



Brand Advertising Committee



IAB Europe is the leading European-level industry association for the digital advertising ecosystem. Its mission is to promote the development of this innovative sector and ensure its sustainability by shaping the regulatory environment, demonstrating the value digital advertising brings to Europe's economy, to consumers and to the market, and developing and facilitating the uptake of harmonised business practices that take account of changing user expectations and enable digital brand advertising to scale in Europe.



European collaboration

The committee is comprised of over 80 participants from over 40 different organisations representing the buy and sell-side

Corporate members



National IAB members





Committee objective

The mission of IAB Europe's Brand Advertising Committee is to drive brand investment into digital by providing Brand Advertisers with a reliable and trusted Brand Advertising Framework for the converging digital and traditional media environment. The Framework is composed of a set of initiatives designed to be compatible with global programmes – the Framework can be seen on the following page.

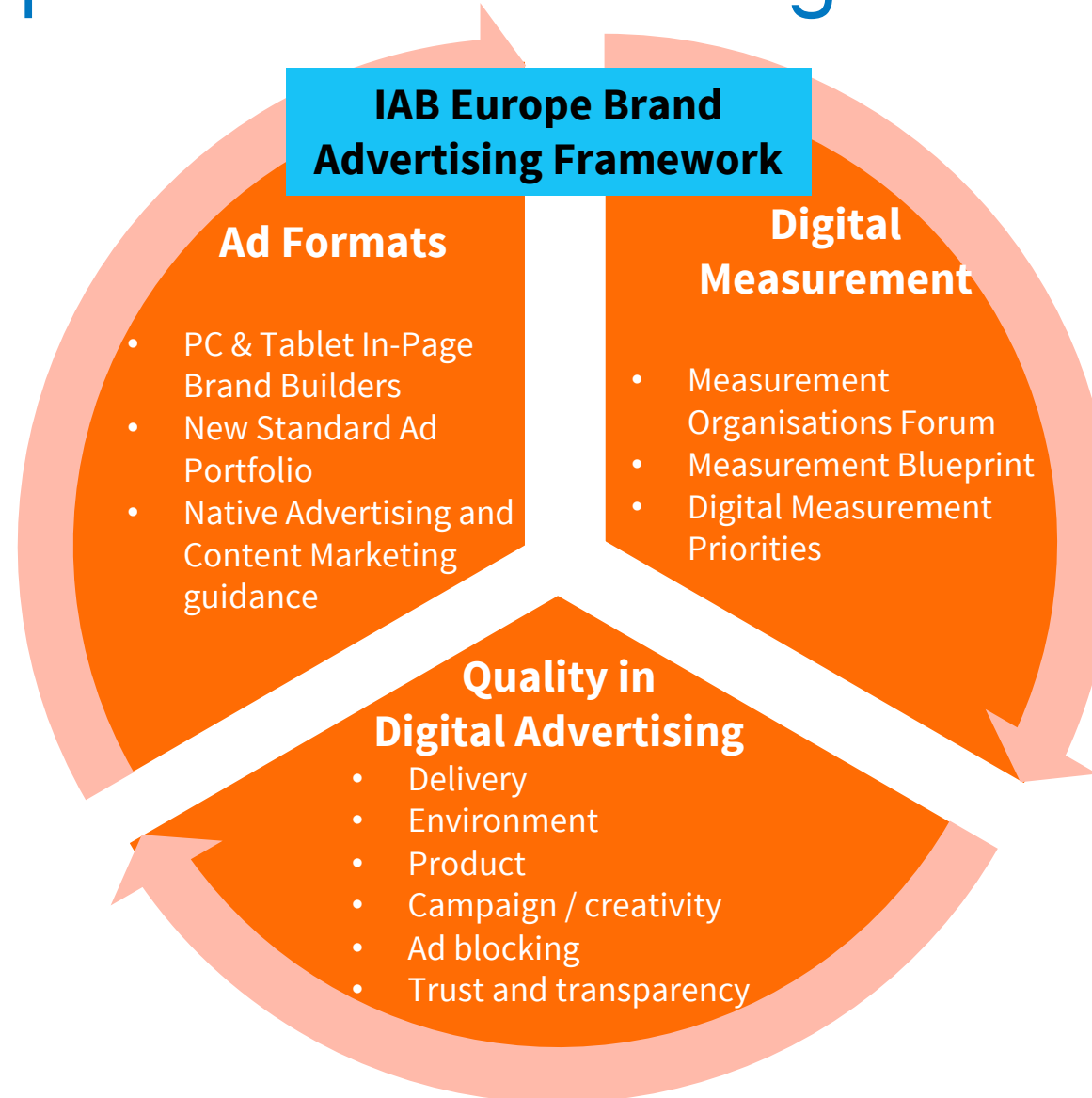


2018 substantive scope





IAB Europe Brand Advertising Framework



the same strategy of Company with the subscription model that are potentially millions of traditional customers and literally billions of new customers out there. What is social media without images, videos?

Although we are in the micro stock category we aim to produce better than the images in the macro stock category. We are in a position to invest more in shoots than almost all of our competitors.



The world is messed up but I believe we are in a position now to help significantly to the lives of a lot of people. At least 50% of all revenue received by Company will go to children charities. Over the following years I plan to focus more and more on this side of the business and believe there is a huge potential to make a difference through design photography and marketing. Obviously, this completely rules out venture capital. On the one hand this is making it very hard to implement our plan, but on the other hand, I believe we are better off for it as we have to focus on a quality product and efficiency to achieve our goals. Having said that, we are exploring options for loans to accelerate things.

SIMPLE STRATEGY (Reasons we will be successful)

Our biggest advantage is the whole stock industry is completely amateur. The industry is massively undervalued. What we are doing upstairs with our systems is somehow already the world's best.

Virtually all stock photographers work alone or in small teams. They are all competing with each other. Nobody has ever really managed to scale. Several people have tried to produce more of the same look. We are creating a system where very talented creatives can develop their own style and become young talented kid comes along who will open her images and add cherry to it. An amazing photographer takes a photo in New York and our best graphic designers have already edited it. We keep hiring the most talented young creatives from around the world.

By owning all the content we can undercut other agencies on price. They can't pay their photographers any less. Already, now the only people being able to make a full-time living out of this are in developing countries. We wouldn't be able to do this if we weren't here in Thailand. For about 3 years now I have been obsessing about starting our own stock agency. The big stumbling block has always been the complexity and capital required to start a site with other contributors. About a year and a half I realized we didn't need to if we could keep focusing on our own systems and continue to develop our team and systems to we could compete with the subscription model there are potentially millions of new customers out there and literally billions of new customers out there. We are currently one of the top 2 micro stock contributors. But now after a lot of hard work on developing our team strategies and systems are now in a position to quickly become number one and move further and further away from our competitors. We have better quality, more diverse systems, better understanding of the trends and what design is all about. What is holding us back the most? Our stock agencies themselves. I predict we are going to see a lot of the micro stock contributors. But now after a lot of hard work on developing our team strategies and systems are now in a position to quickly become number one and move further and further away from our competitors. We have better quality, more diverse systems, better understanding of the trends and what design is all about. What is holding us back the most? Our stock agencies themselves. I predict we are going to see a lot of the micro stock contributors.

CUSTOMERS Connect with our customers and provide them with the best design resources and images. Our mission is to create a good company for US, our CUSTOMERS, and the WORLD.

OUR VISION We are planning to create a world-class library facility with our own team of photographers and designers. We are currently one of the top 2 micro stock contributors. But now after a lot of hard work on developing our team strategies and systems are now in a position to quickly become number one and move further and further away from our competitors. We have better quality, more diverse systems, better understanding of the trends and what design is all about. What is holding us back the most? Our stock agencies themselves. I predict we are going to see a lot of the micro stock contributors.

Then there is collaboration. We can hire creatives for specific projects. Hire a famous photographer for a shoot. Contract a font foundry to create a set of fonts for us. For about 3 years now I have been obsessing about starting our own stock agency. The big stumbling block has always been the complexity and capital required to start a site with other contributors. About a year and a half I realized we didn't need to if we could keep focusing on our own systems and continue to develop our team and systems to we could compete with the subscription model there are potentially millions of new customers out there and literally billions of new customers out there. We are currently one of the top 2 micro stock contributors.

Amazing retouchers have all edited in their own style and our best graphic designers have already added their graphic concepts to it. We keep hiring the most talented young people, we are doing this right now here in Thailand and soon we'll be able to start attracting the best young creatives from around the world. We don't need people with tons of experience, just brilliant artists straight out of uni or not. Ultimately we will be successful because we have the best quality work.

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We are already creating the biggest shoots in the industry. Next month, we are planning to create a world-class library facility with our own team of photographers and designers. We are currently one of the top 2 micro stock contributors. But now after a lot of hard work on developing our team strategies and systems are now in a position to quickly become number one and move further and further away from our competitors. We have better quality, more diverse systems, better understanding of the trends and what design is all about. What is holding us back the most? Our stock agencies themselves. I predict we are going to see a lot of the micro stock contributors.



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Our IT systems and then the micro stock agencies themselves. Our mission is to create a good company for US, our CUSTOMERS, and the WORLD. US: Fun, purposeful team with a good work-life balance. CUSTOMERS: Connect with our customers and provide them with the best design resources and images. Ultimately we will be successful because we have the best quality work. WORLD: I first got into photography through travel. I witnessed a very different side to the world to what I saw growing up in Redmarley, Gloucestershire.



5 WAYS TO SUCCESS (Reasons how we be successful) Our biggest advantage is the whole stock industry is completely amateur. The industry is massively undervalued. What we are doing upstairs with our systems is somehow already the world's best.

Virtually all stock photographers work alone or in small teams. They are all competing with each other. Nobody has ever really managed to scale. Several people have tried to produce more of the same look. We are creating a system where very talented creatives can develop their own style and share everything. Some young talented kid comes along who can take better images than me. I'll open her images and add cherry to it to regain the number one spot. An amazing photographer takes a photo in New York and uploads it. By the end of the day, zero amazing retouchers have all edited in their own style and our best graphic designers have already added their graphic concepts to it. We keep hiring the most talented young people, we are doing this right now here in Thailand and soon we'll be able to start attracting the best young creatives from around the world. We don't need people with tons of experience, just brilliant artists straight out of uni or not. Ultimately we will be successful because we have the best quality work.



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