

Submitting a Digital Advertising Champion Case Study

IAB UK is inviting UK SMEs to submit case studies to showcase how they have used paid-for digital advertising to deliver a campaign. We want to hear how you've utilised different channels, where you've targeted your spend, how your use of digital advertising has delivered outcomes for your business and most importantly what your future goals are which you would most value help with. We want to use this to celebrate and recognise SMEs who are using digital advertising well. By submitting a case study of how your business has successfully used digital advertising, you will:

- Receive free, tailored expert advice on how to unlock digital advertising capabilities further to take your business to the next level.
- Have the chance to be featured in a nationwide report as an example of best practice, gaining recognition and visibility for your business.
- Contribute to a broader understanding of how digital advertising can drive growth for SMEs across the country.

We welcome submissions from all UK SMEs of all sizes - from micro businesses to larger companies with up to 249 employees. You don't need to have spent a fortune on digital advertising – what we're interested in is how you've used digital advertising to deliver the outcomes you need, whether that be identifying new customers, driving sales, or increasing brand recognition.

Content required for case study submission

If you already have case studies ready to go in a different format, the IAB Team would be happy to work with you to match them to our format.

- Company name
- Contact email address
- Name of person submitting case study and their position in the business
- The industry/sector you work in
- Digital advertising budget for the campaign
- Overview and how you used digital advertising – 250 words guide.
- Primary Objective in this campaign: e.g. Awareness, Sales, Footfall, Consideration, Web Traffic, Other - please specify
- Formats Used: e.g. Audio, Display, Influencer, Search, Social Media, Video, Other - please specify
- Examples of campaign creative if available

- Evidence of consumer engagement if available (e.g. impressions/click-through rates)
- Results/outcomes (approx. 150 words).

Please send your submissions to policy@iabuk.com. By submitting a case study, you confirm that you have the agreement of everyone mentioned in your case study for their details to be shared publicly.

Soon after we receive your submission we will email you confirming receipt. We'll then follow up over the coming weeks with our resource pack and with any further questions we may have. By the end of April we will get in touch to let you know whether you have been selected as one of our Digital Advertising Champions and with details of our Showcase Report and Parliamentary reception.