OPTIMIZING SKIPPABLE VIDEO AROUND THE WORLD
GLOBAL DIGITAL SPEND IS ON THE RISE

Source: Global Advertising Forecast December 2017 - MAGNA Global
IN THIS MEDIA TRIAL WE WANTED TO KNOW:

1. Are there differences in skipping behavior between global markets?

2. How do consumers around the globe respond to skippable and non-skippable ads?

3. What can we do to optimize our digital video buys?
GLOBAL REACH

ASIA PACIFIC
- Australia
- India
- Malaysia
- Thailand

LATIN AMERICA
- Chile
- Colombia
- Mexico

EUROPE
- Germany
- UK

N. AMERICA
- Canada
Participants recruited globally from nationally representative online panel across PC and Smartphone devices
- n=21,056
- (PC=12,837, Smartphone=8,219)

Initial survey with demographic and media consumption questions

Participants randomized into two test cells and selected YouTube content to view. Passive metrics tracked to gauge pre-roll ad viewing behaviors

Survey to measure traditional brand metrics and gather qualitative feedback
WHAT WE TESTED

CONTROL

AD DESCRIPTION
Skippable pre-roll PSA (Public Service Announcement) ads followed by video content

TIME
:15 sec ads | :30 sec ads*

NON-SKIPPABLE VIDEO

AD DESCRIPTION
Non-skippable pre-roll ad for test brand followed by video content

TIME
:6 sec ads | :15 sec ads | :30 sec ads*

SKIPPABLE VIDEO

AD DESCRIPTION
Skippable pre-roll ad for test brand followed by video content

TIME
:15 sec ads | :30 sec ads*

CREATIVE STRATEGY VIDEO

AD DESCRIPTION
Skippable pre-roll ad for test brand followed by video content

TIME
:15 sec ads | :30 sec ads*

CREATIVES
- Emotional vs Non-Emotional
- Story vs Product
- Organic vs Forced Branding
- Branding Present in 1st :05 Seconds

Skippable Video Ads can be skipped after 5 seconds of viewing time
*In Malaysia, :30 sec ads were tested instead of :15 sec ads
EXTENSIVE PROJECT SCOPE

- **2 Devices**
- **10 Countries**
- **15 Industry Verticals**
- **47 Brands**
- **440 Test Cells**
- **21,056 Consumers**
### 15 Industries Tested

<table>
<thead>
<tr>
<th>VERTICALS</th>
<th>ASIA PACIFIC</th>
<th>LATIN AMERICA</th>
<th>EUROPE</th>
<th>N. AMERICA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>INDIA</td>
<td>MALAYSIA</td>
<td>THAILAND</td>
<td>AUSTRALIA</td>
</tr>
<tr>
<td>Alcohol</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
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<tr>
<td>Automotive</td>
<td></td>
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<td>Beauty Products</td>
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<tr>
<td>Beverage</td>
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<tr>
<td>E-Commerce</td>
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<tr>
<td>Electronics</td>
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<tr>
<td>Food</td>
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<td>●</td>
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<tr>
<td>OTC Medicine</td>
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<td></td>
<td></td>
<td>●</td>
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<tr>
<td>Personal Care</td>
<td></td>
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<td>●</td>
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<tr>
<td>Quick Service Restaurants</td>
<td>●</td>
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<tr>
<td>Retail</td>
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<tr>
<td>Telecommunications</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Toys</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Travel</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
AD SKIPPING IS A GLOBAL PHENOMENON
SKIPPING IS A UNIVERSAL BEHAVIOR...

Skipped Completed

52% SKIPPED

48% COMPLETED

SKIP RATE ACROSS ALL MARKETS

(PC/Mobile, :15/:30 sec Skippable Pre-Roll Ad) n=13,606
WITH SOME VARIATION BY COUNTRY

Colombia n=1,382 Mexico n=1,462 Australia n=1,338 Germany n=1,437 India n=1,254

*Source: Turbocharging Your Skippable Pre-Roll Campaign 2016 - MAGNA Global and IPG Media Lab

(PC/Mobile, :15/:30 sec Skippable Pre-Roll Ad) Malaysia n= 1,297 Chile n=1,308 USA n=685 Canada n=1,448 UK n=1,464 Thailand n=1,216
WITH SOME VARIATION BY COUNTRY

Skipped  Completed

MALAYSIA
Skip rates highest in Malaysia, likely because longer ads (:30 sec) may be more typical

Colombia n=1,382 Mexico n=1,462 Australia n=1,338 Germany n=1,437 India n=1,254  |  Malaysian ads are :30 sec

*Source: Turbocharging Your Skippable Pre-Roll Campaign 2016 - MAGNA Global and IPG Media Lab
(PC/Mobile, :15/:30 sec Skippable Pre-Roll Ad) Malaysia n= 1,297 Chile n=1,308 USA n=685 Canada n=1,448 UK n=1,464 Thailand n=1,216
NO DEVICE IS IMMUNE TO SKIPPING

SKIP RATE ACROSS ALL MARKETS BY DEVICE

(:15/:30 sec Skippable Pre-Roll Ad) PC n=7,009 Mobile n=6,597
ADS DON’T MAKE IT MORE THAN A FEW SECONDS ONCE THE SKIP BUTTON APPEARS

AVERAGE # OF SECONDS PRIOR TO SKIP ACROSS ALL MARKETS

AVERAGE # OF SECONDS PRIOR TO SKIP BY MARKET (15 SEC + 30 SEC)

(PC/Mobile, :15/:30 Skippable Pre-Roll Ad) Skipped n= 7,140 | Malaysian ads are :30 sec
Ads skippable after 5 seconds, tracking accuracy ± 1 second
*Source: Turbocharging Your Skippable Pre-Roll Campaign 2016 - MAGNA Global and IPG Media Lab
WHILE SKIPPING COMES AS SECOND NATURE TO MOST, SKIPPING IN ASIA IS IN PART MOTIVATED BY AD LENGTH

Top Two Reasons For Skipping By Market
- Usually skip
- The ad was too long
- Ad was not relevant

In Asian countries, advertisers should pay close attention to ad length

<table>
<thead>
<tr>
<th>Region</th>
<th>India</th>
<th>Malaysia*</th>
<th>Thailand</th>
<th>Australia</th>
<th>Mexico</th>
<th>Chile</th>
<th>Colombia</th>
<th>Germany</th>
<th>UK</th>
<th>Canada</th>
<th>USA**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usually skip</td>
<td>20%</td>
<td>23%</td>
<td>31%</td>
<td>29%</td>
<td>23%</td>
<td>17%</td>
<td>17%</td>
<td>23%</td>
<td>16%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>The ad was too long</td>
<td>48%</td>
<td>45%</td>
<td>70%</td>
<td>19%</td>
<td>50%</td>
<td>61%</td>
<td>61%</td>
<td>60%</td>
<td>72%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad was not relevant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>16%</td>
<td>74%</td>
<td>76%</td>
<td></td>
</tr>
</tbody>
</table>

In most countries, skipping is ingrained behavior

(Desktop/Mobile, Skipable Pre-Roll Ad) Skipped n=6,097
*Malaysian ads are 30 sec  **Source: Turbocharging Your Skipable Pre-Roll Campaign 2016 - MAGNA Global and IPG Media Lab
KEEP ADS SHORT AND FUN TO KEEP CONSUMERS ENGAGED

Reasons for not skipping across all markets

Q: What is the primary reason you did not skip the ad?

31% The ad was short enough to wait

25% The ad was enjoyable

15% I liked the brand

9% I did not know I could skip

6% I just "tuned" out

11% The ad was relevant to me

3% Other

(Computer/Mobile, Skippable Pre-Roll Ad) Not Skipped n=2,994 (rebased sample size)
IN MOST MARKETS, AD LENGTH IS THE TOP REASON CONSUMERS CHOOSE NOT TO SKIP

**TOP REASON FOR NOT SKIPPING**

<table>
<thead>
<tr>
<th>REGION/COUNTRY</th>
<th>TOP REASON FOR NOT SKIPPING</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASIA PACIFIC</td>
<td>Enjoyable Ad</td>
</tr>
<tr>
<td>INDIA</td>
<td>Enjoyable Ad</td>
</tr>
<tr>
<td>MALAYSIA*</td>
<td>Enjoyable Ad</td>
</tr>
<tr>
<td>THAILAND</td>
<td>Ad Length Was Short</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>Ad Length Was Short</td>
</tr>
<tr>
<td>LATIN AMERICA</td>
<td></td>
</tr>
<tr>
<td>COLOMBIA</td>
<td>Enjoyable Ad</td>
</tr>
<tr>
<td>CHILE</td>
<td>Ad Length Was Short</td>
</tr>
<tr>
<td>MEXICO</td>
<td>Ad Length Was Short</td>
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<tr>
<td>EUROPE</td>
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</tr>
<tr>
<td>GERMANY</td>
<td>Ad Length Was Short</td>
</tr>
<tr>
<td>UK</td>
<td>Ad Length Was Short</td>
</tr>
<tr>
<td>N. AMERICA</td>
<td></td>
</tr>
<tr>
<td>CANADA</td>
<td>Ad Length Was Short</td>
</tr>
<tr>
<td>USA**</td>
<td>Ad Length Was Short</td>
</tr>
</tbody>
</table>

*Malaysian ads are :30 sec  |  **Source: Turbocharging Your Skippable Pre-Roll Campaign 2016 - MAGNA Global and IPG Media Lab

Utilizing even shorter ads in India & Malaysia could prompt people to watch them in full.

Short ad length was a close contender in Colombia.
CAN ADVERTISERS DEFEND AGAINST SKIPPING?
### In Some Instances, We Can Impact Skip Rates Through Targeting

Can targeting impact skip rates?

<table>
<thead>
<tr>
<th>AGE</th>
<th>PRE-EXISTING BRAND OPINION</th>
<th>PAST PURCHASER OF BRAND</th>
<th>IN-MARKET FOR PRODUCT</th>
<th>GENDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>No difference</td>
<td>No difference</td>
<td>No difference</td>
</tr>
<tr>
<td>Skip less if older</td>
<td>Skip less if higher brand opinion</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(PC/Mobile, :15/:30 sec Skippable Pre-Roll Ad) n=13,606

■ = Statistically significant difference between test groups at >= 90% confidence
HOWEVER, BETTER AD TARGETING DOESN’T TYPICALLY DO THE TRICK

Can targeting consumers who are in-market for the product impact skip rates?

- Skip less if in-market for product
- No difference

PC/Mobile, :15/:30 sec Skippable Pre-Roll) n=13,606
■ = Statistically significant difference between test groups at >= 90% confidence
*Source: Turbocharging Your Skippable Pre-Roll Campaign 2016 - MAGNA Global and IPG Media Lab
BUT, OPTIMIZATION IS POSSIBLE
RECOMMENDATION #1

BYPASS THE UNCERTAINTY OF SKIPPING
UNSKIPPED ADS ARE MOST MEMORABLE

Impact of Skippable and Non-Skippable Ads on Brand Recall | Deltas (Test – Control)

UNAIDED BRAND RECALL
- Skippable Ad - Consumers who skipped (A)
- Skippable Ad - Consumers who completed (B)
- Non-Skippable Ad (C)

-\[ +61\% ^{\text{AC}} \]
-\[ +27\% ^{\text{A}} \]
-\[ +41\% ^{\text{A}} \]

(PC/Mobile, :15/:30) Control Ad: Skipped n=2,396, Completed n=2,348, Non-Skippable n=5,378; Test Ad: Skipped n=7,140, Completed n=6,466, Non-Skippable n=5,016

▲ = Statistically significant difference between test and control at >= 90% confidence | A/B/C = Statistically significant difference between test groups at >=90% confidence

*Common control group used for skipping analysis. Effect of skipping modeled to control for brand predisposition, typical skipping behaviors, and other factors
UNSKIPPED ADS ARE WORTH A PREMIUM

Impact of Skippable and Non-Skippable Ads on Brand Favorability  |  Deltas (Test - Control)

- Skippable Ad - Consumers who skipped (A)
- Skippable Ad - Consumers who completed (B)
- Non-Skippable Ad (C)

Unskipped ads are more effective because people are choosing to watch the ad.

+6%▲

+8%▲AC

+5%▲

BRAND FAVORABILITY

(=Statistically significant difference between test and control at >= 90% confidence)

▲= Statistically significant difference between test groups at >=90% confidence

A/B/C = Statistically significant difference between test groups at >=90% confidence

*Common control group used for skipping analysis. Effect of skipping modeled to control for brand predisposition, typical skipping behaviors, and other factors
CONSUMERS THAT STICK IT OUT HAVE A BETTER AD EXPERIENCE

Impact of Skipped Ads on Ad Opinions

<table>
<thead>
<tr>
<th></th>
<th>% Who Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skippable Ad</td>
<td>50%&lt;sup&gt;AC&lt;/sup&gt;</td>
</tr>
<tr>
<td>Non-Skippable Ad</td>
<td>47%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>% Who Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skippable Ad</td>
<td>62%&lt;sup&gt;AC&lt;/sup&gt;</td>
</tr>
<tr>
<td>Non-Skippable Ad</td>
<td>56%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>% Who Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skippable Ad</td>
<td>60%&lt;sup&gt;AC&lt;/sup&gt;</td>
</tr>
<tr>
<td>Non-Skippable Ad</td>
<td>55%</td>
</tr>
</tbody>
</table>

(PC/Mobile, :15/:30 sec) Skipped n=7,140, Completed n=6,466, Non-Skippable Ad n=5,016

A/B/C = Statistically significant difference between test groups at >=90% confidence

*Common control group used for skipping analysis. Effect of skipping modeled to control for brand predisposition, typical skipping behaviors, and other factors.
Recommendation #2

Capitalize on the skippable landscape
EVEN SKIPPED ADS HAVE VALUE

Impact of Skipped Ads on Brand Recall  |  Deltas (Test – Control)

- Skippable Ad - Consumers who skipped (A)
- Skippable Ad - Consumers who completed (B)

<table>
<thead>
<tr>
<th></th>
<th>UNAIDED BRAND RECALL</th>
<th>AIDED BRAND RECALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skip Percentage</td>
<td>+27%▲</td>
<td>+40%▲</td>
</tr>
<tr>
<td>Complete Rate</td>
<td>+61%▲</td>
<td>+87%▲</td>
</tr>
</tbody>
</table>

(PC/Mobile, :15/:30) Skippable Control: Skipped n=2,396 Completed n=2,348; Skippable Test: Skipped n=7,140 Completed n=6,466
▲ = Statistically significant difference between test and control at >= 90% confidence
A/B = Statistically significant difference between test groups at >= 90% confidence
*Common control group used for skipping analysis. Effect of skipping modeled to control for brand predisposition, typical skipping behaviors, and other factors.
AND THEIR WORTH INCREASES ALL THE WAY UP THE CHAIN

Value of Impression Based on Unaided Brand Recall

An impression where up to 40% of the ad is completed is worth 56% of the value of a completed ad

Value indexed based on time completed prior to skip, with completed ad = $1

- 0-20% completion: $0.54
- 21-30% completion: $0.58
- 31-40% completion: $0.56
- 41-50% completion: $0.56
- 51-60% completion: $0.63
- 61-70% completion: $0.69
- 71-80% completion: $0.74
- 81-90% completion: $0.76
- 91-100% completion: $1

Value indexed based on time completed prior to skip, with completed ad = $1
RECOMMENDATION #3
TAILOR TO THE SHORT ATTENTION SPAN WITH :06 SEC ADS
6 SEC ADS ARE AN IMPACTFUL WAY TO EXPAND REACH SINCE THEY ARE MEANT FOR SHORTER ATTENTION SPANS

Impact of Non-Skippable and Skipped Ads on Brand Metrics

- **UNAIDED BRAND RECALL**
  - +34% A/B
  - +27%

- **AIDED BRAND RECALL**
  - +52% A/B
  - +40%

- **BRAND FAVORABILITY**
  - +3%
  - +6%

**Deltas (Test – Control)**

- :06 Non-Skippable Ad (A)  
- Skippable Ad – Consumers who skipped (B)

---

**Impact of Non-Skippable and Skipped Ads on Brand Metrics**

- Impact of Non-Skippable and Skipped Ads on Brand Metrics
  - **UNAIDED BRAND RECALL**
    - +34% A/B
    - +27%
  - **AIDED BRAND RECALL**
    - +52% A/B
    - +40%
  - **BRAND FAVORABILITY**
    - +3%
    - +6%

**Deltas (Test – Control)**

- :06 Non-Skippable Ad (A)  
- Skippable Ad – Consumers who skipped (B)

---

**Notes:**

- (PC/Mobile) :06 Non-Skippable Ad Control n= 5, 378 Test n=5,081; Skipped Ad Control n= 2,396 Skipped Ad Test: n=7,140
- Skippable Ads are :15 and :30 sec  
  - ▲ = Statistically significant difference between test and control at >= 90% confidence
  - A/B = Statistically significant difference between test groups at >=90% confidence
  - *Common control group used for skipping analysis. Effect of skipping modeled to control for brand predisposition, typical skipping behaviors, and other factors.
THEY EVEN HAVE RESPECTABLE IMPACT COMPARED TO ADS NEARLY 3X AS LONG

Impact of Ad Length on Brand Metrics | Deltas (Test – Control)

- :06 Non-Skippable Ad (A)
- :15 Non-Skippable Ad (B)

UNAIDED BRAND RECALL

- +34%▲

AIRED BRAND RECALL

- +52%▲

BRAND FAVORABILITY

- +3%▲
- +6%▲▲

(PC/Mobile): Control n=5,378 :06 Non-Skippable Ad n=5,081 Control n=4,832 :15 sec Non-Skippable Ad n=4,505
▲ = Statistically significant difference between test and control at >= 90% confidence
A/B = Statistically significant difference between test groups at >=90% confidence
Impact of :06 Non-Skippable Ads on Ad Relevancy and Brand Favorability

- **AD IS RELEVANT**
  - % Who Agree:
    - PC (A): 46%
    - Mobile (B): 51% ▲

- **BRAND FAVORABILITY**
  - DELTAS (TEST – CONTROL):
    - ▲ = Statistically significant difference between test and control at >= 90% confidence
    - A/B = Statistically significant difference between test groups at >=90% confidence

The effects of shorter ads on mobile are passed on to the brand.
### Impact of :06 Non-Skippable Ads on Brand Favorability

<table>
<thead>
<tr>
<th>ASIA PACIFIC</th>
<th>N. AMERICA</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDIA</td>
<td>CANADA</td>
</tr>
<tr>
<td>MALAYSIA</td>
<td></td>
</tr>
<tr>
<td>THAILAND</td>
<td></td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EUROPE</th>
<th>LATIN AMERICA</th>
</tr>
</thead>
<tbody>
<tr>
<td>GERMANY</td>
<td>MEXICO</td>
</tr>
<tr>
<td>UK</td>
<td>CHILE</td>
</tr>
<tr>
<td></td>
<td>COLOMBIA</td>
</tr>
</tbody>
</table>

Impact of :06 Non-Skippable Ads on Brand Favorability

<table>
<thead>
<tr>
<th>PC: Control n=2,686:06 Non-Skippable n=2,541; Mobile: Control n=2,692:06 Non-Skippable n=2,540</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results represent statistically significant difference between test and control at &gt;= 90% confidence</td>
</tr>
</tbody>
</table>
RECOMMENDATION #4

DESPITE SKIPPING, ALWAYS CRAFT CREATIVES TO OPTIMIZE BRAND KPI’S
WE EXPLORED THE IMPACT OF 4 CREATIVE STRATEGIES ON KPI’S

01 EMOTIONAL vs NON-EMOTIONAL

02 STORY vs PRODUCT

03 ORGANIC vs FORCED BRANDING

04 BRANDING PRESENT IN 1ST 5 SECONDS
   - No Branding
   - Visual Only Branding
   - Visual + Audio
EMOTIONAL

NON-EMOTIONAL
**EMOTIONAL ADS CONNECT WITH CONSUMERS AND STRENGTHEN THE AD EXPERIENCE**

**Impact of Emotional Ads on Brand Connections and Ad Opinions**

▲ Non-Emotional (A)  ▲ Emotional (B)

<table>
<thead>
<tr>
<th>Brand I feel connected to</th>
<th>Emotional</th>
<th>Original</th>
<th>Relevant</th>
<th>Trustworthy</th>
<th>High Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>▲</td>
<td>29%</td>
<td>45%</td>
<td>39%</td>
<td>50%</td>
<td>56%</td>
</tr>
<tr>
<td>▲</td>
<td>45%</td>
<td>50%</td>
<td>44%</td>
<td>53%</td>
<td>62%</td>
</tr>
</tbody>
</table>

▲ = Statistically significant difference between test and control at >= 90% confidence
A/B = Statistically significant difference between test groups at >=90% confidence

(PC: .15 sec Skippable Pre-Roll Ad) Control n=431 Emotional n=1,429 Non-Emotional n=1,600
STORY FOCUSED

PRODUCT FOCUSED
WHILE FOCUSING ON THE PRODUCT IMPROVES RECALL, A STORY DELIVERS A BETTER AD EXPERIENCE

Impact of Ad Focus on Recall and Ad Opinions

- Product-Focused Ad (A)
- Story-Focused Ad (B)

UNAIDED BRAND RECALL DELTAS (TEST – CONTROL)

+41%\(^{\text{B}}\)

AD OPINIONS % WHO AGREE

- EMOTIONAL
  - 42%\(^{\text{A}}\)
- ORIGINAL
  - 50%
- HIGH QUALITY
  - 61%\(^{\text{A}}\)
  - 63%\(^{\text{A}}\)

(PCR: :15/:30 sec Skippable Pre-Roll Ad) Control n=543 Product n=1892 Story n=1894
\(^{\text{A}}\) = Statistically significant difference between test and control at \(>= 90\%\) confidence
\(^{\text{B}}\) = Statistically significant difference between test groups at \(>= 90\%\) confidence
**STORY FOCUSED ADS CAN BE MORE PERSUASIVE AS LONG AS THE AD GETS THE BRAND NAME ACROSS**

Impact of Ad Focus on Brand Metrics Among Those That Recalled Ad | % Who Agree
--- | ---
| Product-Focused Ad (A) | Story-Focused Ad (B) |

<table>
<thead>
<tr>
<th><strong>BRAND FAVORABILITY</strong></th>
<th><strong>PURCHASE INTENT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>71%</td>
<td>62%</td>
</tr>
<tr>
<td>74%A</td>
<td>65%A</td>
</tr>
</tbody>
</table>

(PC: 15/30 sec Skippable Pre-Roll Ad) Product n=1,217 Story n=969
A/B = Statistically significant difference between test groups at >=90% confidence
FORCED BRANDING
BY SKIP BUTTON

ORGANIC BRANDING
NATURALLY FOUND IN AD
A CONSISTENT LOGO PRESENT BOOSTS RECALL, BUT IT DOESN’T HAVE ANY EXTRA EFFECT ON THE PURCHASE

Impact of Branding on Brand Metrics | Deltas (Test - Control)

- Organic Branding (A)
- Forced Branding (B)

UNAIDED BRAND RECALL

- Organic Branding (A): +34%
- Forced Branding (B): +49%

AIDED BRAND RECALL

- Organic Branding (A): +51%
- Forced Branding (B): +67% ▲

PURCHASE INTENT

- Organic Branding (A): +2%
- Forced Branding (B): +4%

(Forced Branding, n=1,591; Organic Branding, n=1,711)

▲ = Statistically significant difference between test and control at >= 90% confidence
A/B = Statistically significant difference between test groups at >=90% confidence
NO BRANDING
IN 1ST 5 SECONDS

VISUAL BRANDING
IN 1ST 5 SECONDS

VISUAL + AUDIO BRANDING
IN 1ST 5 SECONDS
THE 1ST 5 SECONDS MATTER!

Impact of Branding Present In The 1st 5 Seconds on Recall and Ad Opinions

- No Branding 1st 5 Seconds (A)
- Visual Only Branding 1st 5 Seconds (B)
- Visual + Audio Branding 1st 5 Seconds (C)

UNAIDED BRAND RECALL DELTAS (TEST – CONTROL)

- Visual Only: +51% ▲
- Visual + Audio: +66% ▲

AIDED BRAND RECALL DELTAS (TEST – CONTROL)

- Visual Only: +66% ▲
- Visual + Audio: +65% ▲

AD WAS INFORMATIVE % WHO AGREE

- Visual Only: 56%
- Visual + Audio: 61% AB

Visual + Audio Branding echoes the brand message even more

(PC: :15/:30 sec Skippable Pre-Roll Ad) Control n=523 No Branding n=1,851 Visual Branding n=1,776 Audio + Visual Branding n= 1,763

▲ = Statistically significant difference between test and control at >= 90% confidence
A/B/C = Statistically significant difference between test groups at >=90% confidence
**IMPLICATIONS**

01 **OPTIMIZE**
Skipping is a global trait and it’s out of our control. So focus on optimizing in other ways to maximize performance.

02 **SHORTER ADS**
Tolerance for ad length varies greatly around the world, so consider shorter ads, particularly in Asia, to keep skipping at bay.

03 **UNSKIPPED ADS**
Ad buys based on unskipped views are worth a premium.

04 **EXTEND REACH**
Extend the reach of your video campaign by:
- Not losing sight of skipped ads, they have value too. Just pay what their worth
- Supplement with :06 second ads
THANK YOU