



# Mobile Rising Stars Ad Interaction & Effectiveness

June 2013

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# Background

Mobile advertising has doubled in one year to reach \$3.4B in 2012\*. However, marketers are still learning how to use the medium most effectively. **Vibrant Media** in collaboration with the **IAB commissioned comScore** to undertake research to examine the effectiveness of the new IAB Mobile Rising Stars creative ad units.

This study examines the **role of interaction** on mobile **ad effectiveness** and in driving brand health metrics. This is further illustrated by comparing the interaction rates of the IAB Mobile Rising Stars ad units, as implemented by Vibrant, to standard mobile ad units.

Previous IAB research demonstrated that **IAB Rising Stars Display ad** units were more effective at driving interaction compared to standard banner ads. Applying the same principle, the research was developed to examine the effectiveness of **IAB Mobile Rising Stars ad units on mobile devices**. A popular and well known CPG brand from a major global packaged goods marketer was used as the test brand.

## Mobile Challenges Facing Marketers

- ✓ *How do you grab and hold the attention of a mobile audience?*
- ✓ *How do you deliver rich creative ad experiences that inspire interaction?*
- ✓ *How do you prove mobile is working?*

\*IAB/PWC Digital Ad Revenue Report FY 2012, Apr. 2013.

# Study Objective

The objective of the Vibrant/IAB research was to examine the impact of user interaction on branding by comparing IAB Mobile Rising Stars ad units, as implemented by Vibrant, to standard mobile banner ads.

Measurements were collected for brand lift and interaction (interaction rate and time until interaction with mobile ads) to get a deeper perspective on the effectiveness of ads designed for mobile environments.

# Methodology

- ❑ **Sample Size** 1,551 Adults 18-54, representing the US pop., approx. 200 per test cell
- ❑ **Panel** Registered online panelists were invited to take a **survey on their tablet or smartphone** (IOS platform)
- ❑ **Fielded** **Mar. 28 – Apr. 15, 2013**
- ❑ **Design** **Lab setting**, experimental design was implemented to control advertising exposure and reduce biases
- ❑ **Stat Tested** All data reported is **statistically significant at the 90%** confidence level

- 8 Test Cells**
- 5-IAB Mobile Rising Stars Ads
    - 1-Mobile Rising Stars Ad (Full Page Flex) with Vibrant in-text component
    - 1-Standard Mobile Banner ad
    - 1- No ad (control group)

## Survey Details

After viewing a mock webpage that included one of the mobile test cells, participants completed a short “brand lift” survey on their mobile device. Ad effectiveness and attitudinal metrics were collected from the online survey. Additionally, comScore implemented pixels on the test ads to passively collect interaction rates and times.

Each participant was exposed to only 1 mobile ad appearing in the same mock content environment and then answered a brief survey. Each Mobile Rising Stars Ad and the Standard Mobile Ad was designed using the same ad creative, varying only by type of ad unit. Interaction metrics were compared and Brand lift results were integrated with interaction metrics to evaluate how interaction impacts branding. Approximately 200 participants were surveyed for each ad studied.

# Users Saw a Mock Up Web Page with...

1 of 6 Mobile Rising Stars Ads

or

Standard Mobile Banner Ad

or

No Ad (Control)



## **Family Night Ideas**

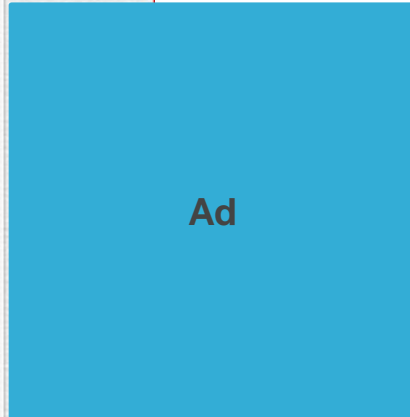
*How to plan a great evening with the family*

Looking for some new and interesting family night ideas? Then be sure to read through our list of ideas here as well as our family time ideas on our blog.

## **Make Dinner Time Fun**

Make family nights special by starting off with a great meal. Add some fun to your family meals by playing family dinner games. Games add fun to the family dinner, open up family conversation, breakup the monotony of family dinner, and encourage children to eat their vegetables and drink their milk! Then if everyone's finished their healthy dinner, a fun dessert will hit the spot.

**Ad**



**Ad**

**Ad**



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## **Create a Family Cookbook**

Create a family cookbook by asking family members to send you copies of their favorite recipes. After the family cookbooks have been completed, you can give them as gifts on birthdays, Mother's Day, or at Christmas or Hanukkah.

## **American Idol**

Do you have a family that loves to sing and dance? Then try holding your own American Idol show. Pick one or two family members to be the judges and let the rest compete to see who is the next American Idol. To make the show more real, you may want to try using a Karaoke Machine or microphone.

## **Dinner and a Movie**

Love to cook? Then try spending an evening



## **Family Night Ideas**

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## **Dinner and a Movie**

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IAB Mobile Rising Stars (brand flex)



# Ads Studied: 6 Mobile Rising Stars Ad Units & 1 Banner Ad

Standard  
Banner

Ad

Adhesion Banner

Push

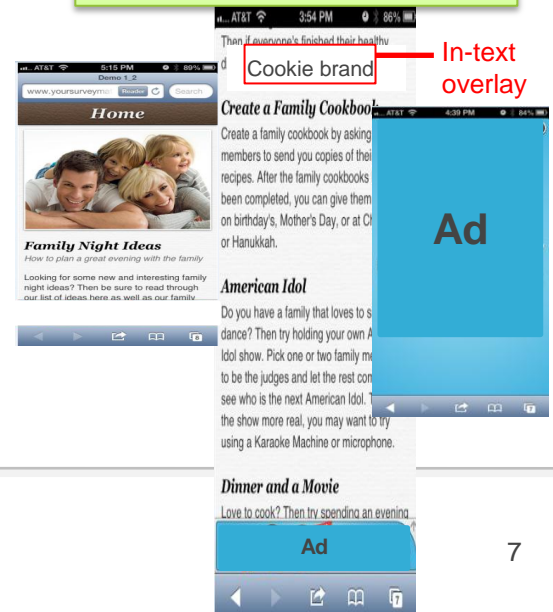
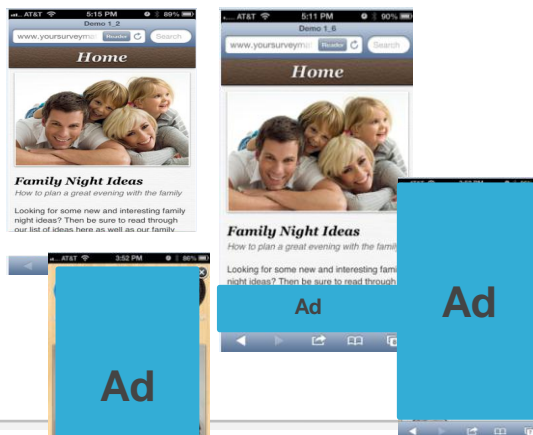
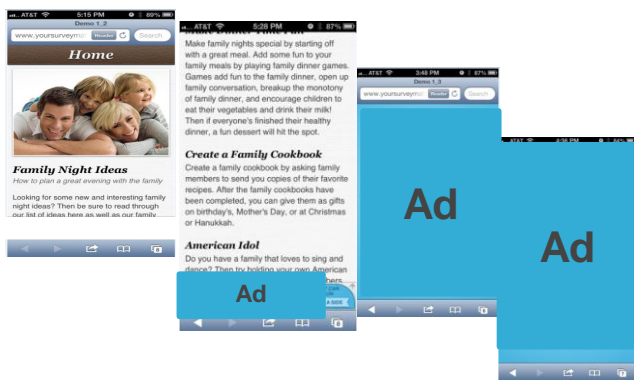
Slider



Full Page Flex

Filmstrip

Full Page Flex (Vibrant)



# Executive Summary



# Executive Summary

Results from the Vibrant/IAB Mobile Rising Stars research support the value of interactive mobile ads to engage users, drive brand performance and create a positive ad experience.

**KEY FINDINGS: IAB & Vibrant Mobile Rising Stars ads inspire more user interaction, branding performance and positive user opinions versus standard banner ads.**

✓ **Mobile Rising Stars Ads Inspire Users To Interact with the Ad**

Generating nearly **2x the interaction**

Consumers are 79% more likely to interact with an IAB Mobile Rising Stars Ad than they are with a standard Mobile Banner Ad

✓ **Consumers React Quicker To Mobile Rising Stars Ads**

Mobile Rising Stars units **inspire a quicker response** -- about **9 seconds** faster than standard mobile ads

✓ **Interacting with Mobile Rising Stars Ads Leads to Higher Brand and Message Recall**

Users interacting with Mobile Rising Stars ads are **18% more likely to recall the brand name** and **23% more likely to recall the brand message** advertised vs. viewing a standard banner ad.

✓ **Interacting with Mobile Rising Stars Ads Increases Positive User Perceptions of Mobile Ads**

Leading to stronger **ad receptivity** compared to viewing standard banner ads:

Ads are attention grabbing	+43% higher
Enjoyable/fun	+38% higher
Better than other mobile ads	+22% higher

# Executive Summary

## KEY FINDING: Viewing ads on Mobile Screens Delivers Brand Impact – Especially on Tablets

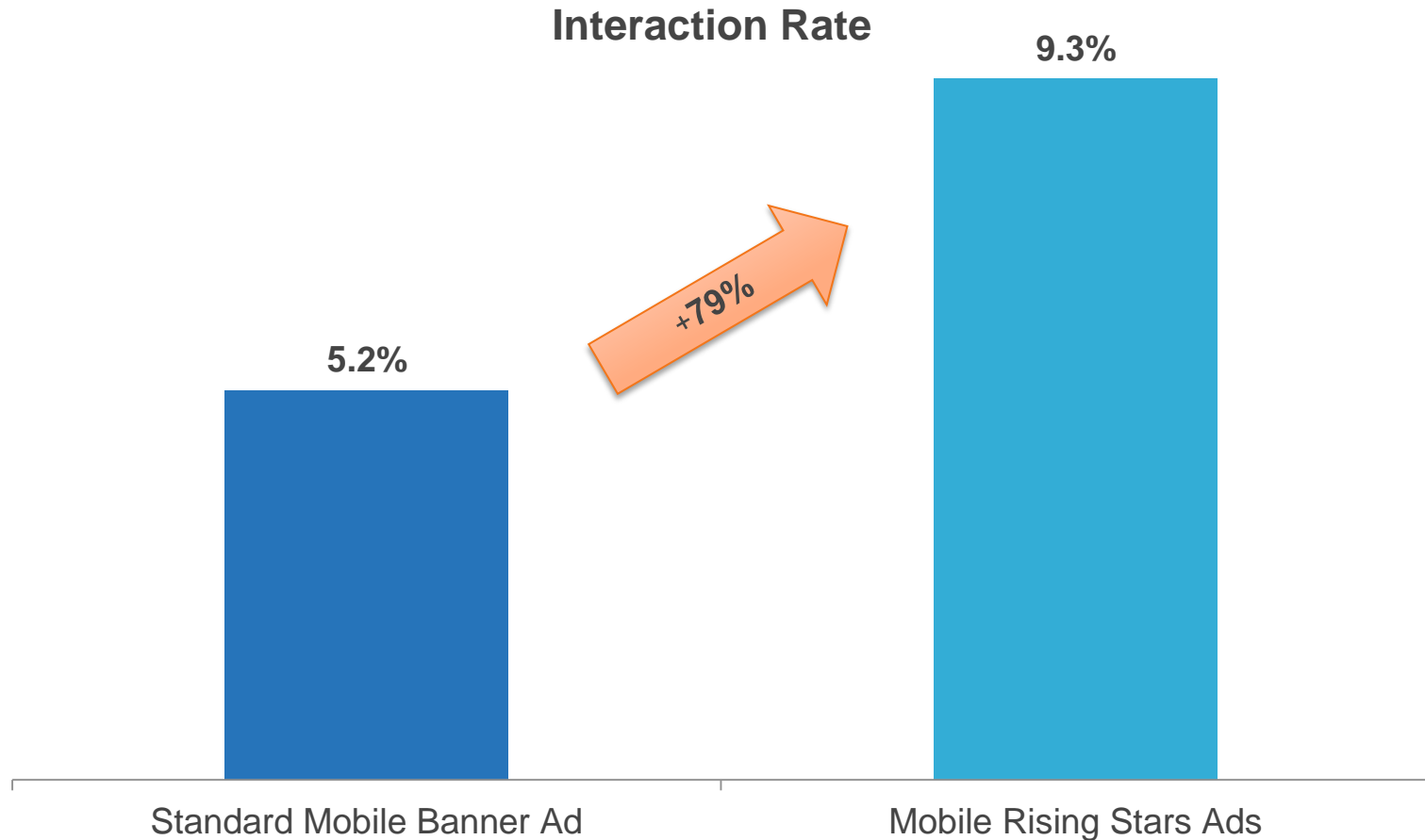
- ✓ Mobile Ads achieve high levels of performance in Brand recall and Message recall overall, with tablets higher
  - ✓ Nearly 9 in 10 (87%) tablet users recalled the brand name, as did 4 in 5 Smartphone Users (80%).
  - ✓ Nearly three-quarters (70%) who viewed a Mobile ad on a tablet and two-thirds (64%) who viewed ads on a smartphone were able to recall the brand message

# Ad Interaction Performance

## Mobile Rising Stars Ads Inspire User Interaction

Generating Nearly **Twice** the Interaction Rate of Standard Mobile Ads

- Nearly 1 in 10 Interacted (Slide, Swipe, Tap) with a Mobile Rising Stars Ad
- Almost Twice as Many Interacted with a Mobile Rising Stars Ad than with a Standard Mobile Banner Ad

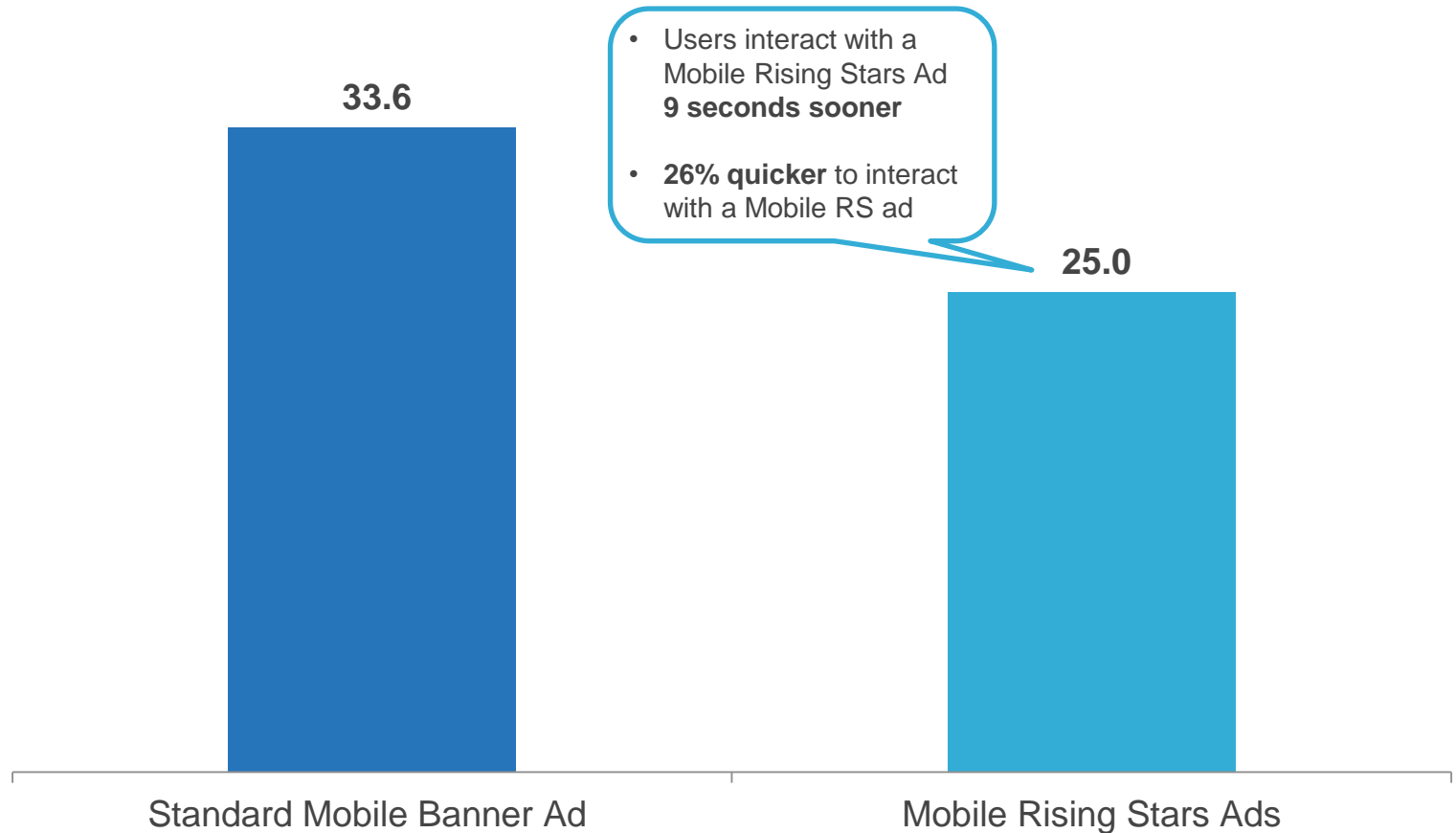


*Interaction Rate=% of users who intentionally enter the frame of an ad for at least half a second*

## Consumers React Quicker To Mobile Rising Stars Ads

Mobile Rising Stars units inspire a quicker response -- about **9 seconds** faster than standard mobile ads

Time Until First Interaction with Ad Unit (in Seconds)



*Time Until Interaction was based on time stamps starting with the first view of the mobile ad and concluding with the first engagement with the mobile ad.*

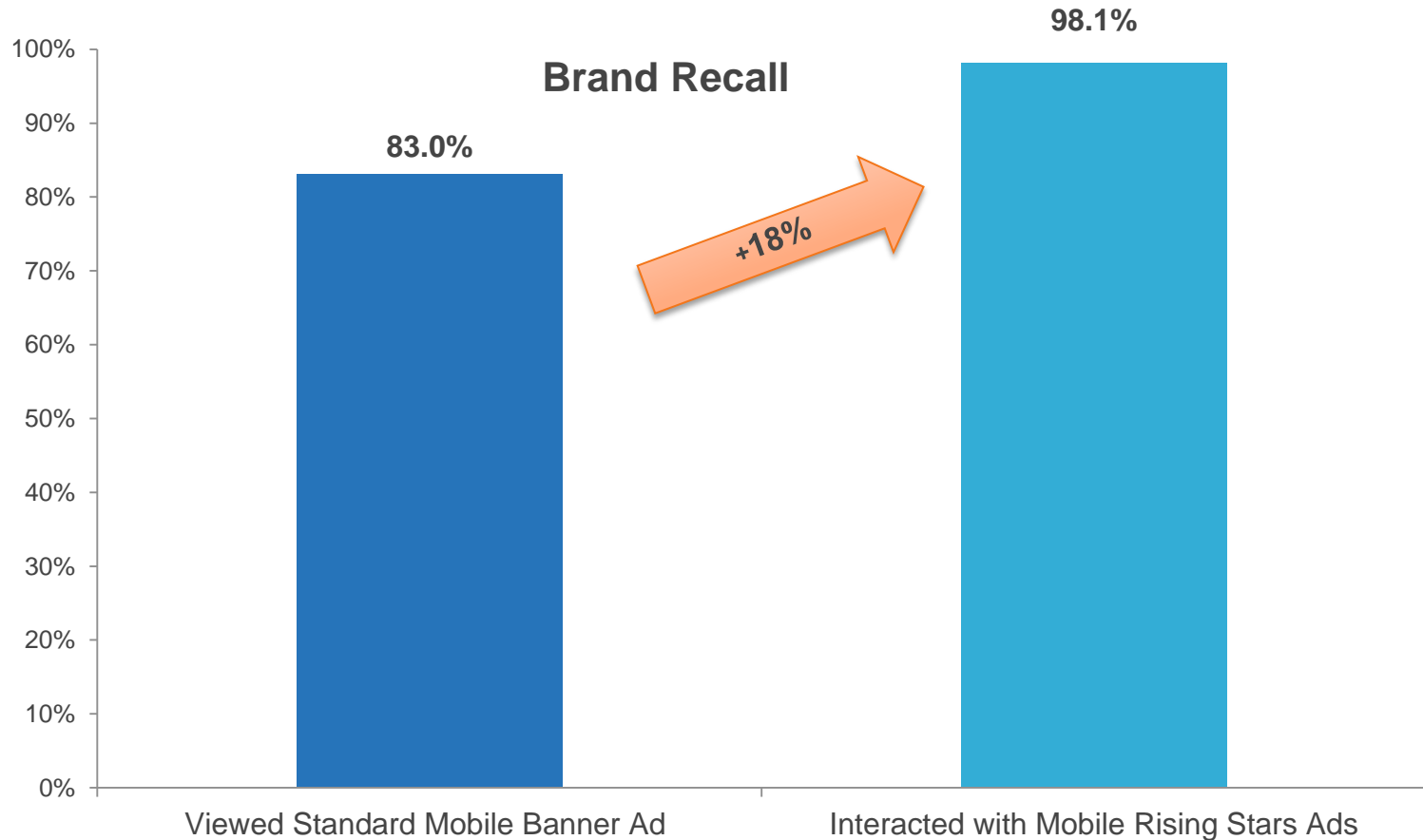
## Ads That Inspire Interaction Improve Brand Effectiveness



## Interacting with Mobile Rising Stars Ads Leads to Higher Brand Recall

### 18% More Likely to Recall the Brand Name Advertised

- Nearly all who interacted with a mobile rising stars ad recalled the brand
- Users interacting with mobile rising stars ads are 18% more likely to recall the brand name advertised vs. users who viewed a standard banner ad

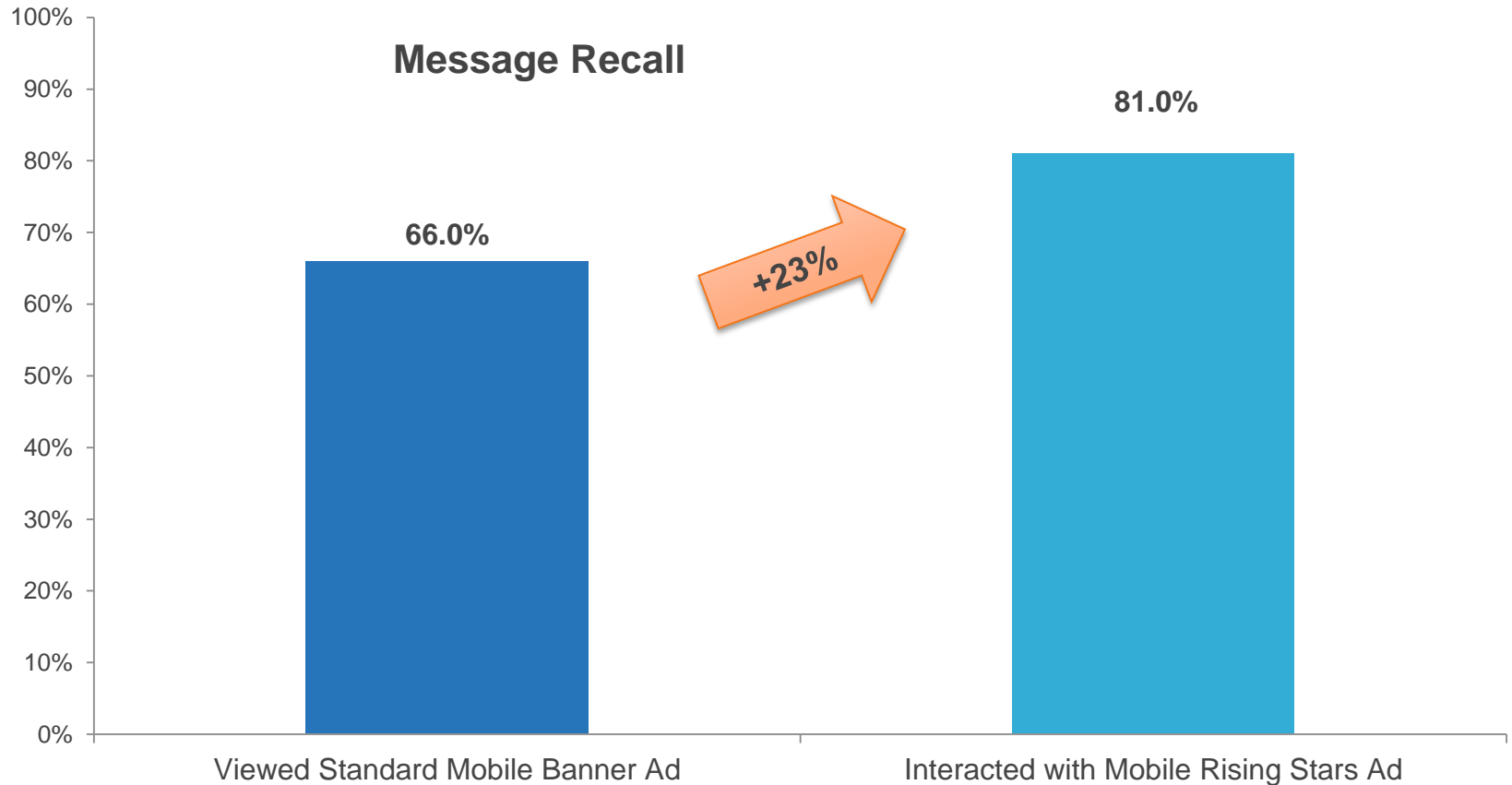


Question: Below is a list of four cookie brands. Which one of the following did you see an ad for on the previous page?

## Interacting with Mobile Rising Stars Ads Leads to Higher Message Recall

**23% more likely to recall the message advertised**

- 4 out of 5 who interacted with a mobile rising stars ad recalled the message of the ad
- Users who interact with Mobile Rising Stars ads are **23%** more likely to recall the message advertised compared to users who viewed a standard banner ad.



*Question: Which advertising message do you associate with (cookie brand)?*

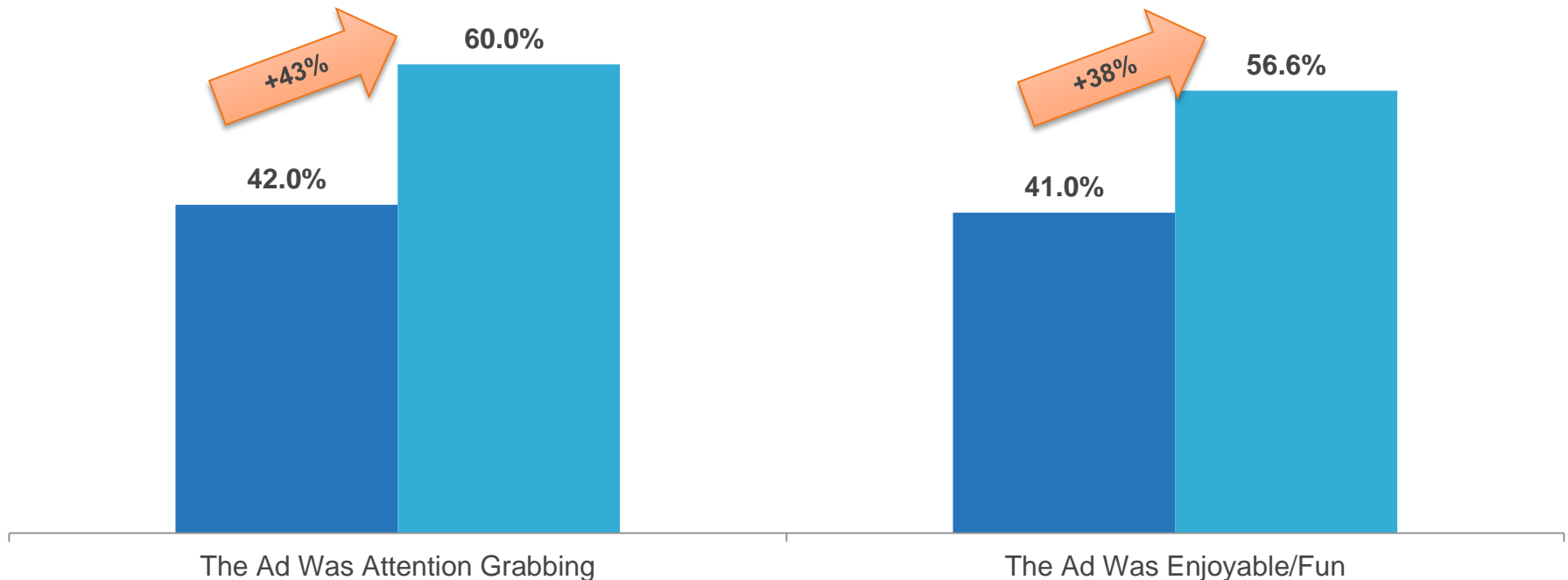
## Interacting with A Mobile Rising Stars Ad Enhances User Perceptions of the Ad

Mobile Rising Stars ads are **38%** more fun and **43%** more attention grabbing

- More than half (57%) who interacted with a Mobile Rising Stars Ad thought the ad was more fun than a standard ad.
- Nearly two-thirds (60%) who interacted thought the Mobile Rising Stars Ad was more attention grabbing compared to those who only saw a standard mobile banner ad

### Opinion of Ads

■ Viewed Standard Mobile Banner Ad ■ Interacted with Mobile Rising Star Ad



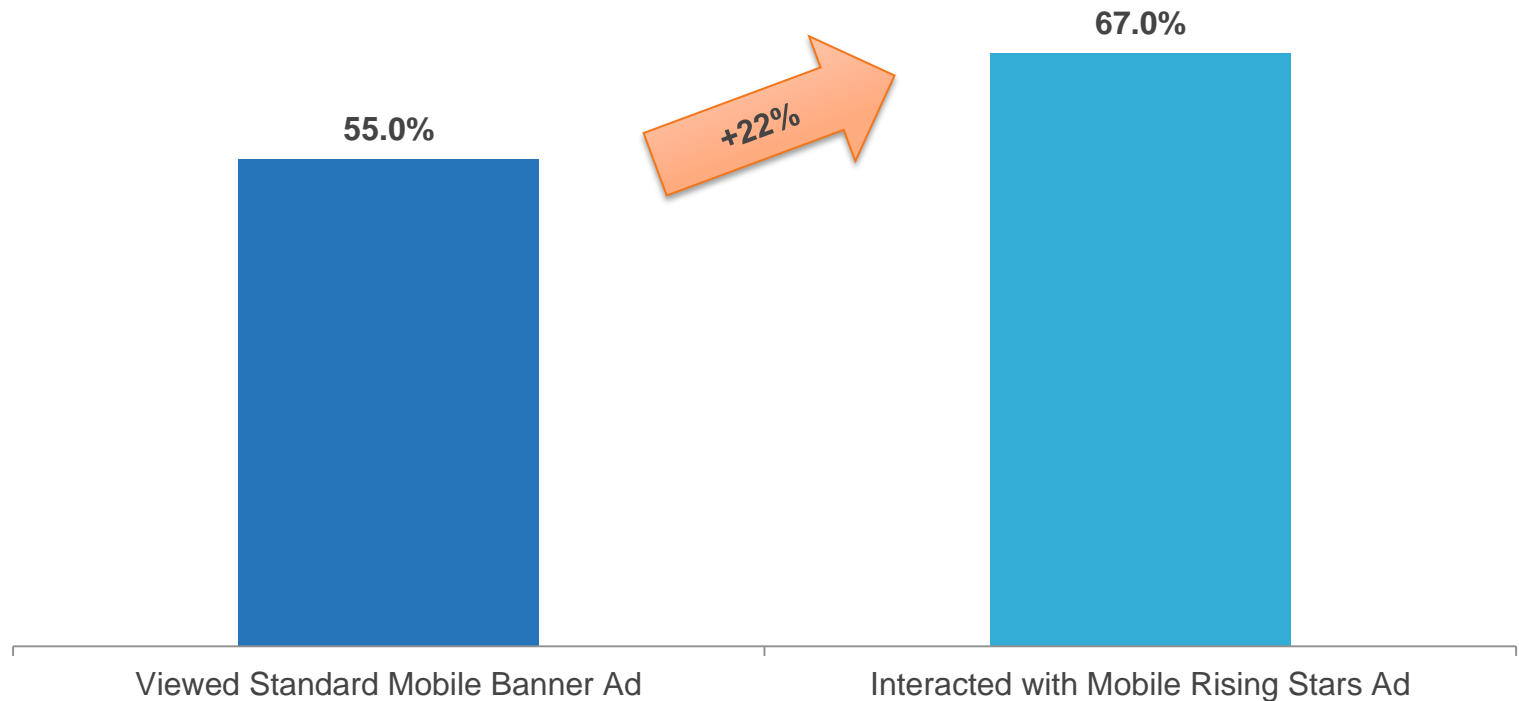
Question: Thinking about the ad you just saw, which of the following would you agree with? Check all that apply.

## Interacting with Mobile Rising Stars Ads Leads to a More Favorable Opinion of the Ad

2 in 3 rate it better than other mobile ads

- Two-thirds (67%) who interacted thought the Mobile Rising Stars Ad rate the ad “better or much better than standard mobile ads”
- Users are 22% more likely to rate Rising Stars mobile ads better than other mobile ads compared to those who viewed the standard banner ad.

% Rated “Better/much better” than standard mobile ads (Top 2 Box)

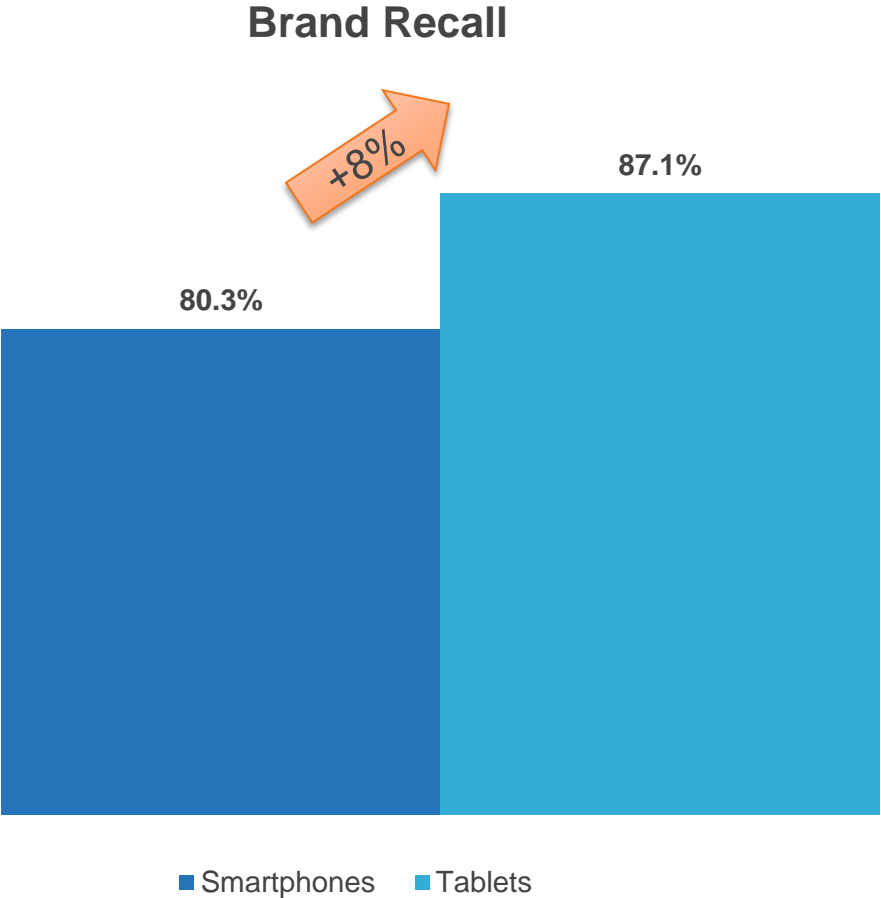


Question: Compared to other ads you’ve seen on your smartphone/tablet, how would you rate the ad you just saw? (Top 2 Box)

# Mobile Screens Effectively Support Branding Performance

# Mobile Screens Deliver Brand Recall—Especially Tablets

Nearly 9 in 10 (87%) tablet users recalled the brand name and so did 4 in 5 Smartphone Users (80%)



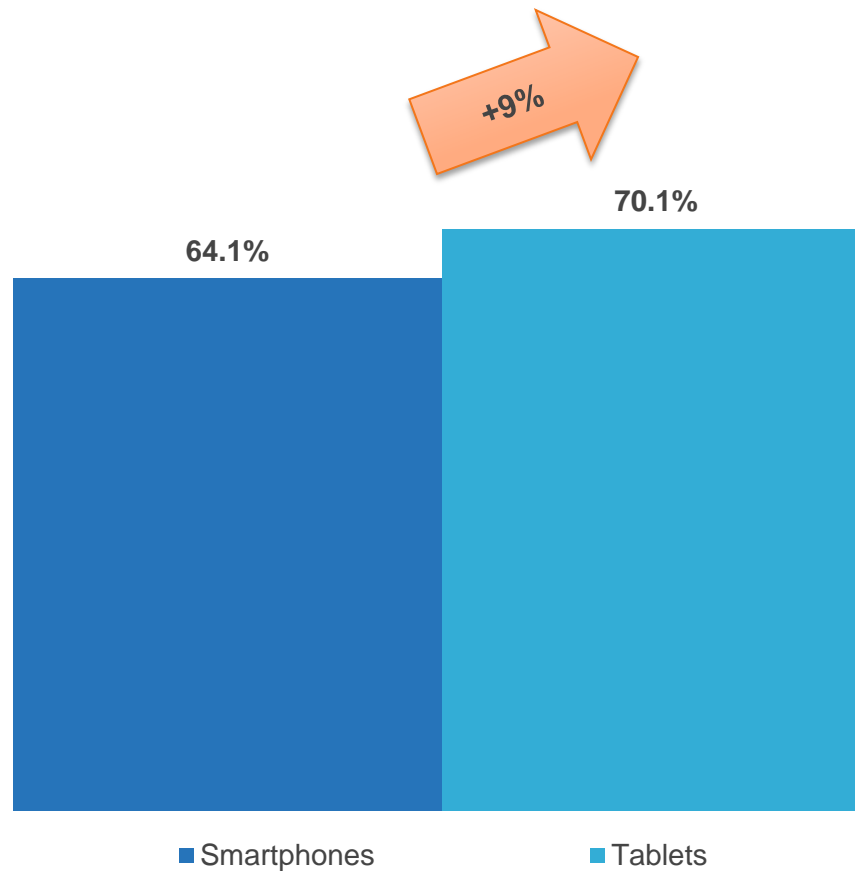
Base: all mobile ads studied



## Mobile Screens Deliver Message Recall -Especially Tablets

Nearly three-quarters (70%) who viewed a Mobile ad on a tablet and two-thirds (64%) who viewed ads on a smartphone were able to recall the Brand Message

### Message Recall



Base: all mobile ads studied

# Appendix: Measuring Interactions

## Interaction Rate

- **Interaction Rate = % of users who intentionally enter the frame of an ad for at least half a second**

## Time Until Interaction

- **Time Until Interaction was based on time stamps starting with the first view of the mobile ad and concluding with the first engagement with the mobile ad.**

# Appendix: Description of Mobile Ads Tested

**1 Control:** No Ad

**1 Standard Banner Mobile Ad**

**6 Mobile Rising Stars Ad Units**

- 1. Adhesion Banner:** Adhesion banner
- 2. Push:** Adhesion banner and full page flex with pull animation
- 3. Slider:** Adhesion banner and full page flex with slider animation
- 4. Full Page Flex:** Adhesion banner and full page flex with undefined fade animation
- 5. Filmstrip:** Adhesion banner and full page flex with filmstrip creative
  
- 6. Full Page Flex (Vibrant)** Adhesion banner and full page flex with pull animation activated by a Vibrant In-Text Trigger

**Note:** Cell size for each test unit was approximately 200 respondents

# Thank You!



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