Does Every Second Count?
Understanding New Video Ad Lengths
We Had Some Questions

• How effective are new, micro ad formats, such as the :5 sec and :10 sec ad?
• Does the effectiveness of different ad lengths vary by screen?
• What’s the consumer perspective on the value exchange between video ad experiences and the content they receive?
Participants recruited from nationally representative online panel across PC, Smartphone, and Tablet.

Total Survey Sample N= 9,912

Approach

Randomized into test cell by ad length
- 5, 10, 15, 30, or 45-60 secs
- and content length
  - short, medium, or long

Post exposure survey to measure attentiveness, traditional brand metrics (ad recall, perceptions, etc.), and qualitative feedback.
5 Brands Tested

- Chrysler
- TV Land
- Charles Schwab
- Hotwire
- MillerCoors
Do micro video ads *actually* work?
Yes. Even the shortest video ads effectively break-through

Nearly ½ remembered ad after just 5 seconds

Ad & Message Recall

- **5 sec**
  - Aided Ad Recall: 45%
  - Message Recall: 24%

- **10 sec**
  - Aided Ad Recall: 51%
  - Message Recall: 35%

- **15 sec**
  - Aided Ad Recall: 54%
  - Message Recall: 42%
Persuasion: the +15 second turning point

Persuasion Metrics (Δ)

- Brand Favorability
- Purchase Intent

- 5 sec: 0% (Brand Favorability) / 0% (Purchase Intent)
- 10 sec: +1% (Brand Favorability) / 0% (Purchase Intent)
- 15 sec: +4% (Brand Favorability) / +4% (Purchase Intent)
- 30 sec: +8% (Brand Favorability) / +7% (Purchase Intent)
- 45-60 sec: +12% (Brand Favorability) / +13% (Purchase Intent)
Micro Ad Best Practices
How to make a big impact with a little ad

SCREEN SIZE
Which devices work best?

LOCATION
Does the consumer’s location matter?

CONTENT
What content length should ads be next to?

BRAND
Do short ads work better for some brands?

AUDIENCE
Do they work better for millennials?

CREATIVE
Are there any creative best practices?
Short ads + short content + small screen = big impact

Short ads with short content perform especially well on smartphone

Unaided Ad Recall %

Short Content (1-2 min)

Medium Content (2-3½ min)

Long Content (3½-5½ min)

PC | Tablet | Smartphone
Use short ads for well established brands; new brands need more time to communicate information.

### Aided Ad Recall

- **Well Tenured Brands**
  - 5 sec: 49%
  - 10 sec: 57%
  - 15 sec: 55%

- **New Brand**
  - 5 sec: 27%
  - 10 sec: 27%
  - 15 sec: 47%
Longer ads especially fruitful for new brands

Brand Favorability (Δ)

Well Tenured Brands

New Brand

Purchase Intent (Δ)

Well Tenured Brands

New Brand

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Screen Size

Short ads have a leg up on smaller screens, where video takes up 100% of screen real estate and short content is the norm.

Brand Favorability ($\Delta$)
- PC
- Tablet
- Smartphone

Purchase Intent ($\Delta$)
- PC
- Tablet
- Smartphone

*Indexed Impact
Longer ads are a must for PCs and recommended for tablets

![Brand Favorability Graph]

*Indexed Impact
Considering completion rates, longer ads are not the end all be all

<table>
<thead>
<tr>
<th></th>
<th>Raw Scores (Indexed)</th>
<th>Re-proportioned to Take Video Completion Rates Into Account (Indexed)*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Aided Ad Recall</td>
<td>Brand Favorability</td>
</tr>
<tr>
<td>15 seconds</td>
<td>87</td>
<td>50</td>
</tr>
<tr>
<td>30 seconds</td>
<td>103</td>
<td>99</td>
</tr>
<tr>
<td>45–60 seconds</td>
<td>110</td>
<td>151</td>
</tr>
</tbody>
</table>

*adjusted scores based on typical video completion rates
Does ad length affect attention levels?
Measuring Attention

PASSIVE RESPONSE

Visual Attention

Subset of PC sample turns on webcam for attention & emotion measurement

ACTIVE RESPONSE

Attention to Key Features of Ad

Aggregate score based on series of attention questions
Longer ads do a better job of holding consumer attention, likely because they have the story-telling advantage.
At 30+ seconds, the content of the ad sinks in the most.

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**Attention to Key Features of Ad**

- 5 sec n=1,579
- 10 sec n=1,626
- 15 sec n=1,646
- 30 sec n=1,612
- 45-60 sec n=1,574

Indicates statistically significant difference with indicated lengths at a confidence level of >= 90%

5 sec n=1,579, 10 sec n=1,626, 15 sec n=1,646, 30 sec n=1,612, 45-60 sec n=1,574
15 seconds is optimal for eliciting emotion

15 seconds was enough time to develop a scene and tell a story but doesn’t overcomplicate the message

![Emotion - Normalized Graph]

- 5 sec
- 10 sec
- 15 sec
- 30 sec
- 45-60 sec

Webcam, PC Only
5 sec n=82, 10 sec n=56, 15 sec n=55, 30 sec n=86, 45-60 sec n=58
In Summary...
People want to be able to skip!
We offered people four choices of skipping ads and people preferred to skip ads sooner

**Preference of Skipability**

<table>
<thead>
<tr>
<th>Choice</th>
<th>Importance (0-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to skip ad(s) after 5 seconds, frequent commercial breaks</td>
<td>6.7</td>
</tr>
<tr>
<td>Ability to skip ad(s) after 15 seconds, regular commercial breaks</td>
<td>5.5</td>
</tr>
<tr>
<td>Ability to skip ad(s) after 25 seconds, occasional commercial breaks</td>
<td>4.0</td>
</tr>
<tr>
<td>No ability to skip ads, least number of commercial breaks</td>
<td>3.4</td>
</tr>
</tbody>
</table>

**Preference of Ad Length**

<table>
<thead>
<tr>
<th>Ad Length</th>
<th>Importance (0-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One 30 second ad</td>
<td>7.4</td>
</tr>
<tr>
<td>Two 15 second ads</td>
<td>6.9</td>
</tr>
<tr>
<td>Three 10 second ads</td>
<td>5.4</td>
</tr>
<tr>
<td>One 15 second ad, one 10 second ad, and one 5 second ad</td>
<td>4.4</td>
</tr>
<tr>
<td>One 15 second ad, three 5 second ads</td>
<td>3.8</td>
</tr>
<tr>
<td>Two 10 second ads, two 5 second ads</td>
<td>3.5</td>
</tr>
<tr>
<td>Six 5 second ads</td>
<td>1.8</td>
</tr>
</tbody>
</table>
Consumers perception of ad quality?

Perceptions of Ad

Ad Length

5 sec
10 sec
15 sec
30 sec
45-60 sec

Ad Enjoyment
Ad Quality

23% 38%
24% 43%
32% 50%
37% 58%
43% 61%

Question: “Thinking back to <brand>’s ad followed by the content you saw, rate the following:”
Consumers perceive similar value exchange regardless of ad length

Perceived Value

Question: “In order to provide free content for you to watch, websites generate income by allowing brands to advertise on their site. Based on the content you watched today, how much value do you think you got by watching the video ad in exchange for free content?”

Average Perceived Value Scale (0-100)
## In summary (by device)...

<table>
<thead>
<tr>
<th></th>
<th>PC</th>
<th>TABLET</th>
<th>SMARTPHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Aided Ad Recall</td>
<td>Brand Favorability</td>
<td>Purchase Intent</td>
</tr>
<tr>
<td>5 seconds</td>
<td>Good</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 seconds</td>
<td>Better</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 seconds</td>
<td>Best</td>
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<td></td>
</tr>
<tr>
<td>30 seconds</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>45-60 seconds</td>
<td></td>
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</tr>
</tbody>
</table>

Colors represent:
- **Good**
- **Better**
- **Best**
A look at how to use different ad lengths

<table>
<thead>
<tr>
<th>Brand Tenure</th>
<th>Brand Goals</th>
<th>Age</th>
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</thead>
<tbody>
<tr>
<td>New Brand</td>
<td>Established Brand</td>
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<tr>
<td>5 seconds</td>
<td>Awareness</td>
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<td>Brand Perceptions</td>
<td>Non-Millennials</td>
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</table>

- Good
- Better
- Best

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Key Takeaways

1. Different ad lengths perform differently. Developing a creative length strategy is a must!

2. When running short ads, must use creative and targeting best practices to make them effective.

3. When given 30 seconds of advertising space, consumers have an opinion about which ad lengths should be included.
Does Every Second Count?

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