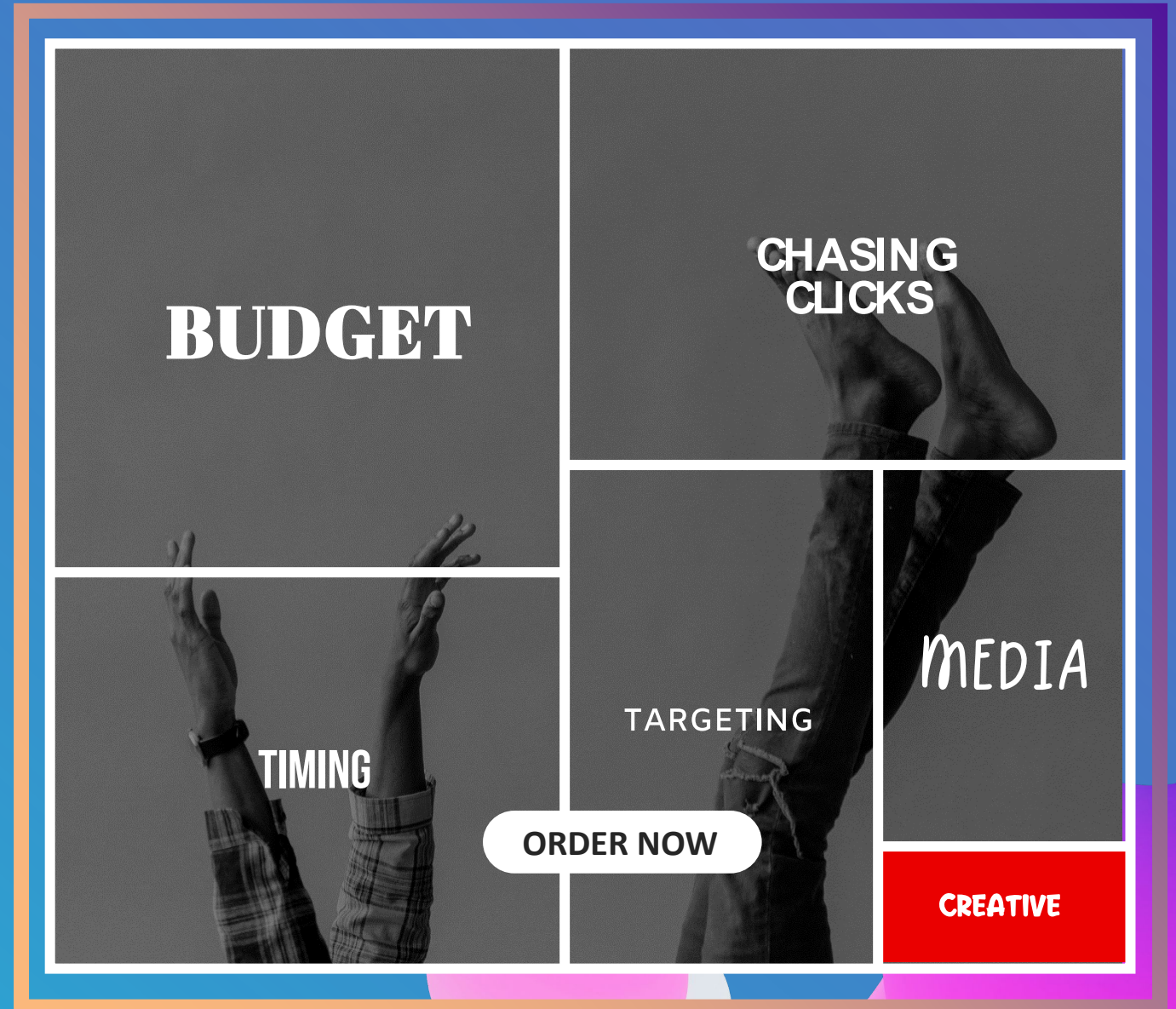


CREATIVE,

THE PERFORMANCE POWERHOUSE

M/GNA MEDIA TRIALS + yahoo!

LET'S FACE IT,
**CREATIVE
EXECUTION
CAN OFTEN
FALL BY THE
WAYSIDE**



QUESTION 1

What role does creative quality play in ad effectiveness?

QUESTION 2

What elements contribute to 'quality creative'?

Methodology

What

Randomized, controlled experiments testing the effectiveness of display ads with a variety of attributes across devices

Devices



Types of Ads Tested Per Brand

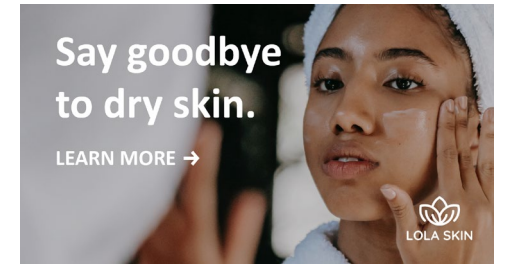
Control Ad*



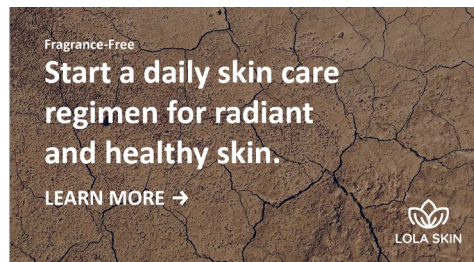
Base Ad



Enhanced Imagery



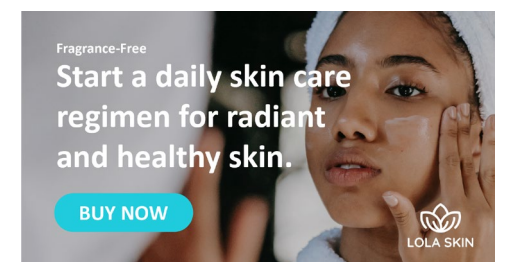
More Informative Messaging



More Direct Call-To-Action

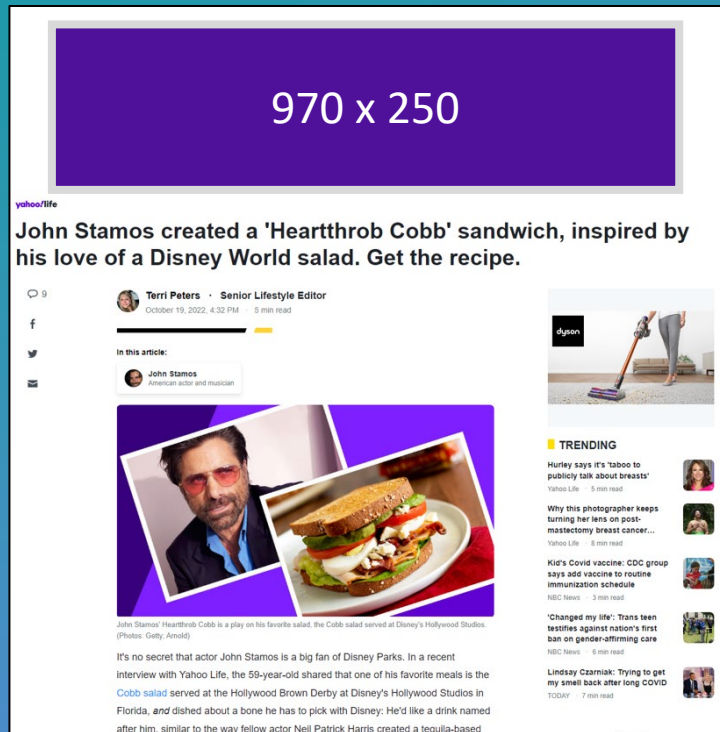


All Enhancements



Ad sizes

tested



970 x 250

John Stamos created a 'Heartthrob Cobb' sandwich, inspired by his love of a Disney World salad. Get the recipe.

Terri Peters · Senior Lifestyle Editor

October 19, 2022, 4:32 PM · 5 min read

In this article:

John Stamos
American actor and musician

John Stamos' Heartthrob Cobb is a play on his favorite salad, the Cobb salad served at Disney's Hollywood Studios. (Photos: Getty, Arnold)

It's no secret that actor John Stamos is a big fan of Disney Parks. In a recent interview with Yahoo Life, the 59-year-old shared that one of his favorite meals is the Cobb salad served at the Hollywood Brown Derby at Disney's Hollywood Studios in Florida, and dished about a bone he has to pick with Disney: He'd like a drink named after him, similar to the way fellow actor Neil Patrick Harris created a tequila-based

TRENDING

Hurley says it's 'taboo to publicly talk about breasts'

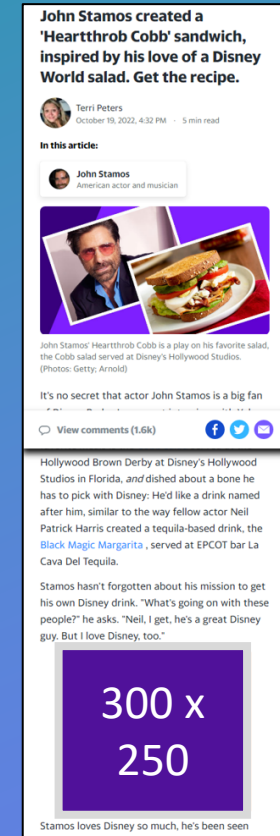
Why this photographer keeps turning her lens on post-mastectomy breast cancer...

Kid's Covid vaccine: CDC group says add vaccine to routine immunization schedule

'Changed my life': Trans teen testifies against nation's first ban on gender-affirming care

Lindsay Czarnecki: Trying to get my small back after long COVID

300 x 250



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300 x 250

The research in **numbers.**



Sample Size

4,114



Ads Tested

108



Metrics

61



Industry Verticals

3

SIZING THE

CONTRIBUTION OF CREATIVE



How much does media and creative contribute to ad effectiveness?

We used advanced modelling to uncover the drivers of branding KPIs

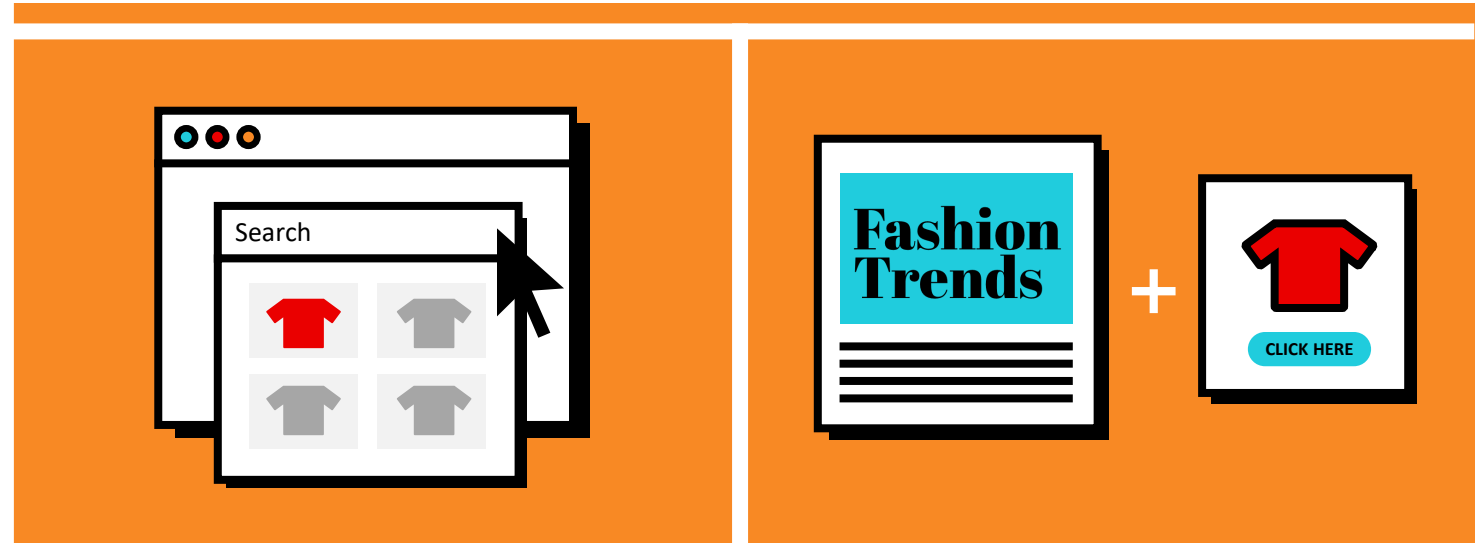
CREATIVE QUALITY



Quality of Ad

User perceptions of ad*

MEDIA PLACEMENT



Targeting Effectiveness

Whether the person is in-market for the advertised product

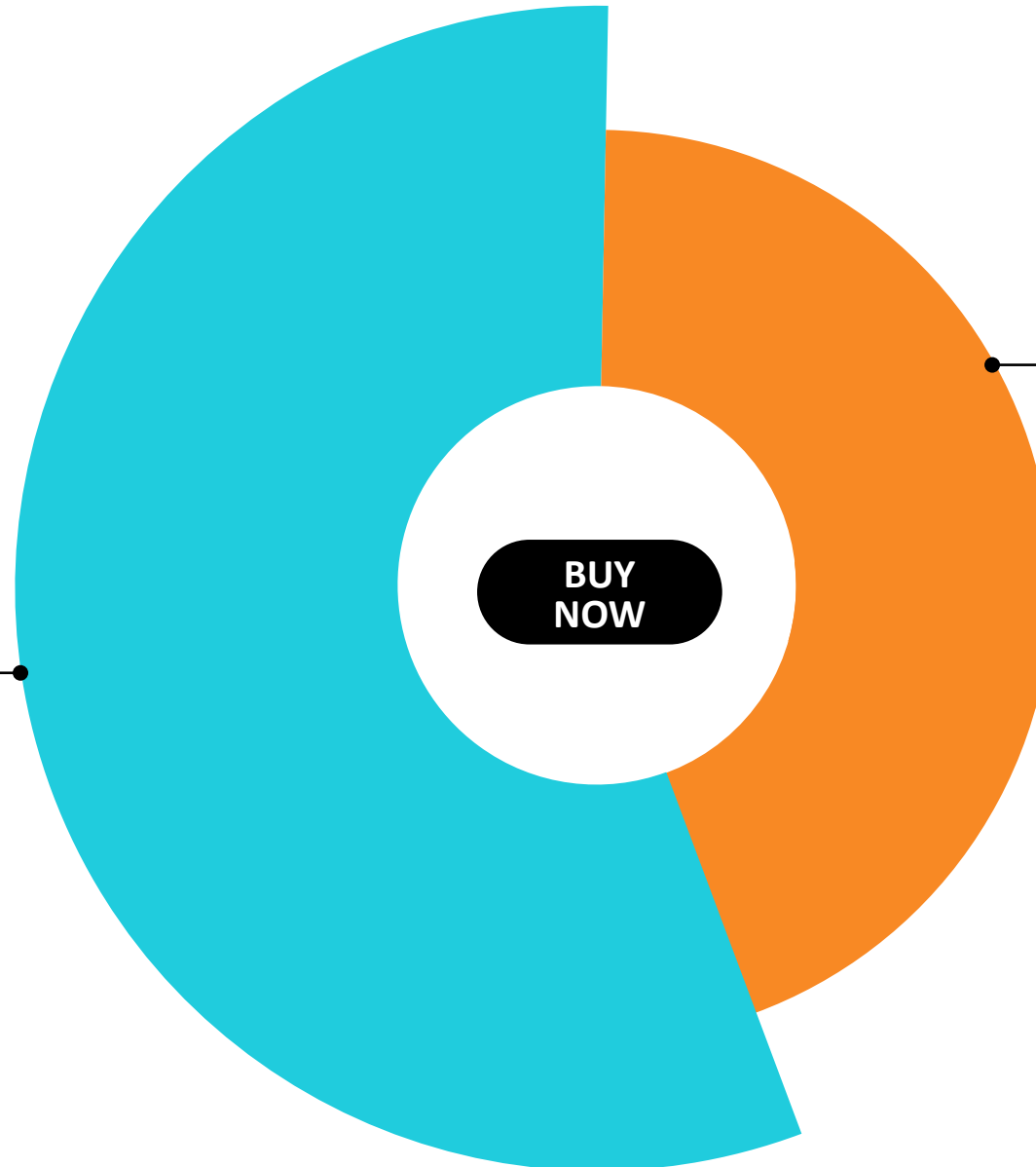
Contextual Alignment

Perceived alignment between the ad and content

Creative quality drives 56% of impact on purchase intent

Drivers of Purchase Intent
- Relative Contribution (%)

56%
Creative
Quality

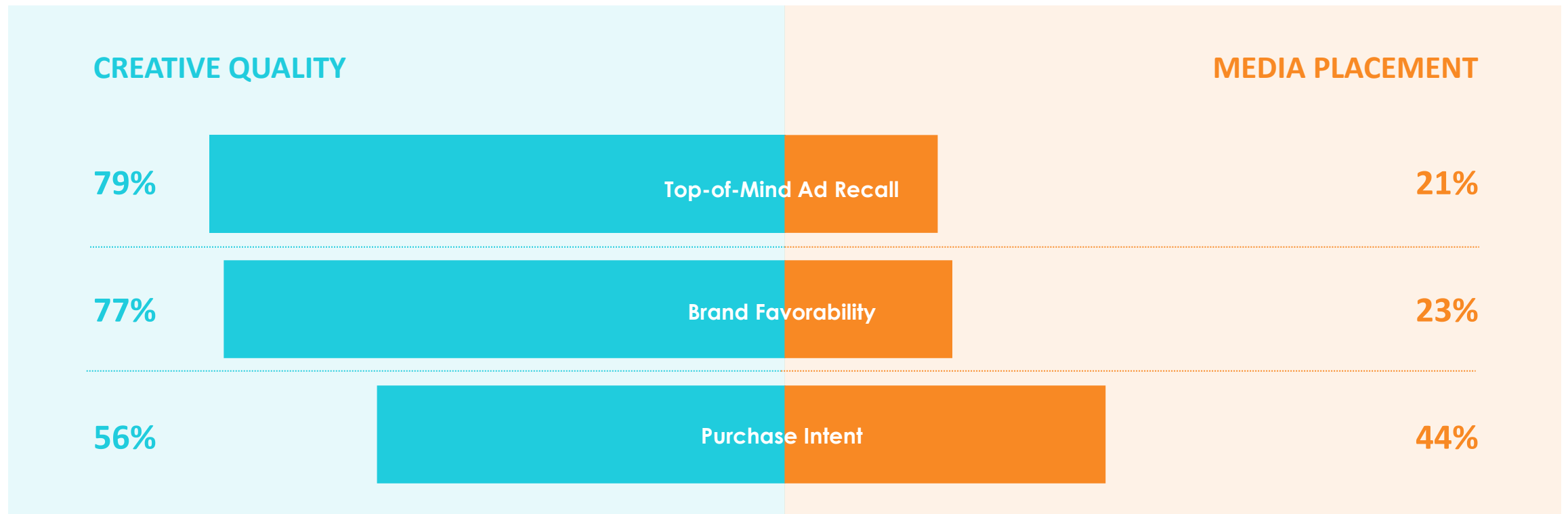


44%
Media
Placement

Quality creative is critical across the purchase funnel, particularly for driving awareness and shaping brand opinions

Naturally, good media placement plays a critical role as well, especially for driving purchase intent

Drivers of Brand KPIs - Relative Contribution (%)



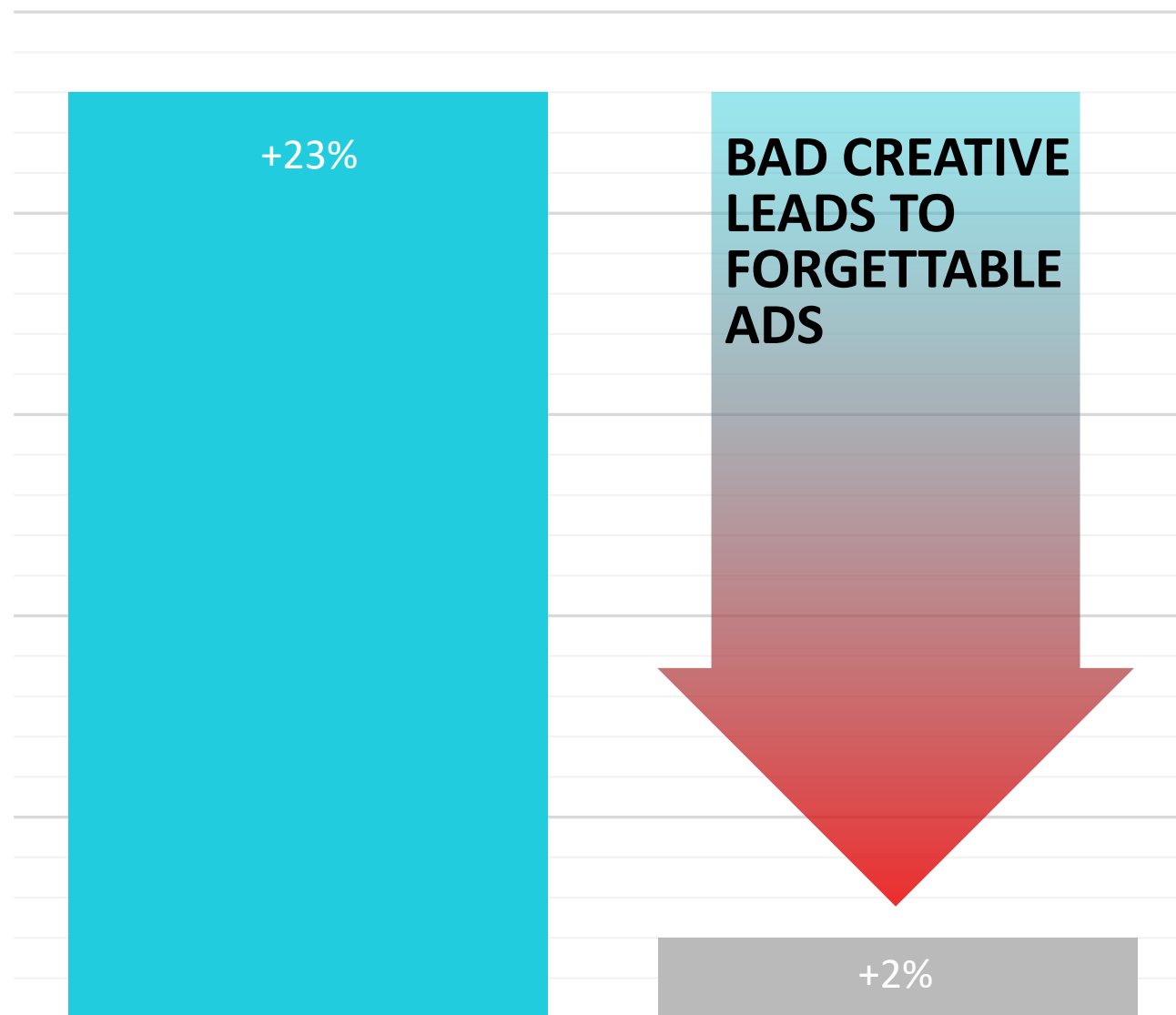
Poor creative can mean wasted impressions

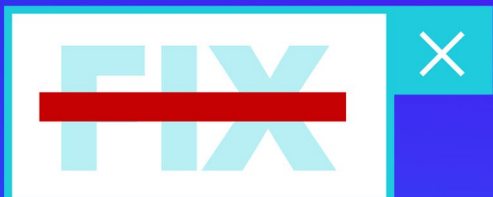
Impact of Creative Quality on Aided Ad Recall

- Delta (Exposed – Control)

■ Average Impact of All Ads

■ Impact With Poor Creative Quality





MASTER

CREATIVE QUALITY

LOGO

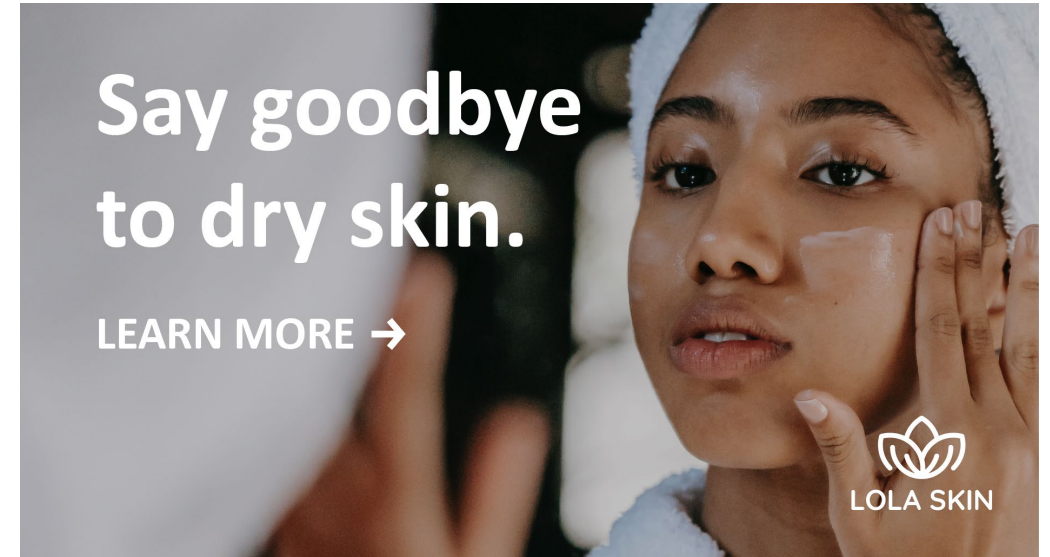
BUY NOW

Tactic #1: Enhancing creative imagery



Base Ad

Ads with limited visuals (no humans; brand logo in bottom righthand side)



Ad with Enhanced Imagery

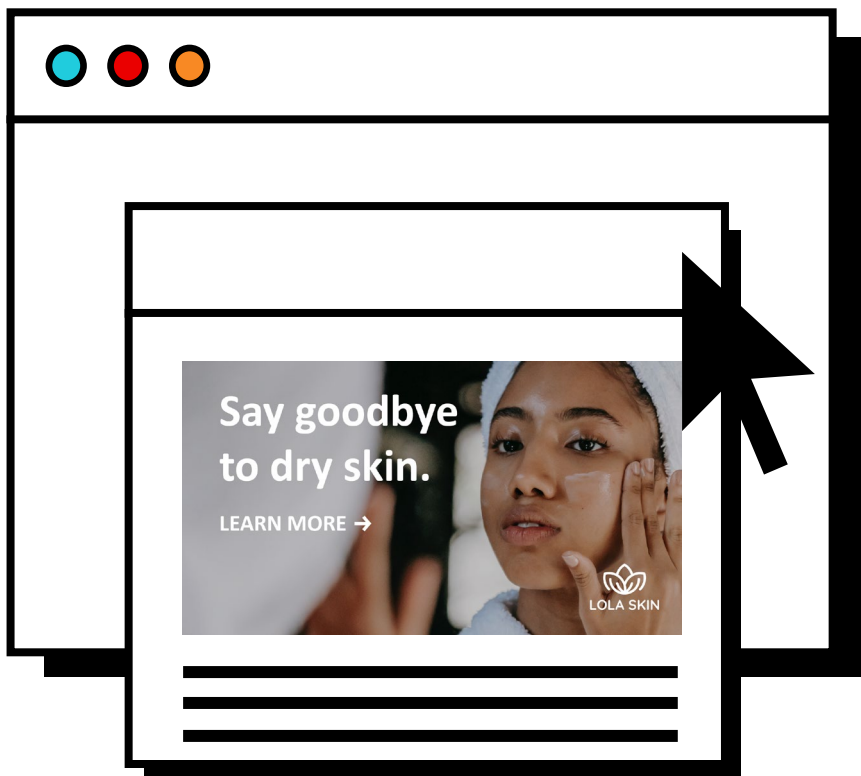
Ads with human presence, product images, or more prominent logo placement (not shown)

Strong visuals draw in those with the propensity to buy

Those in-market for the product are much more likely to notice and enjoy ads with improved imagery

Impact of Enhanced Imagery

■ Base Ad ■ Ad with Enhanced Imagery



Noticed Ad – % Selected

Total Audience



+11%
Lift

In-Market for Product



+20%
Lift

Ad Was Fun To Look At – % Strongly/Somewhat Agree

In-Market for Product



+13%
Lift

More prominent logo placement has the power to drive transactional momentum

Impact of Enhanced Imagery: Logo Placement

In-Market for Product - % Very/Somewhat Likely

■ Base Ad ■ Ad with More Prominent Logo Placement



Search Intent



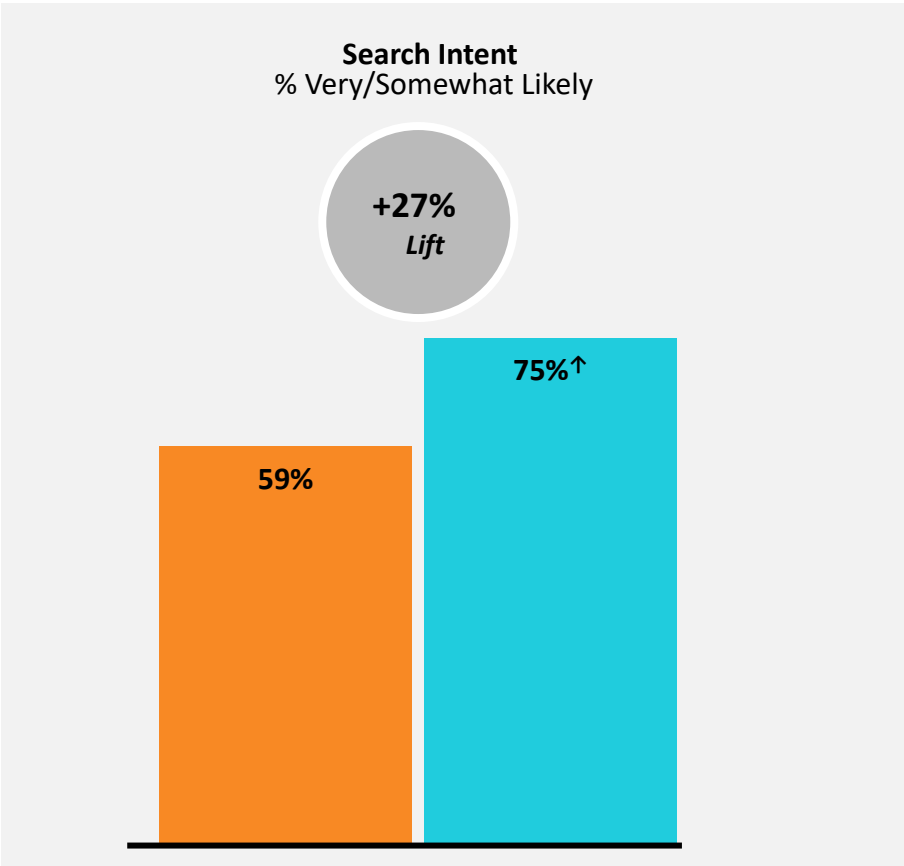
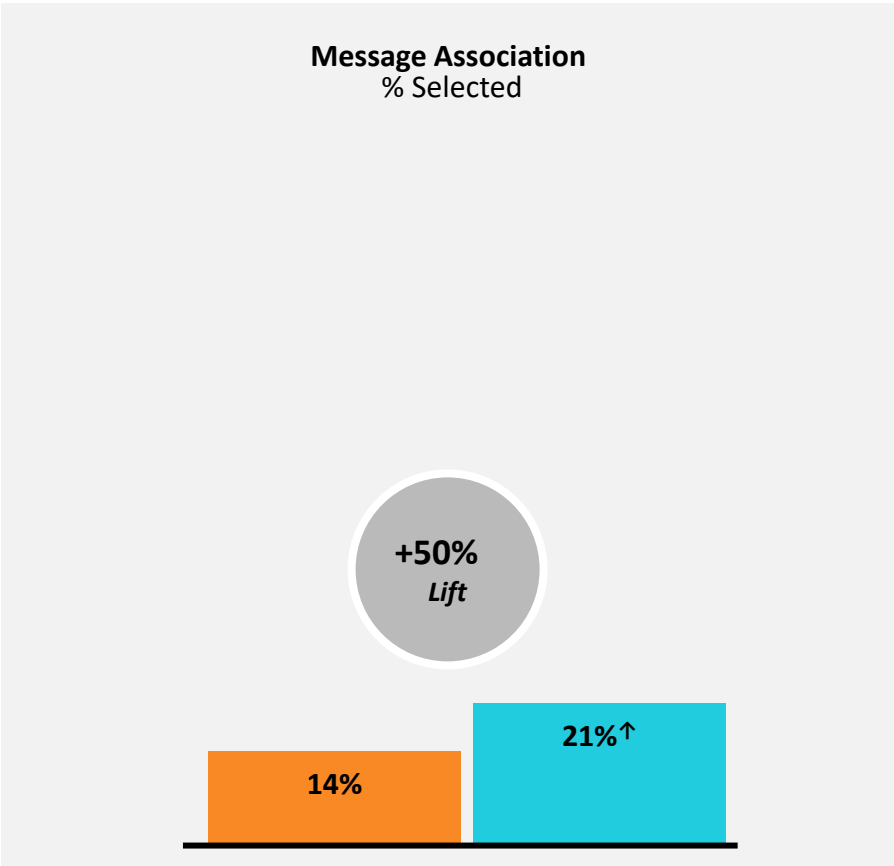
Larger canvas of desktop benefits by improved imagery

Stronger visuals on desktop help drive home the message and encourage next steps

Impact of Enhanced Imagery on Desktop/Laptop Devices

Those In-Market for Product

■ Base Ad ■ Ad with Enhanced Imagery



Tactic #2: Providing more informative messaging



Base Ad

Ads with limited information in text

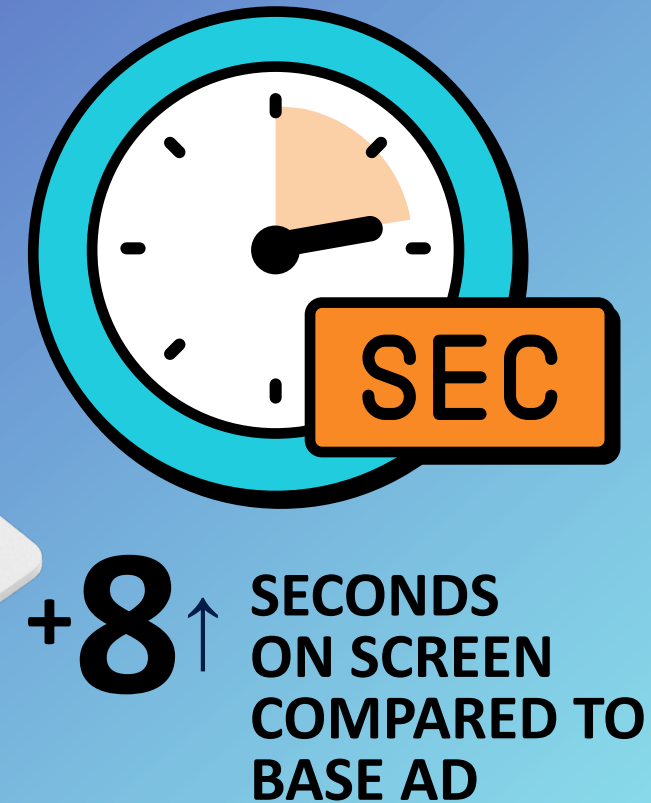


Ad with More Informative Messaging

Ads with strong brand propositions included in text

Ads with explicit brand propositions stay on screen longer

Impact of More Informative Messaging
Total Audience - Average Time on Screen



Acquisition audiences are persuaded by explicit communication of brand perks

Impact of More Informative Messaging
Those Who Haven't Purchased Brand Before
- % Strongly Agree

“Brand Offers Good Perks”



13%[↑]
Improved
Messaging



5%
Base Ad

**+160%
Lift**

Why did you like the ad?

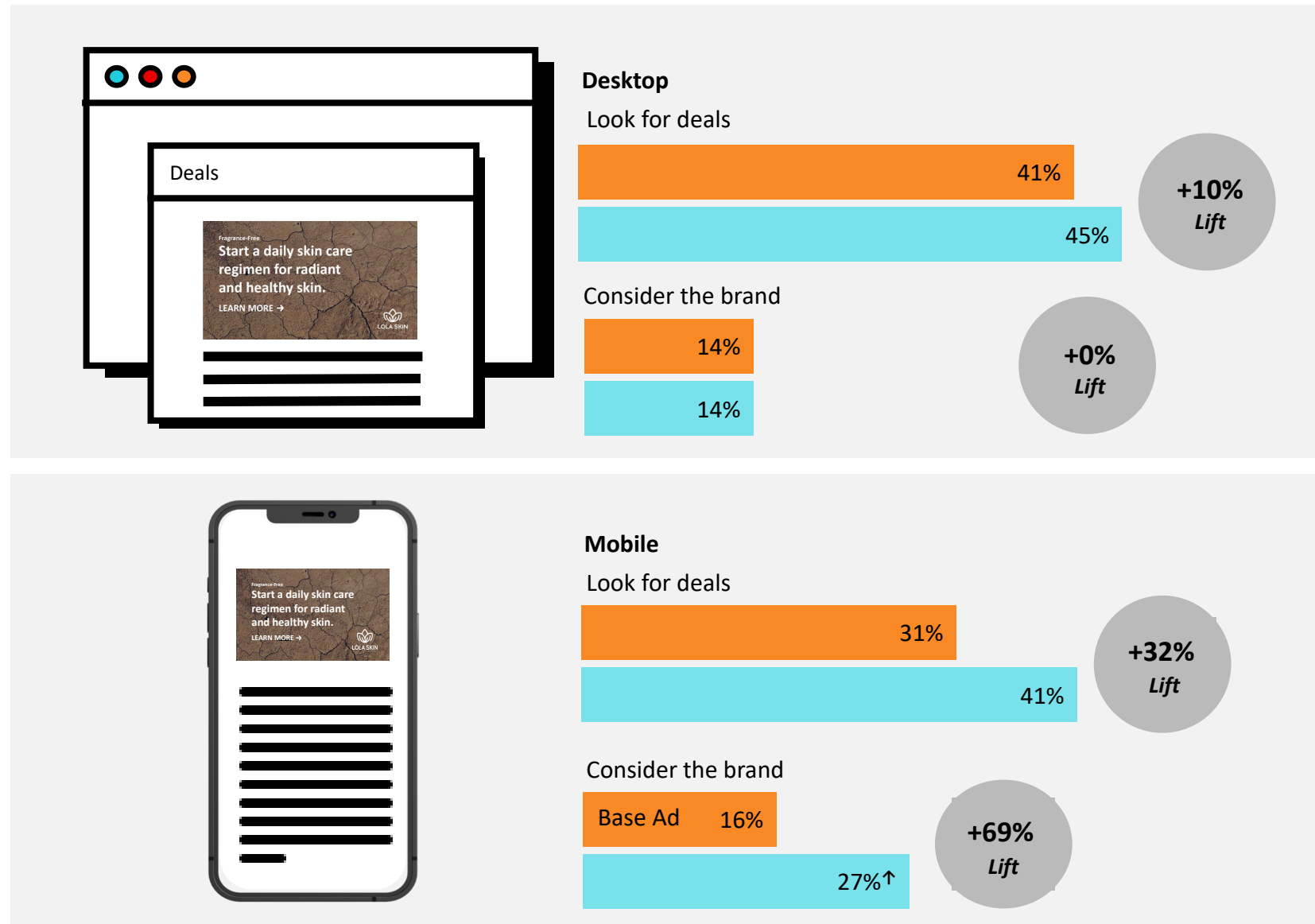
- Approve of fragrance free and dermatologist tested
- Because it is a nice incentive
- Dermatologist testing makes it sound better
- Gave information about the lotion
- Great tag line
- I liked the informativeness of it

Clear brand propositions prompt next steps on mobile

Brand ads work hard by motivating consumers to dig deeper into the brand

Impact of More Informative Messaging By Device
Those In Market – % Selected

■ Base Ad ■ Ad with More Informative Messaging



Tactic #3: Leveraging a more direct call-to-action (CTA)



Base Ad

Ads with a vague call-to-action that doesn't stand out



Ad with More Direct CTA

Ads with a call-to-action that stands out (e.g., has a different color around it, larger font) and is more direct/relevant (e.g., "see offers")

Improving the call-to-action drives interest and action

Impact of More Direct CTA
Those In-Market for Product



All In Market

Based Ad N= 263; Ads with More Direct CTA N=261

Visit Brand's Website: Brand 1; Base Ad N= 63; Ads with Enhanced Direct CTA N=64

Look for offers/deals: Brand 2; Base Ad N= 140 Ads with More Enhanced CTA N= 134

↑ = Statistically significant difference between groups at ≥90% confidence

Clear, direct CTAs are critical on mobile and drives action

Impact of More Direct CTA by Device
Those In-Market for Product -% Selected

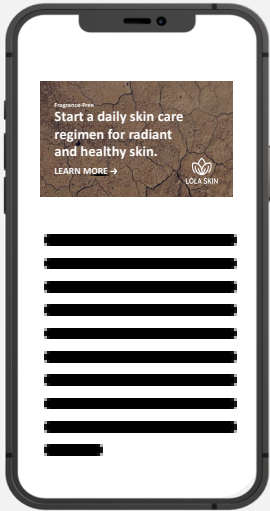
AD ACTION: LOOK FOR OFFERS/DEALS



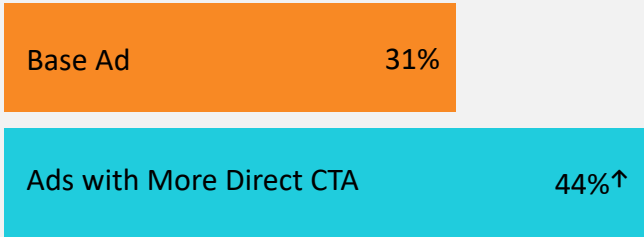
Desktop



+0%
Lift



Mobile



+42%
Lift

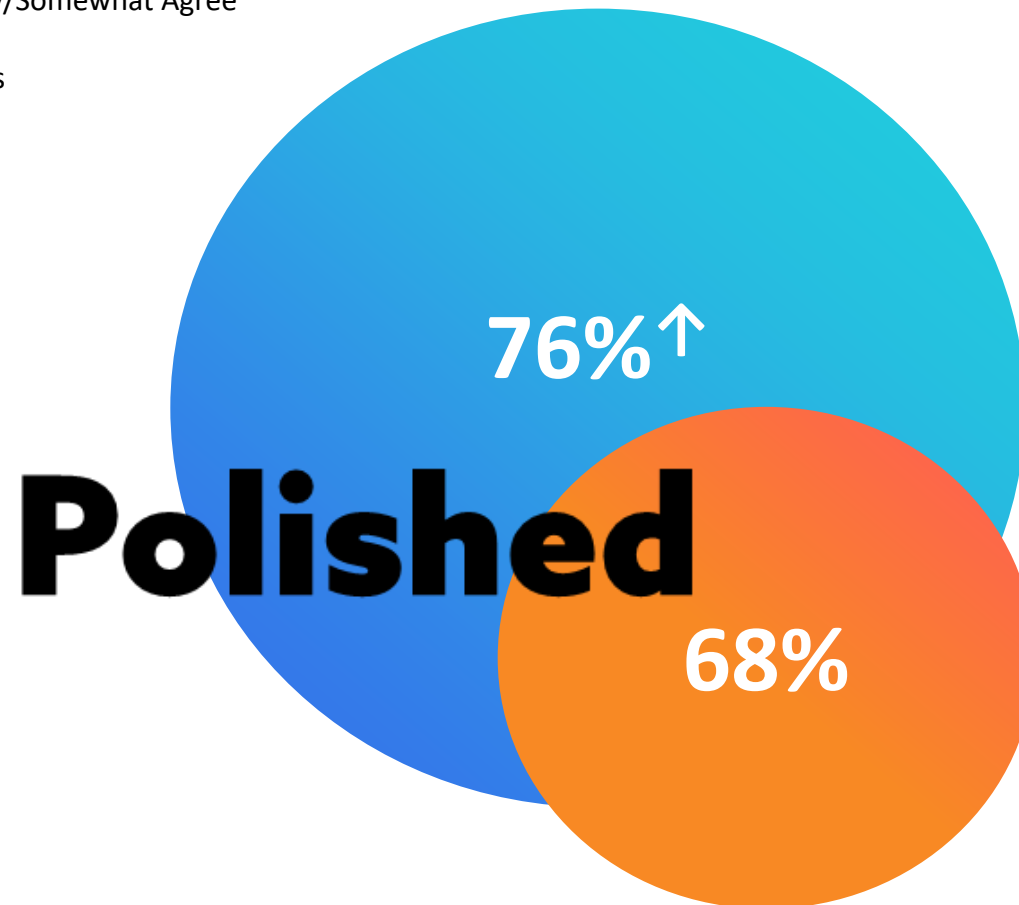
Desktop: Base Ad N= 123; Ads with More Direct CTA N= 138
Mobile: Base Ad N= 140; Ads with More Direct CTA N= 123
↑ = Statistically significant difference between groups at ≥90% confidence

All improvements help brands put their best foot forward

Impact of All Enhancements

Those in Market for Product - % Strongly/Somewhat Agree

■ Base Ad ■ Ad with All Enhancements

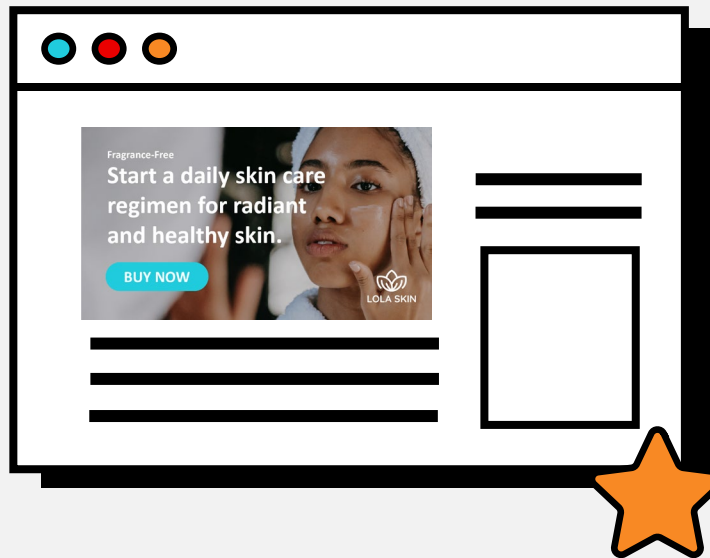


Simple changes to images and text can drive brand quality and trust

Low quality creative had no impact on brand perceptions, while enhanced quality creative delivered a positive brand impact

Impact of All Enhancements

Those in Market for Product
- % Strongly/Somewhat Agree



Brand is **High Quality**



+7%
Lift

Brand is **Trustworthy**



+8%
Lift

All In Market:

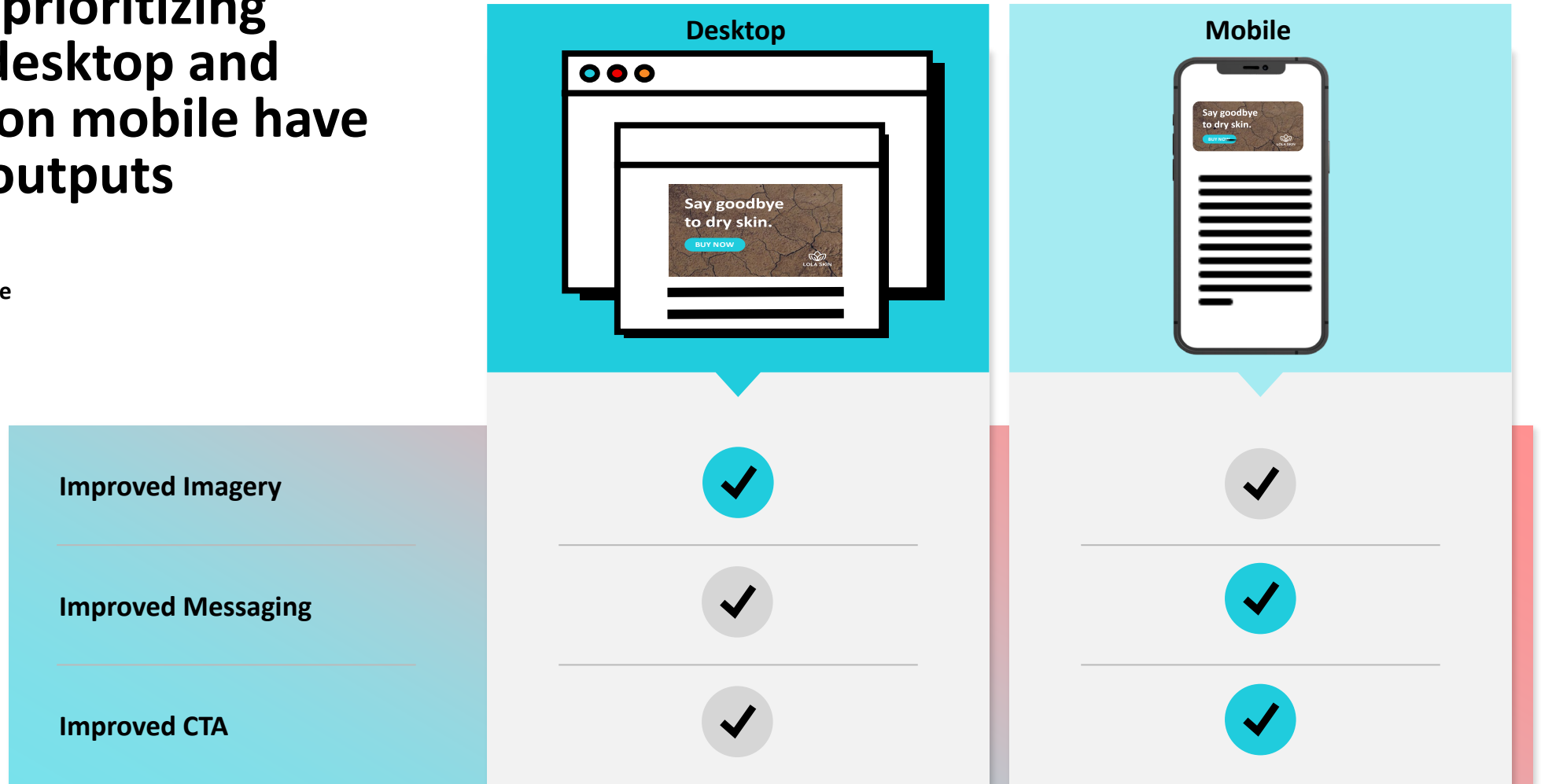
Base Ad Control N= 259; Exposed N= 263

Ad with All Enhancements Control N= 259; Exposed N= 2556

[↑] = Statistically significant difference between groups at ≥90% confidence

While optimizing all elements across devices is important, prioritizing visuals on desktop and messaging on mobile have maximum outputs

Creative Changes By Device

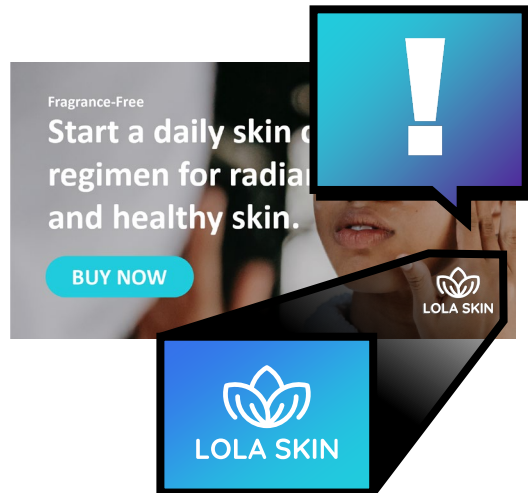


MARKETER GO-DOS

Marketer Go-Dos

Don't let creative fall by the wayside

- Creative plays an integral role in helping brands stand out and shaping opinions
- Small changes in creative can make a huge difference in performance



Optimizations are important across platforms, but tailor approach to the needs of the device



Mobile

- Take advantage of the leaned in mindset of mobile, compelling brand propositions and CTAs



Desktop/Laptop

- Prioritize imagery to attract attention on this larger screen size
- Consider including human presence



THANK YOU

M/GNA MEDIA TRIALS + yahoo!