

MIXING IT UP

DIVERSIFYING AD FORMATS TO ACHIEVE MORE







SPEND MORE ON A Single ad Format?

SPREAD BUDGET ACROSS Multiple ad formats?

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WE CONDUCTED RESEARCH



TO DETERMINE IF AD FORMAT SYNERGY IS REAL



2 AND, IF SO, EXPLORE HOW ADVERTISERS SHOULD LEVERAGE IT TO MAKE **BUDGETS GO FURTHER**

RESEARCH WAS CONDUCTED IN TWO PARTS

EYE TRACKING

Test eyes on-screen across different ad formats and ad mixes

AD EFFECTIVENESS

Test impact on brand metrics across different ad formats and ad mixes







Recruited Twitter users from a nationally representative panel for participation on mobile devices. N=4,200

SCREENERS

Initial survey with demographics and screeners



Participants signed into a controlled Twitter experience with test/control ads



Participants viewed premium websites with text and video content to increase the time between Twitter ad exposures and ensure a realistic overall media experience



Participants returned to Twitter to view their feed again. Here they were served additional test/control ads



Post-exposure survey to measure the branding impact of the ad mix







Recruited Twitter users to visit MAGNA's San Francisco Lab (n=69 Twitter users)



Participants put on eye-tracking glasses; calibration process; warm-up activities



Participants were routed through various media experiences which they viewed with eye-tracking glasses on in MAGNA's living room lab space

Media experiences included:

- Twitter feed
- Premium websites

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AD MIXES TESTED

ONE FORMAT

Three exposures of a single ad format across multiple Twitter visits

TWO Formats

Three exposures of two ad formats across multiple Twitter visits

e.g. First View - First View - Pre-Roll; Pre-Roll - Promoted Video - Promoted Video

THREE Formats Three exposures of three ad formats across multiple Twitter visits

AD TYPES USED

Appears Before Content

Appears Stand Alone (Promoted Video)



PRE-ROLL

In-stream video ad that plays before video content. Can be skipped if ad is longer that 6 secs



TRADITIONAL PROMOTED VIDEO

Standalone video ad that is displayed in feed



FIRST VIEW

One day takeover of a standalone video ad that shows top of the feed



WEBSITE CARDS

Standalone video ad that is displayed in feed. Has Tweet text from the brand advertised with a call to action

TO MEX OR NOT TO MEX

11

DIVERSIFYING ACROSS AD FORMATS

ONE FORMAT WORKS HARD, BUT A MIX WORKS HARDER

AD FORMAT MIX

Deltas (Exposed - Control) Frequency of exposure for each = 3



Single Format (A)

Multiple Formats (B)

+58%∆^B

+46%

AIDED AD RECALL

Ad Effectiveness

12

Single format: Exposed n=606, Control n=603; Multiple format: Exposed n=1,505, Control n=1,515; Two formats: Exposed n=303, Control n=311; Three formats: Exposed n= 1202, Control n=1204

△= Statistical significance between exposed and control groups at >=90% confidence level.

A/B/C= Statistical significance between one format and multiple format deltas at >=90% confidence level.

Note: Each format mix had 3 exposures

SAME VIDEO AD IS AMPLIFIED WHEN SEEN ACROSS MULTIPLE FORMATS

AD FORMAT MIX

Ad "Stood Out To Me Among Other Tweets" | % Strongly or Somewhat Agree

Frequency of exposure for each = 3



Multiple Formats (B)

61%^



Ad "Stood Out To Me Among Other Tweets"

Ad Effectiveness

13

(Exposed Only): Single format n=606; Multiple format n=1,505 A/B= Statistical significance between one format and multiple format deltas at >=90% confidence level. Note: Each format mix had 3 exposures

A MIX ISN'T JUST MEMORABLE...CONSUMERS SEE A STORY

AD FORMAT MIX

Ad Opinions | % Strongly Or Somewhat Agree

Frequency of exposure for each = 3



Multiple Formats

AD TOLD A COMPELLING STORY (+6% △) **IMPROVED MY OPINION OFFERED NEW** WAS **INFORMATION** $(+6\% \Delta)$ OF THE BRAND (+5% A) **TRUSTWORTHY** $(+5\% \Delta)$ M/GN

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Single format n=606: Multiple format n=1.505 ∆= Statistical significance between exposed and control groups at >=90% confidence leve

ULTIMATELY, DIVERSITY IN FORMATS MAKES AD **DOLLARS WORK HARDEST**



PURCHASE INTENT

Ad Effectiveness

15

One format: Exposed n=606, Control n=603; Two formats: Exposed n=303, Control n=311, Three formats: Exposed n=1,202, Control n=1,204, Δ = Statistical significance between exposed and control groups at >=90% confidence level. A/B/C= Statistical significance between one format and multiple format deltas at >=80% confidence level.

Note: Each format mix had 3 exposures

THE IDEAL ORDER

WHAT TO USE WHEN





FIRST IMPRESSIONS

8 49 mil 81

0 00

an 660.

MAXIMIZING ATTENTION



FIRST VIEW CAPTURES & SUSTAINS THE MOST ATTENTION

97% notice First View, which is the first ad in the feed

AD MIX SEQUENCE

% of People That Saw The Ad Vs. Total Fixation Duration By Ad Type



19

	First View	
Pre-Roll		
•		
Promoted Video		

AVERAGE FIXATION DURATION (SECONDS)



IN FACT, ATTENTION IS FOCUSED ON THE VIDEO ITSELF

Attention is split between Tweet text and ad for formats lower in the feed

AD FORMAT

Fixation Duration By Ad Type



FIRST VIEW Located : Top of feed











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PINNACLE OF ATTENTION IS WHEN FIRST VIEW IS 1ST

While subsequent ads always result in less fixation, First View still captures the same fixation in the 2nd exposure as other formats do in their 1st exposure

AD MIX SEQUENCE

Total Fixation Duration (secs) By Ad Type And Exposure Order





ANY EXPOSURE TO FIRST VIEW DRIVES AWARENESS, BUT 1ST EXPOSURE DRIVES PERSUASION

AD MIX SEQUENCE





First View - 2nd Exposure

Deltas (Exposed - Control)





Ad Effectiveness

22

Sample sizes: First View 1st Exposed n=350, Control n=413, First View 2nd Exposed n=401, Control n=459

△= Statistical significance between Exposed and control groups at >=90% confidence level.

A/B= Statistical significance between one format and multiple format deltas at >=90% confidence level.

FIRST VIEW AS 1ST EXPOSURE OUTPERFORMS **OTHER FORMATS IN SAME POSITION**



Sample sizes: First View 1st Exposed n=350, Control n=413, Pre-Roll 1st Exposed n=385, Control n=436, Promoted Video 1st Exposed n=351, Control n= 407

△= Statistical significance between Exposed and control groups at >=90% confidence level.

A/B/C= Statistical significance between one format and multiple format deltas at >=90% confidence level.

FIRST VIEW IN FIRST EXPOSURE = DOLLARS SAVED

COST EFFICIENCY

% Difference In Cost Per Person

Frequency of exposure for each = 3





VARIATION ACROSS TOUCHPOINTS

AMPLIFYING THE MIX

MAXIMIZE VARIATION ACROSS AD EXPERIENCES

More positive brand opinions when Pre-Roll is placed in between brand Tweets

AD MIX SEQUENCE

Deltas (Exposed - Control)

First View - Promoted Video - Pre-Roll (A)

First View - Pre-Roll - Promoted Video (B)



BRAND FAVORABILITY sizes: FV-PV-PR: Exposed n=134, Control n=160,

tistical significance between Exposed and Control group Statistical significance between one format and multipl

fiveness



IS RELEVAN TO ME

+15%∆'

+15%

WOULD PAT

MORE FOR

+2%



+4%

DIFFERENTIATION ACROSS AD EXPERIENCES DRIVES ROI

Place Pre-Roll in between two visually similar ad formats to drive intent to purchase the brand

AD MIX SEQUENCE

Deltas (Exposed - Control)

First View - Promoted Video - Pre-Roll (A)

First View - Pre-Roll - Promoted Video (B)







M/GN4

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PURCHASE INTENT



Sample sizes: FV-PV-PR: Exposed n=134, Control n=160, FV-PR-PV: Exposed n=155, Control n=177 a Statistical significance between Exposed and Control groups at >=90% confidence level.

A/B= Statistical significance between one format and multiple format deltas at >=90% confidence level.

THE MESSAGE WITHIN

UNDERSTANDING THE FORMAT TO OPTIMIZE STORYTELLING

WHILE THE MOST RELEVANT AUDIENCES OPT TO COMPLETE BOTH AD TYPES...

AD FORMAT PERFORMANCE

% In-market For Advertised Product Among Those Who Completed Ad, Indexed

Promoted Video

Pre-Roll

29



EACH AD TYPE ATTRACTS AUDIENCES WITH DIFFERENT BRAND RELATIONSHIPS

AD FORMAT PERFORMANCE



30





ADS THAT CONNECT ON A CULTURAL LEVEL RESONATE STRONGLY WITH THE "HARD TO CONVINCE"

CAMPAIGN TYPE

Ad Opinion Among Those With Negative Pre-Existing Brand Opinion | % Strongly Or Somewhat Agree

Connect Messaging (A)

Campaign designed to build relevance by being part of the_conversation

Launch Messaging (B)

32

Campaign designed to build awareness and interest for something new







CONSIDER CONNECT MESSAGING, ESPECIALLY WHEN REACHING BROADER AUDIENCES

MARKETER TO-DO'S

AD MIX:

• When in doubt, diversify the ad mix. It almost always makes ad dollars work harder

AD SEQUENCE:

- Start off with the ad format that casts the widest "attention net" - in this case, First View
- Provide consumers with variation, by breaking up visually similar ad formats with those that offer a different look/feel/experience to make the biggest impact

AD MESSAGE:

 Understanding who is being reached/completing ads is crucial for planning effective storytelling

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 Continue researching ad sequencing for effective storytelling

34

