



The Power of Camera Advertising



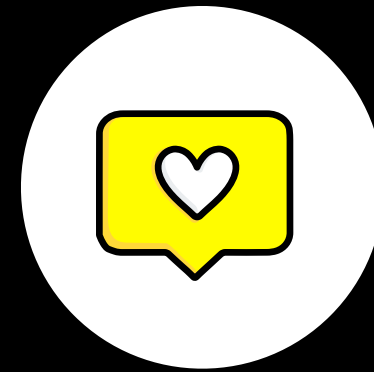
M/GNA

IPG MEDIA LAB

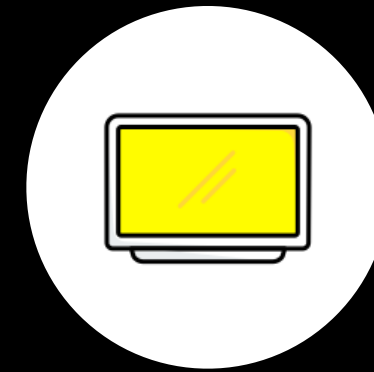
We get it, ads are everywhere



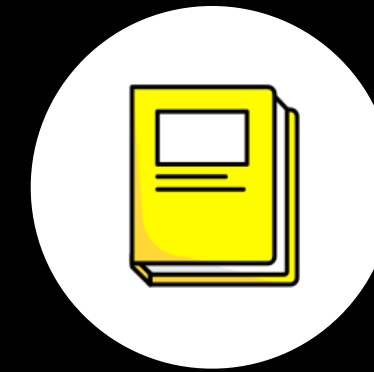
ONLINE



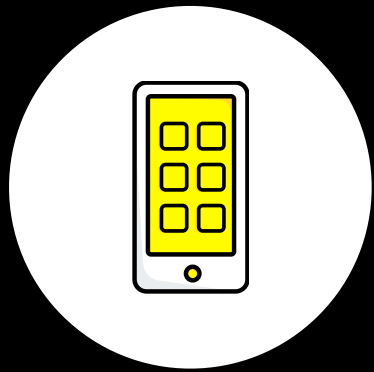
ON SOCIAL MEDIA



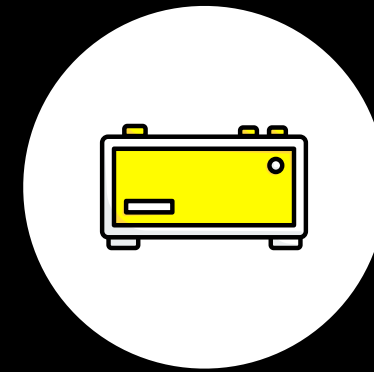
ON TV



IN MAGAZINES



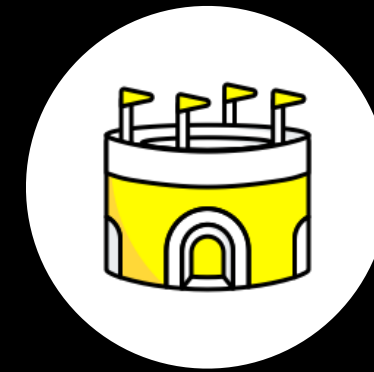
ON YOUR APPS



ON THE RADIO



ON YOUR COMMUTE

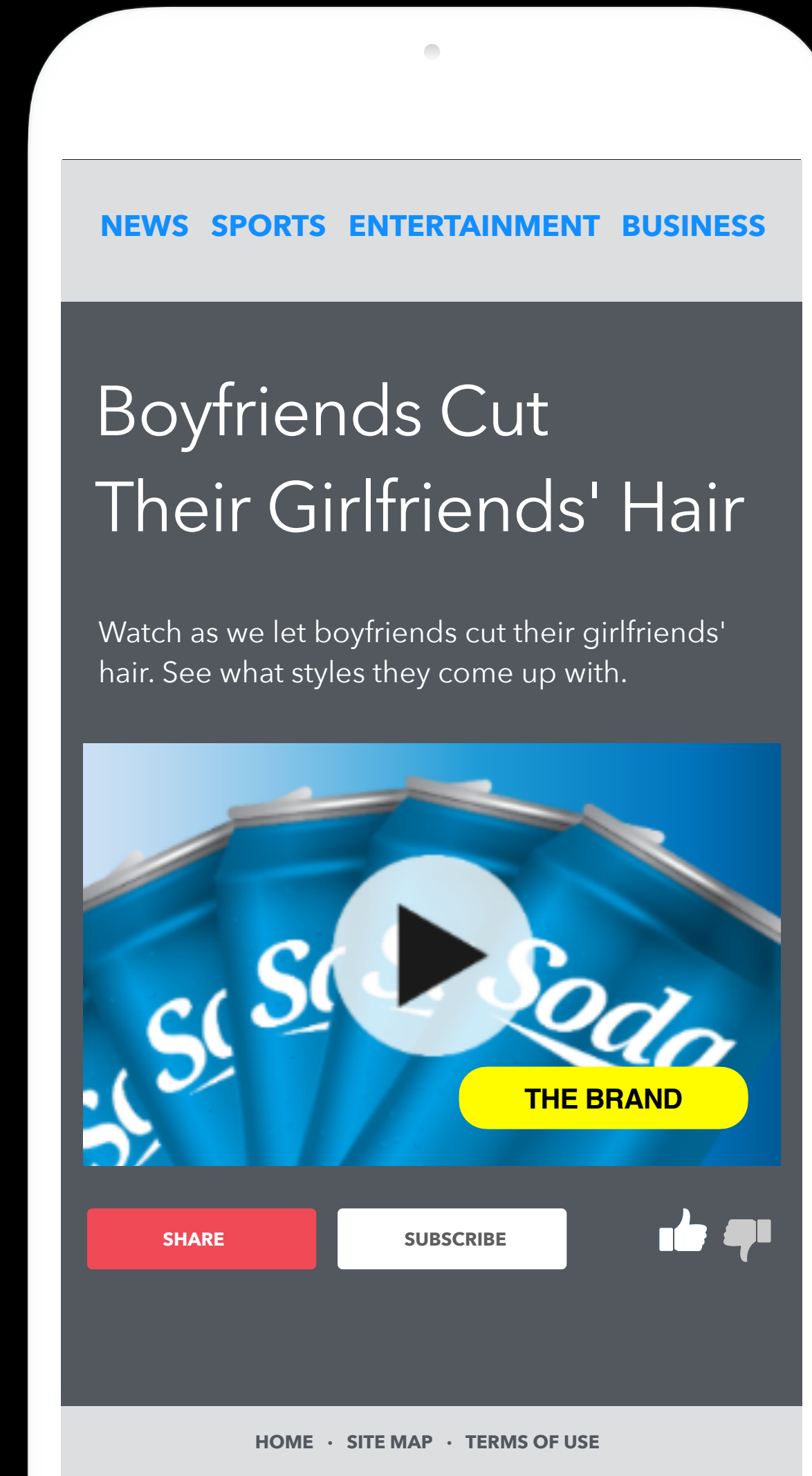


IN SPORTING ARENAS

But not all ads are created equal

THE CAMERA: SPONSORED LENSES

- Utilizes the camera
- Augmented reality experience
- Interactive and opt-in
- Personal & communicative experiences
- Full vertical screen
- Mobile only



THE TRADITIONAL: PRE-ROLL VIDEO ADS

- Plays prior to content
- Designed to share more brand information
- Unsolicited advertising
- Skippable/Non-Skippable formats

Camera Ads vs. Video Ads

GOALS

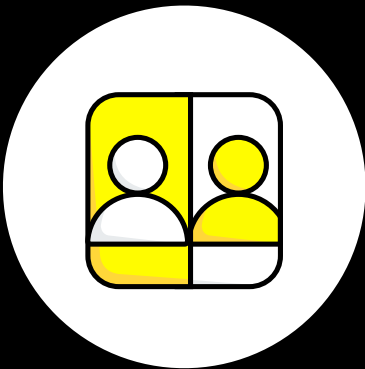
- Explore consumers' unconscious responses to traditional ads vs. ads designed for the camera that augment reality
- Understand the consumer perspective towards ads designed for the camera that augment reality

METHODOLOGY

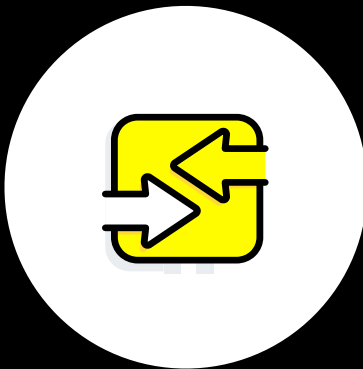
We examined participant emotional and cognitive responses to Snapchat Lenses and :15 sec pre-roll video ads on premium websites. We used mobile eye-tracking, Galvanic Skin Response (GSR), heart rate (PPG) and brain pulses from Electroencephalography (EEG).



Approach



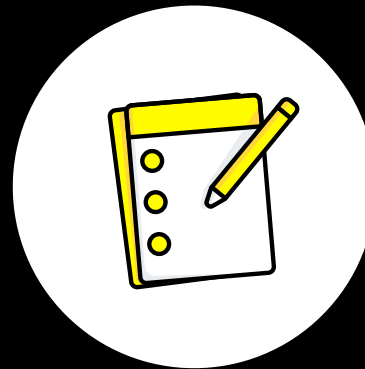
IN-LAB, FRIEND PAIRS



**RANDOMLY ASSIGNED
EXPERIENCES**



NEUROMETRIC MEASUREMENT



POST-EXPOSURE SURVEY

Mobile Eye-Tracking

Galvanic Skin Response (GSR)

Heart Rate (PPG)

Brain Pulses from Electroencephalography
(EEG)

Two media experiences

CAMERA EXPERIENCES

Friends interacted with 6 Snapchat Lenses. For each friend pair, there was a Player and a Viewer:

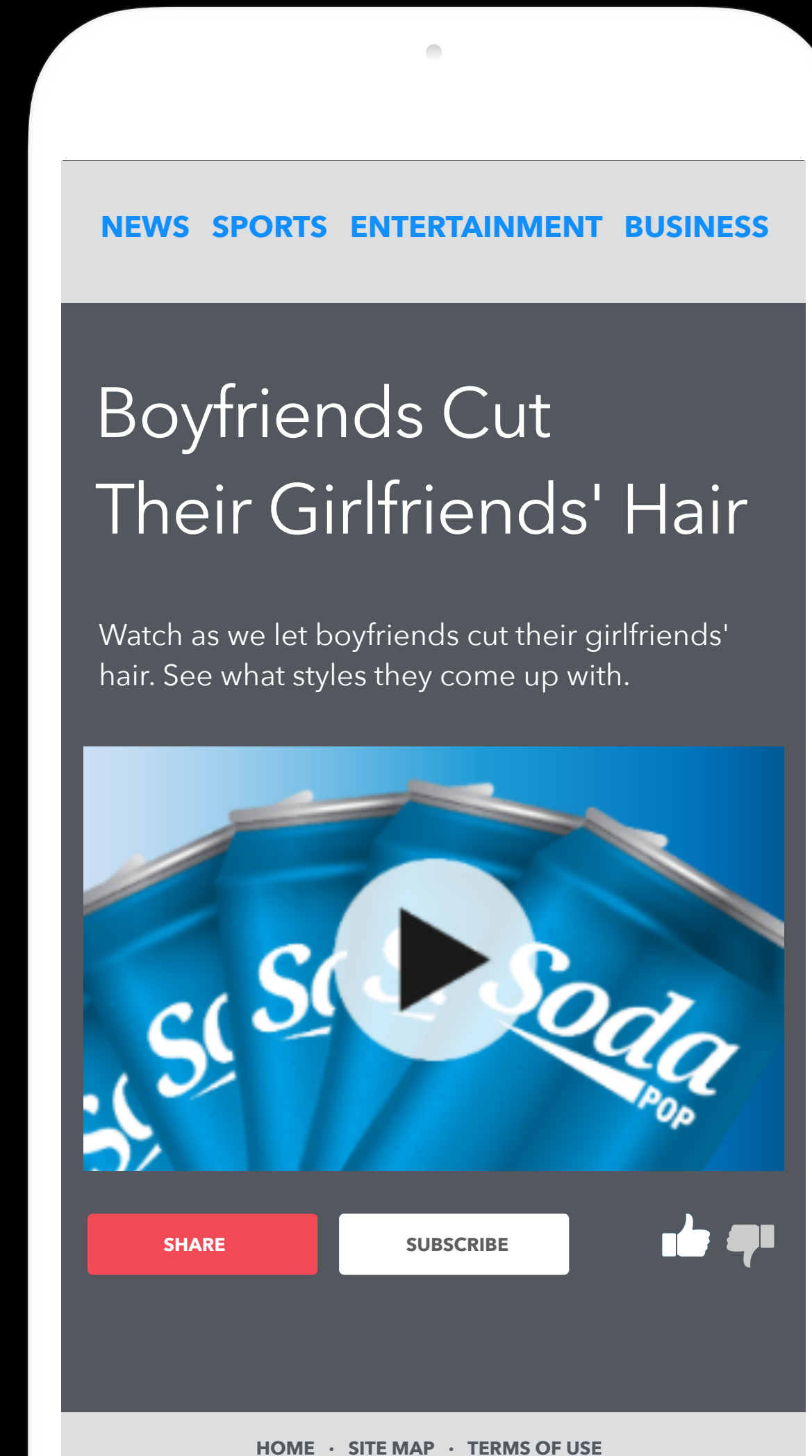
Players (n=42) created and sent 6 Snapchat Lenses to their friend. Players were randomly assigned 3 brand Sponsored Lenses.

Viewers (n=42) viewed the Lenses sent by their friend.



WEBSITE EXPERIENCES

Friends (n=84) selected 3 videos to watch that played on premium websites. Each video contained a :15 sec pre-roll ad.

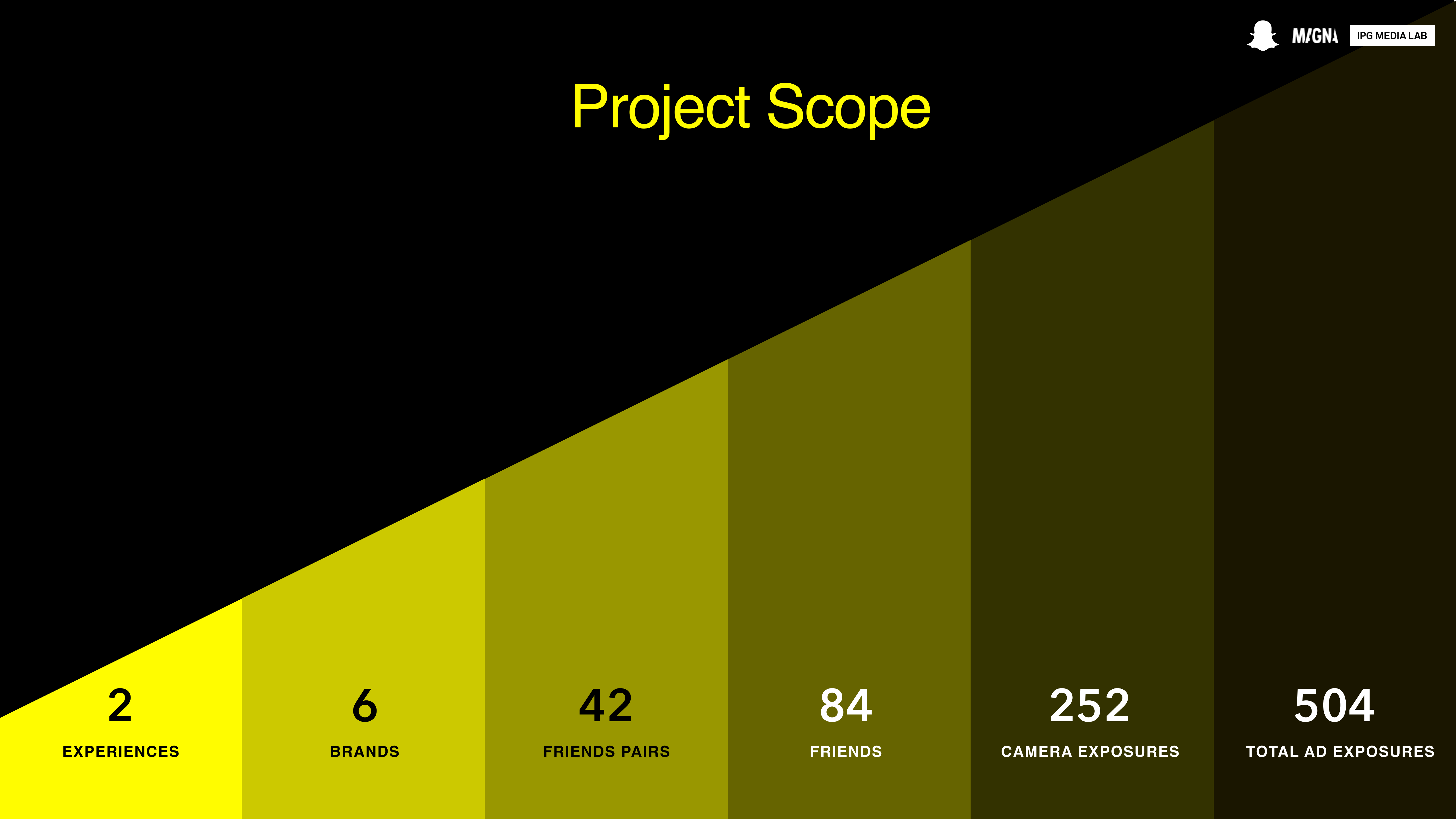




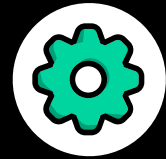
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Project Scope



Measuring consumers' unconscious response to brands



RETENTION

Brain-derived score that uses Electroencephalography (EEG) to predict comprehension and learning.



ENGAGEMENT

Brain-derived score that uses EEG and Galvanic Skin Response (GSR) sensors to measure arousal and heart rate.



EMOTION

Brain-derived score that uses EEG to measure emotional intensity.



VISUAL ATTENTION

Eye-tracking score measuring focus and distraction.

A black and white photograph of two women with curly hair taking a selfie outdoors. The woman on the left is holding a smartphone up to take the picture, and both are smiling. The background shows trees and an outdoor setting.

THE PLAYER EXPERIENCE

The Power of Play



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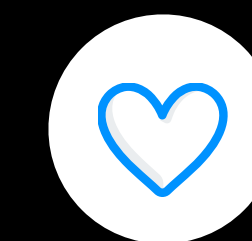


Lenses are 32% more engaging than pre-roll ads

Sponsored Lenses evoke stronger physical reactions in individuals when compared to traditional video pre-roll ads

- Individuals Viewing Pre-Roll Ads
- Players of Sponsored Lenses

HEART RATE (BPM)



74



83

AROUSAL (SKIN CONDUCTANCE)

1.98

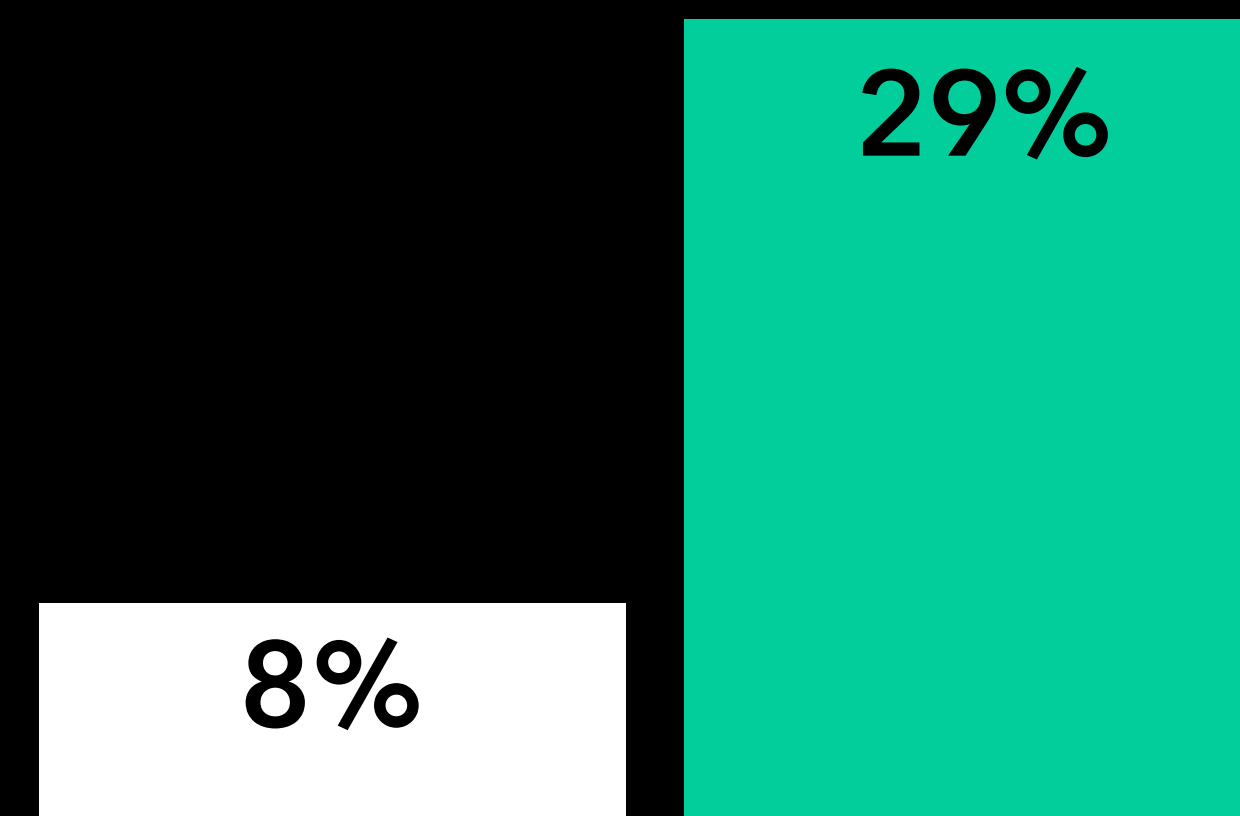
2.61

Increased Engagement = Nearly 4x Increased Retention

Brands used in Sponsored Lenses had nearly 4x stronger unaided recall among Players

- Individuals Viewing Pre-Roll Ads
- Players of Sponsored Lenses

UNAIDED AD RECALL

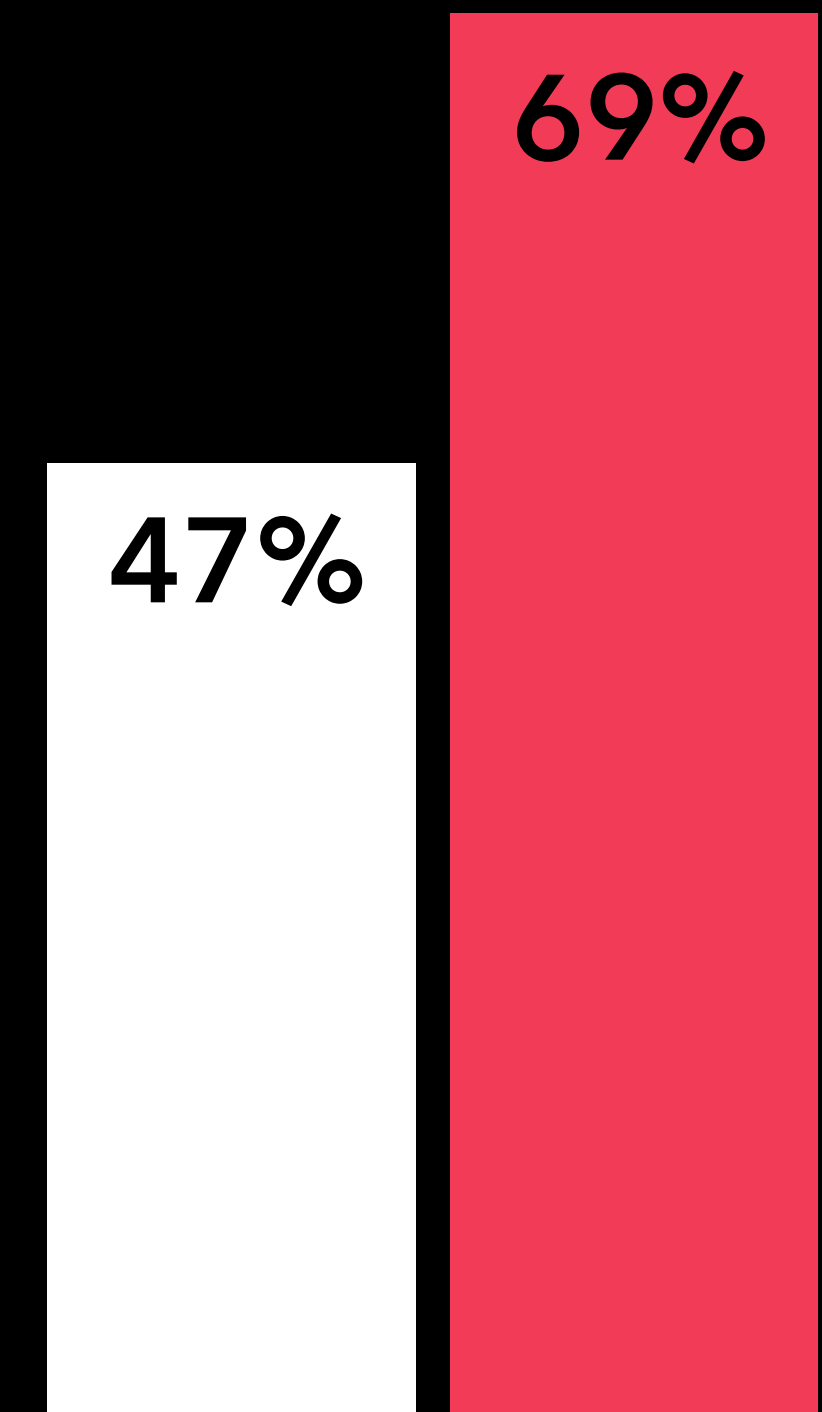


50% more fun than traditional mobile video experiences

"Communication with friends is more fun this way"

- Individuals Viewing Pre-Roll Ads
- Players of Sponsored Lenses

% WHO REPORTED AD EXPERIENCE AS FUN (Top Box)



THE VIEWER EXPERIENCE

Special Delivery



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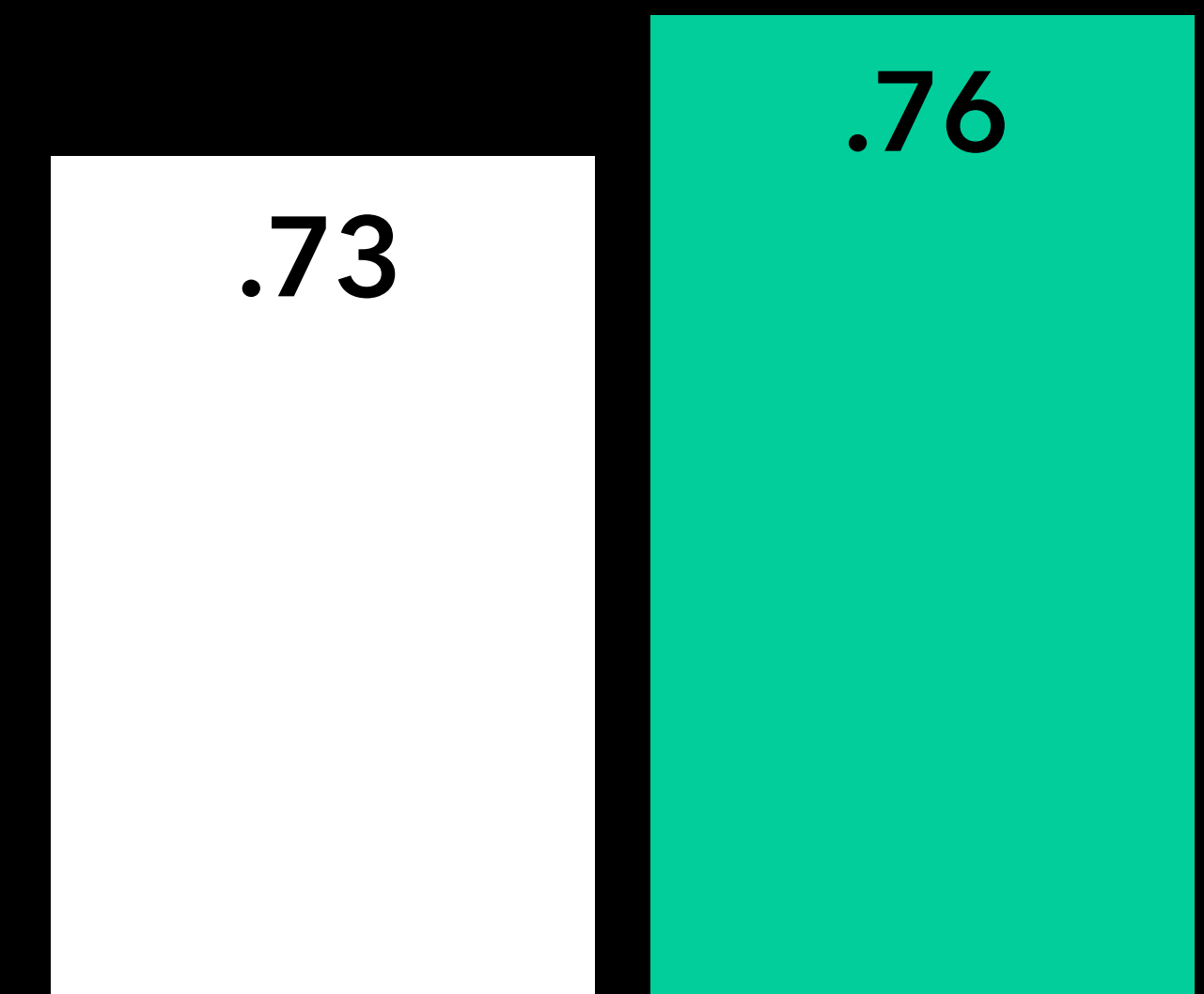
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Lenses generate higher retention among Viewers

Brand information in Sponsored Lenses is more actively processed than in pre-roll video ads

- Individuals Viewing Pre-Roll Ads
- Viewers of Sponsored Lenses

RETENTION
(Average EEG Score)

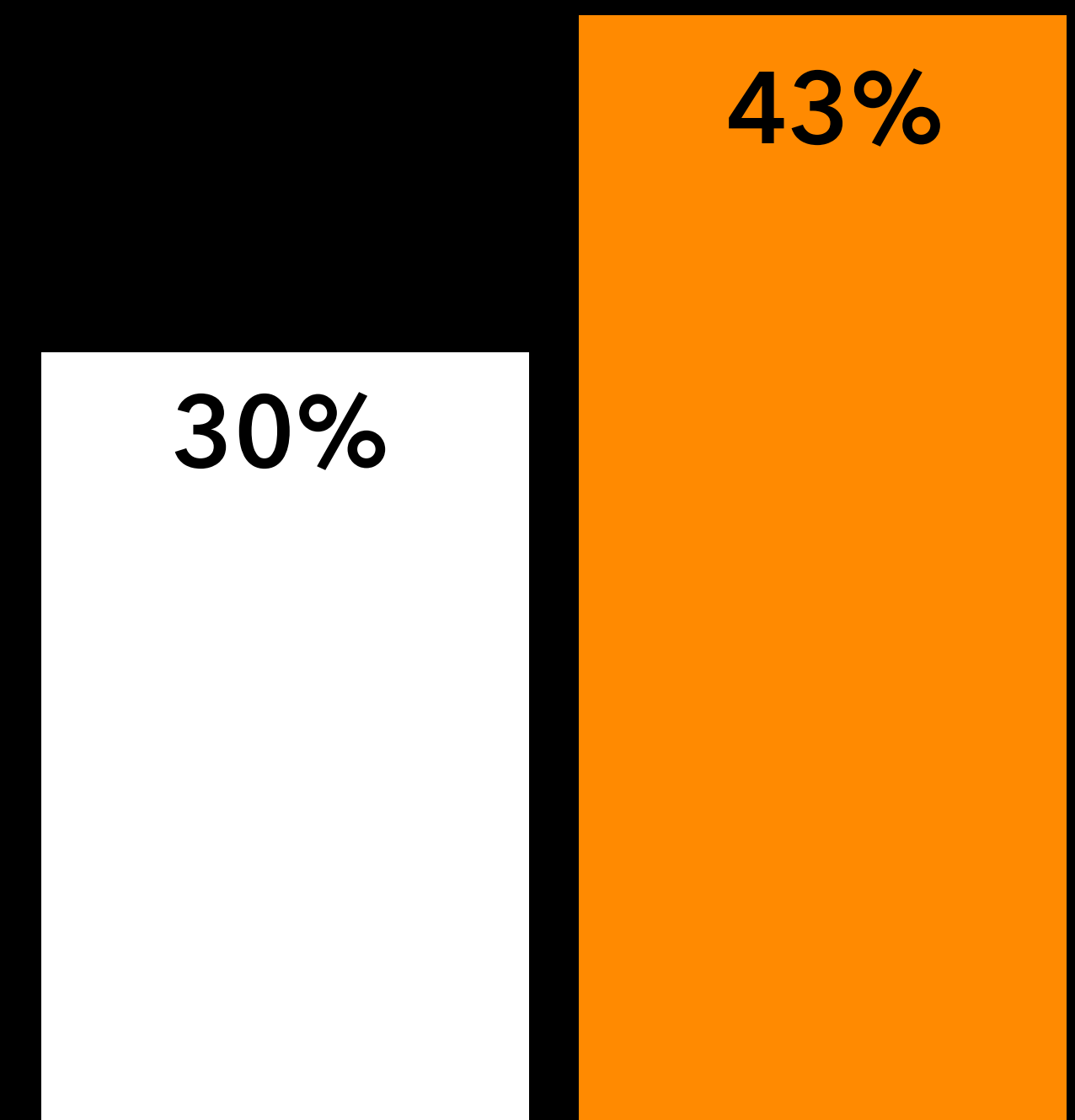


Lenses are over 40% better at focusing attention on brands

Viewers of Sponsored Lenses were more likely to actively focus on the brand or product in the ad as compared to those viewing pre-roll ads

- Individuals Viewing Pre-Roll Ads
- Viewers of Sponsored Lenses

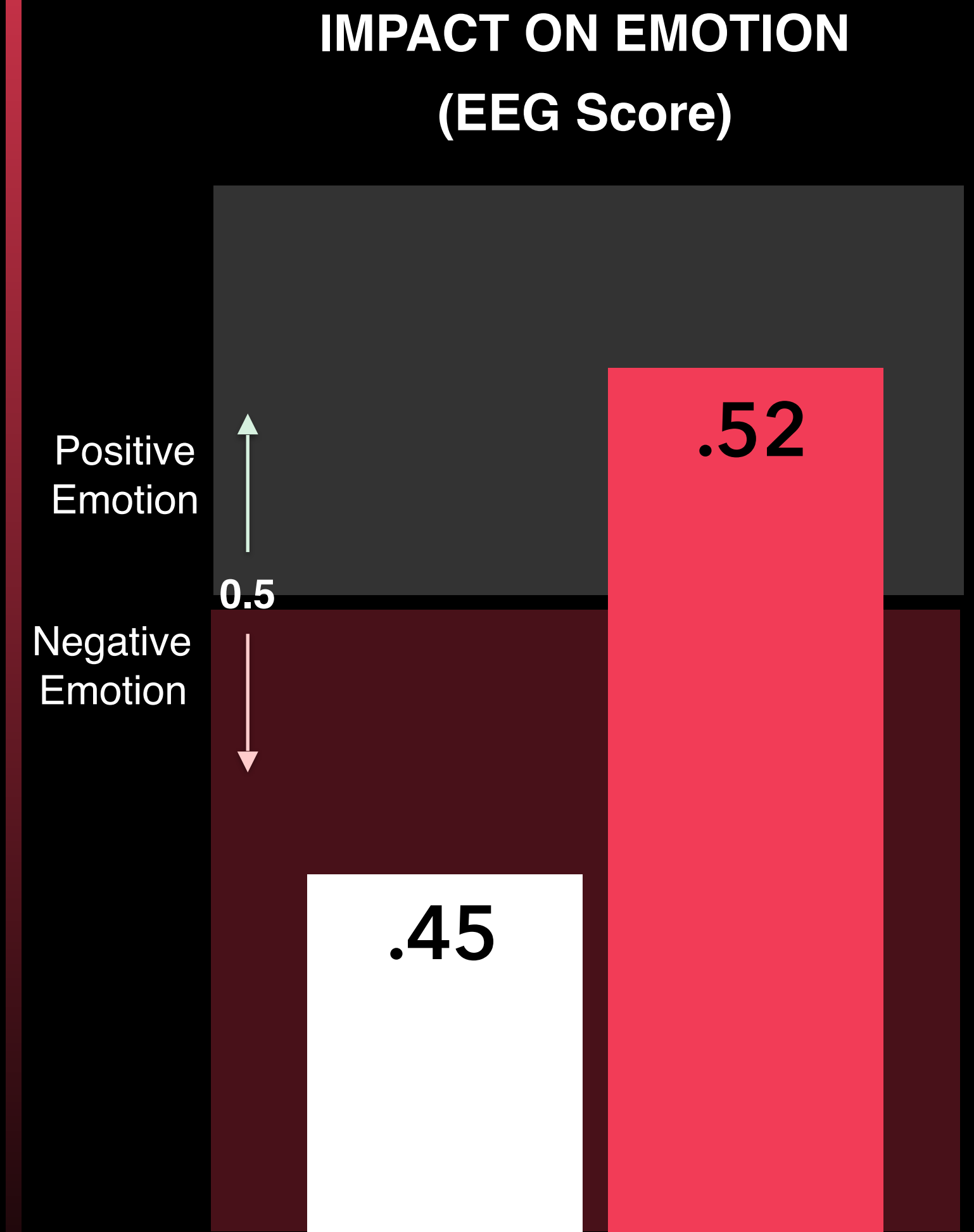
VISUAL ATTENTION
(Percentage Seen)



Lenses promote positive emotional experiences among Viewers

Sponsored Lenses provide brands with an environment for friends to interact, share, and have fun

- Individuals Viewing Pre-Roll Ads
- Viewers of Sponsored Lenses



Findings + Implications

Brand Findings + Implications

Playing with Augmented Reality ads allows for a more immersive experience than traditional pre-roll video ads resulting in higher engagement, positive feelings, and brand retention

Playing with Sponsored Lenses evokes a physical reaction 32% stronger than traditional pre-roll ads, even spurring greater impact than paid pre-roll ads when shared

.....●

AR helps close the physical gap between brands and their consumers, capturing attention and creating a connection among both those who play and friends who view them later

AR helps brands not just drive attention in the moment, but retention later with 4x higher unaided ad recall vs. traditional pre-roll ads

.....●

New brands looking to educate users and increase awareness of their brand should leverage AR, a “stickier” ad unit

Sponsored Lenses were found to be 50% more fun than traditional pre-roll ads

.....●

Brands looking to increase the positive perception of their brands should consider AR as a new ad format to connect with consumers