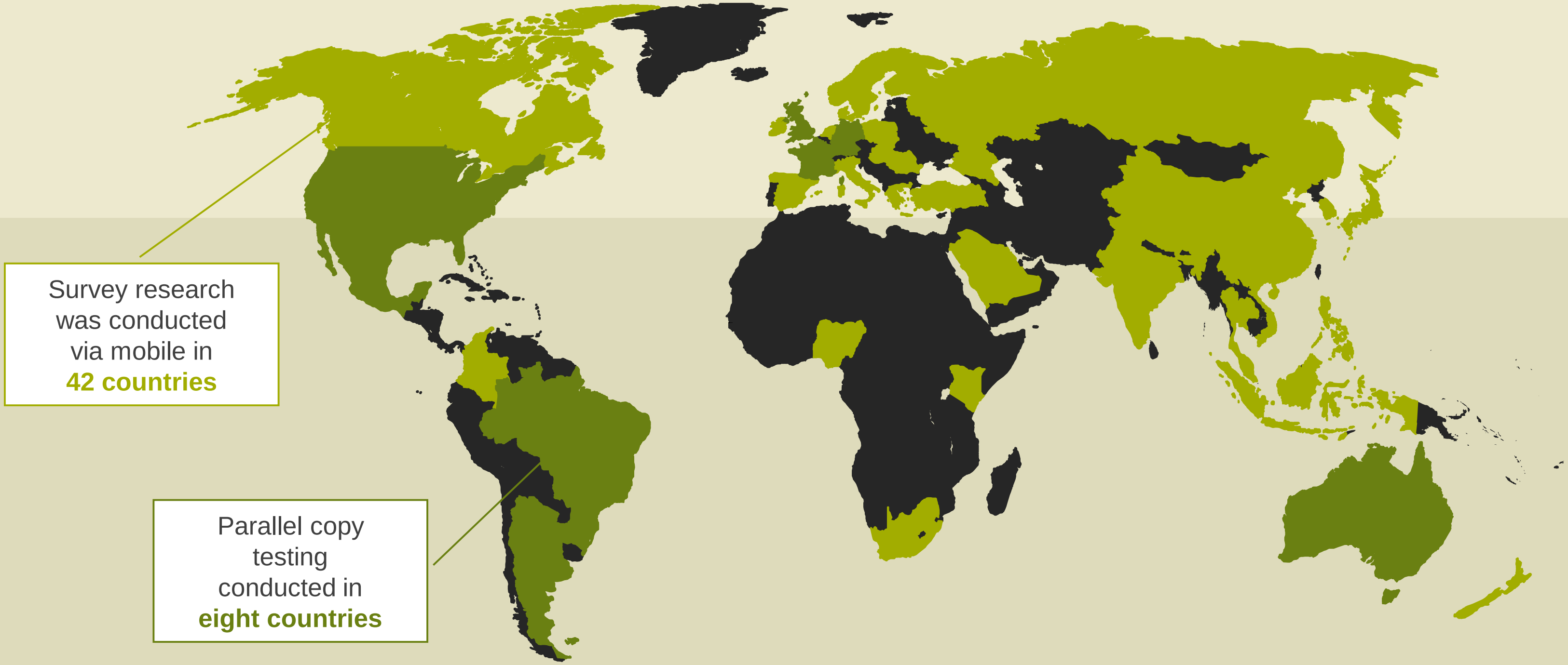
AdReaction

VIDEO CREATIVE IN A DIGITAL WORLD

MillwardBrown

About AdReaction

AdReaction studies have been conducted since 2001, delivering insights on consumers' perceptions of advertising, particularly digital formats. The most recent study explores the role of video creative in our digital world.



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please flag with care:

miscategorized

prohibited

spam/overpost

best of craigslist

Home Depot North on Ambassador - m4w - 59 (North KC)

Date: 2010-10-11, 2:39PM CDT

Reply To This Post

This is long shot but wanted to try. I was paying for some yard tools at Home Depot. You were standing behin me and said something like "looks like you are into some yard work" or something like that.
I looked at you and said you should sure come help me if you want. What was your reply back to me?
I am a little shy and get a little tongue tied at the site of a pretty woman. If this is you, write Home Depot in subject line.
I hope to hear from you.

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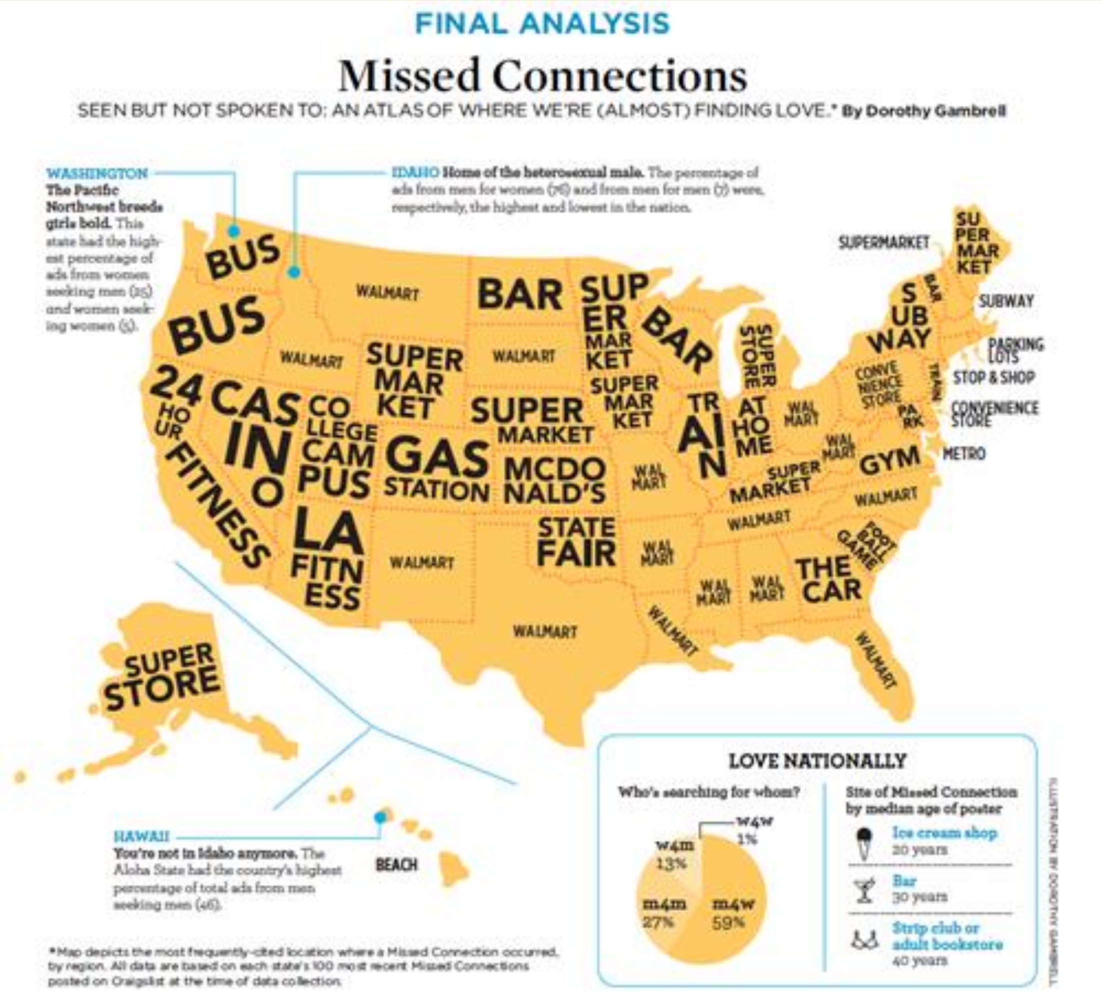
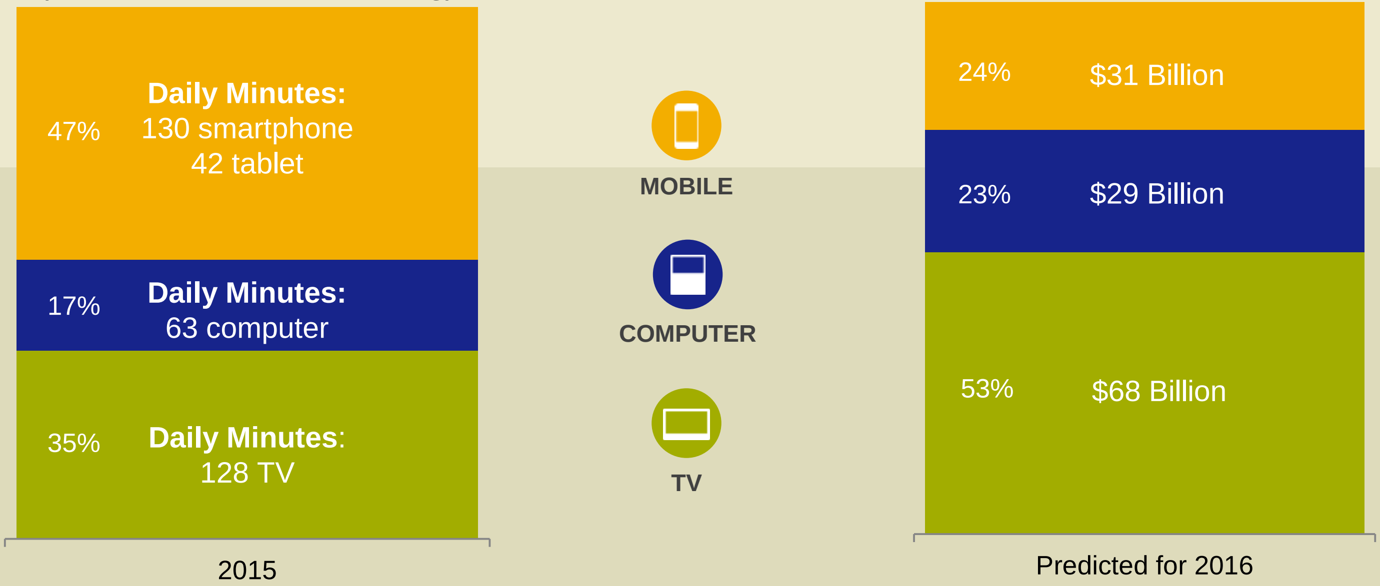


Share of total screen minutes bears no relation to media spend

Although it is growing quickly, mobile media spend will continue to significantly trail share of multiscreen users' screen time. If mobile can monetize more efficiently, there is clearly growth potential.

Daily Screen Use Share
(Video & other web browsing)

U.S. Media Spend Share



Q: Which of the following did you do yesterday?

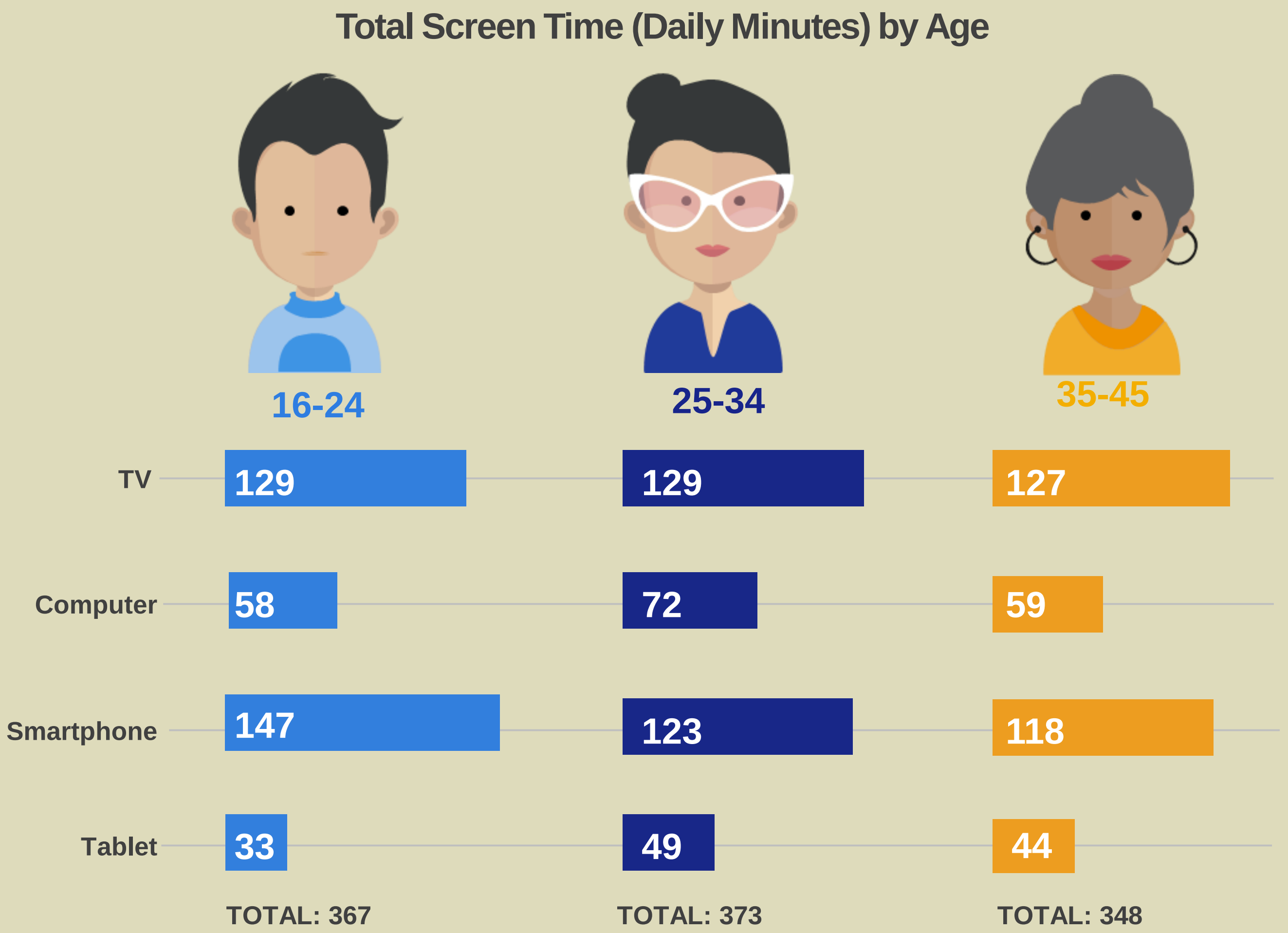
Source: Zenith Optimedia Advertising Expenditure Forecasts, September 2015

25-34 year olds have the most total screen time and utilize all channels

25-34 year olds have 374 minutes of screen time per day, with the largest shares of that time spent watching TV.

16-24 year olds have 368 minutes of screen time per day. The largest share of their time is spent using the web and apps on their smartphone.

35-45 year olds have 349 minutes of screen time and the largest share is spent watching TV.



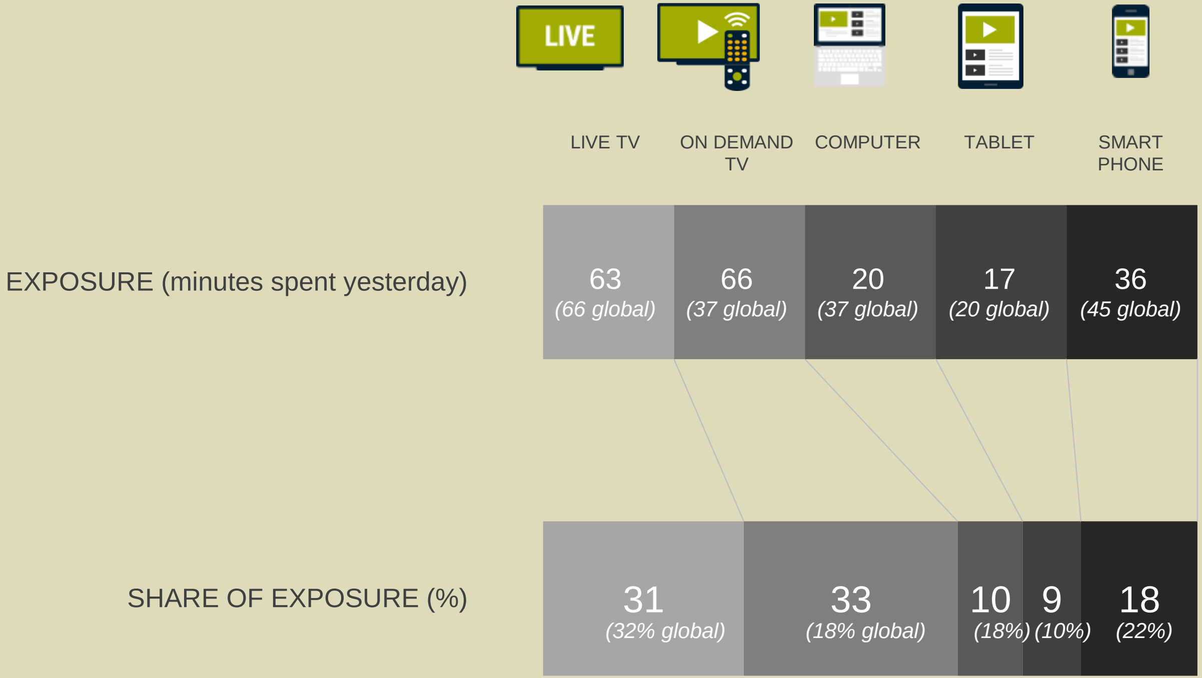
U.S. audiences are omnichannel video consumers but digital is changing video

Looking at video specifically, U.S. audiences watch over 3 hours daily, consistent with the global average.

Though 1/3rd of video consumption (63 minutes) is on Live TV, 2/3rd of video consumption is addressable (66 minutes on On Demand TV and 73 minutes on digital devices).

Q: …thinking about video content, roughly for how long yesterday did you watch…

Video Consumption (Daily Minutes)

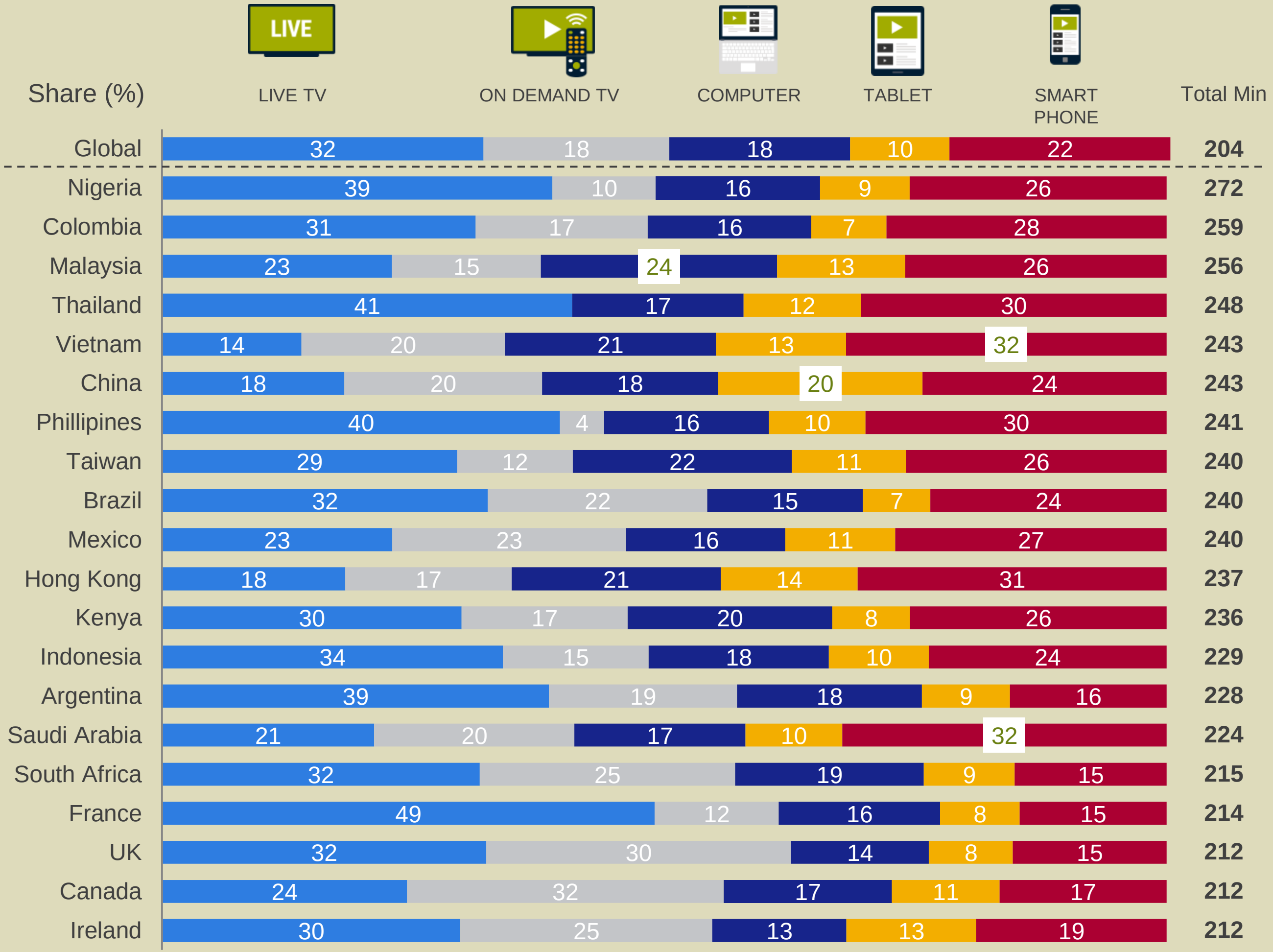


TOTAL U.S. MINUTES: 202
TOTAL GLOBAL MINUTES: 204

Global video consumption by device (Slide 1 of 2)

The U.S. ranks 22nd out of the 42 countries studied for total video consumption.

Nigeria, Colombia, and Malaysia lead in total video consumption, in part due to the larger amounts of time they spend watching Live TV and videos on their smartphones.



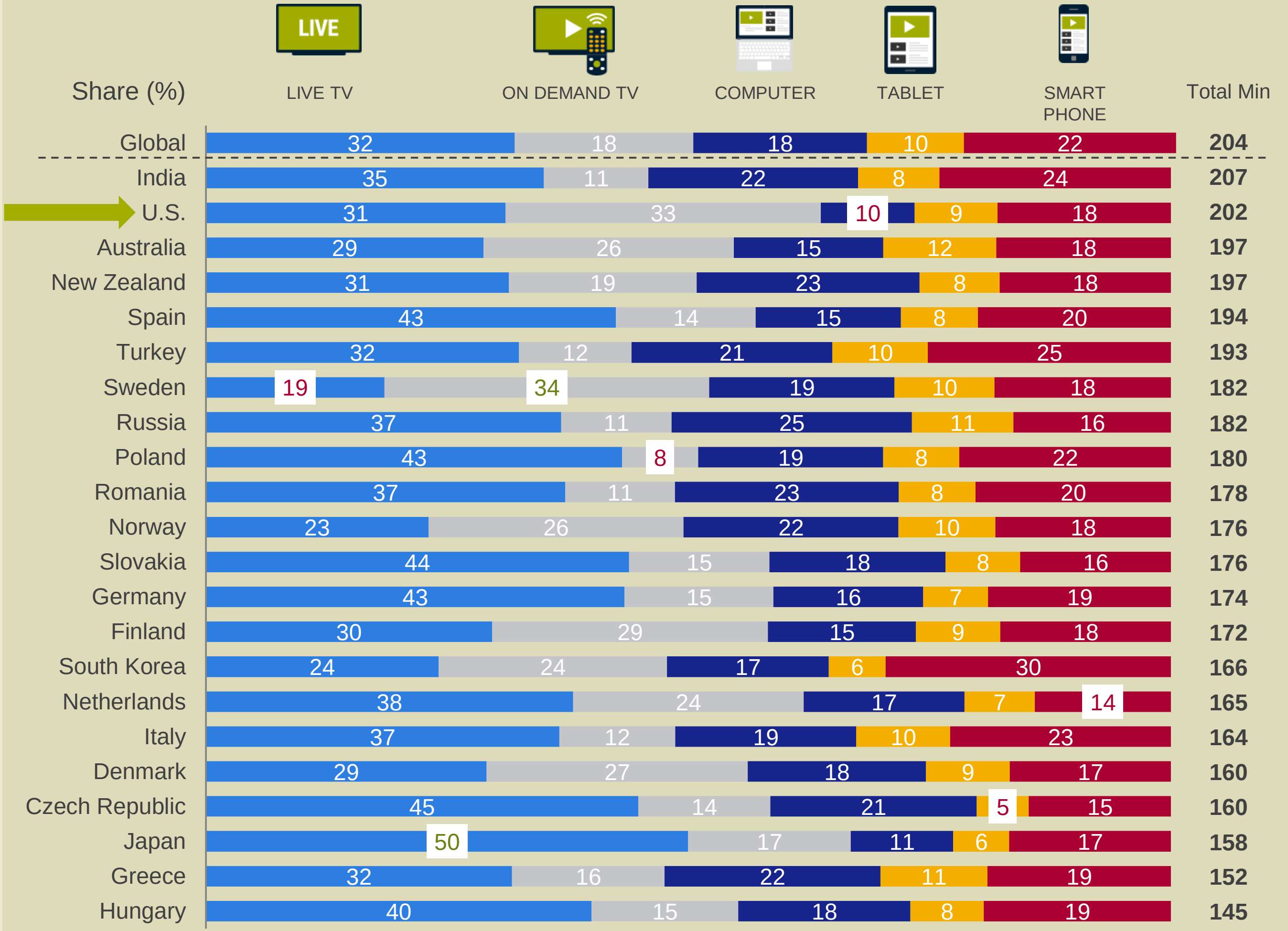
** On Demand TV not asked in Thailand*

Global video consumption by device (Slide 2 of 2)

Sweden, the U.S. & Canada are the strongest On Demand TV markets.

The U.S. is the lowest in its share of watching video on computers, along with Ireland and Japan.

The U.S. is on par with the global average for its share of watching Live TV and below the global average for watching video on tablets and smartphones. Vietnam has the largest share of watching video on smartphones and China for tablets.

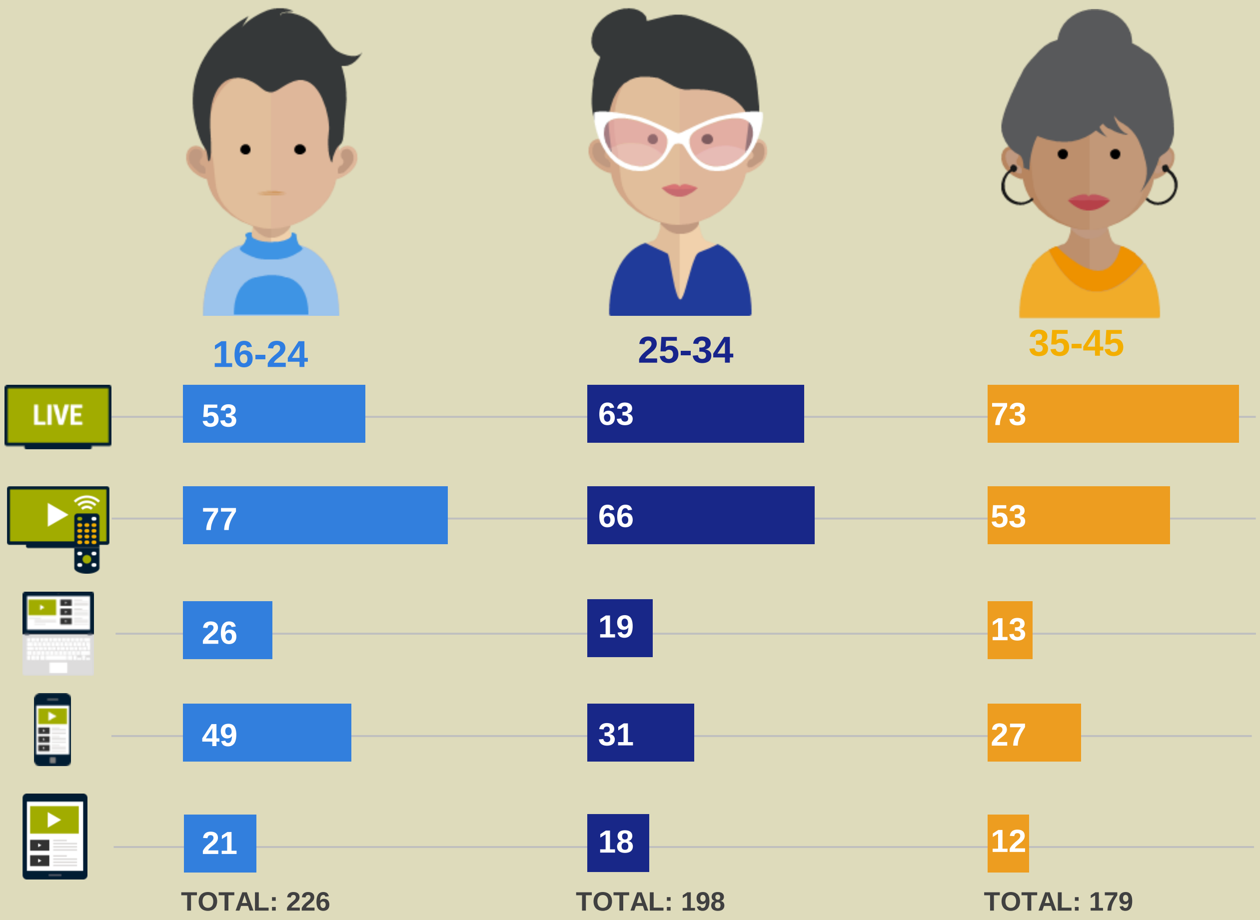


16-24 year olds watch the most video, particularly on digital devices

Younger audiences watch the most video across any device other than TV (where 35-45 year olds watch the most at 73 minutes per day).

25-34 year olds have the largest share of video minutes per day watching On Demand TV and 35-45 year olds watch the largest share of video on Live TV.

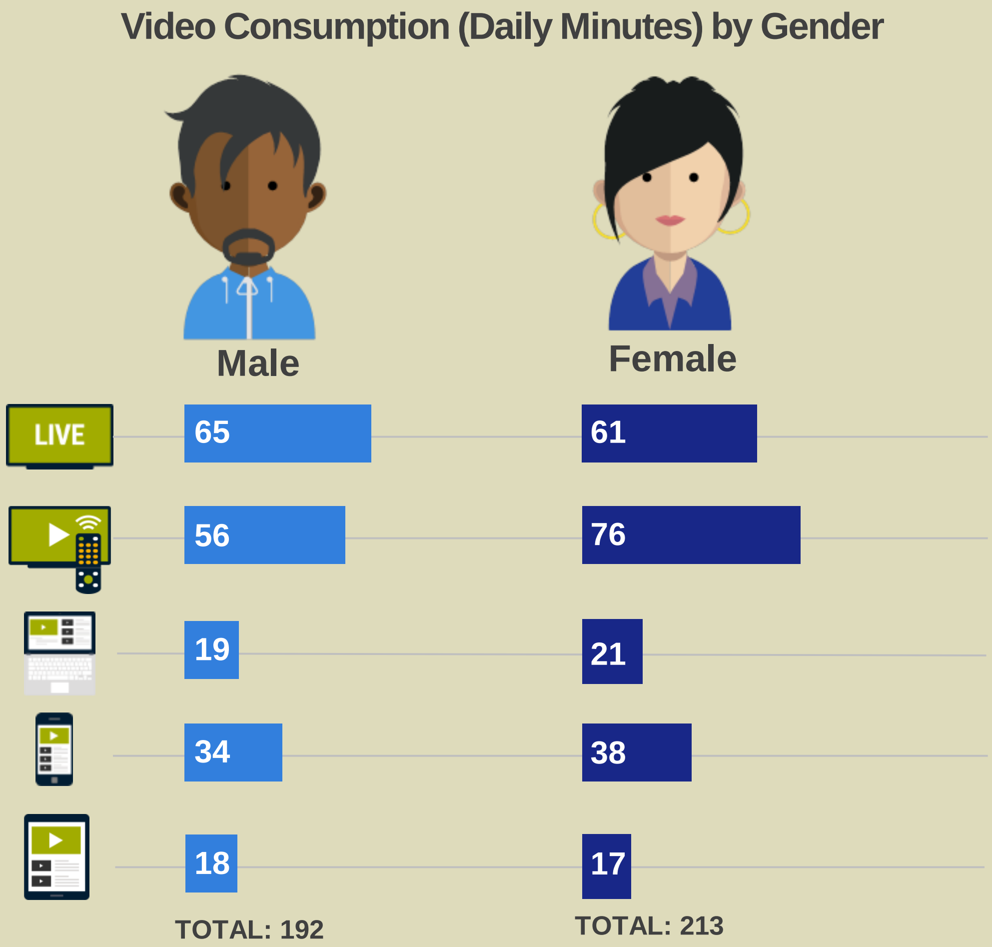
Video Consumption (Daily Minutes) by Age



Gender affects video consumption amount and device preference

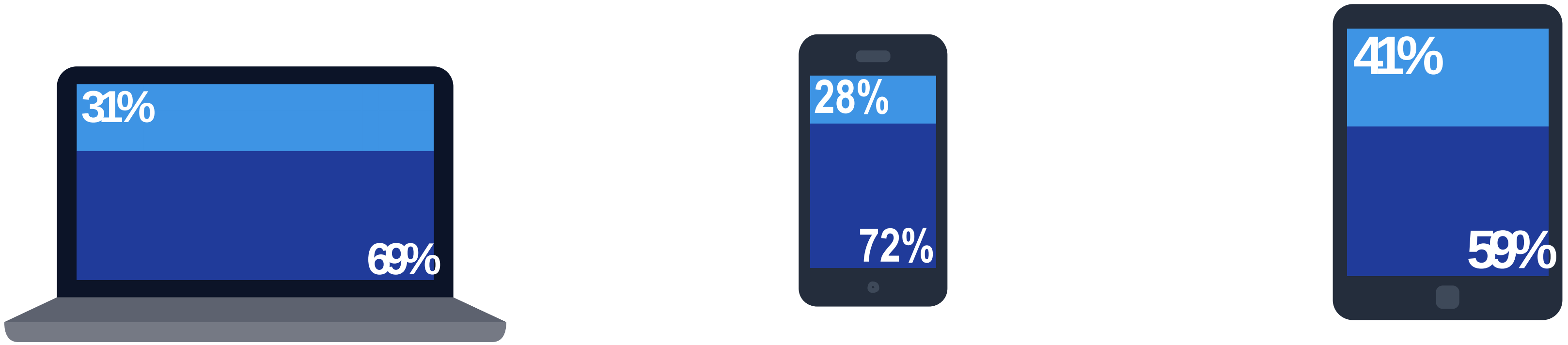
Overall, women watch more video than men.

While women consume on average 20 more minutes of On Demand TV per day, men slightly edge out women in Live TV watching.



Video is transforming how audiences engage with digital devices

Across all devices, time spent watching video now comprises a significant share of total time spent on that device. 31% of all internet time on computers is now spent watching video, 28% on smartphones and 41% on tablets.



Internet time on **computers**

Mobile web/app time on **smartphones**

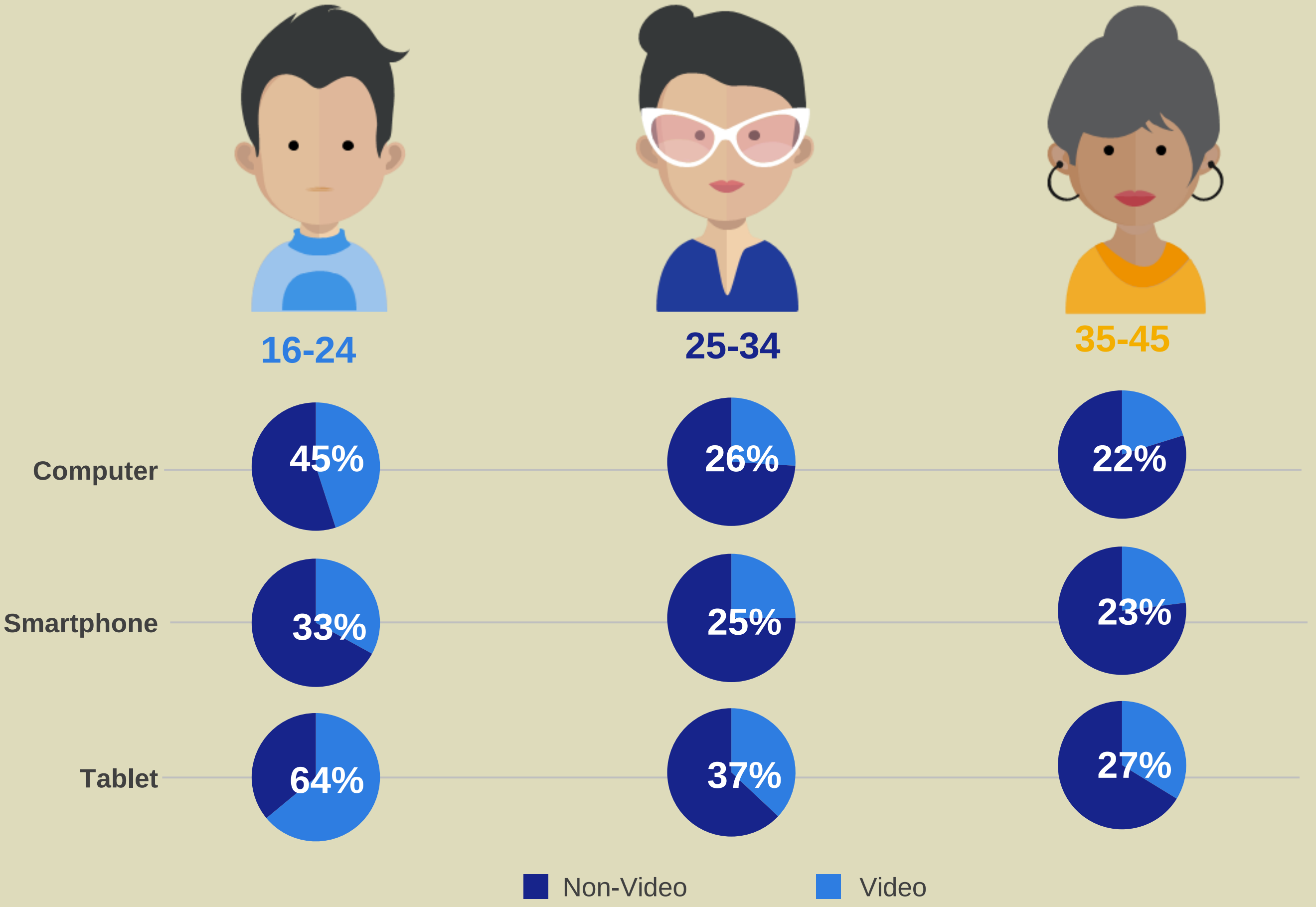
Mobile web/app time on **tablets**

Non-Video   Video

For younger audiences, watching videos has become a central part of their digital experience

For audiences ages 16-24, more than 1/3rd of their time on any digital device is spent watching videos.

Video Consumption (Share of Time Spent) by Age



Audiences use all devices differently to consume video

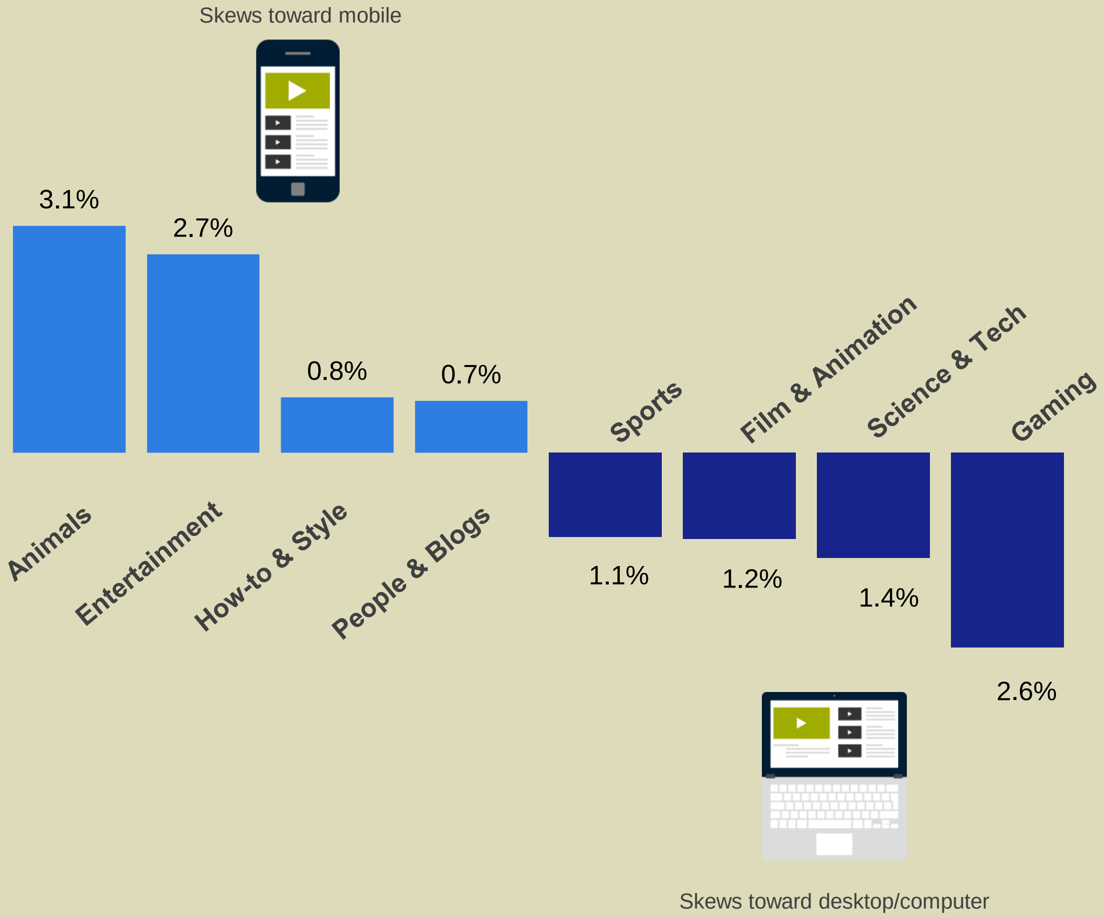
Audiences are in a lean-back and social mode while watching Live or On Demand TV. They are most lean forward when watching videos on a computer. Smartphone video viewing approaches are most diverse.

	LIVE TV	ON DEMAND	COMPUTER	TABLET	SMARTPHONE
HOW? (Mindset)	Bored & Relaxed	Relaxed	Goal Oriented	Relaxed & Entertained	Bored, Relaxed & Goal Oriented
WHERE?	At home	At home	At work	While commuting/traveling; At school/ college/ university	In a public building or outdoor; at work; while commuting / traveling
WHO WITH?	With other people I live with	With other people I live with	On my own; With people I don't live with	On my own	On my own

Content drives device choice: Short-form content skews to mobile

Bite-sized, entertaining content is viewed most on mobile devices (such as talk show clips and cat videos).

Meanwhile, more-involved content such as technology clips or videos detailing gaming cheats are viewed most on desktop devices.

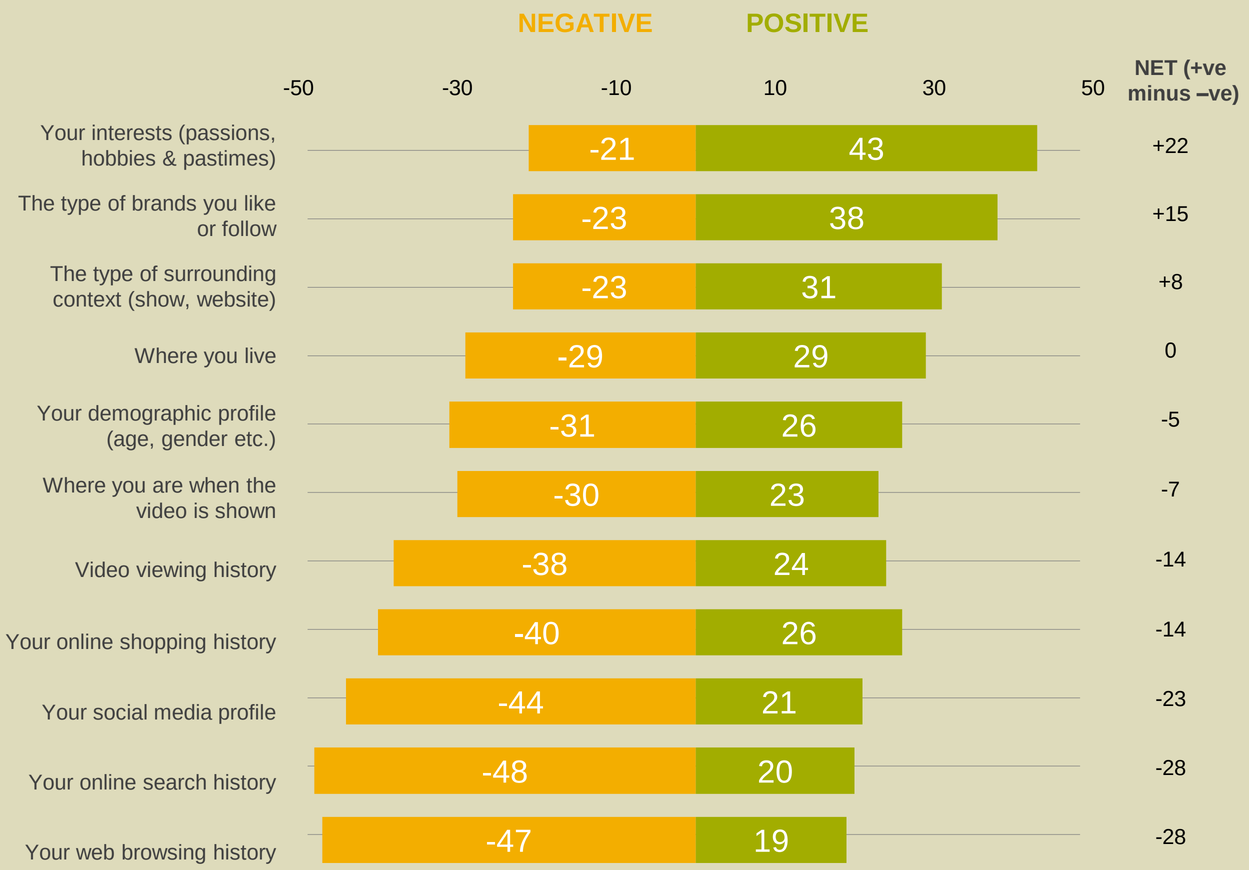


The Compete panel: Differences in category share of YouTube videos viewed in Q2'15 by desktop/Computer and smartphone/tablet

And audiences prefer that video ad content be targeted to them by their interests, not browsing history

Audiences prefer video ad targeting based on their interests and the types of brands they follow.

They are less favorable towards targeting based on their web browsing history – which they do not equate with their interests or the brands that they like.

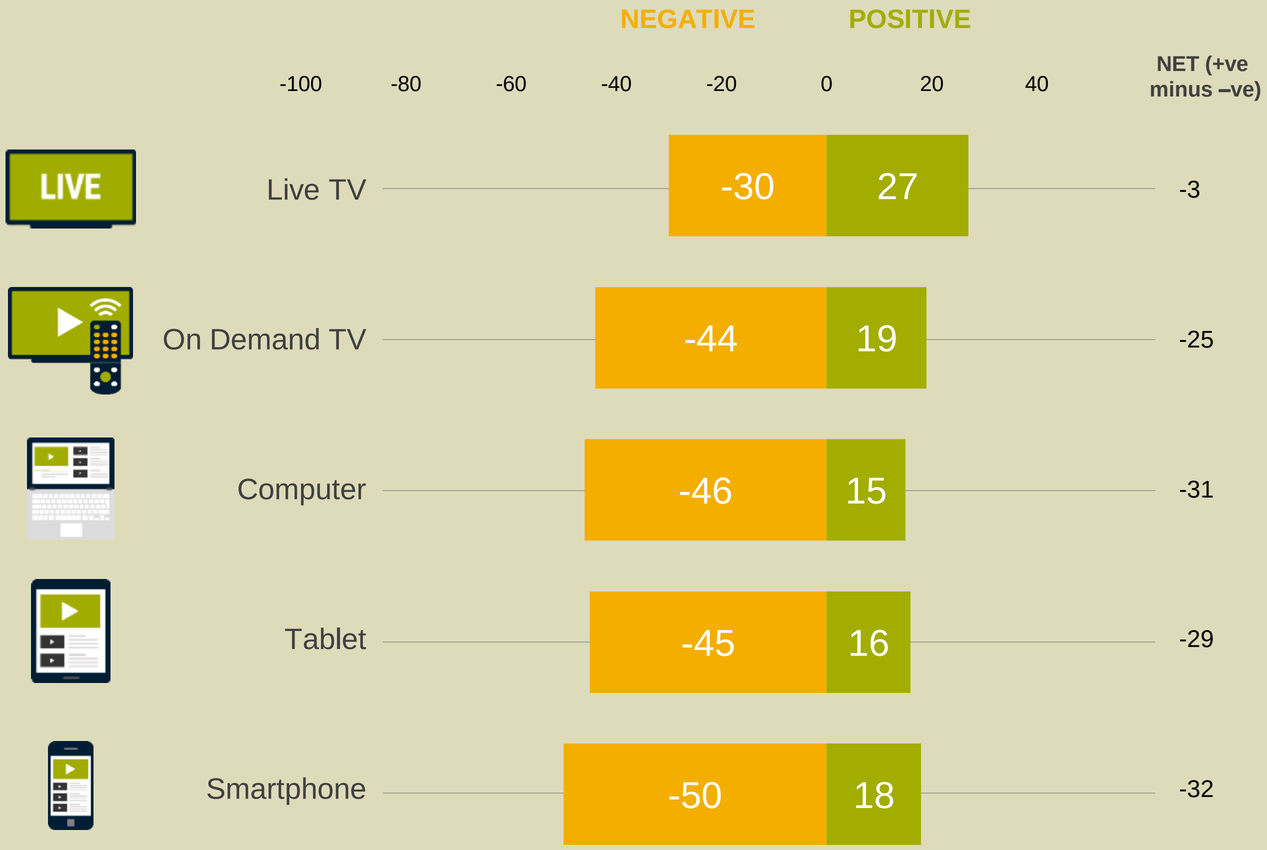


Q: Advertisers can target the video ads you see in many different ways. How do you feel about video ad targeting based on…?

However, video ad receptivity is higher for TV than digital screens

Many people still do not like digital video ads, so the industry has work to do.

Audiences expect a higher level of control on digital. This explains their irritation by online ad formats which fail to respect this control.



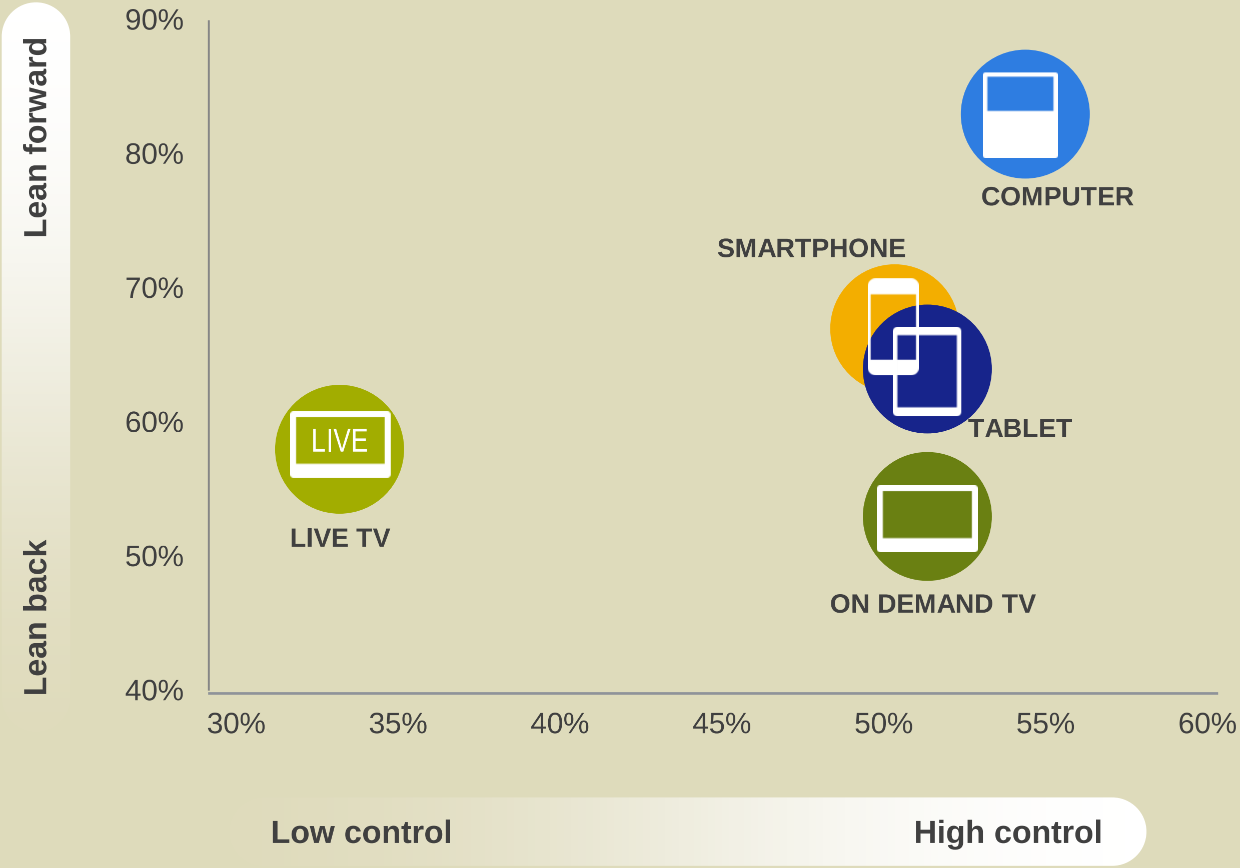
Q: How would you characterize your attitude towards the following formats of online video advertising?

Audiences feel most in control of their ad experience on digital

A majority of people believe that they have the most control over advertising on digital, specifically their computers.

On Demand TV completely changes the advertising dynamic from Live TV. Although people are still in a lean-back mindset, they feel much more in control of their ad exposure.

Q: Now please think about which of these applied to you yesterday when you were… /
Q: How much control do you feel you have over whether you do or don't watch the following formats of video advertising?

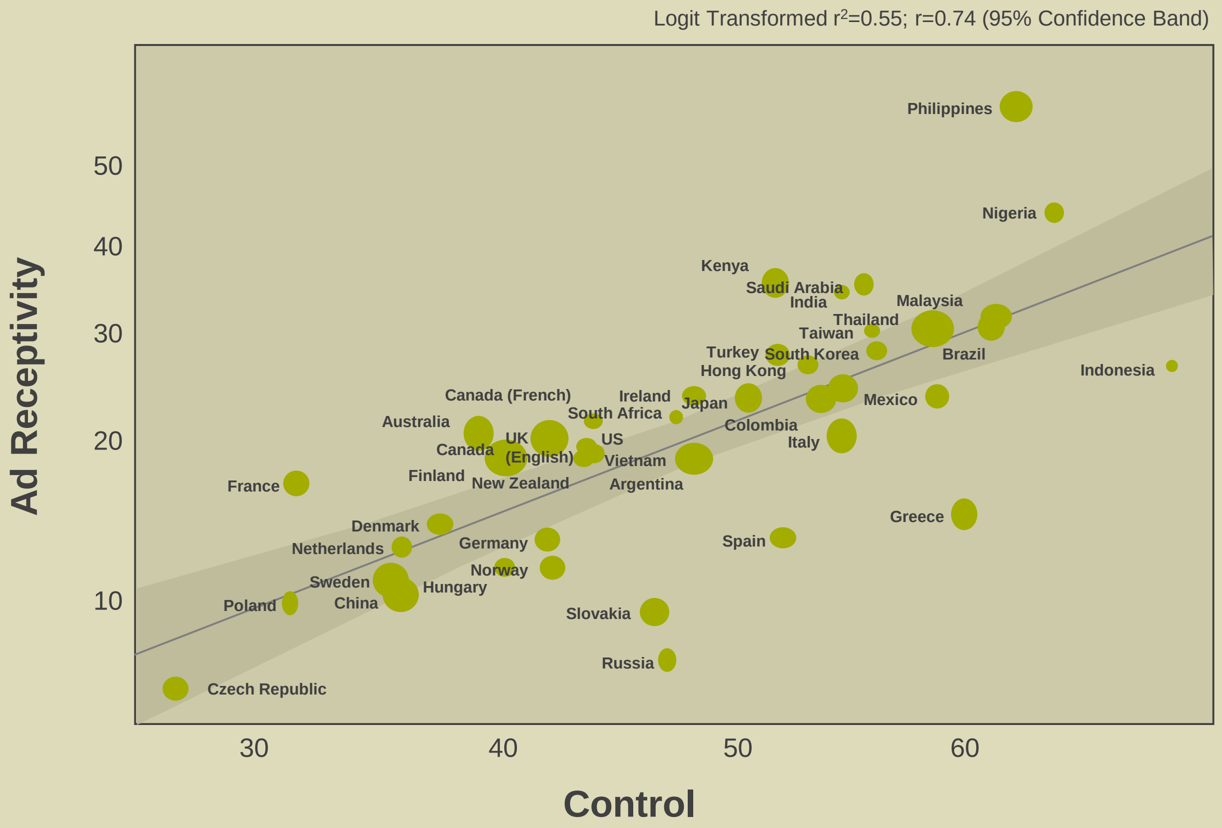


Control is the main driver of ad receptivity

In countries where respondents feel they have greater control over ad exposure, advertising receptivity is higher.

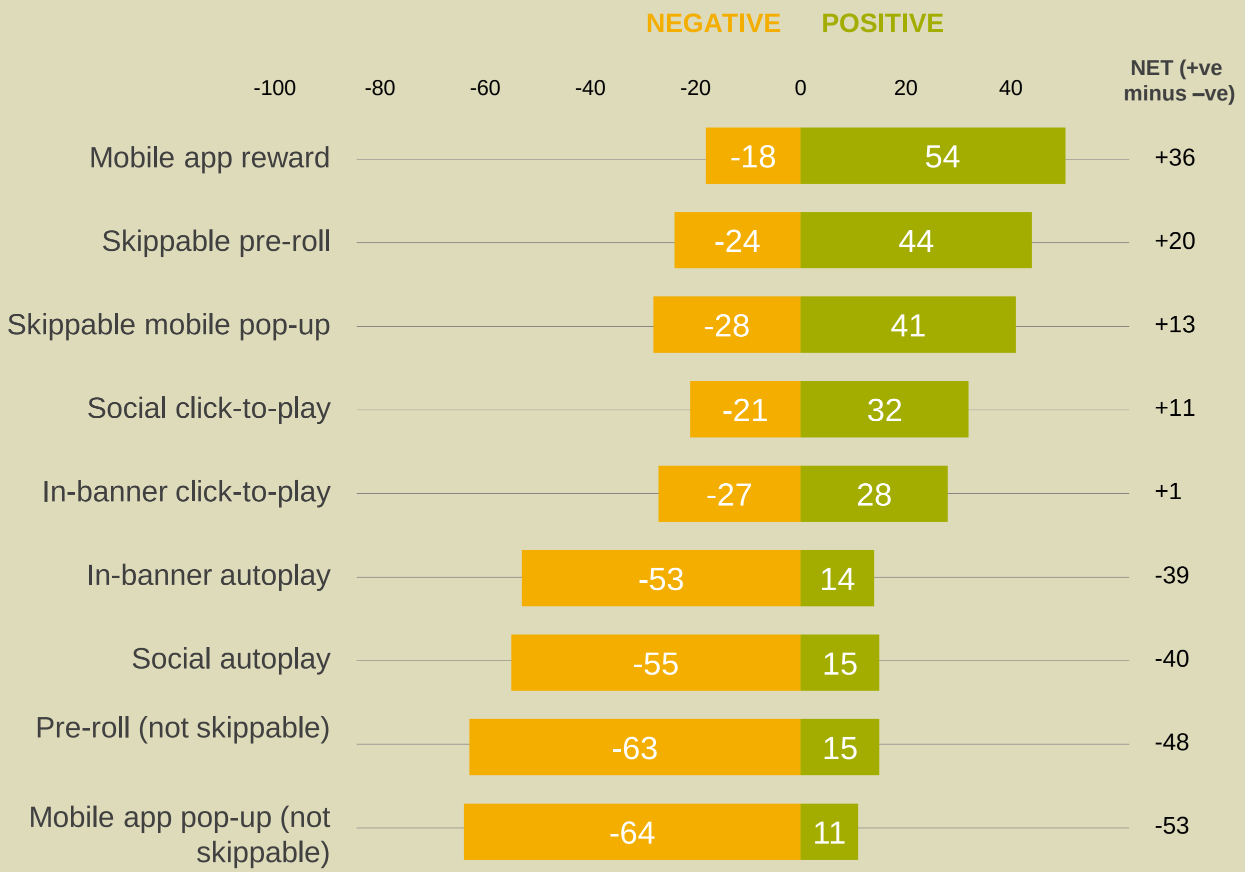
Correlation analysis also confirmed a very strong respondent-level relationship between control and receptivity for all devices, especially smartphones.

See appendix for country level receptivity data.
Q: How would you characterize your attitude towards the following formats of video advertising? How much control do you feel you have over whether you do or don't watch the following formats of video advertising?



Because consumers value control, it makes sense that skippable video formats are preferred

Beyond rewards-based ads, audiences prefer formats that give them some control of their viewing, like skippable & click-to-play.



Q: How would you characterize your attitude towards the following formats of online video advertising?

Audience receptivity favors more native approaches to video advertising

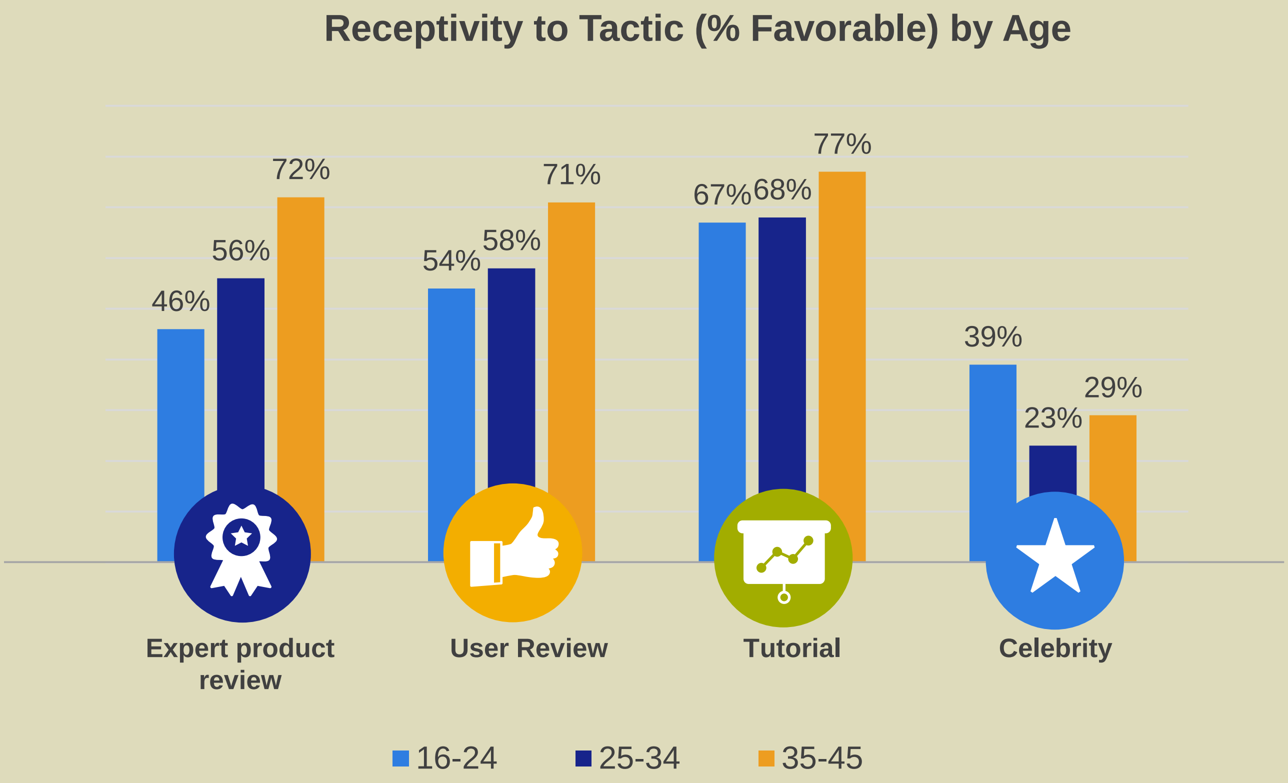
Although audiences do not express favorable opinions toward many forms of video advertising, they prefer branded video content like reviews and tutorials.

Somewhat surprisingly, video ads featuring celebrities are on the lower end of noticeability and are least favorable.

Receptivity by tactic differs across age groups

Older audiences are more receptive to product reviews and tutorials with the majority of 35-45 year olds having a positive opinion of expert and user reviews and tutorials.

Younger audiences are more receptive to celebrity videos than older audiences but still prefer tutorials and reviews over celebrity videos.



Right Content

How can online video ads be optimized across channels and avoid being skipped?

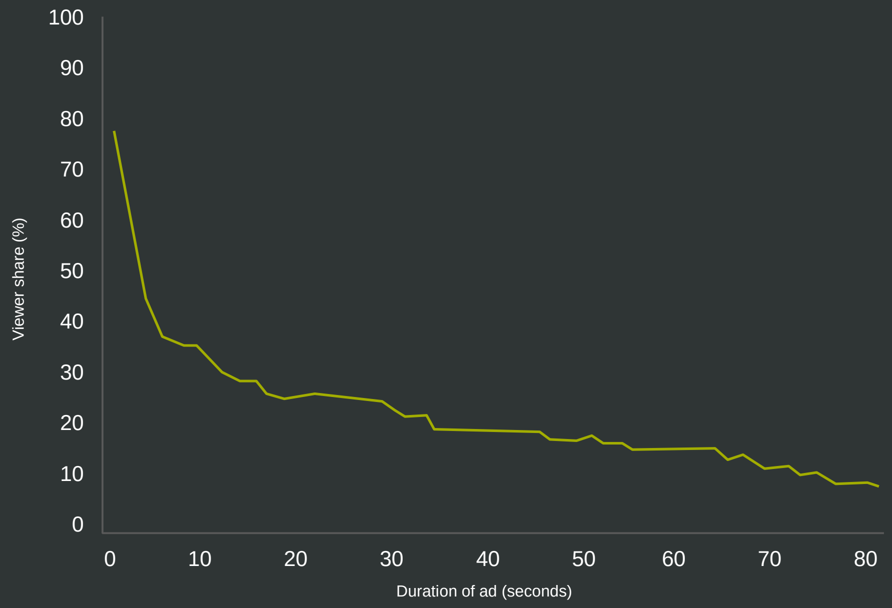
Audience interest in ads drops off after the first few seconds

Even with highly-engaging ads, many viewers skip away as soon as they can.

We see this pattern for YouTube skippable pre-roll and Facebook autoplay.

And even though, in most cases, advertisers don't pay when an ad is skipped, it minimizes the campaign's impact.

Video Playback Behavior



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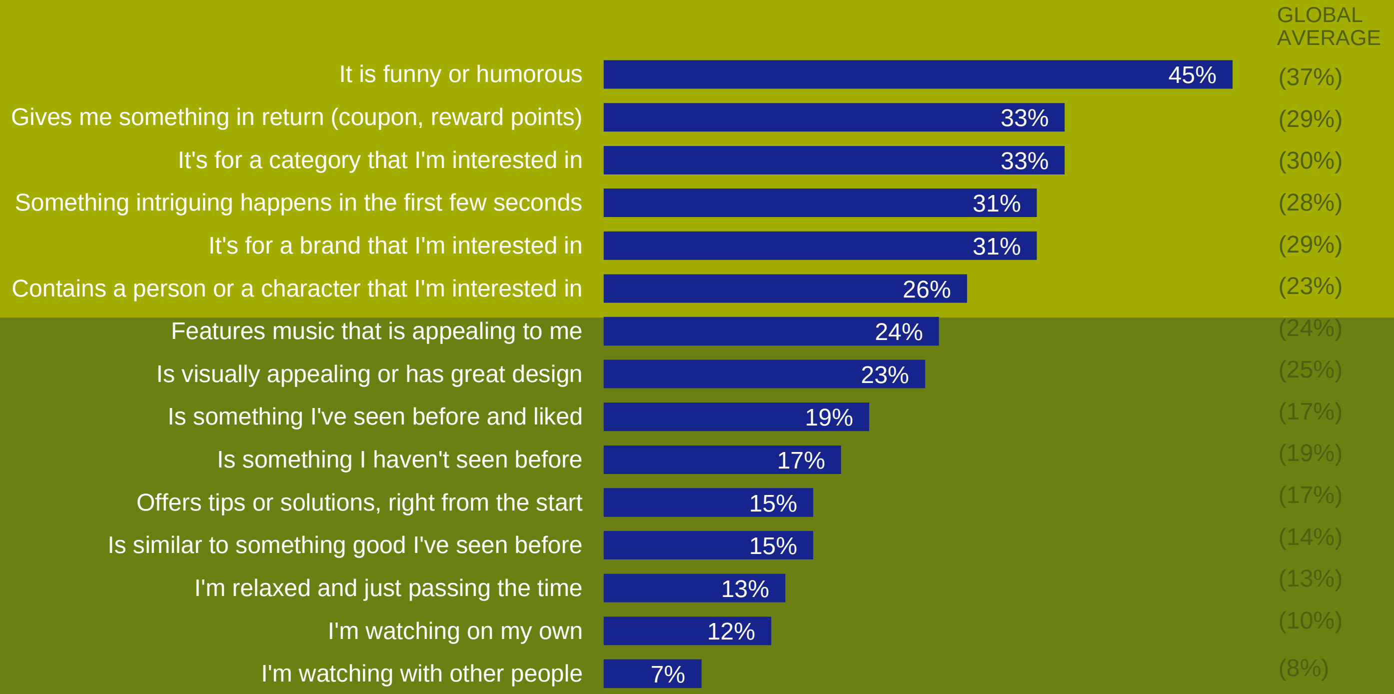
Skippability requires a raised bar for creative quality

Audiences are less likely to skip when the ad brings humor, value, or intrigue



Q: Sometimes video ads are shown online and you have the option to skip.
What makes you less likely to skip and more likely to pay attention to an ad?ˆ

Focus on skip resistence

Given audience inclination to skip video advertising, it’s imperative that marketers increase consumer engagement by capturing attention in the first few seconds.

IGA and Nestlé ads had better audience retention because of their strong content in the first few seconds of the ad.

AUSTRALIA

AUSTRALIA

Click on videos above to play

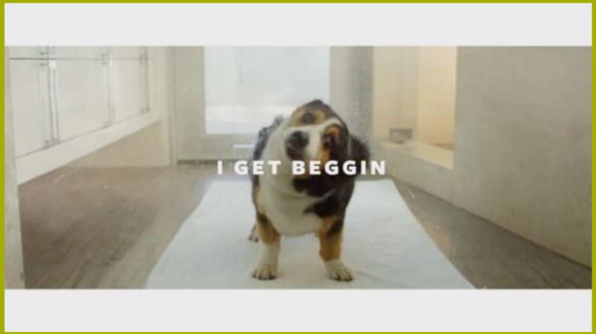
Consider length and integrate the brand in the first few seconds

Shorter ads are more likely to keep people to the end. While this Beggin' ad was loved, for some it was too long.

Unlike ads on TV, if you don't feature the brand within the first few seconds of digital video, you've lost the opportunity to impact half of your audience. This Maggi ad is a good example of immediate branding.

GERMANY

USA



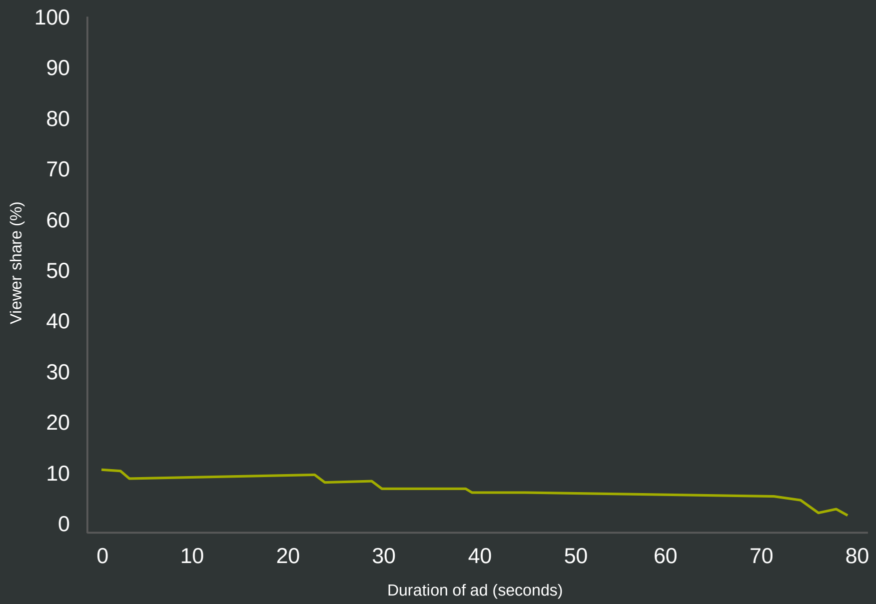
Click on videos above to play

Entice your audience to engage

If given a choice, most consumers don't click to play advertising.

Again, this is not about cost, but maximizing impact.

Video Playback Behavior
Facebook click-to-play ads



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The first frame needs to signal a rewarding creative experience

For Facebook click-to-play ads, the initial frame and the introductory text is crucial: it needs to be creatively engaging.

But the ad needs to deliver on the promise of that frame and introduction. These are two good examples.

UK

USA

Click on videos above to play

Creative considerations

Engagement

Don't rest on your laurels:
Even the best ads can be optimized across screens

Skippable & Autoplay

Make the first few seconds count!
Viewing can drop by half after those first few seconds. Humor is the best way to prevent skipping

Click-to-play

It's all about impact:
Use a striking and intriguing image to draw viewers in

Length

Keep it short but sweet:
Shorter ads are more likely to be fully viewed on digital platforms

Branding

Don't hide it:
If you don't show the brand in the first few seconds you have lost half of your audience

Sizing

Bigger is better:
Small logos will work for those viewing on computers but mobile users need to see it too

Implications

In order to maximize your chances of video creative success, think:

Right person

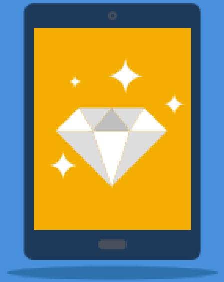
Targeting matters:
Interest, category or brand-based targeting make a real difference to whether your video content is received positively

Beyond TV:
Multiscreeners spend as much time watching online video as they do watching TV; start aligning your media spend toward this

Right context

Assume resistance:
Many people don't like ads, particularly online, so your video needs to earn the right for attention

Embrace control:
Online video formats which offer rewards or provide control (skippable, click to play) are strongly preferred, so use these where possible



Right content

Work with the skip:
Skippable formats are a creative challenge worth focusing on; aim for early impact

Assume adaptation:
Consider digital early in the creative process; even great ads can be optimized across channels

THANK YOU.

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