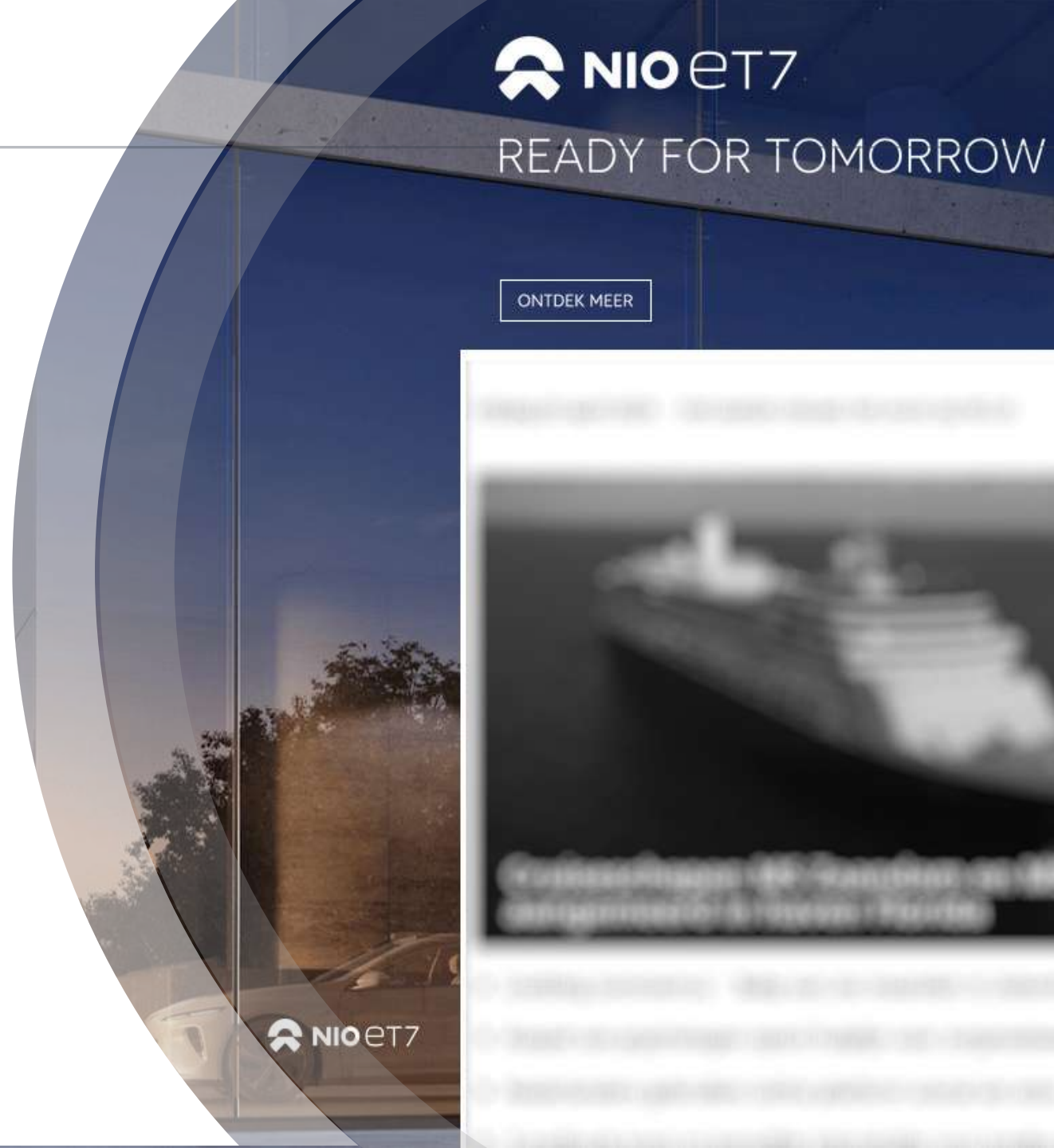
DEV vraag 3

Mag altijd video gebruiken en hoe werkt dat dan?



DEV vraag 4

Hoe kan ik de fullwidth header mooi laten aansluiten op de skins? Ongeacht de positie van de header?





DEV vraag 5

Skin content indelen,
hoe werkt dat?





DEV vraag 6

Lokaal testen van ads,
kan dat?



 **Progress**[®]
Telerik[®] Fiddler[™]

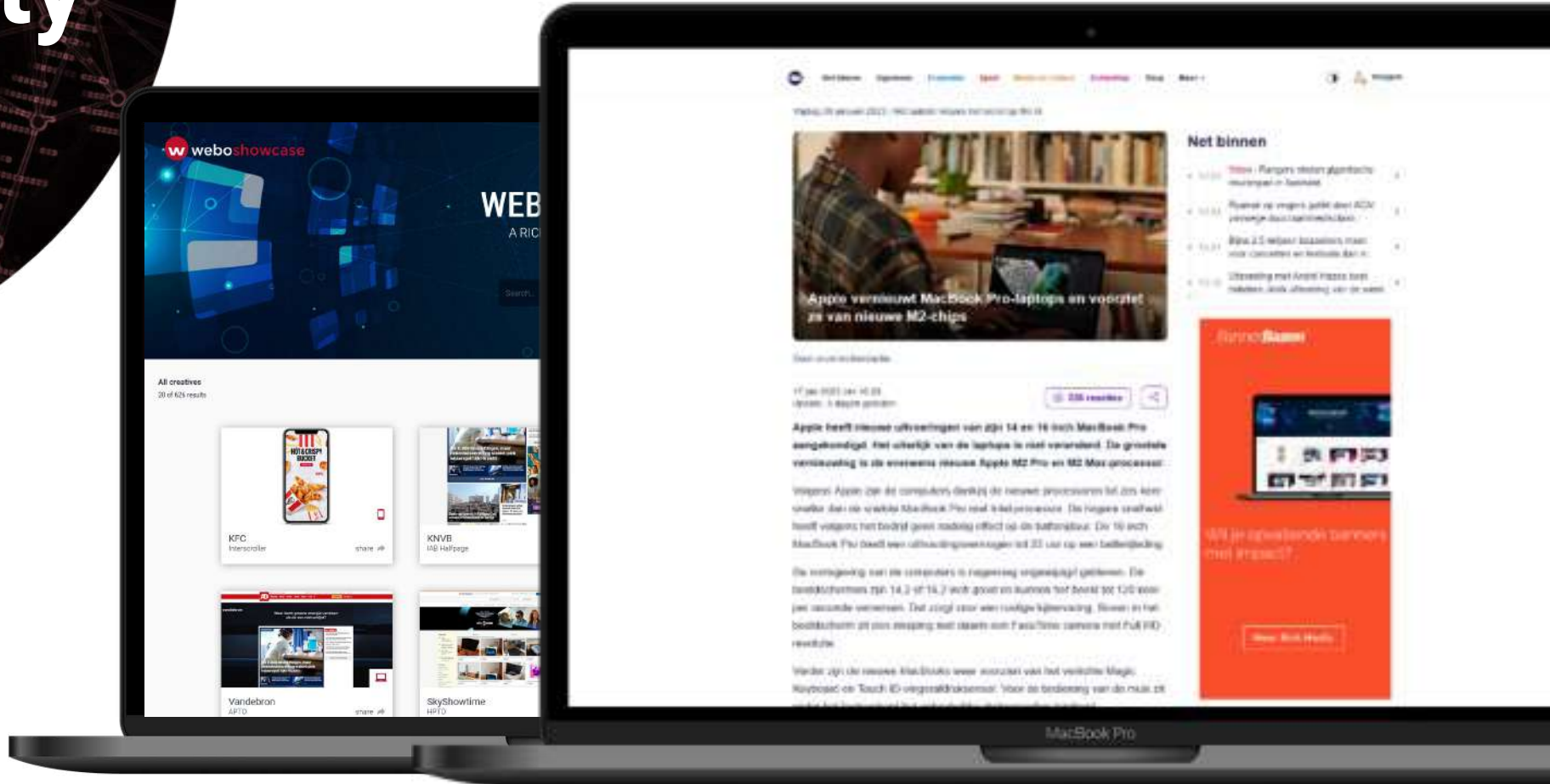
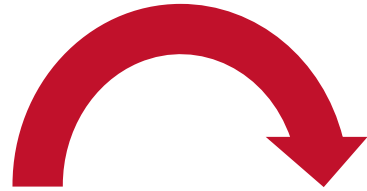




Opportunity

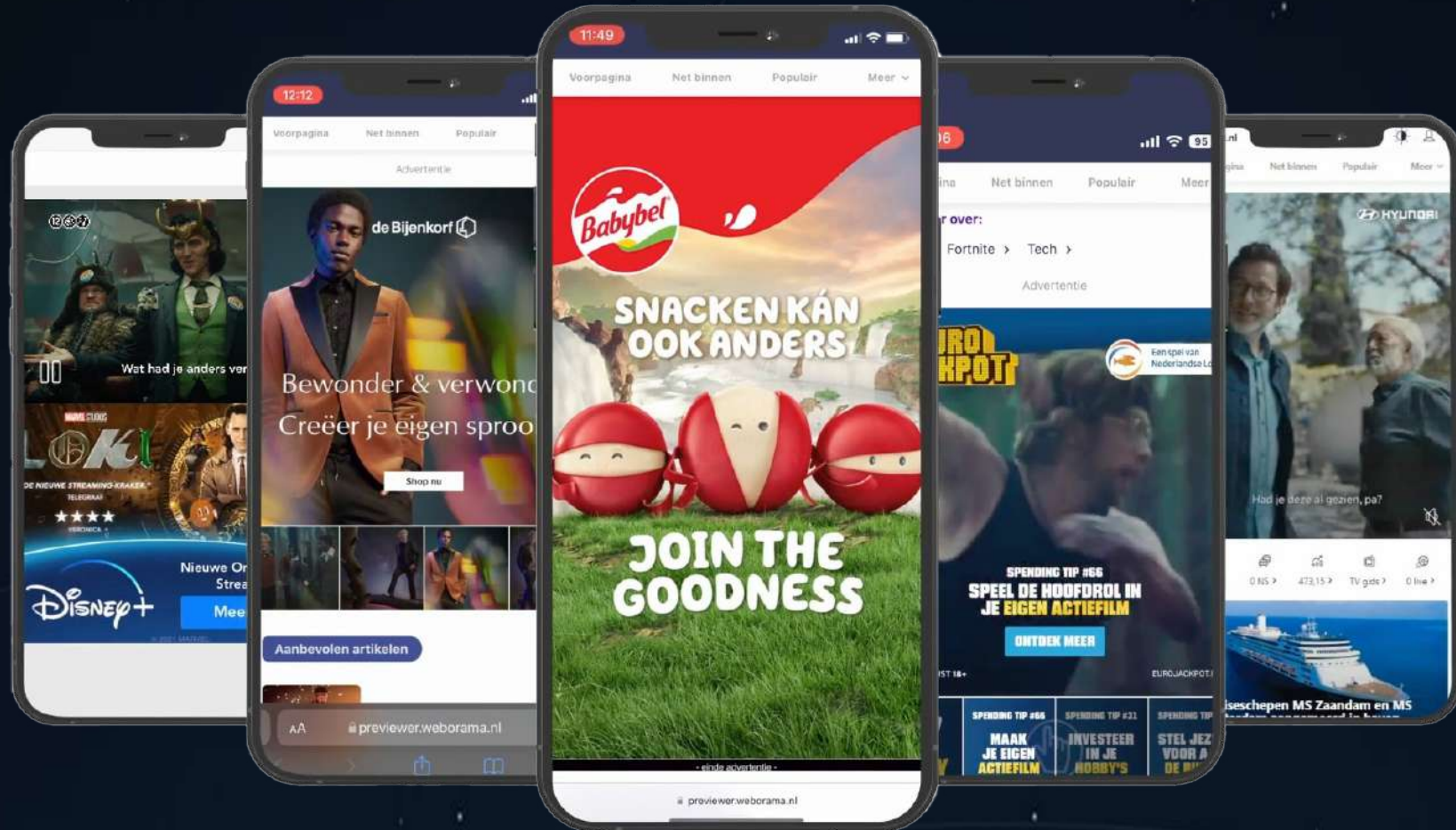


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QUESTIONS?





THANK YOU!



Guest Speaker



Aryeh Loeb