

AD FORMAT (R)EVOLUTION

NAVIGATING THE NEW DIGITAL VIDEO LANDSCAPE

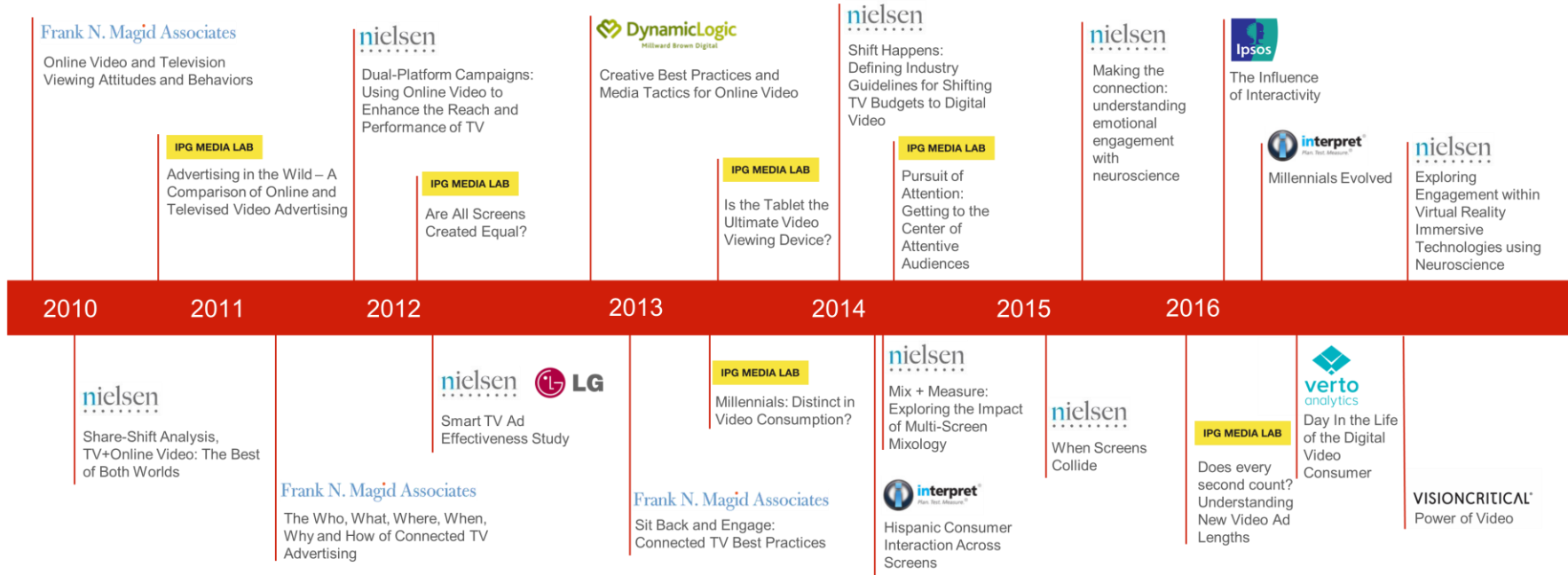
| 4.2017

YuMe M/GNA

IPG MEDIA LAB

A HISTORY OF THOUGHT LEADERSHIP

THE QUESTIONS OUR CLIENTS ASKED

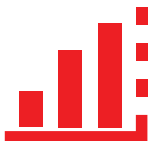


STUDY OBJECTIVE

HOW WE NAVIGATED THE NEW AD LANDSCAPE



User experience across video ad formats and devices



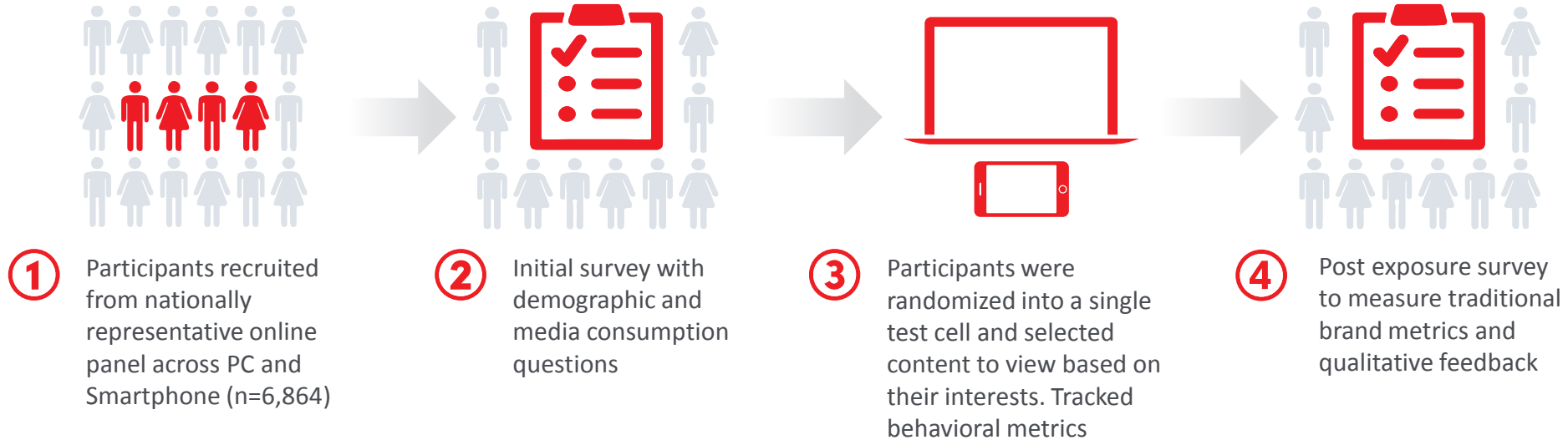
Performance against brand KPIs



Optimizing performance across video ad formats

METHODOLOGY

EXPERIMENTAL DESIGN



METHODOLOGY

TEST CELL SUMMARY

5 FORMATS

Control

Pre-Roll (non-skippable)

Mid-Roll

Social Video

Outstream: Header, Mid-Text, Mid-Text Plus Mini Player

12 AD SCENARIOS

Devices: Smartphone vs PC

Creative Type: Standard Ad vs Branded Content

Ad Length: 15 sec vs 30 sec

Contextual Relevance

Ad Sequencing

2 VERTICALS

The H&M logo is rendered in a bold, red, handwritten-style font.

PRE-ROLL

FINDING #1 | THE GOLD STANDARD HOLDS ITS WEIGHT

UNSKIPPABLE PRE-ROLL REMAINS NUMBER ONE IN PERFORMANCE

SEEN AS HIGHEST VALUE FORMAT BY VIEWERS



AT LEAST 3.5X

Less likely to be considered “interruptive” than other formats on mobile



“MORE ENGAGING”

Than social video



HIGHEST VALUE EXCHANGE

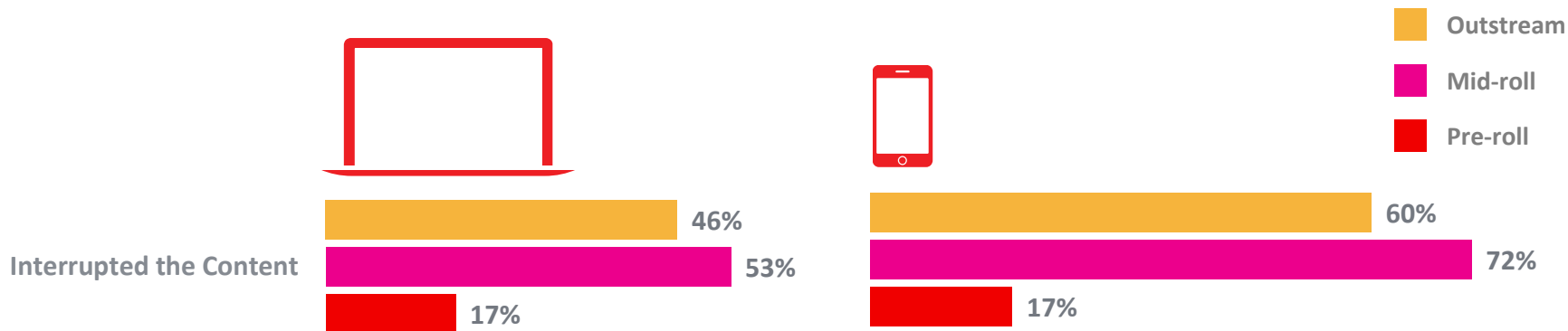
For free content

PRE-ROLL FEELS LEAST INTERRUPTIVE

REGARDLESS OF DEVICE, THE PRE-ROLL AD FORMAT FELT LESS INTERRUPTIVE

AD FORMAT – INTERRUPTED CONTENT

Q: Please rate how much you agree with the following statements as they relate to the ad you were shown ((description of ad format))? The ad type...

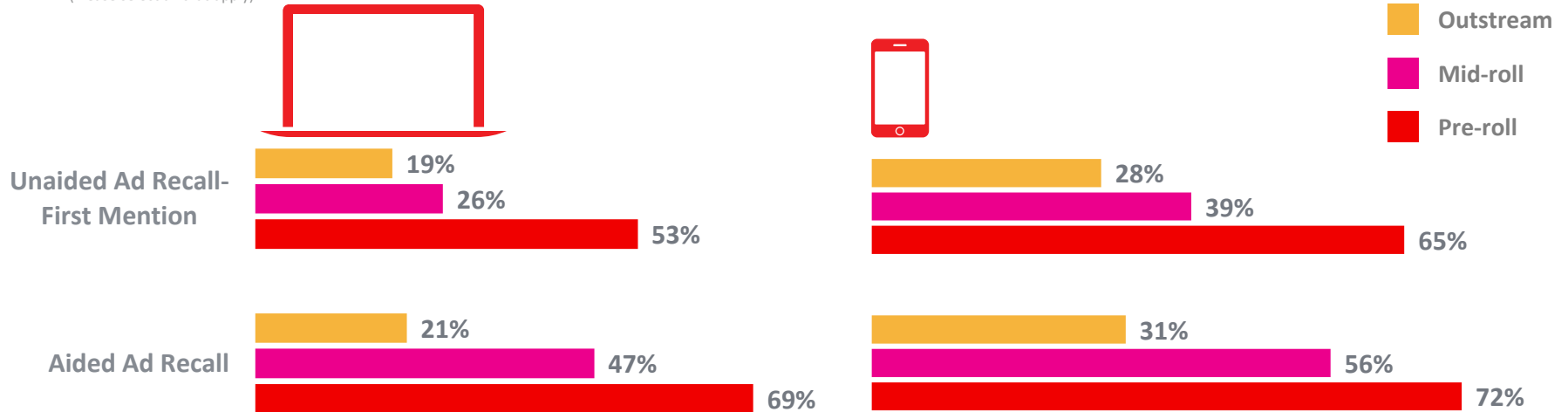


THE LEAST INTRUSIVE FORMAT = THE MOST MEMORABLE

AD RECALL SIGNIFICANTLY HIGHER WITH PRE-ROLL

IMPACT ON AD RECALL

Q (Aided): Which of the following brands, if any, do you remember being mentioned or shown?
(Please select all that apply)

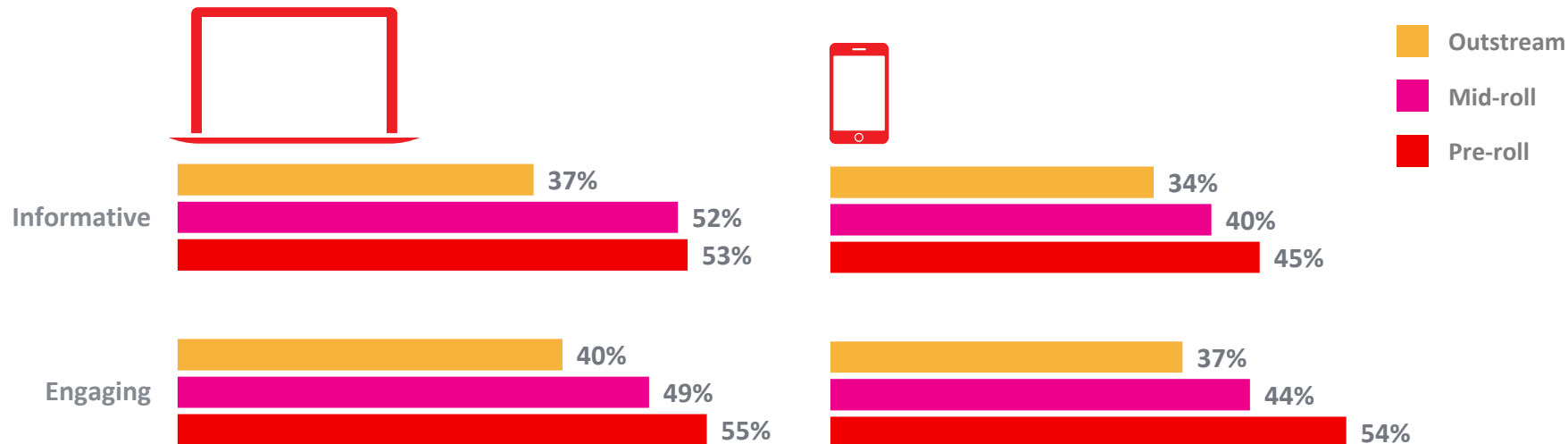


PRE-ROLL FEELS MORE “ENGAGING”

UNSKIPPABLE PRE-ROLL IS CLEAR WINNER ON MOBILE

THE AD WAS...

Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. The ad was...



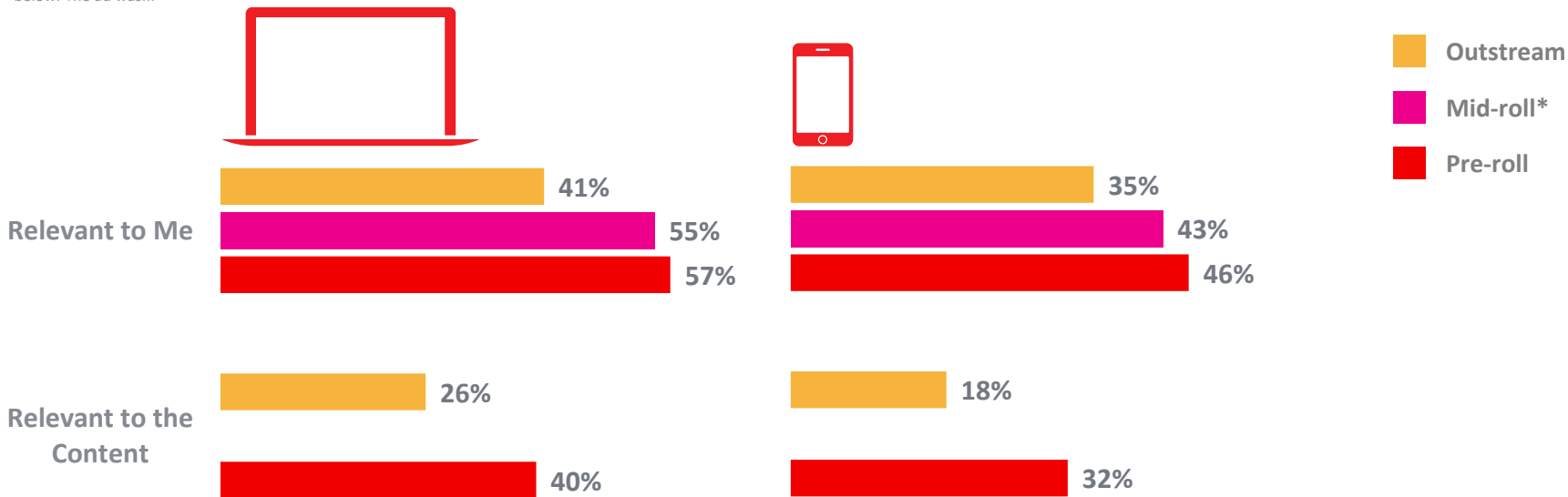
PC (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=261
Mobile (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=355
Outstream based on any exposure level

...AND UNSKIPPABLE PRE-ROLL POSITIONS ADS AS MORE RELEVANT

BECAUSE IT'S LESS INTRUSIVE, CONSUMERS MAY BE LESS LIKELY TO ACTIVELY AVOID, ALLOWING THE ADS TO COMMUNICATE MORE & FEEL MORE ENGAGING

THE AD WAS...

Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. The ad was...



PC (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=261
Mobile (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=355
Outstream based on any exposure level.

* Not compared for context relevance as it contained different content than pre-roll and outstream.

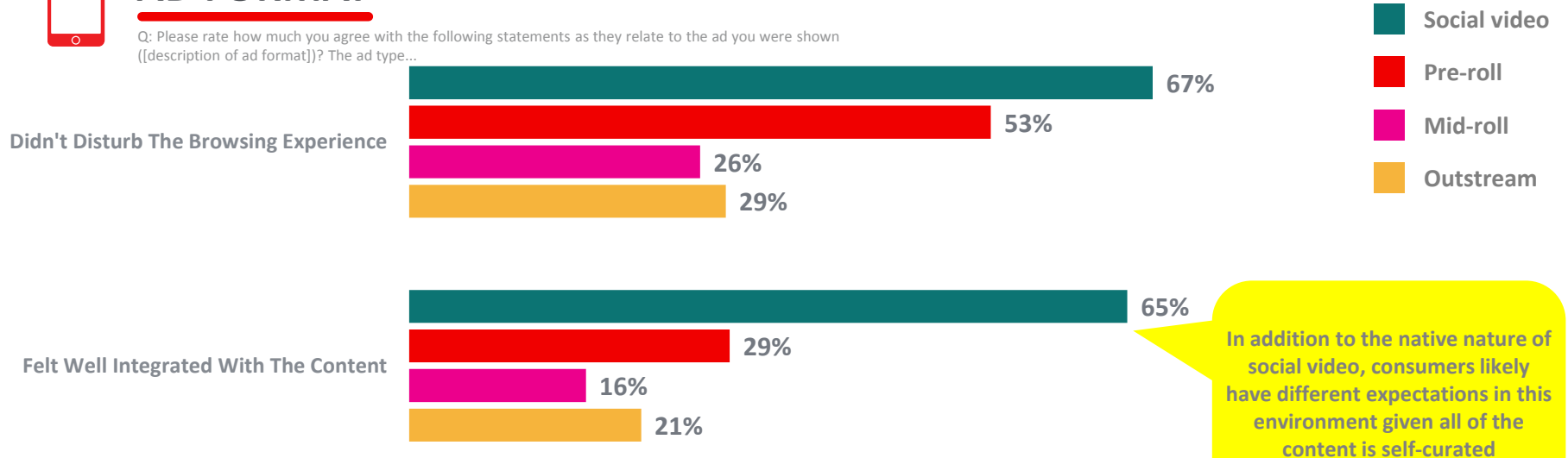
SOCIAL MEDIA INTEGRATION

SOCIAL VIDEO FEELS PARTICULARLY WELL INTEGRATED...



AD FORMAT

Q: Please rate how much you agree with the following statements as they relate to the ad you were shown ((description of ad format))? The ad type...

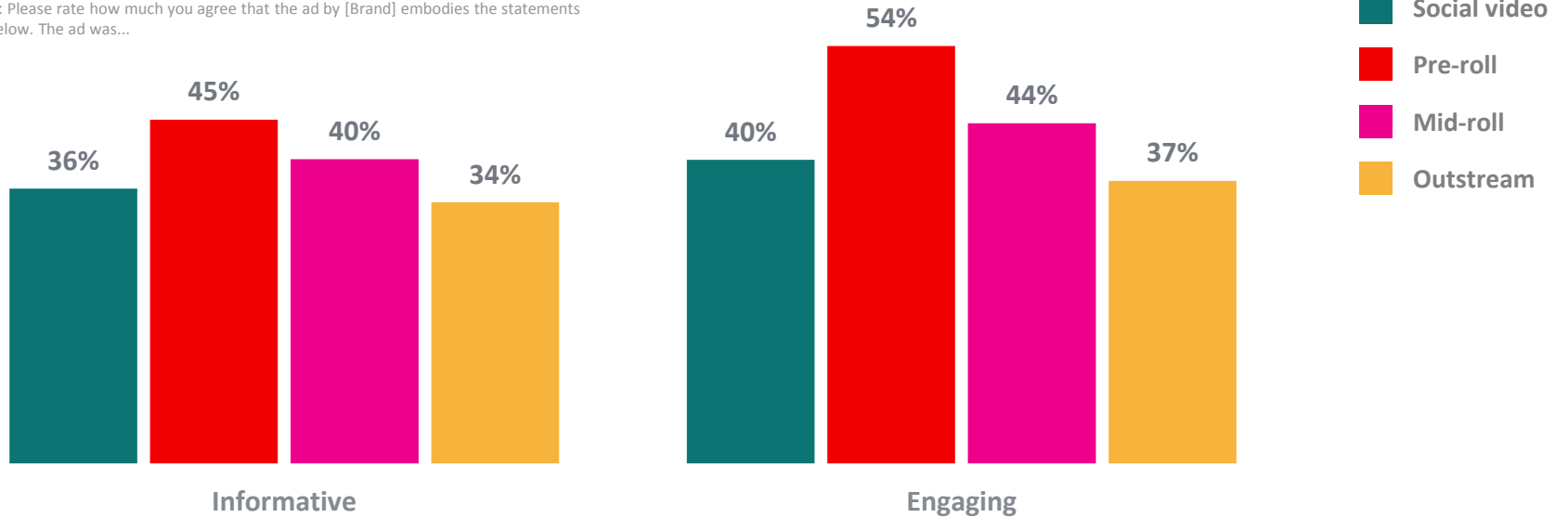


VIDEO FRONT & CENTER FEELS MOST IMPACTFUL

BUT, WHEN YOU CAN'T SKIP PRE-ROLL, IT BEATS NATIVE SOCIAL VIDEO IN ENGAGEMENT

THE AD WAS...

Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. The ad was...



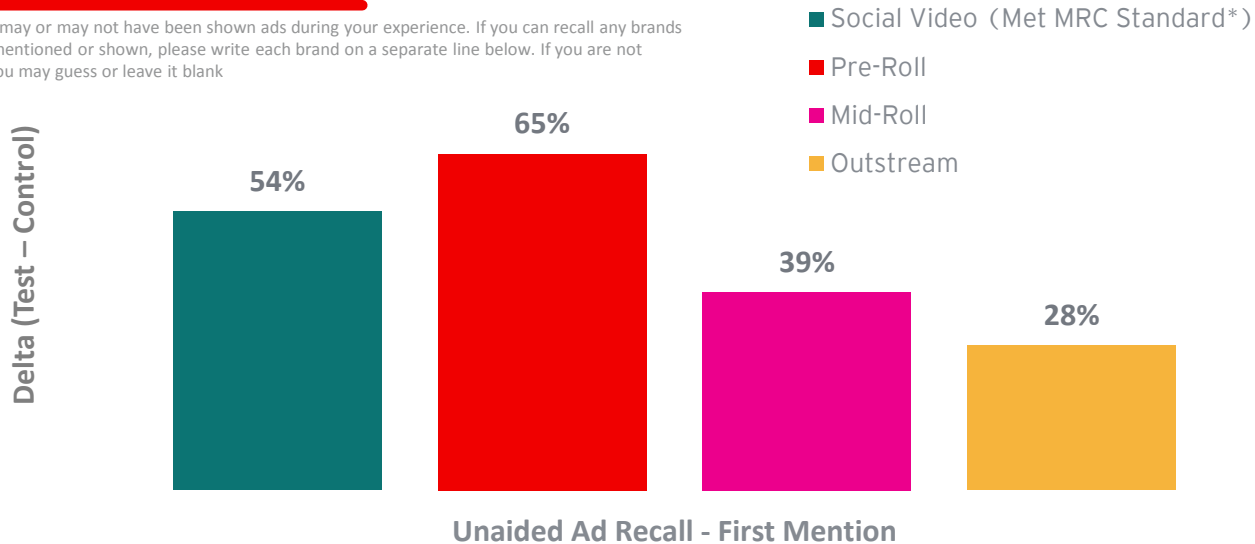
IMPACT ON UNAIDED AD RECALL

UNSKIPPABLE PRE-ROLL BREAKS-THROUGH BEST, FOLLOWED BY SOCIAL VIDEO



IMPACT ON RECALL

Q: You may or may not have been shown ads during your experience. If you can recall any brands being mentioned or shown, please write each brand on a separate line below. If you are not sure, you may guess or leave it blank

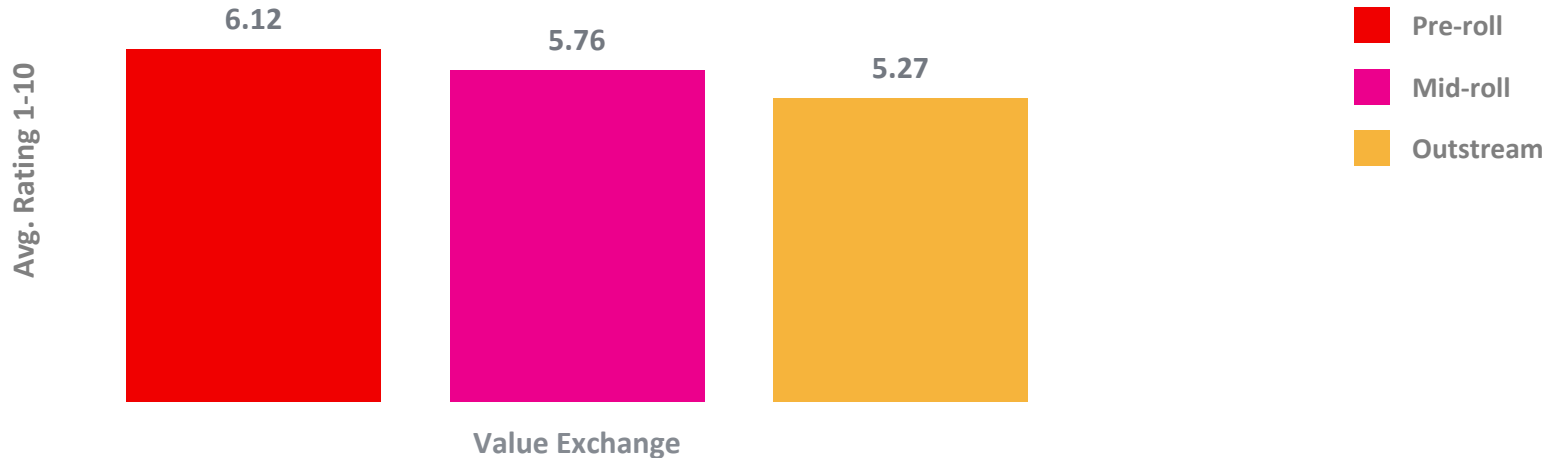


PRE-ROLL OFFERS BETTER TRADE OFF FOR FREE CONTENT

VALUE EXCHANGE FOR FREE CONTENT IS HIGHEST FOR PRE-ROLL

VALUE EXCHANGE

Q: In order to allow you to access websites for free, websites need to allow companies to advertise.
Based on the ad you were shown today and the content following it, was watching the ad “worth it?”



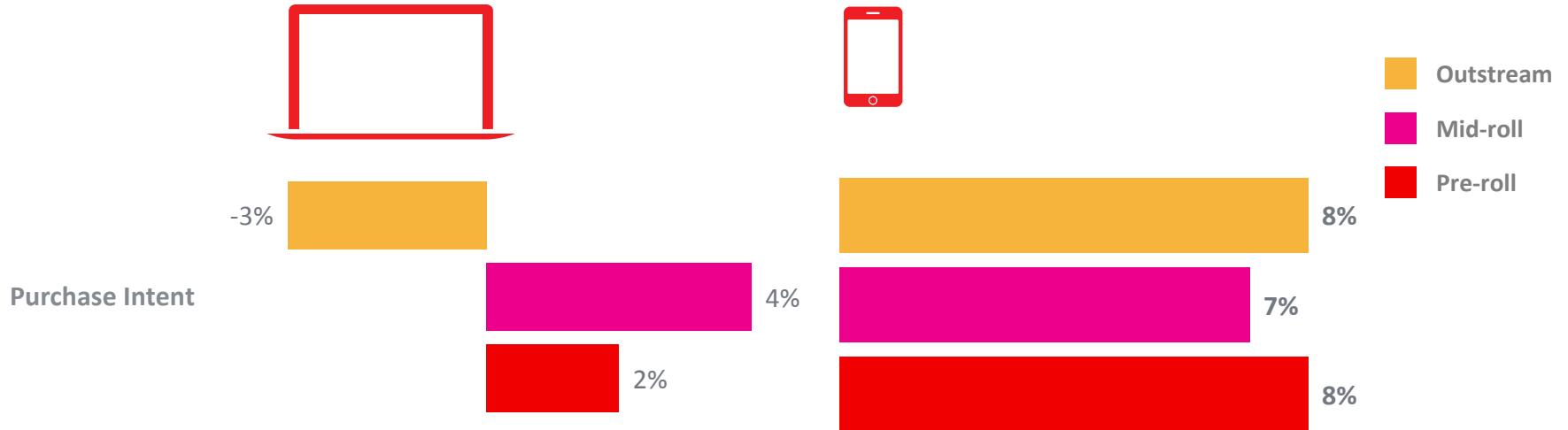
MID-ROLL & OUTSTREAM

FINDING #2 | BEST TAILORED FOR SPECIFIC AUDIENCES

PURCHASE INTENT

ALL AD FORMATS PERSUASIVE ON MOBILE DEVICES

Q: How likely are you to purchase [product category] in the next month?

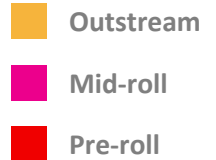
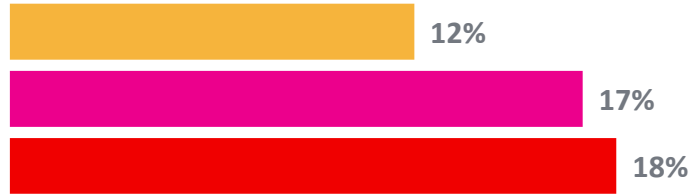


NOVELTY FACTOR IN AD FORMATS

OUTSTREAM MISSES OUT ON NOVELTY EFFECT OFTEN SEEN WITH NEW AD PRODUCTS

THE AD WAS “NOVEL”

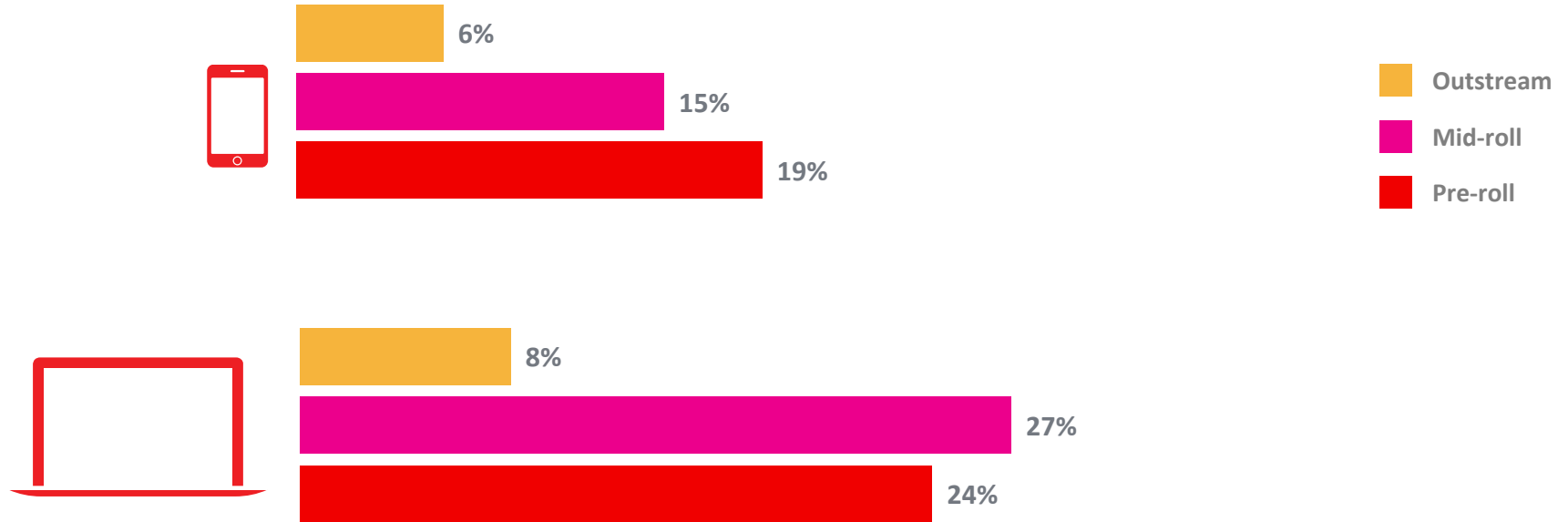
Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. The ad... “was novel.”



IMPACT ON MESSAGE RECALL

MID-ROLL COMMUNICATES BRAND MESSAGES PARTICULARLY WELL ON LARGER, MORE TV-LIKE SCREEN

Q: Which of the following messages do you associate with [Brand]?



NEWEST AD FORMAT FOCUS: OUTSTREAM

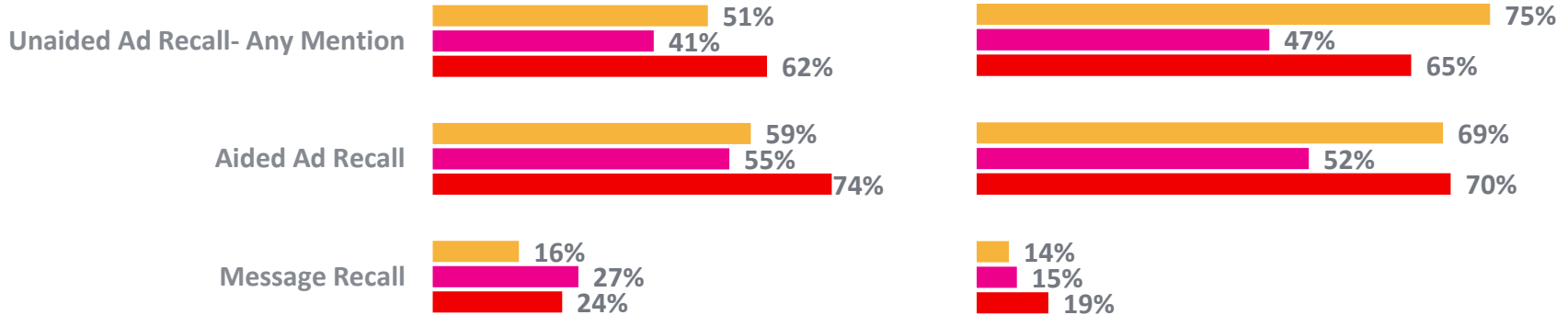
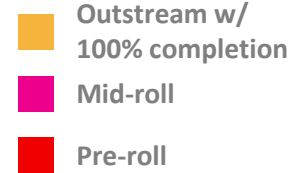
FINDING #3 | BEST WITH TARGETED CONTENT AND CONTEXT

OUTSTREAM SHINES WITH UNDIVIDED ATTENTION...

WHEN PEOPLE WATCH ENTIRE VIDEO (HOW IT'S PAID FOR),
OUTSTREAM ON PAR WITH OTHER FORMATS

IMPACT ON RECALL

Q (Aided): Which of the following brands, if any, do you remember being mentioned or shown?
(Please select all that apply)



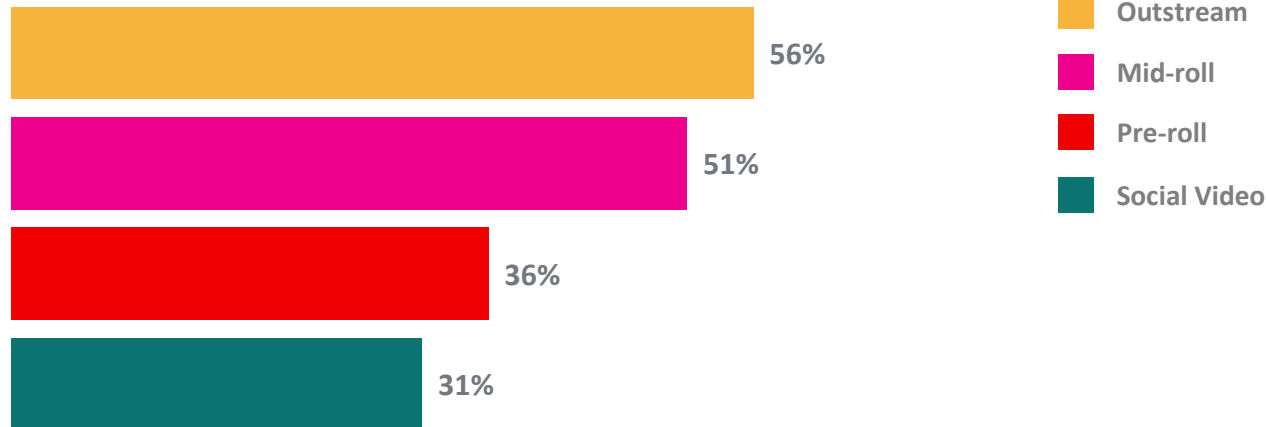
BUT, OUTSTREAM LESS TOLERATED

USING BEST PRACTICES THAT FOLLOW CAN IMPROVE IT



“Wanted to Close Out Immediately”

Q: Please rate how much you agree with the following statements as they relate to the ad you were shown ([description of ad format])? The ad type... “Is something I wanted to close out of immediately”



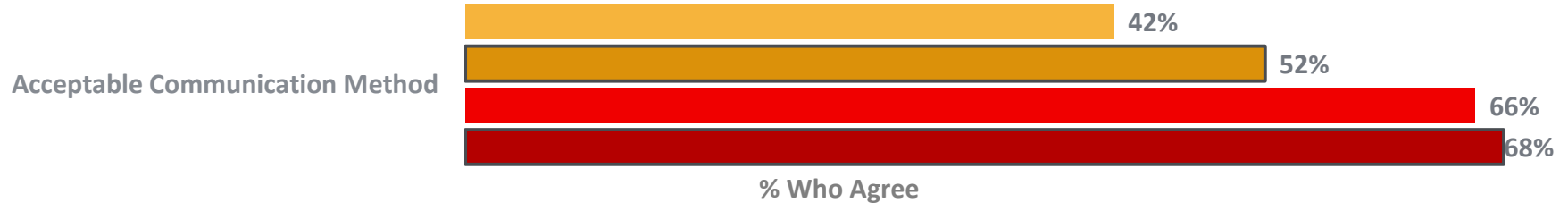
Mobile (15 Sec): Pre-Roll n=202, Mid-Roll n=204, Outstream n=343; Social Video n=184
Social Video and Outstream based on any exposure level

CONTEXT IS KEY FOR OUTSTREAM

WHILE WE KNOW IT'S IMPORTANT FOR PRE-ROLL, CONTEXT MUCH MORE SO FOR OUTSTREAM

“Ad Used Acceptable Communication Method”

Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. “The ad used an acceptable communication method.”



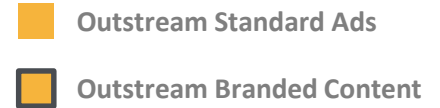
■ Outstream Non Contextual ■ Outstream Contextual ■ Pre-roll Non Contextual ■ Pre-roll Contextual

Not Contextual/Contextual: Pre-Roll n=407/428, Outstream n=311/298
Outstream based on any exposure level

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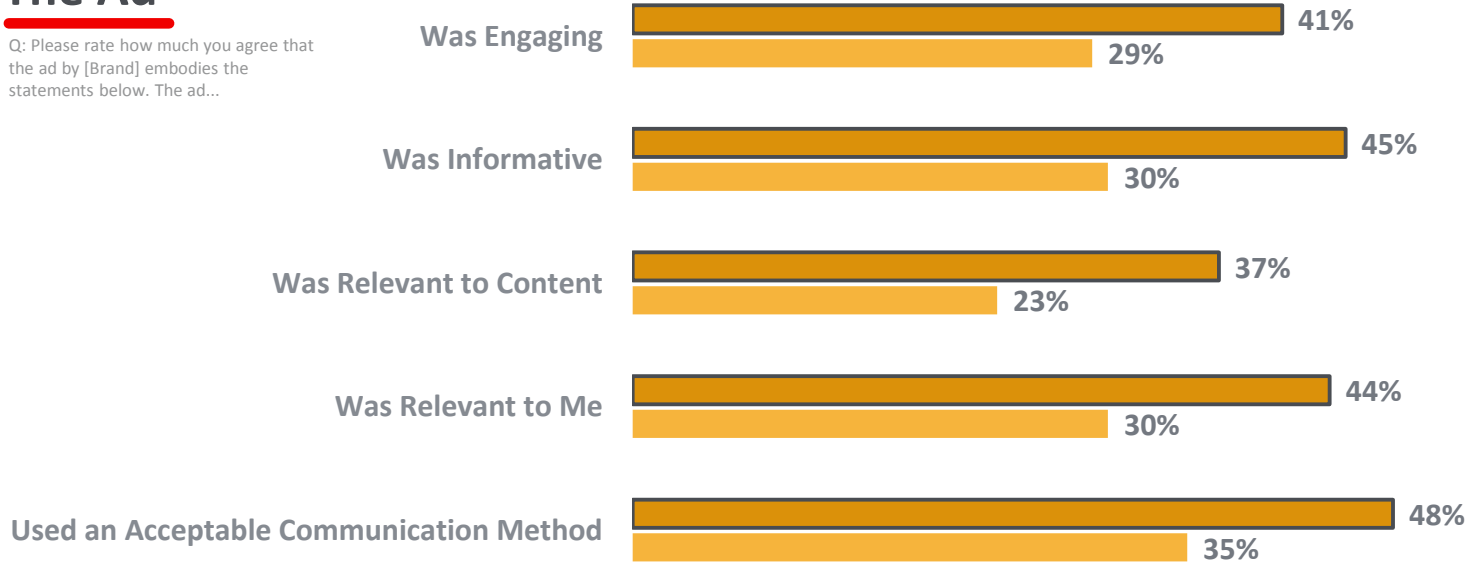
BRANDED CONTENT ON OUTSTREAM

OUTSTREAM COMES ALIVE WITH BRANDED CONTENT



The Ad

Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. The ad...



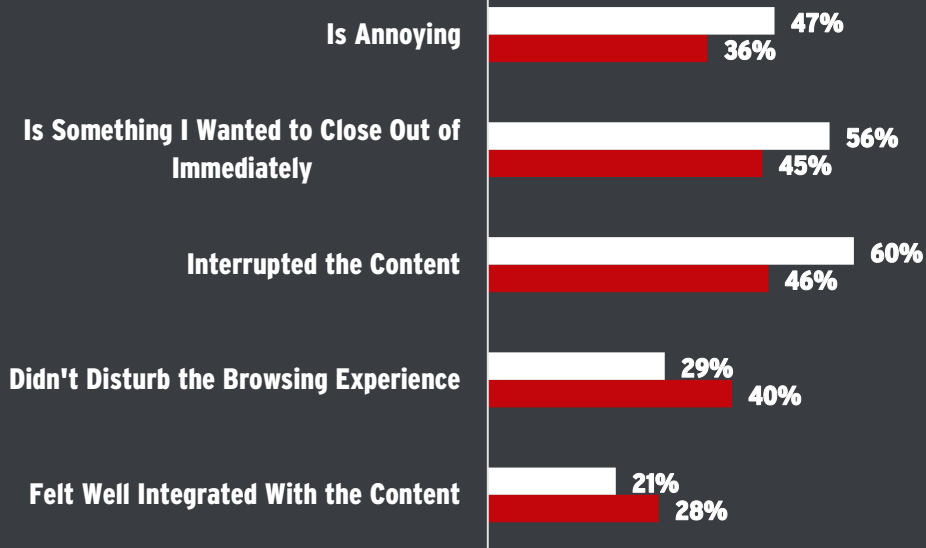
OUTSTREAM BY DEVICE

SCREEN SIZE MATTERS...

**PRIORITIZE PC,
WHICH
PROVIDES
BEST CANVAS**

■ Outstream on Mobile ■ Outstream on PC

Q: Please rate how much you agree with the following statements as they relate to the ad you were shown ((description of ad format))? The ad type...



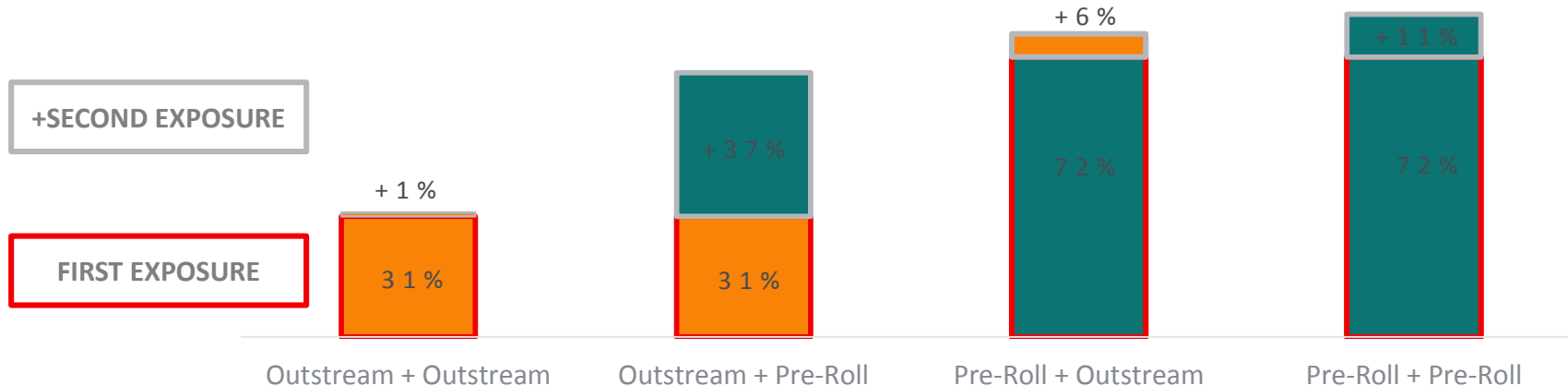
TWO PRE-ROLLS AND PRE-ROLL+OUTSTREAM ARE COMPARABLE STRATEGY

FOLLOWING OUTSTREAM WITH PRE-ROLL HAS LARGEST GAINS FROM ADDING SECOND EXPOSURE

ADDITION OF EXPOSURES

Aided Ad Recall, Delta (Test – Control)

■ Outstream Exposure ■ Pre-Roll Exposure



PUTTING THE PIECES TOGETHER

CONCLUSION | HOW TO LEVERAGE THE UNIQUE BENEFITS OF
EACH AD FORMAT

BEST PRACTICES FOR PRE-ROLL

UNSKIPPABLE PRE-ROLL ADS ARE FLEXIBLE ENOUGH TO USE ON BOTH PC OR MOBILE DEVICES, BUT PERFORM BEST WHEN FRONT AND CENTER ON SCREEN

	Device		Contextual Relevance		Ad Length	
	<i>PC</i>	<i>Mobile</i>	<i>Not Relevant</i>	<i>Relevant</i>	<i>15 Sec</i>	<i>30 Sec</i>
Format Perceptions	Winner			Winner	Winner	
Ad Perceptions	Winner			Winner	Tie	Tie
Recall Metrics		Winner	Tie	Tie		Winner
Brand Favorability	Tie	Tie		Winner		Winner
Purchase Intent		Winner	Tie	Tie	Tie	Tie
Brand Perceptions		Winner	Tie	Tie		Winner

Winner
 Tie

BEST PRACTICES FOR MID-ROLL

MOBILE DEVICES BEST SHOWCASE MID-ROLL ADS FOR HIGHEST RECALL IMPACT

	Device		Contextual Relevance		Ad Length	
	<i>PC</i>	<i>Mobile</i>	<i>Not Relevant</i>	<i>Relevant</i>	<i>15 Sec</i>	<i>30 Sec</i>
Format Perceptions	Winner	Not Tested	Not Tested	Not Tested	Not Tested	Not Tested
Ad Perceptions	Winner	Not Tested	Not Tested	Not Tested	Not Tested	Not Tested
Recall Metrics	Not Tested	Winner	Not Tested	Not Tested	Not Tested	Not Tested
Brand Favorability	Tie	Tie	Not Tested	Not Tested	Not Tested	Not Tested
Purchase Intent	Tie	Tie	Not Tested	Not Tested	Not Tested	Not Tested
Brand Perceptions	Tie	Tie	Not Tested	Not Tested	Not Tested	Not Tested

Winner
 Tie
 Not Tested

BEST PRACTICES FOR OUTSTREAM

COUPLE WITH PRE-ROLL FOR BEST AD RECALL METRICS, AND FOCUS ON CONTEXT FOR BEST RESULTS

	Device		Contextual Relevance		Ad Length	
	<i>PC</i>	<i>Mobile</i>	<i>Not Relevant</i>	<i>Relevant</i>	<i>15 Sec</i>	<i>30 Sec</i>
Format Perceptions	Winner			Winner	Tie	Tie
Ad Perceptions	Winner			Winner		Winner
Recall Metrics		Winner	Tie	Tie	Tie	Tie
Brand Favorability	Tie	Tie	Tie	Tie	Tie	Tie
Purchase Intent	Tie	Tie	Tie	Tie	Tie	Tie
Brand Perceptions	Tie	Tie	Tie	Tie	Tie	Tie

Winner Tie

TAKEAWAYS

- **Pre-Roll has best value for all brand metrics due to its familiarity and lack of perceived intrusiveness.**
- **When considering multi-format media plans, it is important to think about how they are constructed. By using a multi-format strategy, it reaches people in two different mindsets – when they are reading text articles or watching videos online.**
- **Consumers are most critical of ads on their most personal device – mobile. To take advantage of higher purchase intent for all ad formats, ads must be less intrusive and more engaging to keep attention.**

APPENDIX

GLOSSARY

AD FORMAT DETAIL

PRE-ROLL

Mobile and PC:

Full screen on mobile by default, full screen if initiated by user on PC; ad appears prior to content

MID-ROLL

Mobile and PC:

Full screen on mobile by default, full screen if initiated by user on PC; ad appears in the middle of content within ad pod

OUTSTREAM

Mobile and PC:

Two locations for placement within article page: **Header, and Mid-Text**. Both only play when 100% in view.

PC only:

Mid-Text Mini, identical to Mid-Text, except video moves to the side and fully plays, as it is always in 100% in view

Regardless of device; video does not appear full screen

SOCIAL

Mobile:

Full screen if initiated by the user; ad appears in the middle of content as part of feed