

Does Every Second Count?

Understanding New Video Ad Lengths

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

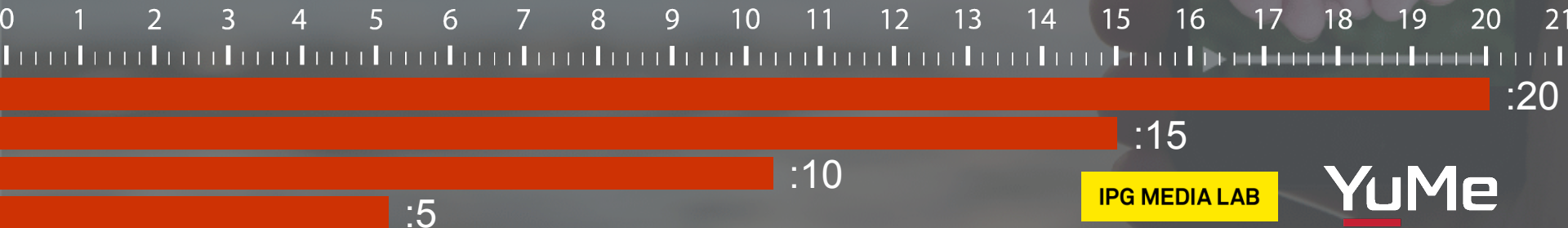


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The purpose of this media trial is to go beyond a single case study to provide marketers with a guidebook for understanding what ad lengths work best across devices, by location, and beyond

With the increasing popularity of new video ad lengths outside of the traditional :15s and :30s, marketers are faced with more and more questions around what works best



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We Had Some Questions

- How effective are new, micro ad formats, such as the :5 sec and :10 sec ad?
- Does the effectiveness of different ad lengths vary by screen?
- What's the consumer perspective on the value exchange between video ad experiences and the content they receive?

Approach



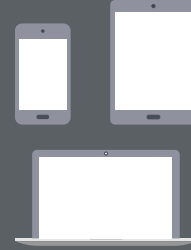
Participants recruited from nationally representative online panel across PC, Smartphone, and Tablet



Initial survey with demographic and video consumption questions



Subset of PC sample turns on webcam for attention & emotion measurement



Participants randomized into a single test cell and driven to content that matches their real-life consumption habits

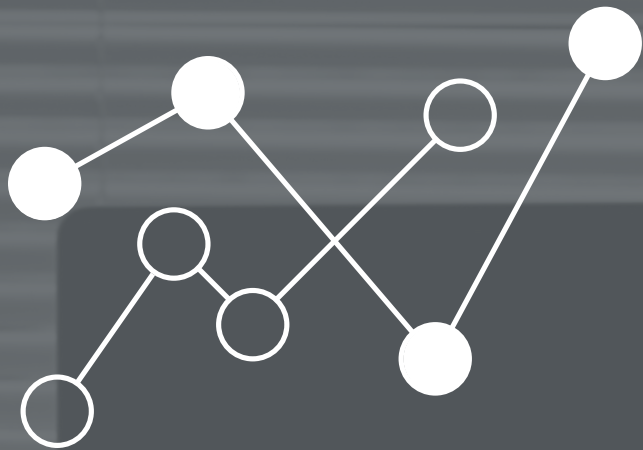


Post exposure survey to measure attentiveness, traditional brand metrics (ad recall, perceptions, etc.), and qualitative feedback

Total Survey Sample N= 9,912

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What We Tested

- Consumers selected 1 of 3 pieces of content based on their choice/interests
- The content was either 1 minute (short), 3 minutes (medium), or 5 minutes (long) of video
- Each video is preceded by a pre-roll ad of 5 seconds, 10 seconds, 15 seconds, 30 seconds, 45-60 seconds (long form), or no ad (control)

5 Brands Tested



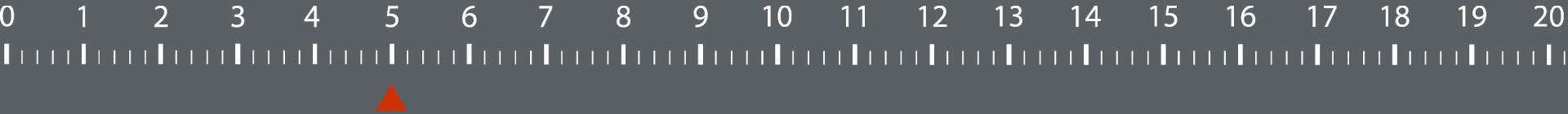
Key Takeaways

1 ◀ Different ad lengths perform differently. Developing a creative length strategy is a must!

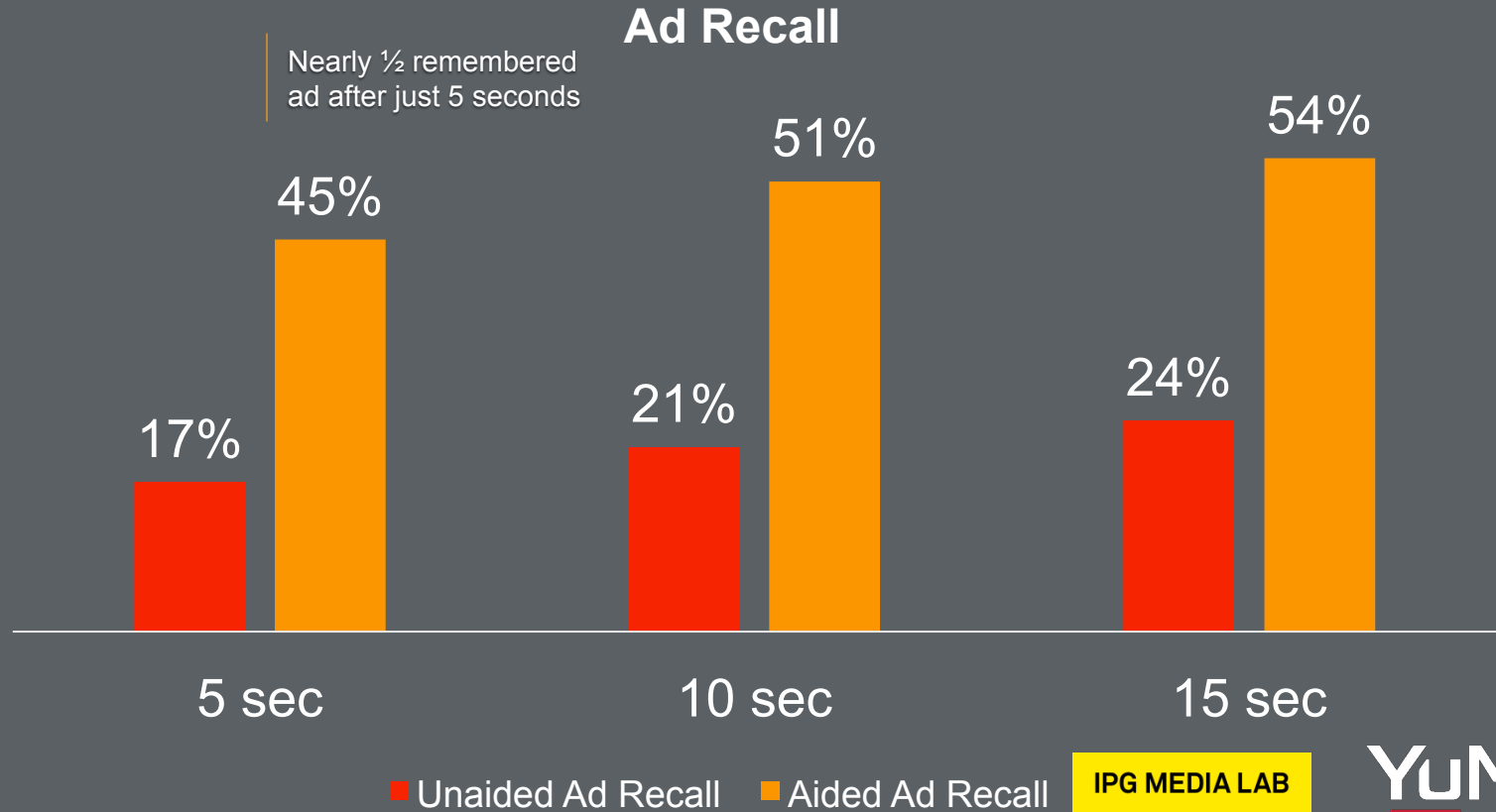
2 ◀ When running short ads, must use creative and targeting best practices to make them effective.

3 ◀ When given 30 seconds of advertising space, consumers have an opinion about which ad lengths should be included.

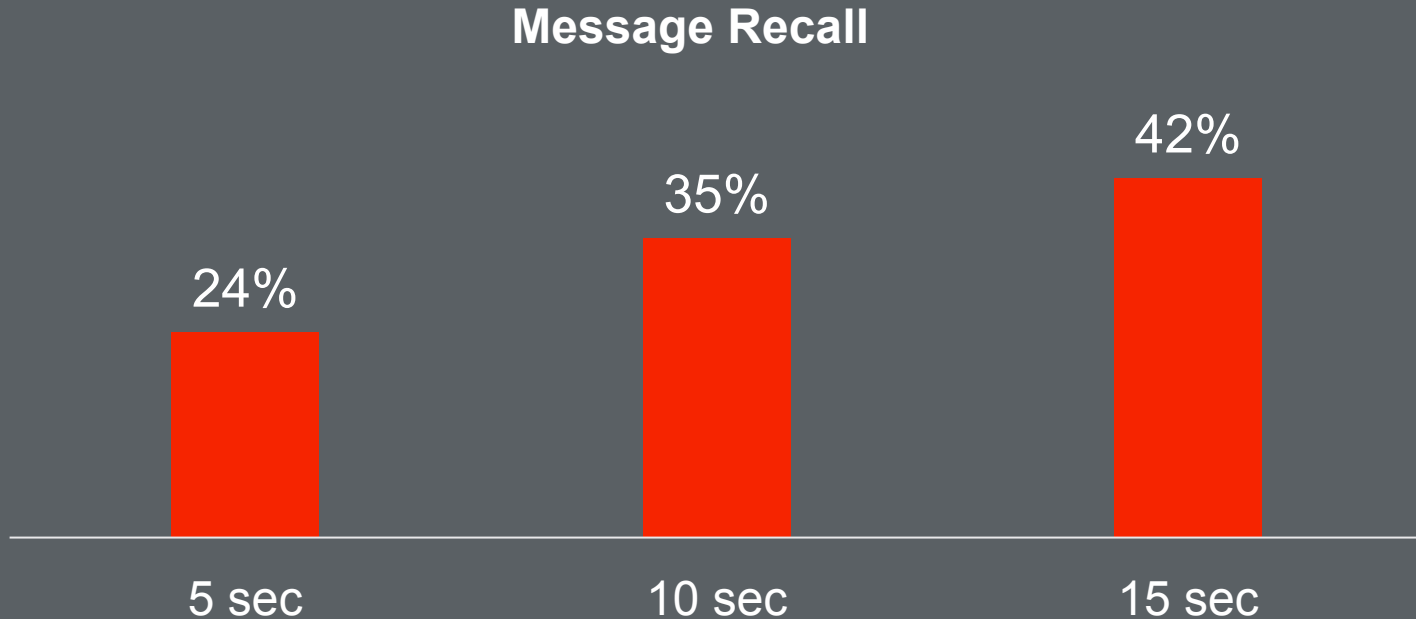
Do micro video ads *actually* work?



Yes. Even the shortest video ads effectively break-through

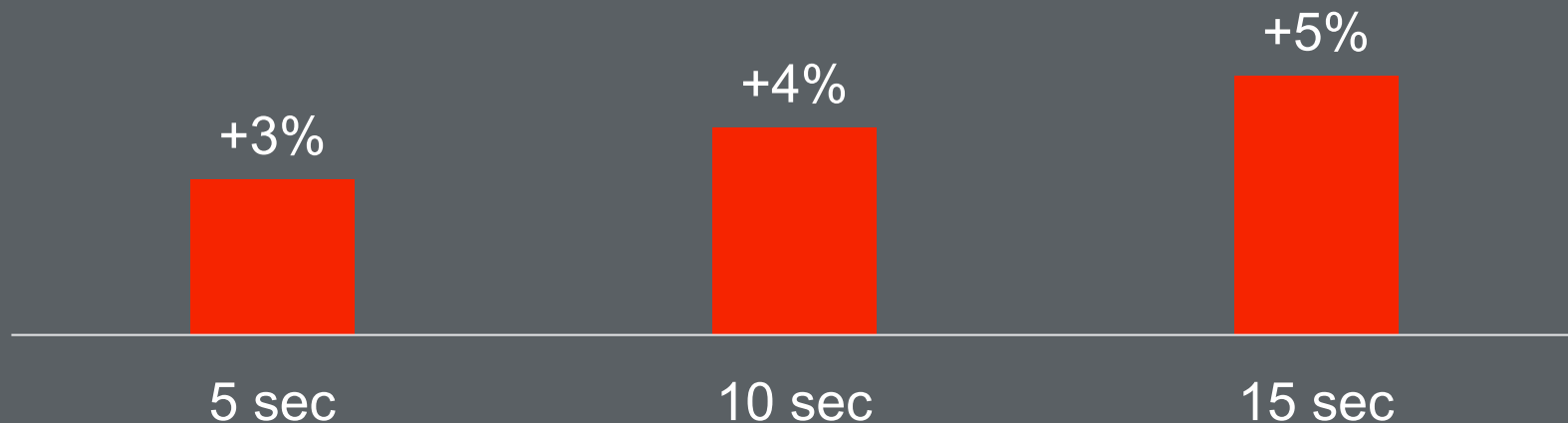


Short video ads can also drive home the key message...



...and convey brand imagery

Brand Perceptions - Aggregated Score (Δ)

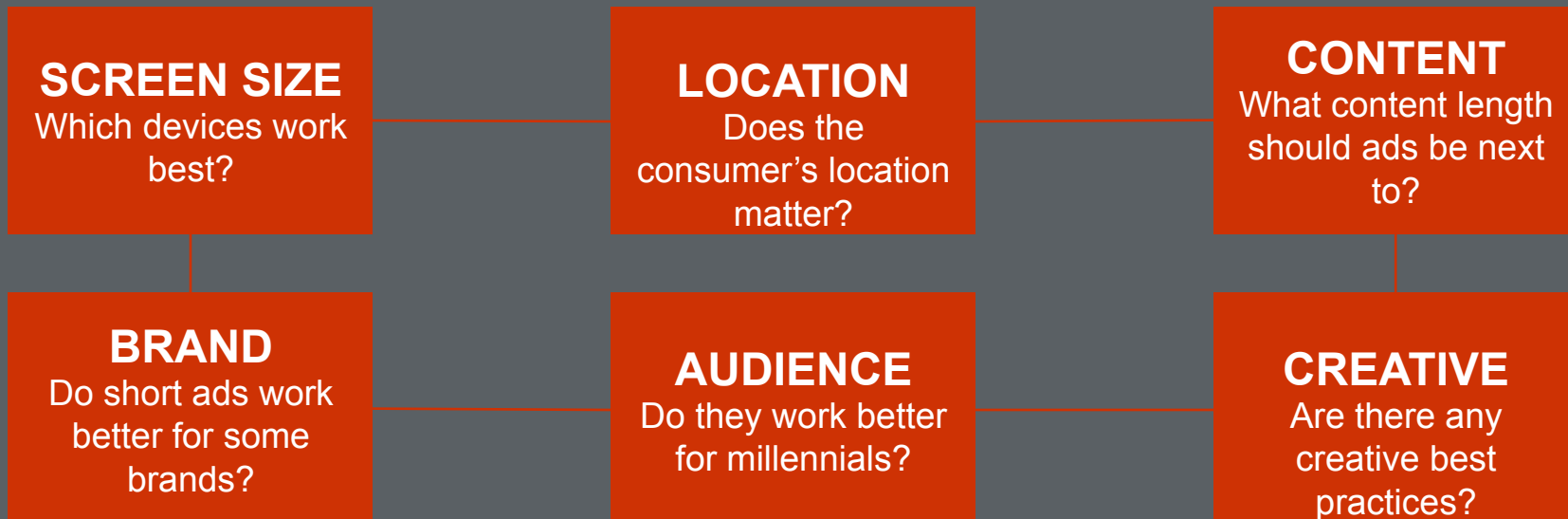


Minimum of 15 seconds generally needed to be truly persuasive



Micro Ad Best Practices

How to make a big impact with a little ad

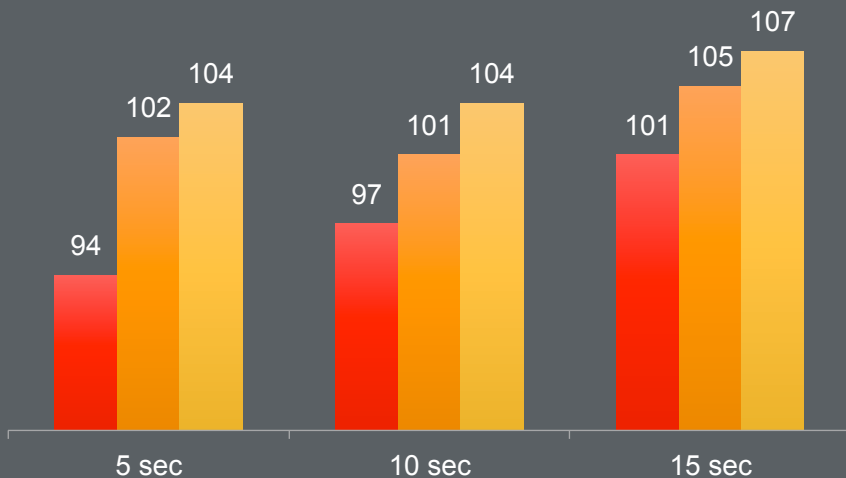


Screen Size

Short ads have a leg up on smaller screens, where video takes up 100% of screen real estate and short content is the norm

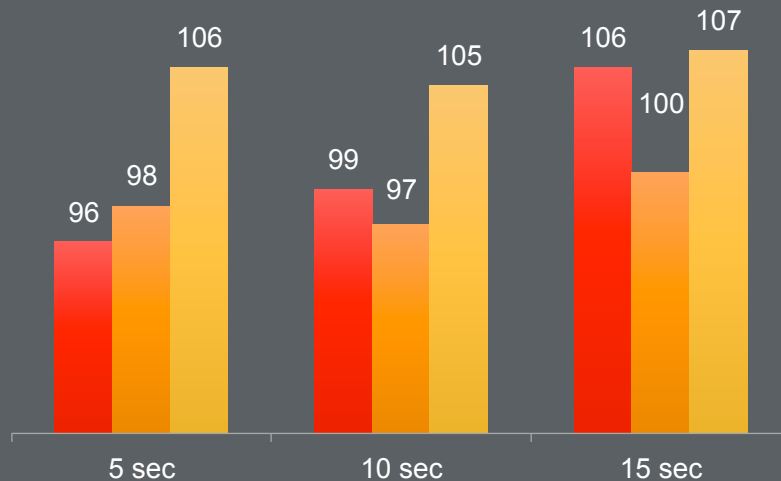
Brand Favorability (Δ)

■ PC ■ Tablet ■ Smartphone



Purchase Intent (Δ)

■ PC ■ Tablet ■ Smartphone



*Indexed Impact

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Content

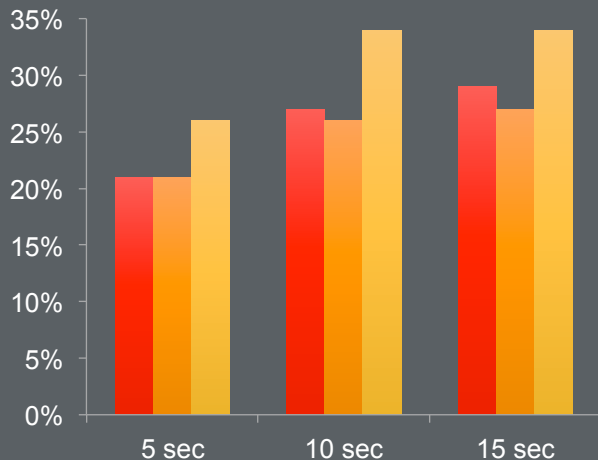
Short ads with short content perform especially well on smartphone

Short ads + short content + small screen = big impact

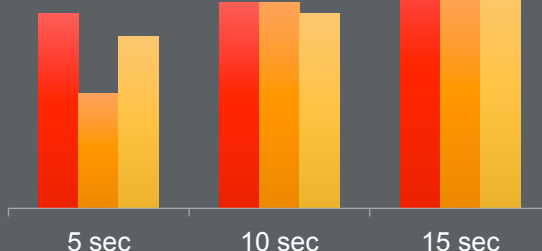
Unaided Ad Recall

%

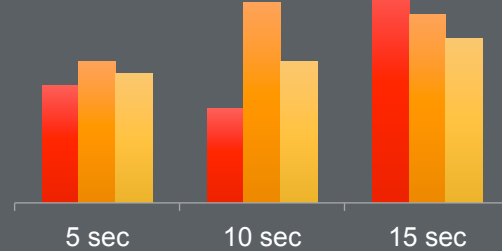
Short Content (1-2 min)



Medium Content (2-3½ min)



Long Content (3½-5½ min)



■ PC ■ Tablet ■ Smartphone

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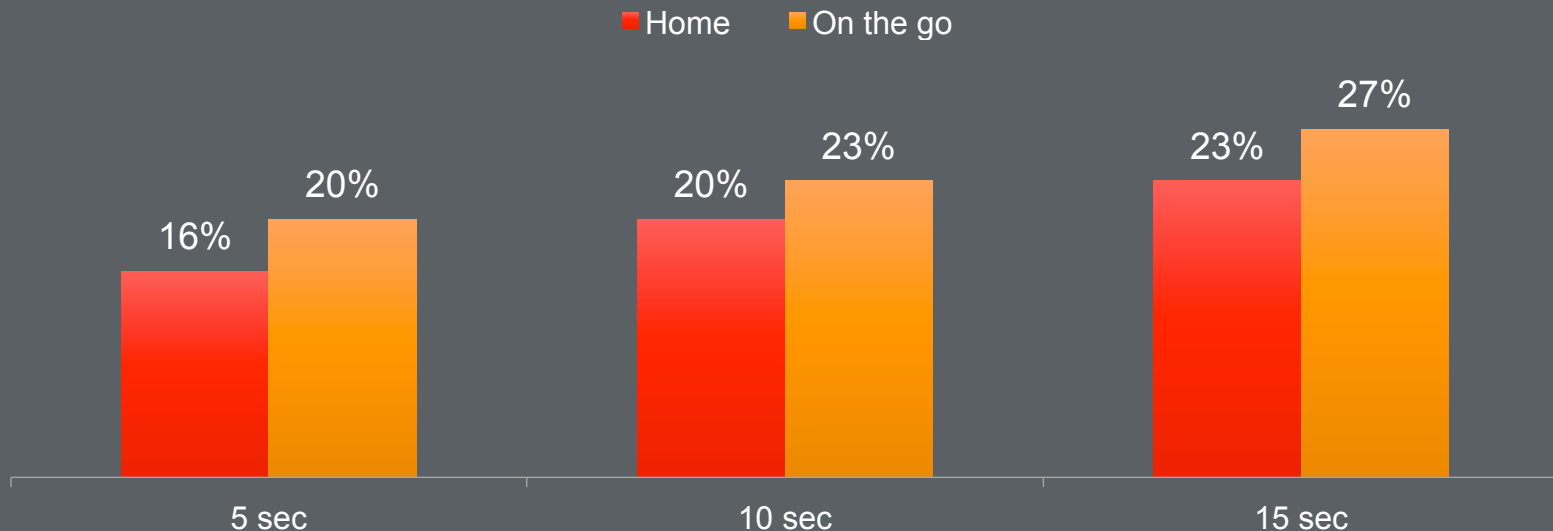
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Location

Micro ads work harder when consumers “on the go”

We know that consumers are also more attentive and receptive when “on the go” from “Pursuit of Attention” research

Unaided Ad Recall



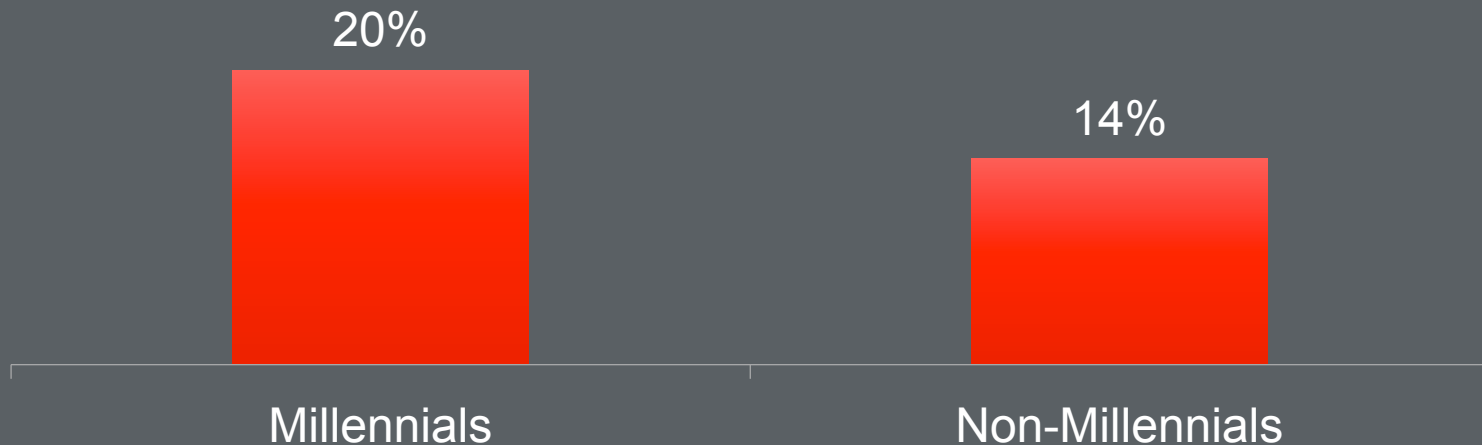
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Audience

Millennials respond best to micro ads, having grown up with short form content

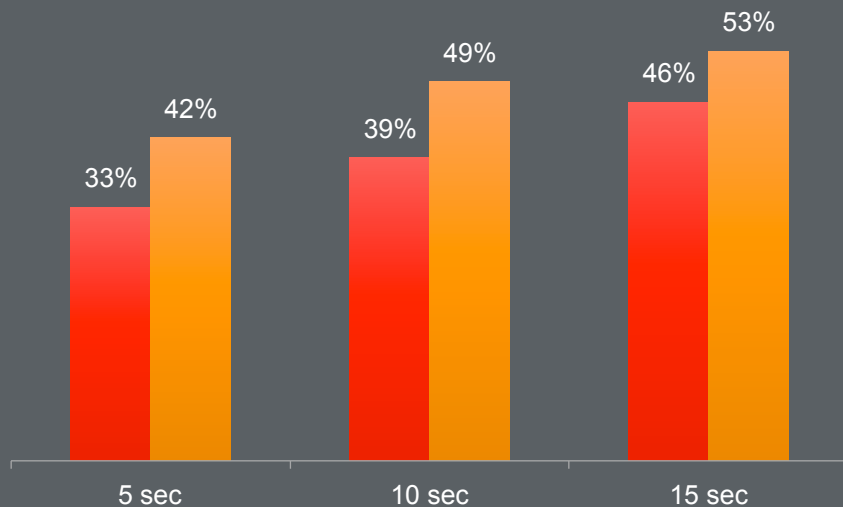
Unaided Ad Recall 5 Second Ad



Audience

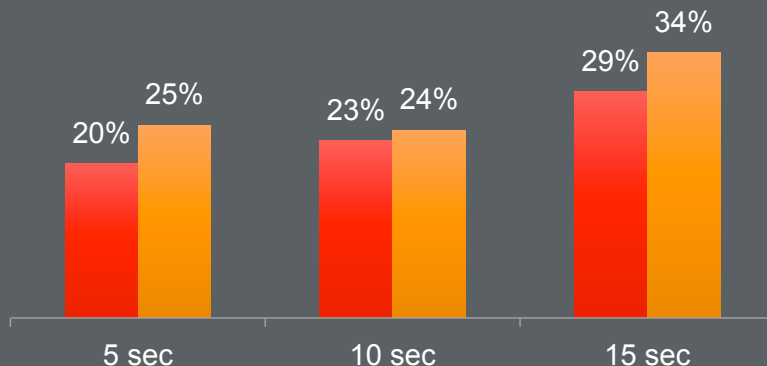
Millennials also see short ads as higher quality and more enjoyable than older consumers

Ad Quality



■ Non-Millennials

Ad Enjoyment



■ Millennials

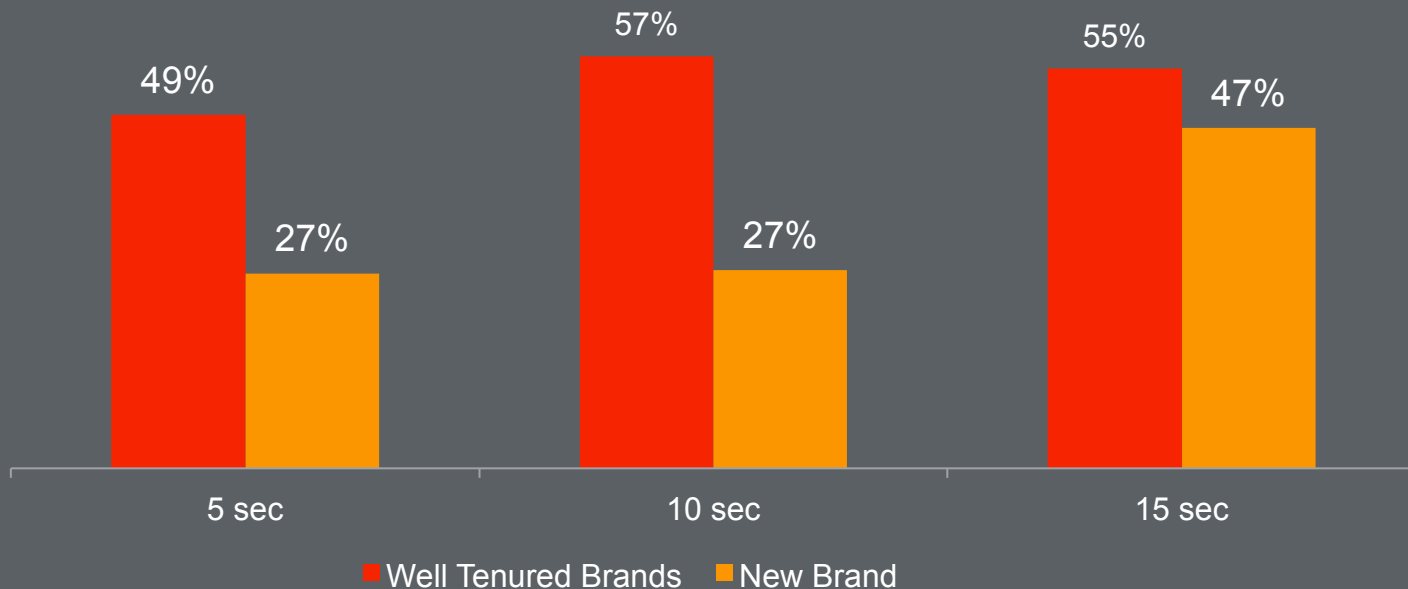
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Brand

Use short ads for well established brands; new brands need more time to communicate information

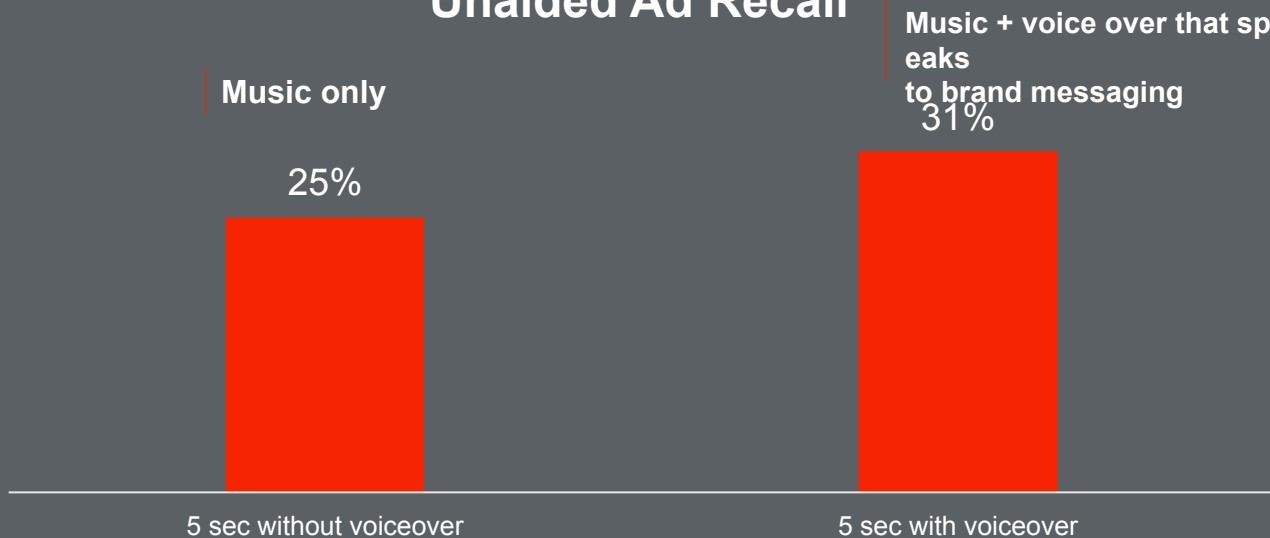
Aided Ad Recall



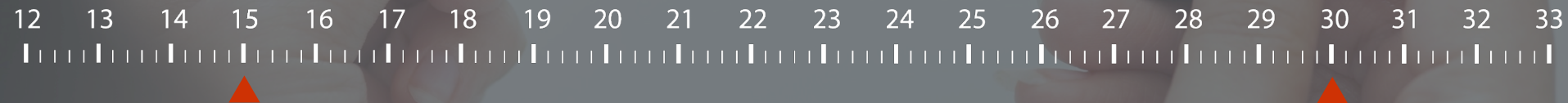
Creative

With only 5 seconds to communicate, using a voiceover makes a difference

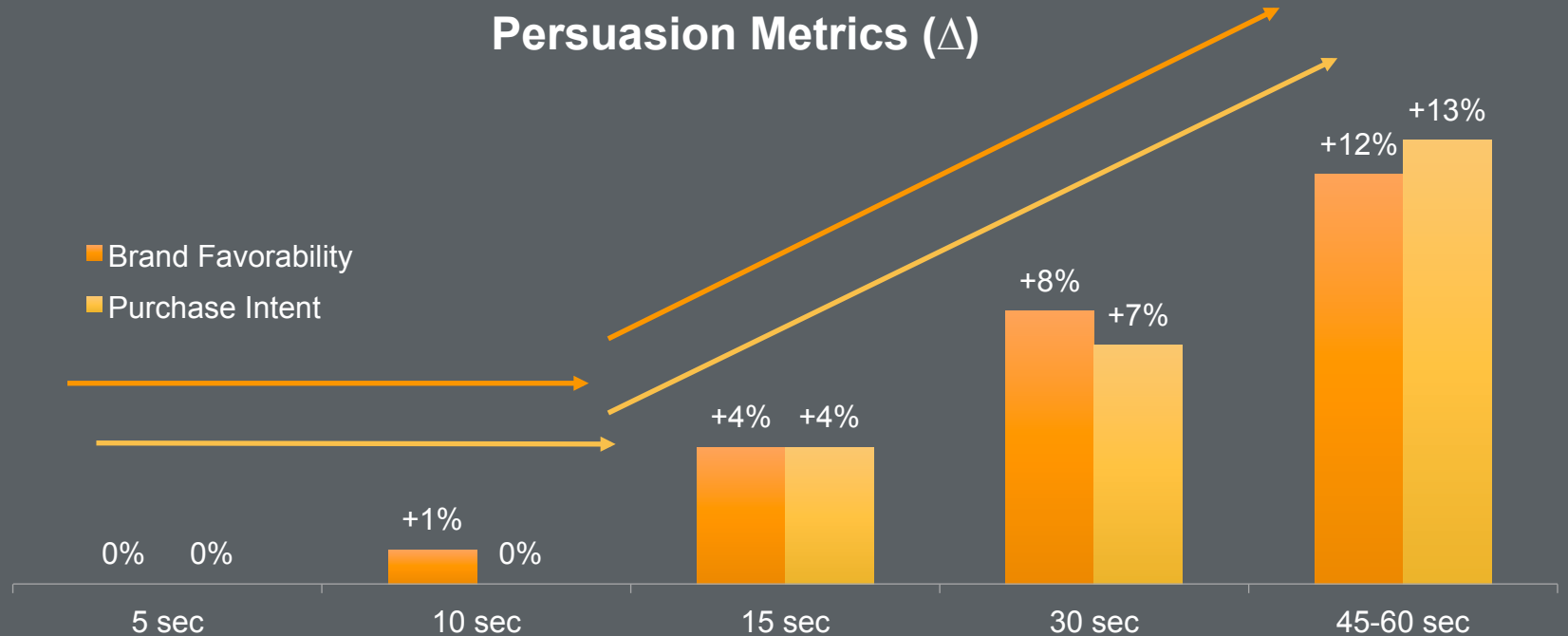
Unaided Ad Recall



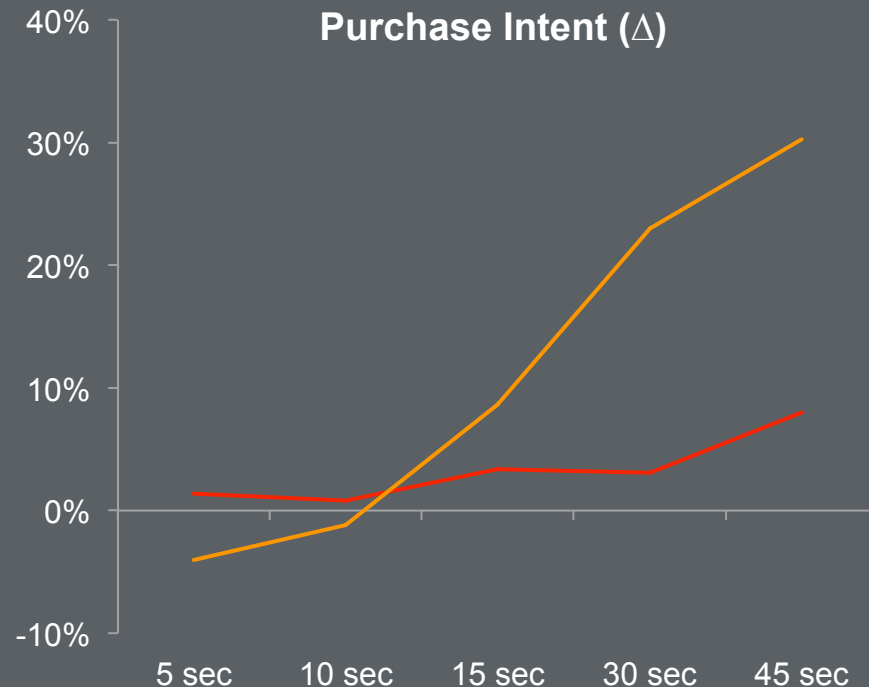
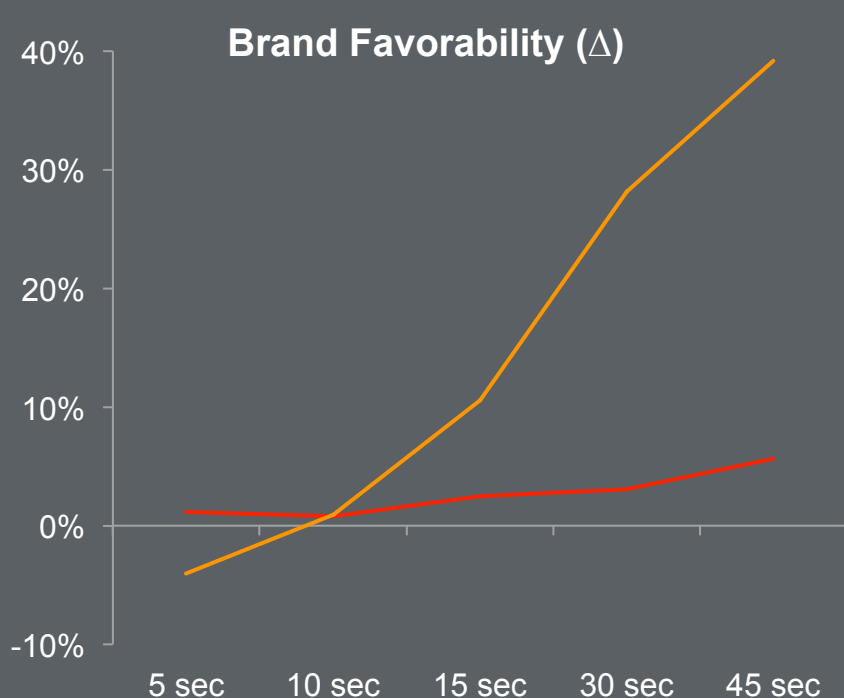
What about the old standards -:
15's and :30's and beyond?



Persuasion: the +15 second turning point



Longer ads especially fruitful for new brands



Well Tenured Brands

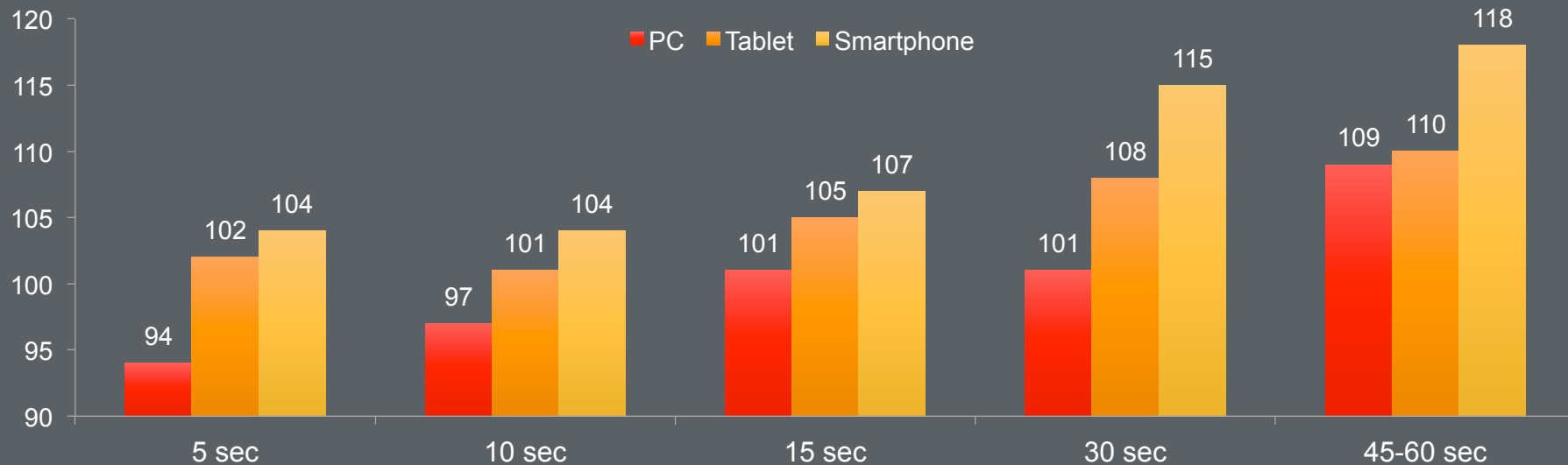
New Brand

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Longer ads are a must for PCs and recommended for tablets

Brand Favorability



*Indexed Impact

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Considering completion rates, longer ads are not the end all be all

	Raw Scores (Indexed)			Re-proportioned to Take Video Completion Rates Into Account (Indexed)*		
	Aided Ad Recall	Brand Favorability	Purchase Intent	Aided Ad Recall	Brand Favorability	Purchase Intent
15 seconds	87	50	55	111	70	78
30 seconds	103	99	88	122	129	117
45-60 seconds	110	151	156	67	101	105

*adjusted scores based on typical video completion rates

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Food for Thought

What's the *consumer* POV?

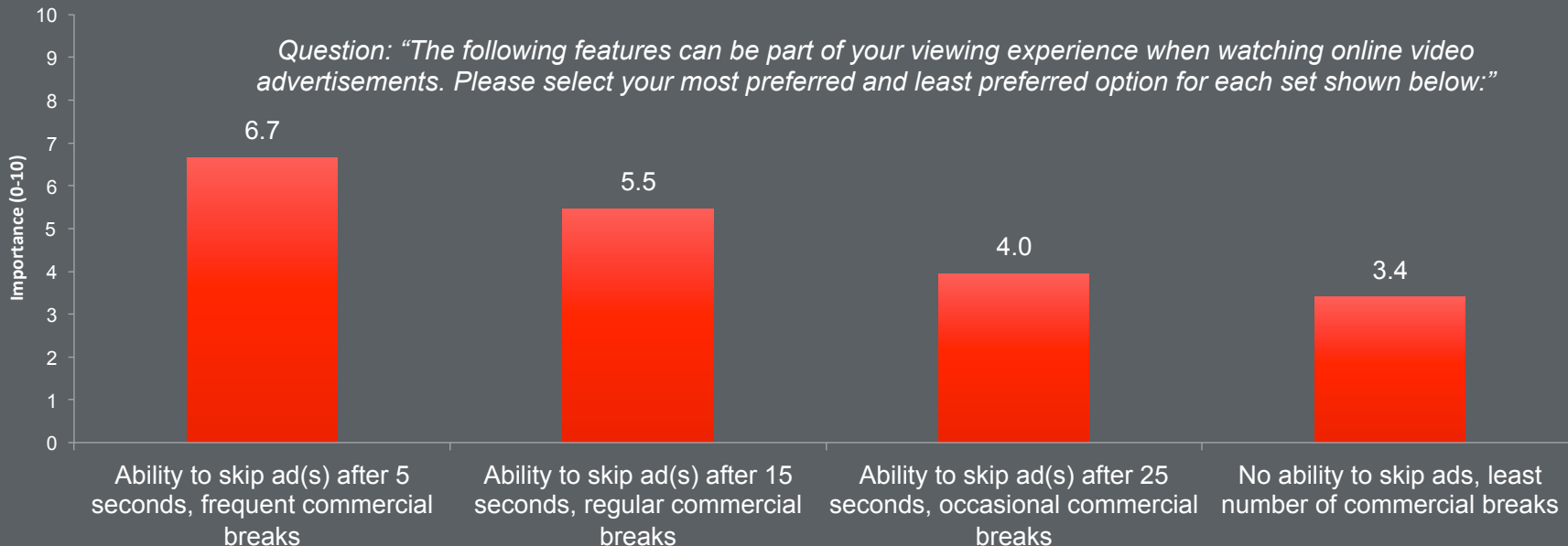
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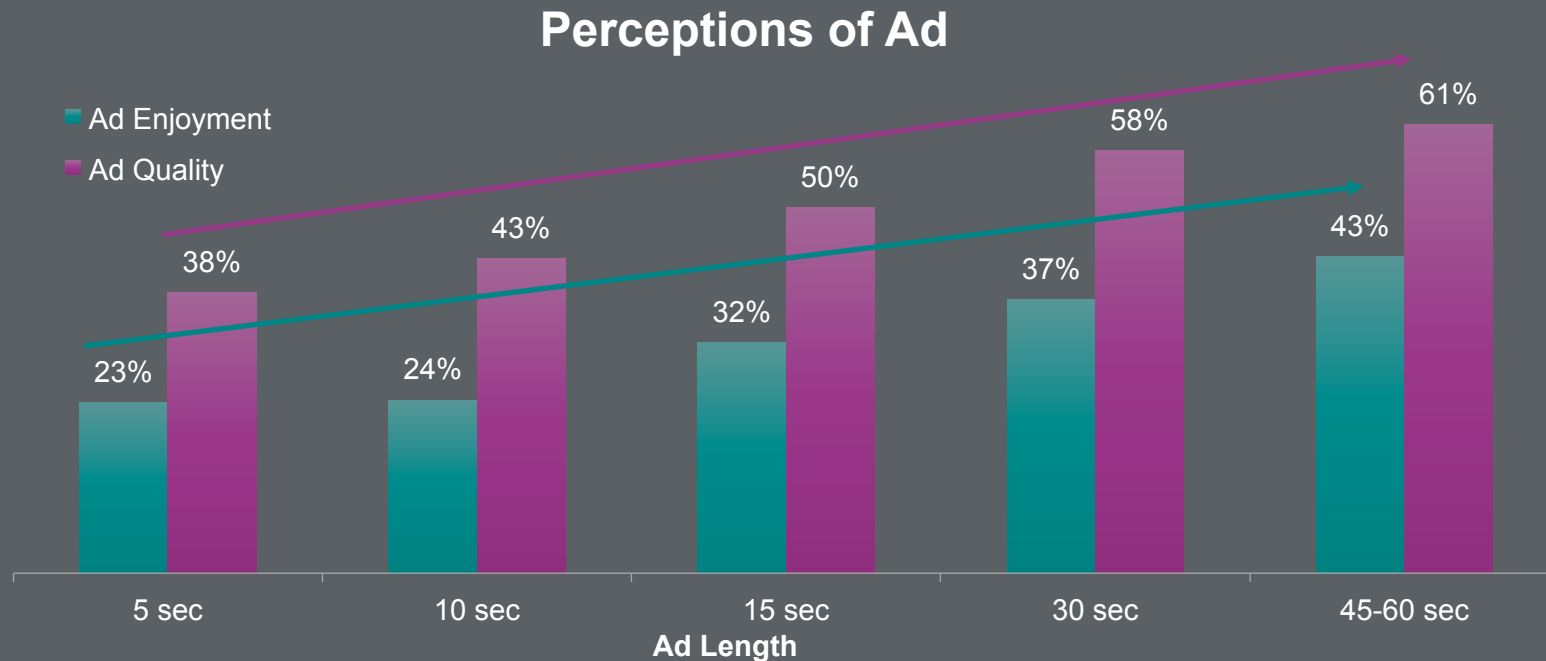
People want to be able to skip!

We offered people four choices of skipping ads and people preferred to skip ads sooner even if it meant they had to watch more ads

Preference of Skipability



Consumers more satisfied with longer ads after watching



Question: "Thinking back to <brand>'s ad followed by the content you saw, rate the following:"

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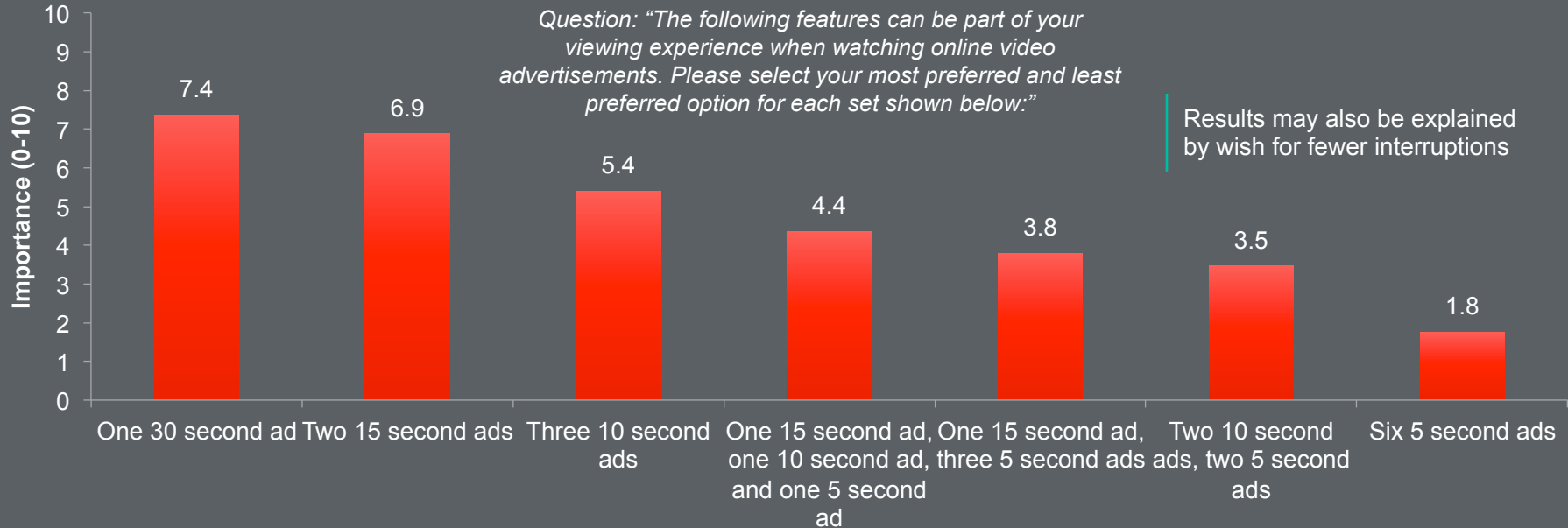
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And acknowledge one developed story is better than many shorter stories

We offered people seven choices of watching a total of 30 seconds and they much preferred to watch one longer ad to multiple shorter ones.

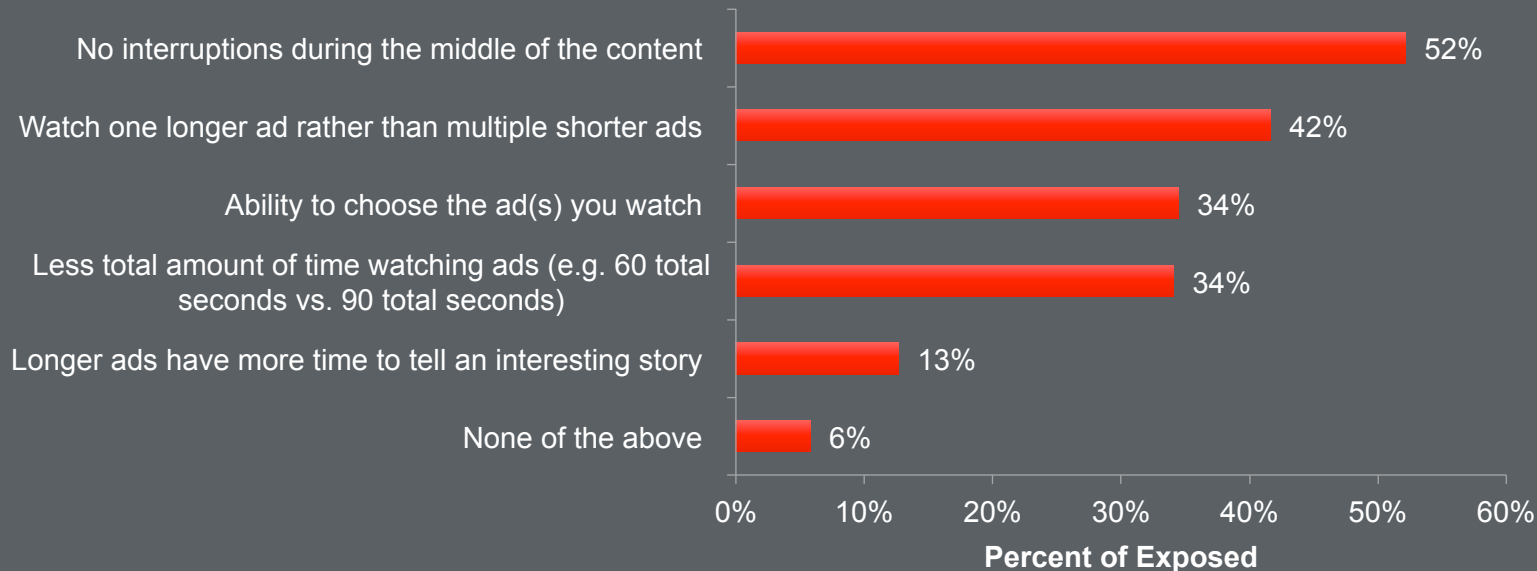
Preference of Ad Length

Question: "The following features can be part of your viewing experience when watching online video advertisements. Please select your most preferred and least preferred option for each set shown below:"



No interruptions please!

Reasons Would Watch :60 Ad Instead of :30 Ad



Question: "Which of the following are reasons you would be willing to watch a longer (:60 second) ad compared to a shorter (:30 second) ad? (Select all that apply)."

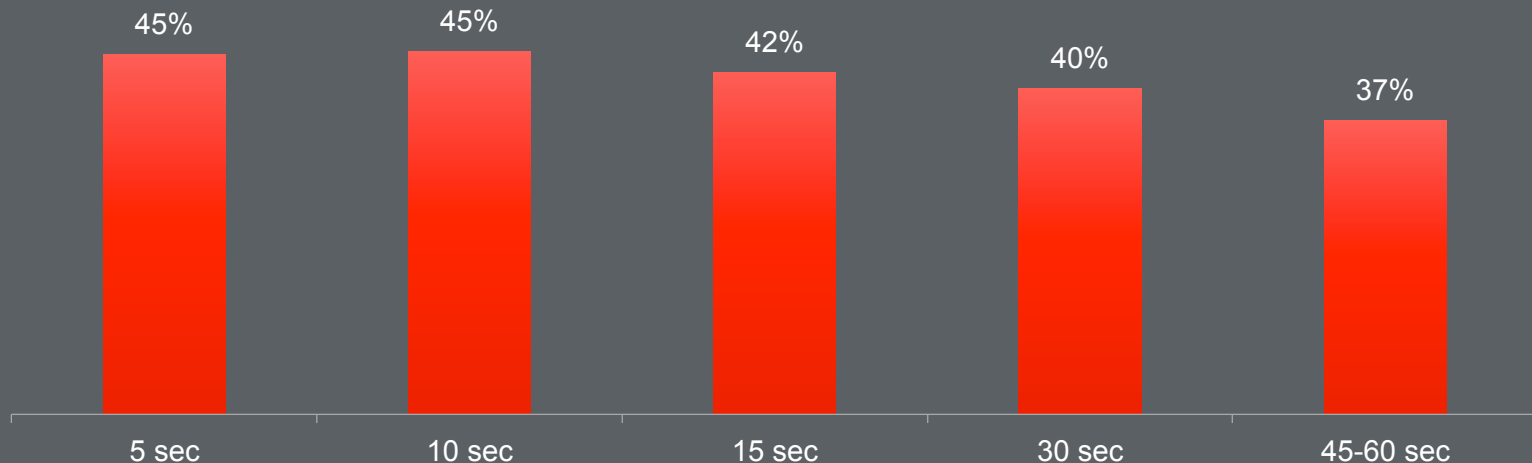
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But, need to entice early on before skipping becomes an option

Because, after watching the entire narrative arc, less likely to have skipped longer ad (had the option been available)

Those That Would Have Skipped Ad

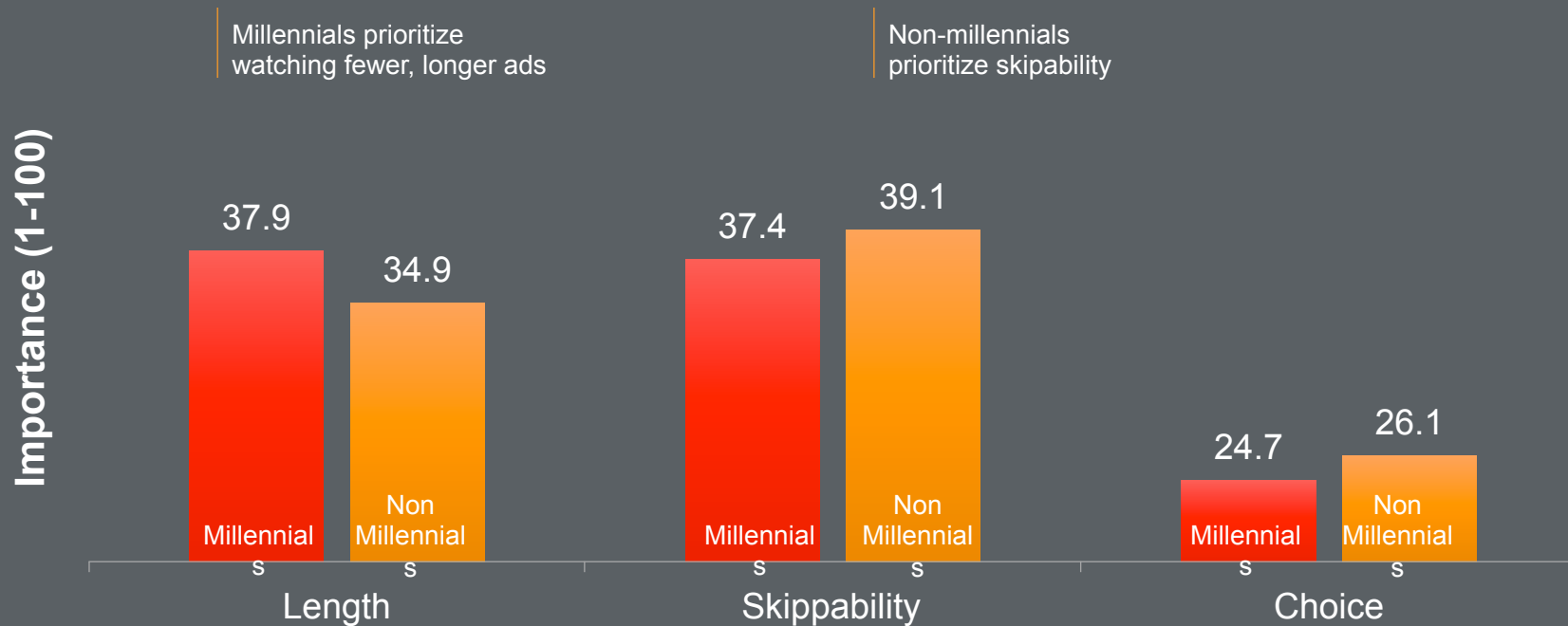


Question: "Thinking back to the ad you watched today, would you have skipped the ad?"

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Non-millennials prioritize ability to skip ad, millennials prioritize 1 longer ad

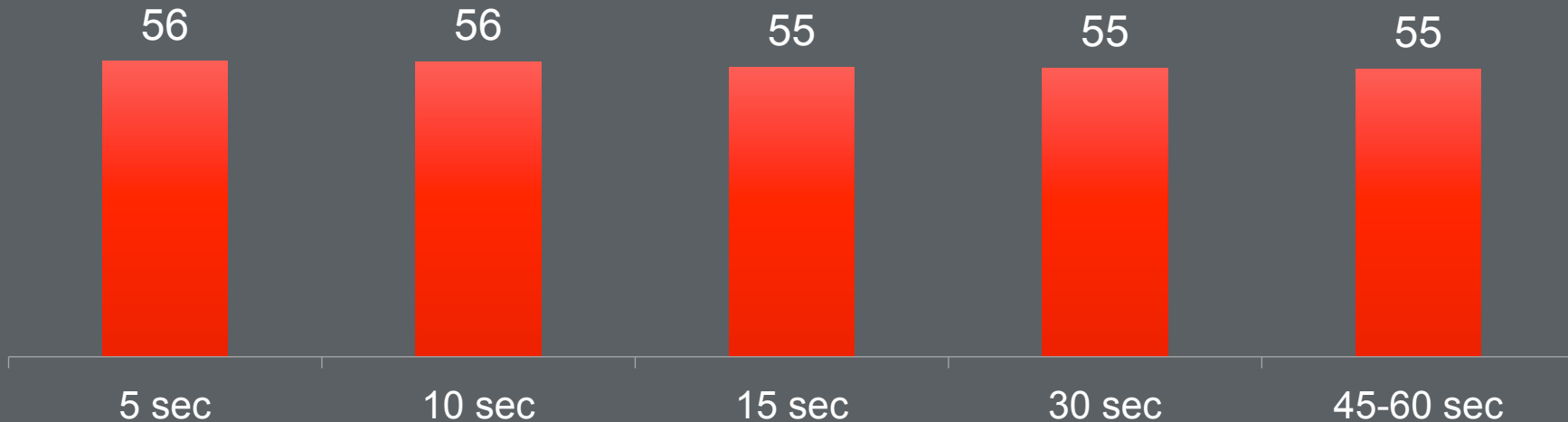


In Summary...

Consumers perceive similar value exchange regardless of ad length

Perceived Value

Question: "In order to provide free content for you to watch, websites generate income by allowing brands to advertise on their site. Based on the content you watched today, how much value do you think you got by watching the video ad in exchange for free content?"



In summary (by device)...

	PC			TABLET			SMARTPHONE		
	Aided Ad Recall	Brand Favorability	Purchase Intent	Aided Ad Recall	Brand Favorability	Purchase Intent	Aided Ad Recall	Brand Favorability	Purchase Intent
5 seconds	Good			Good			Good		Good
10 seconds	Better			Better			Better		Good
15 seconds	Better		Good	Better			Better	Better	Better
30 seconds	Best			Best	Better		Best	Best	Best
45-60 seconds	Best	Best	Best	Best	Best	Best	Best	Best	Best



Good



Better



Best

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A look at how to use different ad lengths

	Brand Tenure		Brand Goals			Age	
	New Brand	Established Brand	Awareness	Brand Perceptions	Persuasion Metrics	Millennials	Non-Millennials
5 seconds		Good	Good	Good		Better	Good
10 seconds		Better	Better	Good		Good	Good
15 seconds	Good	Better	Best	Better	Good	Good	Good
30 seconds	Best	Better	Best	Better	Better	Good	Good
45-60 seconds	Best	Better	Best	Best	Best	Good	Good



Good



Better



Best

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Implications

- Develop creative length strategies that will optimize your brand goals – short and long ads both have an important place in the media mix
- When in doubt, 15 seconds is the sweet spot

Strategies for Short Ads

- Use short ads as a quick reminder of established brands to drive top-of-mind awareness
- Pair short ads with short content on smaller screens
- Short ads work better among a millennial target

Strategies for Long Ads

- Employ long ads to educate about a new brand or to get across a complicated message
- Target on PC for longer formats
- Engaging creative from the beginning is a must to entice consumers to watch entire video even after skipping becomes available

Does Every Second Count?

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