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 3 BRANDS TO DETERMINE THE IMPACT OF SEQUENCE
201 SEQUENCES TESTED
**TESTED SCENARIOS**

**VIDEO AD LENGTHS**
- :03 - no skip option
- :06 - no skip option
- :15 - skip option
- :30 - skip option

**SEQUENCE OF AD LENGTHS**
- Ascending
- Descending
- Valley
- Peak

**FREQUENCY OF EXPOSURE**
- 1 Exposure
- 2 Exposures
- 3 Exposures

**INDUSTRY VERTICALES**
- Apparel
- Automotive
- Consumer Electronics
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=7,394

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
ORDER DOESN’T IMPACT MEMORABILITY

Sequence Of 3 Exposures
- Delta (Exposed - Control)

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

All Brands (frequency of exposure = 3): Control n=762, Ascending n=1,227, Descending n=1,192, Valley n=1,041, Peak n=1,026
BUT TO DRIVE BOTTOM-FUNNEL METRICS, SEQUENCE IS KEY

YOUR CREATIVE STRATEGY WILL ULTIMATELY INFORM THE BEST SEQUENCE
APPAREL CASE STUDY

Creative Strategy: Informative with Complex Messaging
THE APPAREL ADS TESTED

CULTURAL CAMPAIGN

Music + images of people with culturally relevant messaging around voting and diversity

Shorter version of music + images of people with culturally relevant messaging around voting and diversity

Shortest version of music + images of people with culturally relevant messaging around voting

CULTURAL CAMPAIGN W/ PRODUCT FOCUS

Music + celebrity voicing empowering message about self-confidence

Shorter version of music + celebrity voicing empowering message about self-confidence

Shortest version of music + celebrity + no voiceover

CREATIVE STRATEGY: INFORMATIVE WITH COMPLEX MESSAGING
MAKE THE MOST OF YOUR FIRST IMPRESSION WHEN YOUR MESSAGE IS MORE COMPLEX

Sequence of Three Exposures - Delta (Exposed - Control)

- Ascending (A)
- Descending (B)
- Valley (C)
- Peak (D)

SEARCH INTENT (TB)

PURCHASE INTENT (TB)

Apparel (frequency of exposure = 3): Control n=364, Ascending n=764, Descending n=706, Valley n=505, Peak n=529
† = Statistical significance between test and control groups at >=90% confidence level
A/B/C/D = Statistical significance between sequence types at >=90% confidence
...especially among those closer to purchase

Frequent Apparel Shoppers* | Sequence Of Three Exposures - Delta (Exposed - Control)

- Ascending (A)
- Descending (B)
- Valley (C)
- Peak (D)

*Shops for clothing at least once a month
Apparel (in-market, frequency of exposure = 3): Control n=132, Ascending n=274, Descending n=261, Valley n=207, Peak n=189
↑ = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.
**2 Exposures Can Be Good Enough If Starting With A Longer Ad**

**Frequency Of Exposure - Delta (Exposed-control)**

- **2 Descending Exposures** - Starting with :30 Ad
  - :30 + :x

- **3 Ascending Exposures** - Starting with :06 Ad
  - :06 + :x + :x

+8%↑ +6%↑

**Search Intent (TB)**

Apparel Control n=364, :30-x (descending) n=219, :06-x-x (ascending) n=549
↑ = 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 CAN BE ACHIEVED WITH 2 EXPOSURES WHEN STARTING LONG

Frequency Of Exposure
- Delta (Exposed-control)

- **2 Descending Exposures** - Starting with :30 Ad
  - :30 ➔ :X

- **3 Ascending Exposures** - Starting with :06 Ad
  - :06 ➔ :X ➔ :X

**IMPACT ON BRAND ATTRIBUTES**

- **Brand I would recommend (TB)**
  - +14%

- **Brand I prefer (TB)**
  - +12%

- **Brand I respect (TB)**
  - +10%

- **Brand I would recommend (TB)**
  - +8%

- **Brand I prefer (TB)**
  - +6%

- **Brand I respect (TB)**
  - +4%

- **Brand I would recommend (TB)**
  - +2%

Apparel: Control n=364, :30->X (descending) n=219, :06->X->X (ascending) n=549
↑ = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.
AUTO CASE STUDY

Creative Strategy:
Brand Imagery without Complex Messaging
THE AUTO ADS TESTED

CREATIVE STRATEGY: BRAND IMAGERY W/O COMPLEX MESSAGING

Music + people driving around in vehicle through the city + call to action + no voiceover

Shorter version of music + people driving around in vehicle through the city + call to action + no voiceover

Shorter version of music + fewer people + call to action + no voiceover

*An ad length optimization strategy was used for the auto brand
STARTING SHORT TOLD THE BEST STORY FOR IMAGERY-FOCUSED ADS WITHOUT COMPLEX MESSAGING

Sequence Of Three Exposures – Delta (Exposed – Control)

- Ascending (A)
- Descending (B)
- Valley (C)
- Peak (D)

Auto (frequency of exposure = 3): Ascending n=147, Descending n=157, Valley n=178, Peak n=247
A/B/C/D = Statistical significance between sequence types at >=80% confidence.
FOOT-IN-THE-DOOR TECHNIQUE WAS ALSO MOST PERSUASIVE

Sequence Of Three Exposures - Delta (Exposed - Control)
- Ascending (A)
- Descending (B)
- Valley (C)
- Peak (D)

- **BRAND FAVORABILITY (TB)**
  - Auto (frequency of exposure = 3): Control n=186, Ascending n=147, Descending n=157, Valley n=178, Peak n=247

- **SEARCH INTENT (T2B)**

- **BRAND PREFERENCE**

↑ = Statistical significance between test and control groups at ≥90% confidence level.
↑↑ = Statistical significance between test and control groups at ≥80% confidence level.
A/B/C/D = Statistical significance between sequence types at ≥90% confidence.
Particularly among those in-market for a new car

**In-Market for New Vehicle - Sequence Of Three Exposures - Delta (Exposed - Control)**

- Ascending (A)
- Descending (B)
- Valley (C)
- Peak (D)

**In-market definition:** Looking to lease or purchase a new car in the next 2 years

Auto (in-market, frequency of exposure ≥ 3): Control n=157, Ascending n=115, Descending n=133, Valley n=149, Peak n=202

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

↑↑ = Statistical significance between test and control groups at ≥80% confidence level.

A/B/C/D = Statistical significance between sequence types at ≥90% confidence.
2 EXPOSURES GOOD ENOUGH WHEN STARTING WITH A SHORTER AD

Frequency Of Exposure
- Delta (Exposed - Control)

- 2 Ascending Exposures - Starting with :15 Ad
- 3 Descending Exposures - Starting with :30 Ad

Message Recall

Brand Respect

Auto: Control n=186, :15-X (ascending) n=70, :30-X-X (descending) n=134
1 = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.
CONSUMER ELECTRONICS CASE STUDY

Creative Strategy: Brand Imagery without Complex Messaging
THE CONSUMER ELECTRONICS ADS TESTED

CREATIVE STRATEGY: BRAND IMAGERY W/O COMPLEX MESSAGING

Music + inspiring images of people using product + voiceover
Shorter version of music + inspiring images of people using product + voiceover
Shortest version of music + close-up of product in action + no actors + no voiceover
STARTING SHORT WORKED BEST FOR CREATIVES WITHOUT COMPLEX MESSAGING

Sequence Of Two Exposures - Delta (Exposed - Control)

Consumer Electronics (frequency of exposure = 2): Control n=212, Ascending n=132, Descending n=164
↑ = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.
2 EXPOSURES WERE GOOD ENOUGH IF STARTING WITH A SHORT AD

Frequency Of Exposure - Delta (Exposed - Control)

- **2 Ascending Exposures** - Starting with :03 Ad
  - :03 + :X

- **3 Descending Exposures** - Starting with :30 Ad
  - :30 + :X + :X

Consumer Electronics: Control n=212, :03-X (ascending) n=132, :30-X-X (descending) n=186
1 = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.
Starting short + variation in ad length from one exposure to the next was key to driving impact

Sequence Of Three Exposures - Delta (Exposed - Control)

- Ascending (A)
- Descending (B)
- Valley (C)
- Peak (D)

Brand Favorability (T2B)

- +8% (A) +8% (B) +7% (C) +13% (D)

Search Intent (T2B)

- +5% (A) +4% (B) +6% (C) +13% (D)

Brand Preference

- +8% (A) +7% (B) +6% (C) +16% (D)

Consumer Electronics (frequency of exposure = 3): Control n=212, Ascending n=316, Descending n=329, Valley n=358, Peak n=250

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

A/B/C/D = Statistical significance between sequence types at >=90% confidence.
WHEN A PRIMER CAME FIRST, PEOPLE WERE LESS LIKELY TO SKIP IN GENERAL...

AVERAGE SKIP RATE
SEQUENCES OF 3 EXPOSURES WITH EQUAL OPPORTUNITY TO SKIP - % SKIPPED

69%<sup>A</sup>
:03 Third Exposure (C)

71%<sup>A</sup>
:03 Second Exposure (B)

60%
:03 First Exposure (A)

Consumer Electronics (frequency of exposure = 3; equal opportunity to skip): :03 first n=247, :03 second n=338, :03 last n=241
A/B/C/D = Statistical significance between sequence types at >=90% confidence.
...AND WITH MORE VARIATION, THEY WERE LESS LIKELY TO SKIP THE FINAL AD

**Skip Rate of Final Ad Sequences of 3 Exposures with Skippable Last Ad**

- **58%**
  - Valley (B)

- **53%**
  - Ascending (A)

- **46%**
  - Peak (C)

*Descending sequences are excluded as there are no sequences with a skippable final ad. Consumer Electronics (frequency of exposure = 3 with skippable last ad): Ascending n=314, Valley n=357, Peak n=70.

A/B/C = Statistical significance between sequence types at >= 80% confidence.
IN SUMMARY, CREATIVE COMPLEXITY SHOULD DRIVE SEQUENCING STRATEGY, NOT INDUSTRY VERTICAL

- Start with shorter ad
- Start with longer ad

Includes US and AU brands tested.
FIRST IMPRESSIONS COUNT
Make the most of the first exposure by communicating more information if your creative contains complex messaging.

PRIMER FOR IMAGERY ADS
Use short ads as a primer if your creative is focused on brand imagery without complex messaging.

GOLDEN RULE OF VARIATION
Consider maximizing variation in ad lengths across exposures.