

HOW BRANDVERGE AND IAB MADE A VIRTUAL EVENT MARKETPLACE ACTIONABLE, INCREASING RELEVANCE AND EXTENDING MOMENTUM FOR SPONSORS

Challenge

COVID-19 forced IAB to make the difficult decision to take the week-long, high-touch, in-person NewFronts and bring the event online. NewFronts was formed in 2012 as an annual marketplace for brands and digitally native content, connecting “content creators to brands and their media and marketing agencies.” This year’s virtual event, live streamed on Vimeo, was created following the cancellation of the annual in-person event that was set to take place in April. As part of reimagining NewFronts for the virtual environment, IAB was looking for a solution that made up for the lack of networking that comes naturally at in-person events to compliment the digital presentations.

“One of our priorities is to create solutions that keep the digital advertising economy thriving in an increasingly complicated and omnichannel world – and tools like BrandVerge chip away at that to make things easier. [To create the] connective tissue [between buyers and sellers] for NewFronts, we asked agencies firsthand and discovered that BrandVerge was already top-of-mind. The partnership was a natural and obvious choice.”

Craig Coleman, IAB SVP Events

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Solution

BrandVerge built out a custom marketplace for NewFronts, exclusively for attendees and presenters. IAB NewFronts partners were able to promote the programs unveiled at NewFronts on BrandVerge’s custom IAB NewFronts Marketplace for advertisers to discover, explore and connect with post-event. The digital marketplace took NewFronts showcase and made it immediately actionable and discoverable to thousands of advertisers, expanding reach and increasing publishers’ ability to find sponsors for their new programs at scale. This gave partners the opportunity to virtually network and connect with brands long after presentations were complete. It also offered partners analytics on who was engaging with their profile and offerings and how they were engaging with them. While face-to-face connections were missing from the event, the marketplace offered a place for NewFronts attendees to directly contact partners and their sales team about presentations and offerings.

Results

13 event presenters joined the marketplace, launching profiles during or after presentations, drawing in buyers from across the country to a range of verticals, including news and media, arts and entertainment, gaming, social and business. This resulted in hundreds of unique buyer sessions. Of these unique users, 19% were existing BrandVerge users.

- ❑ Partners received meaningful outreach and numerous RFPs while the platform was live.
- ❑ Presentations and capabilities were re-watched and reviewed an average of 5 times each within 30 days of the event.
- ❑ Within the first 30 days, buyers spent over 58 hours in the marketplace viewing content.

“Honestly, it exceeded my expectations. Being so new, I was pleasantly surprised with the thought that went into the service provided and the extensive database of opportunities available for review.”

Jen Amendola,
Account Manager at FlyteVu

“The interface of BrandVerge and the look and feel and user experience is so simple and elegant, it’s great. If you want to find something you will find something and I think that’s also super important because nobody is interested in going on a rabbit hunt to find what they’re looking for, so that was also really impressive while we were taking a look at the platform.”

Michael Hernandez,
Associate Media Director,
Digital Investment at Evergreen Trading

