

Advertisers need easy and effective ways to help people publicly broadcast recommendations of their brand to the entire web. Google's +1 button provides this. It is the simplest, most brand-safe and scalable way to increase positive and public advocacy of a brand online.

+1 Provides an Online, Public Outlet for Brand Advocacy

The +1 button lets people recommend a web page in one click. The button may show up in a variety of locations:



- In Google search, where a click on +1 is used to recommend the landing page behind a search result
- In a rich media or display ad, where a click on +1 is used to recommend the landing page behind the ad
- In a mobile ad, where a tap on +1 is used to recommend the landing page behind the ad
- On a web page, where a click on +1 is used to recommend the page itself

Wherever a +1 endorsement occurs, each +1 action adds to the overall +1 count for a page. This total +1 count provides advertisers with a unified count of brand advocates, who placed their endorsements of the brand across search, display and the brand's web properties.

Benefits of the +1 Approach to Social Media

Safe: The +1 action connotes affinity for brands.

Relevant: The +1 button is always there on content across the web when it's the most relevant and timely.

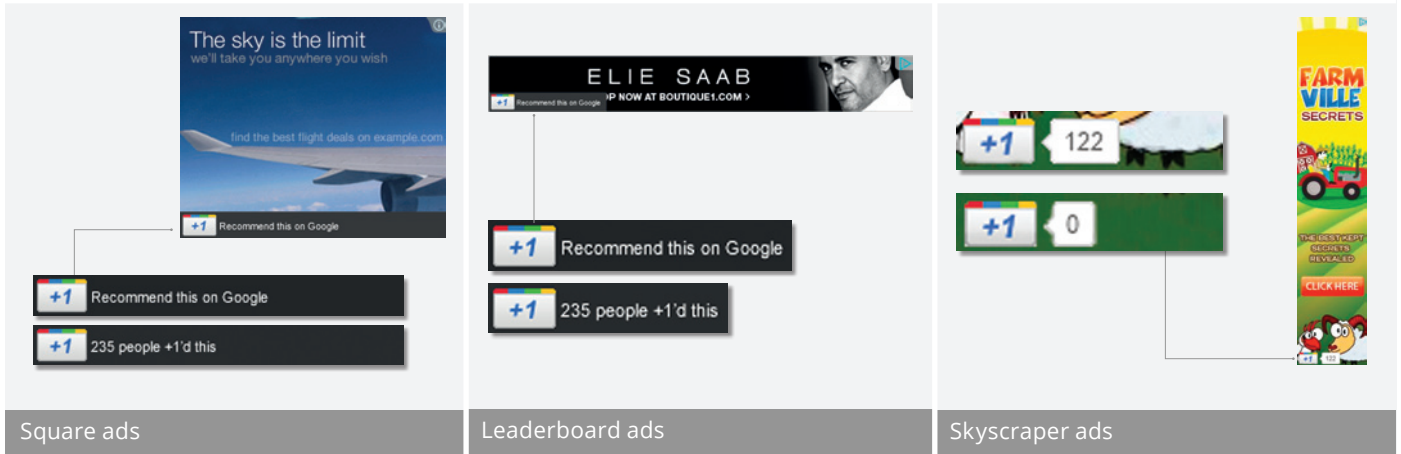
Easy to manage: There's no ongoing management needed. Just watch your +1 counts grow.

Visual States of +1 in a Rich Media Ad

In addition to the +1 button itself, there are complementary visual features including companion text, a count bubble, profile photos, hover bubbles, confirmation bubbles and a close button. The visual features vary for square ads, leaderboard ads and skyscraper ads.

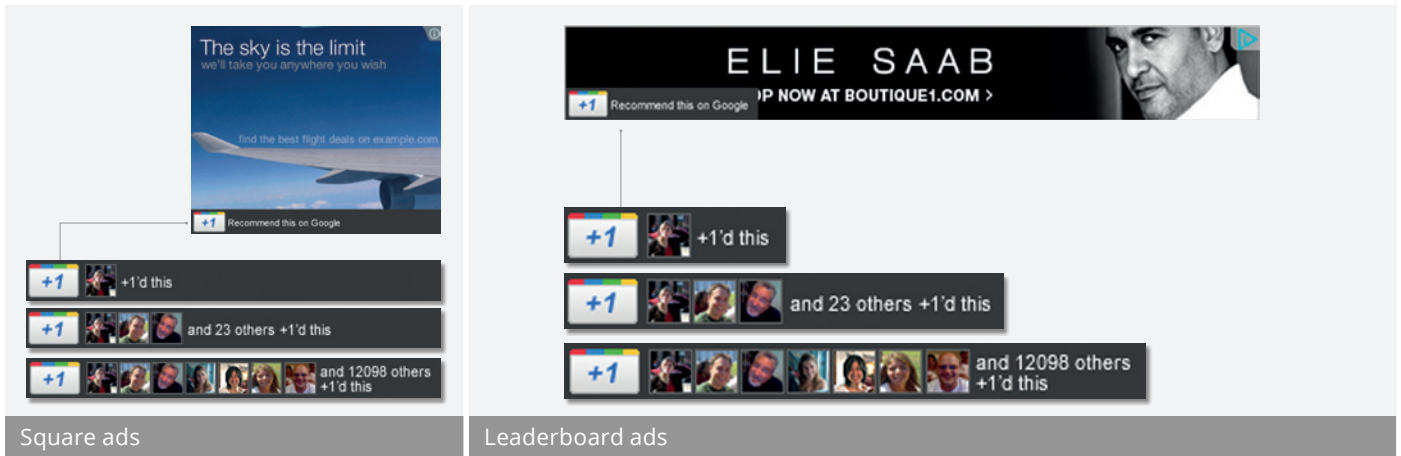
+1 and companion text

Shown when no one has +1'd the landing page or when no one the viewer knows has +1'd the landing page.



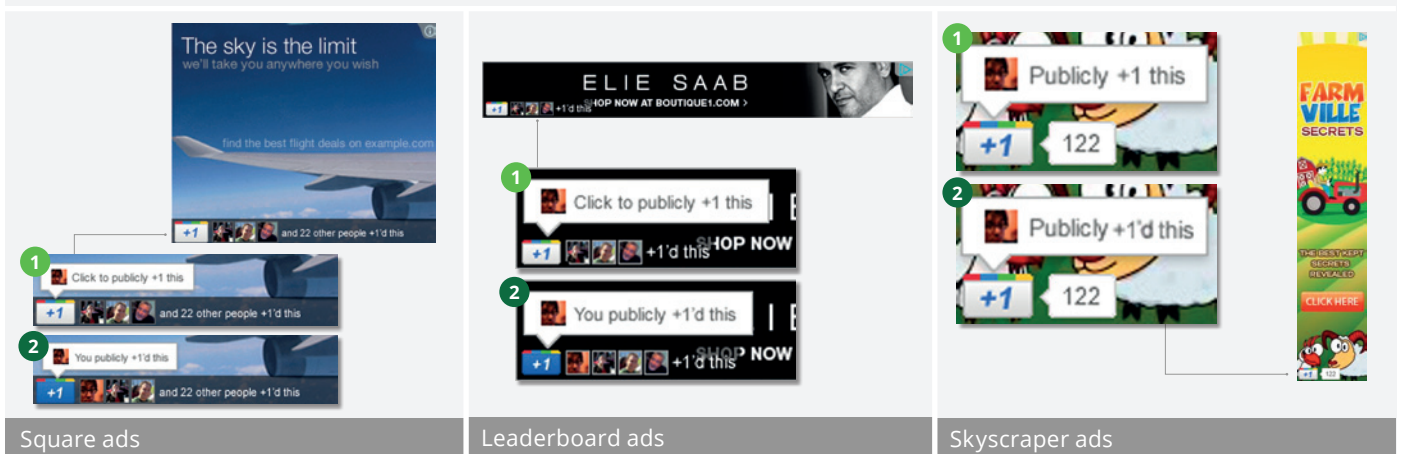
+1, profile photos and companion text

Shown when the viewer, or one or more people they know, has +1'd the landing page. Profile photos are not shown in skyscraper ads.



+1, hover and confirmation bubbles

Shown when viewer hovers over the +1 button 1, and then has clicked the +1 button 2.



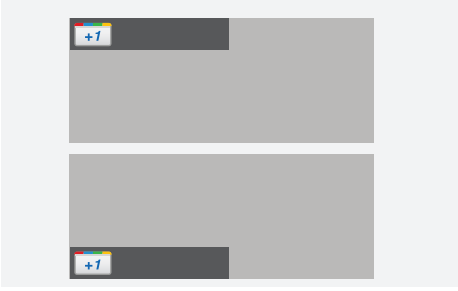
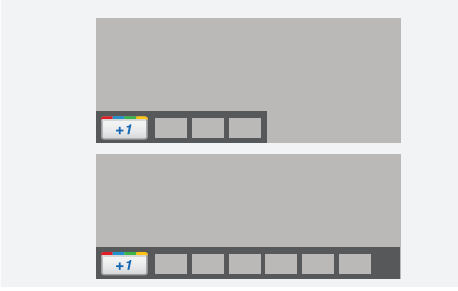
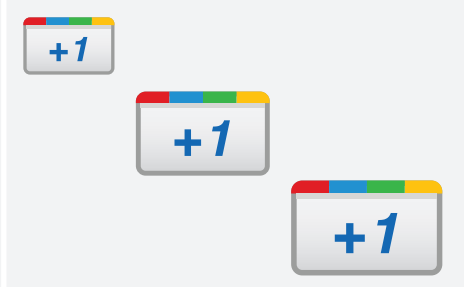
Options for Placing the +1 Button in a DoubleClick Rich Media Ad

Standard visuals

For the majority of creative sizes, the standard visual options for +1 make implementation easy. The visuals are similar for like sizes such as all square ads, all leaderboard ads and all skyscraper ads.

Customization options

DoubleClick Rich Media clients will be able to diverge from the standard visuals in the following ways:

		
Change the placement of the +1 area within the ad unit	Change the width of the +1 area	Choose from three +1 buttons based on button height. This includes small (15 pixels high), medium (20 pixels high) and standard (24 pixels high) +1 buttons.

Full service option

Our service team is ready to help you implement +1 in your rich media ads.

Implementation Best Practices

For best results with an initial campaign utilizing the +1 button, we recommend the following:

- Choose a landing page for the campaign with valuable content worthy of recommendation.
- If you don't already have a +1 button on your landing page, implement the +1 button on the landing page simultaneously with the launch of the campaign.
- Include the +1 button in all creatives for the campaign. If possible, convert volume that would typically go to image and simple Flash formats to rich media volume.
- Be sure to include the +1 area in all frames of your ad unit.
- For expanding ads, avoid hiding the +1 area under the expansion panel.

This helps get the largest reach and frequency possible to drive up initial +1s of your landing page. These initial +1s then go to work for you on Google search where search results featuring your landing page will show searchers which of their friends have recommended the page, helping it to stand out. As your search listings get more personal and relevant to searchers through +1 recommendations, people may become more likely to click-through to your site and may become more likely to convert.

Use Cases

The +1 button can be employed by advertisers in any industry. Here are just a few examples for retail, automotive, CPG and entertainment:

Retail

Make preparations to get +1 in place prior to big moments in retail such as the holiday shopping season, back to school, Mother's Day and Father's Day. A recent survey shows that to find online retail sites, 14.6% use recommendations from friends, family members or colleagues. Consider using +1 to get the power of friend endorsements working for you during the holiday season.

Automotive

Get started with +1 at the earliest opportunity. Social recommendations are a key ingredient to buying a car. In a survey looking at how vehicle buyers were led to the dealer from which they purchased their vehicle, 50% of respondents reported using content on the Internet and 16% reported using a referral from a family member or friend. By using the +1 button to showcase social recommendations of content, auto advertisers can give vehicle buyers more reasons to choose their makes and models. It's easy and free to implement +1 on landing pages, and adding the +1 button to rich media auto ads can accelerate success even further.

CPG

Online budgets for CPG advertisers are going up. Among US CPG manufacturers, 52% plan to increase social media budgets by 5% or more, 41% plan to increase Internet brand advertising by 5% or more, 24% plan to increase paid search by 5% or more and 24% plan to increase owned media by 5% or more. CPG advertisers can use +1 to get all these channels working together.

Entertainment

Any advertiser with good content is a naturally good fit for +1. Entertainment advertisers have some of the best content out there. For the benefit of attracting public brand advocacy, entertainment advertisers can make the +1 button a regular part of their online campaigns and landing pages.

Benefits of Working with DoubleClick Rich Media

Companies select DoubleClick Rich Media for integrating the +1 button into their ads in order to:

- control the implementation of the +1 button at the creative level
- build creatives in all shapes and sizes with the +1 button once and run them anywhere
- add the +1 button to a YouTube Masthead creative, for which DoubleClick Rich Media is the exclusive Rich Media provider
- implement custom metrics to measure the performance of the +1 button and the +1 area, such as the number of clicks on the button itself or the number of clicks on the close button within the +1 area.

Get Started

To get started, contact your DoubleClick Rich Media representative.

3 "The Role of the Internet in the New and Used Vehicle Purchase Process", R.L. Polk & Co. and AutoTrader.com, February 2011.

4 "Shopper Marketing 4.0: Building Scalable Playbooks That Drive Results," Grocery Manufacturers Association (GMA) and Booz & Company, November 9, 2010.

About DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively.