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RTÉ Digital, Vodafone and OMD have launched the first interactive pre-roll to run on RTÉ Player, providing advertisers with significant opportunities to engage with their audience. Following on from another media first, the pre-roll planned by OMD for Vodafone – which ran for three weeks – featured an "overlay" or "full screen", allowing the user to actively engage with further content within the advertisement.

This is the first time this advertising format has appeared on RTÉ Player, Ireland's most popular VOD service. This user-initiated overlay displays on top of the pre-roll ad, turning the player into a micro-site and engaging the users with additional brand content. <http://www.youtube.com/watch?v=D9DIM0tbqZo>.

"We believe using innovative advertising formats such as "overlays" or "full screen" not only provides advertisers with greater choices around audience engagement, but more importantly promotes user interaction and drives a higher level of brand awareness," commented David Fogarty, from RTÉ Digital's Commercial Team. "Full screen offers a wealth of possibilities for the advertiser, while creating an immersive in-page ad experience, putting the user in control".

"We're excited about utilising overlays in our campaigns, as it provides us with a unique opportunity to engage with our target audience in an exciting and relevant way, by bringing our creative to life," commented Emma Forde, Brand and Communications Executive, Vodafone, while Dara Maher, Digital Account Director of OMD added, "Video on Demand has played an increasingly important role in reaching Vodafone's target audience in the last year. Any opportunity where we can increase engagement with individuals, bringing otherwise passive content to life, is embraced by OMD and Vodafone. RTÉ's investment in technology and innovation has allowed us to do this".

The "full screen" format has been lauded by the IAB <http://www.iab.net/digitalvideorisingstars#5> as one of the 5 key Digital Video Rising stars, which seeks to create new and innovative canvasses for brand advertising on digital platforms, including display and mobile ads.

Full screen/overlay formats will now offer advertisers on [www.rte.ie/player](http://www.rte.ie/player) a wealth of new interactive opportunities including engaging and interactive opportunities with the inclusion of image galleries, Social Links, Videos, Games, Special offers, Find on Map etc.

About the author

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