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 Sruoginis, 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
Research Objective

• 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.
Rising Star Ads Tested
Phase 1: Eye Tracker Sessions

N=96

1. Browsing on an Eye Tracker
   - Free Browsing
   - 50/50 Browsing

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

3. Qualitative Interview
   - Understand the Processing of Ads Through Eye Gaze
   - Grounded Theory Development
Phase 2: National Survey
N=1515

1. **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.

4. **Hypothesis Testing**

<table>
<thead>
<tr>
<th>Option A (N=804)</th>
<th>Option B (N=711)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forced Exposure with no explicit instructions to Interact with the Ad</td>
<td>Forced Exposure with Instructions to Interact with the Ad</td>
</tr>
</tbody>
</table>
10

Preconscious & Full Exposure

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
Ad Effectiveness & Brand Lift

C3Research AEP Model was Used for Ad Effectiveness & Brand Lift

### 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

C3Research AEP Model was Used for Ad Effectiveness & Brand Lift
IAB Display Rising Star Ads vs Legacy UAP Ads

- 4X Higher Ad Recall
- 3X Higher Interaction Rate
- 5X Longer Gaze Duration

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...

- ...are more interactive
- ...give more personality to the brand
- ...are more engaging
- ...give me more control
- ...provide more information
- ...are more entertaining
- ...are more attractive

- 69%
- 65%
- 64%
- 60%
- 60%
- 58%
- 58%
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

N=1515
63% Higher Impressions with Gaze

5X Greater Fixation Duration

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

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

Data based on Eye Tracking sessions.
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

- Strongly Agree=5
- Neutral
- Strongly Disagree=1

Graph showing:
- Less Avoidance
- Comprehension (†)
- Scroll Speed
- Interest
- Attention

- *significant at 95% Confidence Interval
- †marginally significant at 90% Confidence Interval

N=1515

Rising Star Ads
Standard Test Ads
IAB Display Rising Star Ads
Legacy UAP Ads
IAB Display Rising Star Ads: Uniformly Higher Engagement

N=1515

Ad Engagement

Strongly Agree=5

Neutral

Strongly Disagree=1

Humor
Emotional Response
Not Annoying
Tasteful
Design
Creative
Entertaining
AD LIKING

IAB Display Rising Star Ads
Legacy UAP Ads

*significant at 95% Confidence Interval
IAB Display Rising Star Ads: Provide Useful, Novel, Relevant, Trustworthy Information

- Strongly Agree=5
- Neutral=3
- Strongly Disagree=1

*significant at 95% Confidence Interval
Ad Interaction Lifts Brand Equity

3X Higher Interaction Rates
Interaction During Browsing

- IAB Display Rising Star Ad
- Legacy UAP Ad

34% Interaction
11% Definitely Yes

16.6% Increase In Brand Equity
Brand Equity Index* Score

- Interaction (Option B)
- No Interaction (Option A)

48
40

* Index score calculated from a composite scale measuring Change in Brand Opinion, Brand Feelings, and Brand Consideration.
Higher Eye Gaze Impacts Brand Equity

Brand Equity Index* Score

- Fixation Duration > 3 seconds
- Fixation Duration < 3 seconds

N=96

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

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.
Ad Engagement After Interaction

Interaction leads to higher ratings on Entertainment and Humor

N=1515

*significant at 95% Confidence Interval
Interaction leads to more changed thinking and persuasion

*significant at 95% Confidence Interval
## Reasons For Interaction

### 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...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>...I like the brand</td>
<td>81%</td>
</tr>
<tr>
<td>...I am interested in the product</td>
<td>76%</td>
</tr>
<tr>
<td>...the ad made me curious</td>
<td>75%</td>
</tr>
<tr>
<td>...the ad drew me in</td>
<td>74%</td>
</tr>
<tr>
<td>...I wanted to learn more</td>
<td>72%</td>
</tr>
<tr>
<td>...it is an enjoyable way to learn about the product</td>
<td>69%</td>
</tr>
<tr>
<td>...the message was relevant to me</td>
<td>69%</td>
</tr>
<tr>
<td>...it is a unique ad</td>
<td>57%</td>
</tr>
<tr>
<td>...I wanted to be entertained</td>
<td>43%</td>
</tr>
<tr>
<td>...I knew that interacting with the ad wouldn’t take me off the page</td>
<td>43%</td>
</tr>
</tbody>
</table>

Data based on percent of respondents who selected ‘Agree’ or ‘Strongly Agree’
Reasons For NO Interaction

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...

- ...I don’t usually click on ads (90%)
- ...I don’t usually interact with ads (87%)
- ...there was nothing more that I wanted to learn about the products (71%)
- ...I got all the information I needed without interacting with the ad (54%)
- ...I was afraid the ad would open a new page (42%)
- ...the ad did not seem unique (40%)
- ...the ad did not seem entertaining (39%)
- ...I didn’t know I could interact with the ad (36%)
- ...the ad did not seem informative (29%)

Data based on percent of respondents who selected ‘Agree’ or ‘Strongly Agree’
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
Compared to the traditional online ads, the NEW Ad Format... IS MORE ATTRACTIVE

58% Agree

The NEW Ad Format IS MORE ATTRACTIVE because...

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

- ...has attractive visuals 3.92
- ...is better produced 3.74
- ...is more sophisticated looking 3.7
- ...is placed in a location I prefer 3.56
“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. It’s 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

<table>
<thead>
<tr>
<th>Reason</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>...it does not try to push information on me</td>
<td>3.83</td>
</tr>
<tr>
<td>...the elements are not flashing to grab my attention</td>
<td>3.82</td>
</tr>
<tr>
<td>...the visuals are not distracting</td>
<td>3.73</td>
</tr>
</tbody>
</table>

N=773

### The NEW Ad Format is LESS INTRUSIVE because...

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>...it does not force itself in front of the content I am reading</td>
<td>3.95</td>
</tr>
<tr>
<td>...it does not interrupt what I am doing on the page</td>
<td>3.92</td>
</tr>
<tr>
<td>...it does not take me away from the page when I click on it</td>
<td>3.85</td>
</tr>
</tbody>
</table>

N=778
“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
Compared to the traditional online ads, the NEW Ad Format is MORE INTERACTIVE because:

- I can stay on the page when clicking on it: 3.71
- there are many unique elements to play with: 3.63
- it provides so many different ways to interact with the ad such as click, drag, expand, mute, etc.: 3.62

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

69% Agree
“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
Compared to the traditional online ads, the NEW Ad Format... **GIVES MORE CONTROL**

60% Agree

The NEW Ad Format gives MORE CONTROL because...

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

- ...it lets me choose what I want to watch: 3.87
- ...I can interact with the ad in different ways: 3.81
- ...I can easily skip to the sections I want to watch: 3.75
“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
More Engaging:
Provides a Story Telling Platform

“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

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

- ...the ad format is well suited to present the brand story  3.71
- ...the brand presentation is visually rich and exciting  3.67
- ...the ad is more about brand information than sales  3.63
- ...my experience is richer and more positive with such ads  3.49
IAB Display Rising Star Ads are MORE ENTERTAINING

Compared to the traditional online ads, the NEW Ad Format... IS MORE ENTERTAINING

58% Agree

The NEW Ad Format IS MORE ENTERTAINING because...
Scale of 1 to 5 where 1=Strongly Disagree & 5=Strongly Agree

- ...it is more creative: 3.88
- ...it has unique elements: 3.82
- ...it is better at story telling: 3.58
- ...it has a sense of drama: 3.24
“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, it’s 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
"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
IAB Display Rising Star Ads are MORE INFORMATIVE

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

- ...I can explore the ad to understand the message fully
  - 3.85

- ...it provides relevant information about the product
  - 3.81

- ...it gives me information about the topic in general
  - 3.78

- ...it has layers of information that I can access as I want
  - 3.78

- ...it provides information in an interesting way
  - 3.77

- ...it gives me the information I need to make a purchase decision
  - 3.57
More Persuasive: Appeals to Various Learning Styles

“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
IAB Display Rising Star Ads are IS MORE ENGAGING

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

- ...it has different elements I can explore: 3.75
- ...there are unique elements in the ad: 3.69
- ...it’s like having a website in an ad: 3.65
- ...it appeals to my learning style: 3.5
- ...it has material relevant to me: 3.49
More Persuasive: Builds Curiosity through Unexpected Elements

“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**
  - ...does not force itself 3.95
  - ...does not interrupt 3.92
  - ...has attractive visuals 3.92
  - ...does not take me away 3.85

- Are **More Effective**
  - 4X Higher Ad Recall
  - 29.5% Higher Brand Lift

**SUMMARY:**
Rising Stars Ads Work

- 3X Higher Interaction Rate
- 5X Longer Gaze Duration
- 4X Higher Ad Recall
- 29.5% Higher Brand Lift
Rising Stars Ads Work Because They...

- **Offer** **Creative Canvases**

<table>
<thead>
<tr>
<th>CREATIVE CANVAS</th>
<th>CHOICE</th>
<th>CONTROL</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; More creative, eye-catching, visually pleasing</td>
<td>&gt; Provides a multi-dimensional experience</td>
<td>&gt; Does not force the message</td>
</tr>
<tr>
<td>&gt; Not considered intrusive</td>
<td>&gt; Allows consumers to skip to the relevant piece</td>
<td>&gt; Provides a controlled ad viewing experience</td>
</tr>
<tr>
<td>&gt; Provides a story telling platform</td>
<td>&gt; Provides a one-stop-shop for information</td>
<td>&gt; In-page placement allows for viewer to close/scroll</td>
</tr>
<tr>
<td>&gt; Provides a better product experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Provides multiple tiers of information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Builds curiosity through unexpected elements</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **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