



Rising Stars Display Ad Effectiveness

- Intro:
 - Sherrill Mane, SVP Research, Analytics and Measurement, IAB
- Presentation:
 - Samar Das, PhD, CEO, C3 Research
 - Tamas Pataky, Associate Vice President, C3 Research
- Summary:
 - Kristina Srugonis, Research Director, IAB
- Special Thanks to **AOL** and to Peter Minnium, Head of Brands, IAB

Agenda

- The Evidence: IAB Display Rising Star Ads are More Effective than Legacy UAP Ads
- The Insights: Why IAB Display Rising Star Ads are More Effective
- Q&A

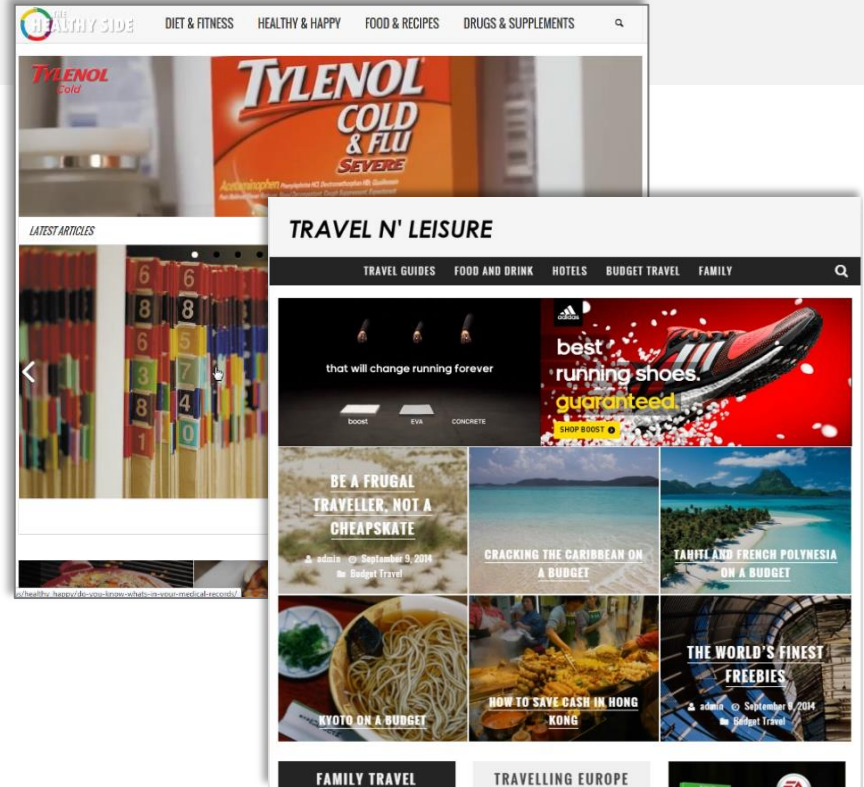
The Evidence: IAB Display Rising Star Ads are More Effective than Legacy UAP Ads

- Assess the Effectiveness of IAB Display Rising Star Ads in brand building.
- Assess the role of Interactivity of IAB Display Rising Star Ads on brand building.



Why Travel and Health?

- Themes Selected for Universal Appeal.
- Content Least Sensitive to Change Over Time.



Portrait

NATURE VALLEY
Fuel Your Adventures
Whenever you find adventure, help forge the path with Nature Valley Protein Bars. [LEARN MORE](#)

Dove advanced care deodorant
Introducing our best care ever for the armpit. [LEARN MORE](#)

EA SPORTS FIFA 15
FEEL THE DIFFERENCE
WATCH THE VIDEO
XBOX ONE

Nature Valley
FUEL YOUR ADVENTURES with Nature Valley Protein Bars. [LEARN MORE](#)

Dove On Our Best Care Ever. [LEARN MORE](#)

Full Page Flex

EA SPORTS FIFA 15
FEEL THE DIFFERENCE
WATCH THE VIDEO
XBOX ONE

4 million pixels in the palms of your hands.
Samsung GALAXY TABLETS
The Next Big Thing Is Here™
@SAMSUNG
We're so happy to share the next big thing with you. [LEARN MORE](#)

Pushdown

FedEx Are you as fast as FedEx? [Find out >](#)

ribbon bomb
Now with New Moisturizing Ribbons. The only razor that lathers and moisturizes during shaving. [LEARN MORE](#)

Intuition Now with New Moisturizing Ribbons. The only razor that lathers and moisturizes during shaving. [LEARN MORE](#)

JELL-O Easy to layer. Even easier to make disappear. [LEARN MORE](#)

Billboard

adidas that will change running forever
best running shoe guaranteed
best running shoes guaranteed

TYLENOL FOR EVERYTHING WE DO You do so much more. WE RELIEVED YOUR COLD SYMPTOMS You gave her full creative license.

Canon THERE'S MORE TO THE IMAGE THAN ANYONE THOUGHT POSSIBLE. [CLICK TO EXPLORE](#)



Browsing on an Eye Tracker

- Free Browsing
- 50/50 Browsing



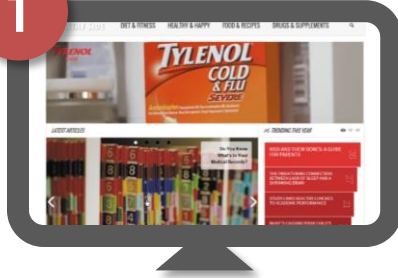
Computer Survey

- Unaided & Aided Ad Recall
- Quick 3 Second Exposure Followed by Attention Ratings
- Full Ad Exposure Followed by Engagement, Persuasion and Brand Ratings



Qualitative Interview

- Understand the Processing of Ads Through Eye Gaze
- Grounded Theory Development



Browsing

- Free Browsing on Test Site for 5 Minutes
- Website Controlled to Expose 1 Rising Star Ad and 1 Legacy UAP Ad

2 Ad Recall

- Unaided and Aided Brand recall
- Asked if they recalled interacting with the ads.

3 Free Browsing

- Brief 3 sec exposure to measure Attention.
- Full exposure to measure Engagement, Persuasion and Brand Equity ratings.

Option A (N=804)

Forced Exposure with no explicit instructions to Interact with the Ad

Option B (N=711)

Forced Exposure with Instructions to Interact with the Ad

4 Hypothesis Testing

1 Fractional Exposure



Quick 3 Second Exposure
Followed by Attention Ratings

2 Full Ad Exposure

Full Ad Exposure Followed by
Engagement, Persuasion and
Brand Ratings



Attention

- Less Avoidance – 2 items
- Comprehension – 2 items
- Scroll Speed – 2 items
- Interest – 3 items

*Reliability Score (Cronbach Alpha) Range:
0.79 to 0.87*

Engagement

- Humor – 2 items
- Emotional – 2 items
- Not Annoying – 2 items
- Tasteful – 3 items
- Design – 2 items
- Creative – 2 items
- Entertaining – 2 items

*Reliability Score (Cronbach Alpha)
Range: 0.75 to 0.90*

Persuasion

- Changed Thinking – 2 items
- Relevance – 2 items
- Trust – 2 items
- Novelty – 2 items
- Useful Information – 2 items
- No Counter Thoughts – 2 items

*Reliability Score (Cronbach Alpha)
Range: 0.72 to 0.82*

Brand Equity

- Brand Feelings
- Brand Consideration
- Brand Opinion

- Measured in post test.
- Brand Equity calculated as the average of the three items.

Reliability Score (Cronbach Alpha) 0.95

4X**Higher Ad
Recall****3X****Higher
Interaction Rate****5X****Longer Gaze
Duration****IAB Display Rising Star Ads****vs Legacy UAP Ads****↑ 29.5% Higher Brand Lift***Brand lift measured as brand equity change after exposure to ad***Even Stronger Brand Lift After Interaction**



Attention

Ads were more interesting and respondents were less likely to avoid IAB Display Rising Star Ads.

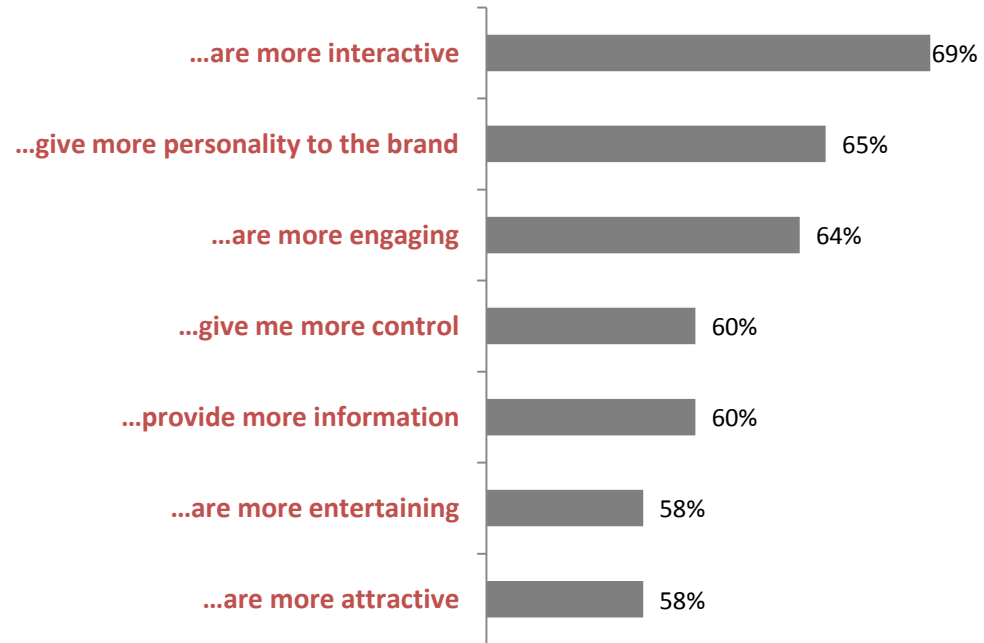
Engagement

Ads were entertaining, creative, humorous, and evoked emotions. They were also less annoying.

Persuasion

Ads were higher on Useful Information, Trust, Novelty, Changed Thinking, and Relevance.

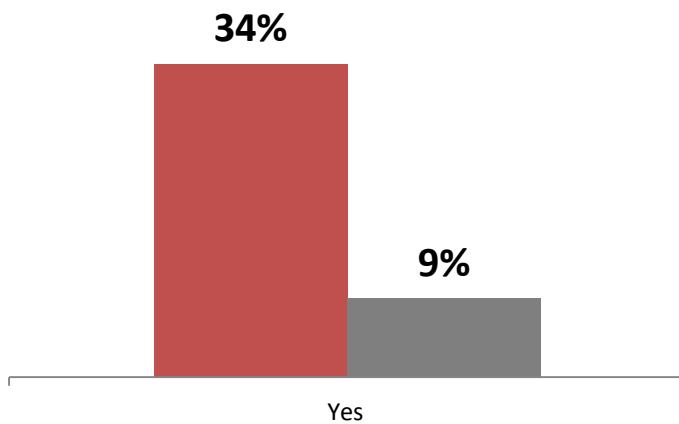
Compared to the Legacy UAP Ads, IAB Display Rising Star Ads...



4X Higher Unaided Recall

Unaided Ad Recall

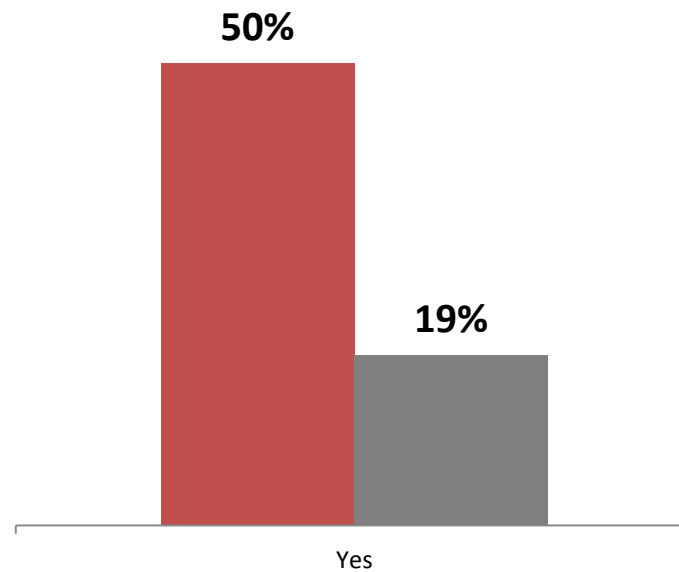
■ IAB Display Rising Star Ads ■ Legacy UAP Ads



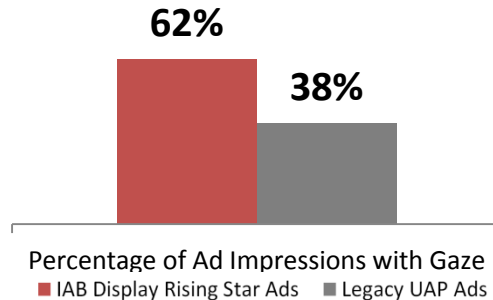
3X Higher Aided Recall

Aided Ad Recall

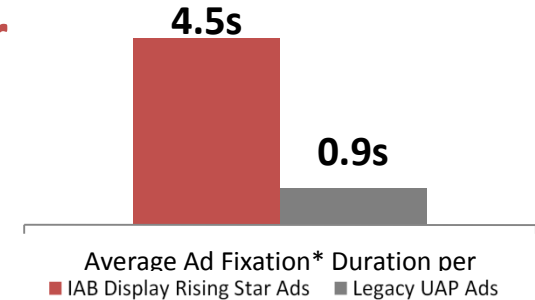
■ IAB Display Rising Star Ads ■ Legacy UAP Ads



**63% Higher
Impressions
with Gaze**



**5X Greater
Fixation
Duration**

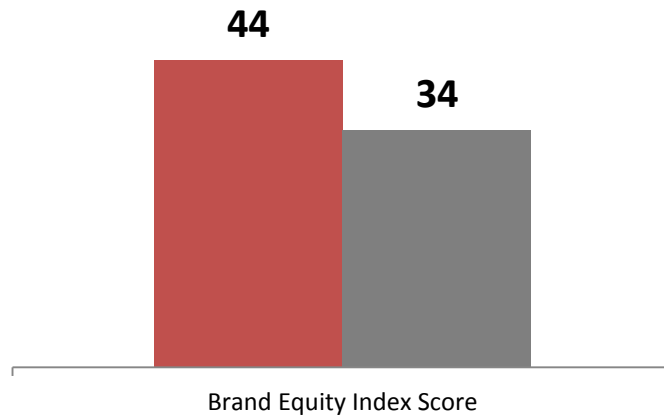


	IAB Display Rising Star Ads	Legacy UAP Ads
Total Number of Ad Impressions	934	806
Number of Ad Impressions with Gaze	581	308
Percentage of Ad Impressions with Gaze	62.2%	38.2%
Total Number of Ad Fixations	4,432	831
Total Ad Fixation Duration (milliseconds)	920940 ms	169120 ms
Average Ad Fixation* Duration per Respondent (milliseconds) in the session	4,525 ms	881 ms
Percent of Respondents Who Gazed at Ad	93.7%	59.9%

*Measures the combined duration of each individual fixation on an ad.

Brand Equity Index* Score

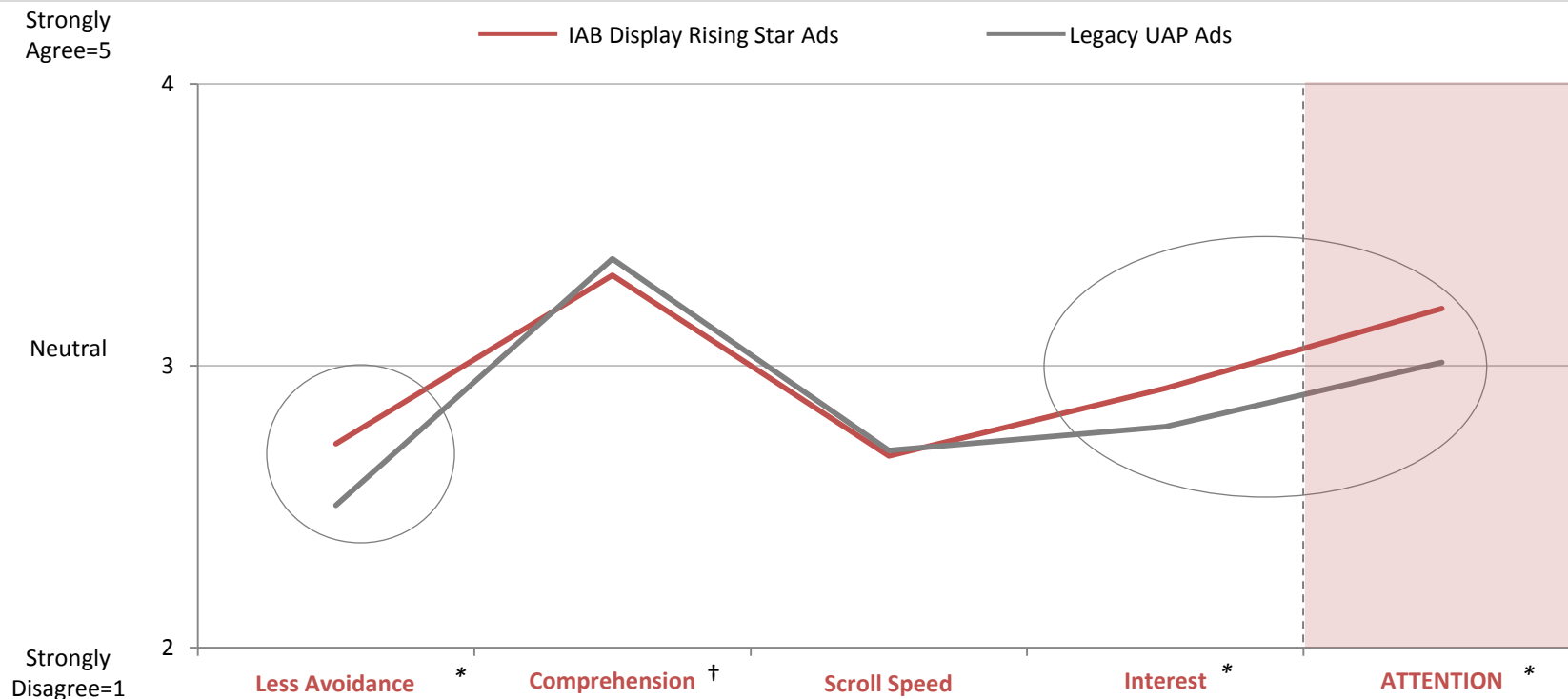
■ IAB Display Rising Star Ads ■ Legacy UAP Ads



29.5% higher brand lift
with respect to Legacy UAP
Ads on Full Exposure

* Index score calculated from a composite scale measuring Change in Brand Opinion, Brand Feelings, and Brand Consideration.

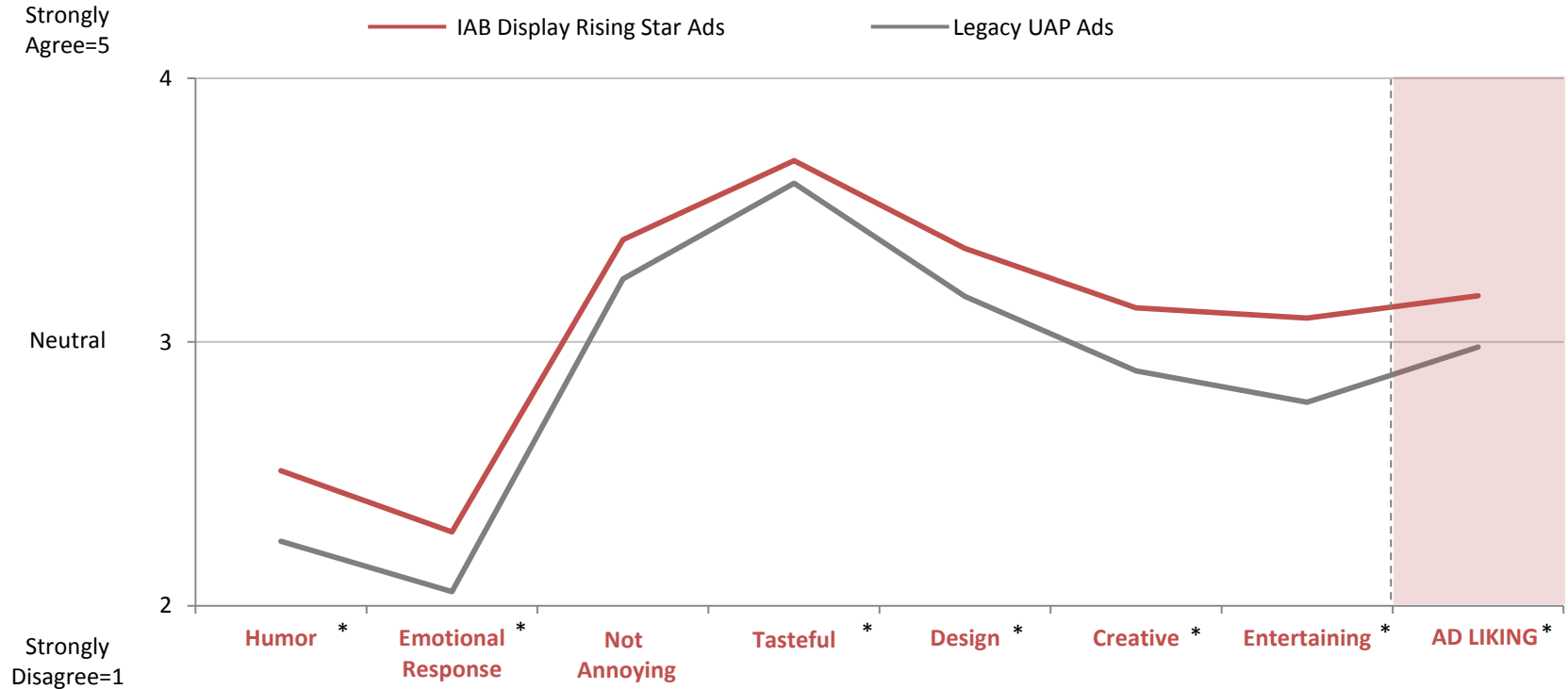
IAB Display Rising Star Ads: Less Avoidance, Higher Interest



*significant at 95% Confidence Interval

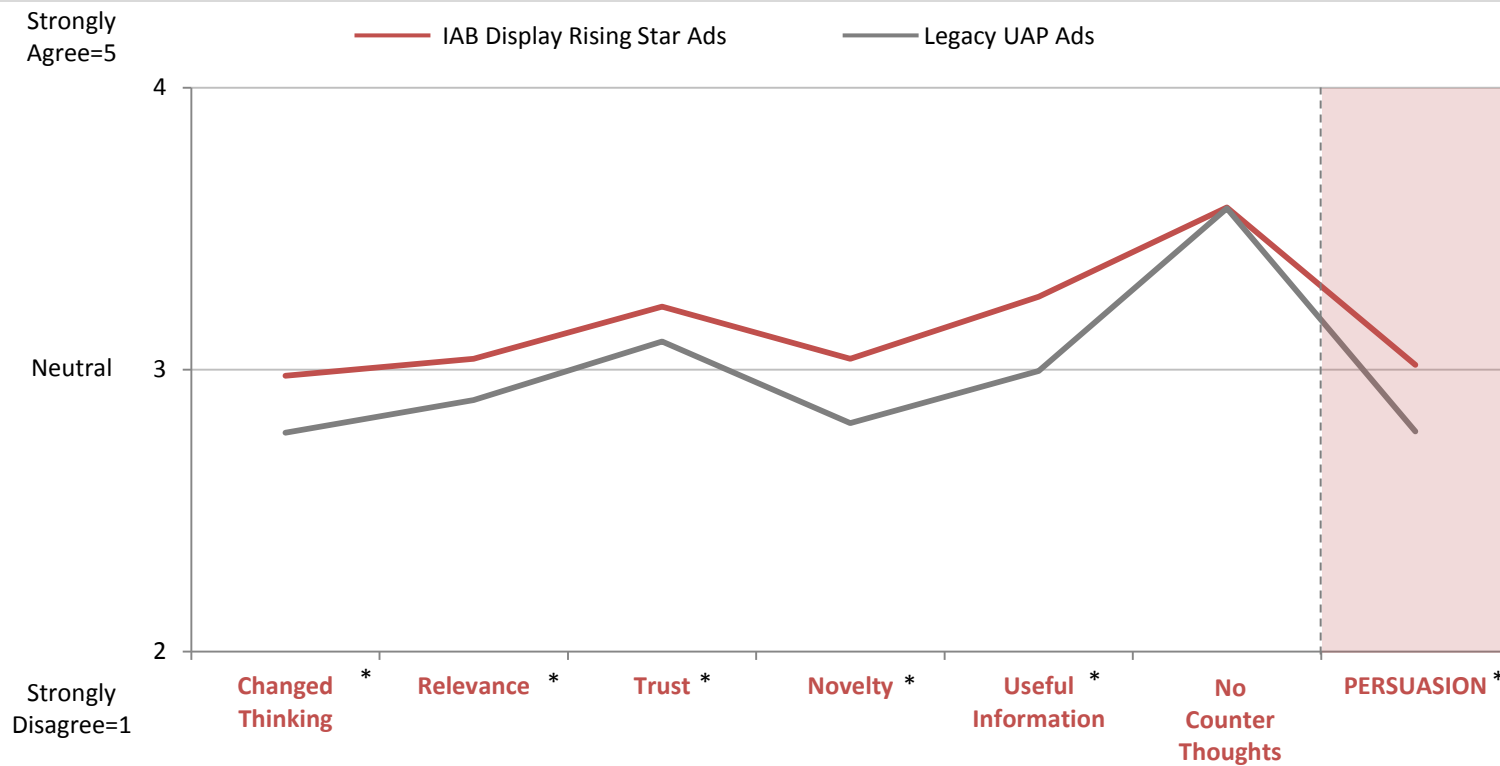
† marginally significant at 90% Confidence Interval

IAB Display Rising Star Ads: Uniformly Higher Engagement



*significant at 95% Confidence Interval

IAB Display Rising Star Ads: Provide Useful, Novel, Relevant, Trustworthy Information

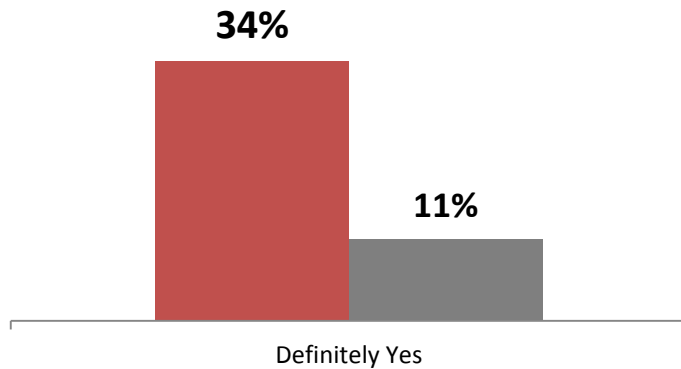


*significant at 95% Confidence Interval

3X Higher Interaction Rates

Interaction During Browsing

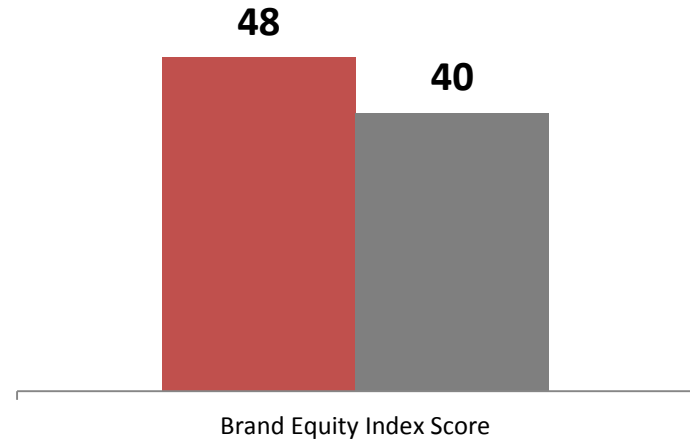
■ IAB Display Rising Star Ad ■ Legacy UAP Ad



16.6% Increase In Brand Equity

Brand Equity Index* Score

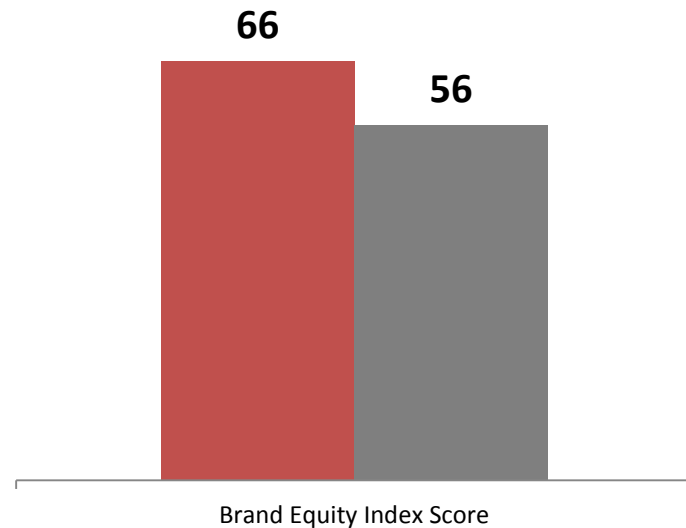
■ Interaction (Option B) ■ No Interaction (Option A)



* Index score calculated from a composite scale measuring Change in Brand Opinion, Brand Feelings, and Brand Consideration.

Brand Equity Index* Score

■ Fixation Duration > 3 seconds ■ Fixation Duration < 3 seconds

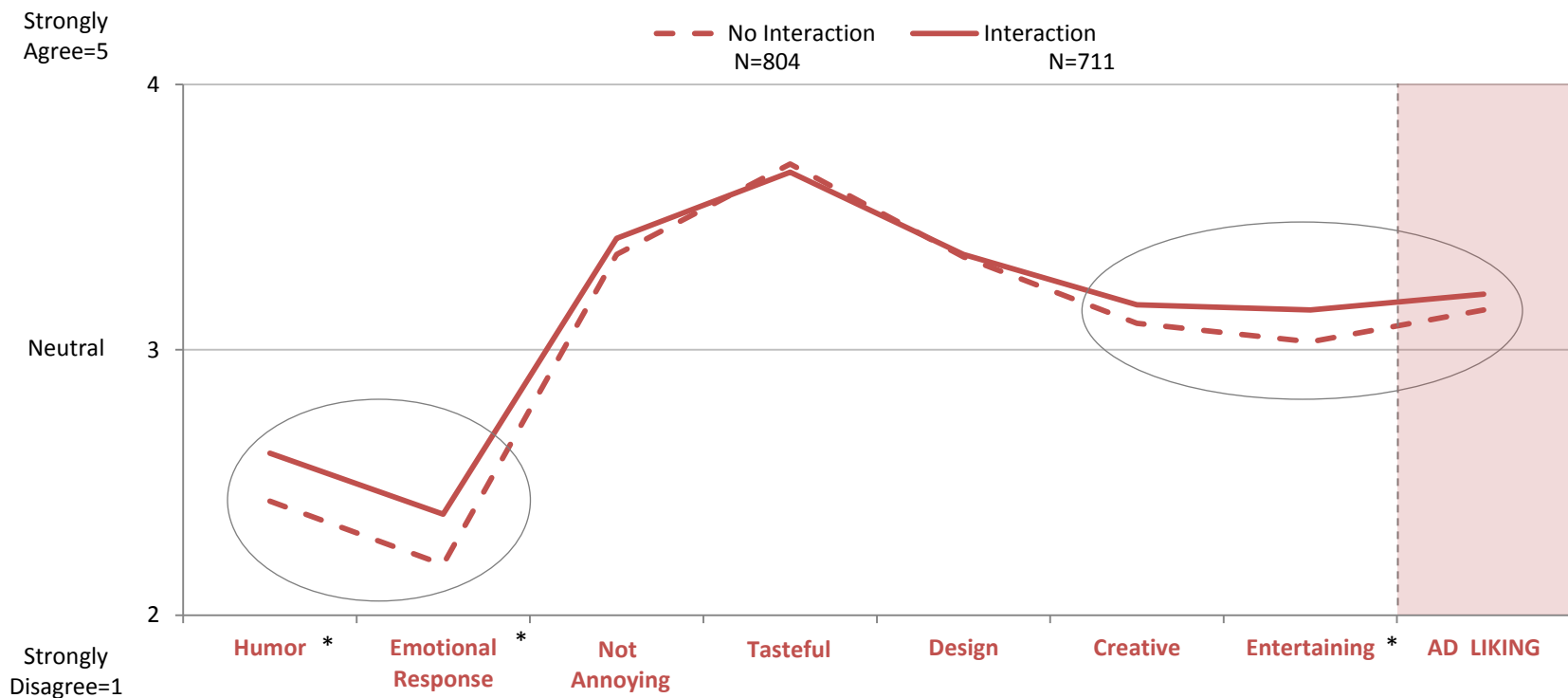


**Gaze Duration > 3 sec
results in
17.8% higher brand lift**

* Index score calculated from a composite scale measuring Change in Brand Opinion, Brand Feelings, and Brand Consideration.

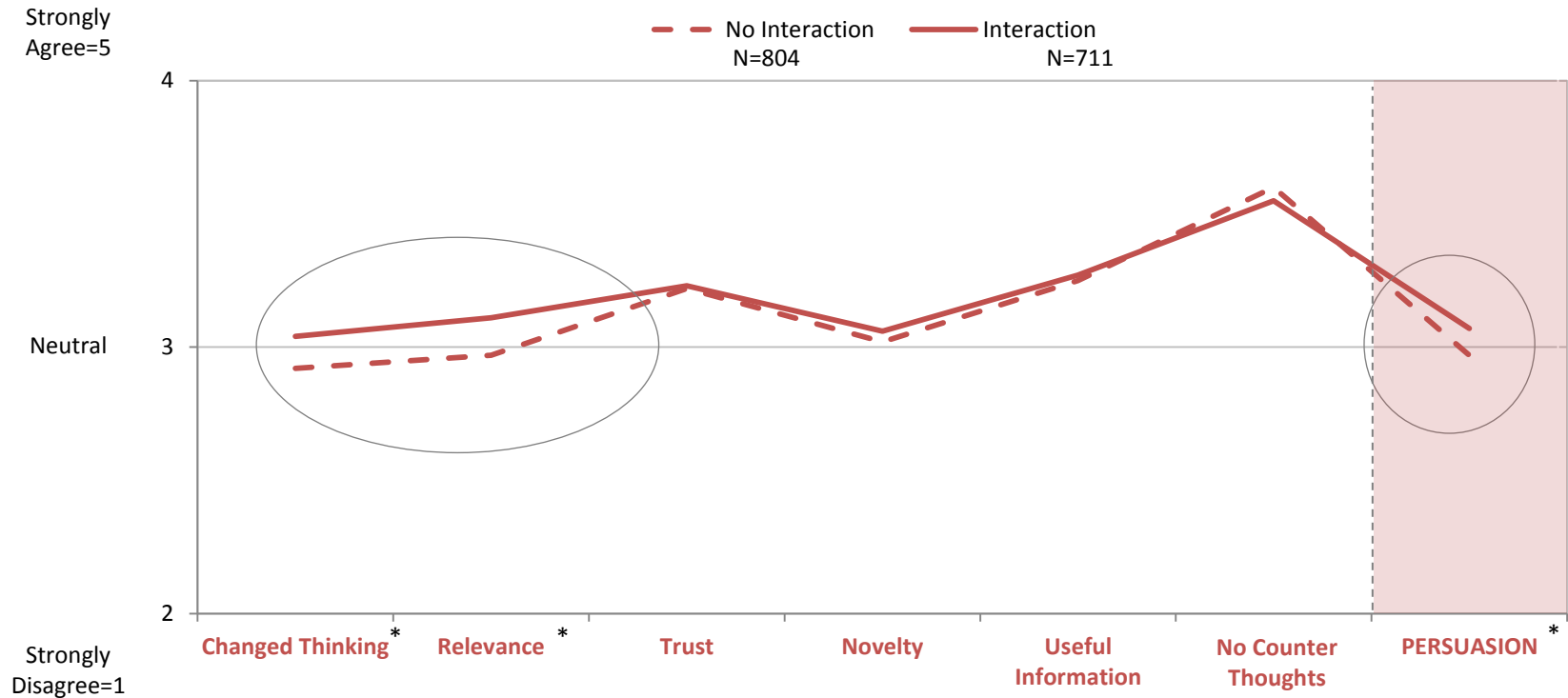
Differences in Mean ratings of Brand Equity change were significant at 95% Confidence Interval

Interaction leads to higher ratings on Entertainment and Humor



*significant at 95% Confidence Interval

Interaction leads to more changed thinking and persuasion

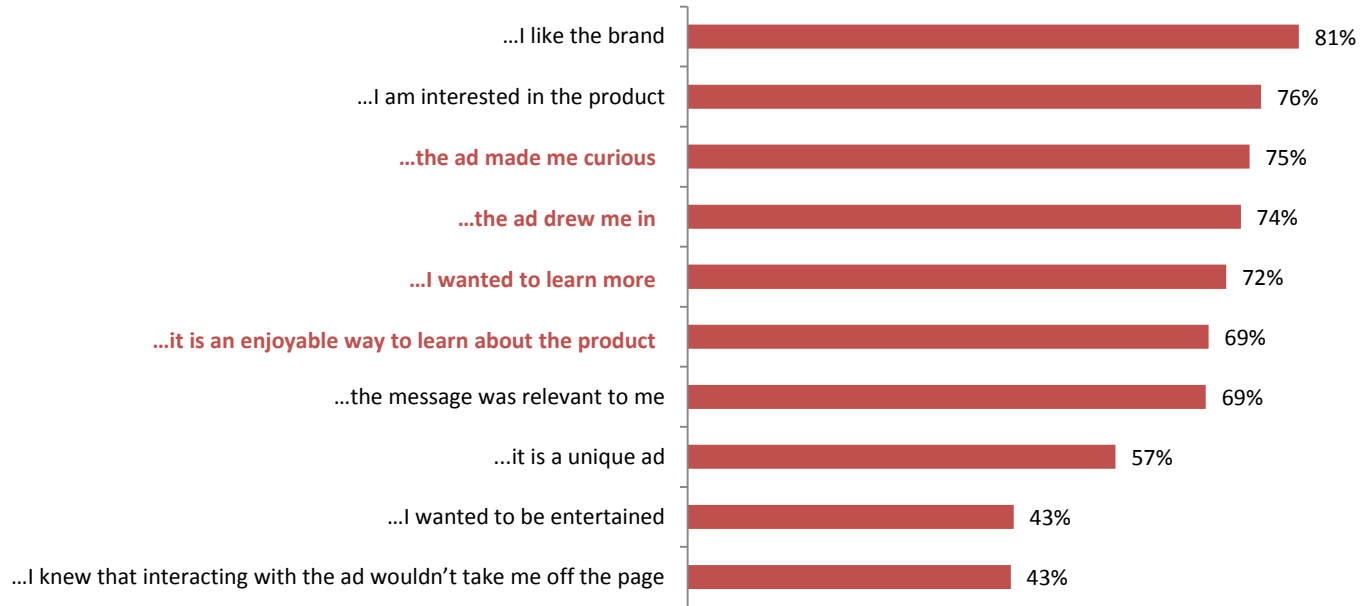


*significant at 95% Confidence Interval

Brand & Product, Curiosity, Learning Drive Interaction

Among those who chose to interact with the Rising Star ad during the free-browsing session

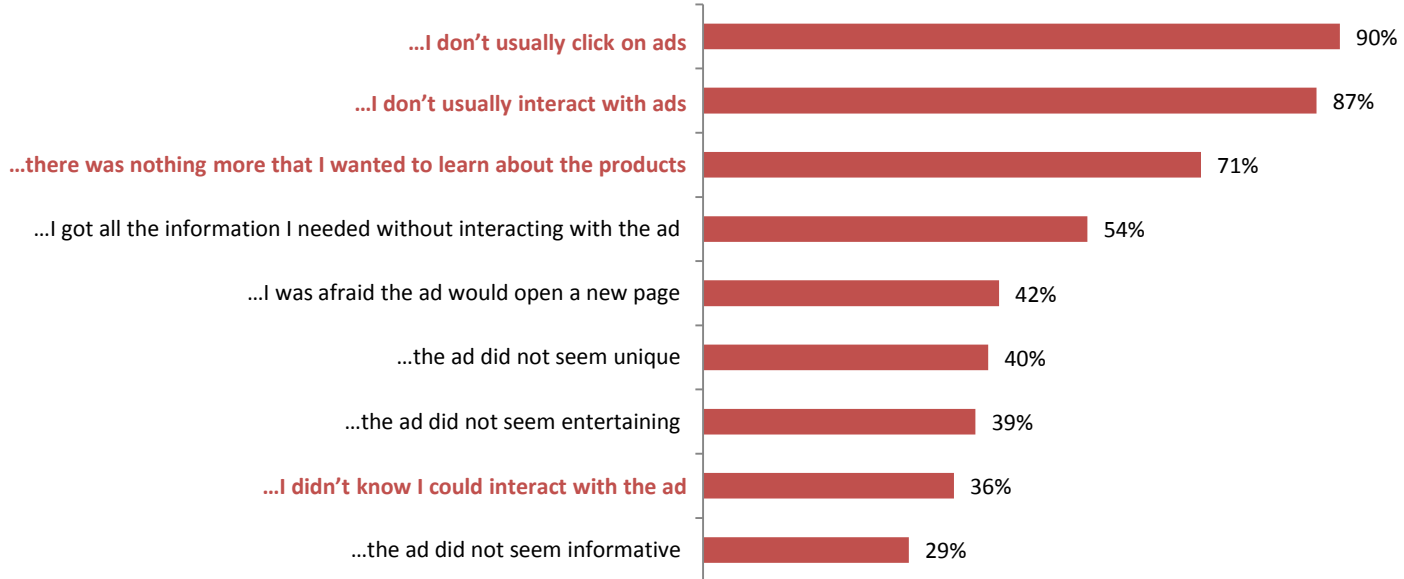
I interacted with the Ad because...



Consumers Are Trained In Their Behaviors

Among those who chose NOT to interact with the Rising Star ad during the free-browsing session

I did not interact with the Ad because...



The Insights: Why IAB Display Rising Star Ads are More Effective

IAB Display Rising Star Ads are More Effective because they...

1. **Draw More Attention**
2. **Are More Interactive**
3. **Are More Engaging**
4. **Provide More Information**
5. **Are More Persuasive**

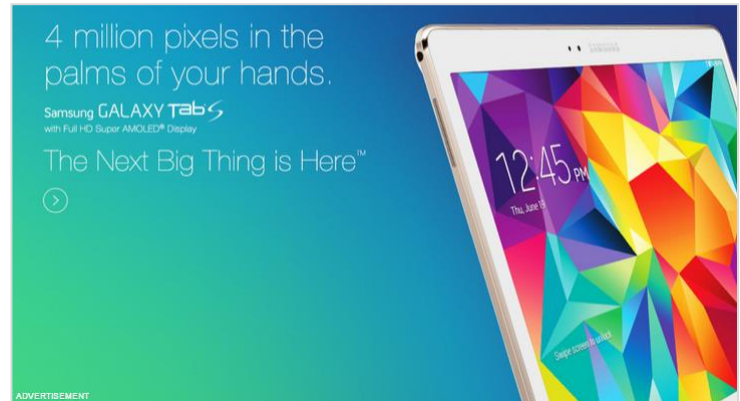
Appealing Creative: The ads have a unique & creative way of delivering the intended message.



Eye-Catching Animation: The ads have appealing movement that effectively grab viewer attention.



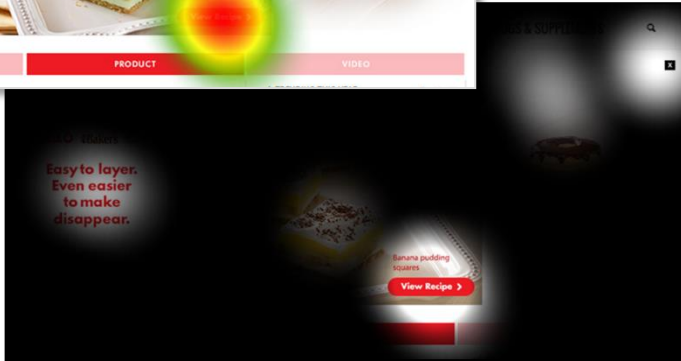
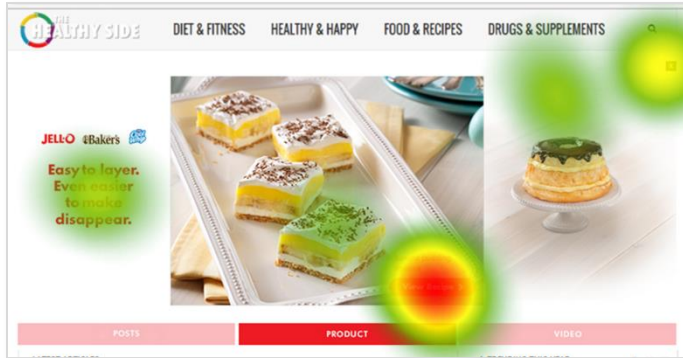
Pleasing Visuals: The ads have a powerful combination of visuals with attractive colors & design.



"To me the (Brand) ad was kind of intriguing... I really was more interested in it after I saw the ad because the ad is creative. I liked the part with the ball, and the people running, and the sound was good." – Margaret

"I tend to like the still ads that are visually appealing. I'm sure that it's a matter of taste in terms of which colors to choose, but nothing too grotesque in terms of the colors they use. Something eye-catching would probably be something I would interact with." – Michael

58% AgreeCompared to the traditional online ads, the NEW Ad Format... **IS MORE ATTRACTIVE****The NEW Ad Format IS MORE ATTRACTIVE because...***Scale of 1 to 5 where 1=Strongly Disagree & 5=Strongly Agree*



"I like the additional information that the video combines, and I like the action the video that the [sound] combines. I just want to make sure that I'm the one that controls that. I don't want it to start [playing] on its own. I don't want it to push movement or sound at me." – William

"I think it's working to inform you of information not sell you something. This makes me feel better about the ad." – Marc

"Anytime you are force-fed something, it is less appealing and you do not want to do it." – Jakob



"It followed the flow. As you're going down the page you're normally going to get to a page break anyway. And you know, it didn't feel like it was trying to push its way in, it was just there, I naturally was going to go past it. Even though it was large it wasn't overbearing in any way."

– Stephanie

"I don't really mind it. It's a lot more favorable than the whole screen being blacked out by an ad. It wasn't invasive to me."

– Peter

"If this showed up on a website, in this size, I probably would not like it. This size is maybe even too small. So maybe something in between in those colors, they're pleasing too. Its not bad. But I was struck, right off the bat, like holy cow this is half the page. Here I think it's a size issue."

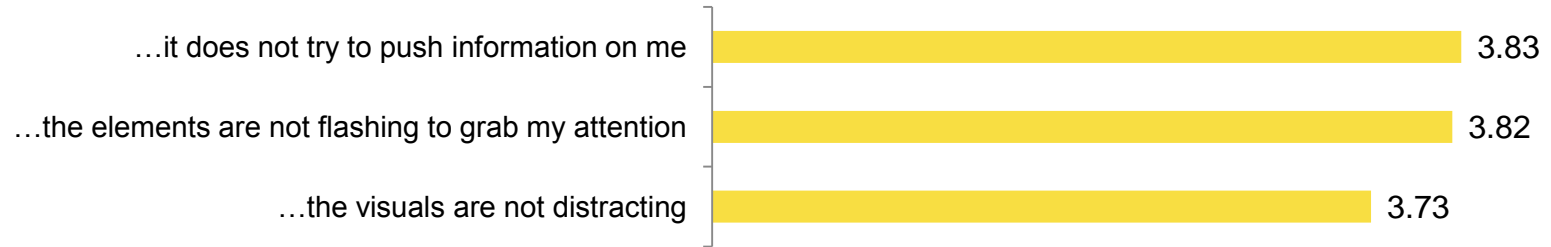
– Michael

IAB Display Rising Star Ads are Less Annoying and Less Intrusive

Compared to the traditional online ads, the NEW Ad Format... IS **LESS ANNOYING** and **LESS INTRUSIVE**

The NEW Ad Format is LESS ANNOYING because...

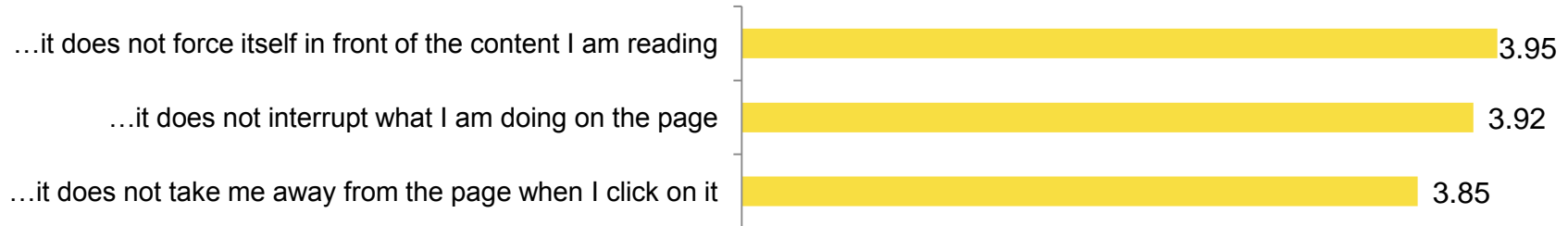
Scale of 1 to 5 where 1=Strongly Disagree & 5=Strongly Agree



N=773

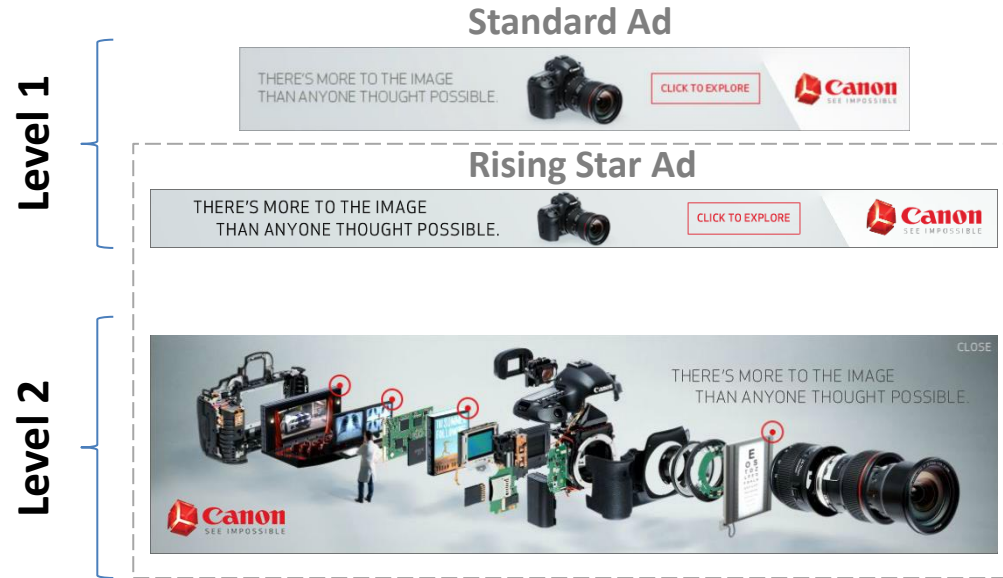
The NEW Ad Format is LESS INTRUSIVE because...

Scale of 1 to 5 where 1=Strongly Disagree & 5=Strongly Agree



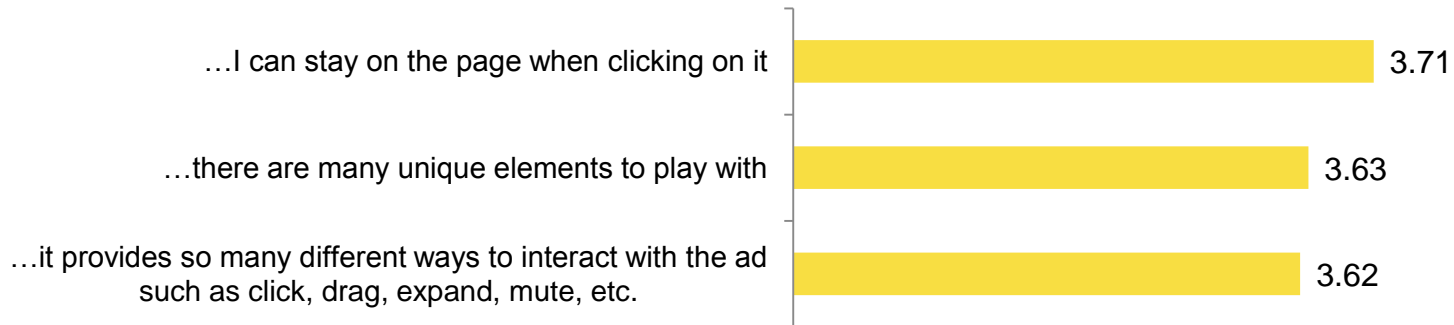
N=778

Provides a Multi-Dimensional Experience



“You can see the layers to [online ads] and interact with them and learn more. With a TV ad you cannot work on anything and learn more unless you go to your computer and do more research.” – Andrew

“I like how it didn’t open up into a new window, but yet I could see what it was doing. If they made it much smaller I wouldn’t be able to see it, and at the same time it doesn’t take over.” – Matthew

69% AgreeCompared to the traditional online ads, the NEW Ad Format... IS **MORE INTERACTIVE****The NEW Ad Format is MORE INTERACTIVE because...***Scale of 1 to 5 where 1=Strongly Disagree & 5=Strongly Agree*

35 Provides a Controlled Ad Viewing Experience

More Interactive:

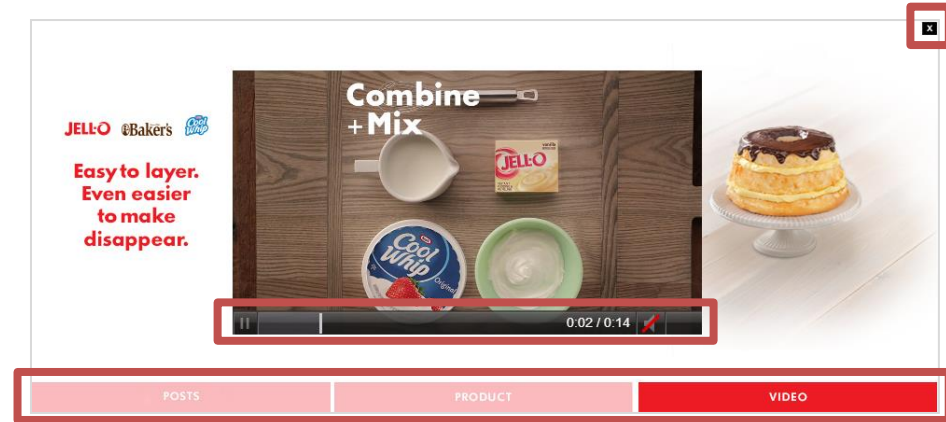


“The other one you can expand it and watch the video, play and pause it and go to the website. It’s like having a website built into this website.” – Steven

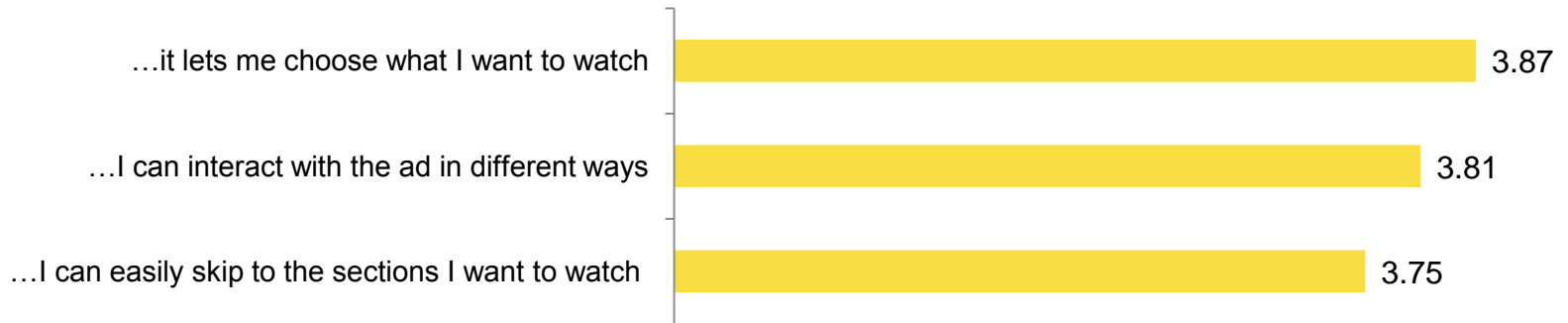
“I would scroll through inside the ad. Just a list of headlines with clickable links would make me more likely to use it.” – Kristin

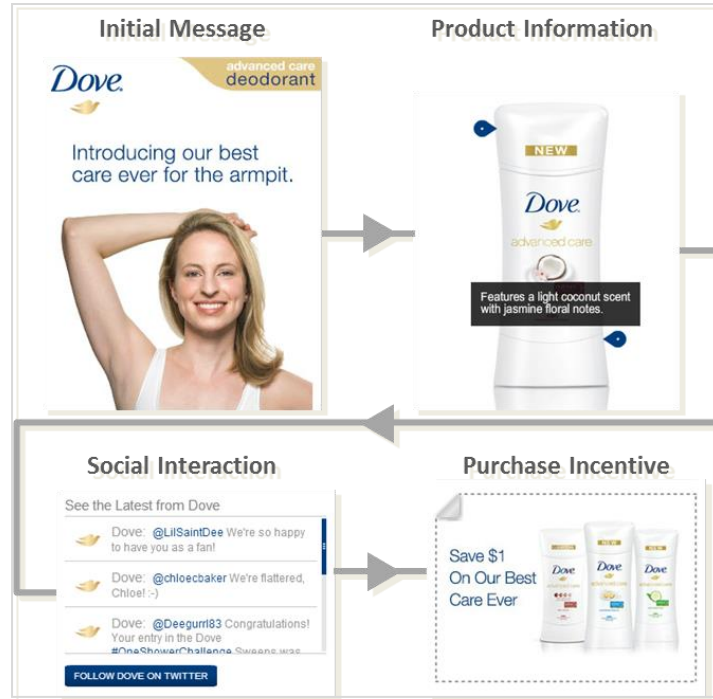
“I immediately saw that it had the option to close the ad. That was a good feature.” – Mark

“Well I can start it, I can stop it, you can get the information, like the fact that I can click to read more if I want to learn more about it and not have to go to a link.” – Scott



60% Agree

Compared to the traditional online ads, the NEW Ad Format... **GIVES MORE CONTROL****The NEW Ad Format gives MORE CONTROL because...***Scale of 1 to 5 where 1=Strongly Disagree & 5=Strongly Agree*



"Well, initially I would be drawn in by the coupon. The coupon was for a product that I didn't know about, then I would have to look and see what the product was." – Steven

"I certainly enjoy being able to choose what I do with the ad." – Michael



FOR EVERYTHING WE DO

— ♥ —

You do so much more

TYLENOL
For what matters most™

For Colds

▶



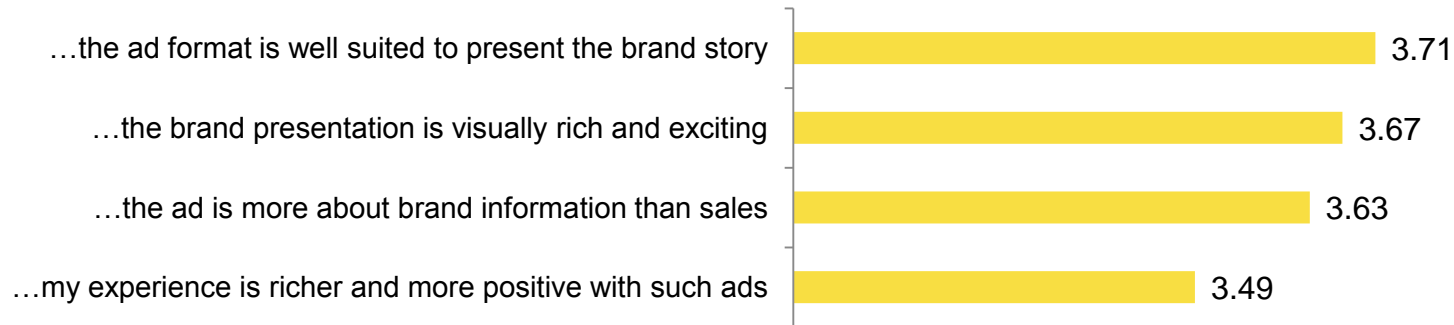
“It’s more informative. I can relate more to the mom and the boy... It just draws my attention more.” – Karen

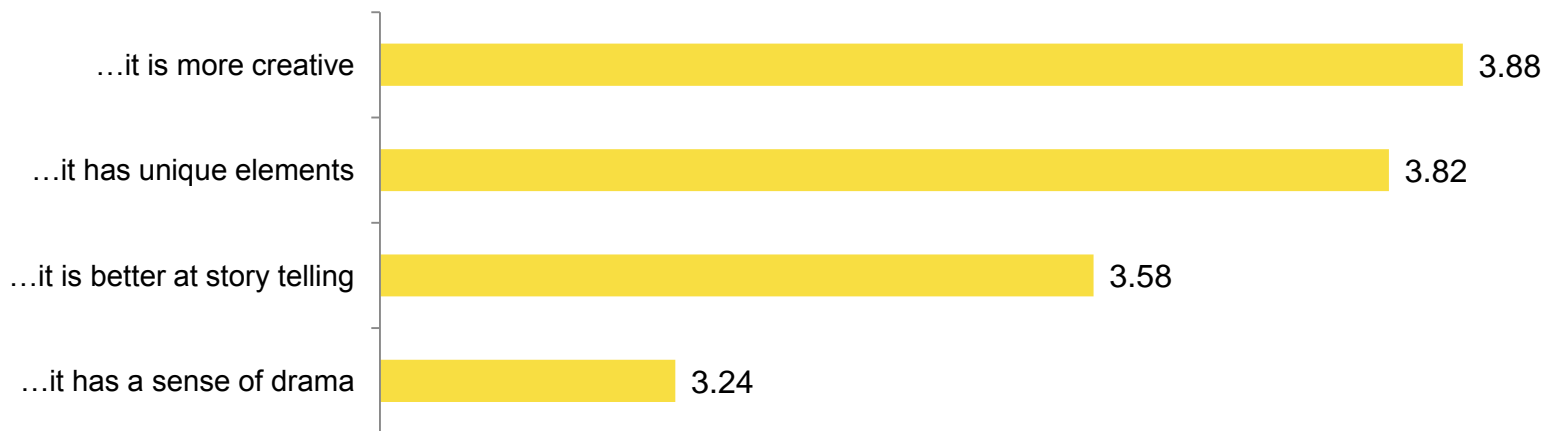
“First, [Brand] showing the ball bearings, then landing on the different padding. Then they did incorporate that yes, it is a [Product]. They gave you a story. We have a new [Product] out. Yes the padding is so much better and then they also show people running in the [Product].” – Liz

65% Agree Compared to the traditional online ads, the NEW Ad Format... **GIVES MORE PERSONALITY TO THE BRAND**

The NEW Ad Format gives MORE PERSONALITY to the brand because...

Scale of 1 to 5 where 1=Strongly Disagree & 5=Strongly Agree



58% AgreeCompared to the traditional online ads, the NEW Ad Format... **IS MORE ENTERTAINING****The NEW Ad Format IS MORE ENTERTAINING because...***Scale of 1 to 5 where 1=Strongly Disagree & 5=Strongly Agree*

Provides a Better Product Experience

“I like the perspective on the [video]. It brought you from an aerial view and brought you down into the stadium, so that was very appealing. The game did the selling. I actually was like, ‘Gee I’d play that for a few minutes.’”
– Scott

“It’s not just you watching, its you being part of what is going on.” – Gerardo

“If I’m able to watch a demonstration at first, it may make me more likely to purchase it. It depends on the product and if I needed it or wanted it. The FIFA one actually gave you a demonstration of the actual product as well, which I liked.” – Jam





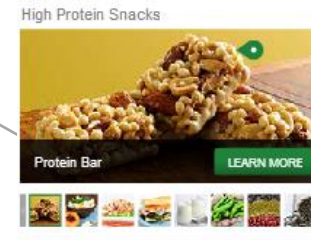
"I think it's also appealing to see other food options and talk about climate. They are appealing to other interests not just 'buy our cereal bar'. It is a good thing that they aren't so brand focused and they want to get your attention on other things." – Greg

"I was glad I was able to learn a little bit more and also see an ad that I could interact with it without it taking me to another website." – Marc

"The other ad isn't selling me and I would have to go to another website which I don't want to do. But the other one lets me just hover over it and see the latest from [Brand] and even follow them on Twitter all from this page that is not even a [Brand] website." – Lucas



Product Information



Topical Information



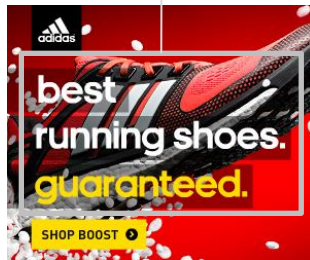
Provides Multiple Tiers of Information

”

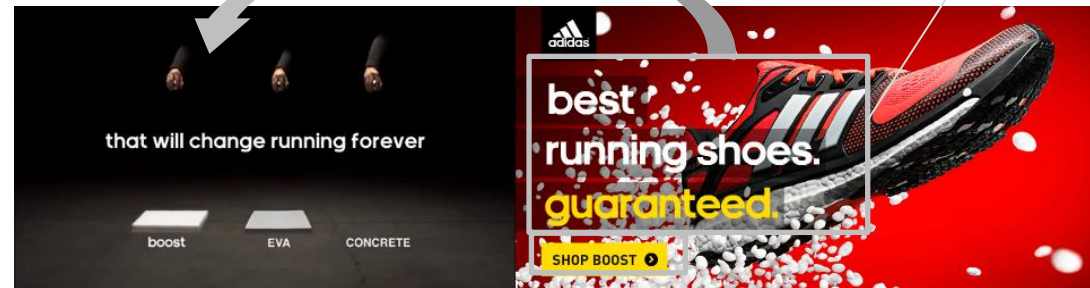
“I like the larger Adidas ad the most because it taught me something I didn't know before. I had no idea what this Boost thing was. They visualized it and made it easy to understand the concept.” – Douglas



Legacy UAP Ad does not support the claim.



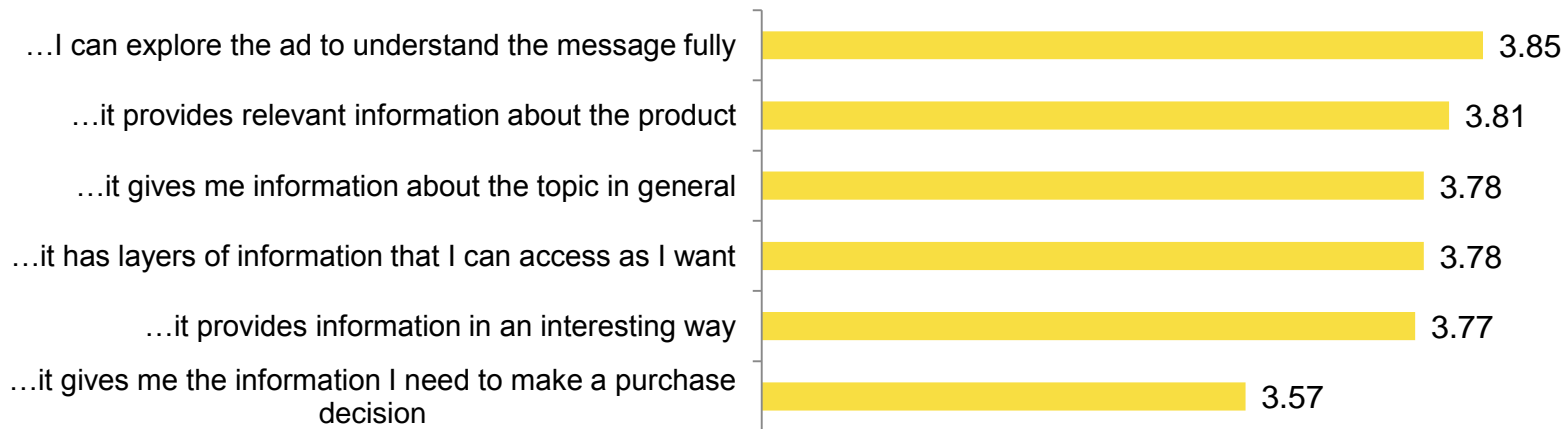
IAB Display Rising Star Ad gives a more complete picture of the claim.



”

“It's a little bit bigger than I prefer, but since it's got the video as well as you're able to purchase the item, it's got both of them which is what I like. So even though it is a little bigger, it's better than a smaller one where you wouldn't be able to do the same thing.” – Matthew

60% Agree

Compared to the traditional online ads, the NEW Ad Format... **IS MORE INFORMATIVE****The NEW Ad Format IS MORE INFORMATIVE because...***Scale of 1 to 5 where 1=Strongly Disagree & 5=Strongly Agree*

Physical

JELLO @Bakers

Easy to layer.
Even easier
to make
disappear.

Banana pudding

View Recipe >

POSTS PRODUCT

Verbal

JELLO @Bakers

Our Ordinary Life
By Our Ordinary Life

Spring is here and we have a lot of entertaining with family and friends coming up. With all that springtime joy also comes some of my favorite family moments, the meals! See in our family we do family mealtime together and that means dessert too. I am a big believer that sometimes the best meals are also the simplest and I often turn to ingredients in the kitchen that also help make feeding my family and friends a little easier. Kraft is one of those brands you remember from growing up. That creamy chocolate pudding with a sandwich on a hot summer day as I played outside in the mountains with my sister. Maybe it's baking sweet treats for all the guests that came for Christmas with Baker's chocolate, or summer barbecues with yeast buns and Cool Whip. Kraft is just one of those brands that is in all of those memories.

Easy to layer.
Even easier
to make
disappear.

POSTS PRODUCT

Aural & Visual

JELLO @Bakers

Combine
+ Mix

Easy to layer.
Even easier
to make
disappear.

0:02 / 0:14

POSTS PRODUCT VIDEO

“I like to look at stuff to learn about it. I liked it. It went with my style of thinking; I was able to get some information right off the bat of something that visually entertained me.” – Marc

64% Agree

Compared to the traditional online ads, the NEW Ad Format... **IS MORE ENGAGING****The NEW Ad Format is MORE ENGAGING because...***Scale of 1 to 5 where 1=Strongly Disagree & 5=Strongly Agree*

47 Builds Curiosity through Unexpected Elements

More Persuasive:



"The [Brand] ad was kind of intriguing... I really was more interested in [Product] after I saw the ad because the ad is creative. I liked the part with the ball and the people running and the sound was good." – Margaret

"It allowed me to not just see or remember the brand, but to participate with it. You might even think you could win something." – Bernie

"[Clicked on the ad] just so it would take me further in... You always want to challenge those statements... Not only did it make that statements, but it backed it up." – Renault

Rising Stars Ads...

- Get **More Interaction**

3X
Higher
Interaction Rate

5X
Longer Gaze
Duration

- Offer a **Better User Experience**



- Are **More Effective**

4X
Higher Ad Recall

29.5%
Higher Brand Lift

Rising Stars Ads Work Because They...

- Offer **Creative Canvases**

CREATIVE CANVAS

- > More creative, eye-catching, visually pleasing
- > Not considered intrusive
- > Provides a story telling platform
- > Provides a better product experience
- > Provides multiple tiers of information
- > Builds curiosity through unexpected elements

CHOICE

- > Provides a multi-dimensional experience
- > Allows consumers to skip to the relevant piece
- > Provides a one-stop-shop for information
- > Appeals to various learning styles

CONTROL

- > Does not force the message
- > Provides a controlled ad viewing experience
- > In-page placement allows for viewer to close/scroll

- Give the User **Choice**

- Allow the User to **Control the Ad Experience**

QUESTIONS?

- Samar Das, **C3 Research** sdas@c3research.com
- Tamas Pataky, **C3 Research** tpataky@c3research.com
- Kristina Sruoginis, **IAB** kristina@iab.net
- Sherrill Mane, **IAB** sherrill@iab.net
- Peter Minnium, **IAB** peter@iab.net



weblab™

7560 RED BUG LAKE ROAD
SUITE 1030
OVIEDO, FL 32765
407.542.7751

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SUITE 1700
NEW YORK, NY 10166
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