



Multiscreen Video Best Practices:

Understanding the next wave of video ad receptivity



About this report

The Interactive Advertising Bureau (IAB) has partnered with Millward Brown Digital and Tremor Video on this “Multiscreen Video Best Practices” research to understand which qualities of mobile video advertising are most important in breaking through to audiences and how these vary across generation. This report features findings from a proprietary advertising study conducted to understand the differential impact of creative length and screen size variables in driving advertising effectiveness.



Research Methodology

- **Two ad lengths** (10-second and 30-second) of three different video ads were **tested across Desktop, Smartphone and Tablet screens** to identify the challenges of repurposing ads across digital screens
- The ads were across three industry verticals: **Automotive, CPG and Quick Casual Restaurants**
- A survey was fielded among **1,800 nationally representative 18 to 54 year old respondents** (Desktop=600, Smartphone=600, Tablet=600)
- All respondents were exposed to a test ad and asked a series of ad receptivity and brand effectiveness questions



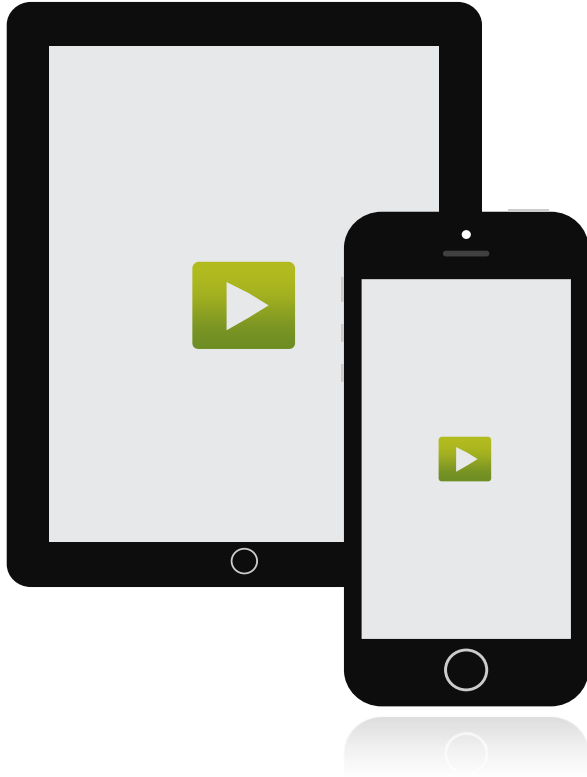
Summary of Findings

- Multiscreen videos need to be branded with smaller mobile screen sizes in mind, as brand logos, brand cues and product shots should be large enough to be easily seen on smaller mobile screens
- Millennials are particularly sensitive to mobile ad clutter; mobile video ads intended for a younger audience should be well targeted, relevant and enjoyable to help maximize its potential impact
- Mobile video can impact consumers of all ages, but the device can make a difference
 - Tablet and Smartphone videos are equally likely to impact Millennials but Smartphones can present an opportunity to maximize reach among younger consumers
 - Tablets can be particularly impactful across lower funnel metrics if targeting consumers 35-54
- Ideal ad length can vary by generation
 - 10 second videos can help maximize impact among Millennials
 - However, among consumers 35-54, the communication potential of 30 second videos has an advantage when trying to impact lower funnel metrics
- Longer videos still have a role to play among Millennials, even on mobile
 - While Millennials tend to prefer shorter ads, trying to communicate too much in a few seconds can lead to confusion and limit message takeaway



The importance of getting mobile video right

The mobile video advertising landscape

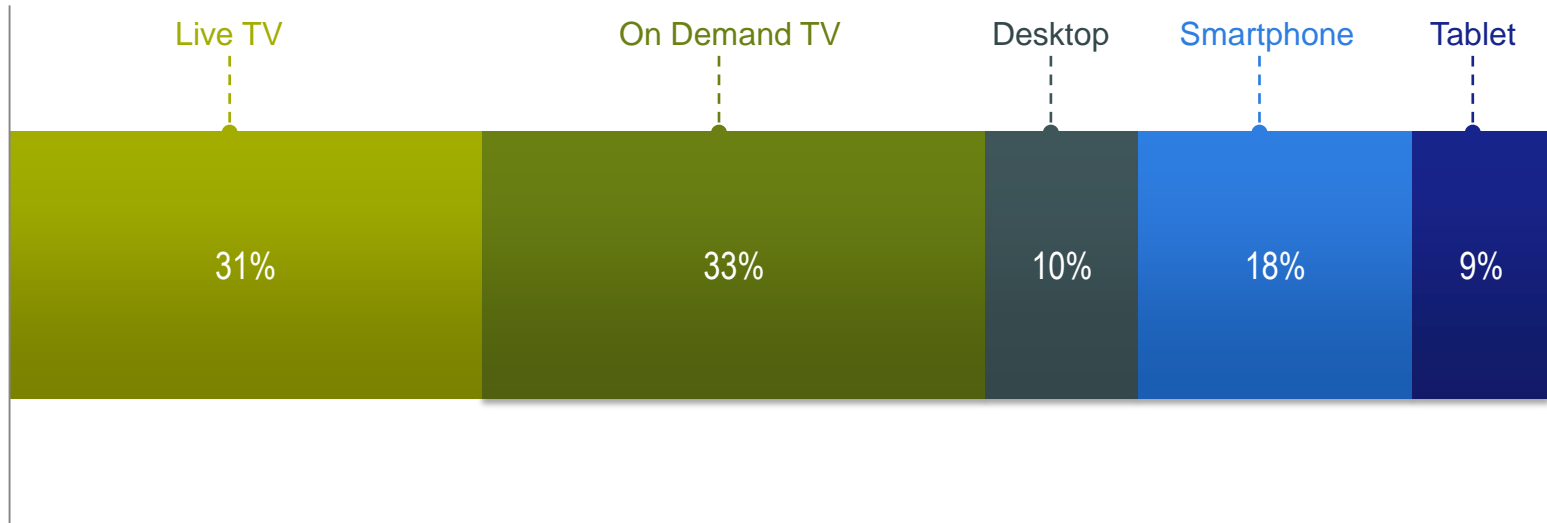


- Mobile display advertising has historically outperformed desktop¹
- Mobile advertising offers unique targeting opportunities
- Touchscreens and full screen playing of mobile videos offer enhanced engagement opportunities
- High usage rates among younger consumers² make mobile video increasingly important, particularly with audience-driven programmatic media buying

Source: (1) Millward Brown Digital MarketNorms®;
(2) Millward Brown "AdReaction: Video Creative in a Digital World" 2015

Video advertising must continue to improve as more video viewing time migrates to mobile

2015 Video Viewing By Platform in the US



Source: Millward Brown "AdReaction: Video Creative in a Digital World" 2015

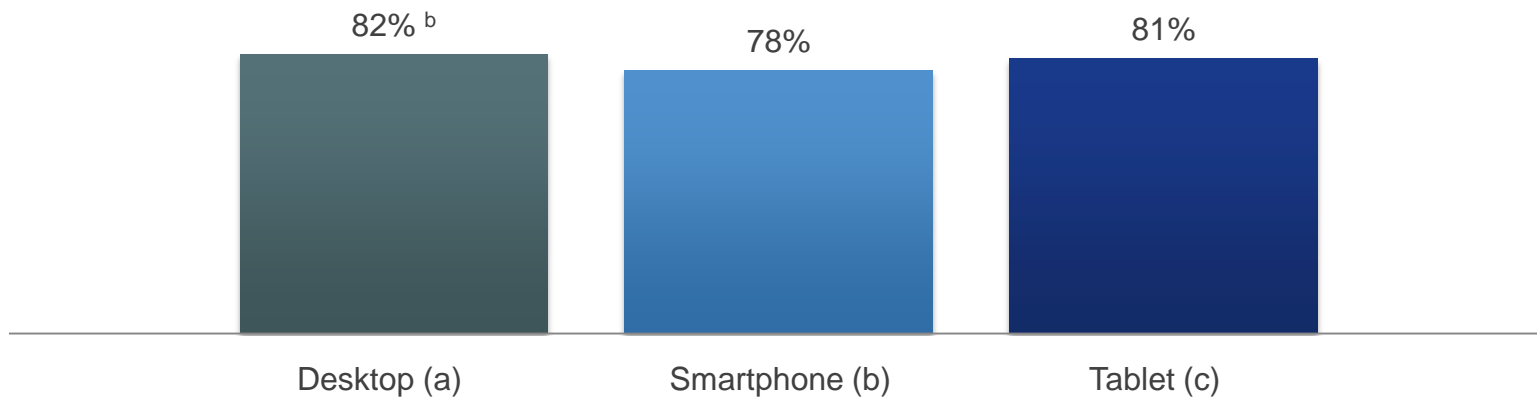


The importance of device screen size

Multiscreen videos need to be branded with smaller mobile screen sizes in mind

Aided Brand Awareness tested slightly higher on Desktop because larger screen sizes can make it easier for consumers to see brand cues, product shots and brand logos

Aided Brand Awareness



Source: Millward Brown Digital IAB Tremor Video Cross Screen Study
a/b/c indicates statistically higher performance at the 90% confidence level
Aided Brand Awareness: Thinking about the ad you've just seen for BRAND, which one of these phrases applies to this ad? (top 2 box)

Conclusions on Screen Size

Consider mobile screens early in development

It's critical to ensure that brand logos, brand cues and product shots are large enough to be easily seen on smaller mobile screens.

Mobile video may need additional branding

Due to smaller screen size and on-the-go video consumption, mobile videos may need additional branding such as static logos or branded frames.



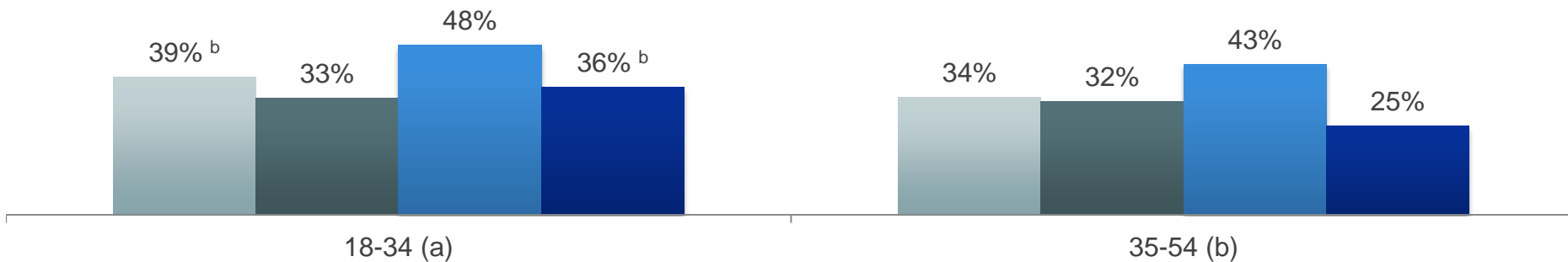
Mobile video ad receptivity by age

Consumers are sensitive to ad clutter, making the development of quality well targeted video key to leveraging mobile's strong potential

Mobile video intended for a younger audience should be well targeted, relevant and enjoyable to help maximize its potential impact

There are too many ads on my...

Overall Desktop Smartphone Tablet



Source: Millward Brown Digital IAB Tremor Video Cross Screen Study

a/b indicates statistically higher performance at the 90% confidence level

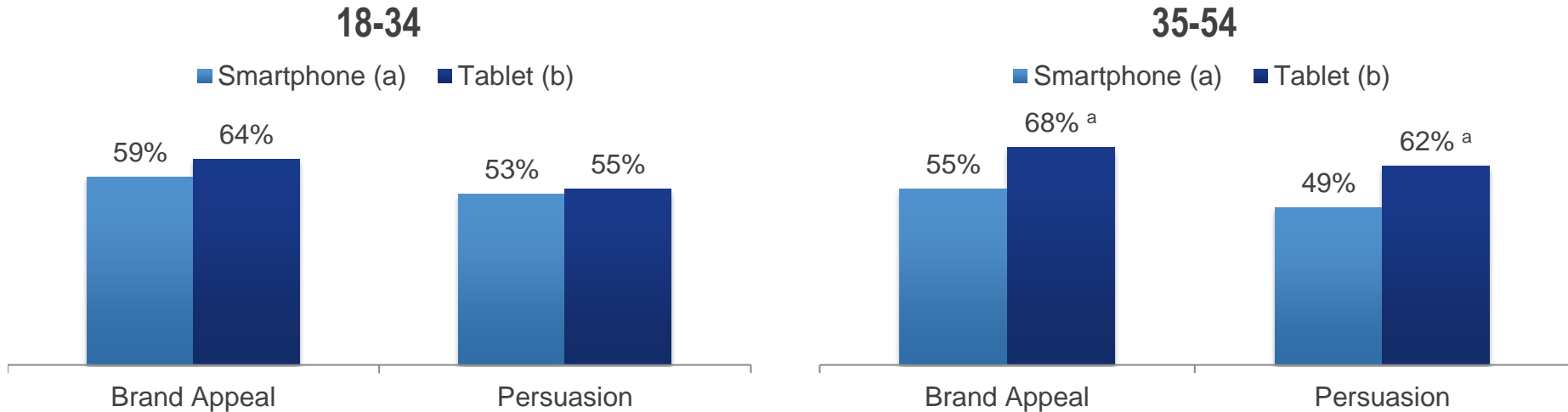
Which of these statements do you agree with about ads on your COMPUTER/SMARTPHONE/TABLET?



The role of video ad length and screen size by age

Mobile video can impact consumers of all ages, but the device can make a difference

While Millennials are equally likely to be impacted by Smartphones and Tablets, Tablets have an advantage when targeting consumers 35-54



Source: Millward Brown Digital IAB Tremor Video Cross Screen Study

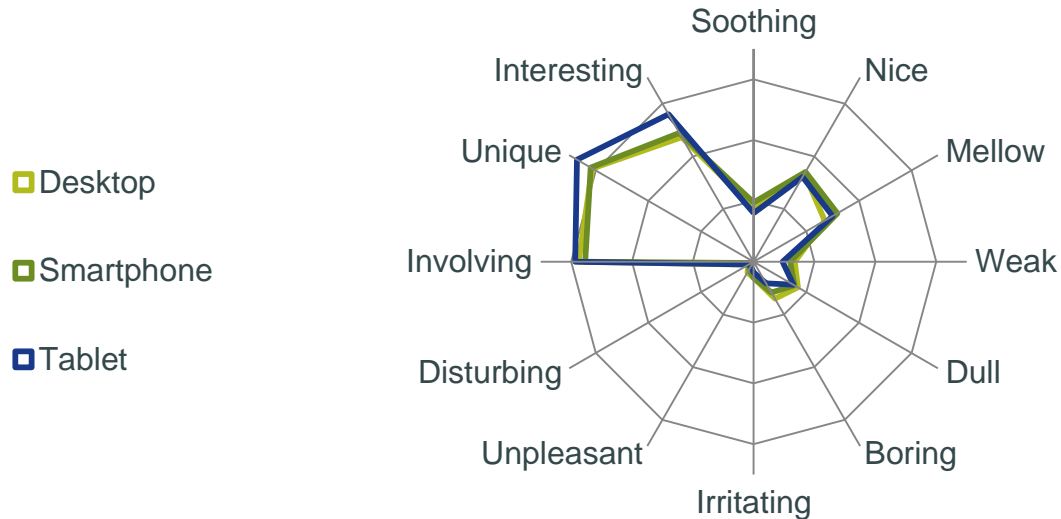
a/b indicates statistically higher performance at the 90% confidence level

Brand Appeal: How did the ad make you feel about BRAND? The ad made BRAND seem . . . (top 2 box)

Persuasion: If you were about to buy BRAND CATEGORY, how would this ad affect your consideration of BRAND? (top 2 box)

Tablet video is particularly engaging among non-Millennials (35-54), contributing to its strong impact

Video Engagement (Ages 35-54)

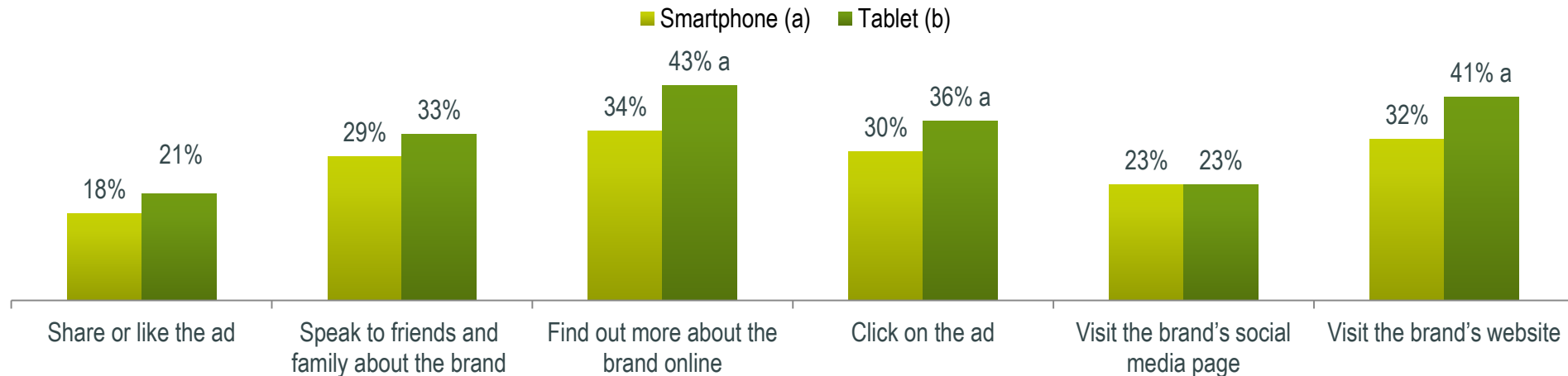


Source: Millward Brown Digital IAB Tremor Video Cross Screen Study
Please select one word from each of these three lists that applies most to the ad

Tablet video can also be an effective medium to drive consumers to take action

However, if the goals are social, Tablets and Smartphones display equal likelihood to drive actions

Having seen the ad, how likely would you be to ?



Source: Millward Brown Digital IAB Tremor Video Cross Screen Study
a/b indicates statistically higher performance at the 90% confidence level
Having seen the ad, how likely would you be to ? (top 2 box)

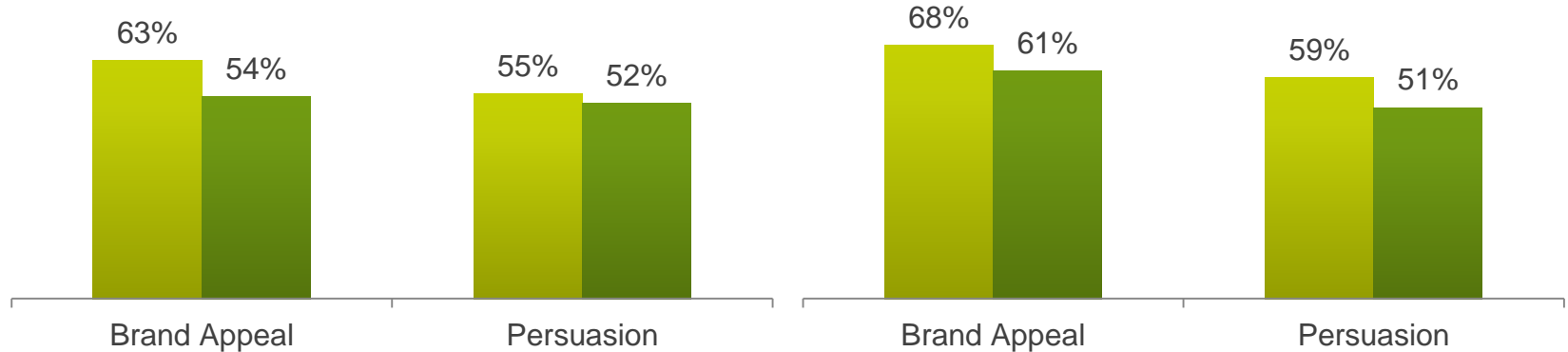
Shorter ad lengths should be leveraged when trying to impact Millennials

18-34 Smartphone

18-34 Tablet

■ 10-second (a) ■ 30-second (b)

■ 10-second (a) ■ 30-second (b)



Source: Millward Brown Digital IAB Tremor Video Cross Screen Study

a/b indicates statistically higher performance at the 90% confidence level

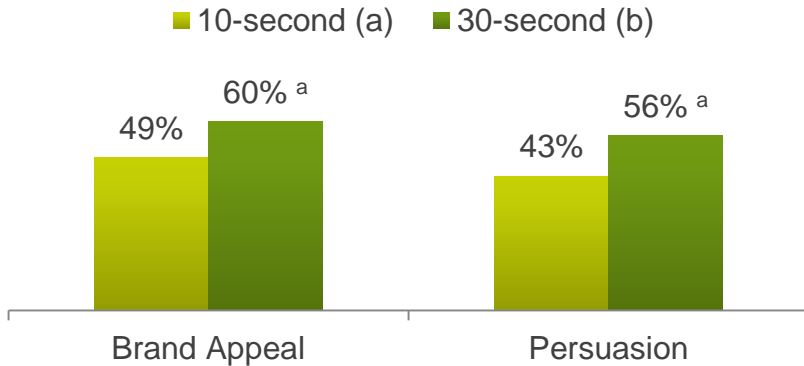
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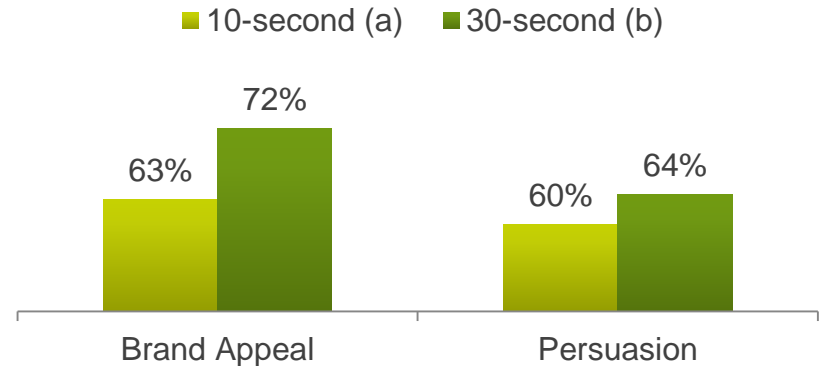
However, 30-second ads have an advantage when targeting consumers 35+

Among an audience that is less sensitive to mobile ad clutter, 30-second videos can help communicate more information, improve brand opinions and drive persuasion

35-54 Smartphone



35-54 Tablet



Source: Millward Brown Digital IAB Tremor Video Cross Screen Study

a/b indicates statistically higher performance at the 90% confidence level

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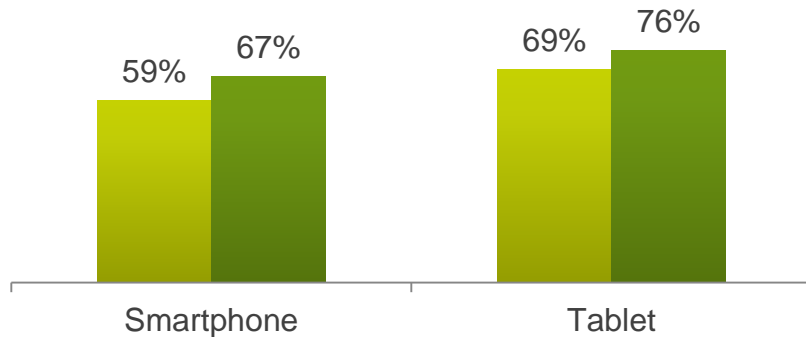
Persuasion: If you were about to buy BRAND CATEGORY, how would this ad affect your consideration of BRAND? (top 2 box)

Longer videos still have a role to play among Millennials, even on mobile

While Millennials tend to prefer shorter ads, trying to communicate too much in a few seconds can lead to confusion and limit message takeaway

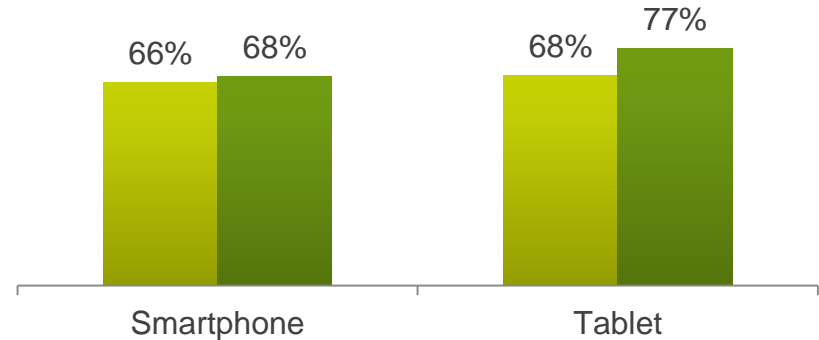
18-34 New Information

■ 10-second (a) ■ 30-second (b)



35-54 New Information

■ 10-second (a) ■ 30-second (b)



Source: Millward Brown Digital IAB Tremor Video Cross Screen Study
a/b indicates statistically higher performance at the 90% confidence level
New Information: How much new information does the ad give you about BRAND? (top 2 box)

Conclusions on Ad Length and Screen Size by Age

Smartphone video can be key to impacting Millennials

Heavy video consumption on smartphones among Millennials makes this a key platform to reach the audience.

Tablet video shines when targeting consumers 35-54

Tablet video has the potential to drive more impact across lower-funnel metrics, relative to smartphones, when targeting consumers 35-54.

Ideal video ad length varies by viewer's age

While Millennials prefer 10-second ads, the communication power of 30-second ads can have an advantage among consumers 35-54, who are less sensitive to mobile ad clutter.

30-second videos still have a role, even on mobile

Even among Millennials, 30-second videos should be considered when communicating new or complex information.

A person with long dark hair, wearing a grey sweater, is holding a lit sparkler. The sparkler is bright and glowing, with many sparks flying out. The background is a solid blue color. The person's face is partially visible but out of focus.

How to improve the mobile video experience

Best practices for getting mobile video right

- Consumers are sensitive to mobile ad clutter, ensure that ads are well targeted, relevant and enjoyable
- Ensure that brand logos, brand cues and product shots are large enough to be easily seen on smaller mobile screens
- Develop ads that can be effectively shortened to appropriate lengths (such as 10 seconds) for mobile devices, while still maintaining their communication ability
- Initial frames of an ad should be well branded and engaging to capture consumers' attention and still have an impact if closed or skipped
- 30-second ads should still be considered for mobile if the goals are to communicate complex information, increase persuasion among consumers ages 35+ or drive consumers to take action



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