



World Federation  
of Advertisers

EST. 1996  
**CLAIRE RANDALL**  
CONSULTING

# WFA Webinar Dynamic Creative Optimisation



# Our network of 120+ brand owners





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# Introductions...



**Sam Yates**

Consultant

**Claire Randall**  
**Consulting**



**Laura Forcetti**

Global Sourcing Manager

**WFA**



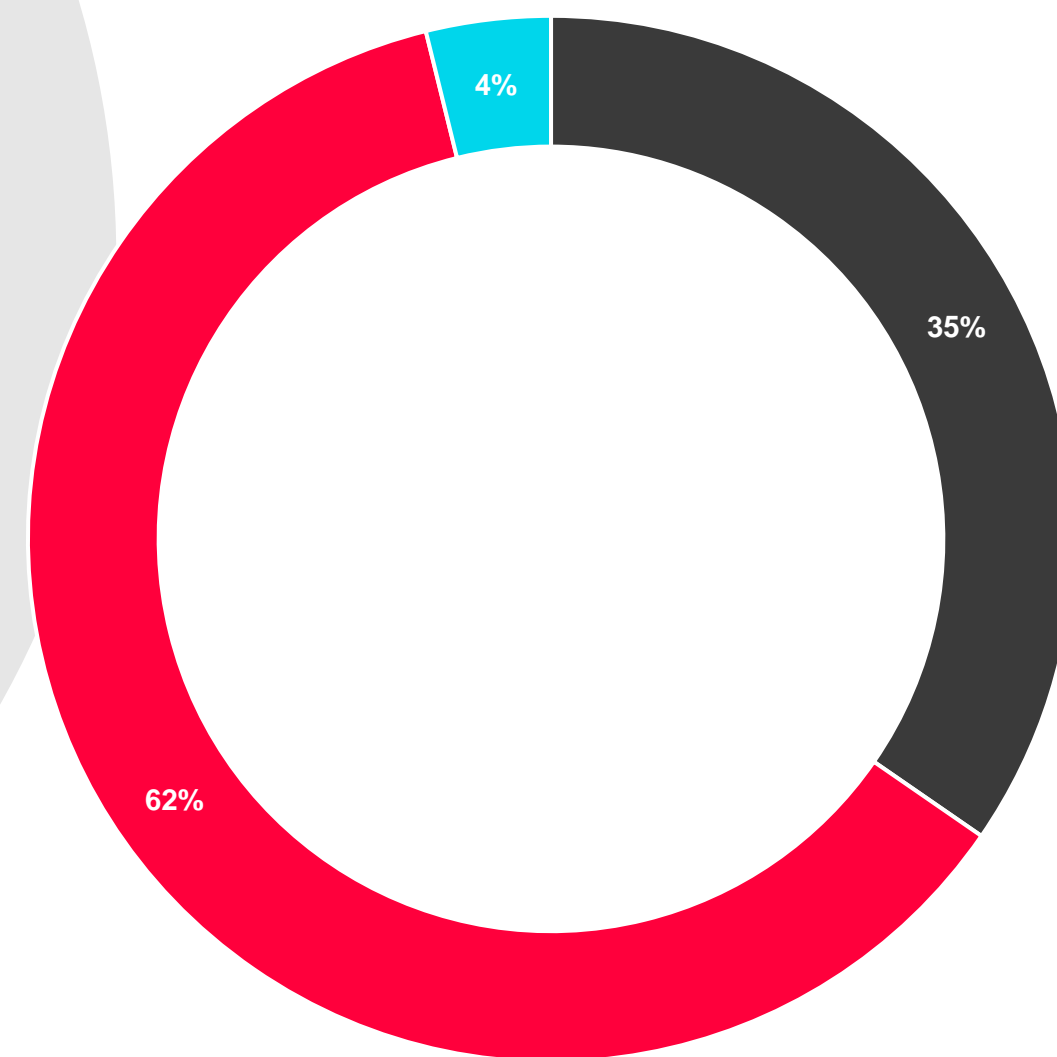
**Hanne van de Ven**

Global Events Manager

**WFA**

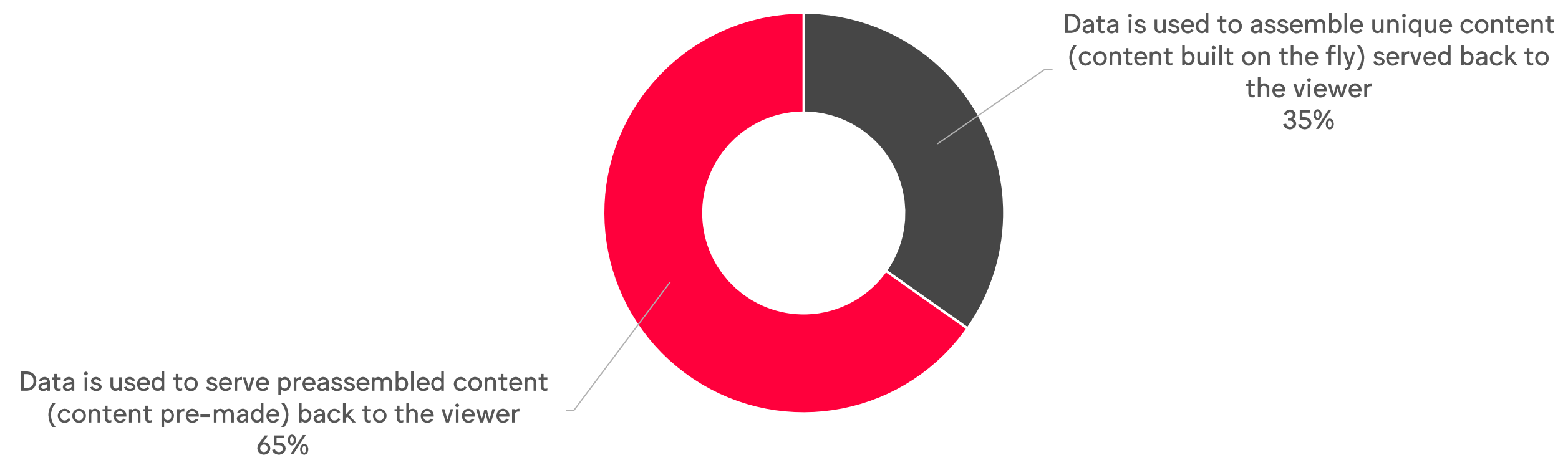
# >66% use DCO, but only 35% of them seem to know how to assemble unique content in seconds

Q. What % of your media plan/content assets uses dynamic creative optimization (DCO)?



■ 0% ■ 1-15% ■ 16-25% ■ 26%-50% ■ 50% or more

Q. When using DCO, which of the following best describes the content approach:





# 2020 WFA Priority Survey – Content Production

Q. Sourcing global content production.  
Please rate the following topics based on how important they are to you in 2020 (7 being highest priority)



Source: WFA 2020 Priority Survey; Base = 103 (respondents\*); Date = January 2020  
\*all senior marketing procurement experts from 58 different multinational companies, 53% of them having a global role



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# Additional WFA resources

- [WFA Research on Transparency in Global Production](#)
- [WFA Research on Global Content Production Ecosystem](#)
- [Webinar on Content Production Strategy Framework](#)
- [Webinar on Digital Asset Management](#)
- [WFA Benchmark on Sourcing Production Consultants](#)
- [WFA Benchmark on Production Pre-payments](#)
- [Advertising production payment guidelines](#)
- [WFA Research on Global Agency Remuneration](#)
- [WFA Research on Achieving greater financial transparency with your agencies](#)
- [WFA Benchmark on pass-through or 3<sup>rd</sup> party costs](#)
- [WFA Benchmark on Fixed fees for creative assets](#)

All our knowledge: <https://wfanet.org/knowledge/overview>

All our events: <https://wfanet.org/connections/events>





# DYNAMIC CREATIVE OPTIMIZATION

February 2020



# INTRODUCTION

## Sam Yates

Consultant, Claire Randall Consulting  
15 years in Mar Tech and AdTech

✉ [sam@claire-randall.co.uk](mailto:sam@claire-randall.co.uk)

in Claire Randall Consulting Ltd





# QUESTION



What are the main barriers to adopting technology in your organization?

- a. Lack of Technology
- b. Lack of skills
- c. Difficulty in collaboration with agency partners
- d. Creative limitations



# TRADITIONAL ADVERTISING



ENGAGED AUDIENCES

LARGE CREATIVE INVESTMENT

LIMITED AUDIENCE TARGETING

LOW MEASUREMENT

SLOW



# THE AMAZING ECOSYSTEM WE HAVE TODAY

PUBLISHERS CAN  
MAKE THEIR AD  
INVENTORY AVAILABLE

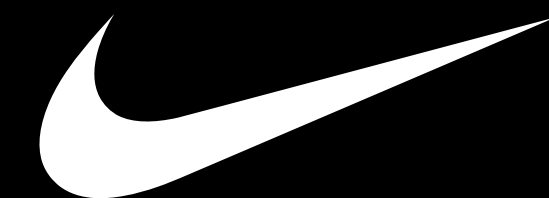


IN REAL TIME



ADVERTISERS  
CAN BUILD  
CUSTOM AUDIENCES

*Coca-Cola*



Google

Unilever

# Dynamic Creative Optimisation

Create DCO Option ×

DCO TYPE

Default

Date Range

Day

**Time Range**

TIMEZONE

Local

layout

slots

dinner

lunch

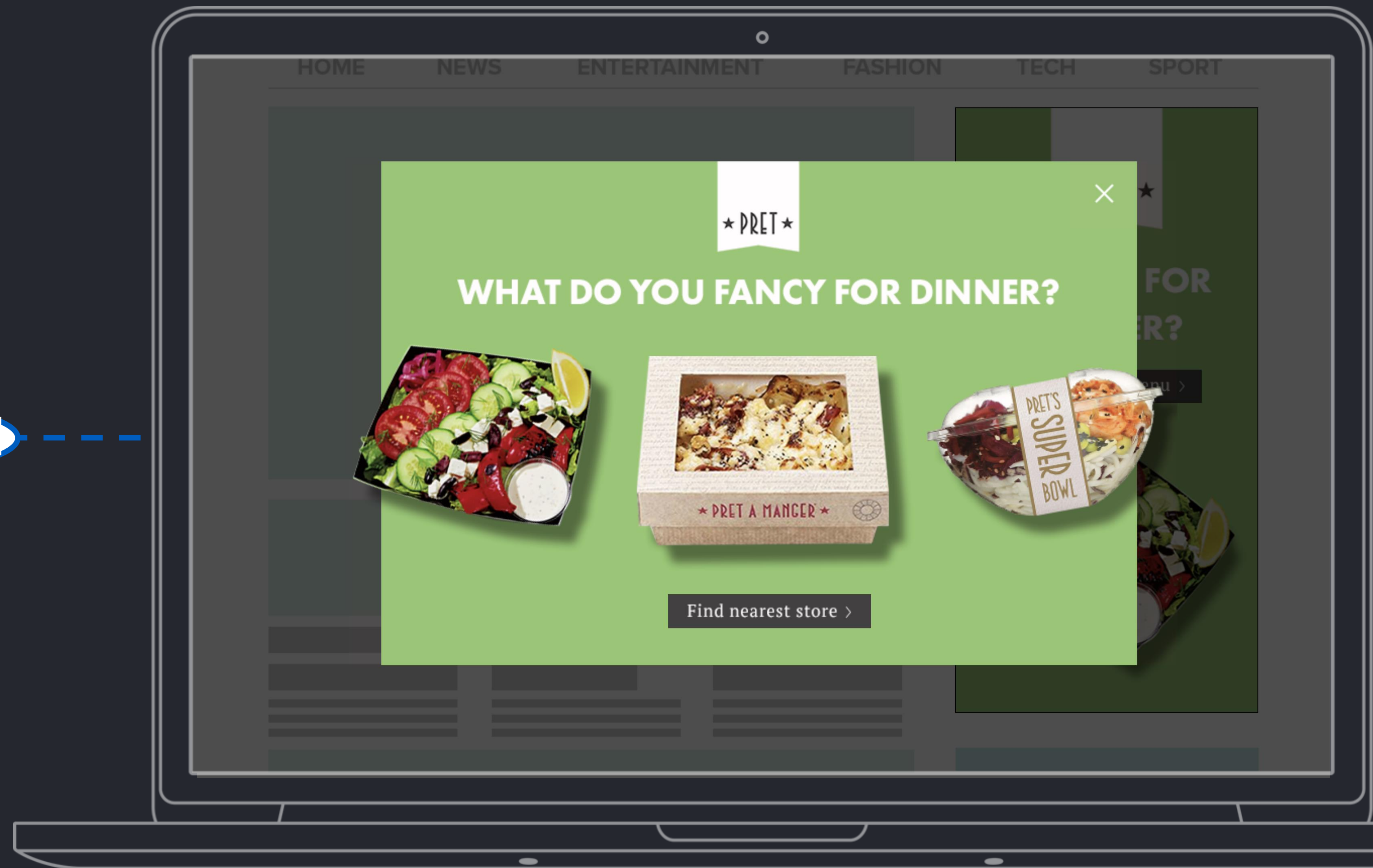
breakfast

START (24 HOUR)

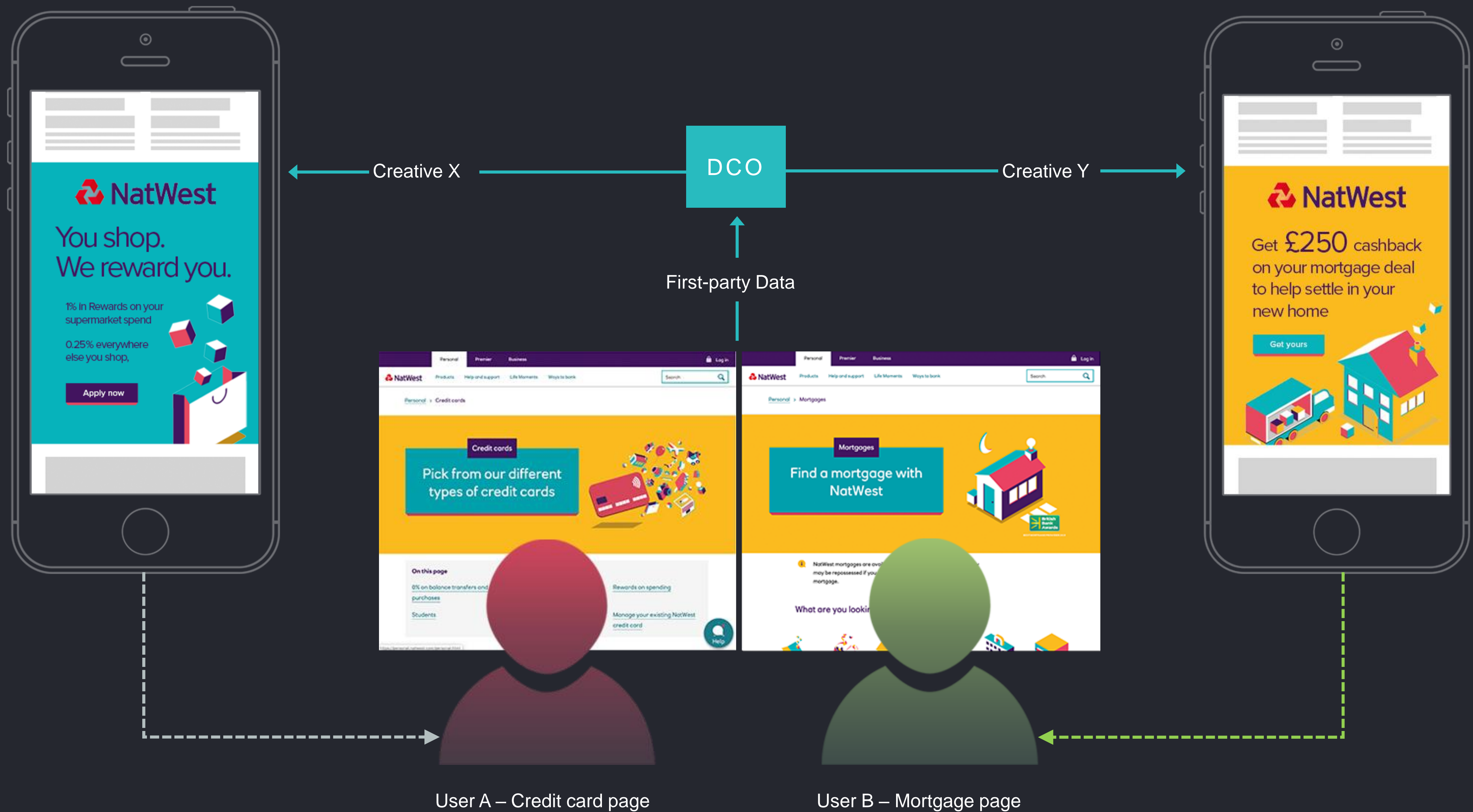
0 : 0

END (24 HOUR)

0 : 0







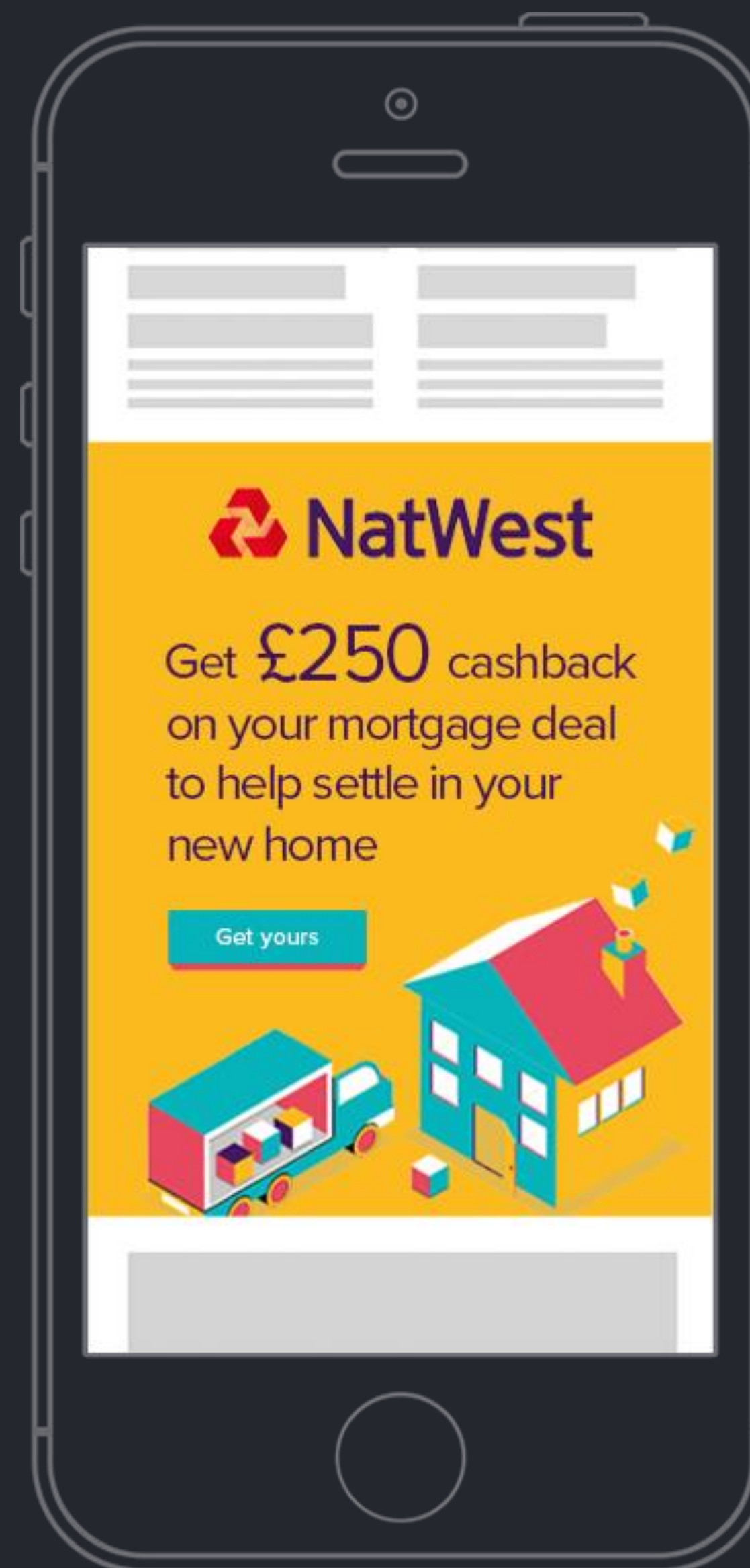
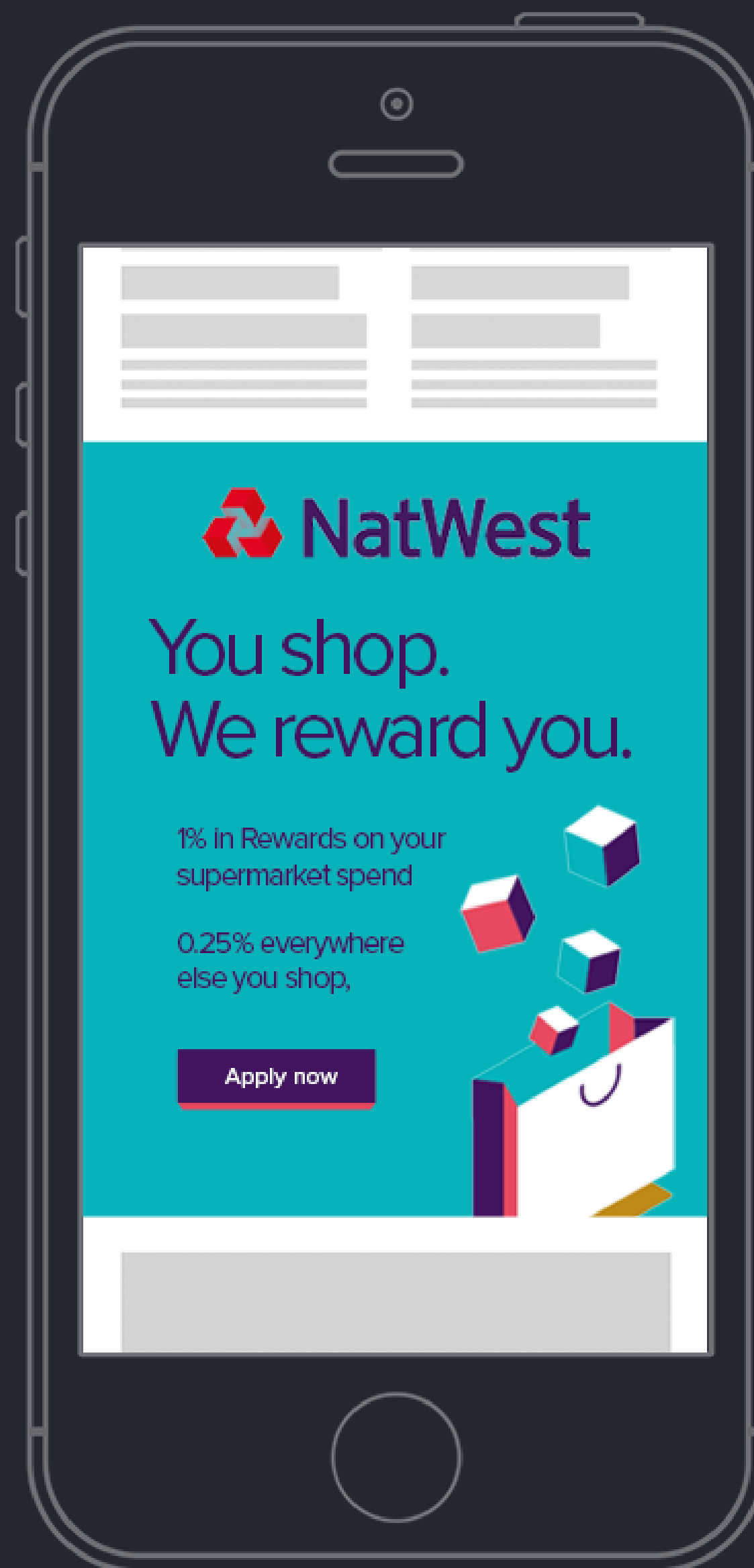
Secondary  
Data

DCO

No foreign  
transaction fees

You shop.  
We reward you.

0% on balance  
transfers



£300

£250

£200

£150

DCO

Secondary  
Data

scoota.

# CONTEXTUAL ADVERTISING

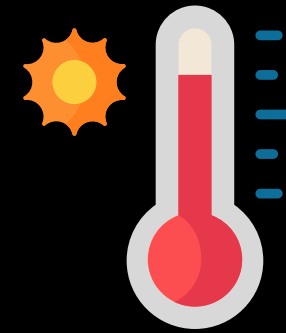
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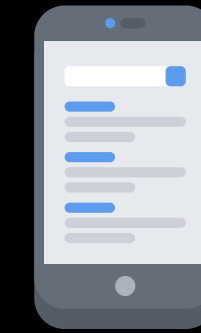
TIME



LOCATION



WEATHER



DEVICE



SEQUENCE



PAGE  
CONTEXT



HOLIDAYS



EVENTS



KEY WORDS



LANGUAGE



EXTERNAL  
FEEDS



# Decision Tree Example – TUI

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# BRAND AND PERFORMANCE TRENDS







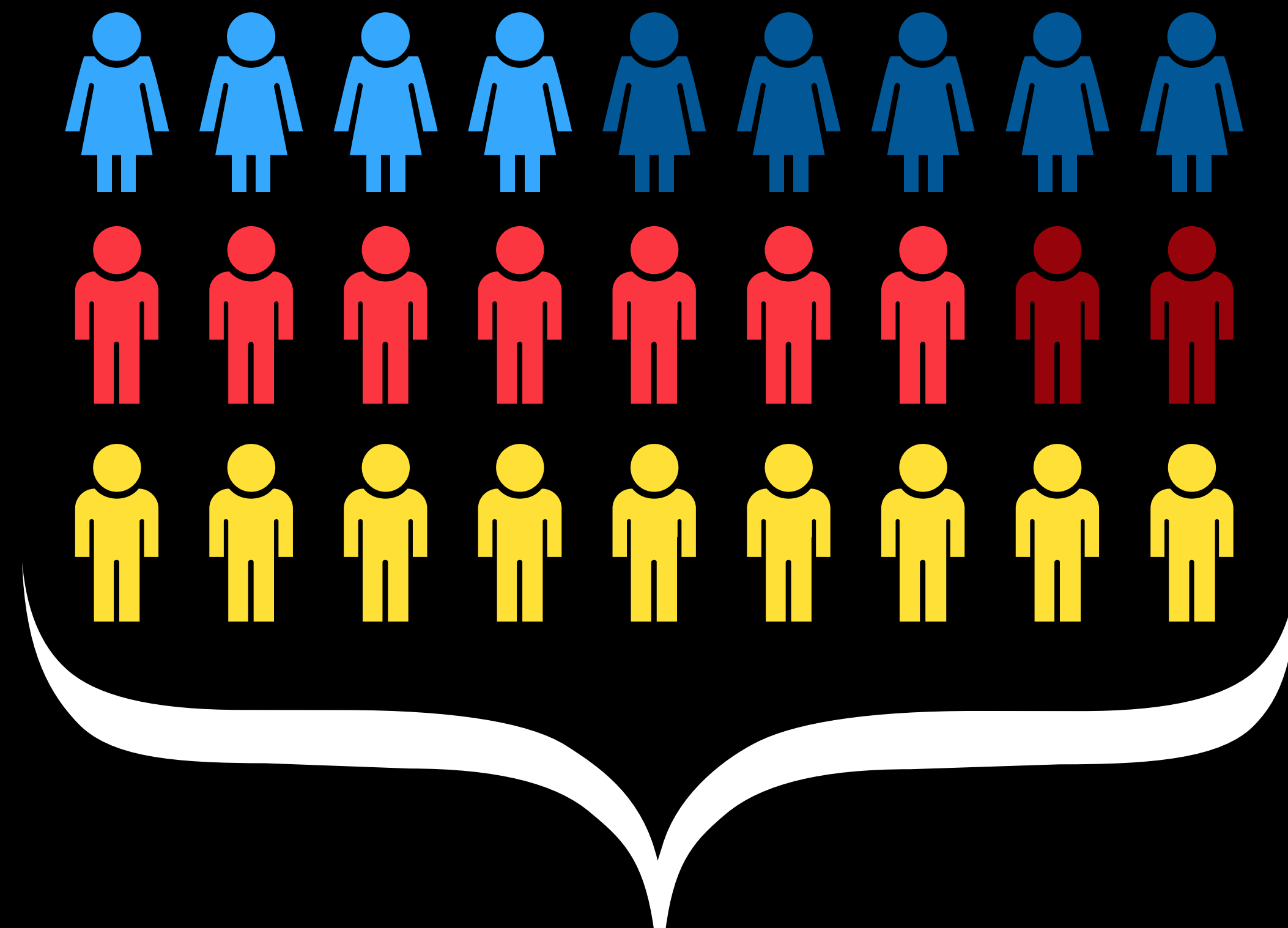
**THE MEDIA  
ADVERTISING  
COMMUNITY  
BE LIKE**





# THE CONSUMER'S EXPERIENCE OF DCO





WE THE PEOPLE



30%

of all internet  
users use

# Adblockers



**76%** of consumers who viewed  
online ads didn't see them

# Banner Blindness



# Regulation

Third Party Cookie Restrictions

GDPR

California Privacy Act



**Consumers engage  
with personalized  
brand experiences**

**Consumers love  
to share content  
they value**

**Serendipity  
is good but no one  
likes to be stalked**

**Consumers still  
want free services**

**More channels are  
programmatic than ever**

# US ADVERTISING SPEND (\$bns)

	2018	2019	2020	2021
TRADITIONAL	114	109	107	104
DIGITAL	108	129	151	172
% PROGRAMMATIC	83%	84.9%	86.3%	87.5%



# QUESTION



How is your programmatic media managed at present?

- a. Exclusively by the media agency
- b. As a collaboration between media and creative agencies?
- c. In house
- d. All of the above



**SO, WHAT IS INVOLVED  
IN GETTING IT RIGHT?**

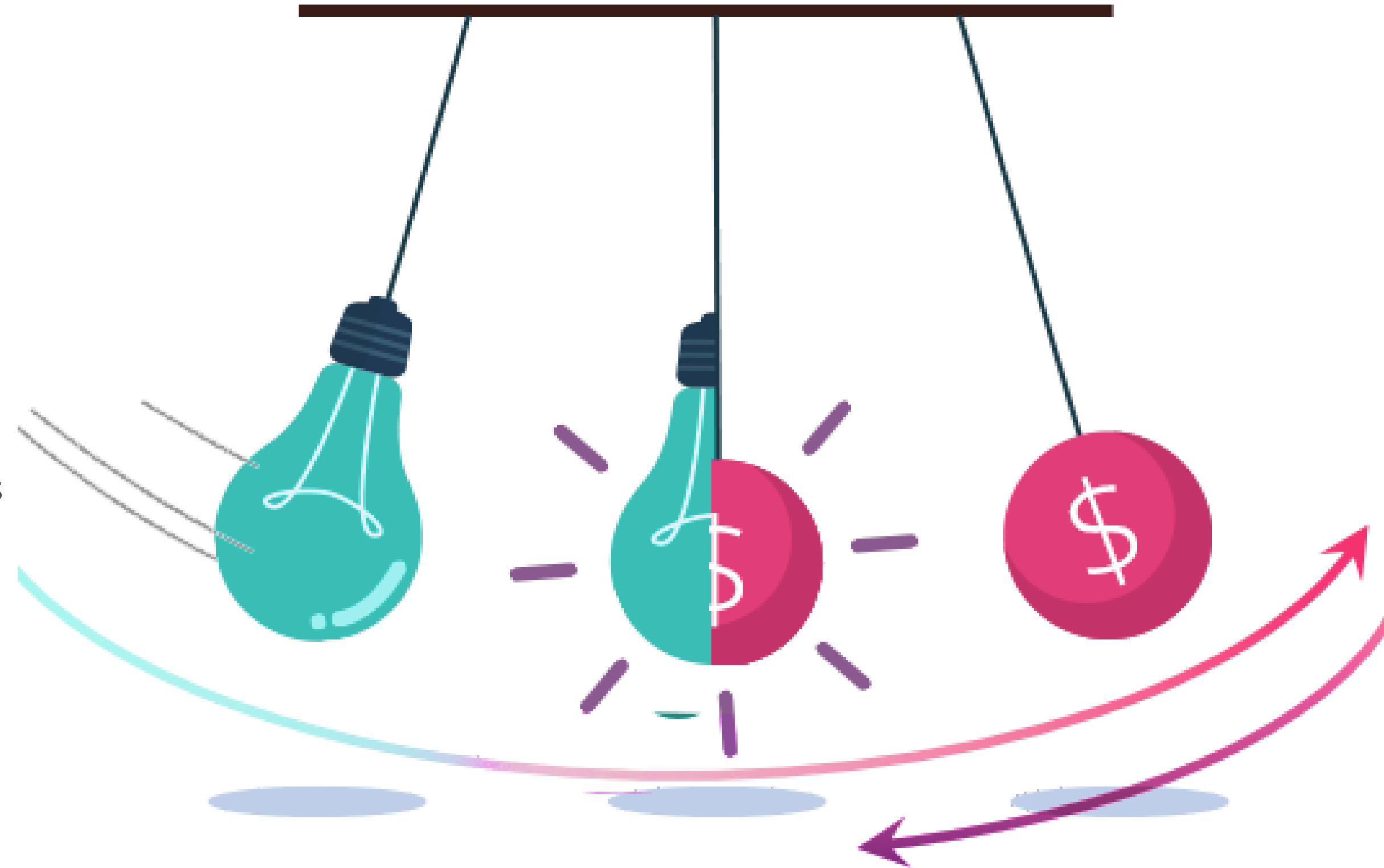


# Creative Must Regain Its Seat at the Table

1

## PRE-2010

Creative Leads  
Media Distributes



2

## TODAY

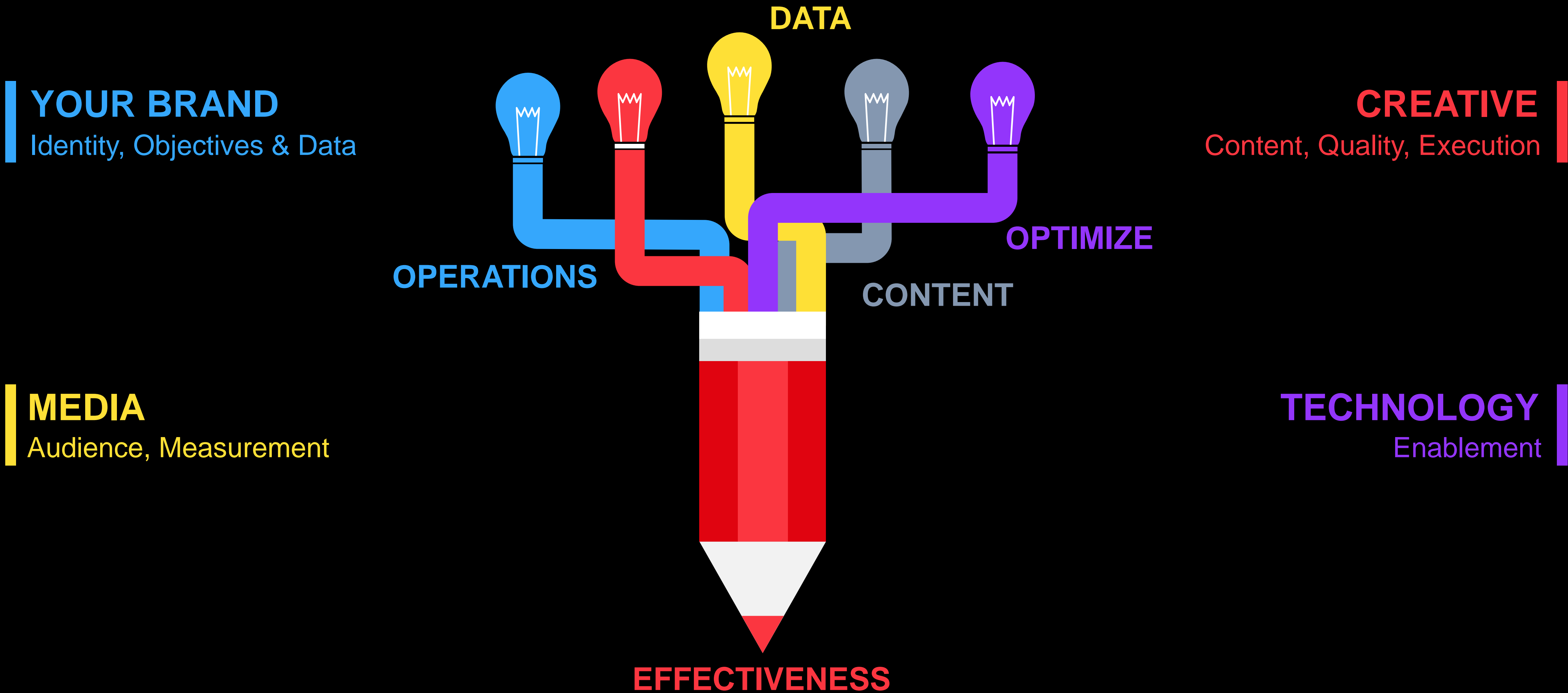
Media Leads  
Creative Fulfills

3

## NEW PARADIGM

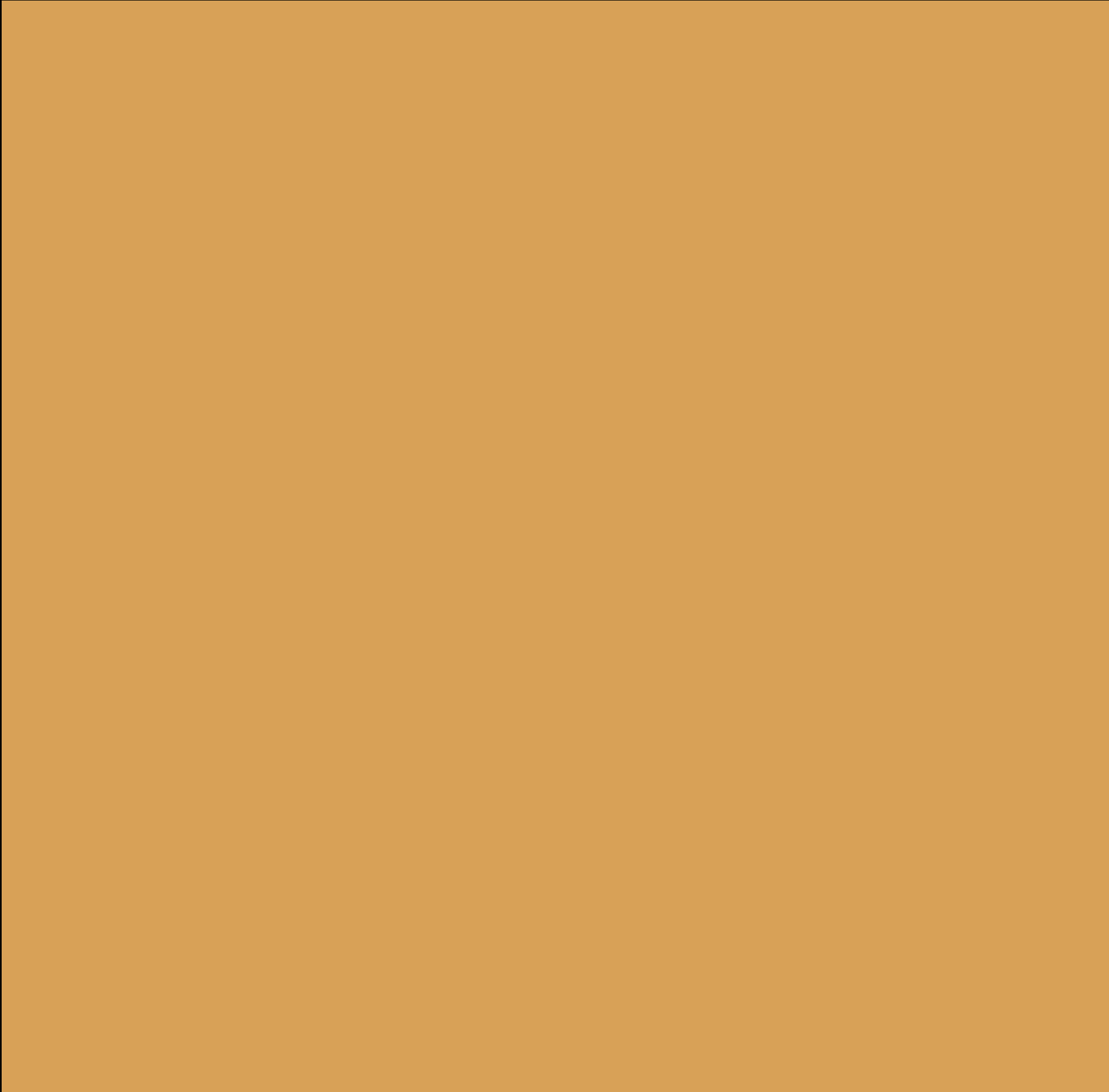
Media-Creative  
Collaboration

# DCO EXECUTION NIRVANA



# TEMPLATE SYSTEM DESIGN

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# TEMPLATE SYSTEM DESIGN

SONOS

Multiple orientations



Curabitur in volutpat nulla. Quisque ac ante nunc. Quisque vulputate condimentum lacerat non.

SONOS

Vidia voluptas nument ullore,



Curabitur in volutpat nulla. Quisque ac ante nunc. Quisque vulputate condimentum lacerat non.

SONOS

Multiple orientations



Stereo and mono gives you the flexibility to create an earth shaking sound experience.

SONOS

Vidia voluptas nument ullore,



Curabitur in volutpat nulla. Quisque ac ante nunc. Quisque vulputate condimentum lacerat non.

SONOS

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SONOS

Multiple orientations



Stereo and mono gives you the flexibility to create an earth shaking sound experience.

SONOS

Neque porro adipisci velit



Es mo most, terno te es et adi consenisquam eture pedigen ectiumquo tem et, si del ium remporro

SONOS

Multiple orientations



Stereo and mono gives you the flexibility to create an earth shaking sound experience.



# OPERATIONAL CHECKLIST

CHOOSE GREAT TECHNOLOGY

PLAN FOR THE QC CONUNDRUM

MANAGE THE COMPLEXITY OF DELIVERY



# RECOMMENDATIONS



A close-up photograph of a person's hands interacting with a silver laptop. The left hand, wearing a black wristband, is positioned near the screen. The right hand, wearing a silver ring, is on the trackpad. The laptop is open, and the screen displays some text. The background is blurred, showing a wooden structure. Overlaid on the image is the text "CONTENT SHOULD BE PRODUCED SPECIFICALLY FOR DCO" in white, bold, uppercase letters.

**CONTENT SHOULD BE  
PRODUCED SPECIFICALLY  
FOR DCO**



**QUALITY CONTENT MATTERS**





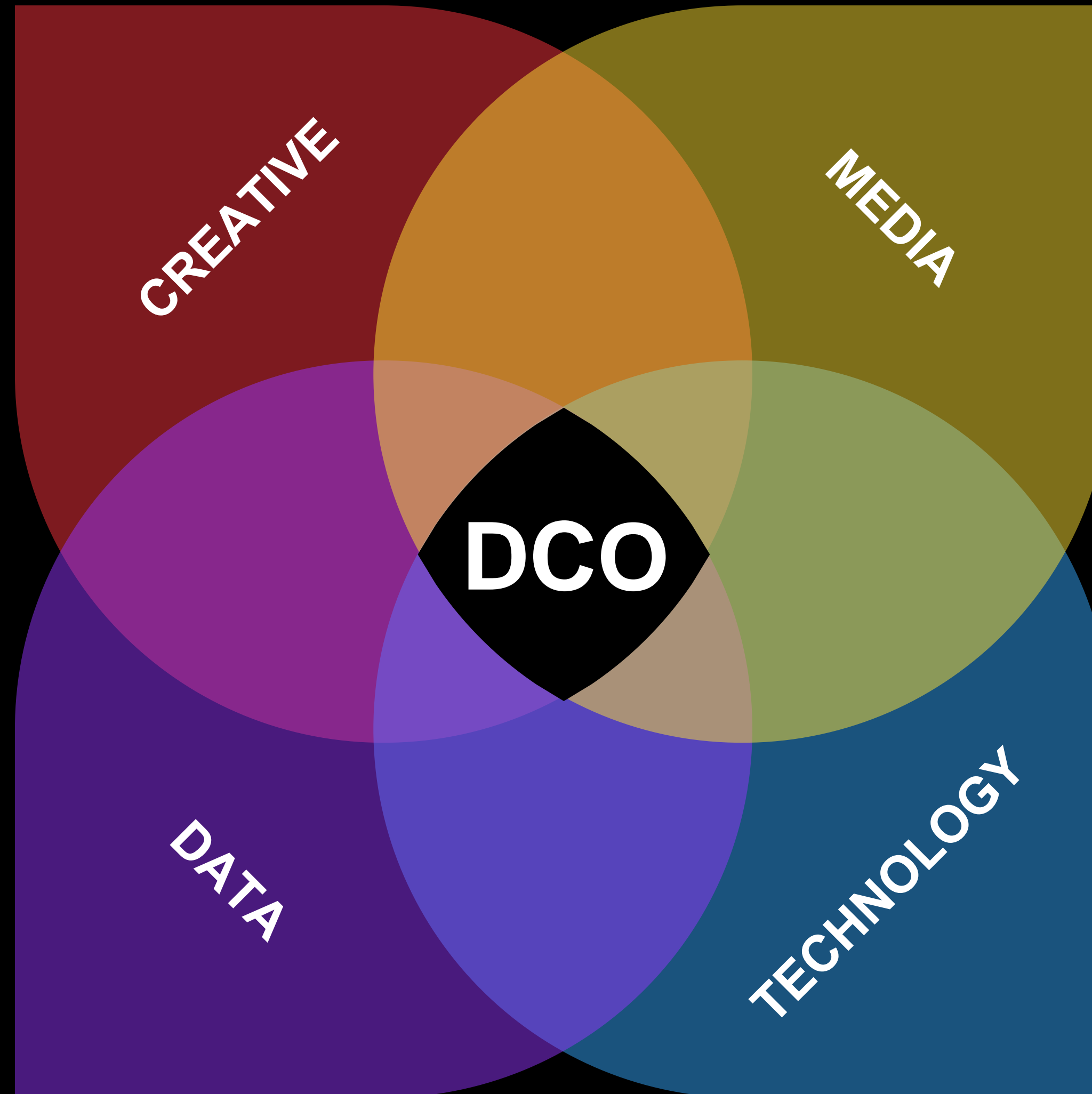


**MEDIA AND CONTENT  
NEED TO BE IN HARMONY**



# THE STRATEGIC CONTEXT

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# MAKE THE MOST OF DYNAMIC CREATIVE OPTIMIZATION