Does Every Second Count?

Planning Ad Lengths Across Platforms
Marketers understand multiple ad lengths are required to align with the way video is viewed.

But are they equally effective?
Experimental Design

Recruited Participants
Recruitment from representative online panel across mobile and PC
Total n=7,772

Randomization
Participants were randomly assigned to a platform/ad length and then screened (if needed) to ensure regular usage

Media Experience
Participants visited testing environment, where they watched video content as they typically would. Test or control ads served based on randomization

Brand Lift
Final survey to measure traditional branding metrics
Video Ad Lengths
:15 Second
:06 Second (Cut-Down)
:06 Second (Custom Created)

Devices
Mobile
Desktop/Laptop

Platforms
Snapchat
Video Aggregator
Full Episode Player (FEP)

Target Audiences of Participating Brands
Ages 16-49
Females, Ages 25+
Adults Ages 25-54
Parents

Tested Scenarios
Realistic Media Experiences

**SNAPCHAT**
Mobile Snapchat app

1 Mid-Roll Ad
10 seconds into the content

- :06 – Custom Ads
- :06 – Cut-down (from 15s) Ads
- :15 – Custom Ads – Skippable (after 6s)

05:00 Average content length

**VIDEO AGGREGATOR**
Mobile + desktop popular video sharing platform

2 Pre-Roll Ads
Prior to the content

- :06 – Custom Ads
- :06 – Cut-down (from 15s) Ads
- :15 – Custom Ads – Skippable (after 6s)

05:00 Average content length

**FULL EPISODE PLAYER**
Mobile + desktop video platform with TV content

1 Test Ad + 8 Mid-Roll Ads in 3 Ad Pods
1 test ad in the first ad pod

- :06 – Custom Ads
- :06 – Cut-down (from 15s) Ads
- :15 – Custom Ads – Non-Skippable
- :15 – Custom Ads – Skippable (after 6s)

20:00 Average content length
Brands Tested

CLINIQUE

MINI

LEGO

MAJOR CPG BRAND
Video ad lengths
HEAD TO HEAD
What we know from the early days of short ads

OUR 2015 RESEARCH* ON AD LENGTHS ACROSS MOBILE & PC SHOWED:

1. :05 second ads effectively broke through and built awareness. Longer ads even more so

2. Only :15 and :30 second ads were effective at driving brand favorability and purchase intent

3. :15 second ads were the sweet spot of ad effectiveness

Source: IPG Lab, YUME, Does Every Second Count?: Understanding New Video Ad Lengths
Today we know ad length alone is not a predictor of ad efficacy.

:06 ads can be just as persuasive as :15 ads.

**Impact by Ad Length**

Delta (Exposed - Control)

<table>
<thead>
<tr>
<th></th>
<th>:06 Second Ads</th>
<th>:15 Second Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Intent</td>
<td>+5%↑</td>
<td>+9%↑</td>
</tr>
<tr>
<td>Brand Preference</td>
<td>+6%↑</td>
<td>+10%↑</td>
</tr>
<tr>
<td>Purchase Intent</td>
<td>+5%↑</td>
<td>+4%↑</td>
</tr>
</tbody>
</table>

All Brands (All Platforms): :06 Control n=1,649, :06 Test (Custom Only) n=1,638; :15 Control=1,658, :15 Test n=1,663

↑= Significant difference between control and test at >90% confidence.
In fact, :06 ads generate equal awareness, but :15 ads run the risk of feeling intrusive.
Ads generally work harder on mobile

**IMPACT BY DEVICE**

Device Image = Significant Impact on Brand Metric on that Device

<table>
<thead>
<tr>
<th>Device Impact</th>
<th>Unaided Ad Recall (First Mention)</th>
<th>Brand Favorability</th>
<th>Brand Preference</th>
<th>Search Intent</th>
<th>Purchase Intent</th>
<th>Is Relevant to Me</th>
</tr>
</thead>
</table>
Ad length effectiveness is device agnostic

### IMPACT OF AD LENGTH BY DEVICE

Device Image = Significant Impact on Brand Metric on that Device

<table>
<thead>
<tr>
<th></th>
<th>:06 SECOND ADS</th>
<th>:15 SECOND ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unaided Ad Recall</strong> (First Mention)</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td><strong>Brand Preference</strong></td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td><strong>Innovative</strong></td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td><strong>Knows how to get my attention</strong></td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td><strong>Edgy</strong></td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
</tbody>
</table>
But could the right combination of Platform and Ad Length optimize performance?
Ad length performance on Snapchat
Both ad lengths are memorable, but :15 especially so.

**IMPACT ON SNAPCHAT**
Delta (Test – Control)

- :06 second ads (A)
- :15 second ads (B)

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Unaided Ad Recall (First Mention)

All Brands (Snapchat): 06 Control n=577, :06 Test (Custom Only) n=580; :15 Control n=590; :15 Test n=586

\[\text{+49\%}^{\text{A}}\]

\[\text{+37\%}\]

\[\uparrow\]

↑ = significant difference between control and test at >=90% confidence

A/B = Statistical significance between ad lengths at >=90% confidence.
:15 ads benefit from far less skipping on Snapchat

Skip Rate of :15 Second Ads
Indexed to Average (100)

168
32

Snapchat
Video Aggregator

All Brands (Test Only; :15 Second Ads): Snapchat n=562; Video Aggregator n=582
People are choosing to watch :15 ads longer on Snapchat

Viewing on Snapchat extends beyond the length of a :06 ad

AVERAGE AD PROGRESS OF :15 SECOND ADS
Indexed to Average (100)

All Brands (Test Only, :15 Second Ads): Snapchat n=562; Video Aggregator n=582
However, shorter ads quickly get their point across to maximize persuasion.
:06 ads are persuasive regardless of age

IMPACT ON SNAPCHAT
Delta (Exposed – Control)

- :06 second ads (A)
- :15 second ads (B)

All Brands (A18-34, Snapchat): :06 Control n=351, :06 Test (Custom Only) n=354; :15 Control=360, :15 Test n=366

All Brands (A35-44, Snapchat): :06 Control n=176, :06 Test (Custom Only) n=183; :15 Control=178, :15 Test n=178

↑ = significant difference between control and test at >90% confidence
↑↑ = significant difference between control and test at >80% confidence

Brand Favorability
Purchase Intent

IMPACT ON SNAPCHAT
Delta (Exposed – Control)

- :06 second ads (A)
- :15 second ads (B)

All Brands (A18-34, Snapchat): :06 Control n=351, :06 Test (Custom Only) n=354; :15 Control=360, :15 Test n=366

All Brands (A35-44, Snapchat): :06 Control n=176, :06 Test (Custom Only) n=183; :15 Control=178, :15 Test n=178

↑ = significant difference between control and test at >90% confidence
↑↑ = significant difference between control and test at >80% confidence
Ad Length Performance on a Video Aggregator
Again, skipping of :15 ads is the norm on a video aggregator.

SKIP RATE OF :15 SECOND ADS
Indexed to Average (100)

All Brands (Test Only, :15 Second Ads): Snapchat n=562; Video Aggregator n=582
:06 ads are more memorable, where skipping of :15 ads is high

**Unaided Ad Recall (First Mention)**

- :06 ads (A) are more memorable, where skipping of :15 ads (B) is high

**IMpact on Video Aggregator**
Test Only - % Agree

- :06 second ads (A)
- :15 second ads (B)

All Brands (Video Aggregator): :06 Control n=578, :06 Test (Custom Only) n=571; :15 Control=582, :15 Test n=582

↑ = significant difference between control and test at >=90% confidence
A/B= Statistical significance between ad lengths at >=90% confidence.
People clearly appreciate shorter ads on platforms where skipping is the norm.

**Ad “I Wouldn’t Mind Watching Again”**

- :06 second ads (A)
- :15 second ads (B)

**AD OPINION ON VIDEO AGGREGATOR**

Test Only - % Agree

- 64% B (06 AD)
- 57% A (15 AD)

All Brands (Test Only, Video Aggregator): 06 Test (Custom Only) n=571; :15 Test n=582

A/B = Statistical significance between ad lengths at >=90% confidence.
Shorter ads also drive persuasion metrics

AN UN-SKIPPABLE :06 IS ABLE TO DELIVER ITS MESSAGE WHILE A SKIPPED :15 MAY HAVE MORE DIFFICULTY

IMPACT ON VIDEO AGGREGATOR
Delta (Exposed – Control)

- :06 second ads (A)
- :15 second ads (B)

Brand Preference
- :06: +11%
- :15: +6%

Purchase Intent
- :06: +5%
- :15: +1%

↑ = significant difference between control and test at >=90% confidence
A/B= Statistical significance between ad lengths at >=80% confidence.
Ad length performance on Full Episode Players (FEPs)
On a full episode player, Ad Load was Higher and ads were not skippable.
On a full episode player, :06 ads drive as much awareness as :15 ads

UNAIDED AD RECALL
FIRST MENTION
Delta (Exposed – Control)

+16↑

:06 second ads (A)  :15 second ads (B)

:15 SECOND ADS SPEND TWICE THE TIME TO STAND OUT JUST AS MUCH

All Brands (Full Episode Player): :06 Control n=494, :06 Test (Custom Only) n=487; :15 Control=486, :15 Test n=495
↑= significant difference between control and test at >=90% confidence
A/B= Statistical significance between ad lengths at >=90% confidence.
But non-skippable, longer ads provide more info on a full episode player

AD “OFFERED NEW INFORMATION”
% Agree

72%

78% A

:06 second ads (A)  :15 second ads (B)

All Brands (Test Only, Full Episode Player): :06 Test (Custom Only) n=487; :15 Test n=495
A/B= Statistical significance between ad lengths at >=90% confidence.
With more traditional video, :15 ads work best.

This is in line with what we know from past research:

:15 second ads work harder in driving brand metrics than :06 second ads in longer form content.

AD LENGTHS ON FULL EPISODE PLAYER
Delta (Exposed - Control)

<table>
<thead>
<tr>
<th>Brand Favorability</th>
<th>Search Intent (TB)</th>
<th>Purchase Intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>+5%↑</td>
<td>0%</td>
<td>+2%</td>
</tr>
<tr>
<td>+1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

:06 second ads

:15 second ads

All Brands (Full Episode Player): :06 Control n=494, :06 Test (Custom Only) n=487, :15 Control=486, :15 Test n=495

↑ = significant difference between control and test at >=90% confidence

A/B = Statistical significance between ad lengths at >=80% confidence.
Consider adjusting ad length to compliment the platform, length of content being consumed, and advertising objective.

### Impact Summary

**Delta (Exposed - Control)**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Snapchat</th>
<th>Video Aggregator</th>
<th>Full Episode Player</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>+49%</td>
<td>+17%</td>
<td></td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>+8%</td>
<td></td>
<td>+5%</td>
</tr>
<tr>
<td>Brand Preference</td>
<td>+9%</td>
<td>+11%</td>
<td>+6%</td>
</tr>
<tr>
<td>Purchase Intent</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Snapchat**: 
- **:06 wins**: +49%
- **:15 wins**: +9%
- **Tie**: +8%

**Video Aggregator**: 
- **:06 wins**: +17%
- **:15 wins**: +11%
- **Tie**: +5%

**Full Episode Player**: 
- **:06 wins**: +5%
- **:15 wins**: +6%
- **Tie**: +5%

Impact = significant difference between control and test at >=90% confidence.
Video Ad Length is Not a Proxy for Ad Effectiveness

Today, both :06 and :15 second ads can drive persuasion metrics. Planning should be based on more than ad length alone.

Ad Lengths are Device Agnostic

While ads generally perform best on mobile, there's no difference in performance of :06 and :15 second ads across devices, making planning ad lengths by device not necessarily recommended.

Fitting in to Stand Out

Advertisers should consider matching the length of the ad with the platform and length of the video content being consumed.
The End