FORMAT FUNCTIONALITY

A **Global Report** on Diversifying the Ad Format Mix

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The Video Evolution

Working principles for best-in-class video are evolving

What We Know

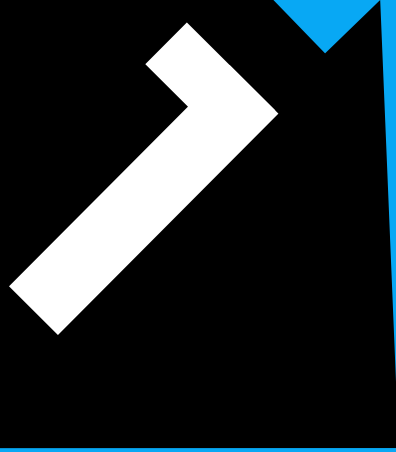**Video ad length is not a proxy for effectiveness**

Both :06 and **:15** second ads can drive persuasion metrics. Planning should be based on more than ad length alone

Fit in to stand out

Advertisers should consider **matching the length of the ad with the platform** and **length of the video content** being consumed

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Our Questions

What role does ad functionality play in ad performance?

Should brands leverage a diverse mix of ad formats?

How + Where We Tested

Methodology

Controlled testing of skippable and non-skippable video ads on Snapchat using experimental design Survey to measure impact on branding KPIs.

Sample Size

Total A 18-45
(N=4,877)

Use Snapchat **once a week+**

Verticals

Vertical	
Alcohol (A21+)	🍷
Insurance	
Clothing	👕
Telecommunications	
Fitness	
Retail	
Banking	
Hospitality	
Streaming services	

Testing in 5 Countries

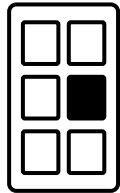|									
🇨🇦 CA		🇫🇷 FR		🇸🇦 KSA		🇬🇧 UK		🇺🇸 US	

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What We Tested

Served within **Discovery Content** tiles on Snapchat

Served in **1st and 4th position** of ad pod

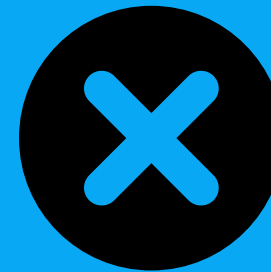| Frequency	2 Exposures
Ad Length	6-30 seconds
Branding	Incl. from start

Skippable Ads

100% skippable

Non-skippable Ads

Forced for the first 6 seconds, then skippable

Skippable Ads + Non-skippable Ads
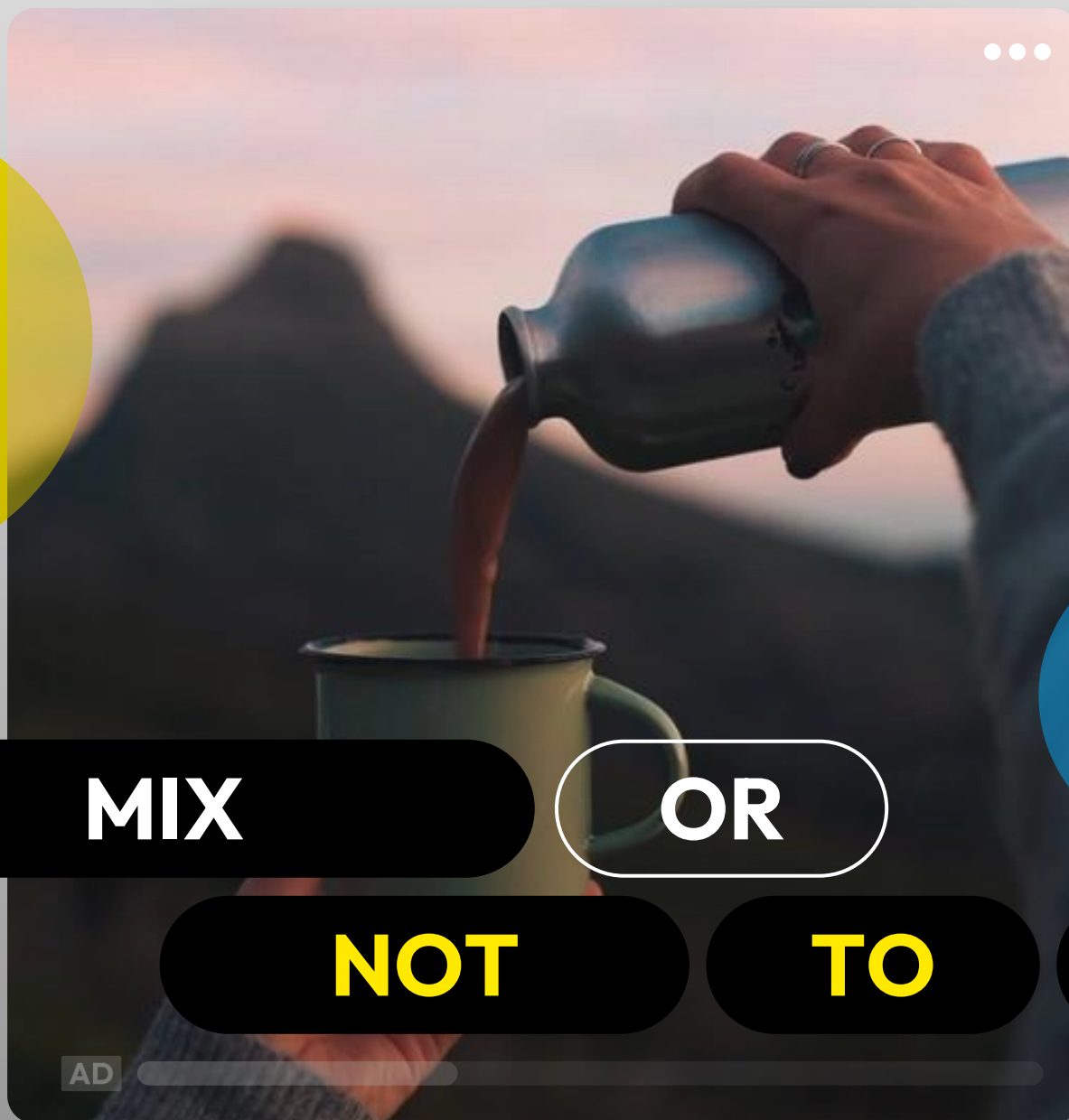
Mixed formats: Order was randomized

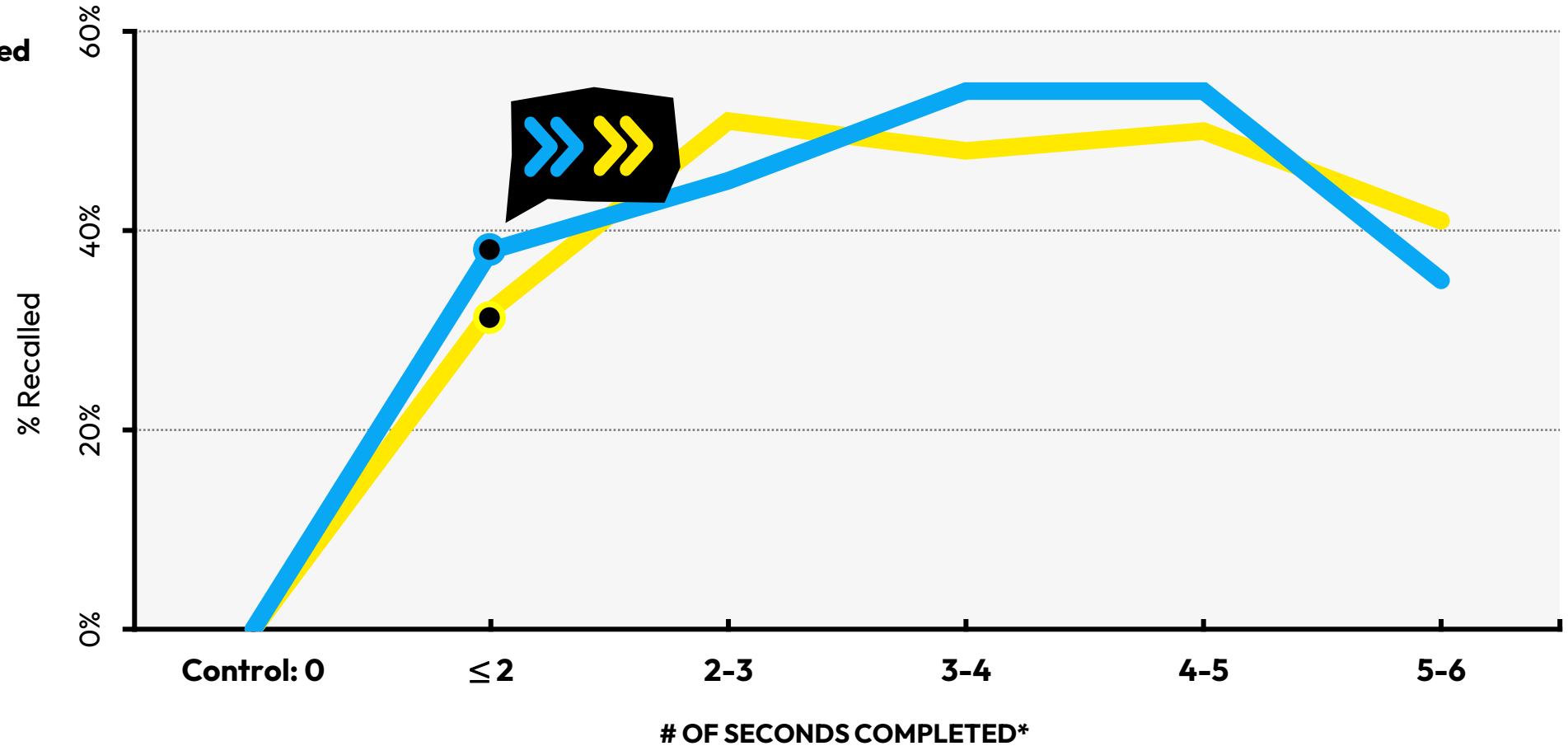Note: The same creative was used across each format

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"0 to 40" in 2 seconds

Regardless of ad functionality, each ad format drives ad recall quickly

Impact of Format | Unaided Ad Recall by Completion

▬ Skippable Ads
▬ Non-skippable Ads

% Recalled

60%

40%

20%

0%

Control: 0   ≤ 2   2-3   3-4   4-5   5-6

 # OF SECONDS COMPLETED*

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Reaching viewers with <u>both</u> ad formats creates a "double take" effect

Impact of Format | '<u>Is a brand that grabs my attention</u>'
Delta (Exposed – Control)
Total Frequency: 2

Among those in market for the product

Skippable

+4PTS▲

Non-skippable

+3PTS

Skippable + Non-skippable

+8PTS▲

Q: How much do you agree or disagree with the following statements about [brand]?
▲: Significant difference between exposed and control group at >=90% confidence
*Mixed formats: Order of formats was randomized
Snapchat Global: Control Ads, N=812; Non-skippable Ads, N=847; Skippable Ads, N=772; Skippable + Non-skippable Ads, N=390

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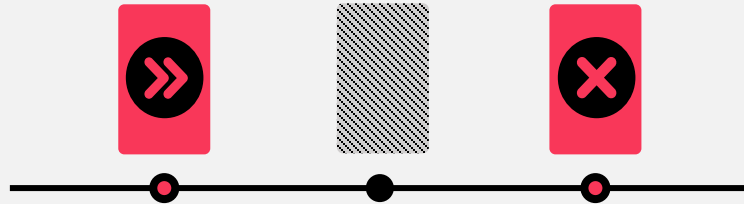# Using a mixed format strategy drives brand interest and preference

Impact of Format
Delta (Exposed – Control)
Total Frequency: 2

Mixed Ad Formats
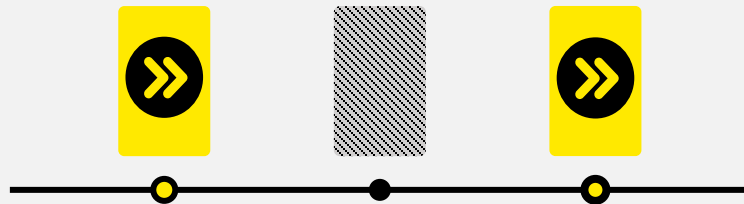*A combination of skippable and non-skippable*

Brand preference   **+6PTS**▲

Brand interest   **+5PTS**▲

Single Ad Formats
Just skippable or just non-skippable

Brand preference   **+3PTS**▲

Brand interest   **+2PTS**

Q: How much do you agree or disagree with the following statements about [brand]?
▲: Significant difference between exposed and control group at >=90% confidence
*Mixed formats: Order of formats was randomized
Snapchat Global: Control Ads, N=1,425; Single Format Ads, N=2,776; Mixed Format Ads, N=675

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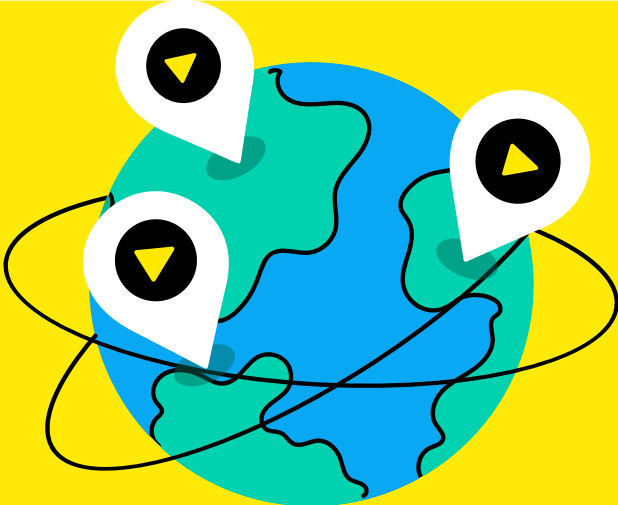
THE UNIQUE POWER OF SKIPPABLE ADS

Viewers appreciate the added control of skippable ads

GLOBALLY:

81%

Say **"they liked that they weren't forced to watch the full ad"**

% agree or strongly agree

BY COUNTRY:

Country	%
CA	78%
FR	70%
KSA	86%
UK	86%
US	77%

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Creatives with upfront branding can help brands communicate effectively without forcing

Impact of Format | Message Recall
Delta (Exposed – Control)

Non-skippable Ads, +6%▲

Skippable Ads, +11%▲

Q: Which of the following messages, if any, does [brand] use in its ads?
▲: Significant difference between exposed and control group at >=90% confidence
Snapchat Global: Control Ads, N=1,425; Skippable Ads, N=1,328; Non-skippable Ads, N=1,449

For Gen Z, the addition of skippable ads is especially effective

Impact of Format
Delta (Exposed – Control)
Total Frequency: 2

- 🔵 Non-skippable
- 🔴 Non-skippable + Skippable

GEN Z

APPEALS TO ME

+6PTS▲

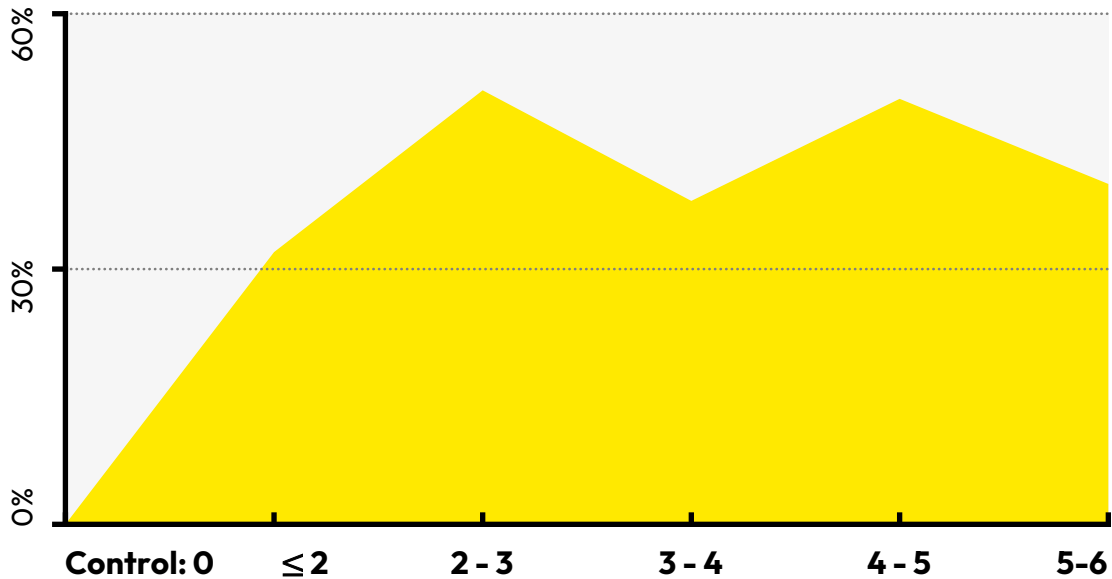+9PTS▲

GRABS MY ATTENTION

+0PTS

+5PTS▲

Yes, completion is ideal

While awareness happens quickly, harder to move metrics are impacted at higher levels of completion
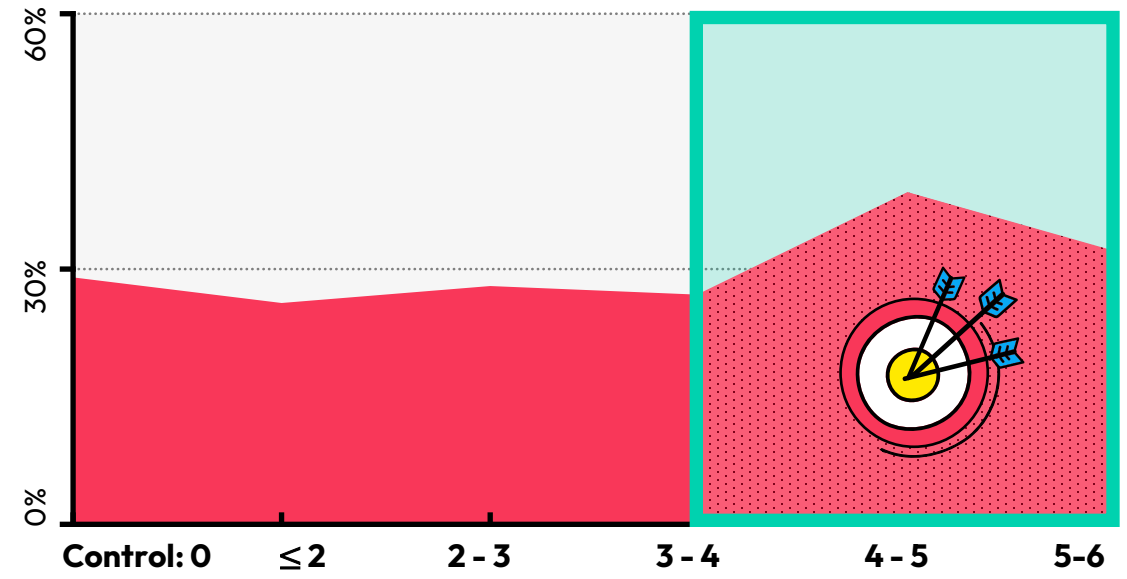
Impact of Skippable Ads by Completion

Simply forcing exposure doesn't lead to better performance on preference

Unaided Ad Recall
% Recalled

Control: 0 ≤ 2 2 - 3 3 - 4 4 - 5 5-6

 # OF SECONDS COMPLETED*

Brand I prefer over other similar brands
% agree or strongly agree

Control: 0 ≤ 2 2 - 3 3 - 4 4 - 5 5-6

 # OF SECONDS COMPLETED*

14

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Completion is especially important for the first ad

Consider premier formats such as "First Story"

What is First Story?

The **first ad** that Snapchat users see between friend's stories

AD

Stories

1
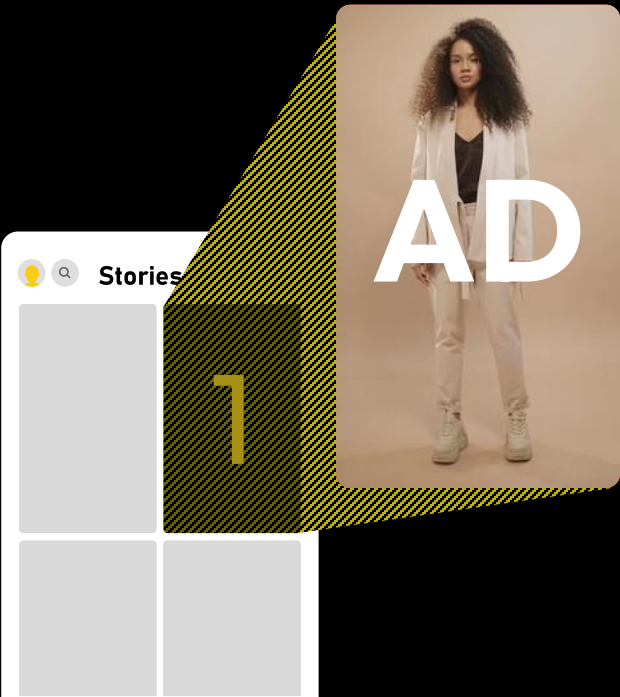
Impact of Completed Skippable Ads

Delta (Exposed – Control)

🟨 1st Ad Exposure, 100% Completed ⬛ 2nd Ad Exposure, 100% Completed

Brand Favorability
- +13PTS▲
- +6PTS▲

Purchase Consideration
- +11PTS▲
- +5PTS▲

Brand Preference
- +9PTS▲
- +3PTS▲

Q. What is your overall opinion of the following?
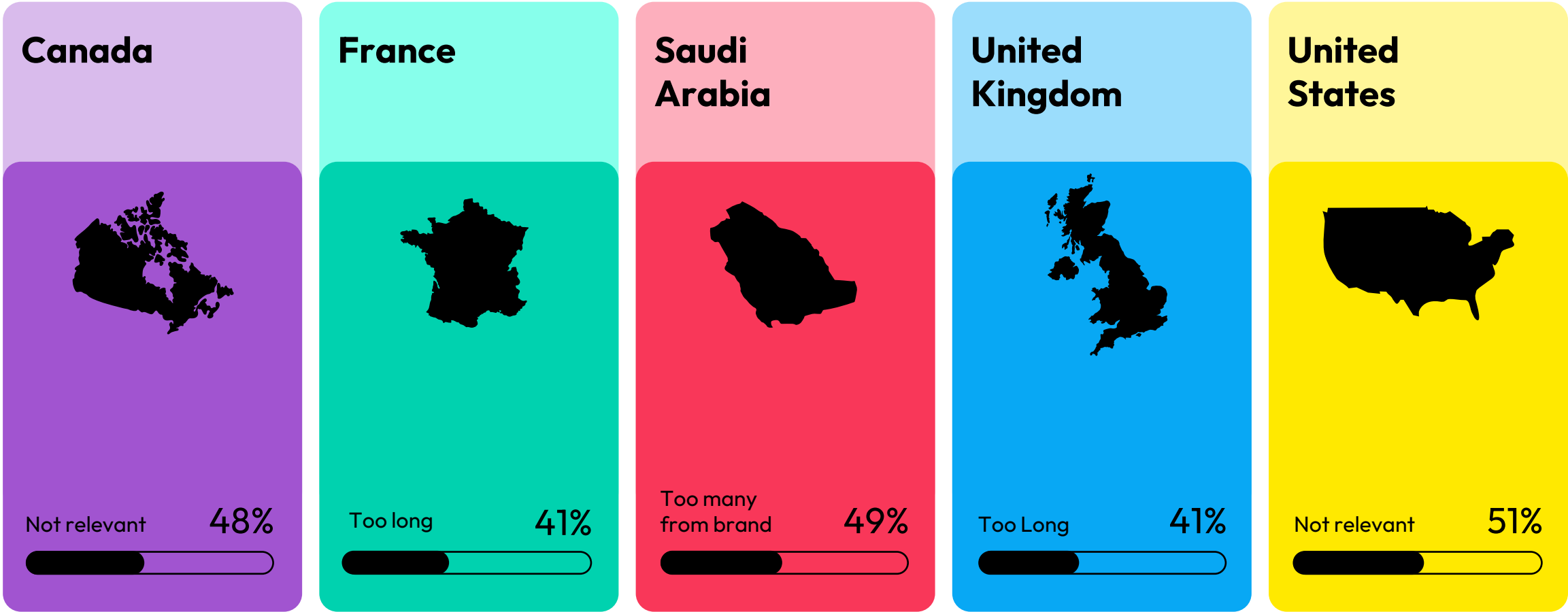Q: How likely are you to consider the following?
Q: How much do you agree or disagree with the following statements about [brand]?
▲: Significant difference between exposed and control group at >=90% confidence
Snapchat Global: Control Ads, N=1,425; 1st Ad Exposure, 100% Complete, N=501; 2nd Ad Exposure, 100% Complete, N=204

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Some will skip, but marketers can control many of the drivers

Top Reasons People Skip In Each Market – % Selected

Canada	France	Saudi Arabia	United Kingdom	United States
Not relevant **48%**	Too long **41%**	Too many from brand **49%**	Too Long **41%**	Not relevant **51%**

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AMPLIFYING

WITH

NON-SKIPPABLE

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Forcing the first few seconds of the ad drives new acquisition

Impact of Format | Purchase Intent
Delta (Test – Control)

Skippable
Skippable at any point during the ad

>>

Non-skippable
Forced for the first 6 seconds, then skippable

✕

Potential New Customers
Among those in-market for the product and have not purchased the brand

+3PTS

+10PTS▲

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Non-skippable is especially important when advertising a new product, brand, or message

Impact by Pre-existing Brand Awareness

	LOW PRE-EXISITING BRAND ↓↓↓ AWARENESS ↓↓↓		HIGH PRE-EXISTING BRAND ↑↑↑ AWARENESS ↑↑↑	
	Non-skippable	**Skippable**	**Non-skippable**	**Skippable**
Unaided Ad Recall	████	░░░	░░░	████
Brand Favorability	████	░░░	░░░	████
Search Intent	████	░░░	░░░	████
Purchase Intent	████	░░░	░░░	████

██ Best Performance
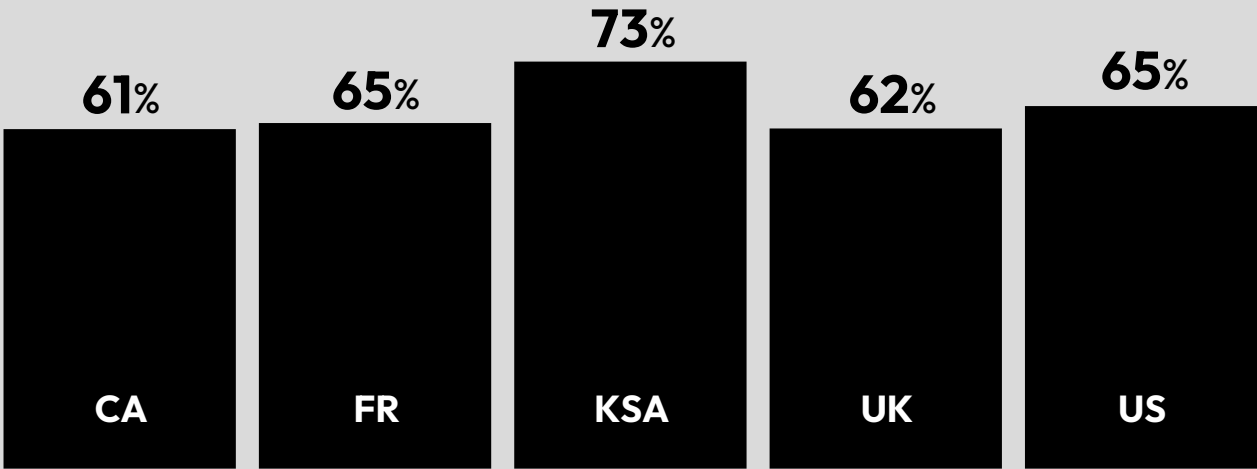
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Entertainment value is mandatory when ads are forced for a good non-skippable user experience

GLOBALLY:

64% say they don't mind being forced to watch an entire ad **if its entertaining**
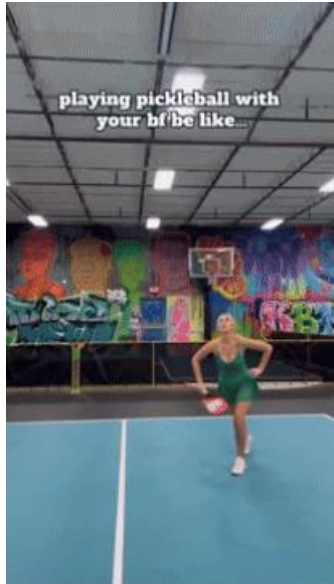
% agree or strongly agree

BY COUNTRY:

61%	65%	73%	62%	65%
CA	FR	KSA	UK	US

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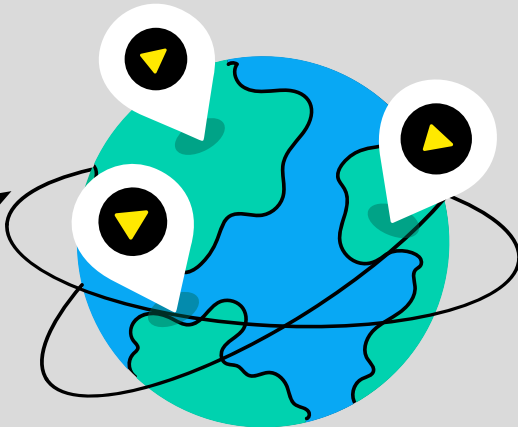
Entertainment on Snapchat can be achieved in several ways

Top rules for creating scroll stopping content on Snapchat

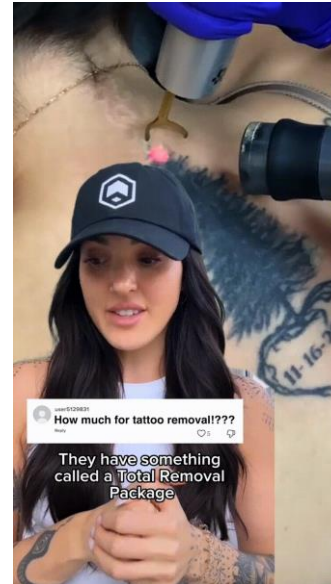| Leverage UGC	Snap Stars	Edutainment	Lens-Powered	Passion Points

Content that's native to the platform (UGC) evokes strong **reactions,** specifically **happiness**
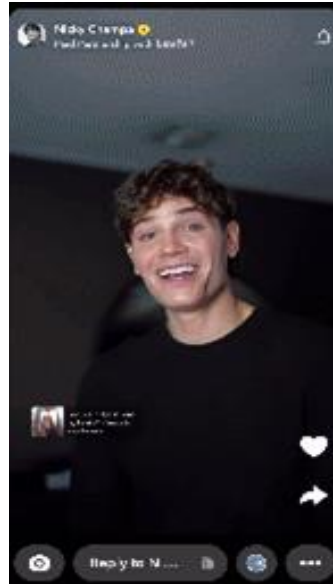
Partner with Snap Stars, or expert creators on Snapchat, to **capture attention**

Leverage Edutainment, content that engages and educates, to **elevate reactions and persuasion**

Lean into Lens-Powered creatives that are engaging and humorous to aid **brand recognition**

Engage consumers with **passion driven content** to drive a stronger likelihood to purchase

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Action Items

1
Shake up the scroll with a mixed format strategy

A balanced mix of skippable and non-skippable ads keeps things fresh and fuels both brand interest and preference

2
Let users take the reins with skippable ads

Brands can convey their message successfully without forcing exposure. Across markets, brands can take a variety of steps to help curb ad skipping

3
Drive acquisition with non-skippable ads

Forcing the first few seconds of an ad can boost acquisition, but entertainment value is critical for a positive user experience

THANK

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