AD SEQUENCING
FROM EXPOSURE TO STORYTELLING
MARKETERS HAVE ALWAYS CREATED MULTIPLE VIDEO AD LENGTHS

BUT WE NOW HAVE THE TECHNOLOGY TO DELIVER THE DESIRED AD SEQUENCE
WE WENT TO GREAT “LENGTHS” WITH 2 BRANDS TO DETERMINE THE IMPACT OF SEQUENCE

74 SEQUENCES TESTED
**VIDEO AD LENGTHS**

- :03 - no skip option
- :06 - no skip option
- :15 - skip option
- :30 - skip option

**SEQUENCING OF AD LENGTHS**

- Ascending
- Descending
- Valley
- Peak

**FREQUENCY OF EXPOSURE**

- 1 Exposure
- 2 Exposures
- 3 Exposures

**INDUSTRY VERTICALS**

- Alcohol
- Financial Services
**OUR FOCUS**

**ASCENDING**
Ad lengths start short and increase to long, with minimal variation in ad length from one exposure to the next.

**DESCENDING**
Ad lengths start long and decrease to short, with minimal variation in ad length from one exposure to the next.

**VALLEY**
Shortest ad in the middle, with longer ads first and last, maximizing variation in ad length from one exposure to the next.

**PEAK**
Longest ad in the middle, with shorter ads first and last, maximizing variation in ad length from one exposure to the next.
**METHODOLOGY**

**RECRUITED PARTICIPANTS**
Participants recruited from representative online panel across mobile and PC
n=3,984

**YOUTUBE SESSION 1**
Randomized into test/control cell group and directed to YouTube experience to watch content of choice
**4 Total Pre-Roll Ads:**
2 Test/Control Ads + 2 Filler Ads

**YOUTUBE SESSION 2**
Re-contacted 1-5 days later for second YouTube experience to watch content of choice
**2 Total Pre-Roll Ads:**
1 Test/Control Ad + 1 Filler Ad

**BRAND LIFT**
Final survey to measure traditional branding metrics

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**GRAPHIC:**
- Chart illustrating the methodology
- Comparison of test and control groups
- Pre- and post-exposure survey results
- Brand lift metrics

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**IPG MEDIA LAB**
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ORDER DOESN’T IMPACT MEMORABILITY

Sequence Of 3 Exposures - Delta (Exposed - Control)

- Ascending
- Descending
- Valley
- Peak

↑ = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.
But to drive bottom-funnel metrics, sequence is key.

Your creative strategy will ultimately inform the best sequence.
ALCOHOL CASE STUDY

Creative Strategy: Humorous Storytelling
THE ALCOHOL ADS TESTED

CREATIVE STRATEGY: HUMOROUS STORYTELLING (COMPLEX)

Humorous story, including music and visuals of the product

Shortened version of the same humorous story, including music and visuals of the product

Music with visuals of the product
STARTING WITH A LONGER EXPOSURE + MAXIMIZING VARIATION DROVE METRICS THAT MATTER

Sequence of 3 Exposures - Delta (Exposed - Control)
- Ascending
- Descending
- Valley
- Peak

↑ = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.

Valley sequences offer more info up front, but also maximize variation in ad length from one exposure to the next.
VALLEY SEQUENCES WORKED BY MAXIMIZING ATTENTION, WHICH ALLOWED FOR EFFECTIVE STORYTELLING

Sequence Of 3 Exposures - Delta (Exposed – Control)

“KNOWS HOW TO GET MY ATTENTION” (T2B)

- Valley, +13%↑
- Peak, +11%↑
- Ascending, +9%↑
- Descending, +8%↑

“HAS A GOOD STORY TO TELL” (T2B)

- Valley, +15%↑
- Ascending, +11%↑
- Descending, +6%↑
- Peak, +5%↑

Alcohol Brand (frequency of exposure = 3): Control n=242, Ascending n=338, Descending n=328, Valley n=229, Peak n=241
↑ = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.
IN FACT, MORE VARIATION IN AD LENGTH FROM ONE EXPOSURE TO THE NEXT DROVE PURCHASE INTENT

Purchase Intent - Delta (Exposed - Control)

More Variation = Valley or Peak Sequence; Less Variation = Ascending or Descending Sequence

Alcohol Brand: Control n=242; More Variation n=470; Less Variation n=666

↑ = Statistical significance between test and control groups at >90% confidence level.
VARIATION ALSO AMPLIFIED IMPACT ON BRAND OPINIONS

Sequence Of 3 Exposures - Delta (Exposed - Control)

- Less Variation in Ad Length
- More Variation in Ad Length

Alcohol Brand (frequency of exposure = 3): Control n=242, Ascending n=338, Descending n=328, Valley n=229, Peak n=241

↑ = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.

- BRAND FAVORABILITY
  - TB: +3%
  - TB: +6%

- KNOWS HOW TO GET MY ATTENTION
  - T2B: +9%
  - T2B: +12%

- HAS A GOOD STORY TO TELL
  - T2B: +9%
  - T2B: +13%

- I FEEL CONNECTED TO
  - T2B: +5%
  - T2B: +8%
FINANCE CASE STUDY

Creative Strategy: Inspirational with Explicit Brand Benefits
THE FINANCE ADS TESTED

CREATIVE STRATEGY: INSPIRATIONAL WITH EXPLICIT BRAND BENEFITS (COMPLEX)

Music, with artistic images of people, explicit brand benefits, and a call-to-action

Music, with artistic images of people and a call-to-action

Music, with artistic images of people
FOR FINANCE, PROVIDING MORE INFO DURING FIRST TOUCH POINT WAS KEY

Sequence Of 3 Exposures - Delta (Exposed - Control)

- Ascending
- Descending
- Valley
- Peak

Variation was less important for finance compared to alcohol. Descending and Valley sequences both offer more information in the first exposure.
MORE INFORMATION, EARLIER WAS PARTICULARLY EFFECTIVE FOR ACQUISITION

Noncustomers of Brand | Sequence Of 3 Exposures - Delta (Exposed − Control)

- Ascending
- Descending
- Valley
- Peak

\[ \text{SEARCH INTENT (T2B)} \]

- Descending, +14%
- Ascending, +8%
- Valley, +6%
- Peak, +5%

Finance Brand - Non-Current or Past Customers (frequency of exposure = 3): Control n=177, Ascending n=248, Descending n=207, Valley n=173, Peak n=167

↑ = Statistical significance between test and control groups at >=90% confidence level.

A/B/C/D = Statistical significance between sequence types at >=90% confidence. 
EXISTING CUSTOMERS BENEFITED FROM MORE INFO UPFRONT, BUT ALSO VARIATION ACROSS EXPOSURES

Current or Past Customers of Brand | Sequence Of 3 Exposures - Delta (Exposed - Control)

- Ascending
- Descending
- Valley
- Peak

Finance Brand - Current/Past Customers (frequency of exposure = 3): Control n=65, Ascending n=90, Descending n=73, Valley n=104, Peak n=63

↑ = Statistical significance between test and control groups at >=90% confidence level.

A/B/C/D = Statistical significance between sequence types at >=90% confidence.

PURCHASE CONSIDERATION (T2B)
2 EXPOSURES WERE GOOD ENOUGH IF STARTING WITH A LONGER AD

Frequency Of Exposure - Delta (Exposed-control)

- **2 Exposures** - Starting with :30 Second Ad
  - :30
  - :X

- **3 Exposures** - Starting with :03 Second Ad
  - :03
  - :X
  - :X

**MESSAGE RECALL**

- +13%
  - [Statistical significance between test and control groups at >=90% confidence level]

**BRAND FAVORABILITY (TB)**

- +7%
  - [Statistical significance between sequence types at >=90% confidence]

**PURCHASE CONSIDERATION (TB)**

- +5%
  - [Statistical significance between sequence types at >=90% confidence]
MORE ACHIEVED WITH 2 EXPOSURES WHEN STARTING WITH LONGER AD

Impact on Brand Attributes

Frequency Of Exposure - Delta (Exposed-control)

- **2 Exposures** - Starting with :30 Second Ad

  - :30 + :X

- **3 Exposures** - Starting with :03 Second Ad

  - :03 + :X + :X

Finance Brand: 2 Exposures Starting with :30 (Control n=242, Test n=148); 3 Exposures Starting with :03 (Control n=242, Exposed n=282)

*↑ = Statistical significance between test and control groups at >=90% confidence level.*

A/B/C/D = Statistical significance between sequence types at >=90% confidence.

- **Has a good story to tell**
  - +14%
  - +12%
  - +10%
  - +8%
  - +6%
  - +4%
  - +2%

- **Brand Trust**
  - +12%

- **Respect**
  - +10%

- **Brand I see too much of**
  - +10%
IN SUMMARY, CREATIVE COMPLEXITY SHOULD DRIVE SEQUENCING STRATEGY, NOT INDUSTRY VERTICAL

Start with shorter ad
Start with longer ad

Includes AU and US brands tested.
OUR RECOMMENDATIONS

#1 FIRST IMPRESSIONS COUNT
When creative is telling a more complex story, make the most of the first exposure by communicating more information.

#2 SHORT ADS REMIND
Similarly, with complex messages, use short ads as a reminder, as opposed to primer.

#3 MIX IT UP
When in doubt, maximize variation in ad lengths across exposures, especially when targeting existing customers.