

# AD FORMAT (R)EVOLUTION

NAVIGATING THE NEW DIGITAL VIDEO LANDSCAPE

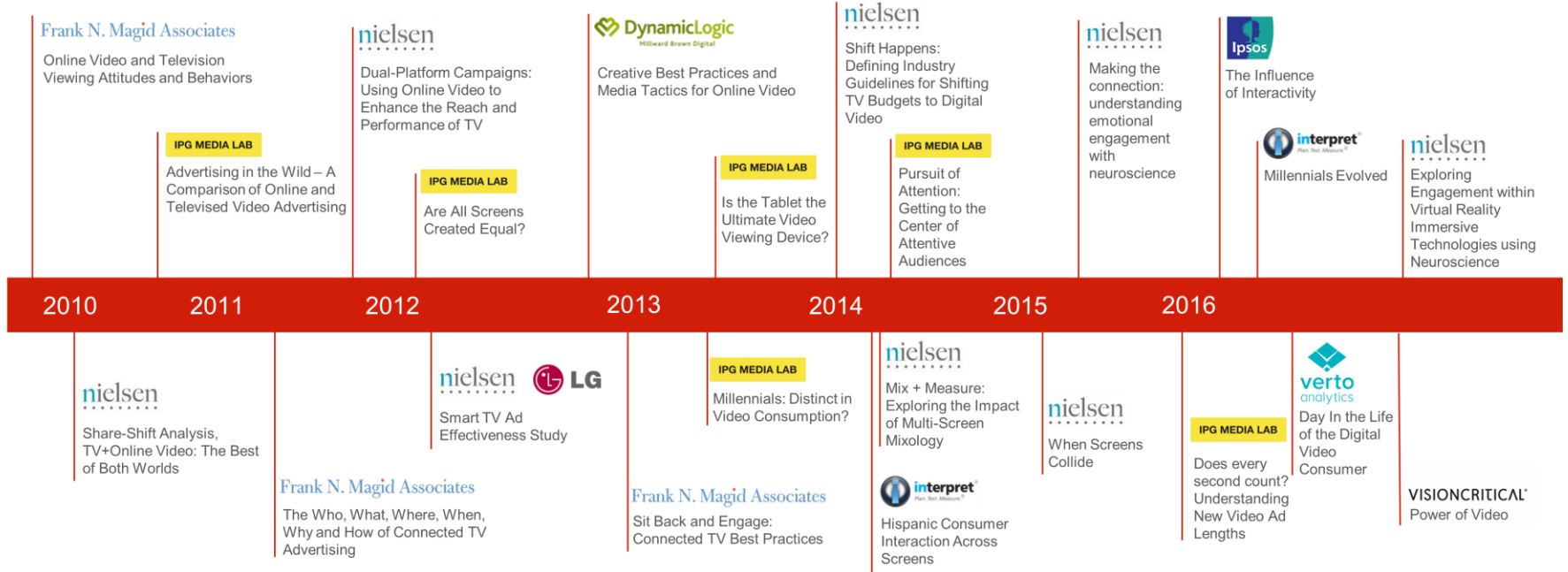
4.2017

**YuMe** **M/GNA**

IPG MEDIA LAB

# A HISTORY OF THOUGHT LEADERSHIP

## THE QUESTIONS OUR CLIENTS ASKED

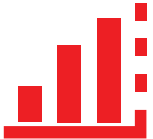


## STUDY OBJECTIVE

### HOW WE NAVIGATED THE NEW AD LANDSCAPE



User experience across video ad formats and devices



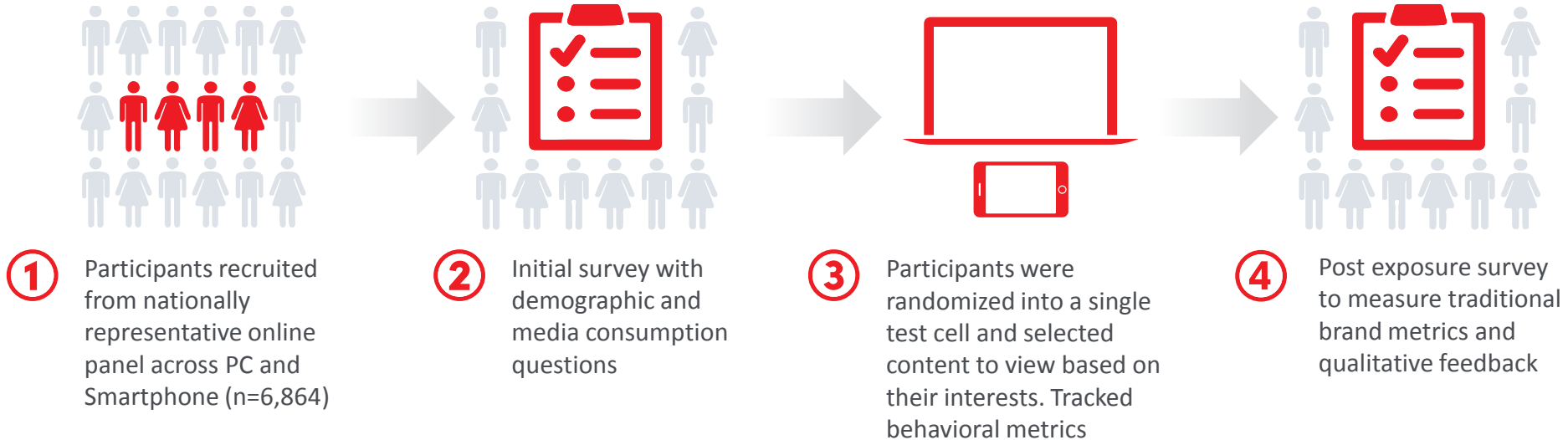
Performance against brand KPIs



Optimizing performance across video ad formats

## METHODOLOGY

### EXPERIMENTAL DESIGN



## METHODOLOGY

### TEST CELL SUMMARY

## 5 FORMATS

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Control

Pre-Roll (non-skippable)

Mid-Roll

Social Video

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

## 12 AD SCENARIOS

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**Devices:** Smartphone vs PC

**Creative Type:** Standard Ad vs Branded Content

**Ad Length:** 15 sec vs 30 sec

**Contextual Relevance**

**Ad Sequencing**

## 2 VERTICALS

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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**

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



**“MORE ENGAGING”**

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Than social video



**HIGHEST VALUE EXCHANGE**

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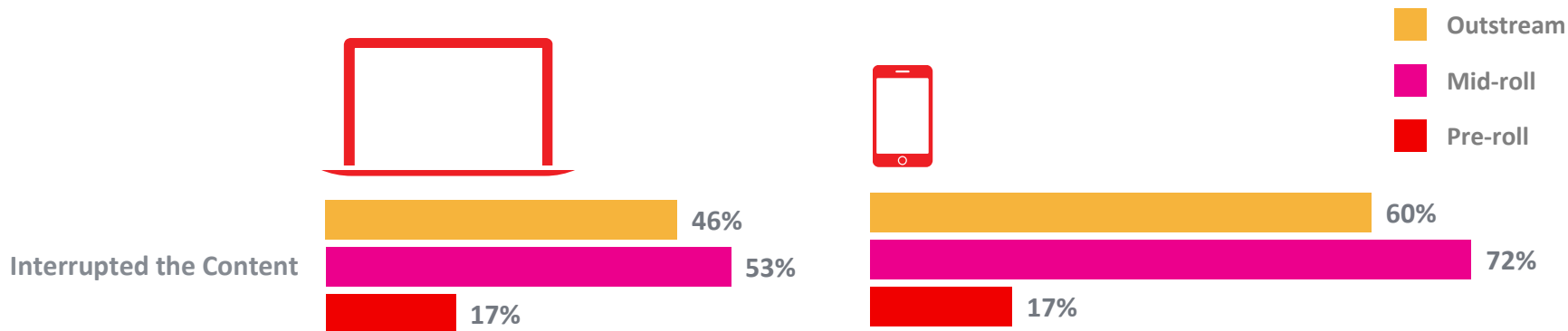
For free content

## 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...

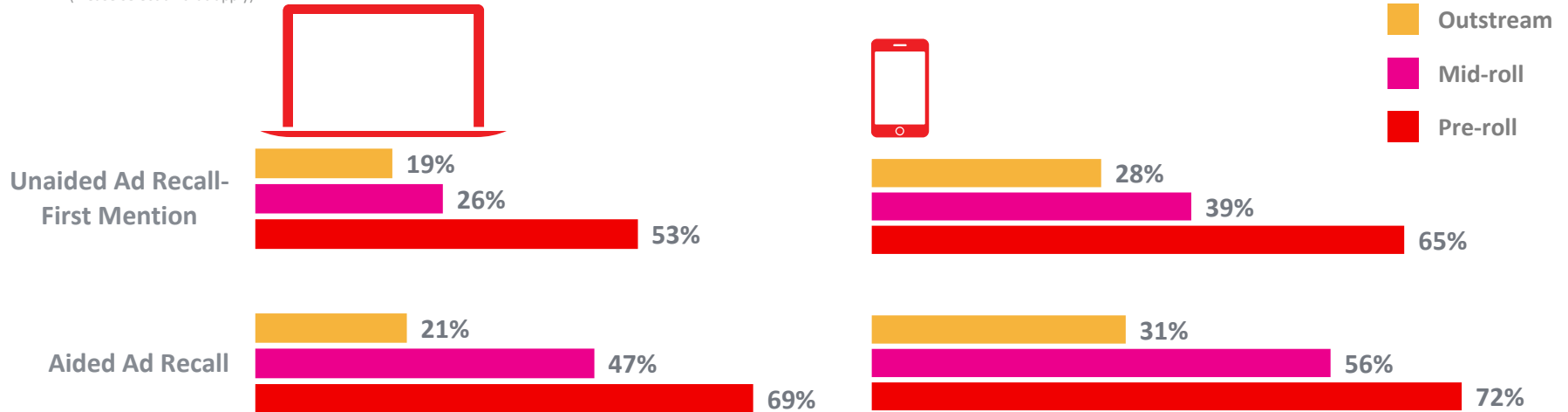


# THE LEAST INTRUSIVE FORMAT = THE MOST MEMORABLE

## 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)

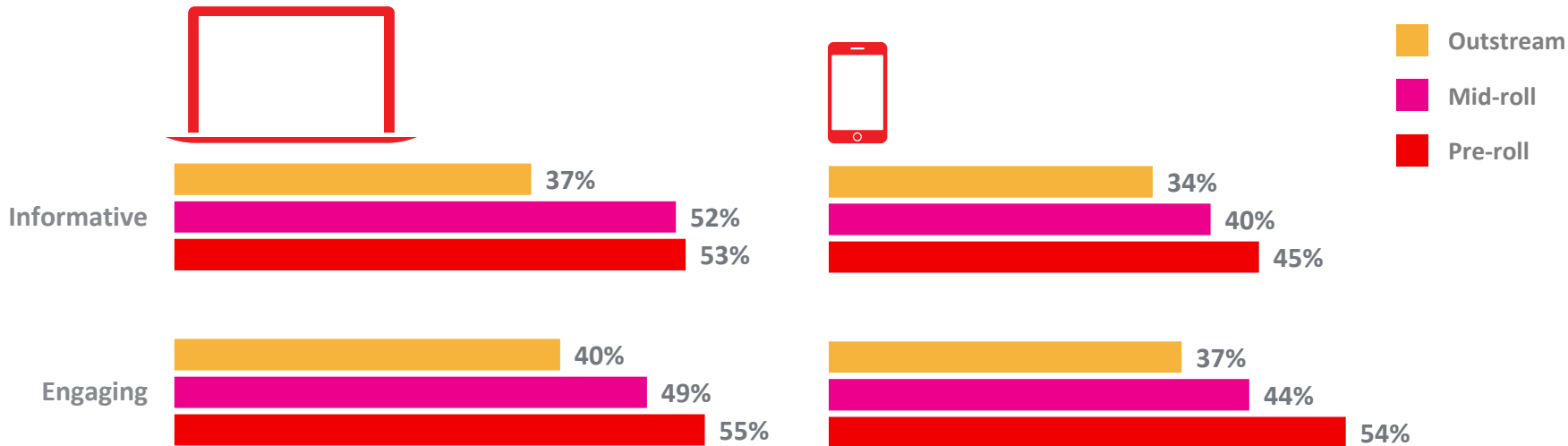


# PRE-ROLL FEELS MORE “ENGAGING”

## 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...



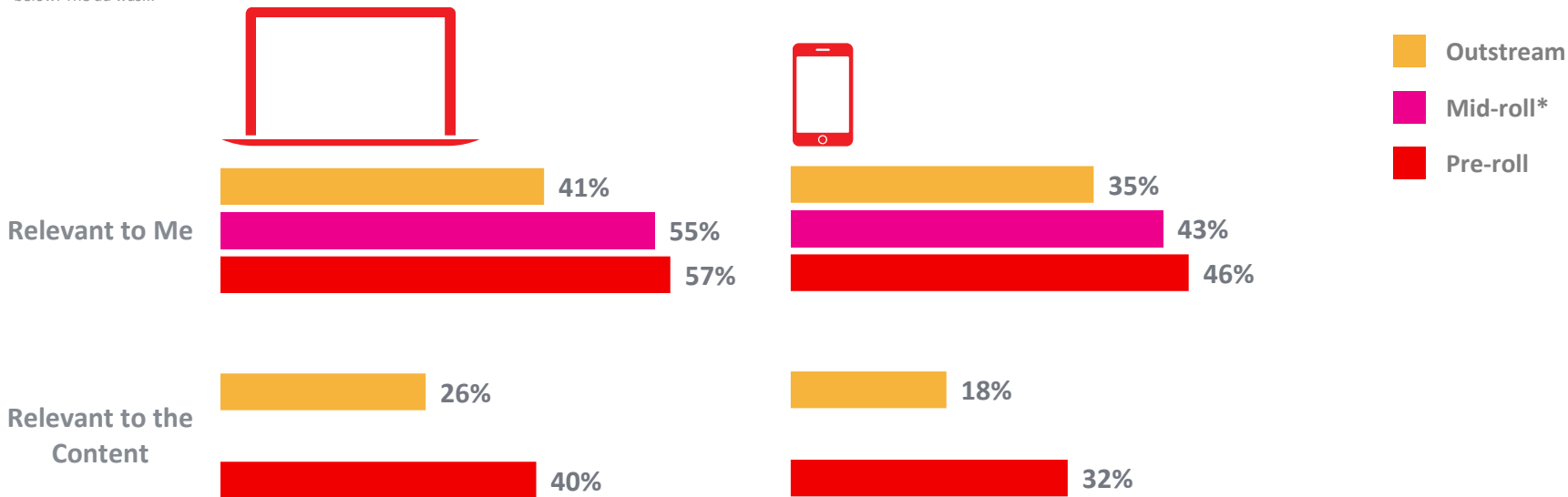
PC (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=261  
Mobile (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=355  
Outstream based on any exposure level

## ...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...

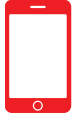


PC (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=261  
Mobile (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=355  
Outstream based on any exposure level.

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

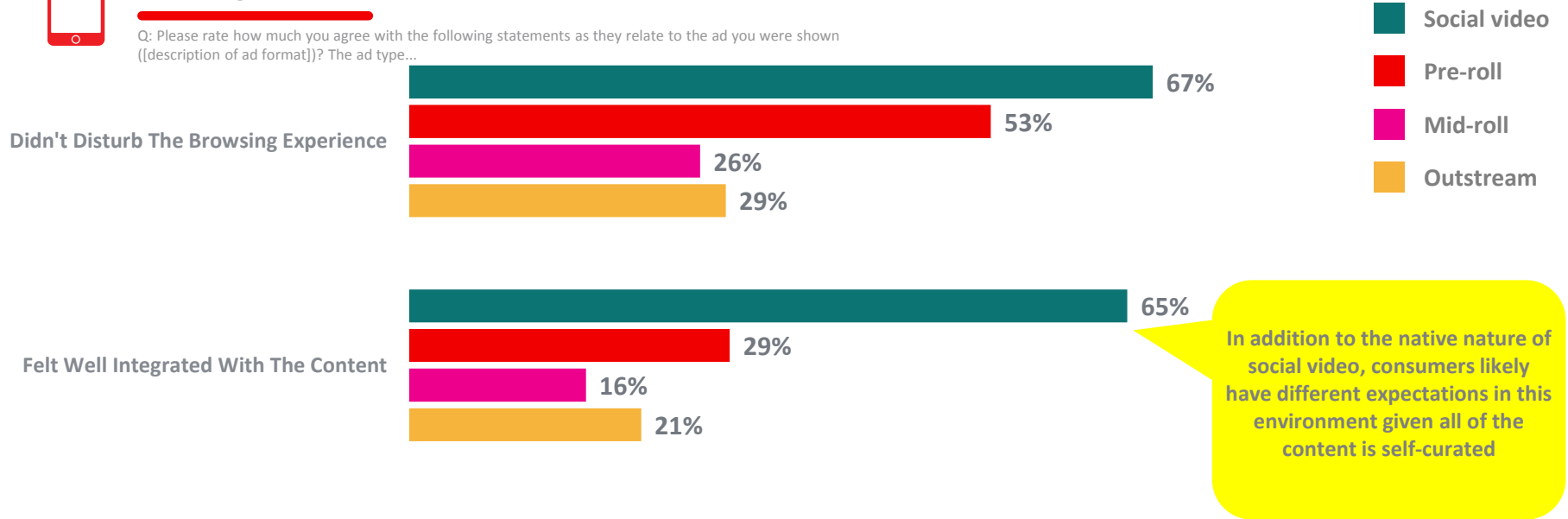
# SOCIAL MEDIA INTEGRATION

## 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...

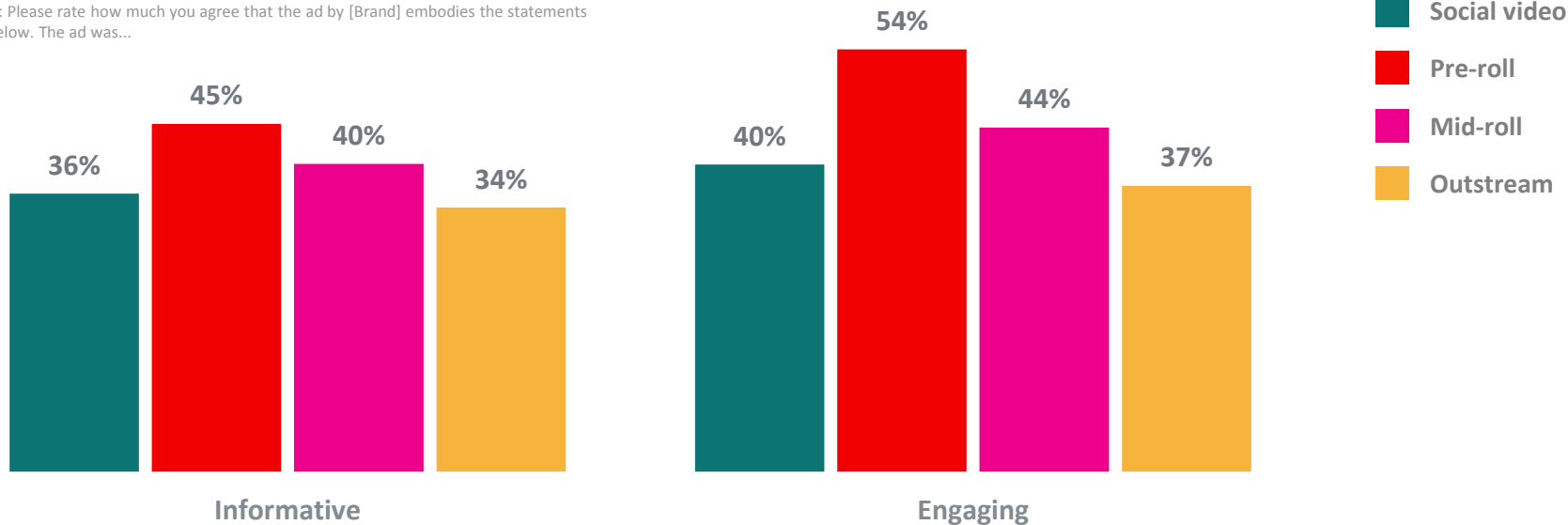


## VIDEO FRONT & CENTER FEELS MOST IMPACTFUL

**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...



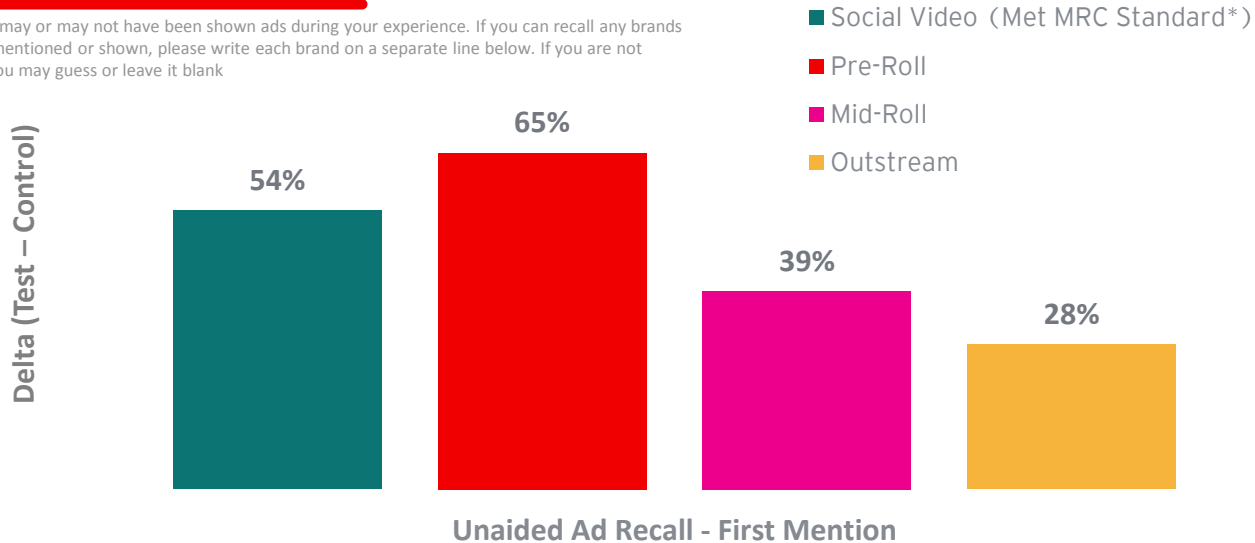
# IMPACT ON UNAIDED AD RECALL

## 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

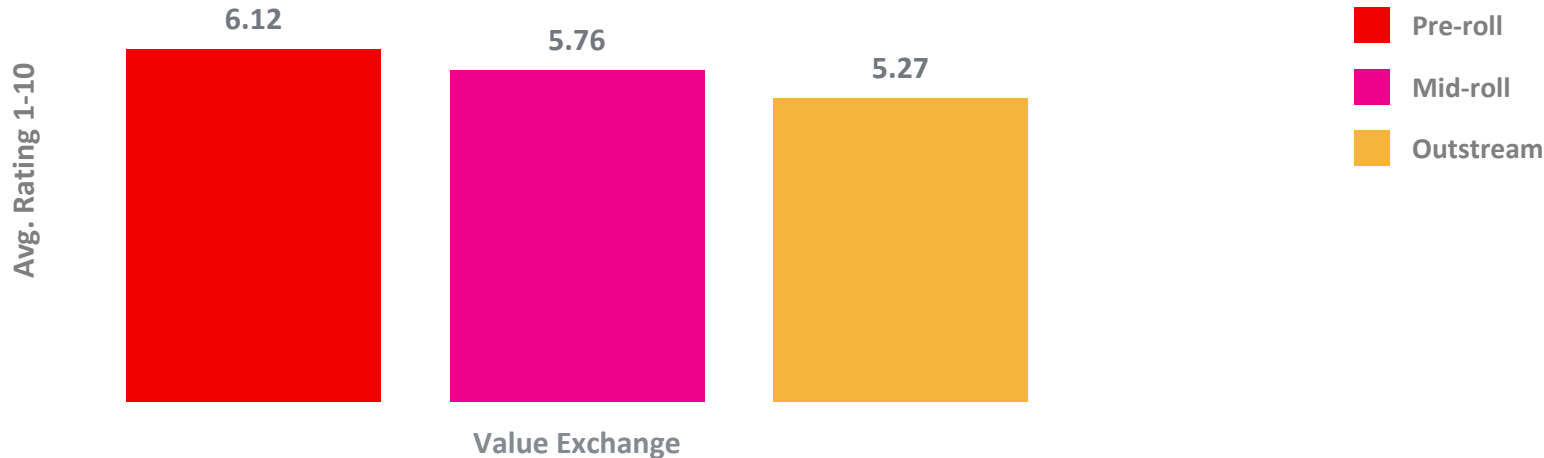


# PRE-ROLL OFFERS BETTER TRADE OFF FOR FREE CONTENT

## 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?”



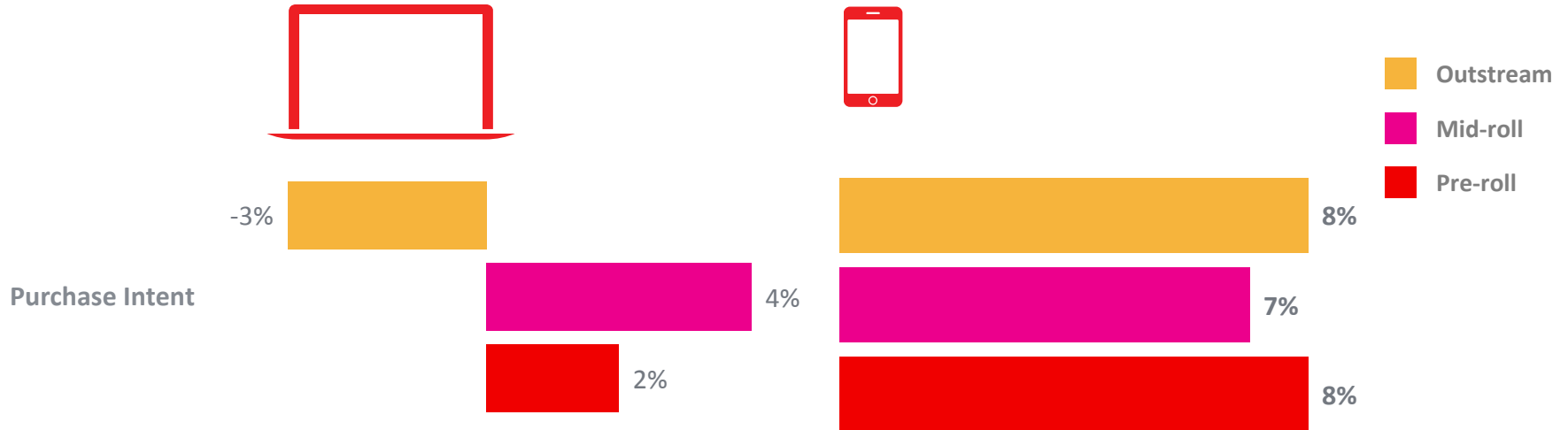
# MID-ROLL & OUTSTREAM

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?

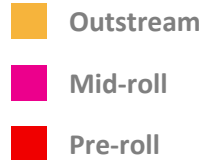
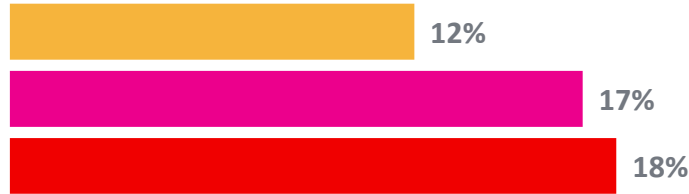


## NOVELTY FACTOR IN AD FORMATS

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

### THE AD WAS “NOVEL”

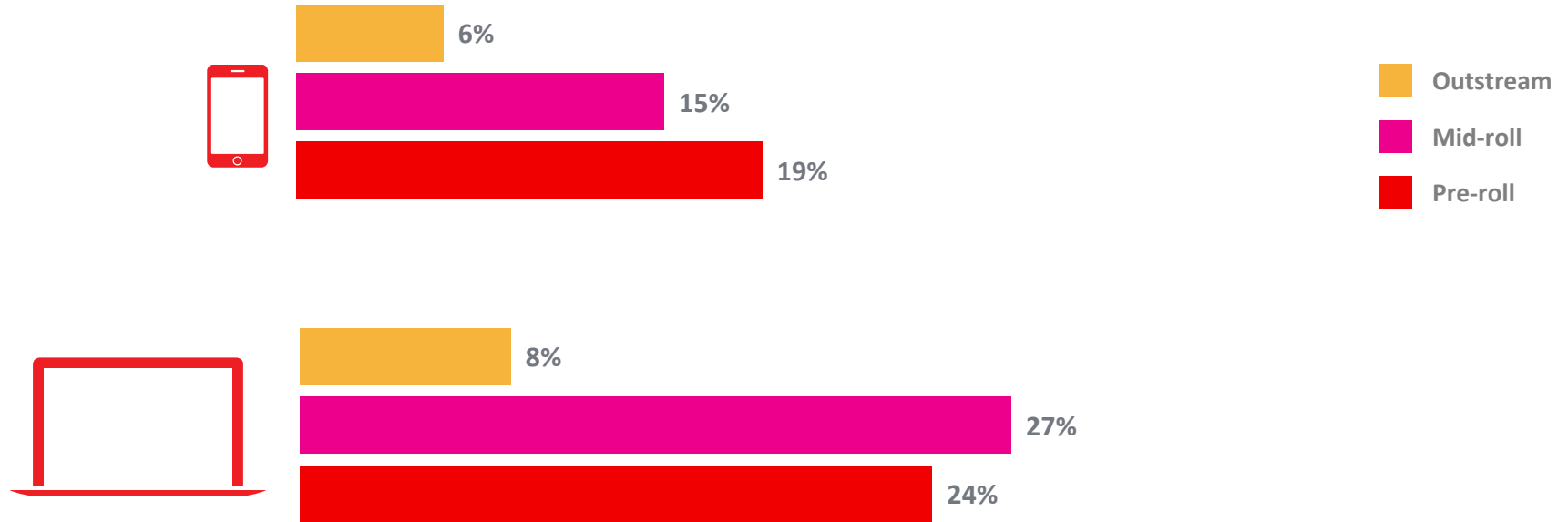
Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. The ad... “was novel.”



## 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

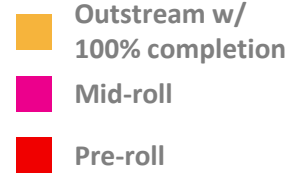
FINDING #3 | BEST WITH TARGETED CONTENT AND CONTEXT

# OUTSTREAM SHINES WITH UNDIVIDED ATTENTION...

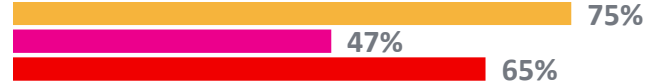
## WHEN PEOPLE WATCH ENTIRE VIDEO (HOW IT'S PAID FOR), OUTSTREAM ON PAR WITH OTHER FORMATS

### IMPACT ON RECALL

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



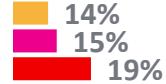
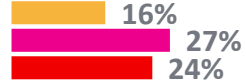
Unaided Ad Recall- Any Mention



Aided Ad Recall



Message Recall



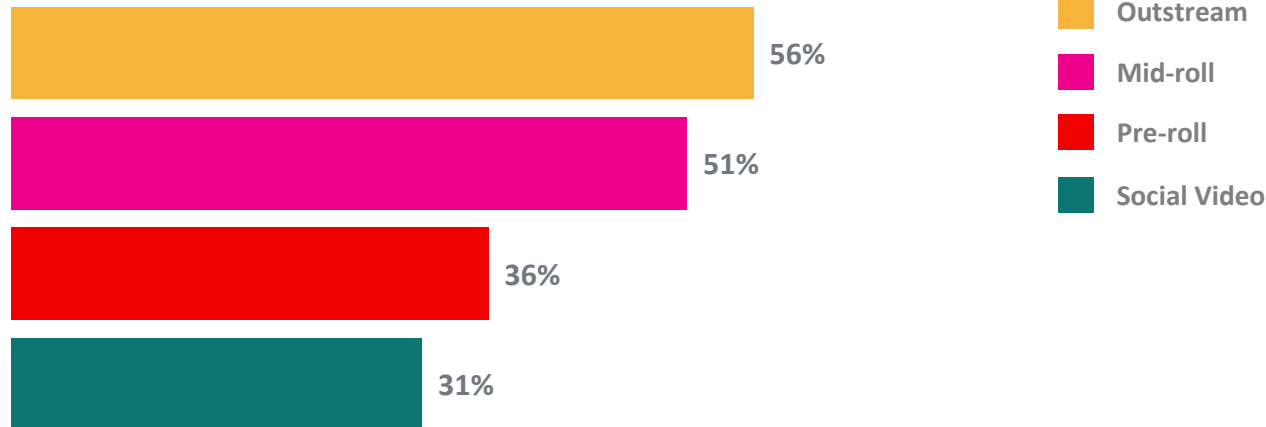
## BUT, OUTSTREAM LESS TOLERATED

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”



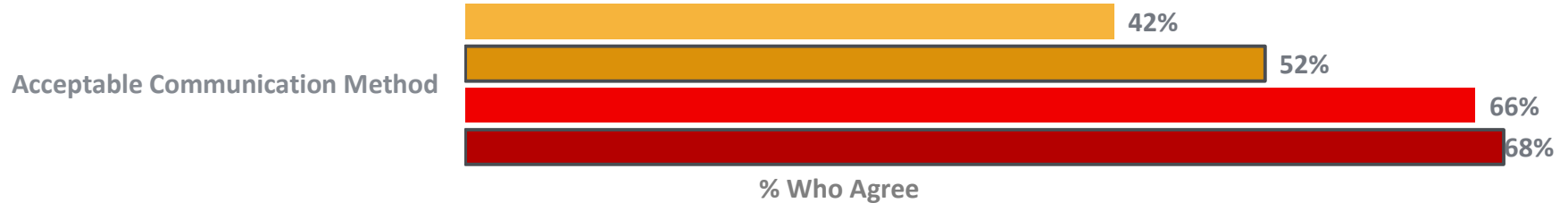
Mobile (15 Sec): Pre-Roll n=202, Mid-Roll n=204, Outstream n=343; Social Video n=184  
Social Video and Outstream based on any exposure level

## 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.”



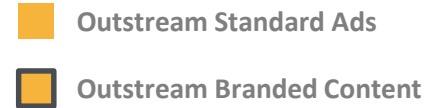
■ Outstream Non Contextual   ■ Outstream Contextual   ■ Pre-roll Non Contextual   ■ Pre-roll Contextual

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

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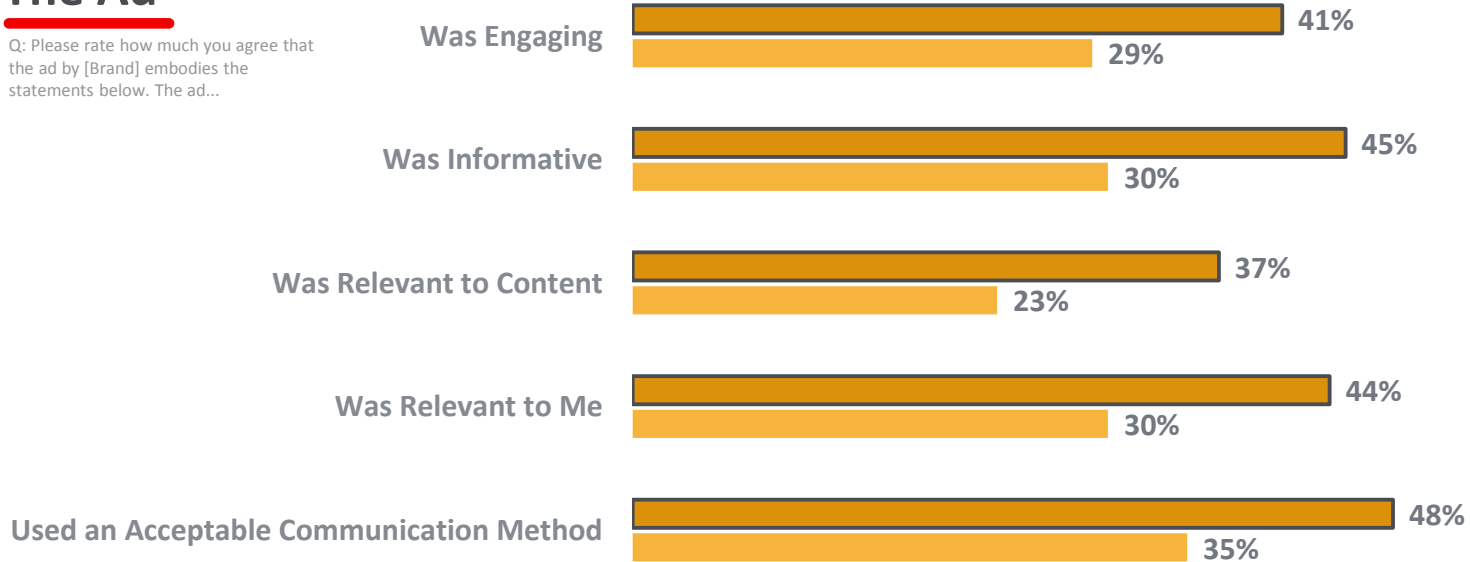
# BRANDED CONTENT ON OUTSTREAM

## 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...



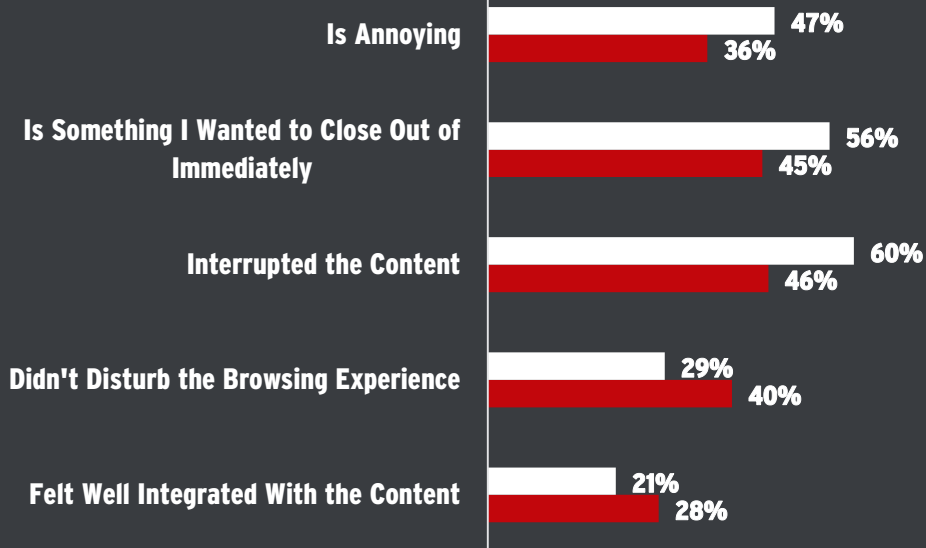
## OUTSTREAM BY DEVICE

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...



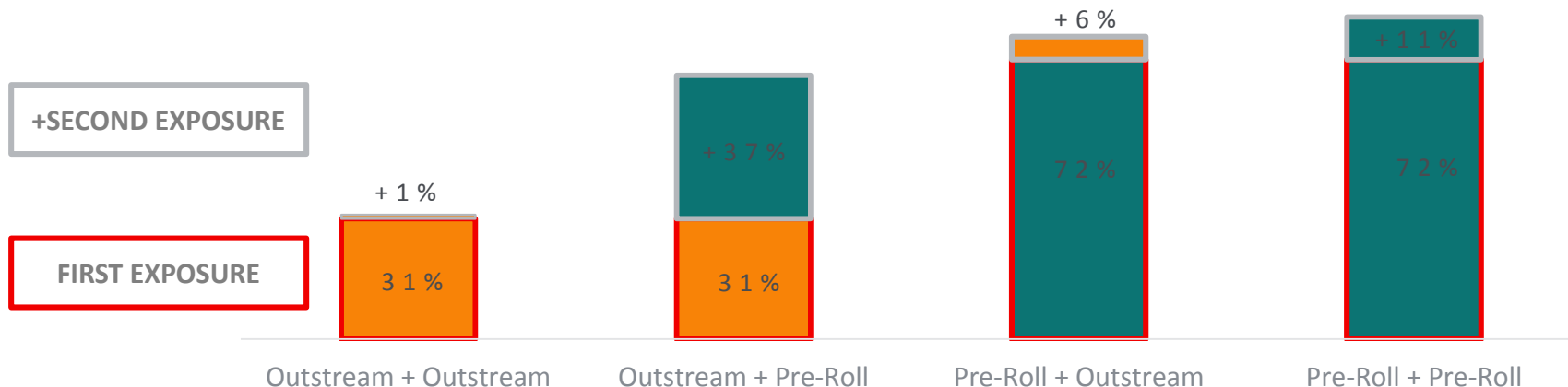
# TWO PRE-ROLLS AND PRE-ROLL+OUTSTREAM ARE COMPARABLE STRATEGY

## 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

**UNSKIPABLE 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

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##### Mobile and PC:

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

#### MID-ROLL

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##### 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

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##### 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

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##### Mobile:

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