



Are new campaign formats from digital publishers effective?

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About this study :

We conducted a series of digital advertising experiments to investigate new ad formats including **shorter ad lengths**, **skippable pre-roll video**, and **branded content**.



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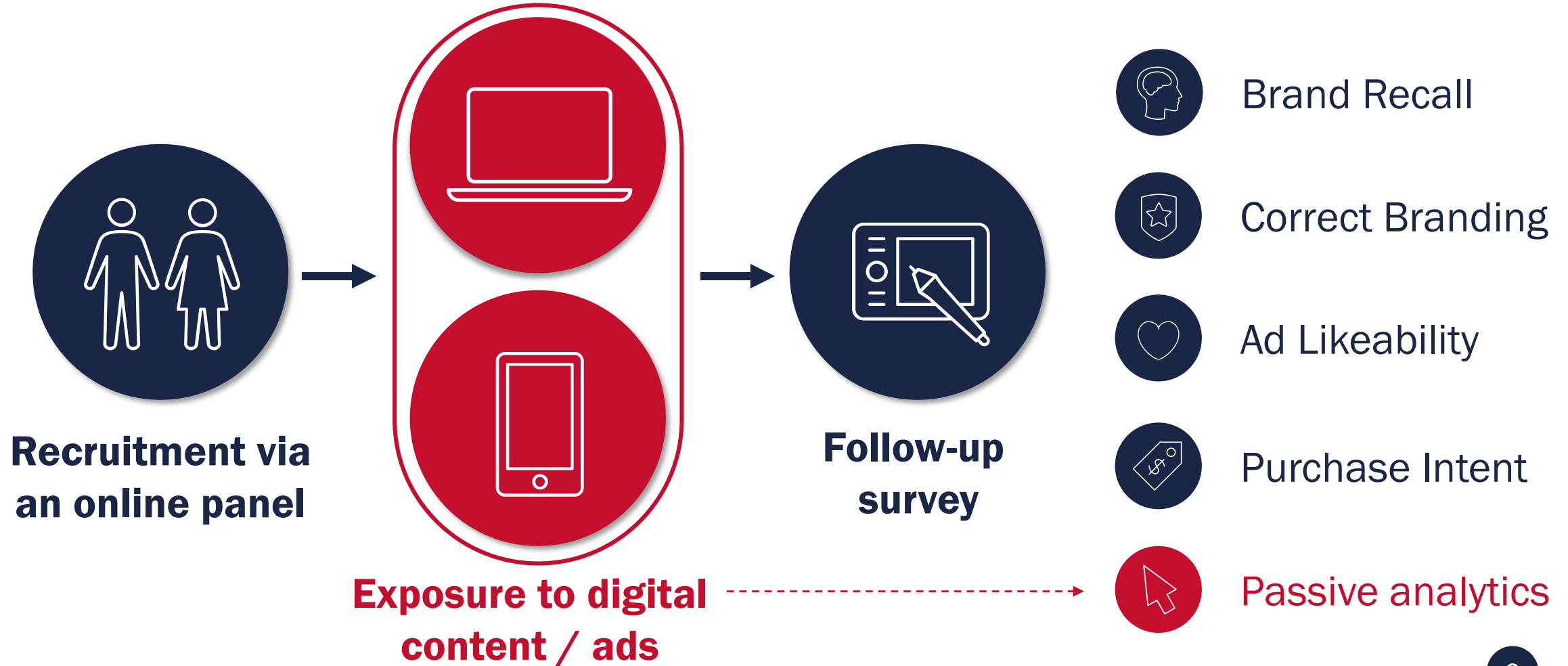
asi
#asipd19

Total Sample : 1,518

Australians aged 14 to 54

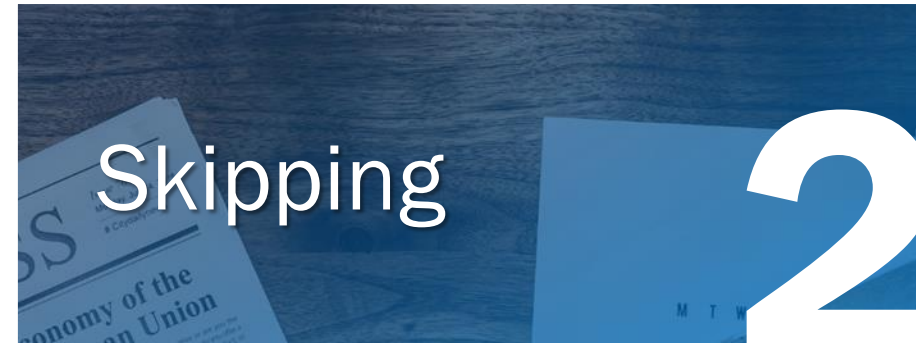
Nationally representative

The Research Design :



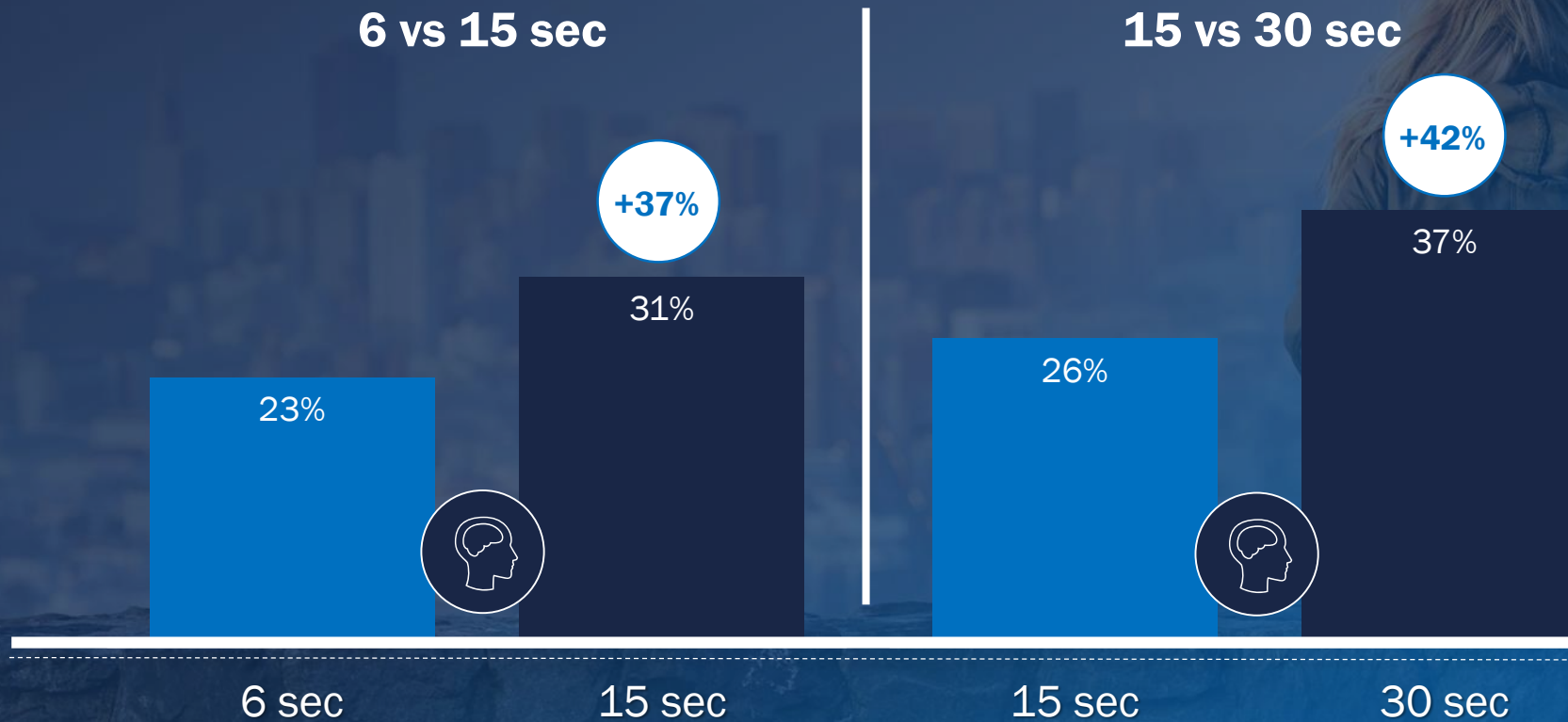
Areas of Investigation :

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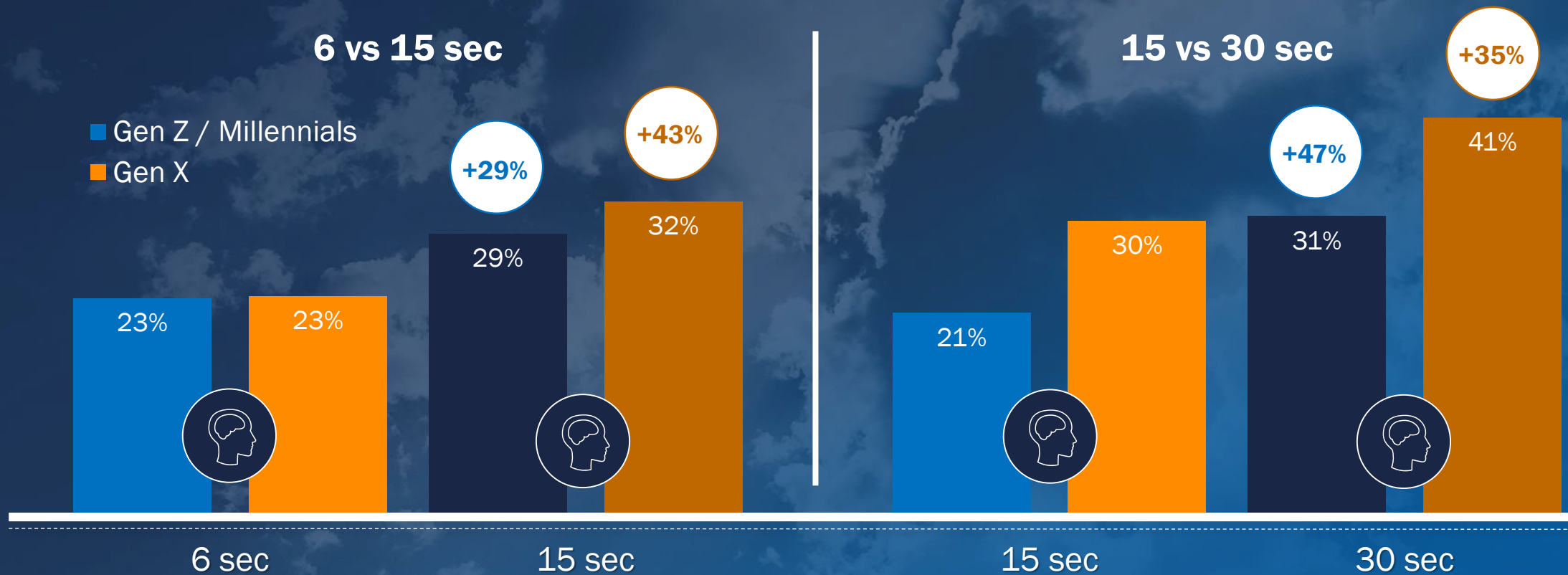
Longer video ads outperform the shorter versions of the same creative in recall

Ad Length : Brand Recall by length (not skipped)



Recall is higher for the longer ads for both younger and older viewers

Ad Length : Brand Recall by length by generation (not skipped)

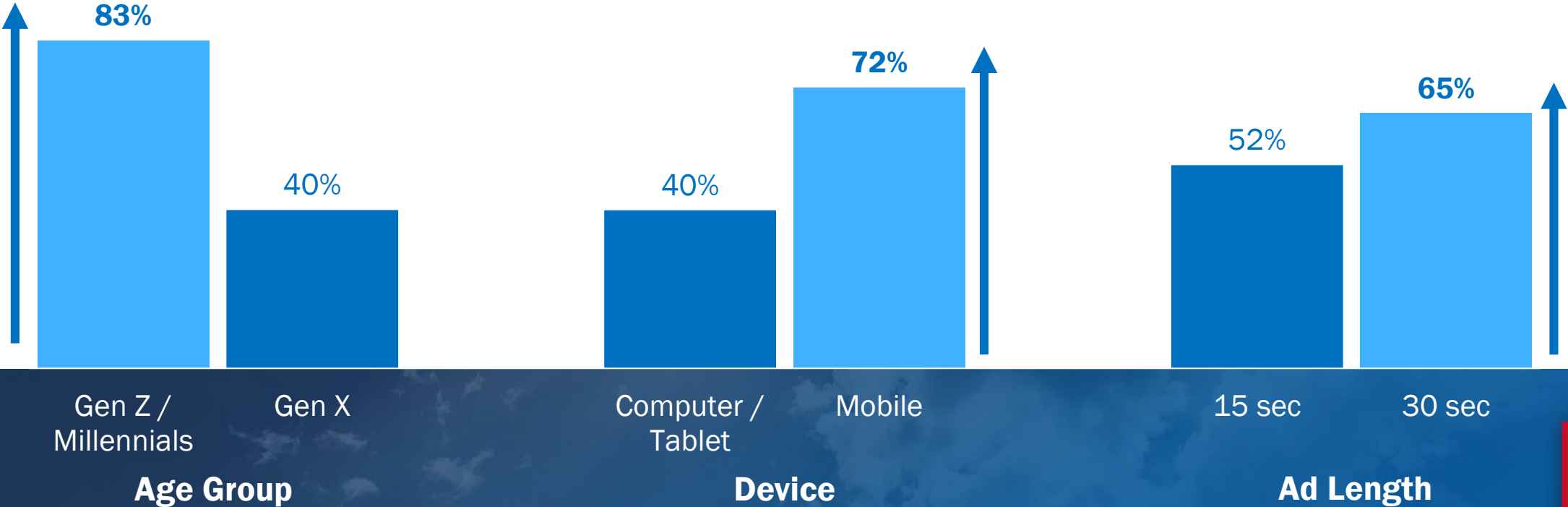


56%

of generations X, Y and Z were observed to **skip ads when the feature was available**

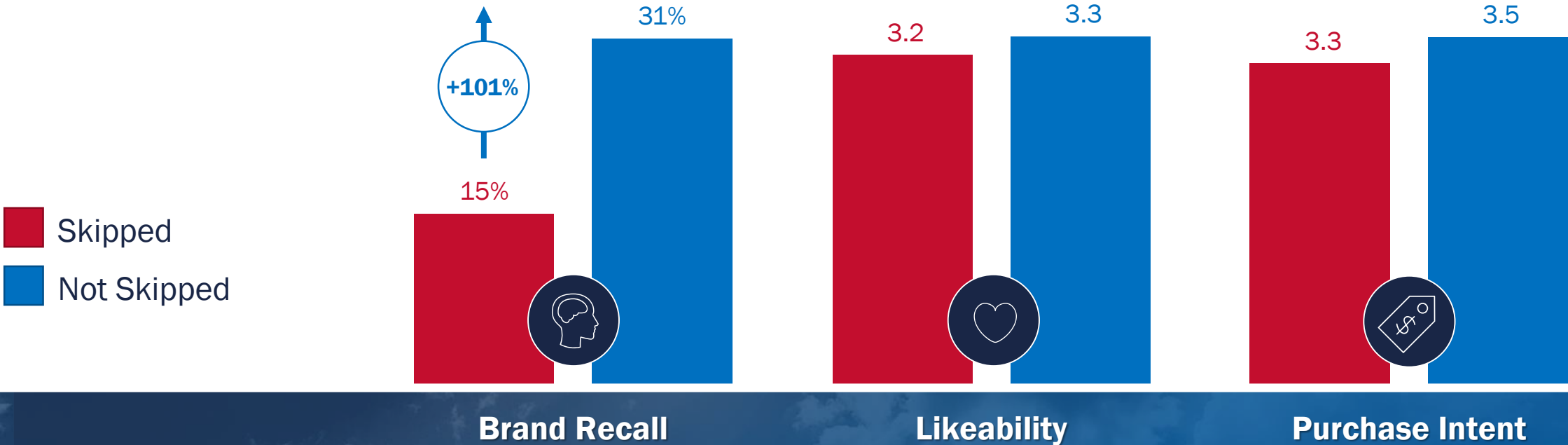
There is more ad skipping amongst younger consumers, on mobile and for longer ads

Video Ad Skipping : % skipping (where possible) for age group, device and ad length



Ads that are not skipped have higher recall, but similar likeability and purchase intent

Video Ad Skipping : Impact of skipping on key ad effectiveness metrics



Though, the top reasons for liking the content are a bit different ...

Branded Content : Top 3 reasons for liking by content type (video only)

Regular Video Content : Top 3 Reasons for Liking

- 1 Entertaining & Interesting
- 2 New / Innovative / Different
- 3 Informative

Branded Video Content : Top 3 Reasons for Liking

- 1 Informative
- 2 Likeable / Positive
- 3 People & Products

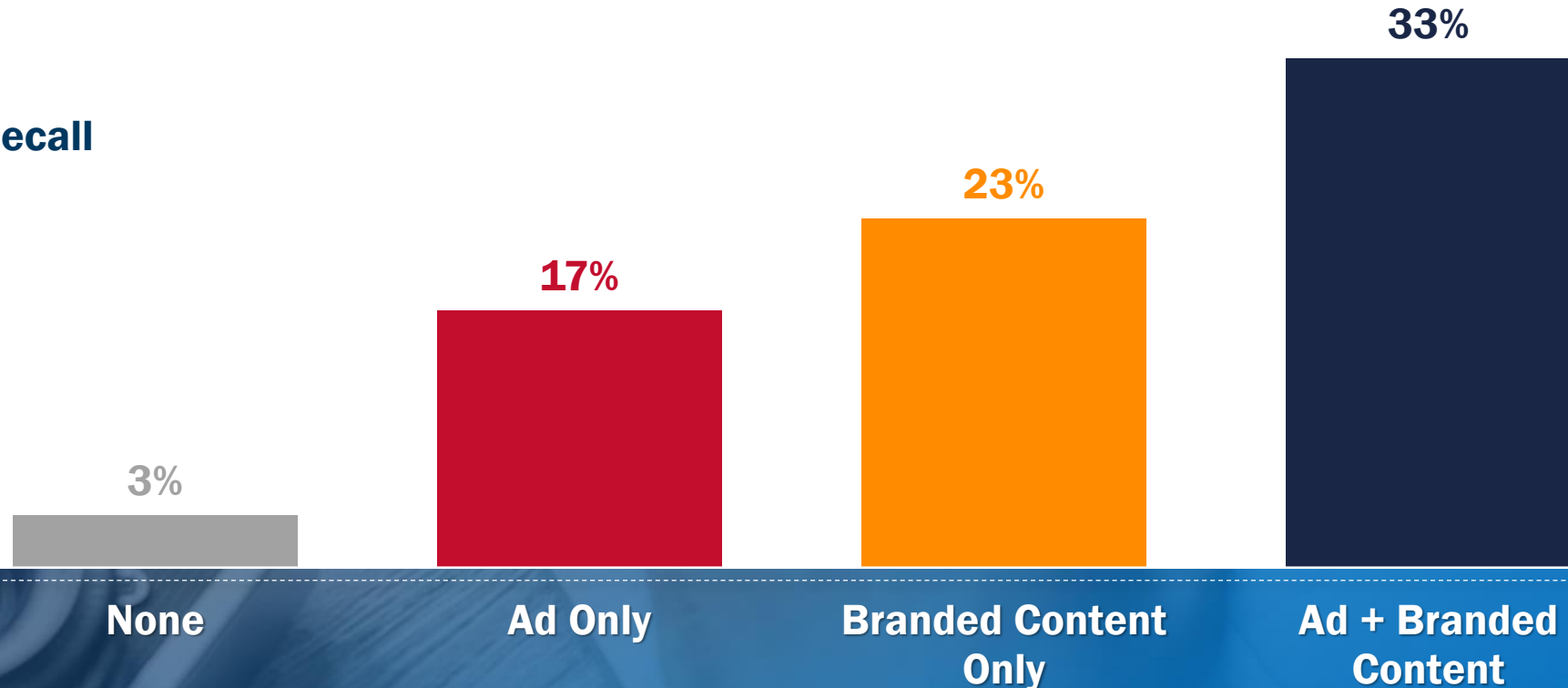


Higher brand recall occurs when viewers are exposed to both ads and branded content

SF Video Ad Experiment : % brand recall



Brand Recall



Summary :

1

Longer ads perform better on key metrics, including for younger consumers

2

Skipping is more common for younger consumers, on mobile and for longer ads – but **skipped ads still have impact**

3

Both branded video content and pre-roll ads drive impact – but they work better together

For more information :

To access the full presentation or other data from the study, please **contact us** here :



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