UKOM

UKOM launches first display ad campaign

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UKOM, the UK's standard-setting body for online audience measurement, this week launches its first digital display advertising campaign.

The online animated ads – "Chaos" and "Wild West" – use provocative questions, illustrations and cartoons to engage viewers around awareness of the UKOM brand.

The campaign addresses the fact that it is often said there are no standards on online audience measurement when in fact UKOM was set up by agencies, publishers and clients in 2009 to address issues arising from the availability of multiple sources of online audience data.

"The campaign is designed to break the cycle of negative thinking about online audience measurement. It underlines our role as the standard-setting body for online audience measurement," said Ian Dowds, CEO of UKOM.

"UKOM is unafraid to champion standards in online audience measurement," said Jon Mew, CEO of the Internet Advertising Bureau (IAB). **"This campaign embodies that spirit with provocative creative."**

The ads will appear in targeted B2B publications and UKOM is also planning a series of presentations to increase engagement and brand awareness.

Ends

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About UKOM:
Following years of debate in the UK online industry about the need for a common standard of measurement – as is commonplace in other media – agencies, publishers and advertisers came together in 2009 to address issues arising from the availability of multiple sources of online audience data.
As a result, the UK Online Measurement company - UKOM - was formed.
UKOM is co-owned by the Association of Online Publishers, the AOP, and by the IAB, the Internet Advertising Bureau.
The Institute of Practitioners of Advertising, or the IPA, and ISBA, The Incorporated Society of British Advertisers are represented on UKOM's executive board.