IADDB

international advertising & design database

Annual Report

2017

1. Goals

The IADDB aims to:
a.   unlock and make available to the public a wide range of information with regard to advertising and design via the internet,
b.   facilitate exhibitions;
c.   facilitate new publications;
d.   carry out any further actions which in the broadest sense may be conducive to the above.

2. Activities

The International Advertising & Design DataBase (IADDB) was launched in 2014, and since its inception it's been improved steadily. In 2017 new features have been added, old functionalities fine-tuned, and new collections of posters, monograms, and journals were added. At the end of 2017 over 90.000 images, 138 magazine titles, and 972 monograms were, among others, directly accessible through the IADDB website.
Since the start of the IADDB the Dutch company Picturae based in Heiloo, specialized in digitizing and unlocking cultural heritage, has scanned many posters and magazines which are now visible online. The IADDB website and collection registration system are also build and kept up by Picturae.

2.1 Website

In June 2017 the launch of the second version of the IADDB website took place. A digital library was opened under *Books & Archives*, and facts and figures can from now on be added under *Designers & Advertisers*. Up until this point these two chapters were net yet designed and it is now possible to start adding information.
Furthermore, the *Menu* was extended with extra information about the website and how to use it. An *Agenda* of exhibitions and a collection of *Links* to related websites were also added. Since this year it is possible to subscribe to a mailing list that informs its recipients about new content on the website and other relevant news. Mailing addresses were created for the board, curator and the website (board@, curator@ and info@iaddb.org).
To improve the website even further small twitches were made to existing elements of website:
- The watermarks on the images were adjusted to make them less dominant;
- It is now possible to go back to the overview of a single year of a magazine, instead starting anew from the start of the periodicals;
- The search bar to search all collections is now easily accessible from almost every page in the IADDB;
- When the copyrights of a person have been checked it is possible to add the date of certification to the metadata;
- It is now possible to link images, such as versions of the same poster;
- After using the search bar for the website the found images will directly lead to the record.
A larger project is the Search Engine Optimization (SEO). The first steps to improve the findability of the IADDB through online search machines such as Google were taken in October of 2017. The results of the technical improvements can been seen in the number of visitors to the website (see *4. Use of the website* for more details). In 2018 more actions will be made to continue the SEO.

2.2 Content: Images, commercials and magazines

2.2.1. Images

In 2017 many images were added to the website. This happened with the help of sponsors who handed over their collections of digital images and by having posters scanned. In 2017 circa 3.250 images were received, high resolution scans and older images, and circa 1000 images were added to the website with their descriptions. The images that have not yet been added to the website still need metadata to make them searchable.
A start with the volunteering project *Heritage Helpers/Vele Handen* has been made with a kick off meeting. In 2018 the project will make it possible for volunteers to help improve the metadata of the website by further describing and tagging images.

2.2.2. Commercials

Starting with the large collection of Dutch commercials from the ReclameArsenaal, the IADDB saw its first international commercials added in 2017. US collector Ira H. Gallen owns a large collection of material from the fifties to the eighties, including many commercials. The first batch added consisted of 509 commercials, most originating in the USA and a few from France and Japan.
The commercials can be found under Ira's collection name TVDAYS.

2.2.3 Magazines

In 2017 31 new titles were added to the IADDB, among others;

- Affiche
- Vendre
- Merz
- Ca Ira
- G
- Toegepaste kunsten in Nederland
- Publicité et les arts graphiques
- Circulo y quadrado
- Der Baumeister
- Filmliga/Filmgids
- Era Blue Band Magazine
- Figaro illustré
- Hitweek
- Jakijezme/DP magazine
- Mécano
- MSS
- Noi
- Das neue Frankfurt
- Veshch
- Sociéte anonyme
- P.S. journal
- View

For the following magazines editions were added, and/or extra scan were made to complete publications:

- De Stijl
- Architectura
- Bouwkundig weekblad

- De Reclame
- Der Sturm
- Wendingen (Dutch)
- Gebrauchsgraphik

3. Fundraising

In June of 2017 a small gathering was organized in New York City to celebrate the existence of the IADDB. The happening also functioned as a small fundraiser. The launch of the 2.0 version of the website was simultaneously celebrated. With the help of contacts in New York City and the Netherlands America Foundation (NAF) it was made possible to invite several enthusiasts for the foundation and those who wanted could make a donation.

4. Use of the website

In 2017 9,900 people visited the website. Altogether they were good for 19,000 sessions (visits). In June, the time of the fundraiser, a clear spark is visible in the number of visitors. This spark is a direct follow up of the blog Steven Heller wrote about the IADDB the day before. The second growing curve starts in October of 2017. After discussions with the website developer several changes were made to this website, which improved the SEO (Search Engine Optimization) which had its effects on the results when searching Google for images, magazines, etc.
On average the website had in 2017 2,000 monthly users, 481 weekly users and 66 daily users.
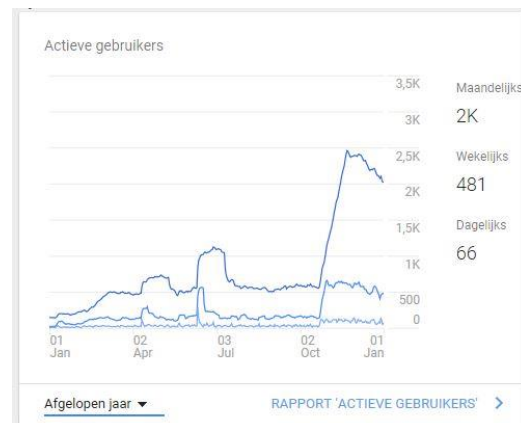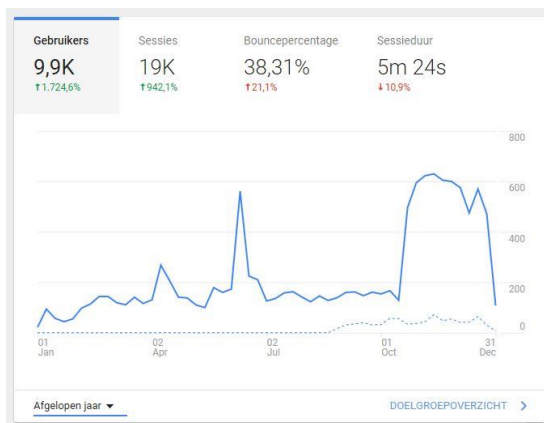
In 2017 the IADDB website was visited from all of the world, as shown on the map below. The dark blue spot that is The Netherlands shows that most users were located here, the home base of the IADDB.

5. Outreach

Since including the mailing list option in the IADDB website a small group of people has started to receive newsletters from the IADDB. These newsletters are sent since October 2017 around one to two times a month. The content every time shows a few new additions to the online collections, keeping its readers updated on the growing of the database.
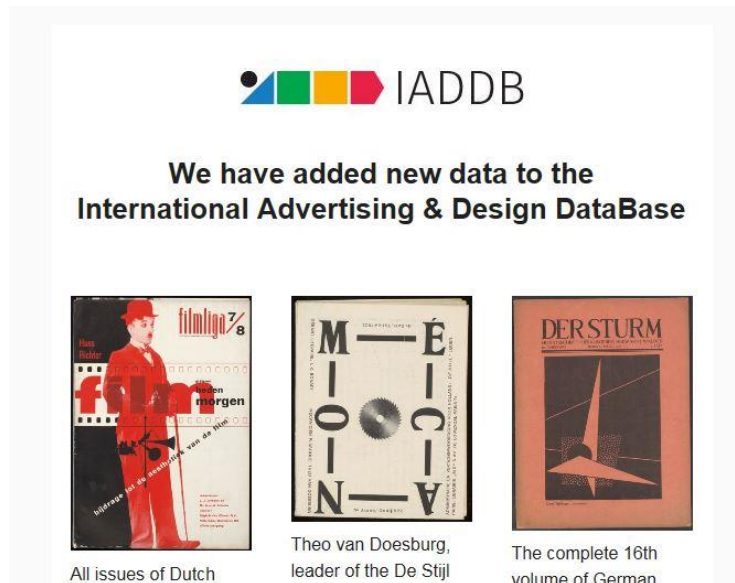
Screenshot of the IADDB newsletter (December 2017)

6. IADDB and (social) media

Enthusiast from all over the world are helping to spread the word about the activities of the IADDB. As mentioned before well-known designer and design specialist Steven Heller wrote one of his daily blogs for PRINT Magazine about the IADDB.
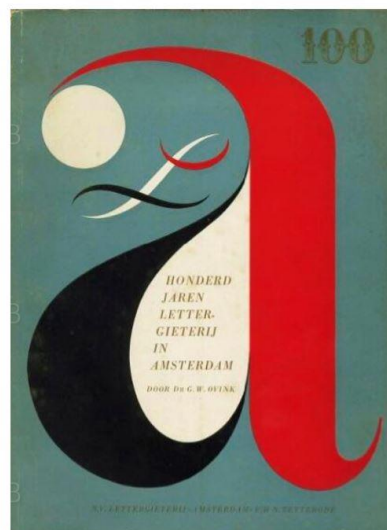

*Screenshot of the blog by Steven Heller, June 2017*

The IADDB is also getting attention from other websites, active bloggers and social media users. The IADDB is thankful for this enthusiasm from all over the world and aims to get even more users excited over the next years.

Monoskop.org a wiki for collaborative studies of the arts, media and humanities. The website refers to several of the digitized journals on the IADDB. (screenshot Feb. 2018)

Among others the Twitter account of Design is Fine (Germany) uses the IADDB as a source for interesting designs.(screenshot Feb. 2018)
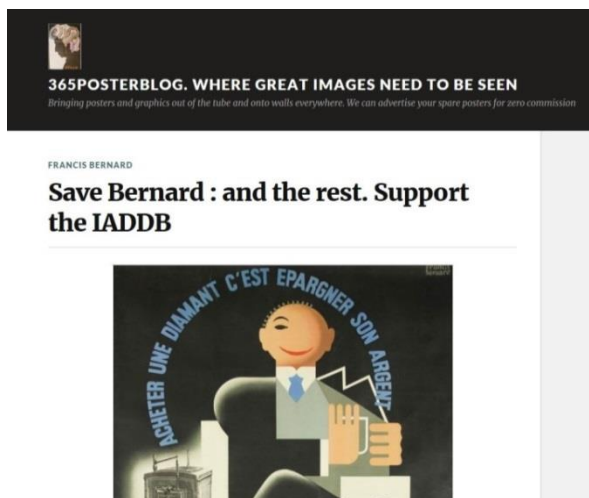
Another post helping people find and support the IADDB, via 365posterblog.com (screenshot Feb. 2018)