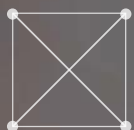




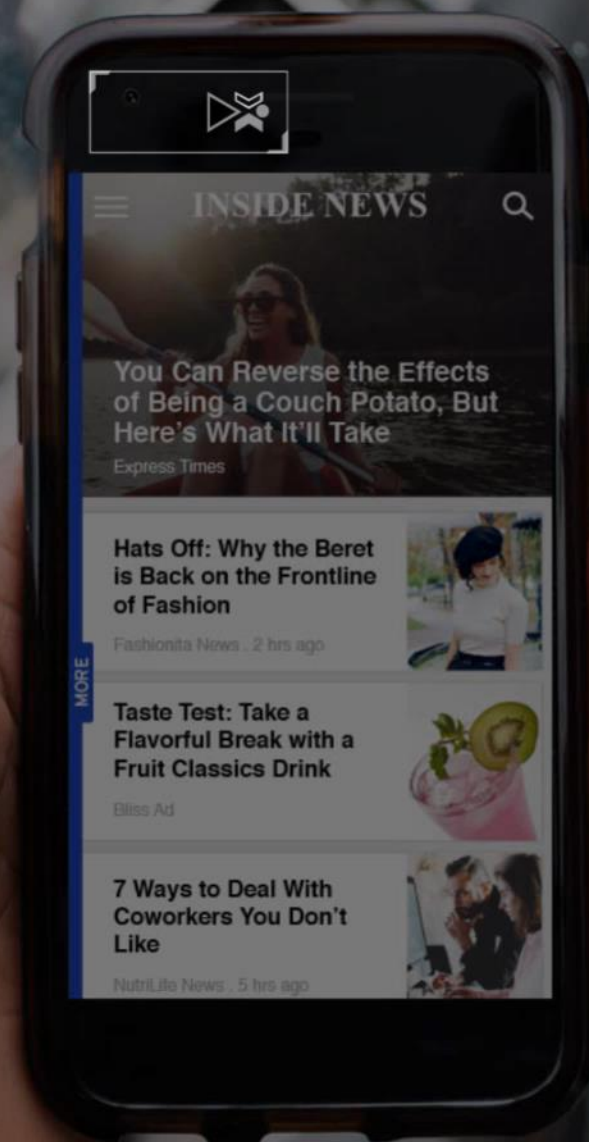
BATTLE OF THE MOBILE AD FORMATS



**NEW MOBILE AD
CONTENDERS EXPLAINED**

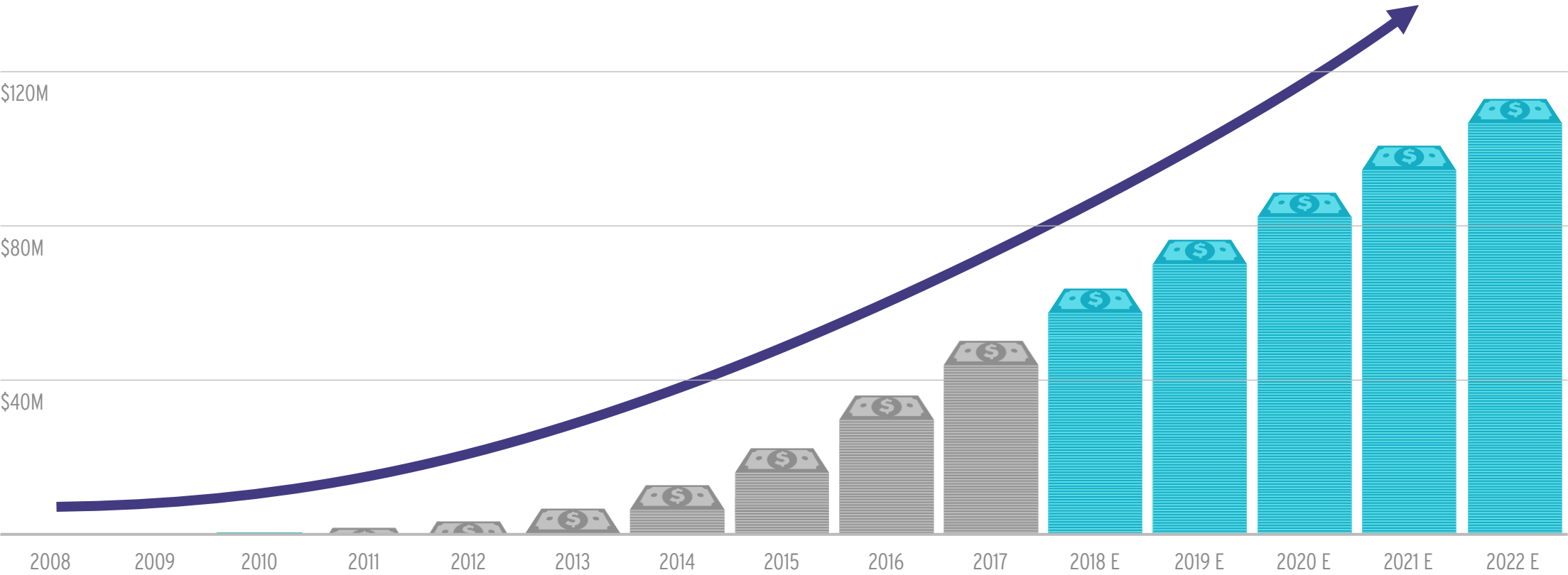
M/GNA

IPG MEDIA LAB



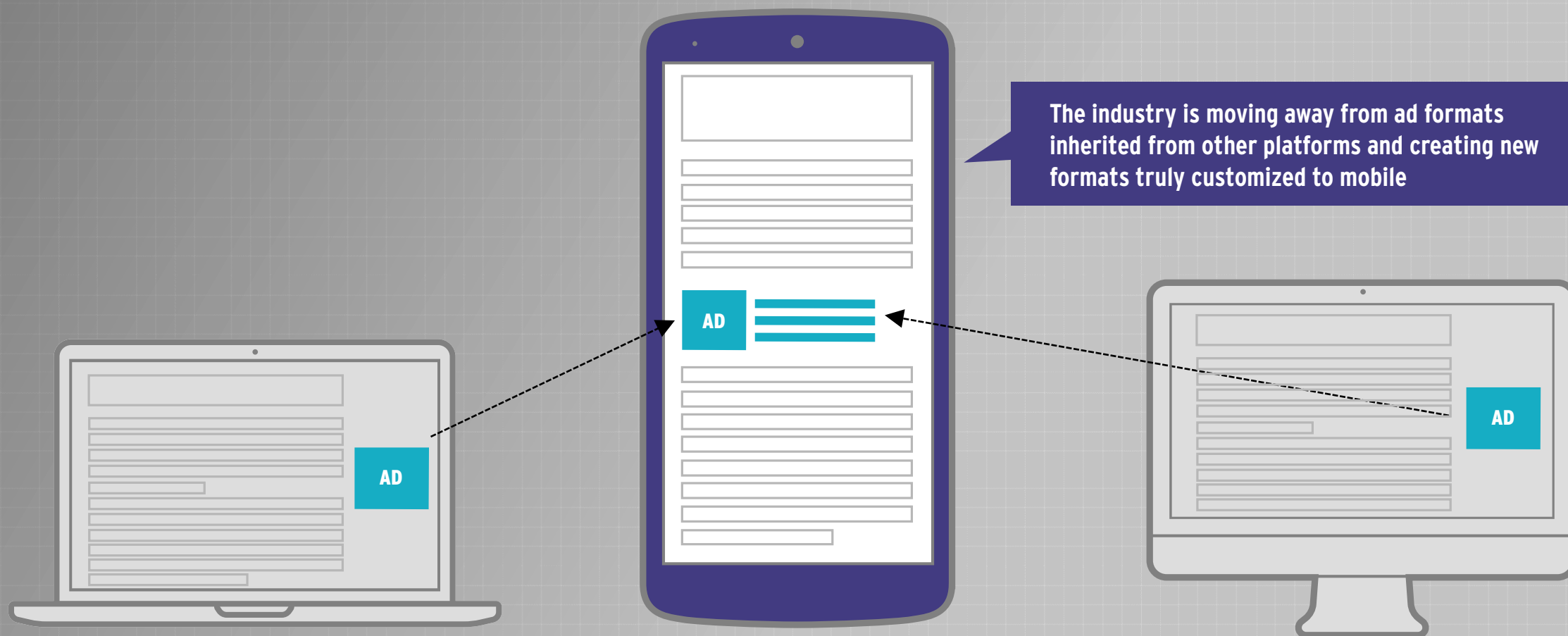
SKYROCKETING MOBILE AD \$\$ HAS PAVED THE PATH TO INNOVATION

ANNUAL MOBILE AD SPEND (MILLIONS)



Source: 2017 MAGNA Forecasts

AD FORMATS HAVE EVOLVED WITH MOBILE IN MIND

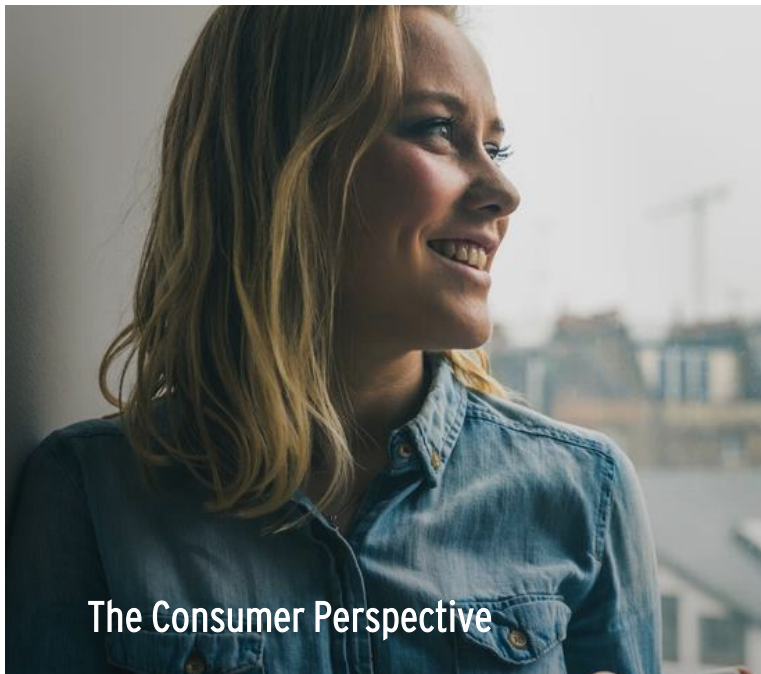


**BUT, RESEARCH
HAS NOT KEPT PACE
WITH INNOVATIONS
IN MOBILE
ADVERTISING...**

RESEARCH
BUYING
DECISIONS

NEW MOBILE
FORMATS

WE SET OUT TO CLOSE THE RESEARCH GAP BY:



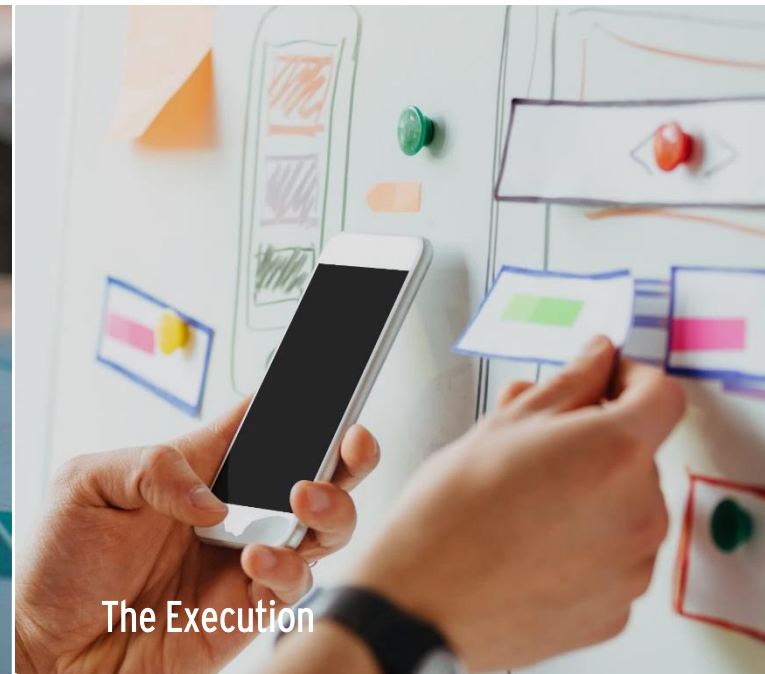
The Consumer Perspective

Uncovering consumer perceptions of the advertising landscape



The New vs. The Existing

Benchmarking new mobile ad formats against their existing counterparts



The Execution

Vetting potential strategies advertisers may consider when deploying these ad formats



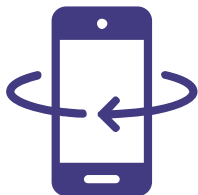
EXTENSIVE TESTING OF NEW MOBILE AD FORMATS

BATTLE OF THE AD FORMATS (NEW VS. EXISTING)

VIDEO



6 Second Non-Skippable
VS.
15 Second Non-Skippable



360° Video
VS.
Non-360° Video



15 Second Skippable
VS.
15 Second Non-Skippable

DISPLAY



Native
VS.
Standard Display



Native In-Feed
VS.
Standard Display

OTHER FORMATS

SEARCH & DISPLAY



Call Extension



Gmail

Call Extension and Gmail ads do not have comparable formats for benchmarking



EXTENSIVE PROJECT SCOPE

6,230 PARTICIPANTS

100 TEST CELLS

28 AD TYPES

6 BRANDS

METHODS

QUANTITATIVE

Battle of the Ad Formats

ONLINE PANEL

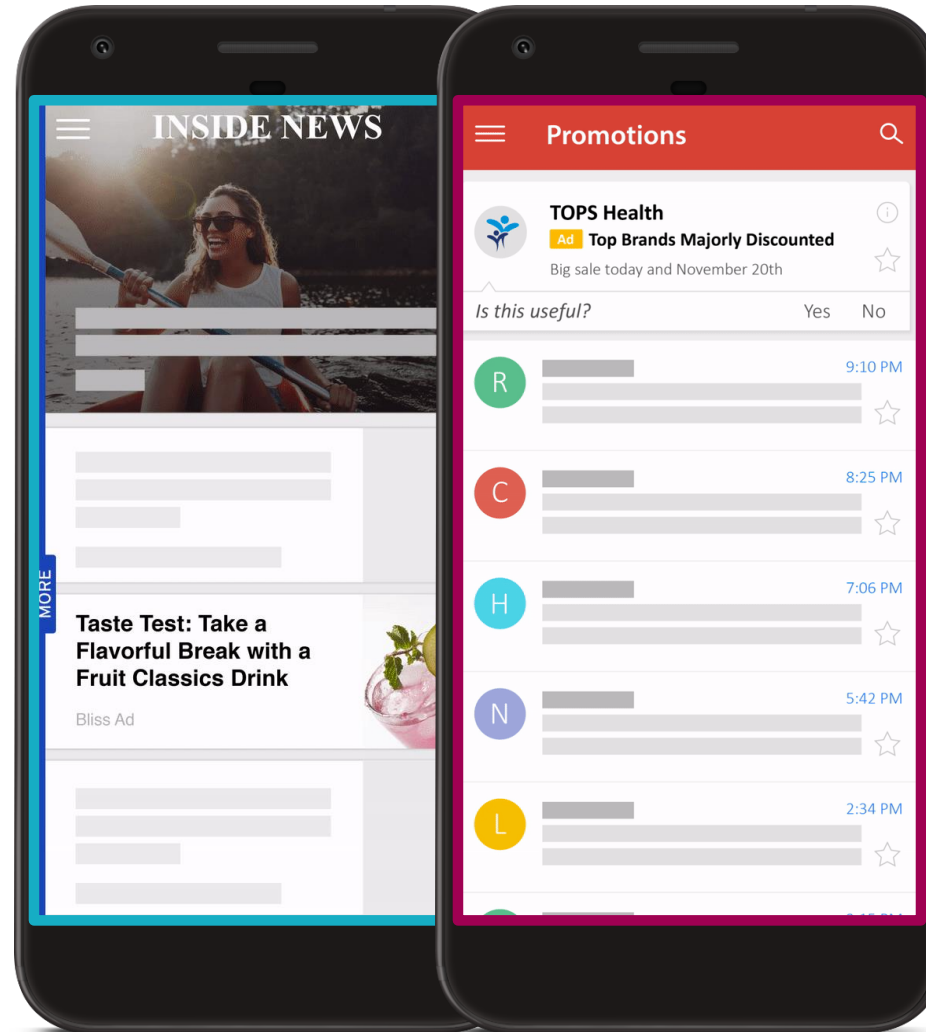
- Gen Pop who watch videos and read articles online
 - N = 5,987

NATURAL MEDIA EXPOSURE

Participants randomized into test cells and selected content to view.
Content included test ad

FEEDBACK

Post-exposure survey to measure traditional brand metrics and qualitative feedback on additional ad formats



QUALITATIVE

Other Formats

ONLINE PANEL

- Google searchers & Gmail users
- N= 243

AD VIEWING

Participants directed to view an example ad

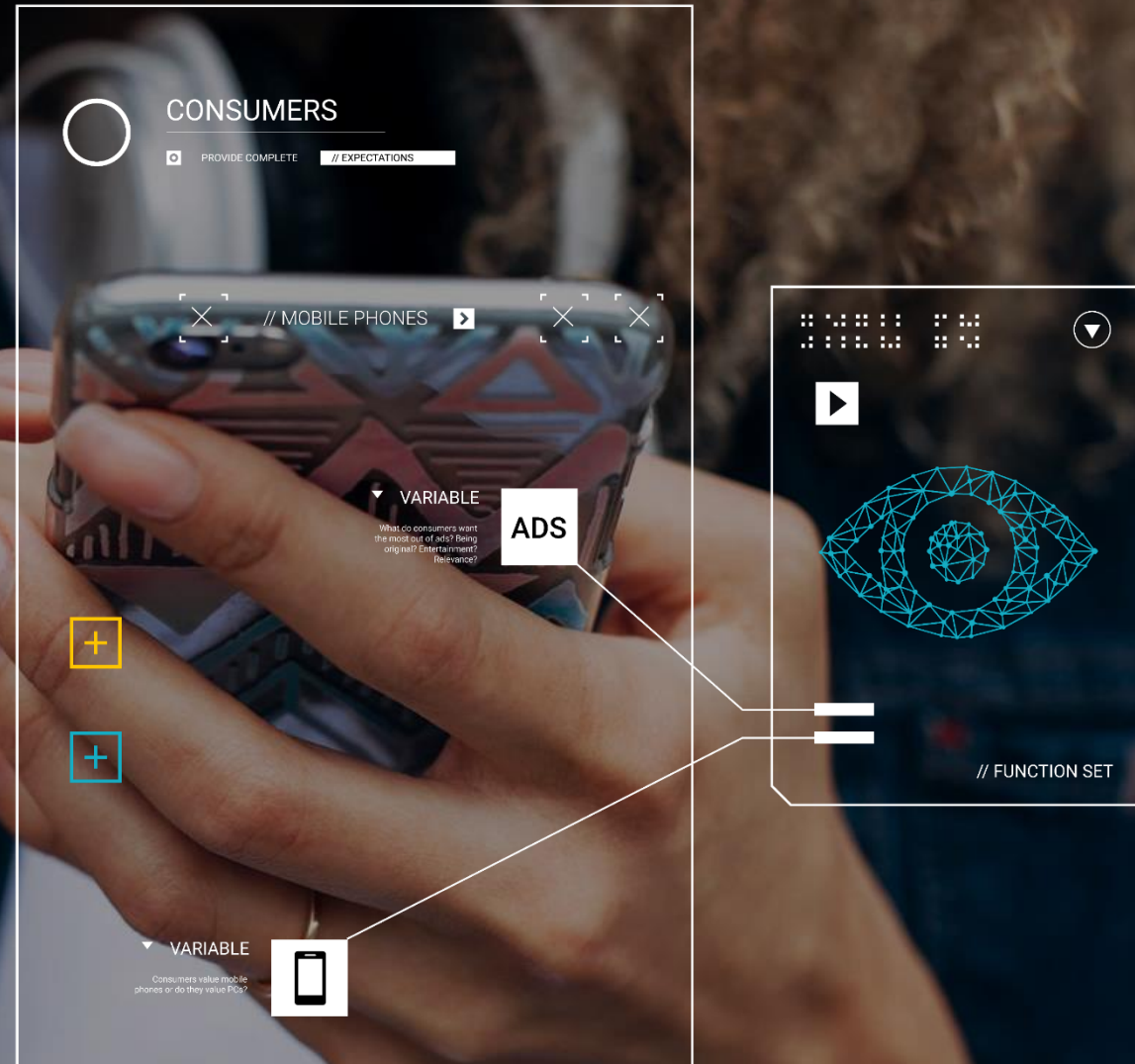
FEEDBACK

Post-exposure survey to measure qualitative feedback

INNOVATION



THROUGH THE
EYES OF CONSUMERS

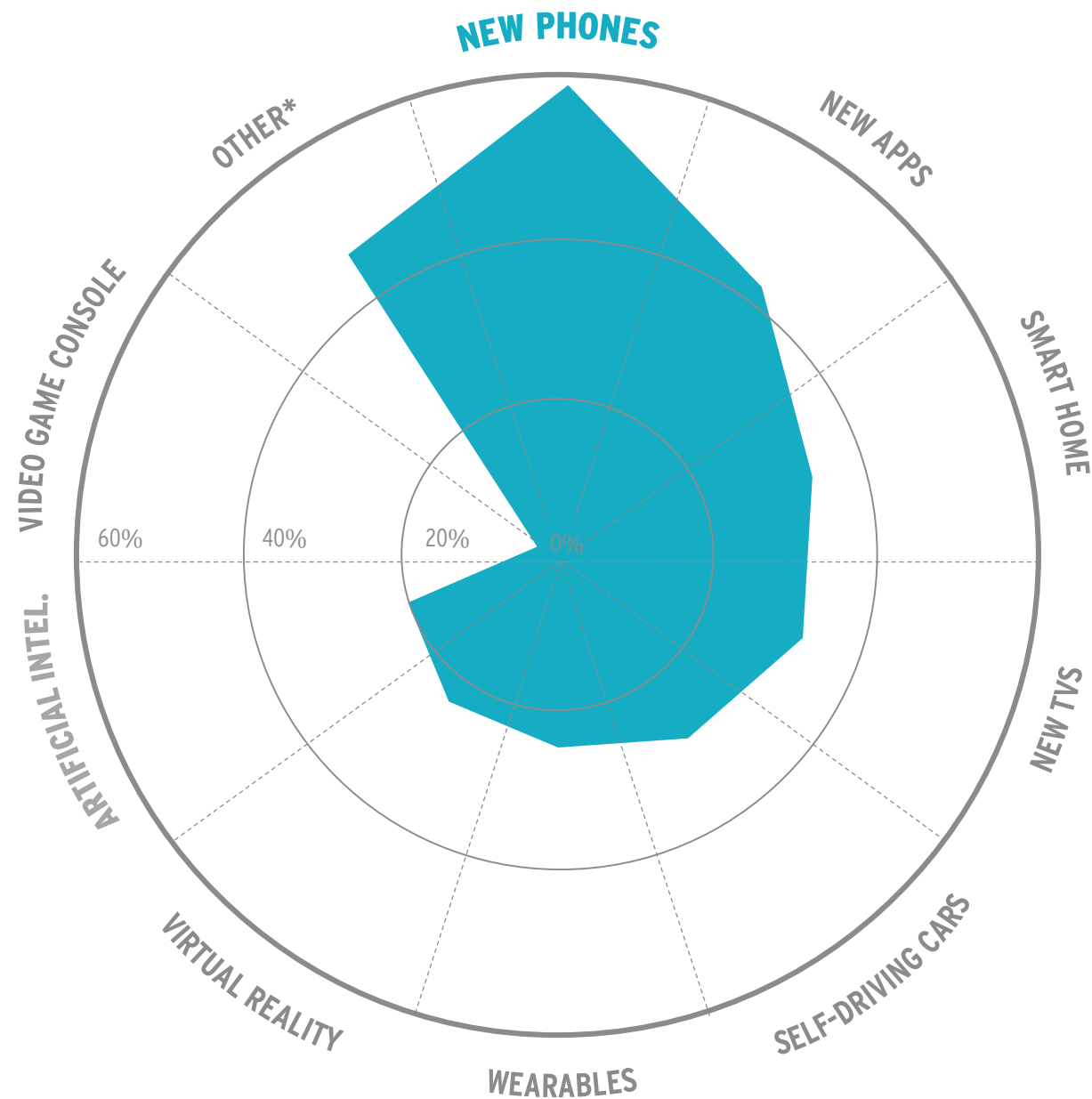




DESPITE UBIQUITY, MOST NEW TECH EXCITEMENT IS AROUND PHONES

MOST ANTICIPATED TECHNOLOGIES

What kinds of new technology releases are you most looking forward to? (Select all that apply)



(Quantitative Survey) All Respondents N = 5,987

*Write-in responses primarily comprised of audio- or computer-related products (new PCs, laptops, speakers, etc.)



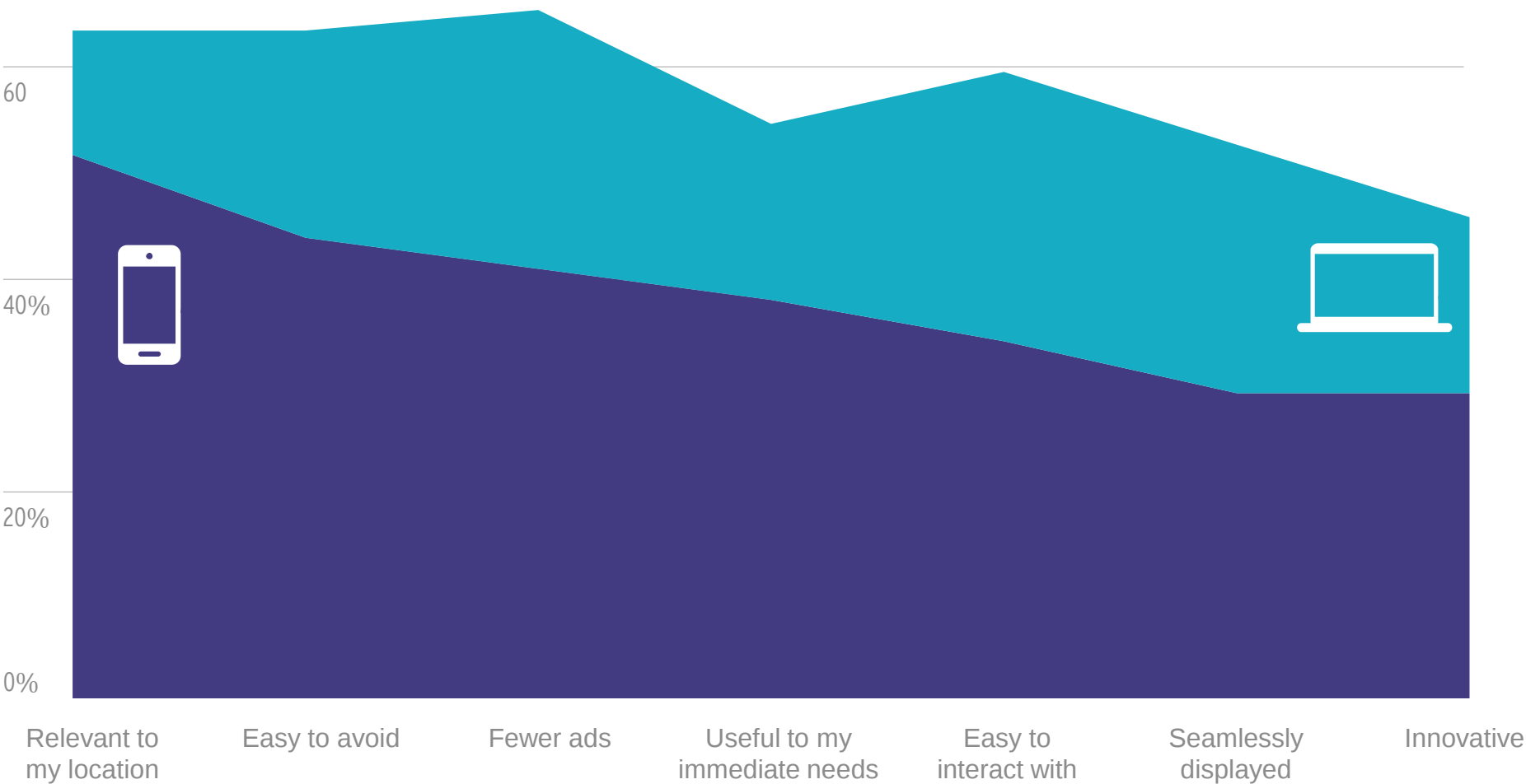
WHEN IT COMES TO ADS, CONSUMER EXPECTATIONS ARE HIGHER ON MOBILE

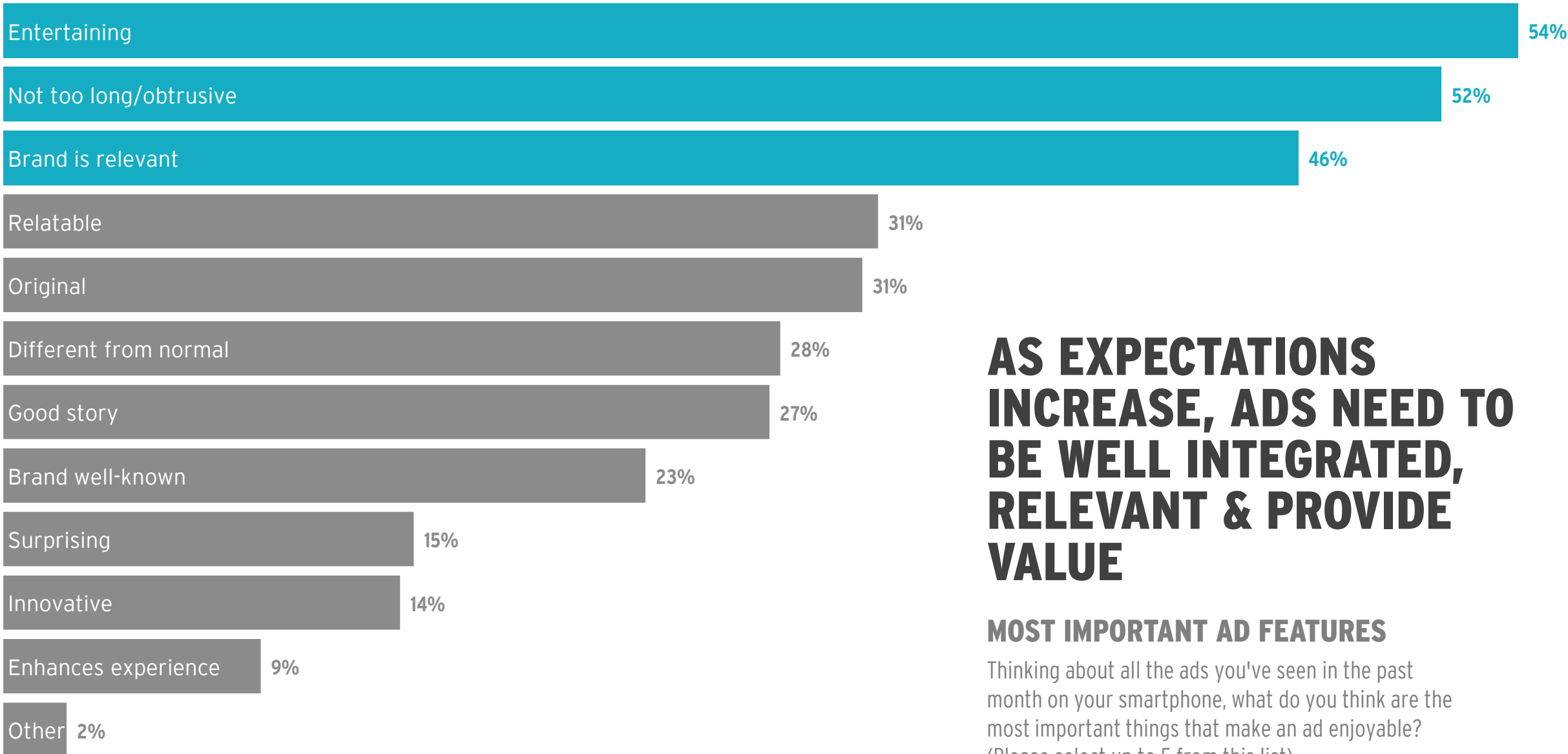
EXPECTATIONS OF AD FEATURES BY DEVICE (% WHO AGREE)

Thinking about ads you would typically see on PC/Laptop and Smartphone devices, how would you rate the following statements. I expect this more on...

I expect this more on...

- PC
- Mobile





AS EXPECTATIONS INCREASE, ADS NEED TO BE WELL INTEGRATED, RELEVANT & PROVIDE VALUE

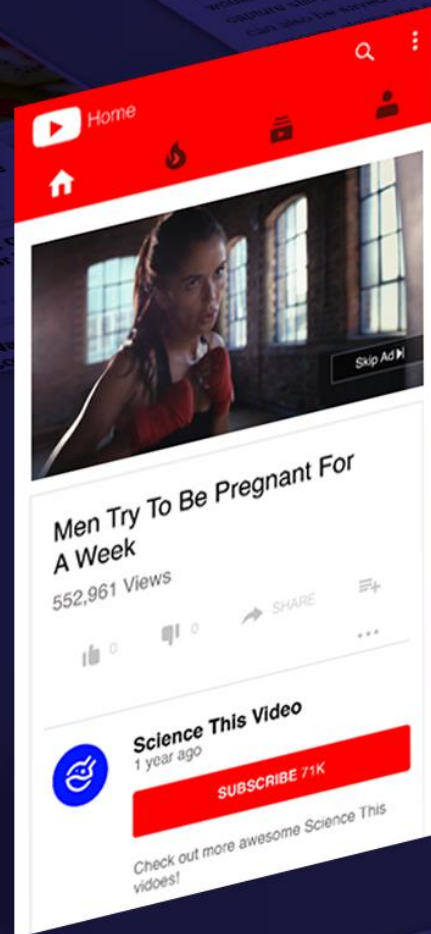
MOST IMPORTANT AD FEATURES

Thinking about all the ads you've seen in the past month on your smartphone, what do you think are the most important things that make an ad enjoyable? (Please select up to 5 from this list)

BATTLE OF THE AD FORMATS



THE NEW VS. THE EXISTING

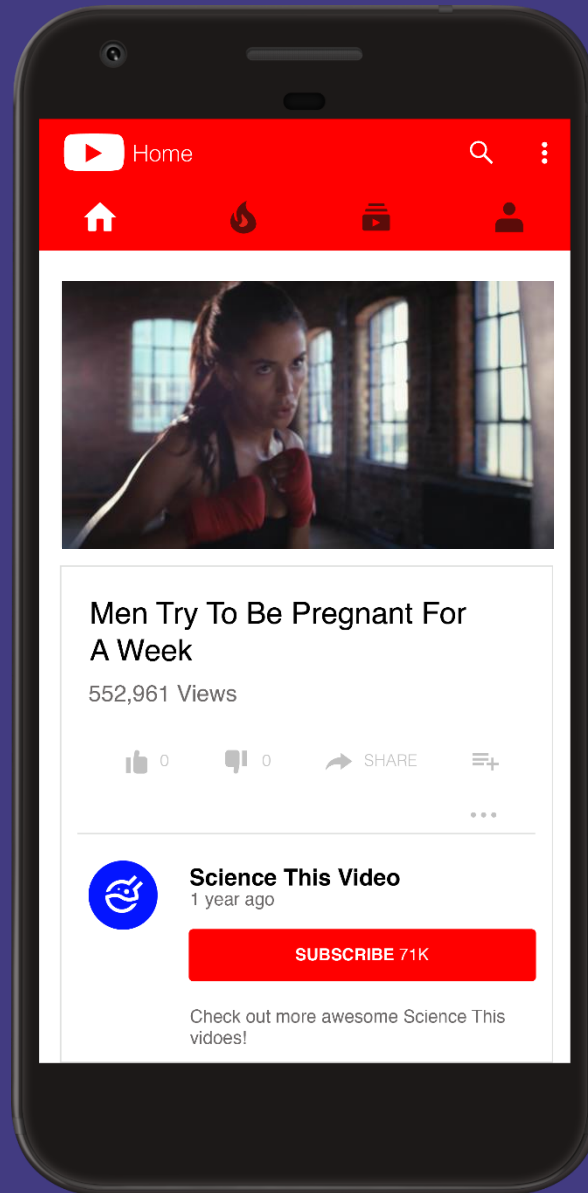


MICRO VIDEO ADS

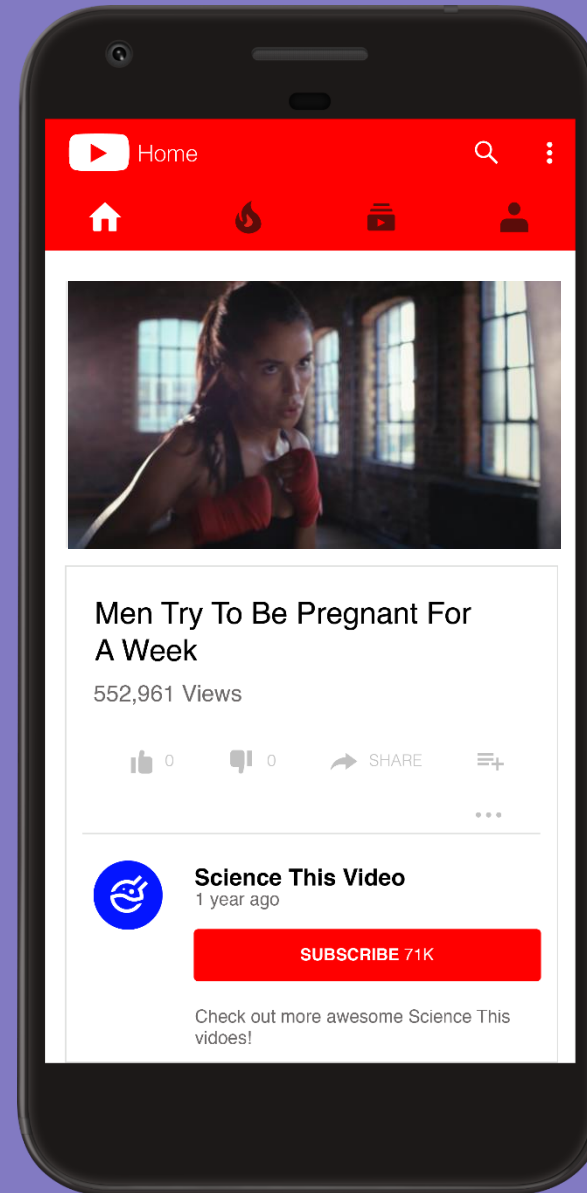
NEW VS. EXISTING

**6 SECOND
NON-SKIPPABLE**

6 second non-skippable pre-roll
Designed specifically with mobile
in mind



VS.



**BENCHMARK
FORMAT**

15 second
non-skippable
pre-roll

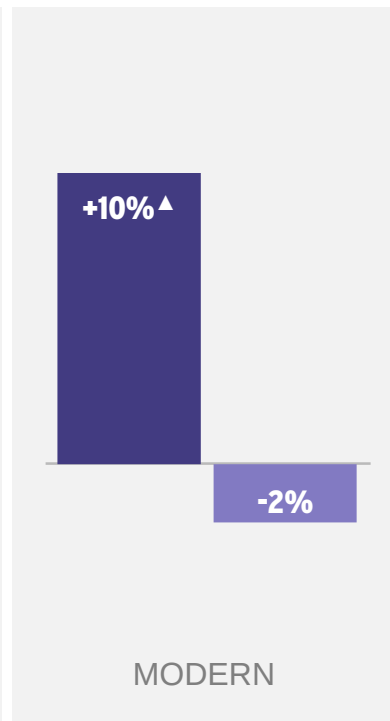
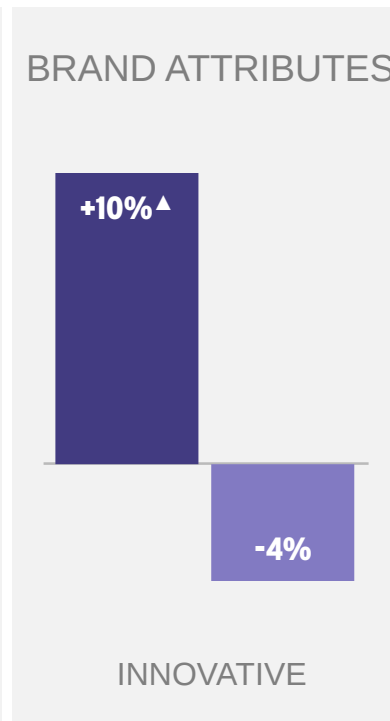
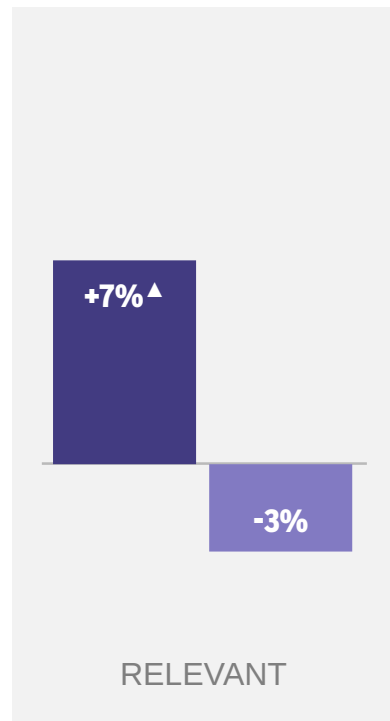
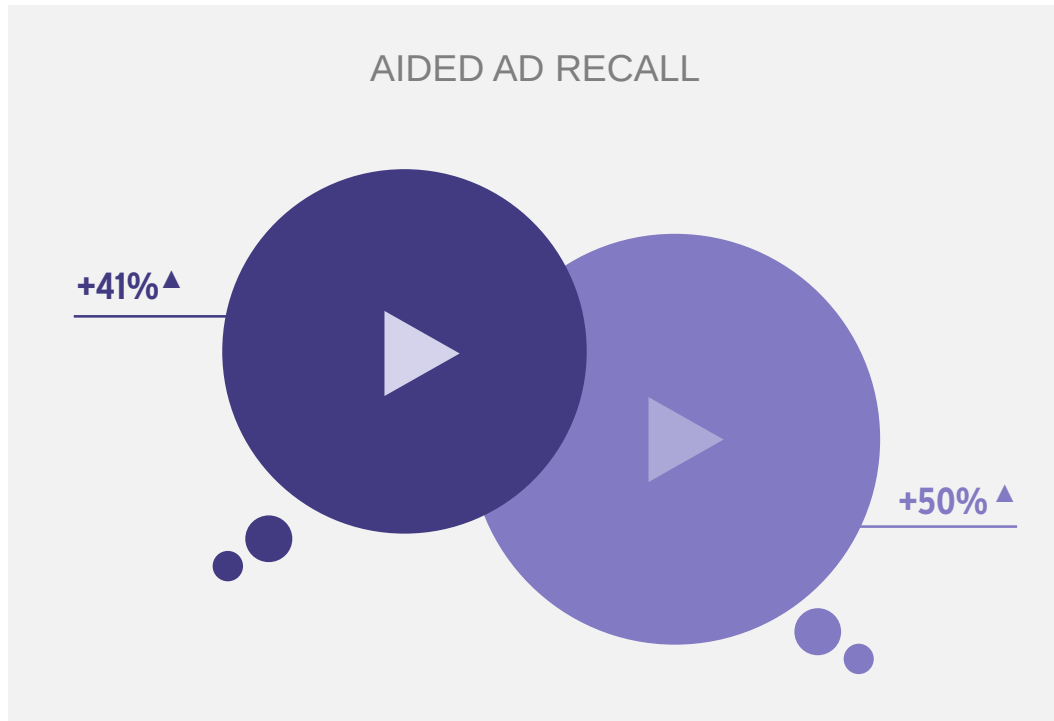


6 SECOND ADS HAVE RESPECTABLE IMPACT ON AD RECALL AND PAINT BRANDS IN A REMARKABLY GOOD LIGHT

6 SEC NON-SKIPPABLE VS. 15 SEC NON-SKIPPABLE ADS | BRAND METRICS | DELTA (TEST - CONTROL)

● 6 Sec Non-Skippable

● 15 Sec Non-Skippable



N 15 Second Non-Skippable=304 ; N Control=309
N 6 Second Non-Skippable ads =307 ; N Control=307

▲ = Statistically significant difference between test and control at >=90% confidence

MICRO VIDEO ADS

2 STRATEGIES
TESTED

VERTICAL 6 SEC VIDEO ADS

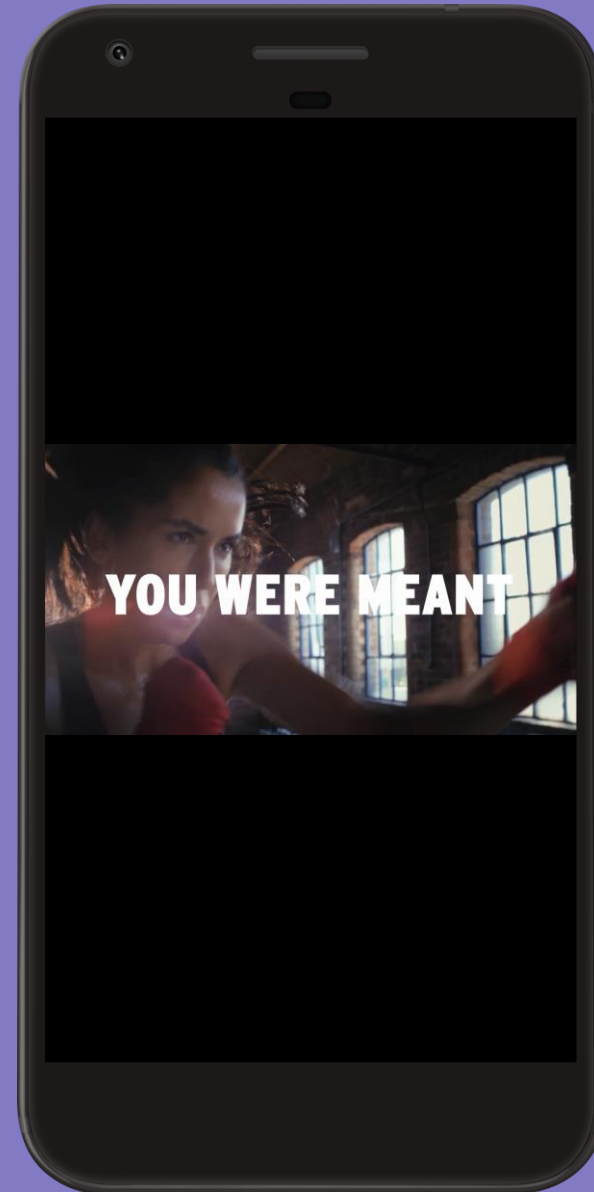
6 second non-
skippable pre-roll
(vertical landscape)



VS.

STANDARD 6 SEC VIDEO ADS

6 second non-
skippable pre-roll
(horizontal landscape)

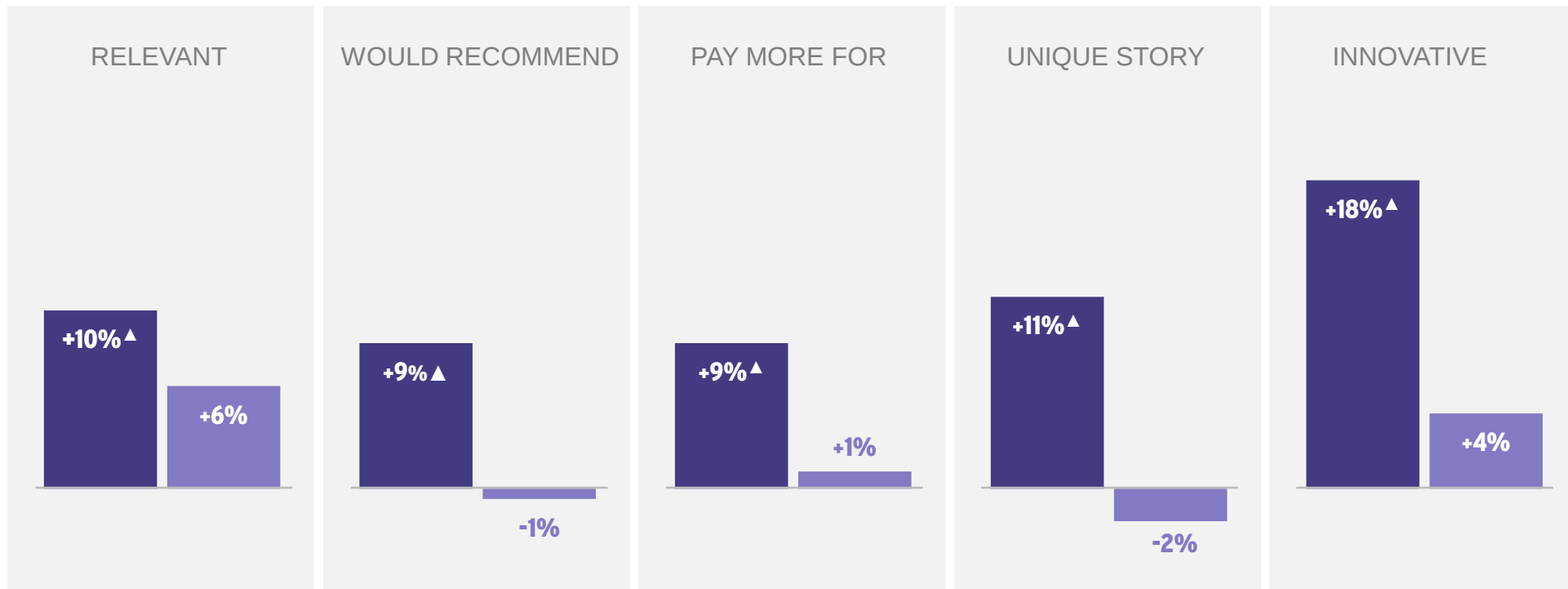




VERTICAL VIDEO IN 6 SECONDS: PAIRING TWO AD FORMATS SPECIFICALLY DESIGNED FOR MOBILE MEANS HUGE PAYOFF

6 SEC NON-SKIPPABLE ADS: STANDARD VS. VERTICAL VIDEO | BRAND ATTRIBUTES | DELTAS (TEST - CONTROL)

■ Vertical 6 Sec Video ■ Standard 6 Sec Video



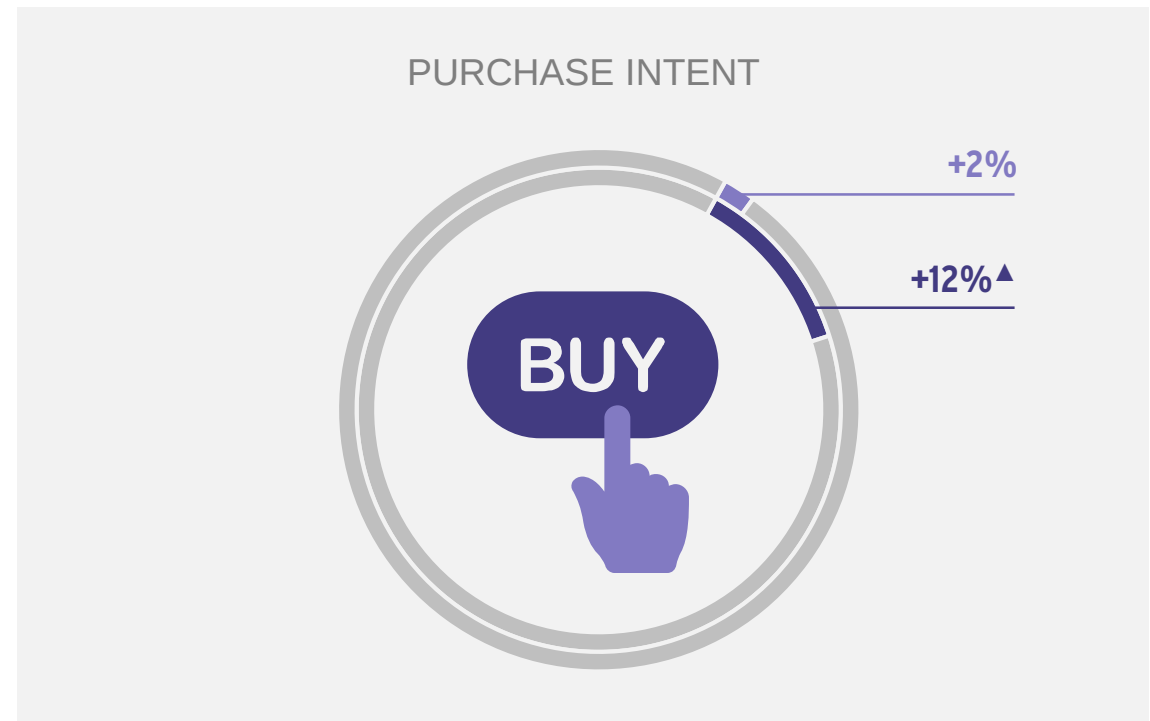
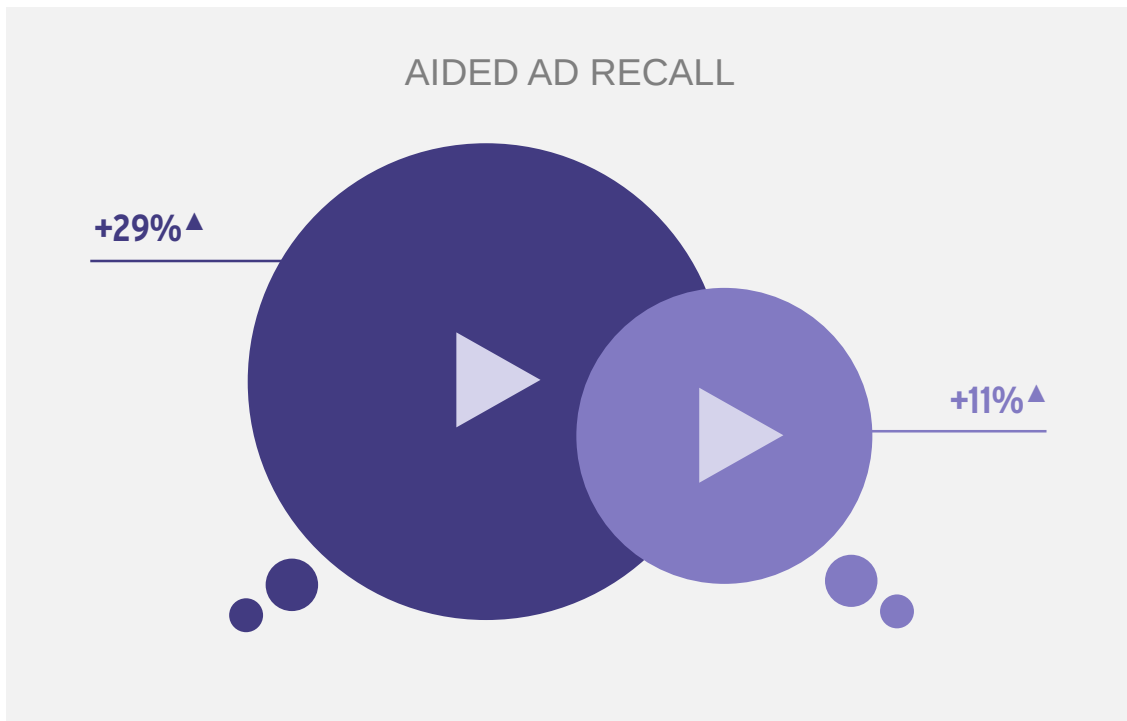
N Standard=102 ; N Control=104 ; N Vertical=105

▲ = Statistically significant difference between test and control at >=90% confidence

»»» EVEN RAISING LOWER FUNNEL METRICS

6 SEC NON-SKIPPABLE ADS: STANDARD VS. VERTICAL VIDEO | BRAND METRICS | DELTAS (TEST - CONTROL)

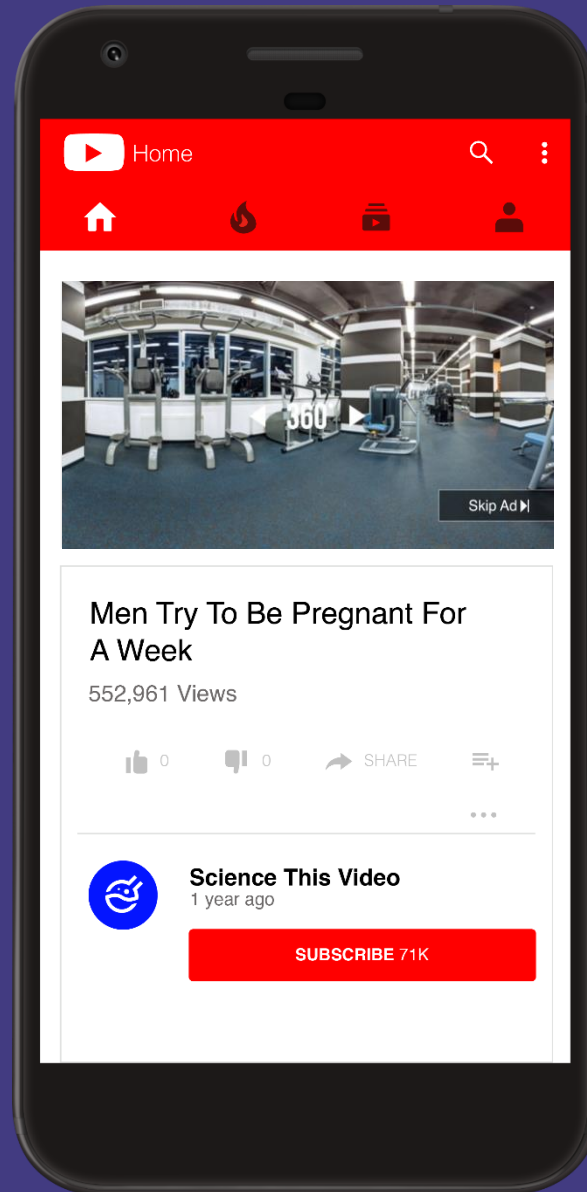
● Vertical 6 Sec Video ● Standard 6 Sec Video



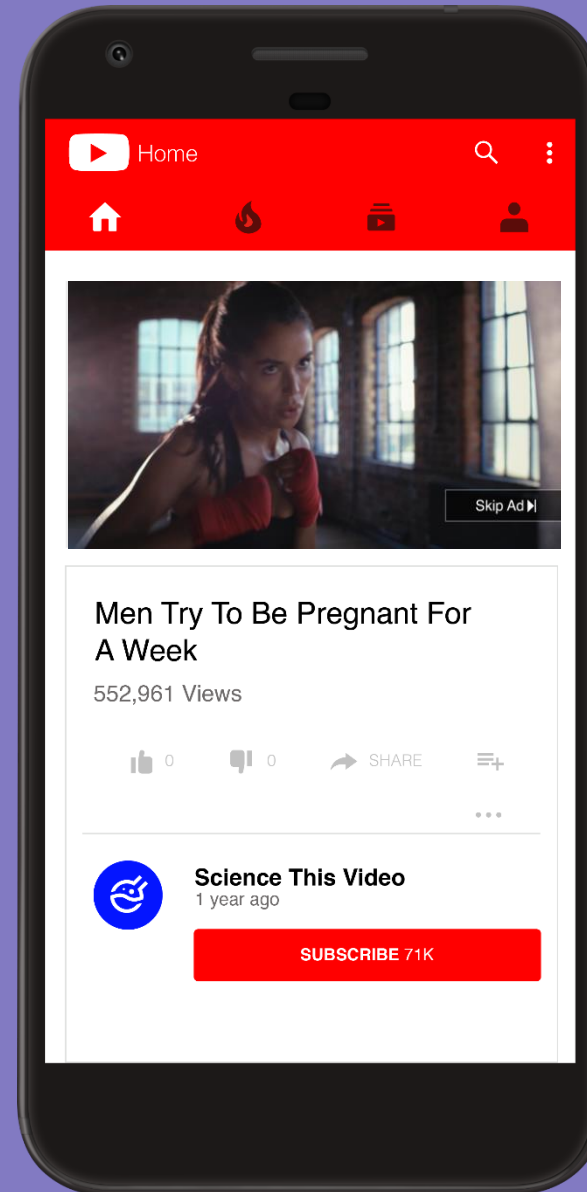
360° VIDEO ADS

NEW VS. EXISTING

360° VIDEO
360° branded content -
skippable pre-roll



VS.



BENCHMARK FORMAT

Standard branded
content - skippable
pre-roll



360° VIDEO LESS EFFECTIVE AT CONVEYING BRAND NAME

360° BRANDED CONTENT VS
STANDARD BRANDED CONTENT |
AIDED AD RECALL |
DELTAS (TEST-CONTROL)

+52%▲

STANDARD
BRANDED
CONTENT

+37%▲

360°
BRANDED
CONTENT

With an immersive environment, there
are more opportunities for distraction
away from branding

N 360°=408; N Branded Content=409; N Control=201

▲ = Statistically significant difference between test and control at >=90% confidence



LARGER GAINS IF YOU GET PEOPLE TO STICK AROUND

COMPLETED 360° VIDEO VS.
SKIPPED 360° VIDEO |
AIDED AD RECALL |
DELTAS (TEST-CONTROL)



N 360° Completed=139; N 360° Skipped=222

▲= Statistically significant difference between test and control at >=90% confidence

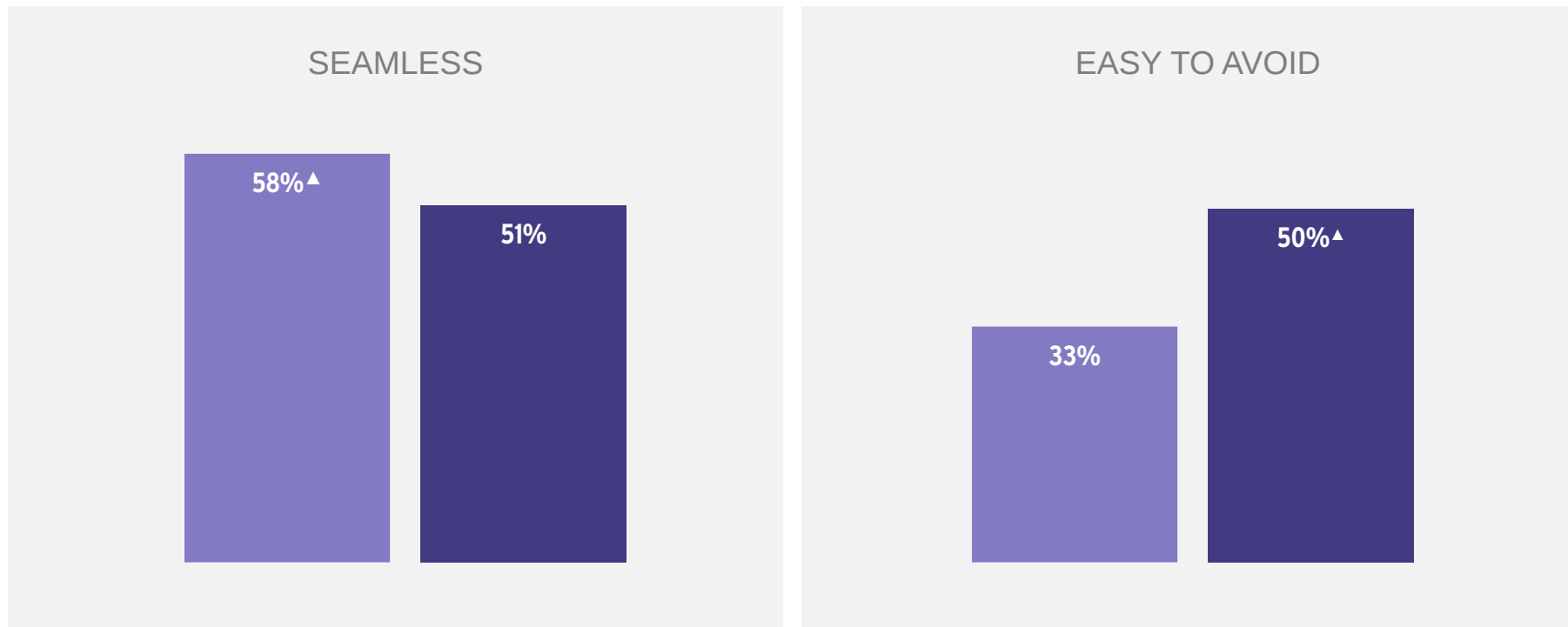
*Common control group used for skipping analysis. Effect of skipping modeled to control for brand predisposition, typical skipping behaviors, and other factors



POTENTIAL NEED FOR INSTRUCTION TO IMPROVE EASE OF INTERACTING

360° BRANDED CONTENT VS STANDARD BRANDED CONTENT | AD OPINIONS (% WHO AGREE)

■ 360° Branded Content ■ Standard Branded Content



People find 360° experience less seamless and easy to avoid. Further instruction may be helpful

N 360°=408; N Branded Content=409; N Control=201

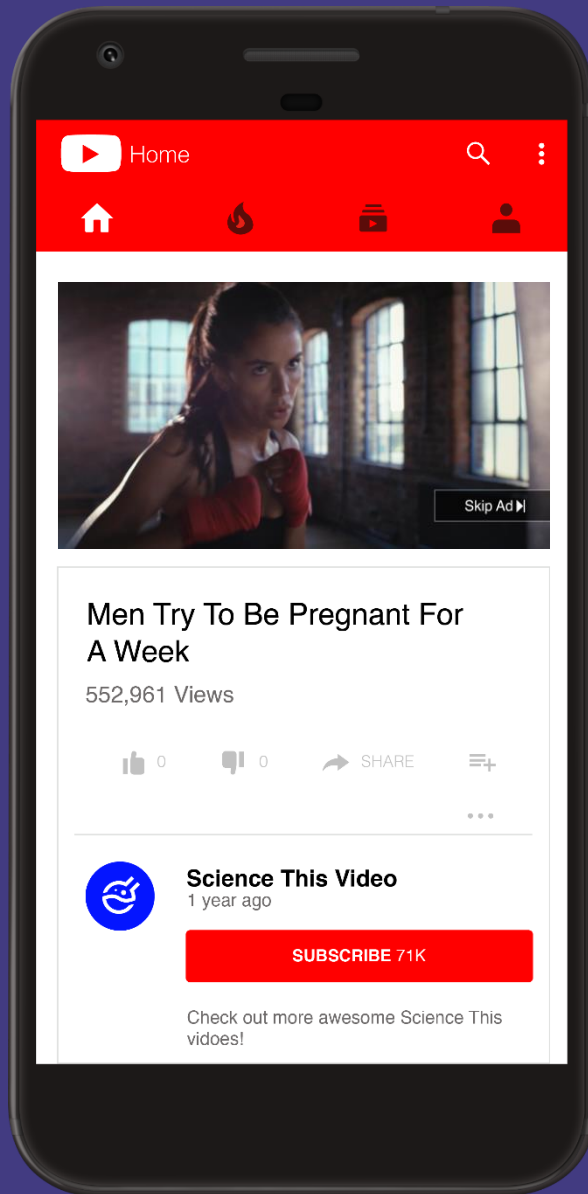
▲ = Statistically significant difference between test groups at >=90% confidence

SKIPPABLE BOUGHT ON CPM

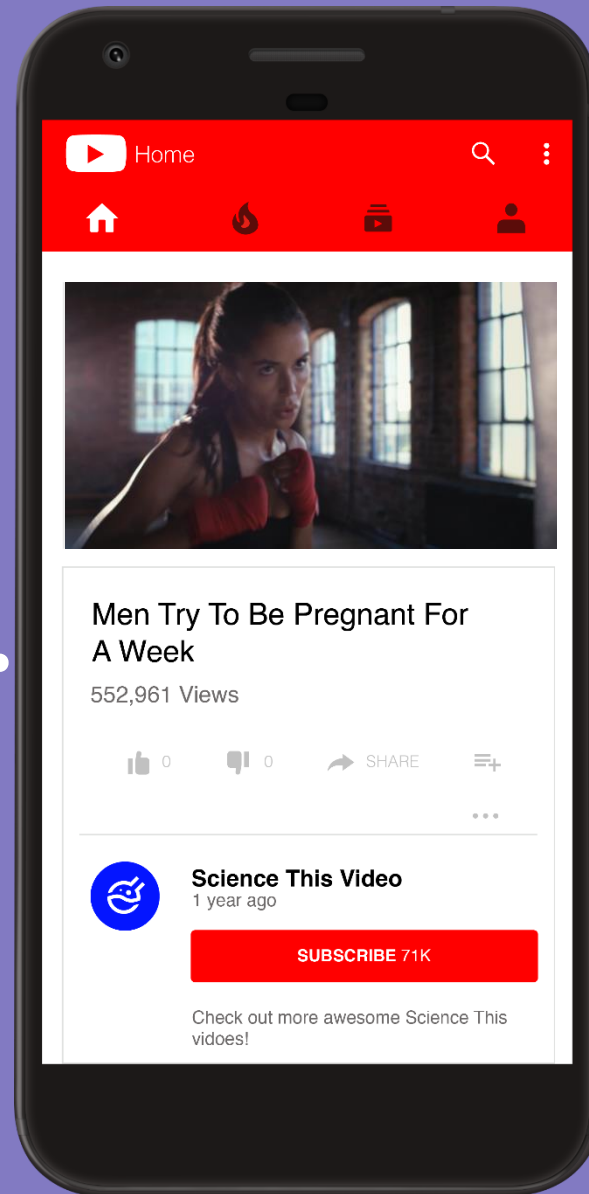
NEW VS. EXISTING

SKIPPABLE FORMAT

30 second skippable pre-roll, where pay is based on how much of the ad is completed



VS.



BENCHMARK FORMAT

15 second
non-skippable
pre-roll

77%

SKIPPABLE VIDEO ADS

44%

INTERACTIVE ADS

34%

DISPLAY ADS

25%

VR ADS

25%

SOCIAL MEDIA ADS

29%

GOOGLE SEARCH ADS

16%

GMAIL ADS

15%

AUDIO ADS

13%

IN-APP ADS

8%

NON-SKIPPABLE ADS

AHHH, USER CONTROL! SKIPPABLE VIDEO IS THE MOST BELOVED AD FORMAT

FAVORABILITY TOWARDS AD FORMATS

Thinking about ads you could see on your phone, what is your attitude towards the following types of ads?

The industry has been moving to shorter non-skippable ads for this reason

(Quantitative Survey) All Respondents N = 5,987

M/GNA

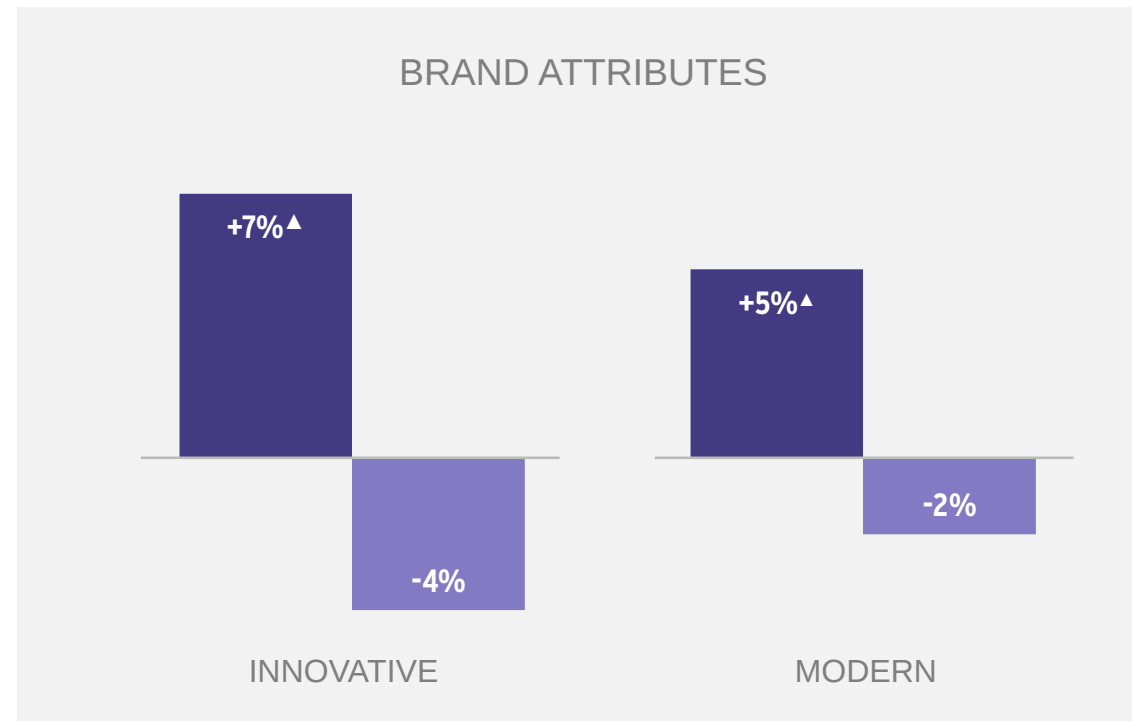
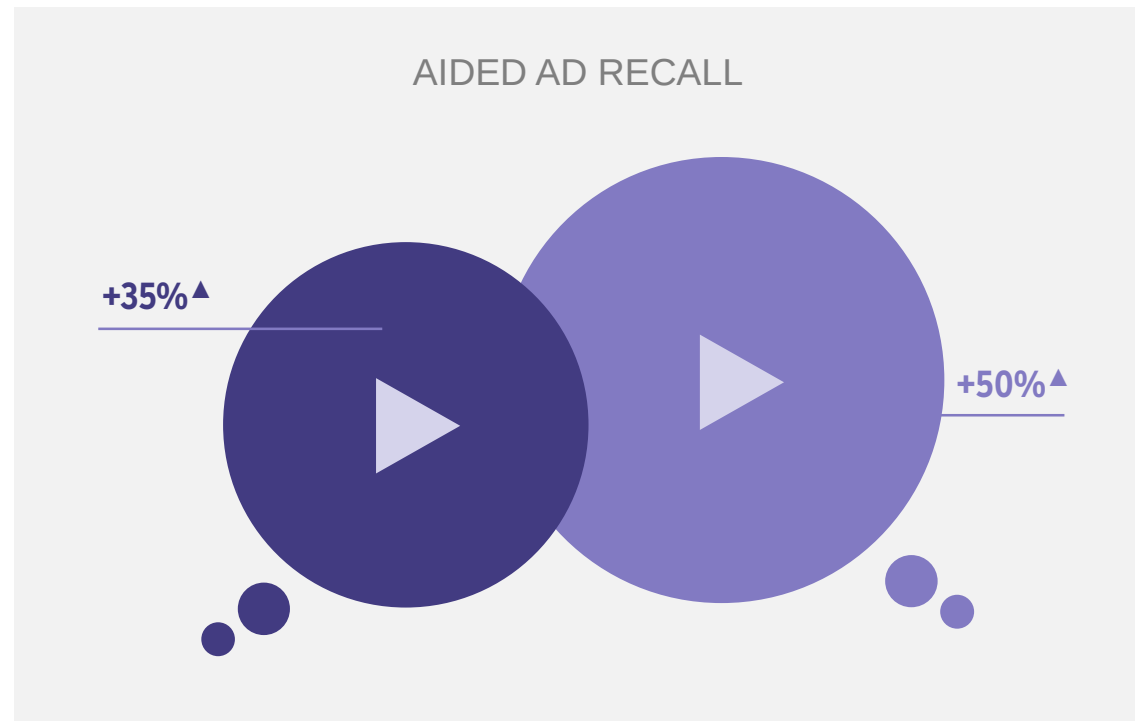
IPG MEDIA LAB



NON-SKIPPABLE ADS MIGHT BE MORE MEMORABLE, BUT BRANDS GET THE CREDIT FOR USING BELOVED SKIPPABLE AD FORMAT

30 SEC SKIPPABLE VS 15 SEC NON-SKIPPABLE ADS | BRAND METRICS | DELTAS (TEST - CONTROL)

■ 30 Sec Skippable ■ 15 Sec Non-Skippable



30 Second Skippable N =521; Control N=262

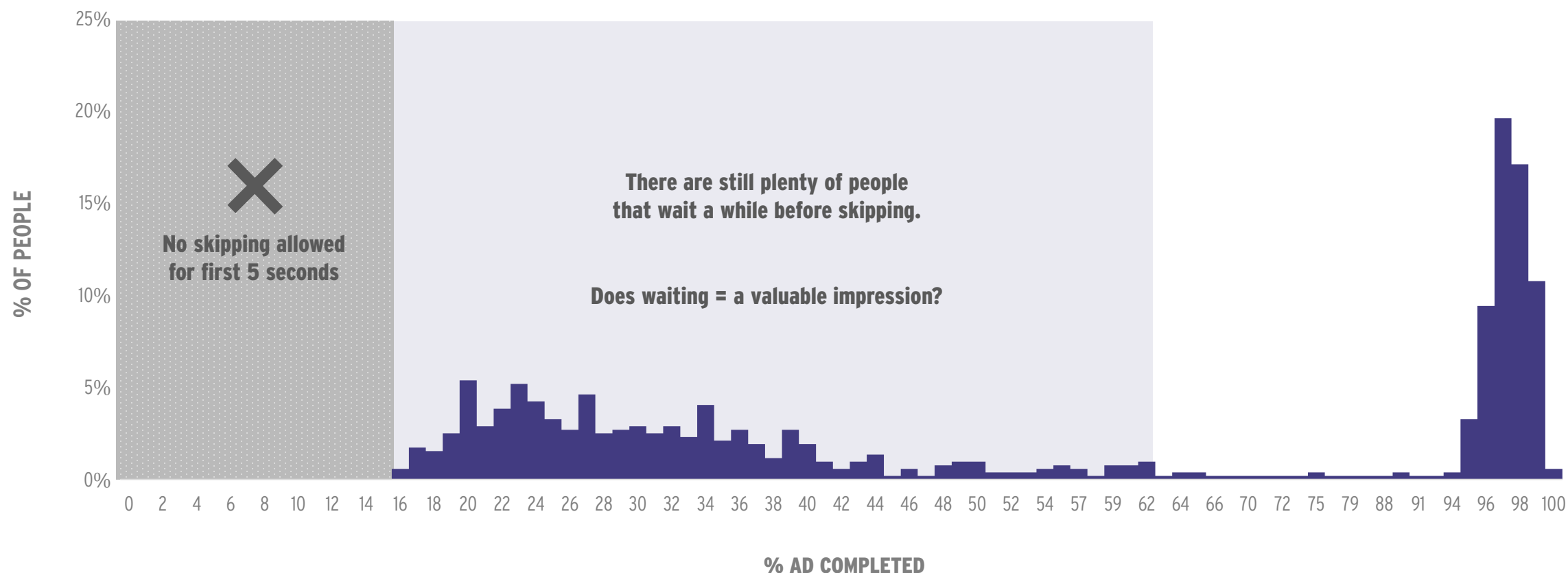
15 Second Non-Skippable N=309 ; Control N=304

▲ = Statistically significant difference between test and control at >=90% confidence



WE KNOW PEOPLE USUALLY SKIP RIGHT AWAY OR FINISH THE AD – BUT WHAT ABOUT EVERYONE IN BETWEEN?

% SKIPPABLE AD COMPLETED

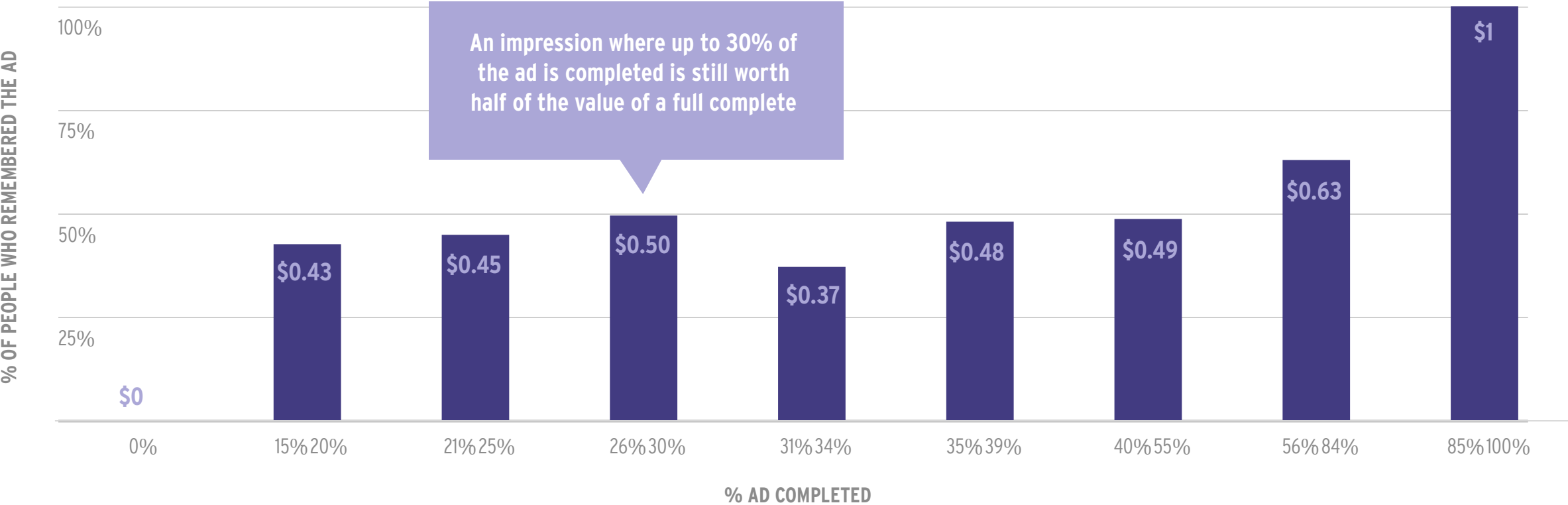




THERE IS INCREMENTAL VALUE TO TAKE ADVANTAGE OF

VALUE OF IMPRESSION BASED ON RECALL BY % AD COMPLETED

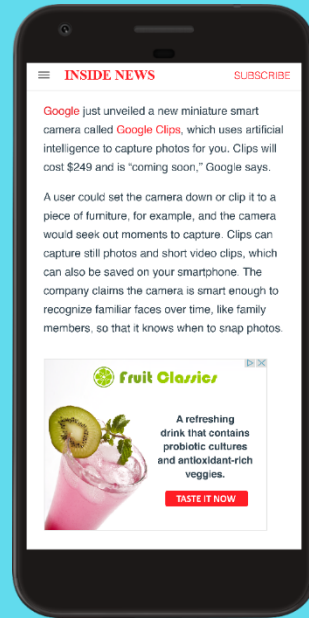
When it comes to value, “skipped vs. not skipped” is an oversimplification



15-20% N = 62, 21-25% N = 101, 26-30% N = 80, 31-34% N = 61, 35-39% N = 55, 40-55% N = 62, 56-84% N = 33, 85-100% N = 323
Value indexed based on time completed prior to skip, with completed ad = \$1

DISPLAY ADS

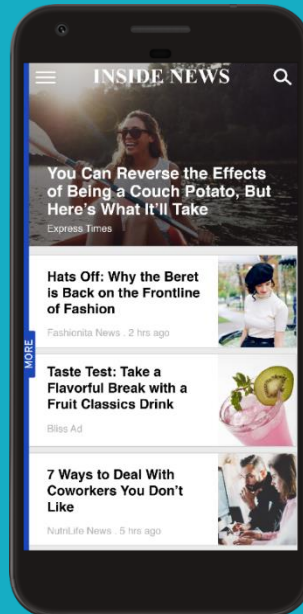
NEW VS. EXISTING



NATIVE (IN-ARTICLE)

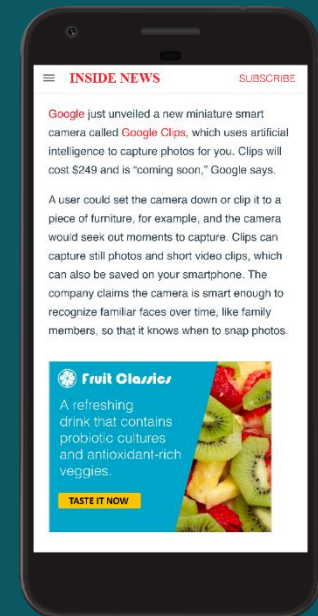
A display ad that takes on the look and feel of the website, placed in an article page

VS.



NATIVE IN-FEED

A display ad that takes on the look and feel of the website, placed in a feed



BENCHMARK STANDARD DISPLAY

A standard display ad in an article page

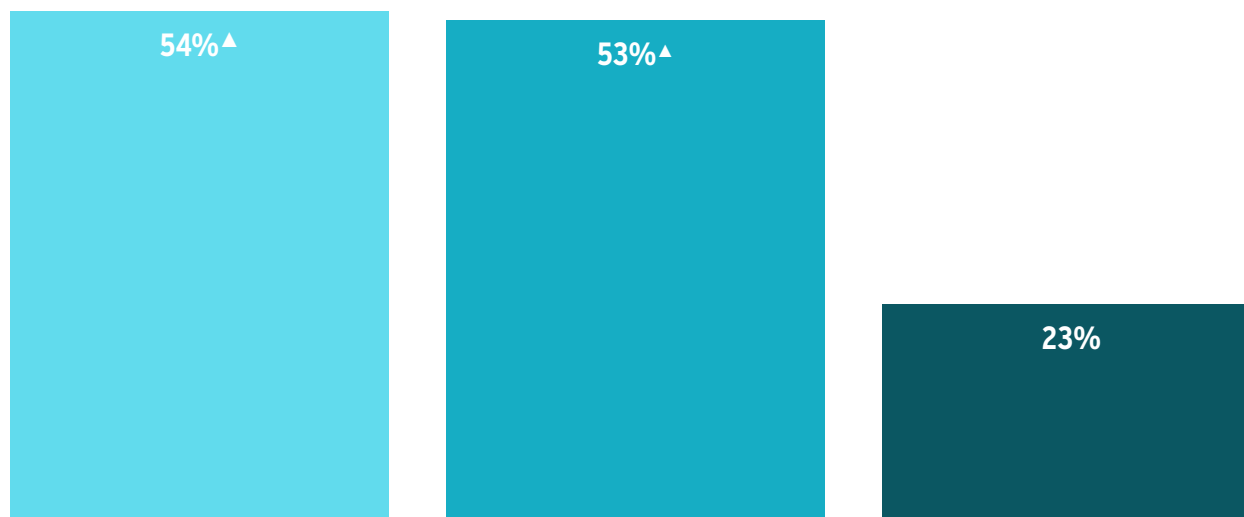
*Native display exposures were based on views (not clicks)



BOTH NATIVE DESIGNS DO THEIR JOB OF FITTING IN

NATIVE VS NATIVE IN-FEED VS STANDARD DISPLAY | SEAMLESSLY DISPLAYED (% WHO AGREE)

■ Native Display Ads ■ Native In-Feed Display Ads ■ Standard Display Ads



Native Display N =317; Native In-Feed Display N = 320; Standard Display N=324

▲ = Statistically significant difference between test group and Standard Display Ad at >=90% confidence

NATIVE DISPLAY ADS ESPECIALLY PERSUASIVE WITH CONTEXTUAL TARGETING

NATIVE DISPLAY AD BEST PRACTICES

CREATIVE BEST PRACTICE	AIDED AD RECALL	BRAND FAVORABILITY	PURCHASE INTENT
  VS   CONTEXTUAL TARGETING vs. NO TARGETING Pairing the ad with content that is contextually relevant to the brand/product	EQUAL PERFORMANCE	CONTEXTUAL  	EQUAL PERFORMANCE
 VS  TEXT ONLY vs. WITH IMAGES Only including text (as opposed to also having an image)	EQUAL PERFORMANCE	TEXT ONLY 	TEXT ONLY 

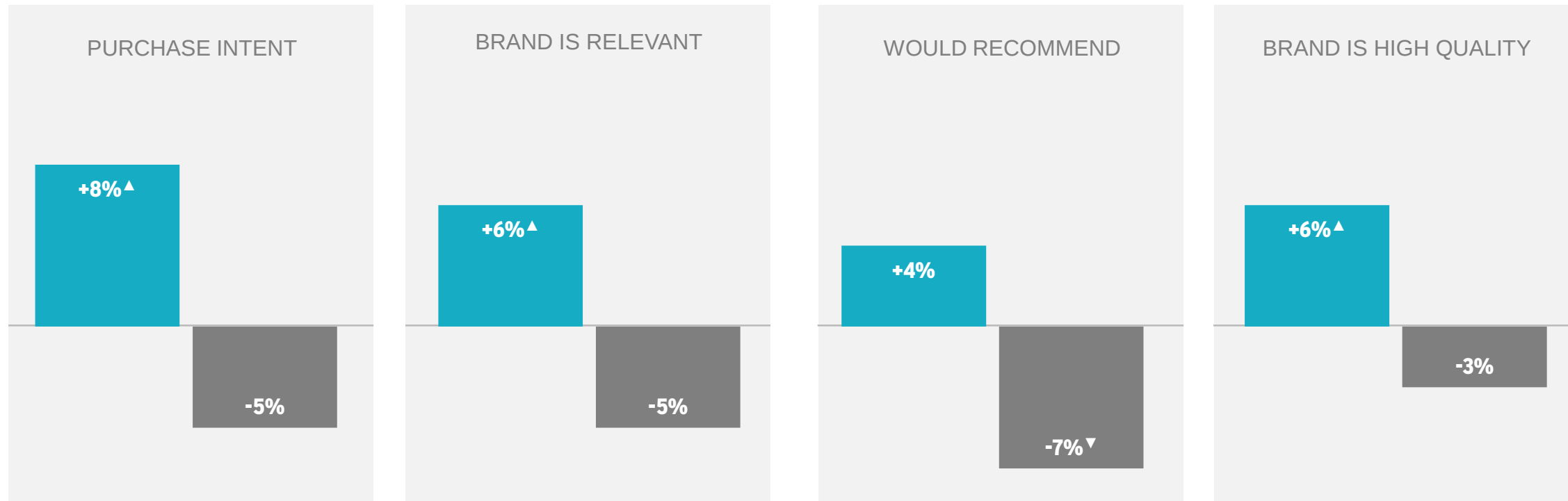
Presence of text and/or images, depending on the ad slot, can make a significant difference in performance. Since it is not possible to manually optimize ads in a way that accounts for these factors in real-time, asset-based ads that utilize machine learning for optimization are the primary key for success



CREATING A HUMAN CONNECTION WITH IMAGES IN A NATIVE AD CAN BE A POWERFUL TOOL

NATIVE IN-FEED DISPLAY ADS BY HUMAN PRESENCE | BRAND METRICS & ATTRIBUTES | DELTAS (TEST-CONTROL)

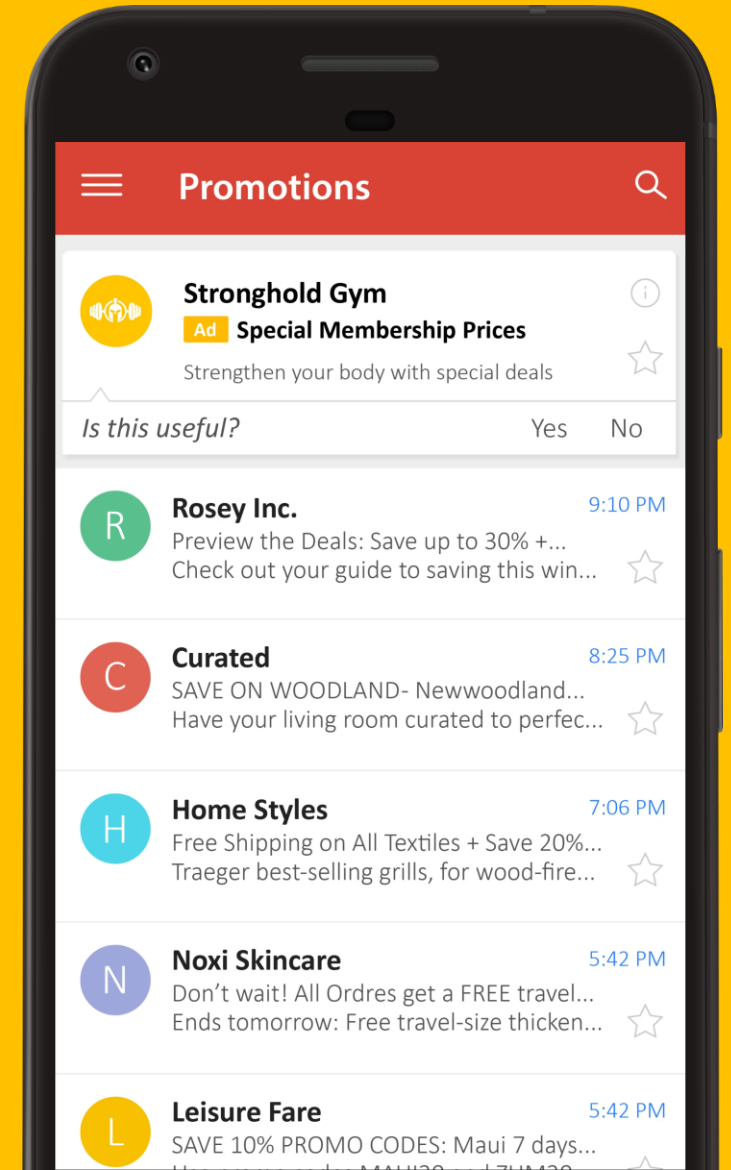
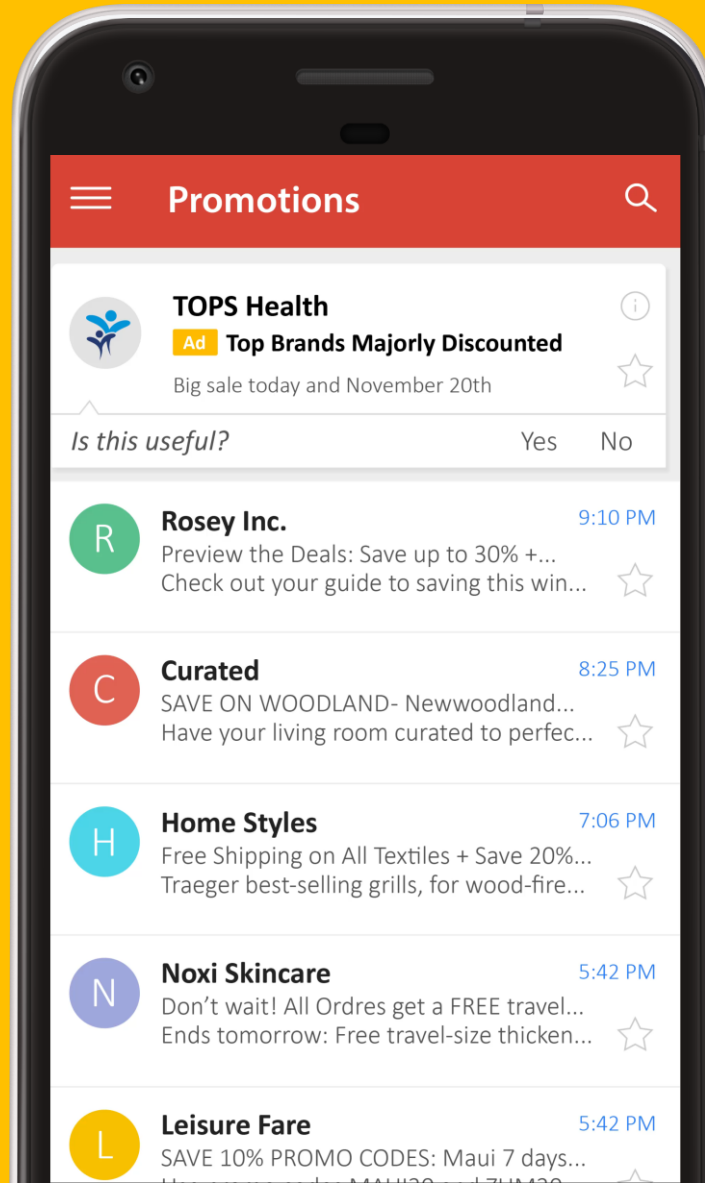
■ Human Presence ■ No Human Presence



Human Presence N=205, No Human Presence N = 212, Control N = 210
▲ = Statistically significant difference between test and control at >=90% confidence

EMAIL ADS

EMAIL MOCKED-UP
FOR QUALITATIVE
FEEDBACK

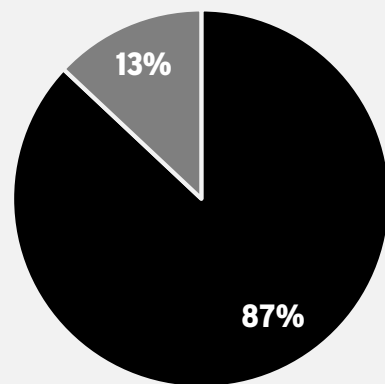




WHAT YOU NEED TO KNOW ABOUT GMAIL ADS

- **Relevance is critical in personal spaces, such as email**
- **When relevant, consumers nearly 2x as likely to agree Gmail ads “complement their email experience”**
- **Offering valuable utility in Gmail ads triples intent to click!**

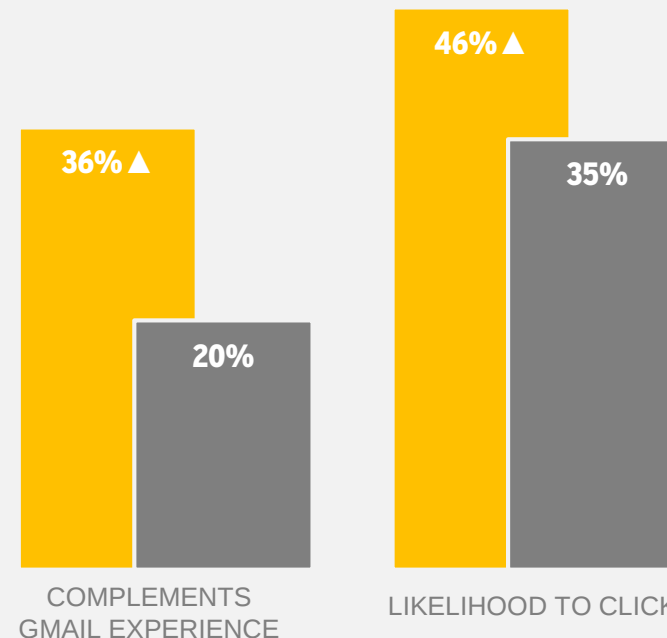
GMAIL ACCOUNT USAGE



■ Personal Use ■ Other Use

AD OPINIONS BY AUDIENCE

■ In-Market for Product ■ Not In-Market



N In-Market=134; N Not In-Market=109

▲ Statistically significant difference over Not In-Market group at >=90% confidence

**GIVEN RELEVANCE IS
CRITICAL FOR GMAIL
ADS, ENSURE YOU
LEVERAGE THE FULL
ARSENAL OF DATA
AVAILABLE FOR
TARGETING**

AWARENESS	Demographics: Age, Gender, Geo, Language, Device, etc.
CONSIDERATION	Affinity Audiences: Lifestages, Consumer Patterns
EVALUATION	In-Market Audiences: Audience Keywords (using search signals)
PURCHASE & ADVOCACY	Remarketing and Dynamic Remarketing: Customer Match

GOOGLE CALL EXTENSION ADS

GOOGLE SEARCH
RESULTS MOCKED-UP
FOR QUALITATIVE
FEEDBACK

WEB LINK

 <https://strongholdgym.com/>

Limited Time Offer. Buy One & Save on Stronghold's Gym Membership & Training. Get healthier and stronger now. Strength With Knowledge · Personal Trainers · Group Exercise Classes, Trainers, Functional Training, Cycle Studio



Call

CALL BUTTON

Stronghold Gym

<https://strongholdgym.com/>

Stronghold is a gym that believes in making serious exercise fun by fusing fitness and entertainment and pioneering a philosophy of No Judgments.



STRONGHOLD

**10% Off Stronghold Gym's Promo Code:
2018 Coupons - CouponWagon**

https://en.m.wikipedia.org/wiki/TOPS_...

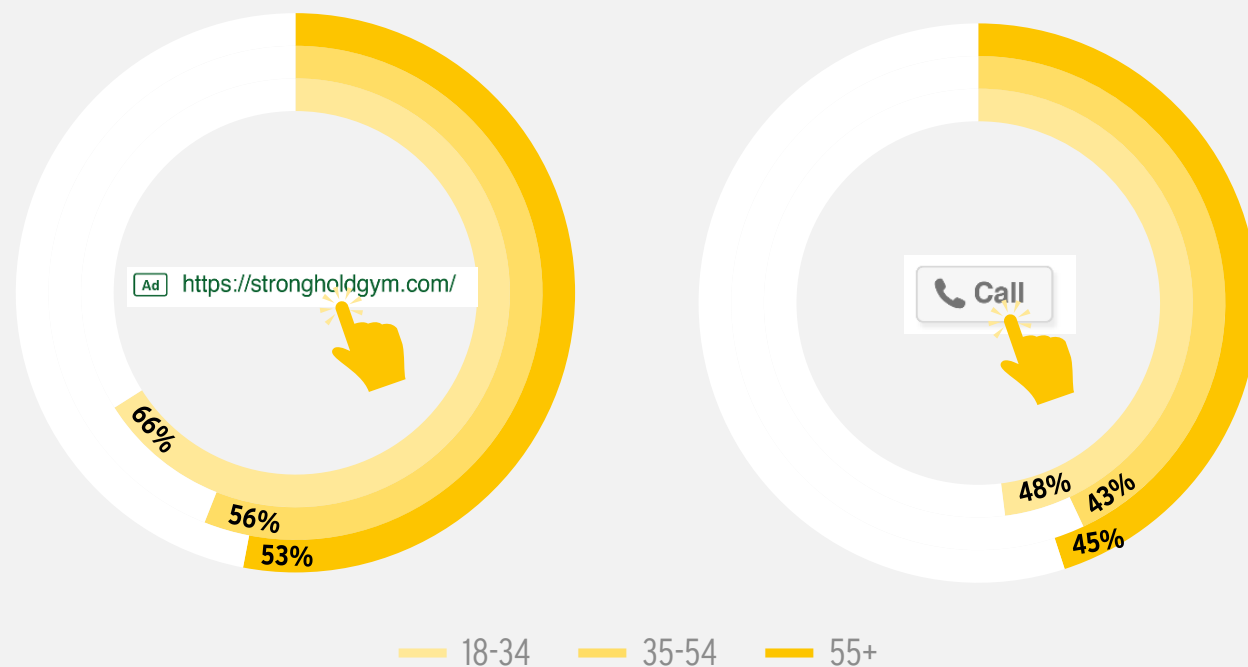
Save money on things you want with a Stronghold's Gym



WHAT YOU NEED TO KNOW ABOUT CALL EXTENSION ADS

- **Call Extension ads are an easy & useful tool for all generations, with no adoption learning curve seen in other new tech**
- **They resonate with Millennials. Despite common notions, Millennials actually do intend to make phone calls using these ads**

INTENT TO CLICK OR CALL GOOGLE SEARCH AD BY AGE | % WHO AGREE



N 18-34=91 ; N 35-54=103 ; N 55+=49

▲ = Statistically significant difference between test groups at >=90% confidence

THE AFTERMATH



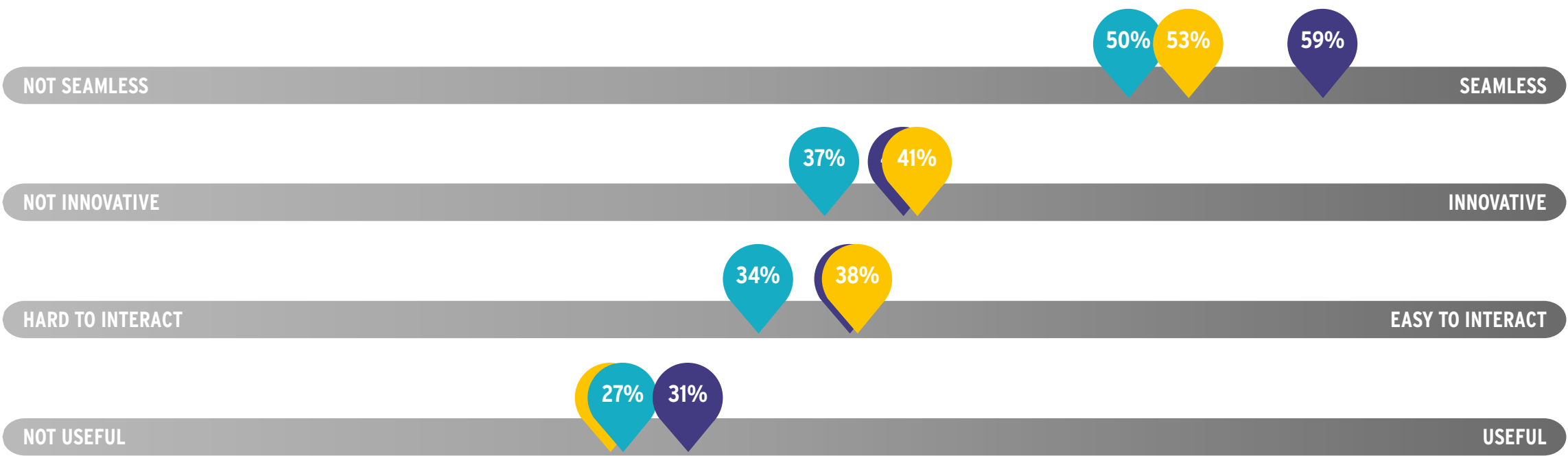
PUTTING NEW FORMATS TO
USE IN THE REAL WORLD



NEWER VIDEO AD FORMATS ARE PERFORMING WELL, WITH SOME ROOM FOR IMPROVEMENT

AD OPINIONS OF MOBILE AD FORMATS | % WHO AGREE

● Skippable Format ● 360° Branded Content ● 6 Sec Non-Skippable



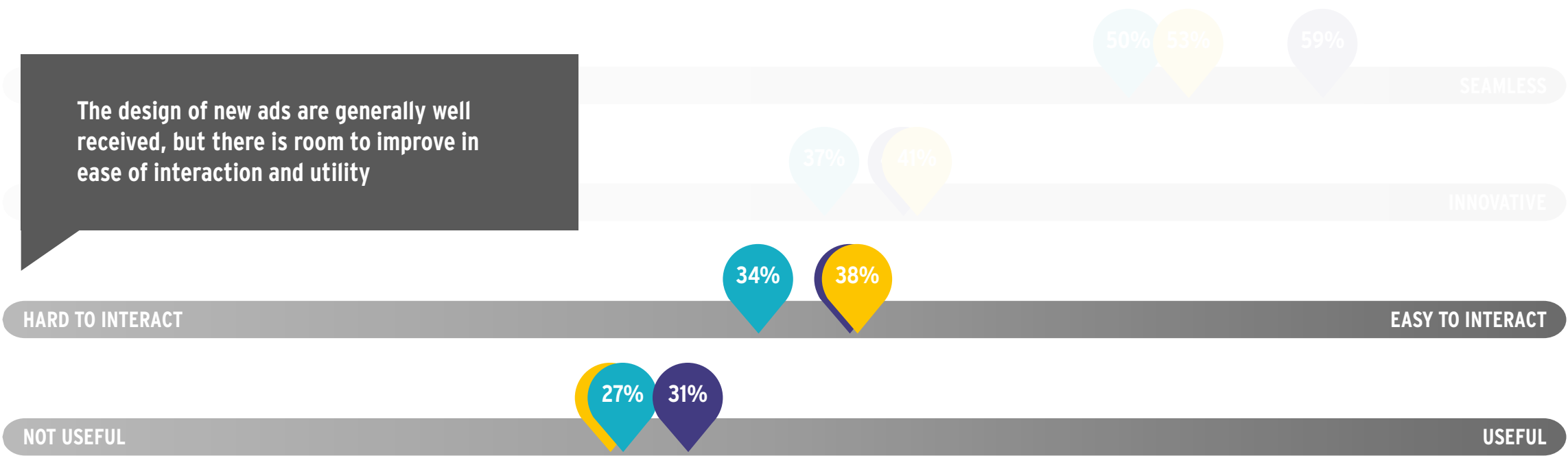
N 30 Second Non-Skippable = 521; N 30 Second Skippable 360°=408; N 6 Second Non-Skippable = 307



NEWER VIDEO AD FORMATS ARE PERFORMING WELL, WITH SOME ROOM FOR IMPROVEMENT

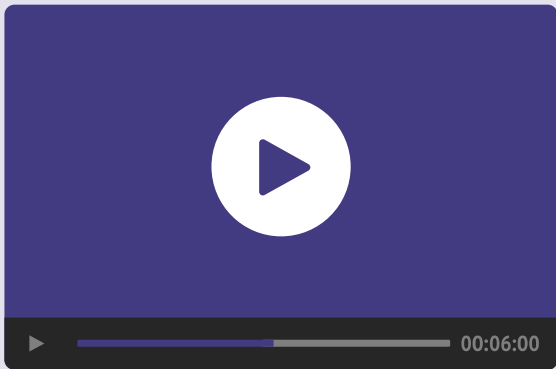
AD OPINIONS OF MOBILE AD FORMATS | % WHO AGREE

● Skippable Format ● 360° Branded Content ● 6 Sec Non-Skippable



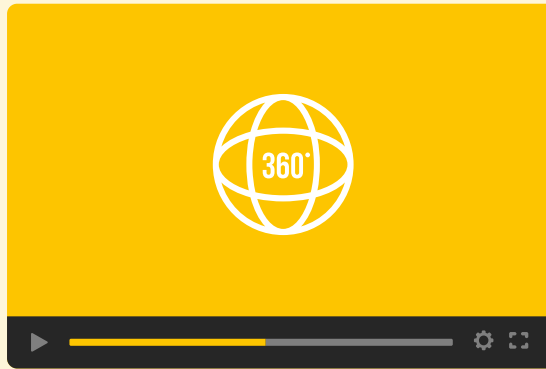
N 30 Second Non-Skippable = 521; N 30 Second Skippable 360°=408; N 6 Second Non-Skippable = 307

»»» CLEAR STRATEGIES TO IMPROVE YOUR VIDEO BUY



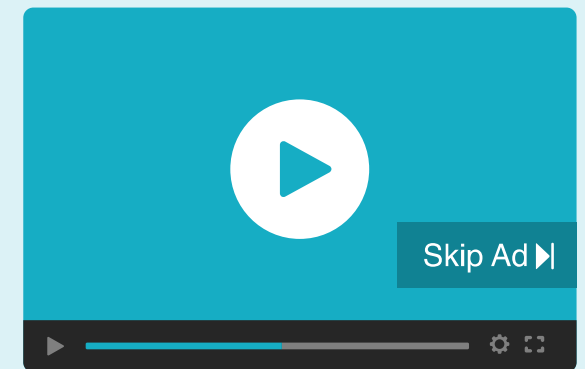
6 SECOND NON-SKIPPABLE

- Short length makes up for lack of user control - use to supplement your mobile video buy
- Consider optimizing an already well-performing ad format by using vertical video



360° VIDEO

- Novelty doesn't necessarily translate into ease-of-use
- Consider increasing instruction to help the experience feel more integrated and explore innovative ways to include branding

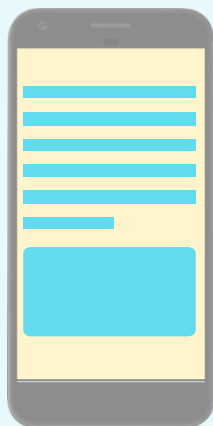


SKIPPABLE BOUGHT ON CPM

- Paying based on the value of the impression allows you to expand the reach of your campaign

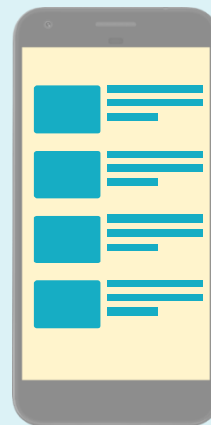


CLEAR STRATEGIES TO IMPROVE YOUR DISPLAY BUY



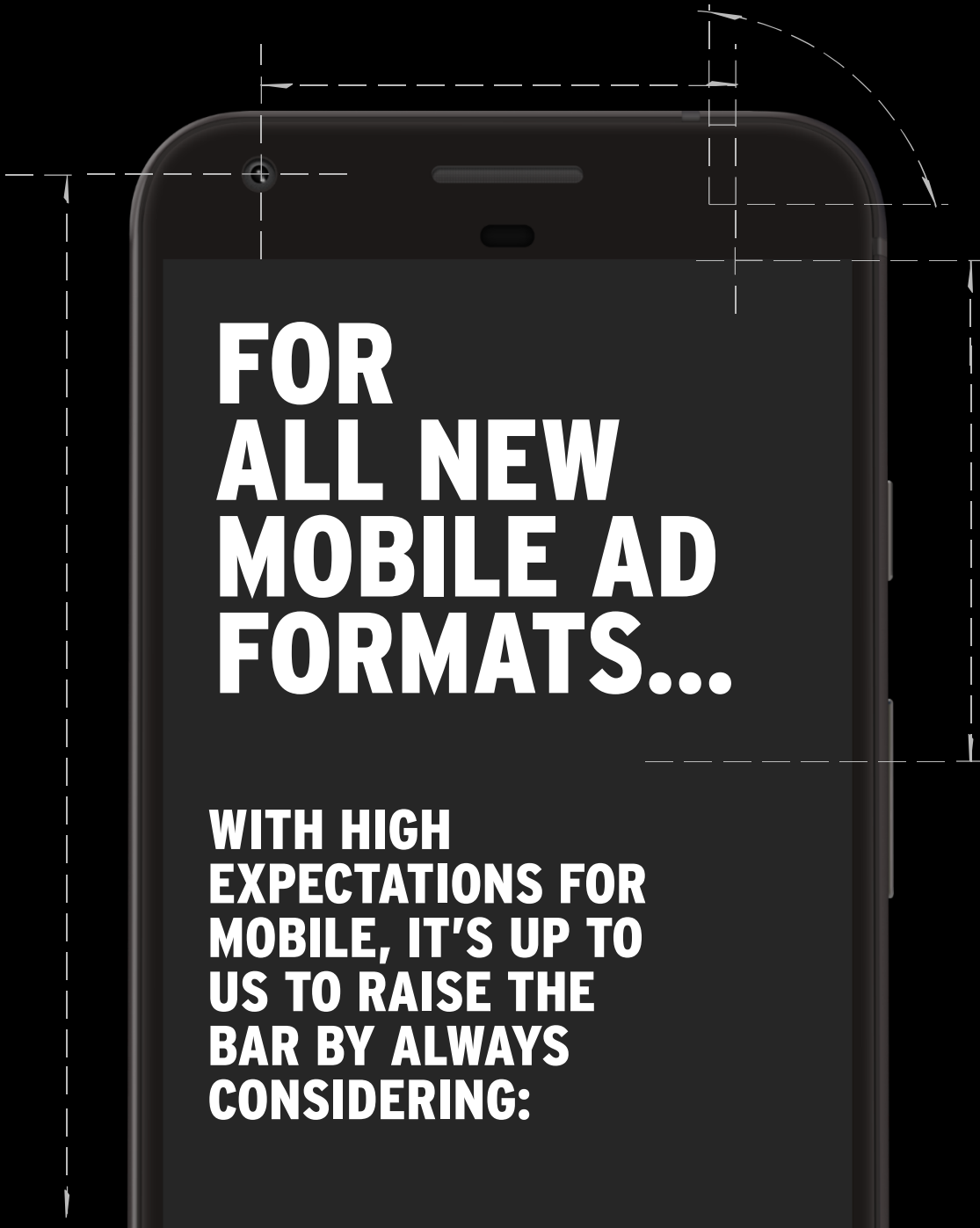
NATIVE DISPLAY

- Pair the context of in-article ads with contextual content
- Considers ads with text only, as they feel like part of the reading experience



NATIVE IN-FEED DISPLAY

- Incorporating human presence in the images can help drive brand KPIs



FOR ALL NEW MOBILE AD FORMATS...

WITH HIGH
EXPECTATIONS FOR
MOBILE, IT'S UP TO
US TO RAISE THE
BAR BY ALWAYS
CONSIDERING:

[1] UTILITY //

[2] RELEVANCE //

[3] EASE OF USE //

THANK YOU

MAGNA

IPG MEDIA LAB