

Advertisers ready to try Miva pay-per-call

BY SUSIE HARWOOD

UK media agencies and advertisers including Freedom Finance and Britannia Hotels are lining up to trial a new auction-style pay-per-call online ad system from search marketing network Miva (formerly Espotting), set to go live in the UK next month.

The Miva pay-per-call system will launch in the UK on 15 September, after its US launch in September last year.

The system works in exactly the same way as Miva's pay-per-click system, enabling advertisers to bid against each other in an open auction to have their ads displayed next to search results for certain categories.

Rather than link through to the



advertisers' Web sites, however, the ads will display freephone numbers that Web users can call to be connected directly with the advertiser. The more the advertiser bids on a category, the higher position they will get in the pay-per-call listings.

Pay-per-call ads will be displayed across Miva's distribution network of UK publishers that includes The Sun, magazine publisher Emap's stable of sites and recently signed-up Northern & Shell sites including Daily Express,

Daily Star and OK magazine. Miva has yet to confirm which of its partners will be ready to go live next month.

Advertisers will be able to sign up to the service directly through the Miva Web site from this week, or via Miva's launch agency partners. These include digital media agencies i-level, Starcom, Manning Gottlieb OMD, Media.Com, Diffiniti, All Response Media (ARM), and search agencies The Search Works and Latitude.

Latitude said it expects to go live with at least ten advertisers immediately, including Freedom Finance, Britannia Hotels and Approved Car Finance, while ARM said a number of clients have expressed interest includ-

ing TML (The Mortgage Lender).

The pay-per-call announcement comes a week after Yahoo! said it was testing a similar feature on its price comparison site Kelkoo, which also enables advertisers to pay per call rather than per click (NMA 11.08.05).

■ Separately, Miva announced this week that it has settled an ongoing patent infringement dispute over paid search technology with Yahoo!'s search marketing division Overture. Miva said it agreed to make a one-time payment of \$8m (£4.4m) to Yahoo! and took a non-exclusive license to certain Yahoo! patents in exchange for a dismissal of all claims.

miva.com

Macmillan pushes coffee morning event via online ads

Macmillan Cancer Relief is preparing to kick-off its first online ad campaign to raise awareness and drive registrations for its World's Biggest Coffee Morning annual fundraising event, which aims to raise over £6m.

The cancer care charity has teamed up with Delia Online for the campaign in an exclusive deal brokered by media agency PHD and ad network VCmedia, which represents the site.

Throughout September, Macmil-

lan is sponsoring editorial on the Delia Online home page and various recipe galleries, with banners linking to the event's microsite. Creative was developed by Ideas Eurobrand.

In addition, two email newsletters will be sent to Delia Online's 125,000 newsletter subscribers throughout the month, encouraging them to organise their own coffee morning to raise money for the charity.

The World's Biggest Coffee Morning – which is now in its 15th year and last year raised £5.3m for the charity – will be supported by above-the-line, including radio, promotional activity throughout September. The event takes place on 30 September.

Jenny Edwards, head of events at Macmillan, said the charity chose Delia Online because of the high level of traffic it attracts and because its mostly female 400,000-strong user base is a good fit with its target audience.

"This is the next stage of development for us in terms of marketing the event," said Edwards. "We decided to test online advertising because we've seen a lot of growth in the number of people registering via our site."

macmillan.org.uk/coffee



ISPs call for BT to give LLU new impetus

ISPs have called for BT to switch its focus to ensuring that local-loop unbundling (LLU) is successfully deployed, following the departure of Alison Ritchie as head of broadband without being replaced.

Ritchie took the industry by surprise this week by announcing that she would be stepping down from her role as BT's chief broadband officer at the end of September.

BT said there was no need to replace her as broadband take-up was well advanced across the country,

with 5m broadband users and 99.6% of UK homes and businesses connected to an ADSL-enabled exchange.

"The broadband market is now so well established," said Ritchie. "This means that my specific role has now come to a natural end."

Most ISPs appear to agree with this assessment, but the focus is now shifting to their own networks. A spokesman for AOL said, "An LLU champion is definitely needed to make sure it progresses smoothly."

bt.com

Microsoft plans global online campaign for Xbox 360 release

Microsoft is planning a global online marketing campaign for the launch of the Xbox 360 games console, which will kick off in the US late this autumn in time for the US holiday season.

AKQA, which has been working with Microsoft for nearly four years on projects including the interface design of the Xbox 360, has been appointed to create online campaigns for the full line-up of holiday games titles including *Perfect Dark Zero*, *Project Gotham Racing 3* and *Kameo*. The agency was also behind the official site for Xbox360.com and is developing an in-store kiosk that will allow gamers to try out the new system prior to its release.

Although AKQA has worked on various online marketing initiatives for Xbox before now, it's the first time the partnership has been formalised as AKQA being Xbox's digital agency



of record, according to Eli Friedman, Xbox global communications chief. "We realise that interactivity with our audience is very important and we're working with AKQA's San Francisco, London and Singapore offices to deliver that," he said.

The Xbox 360 games console is expected

to be launched in the UK before the end of the year.

AKQA has appointed Mauro Alencar as creative director to oversee the creative brief for the Microsoft Xbox business. He joins the San Francisco office from Vancouver agency Blast Radius, where he was executive creative director.

He had previously worked with AKQA's executive creative director PJ Pereira at Brazil's leading interactive agency AgenciaClick.

xbox360.com

ICRA-accredited sites improve visibility

Web sites targeting children could achieve greater visibility and traffic from search engines as a result of an initiative between the Internet Content Rating Association (ICRA) and accessibility experts Segala M Test.

ICRA has asked Segala to provide a case study that will demonstrate its ability to provide certification services. This would be the first step to providing a reliable method for flagging up ICRA-certified content in search results, either from ICRA's site or via

search engines like Google.

Segala provides a trustmark service for clients, such as mobile operator O2, that confirms with a branded logo that Web pages meet Web Accessibility Initiative (WAI) guidelines. It will shortly issue trustmarks for a Corporate Responsibility report that O2 is publishing on its Web site and has provided ICRA with the software code to enable it to pick these up.

segalamtest.com
icra.org