

Does Every Second Count?

Understanding New Video Ad Lengths

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20



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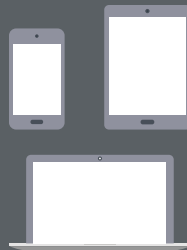
We Had Some Questions

- 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?

Approach



Participants recruited from nationally representative online panel across PC, Smartphone, and Tablet



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

Total Survey Sample N= 9,912

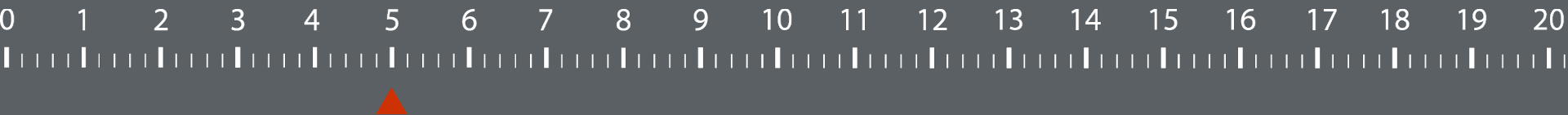
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5 Brands Tested



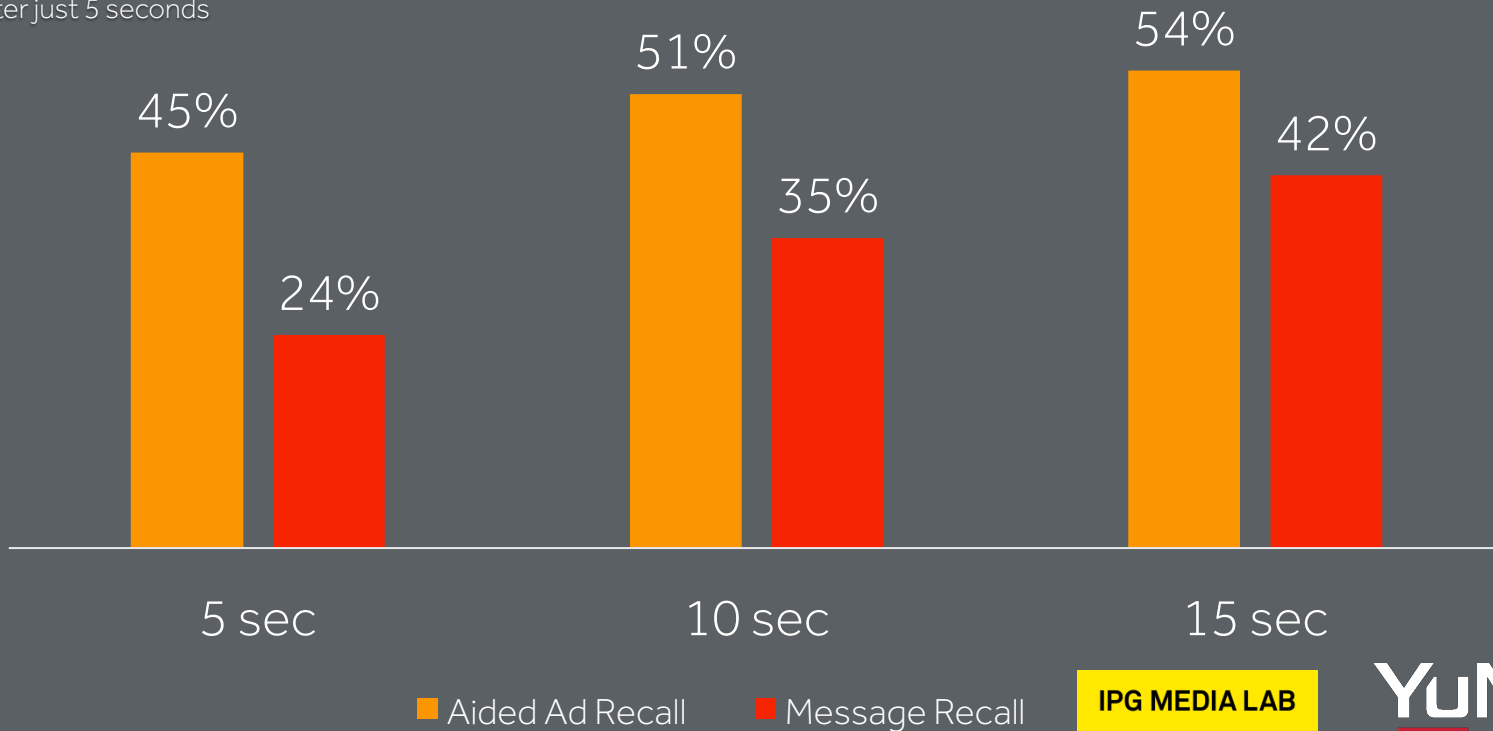
Do micro video ads *actually* work?



Yes. Even the shortest video ads effectively break-through

Ad & Message Recall

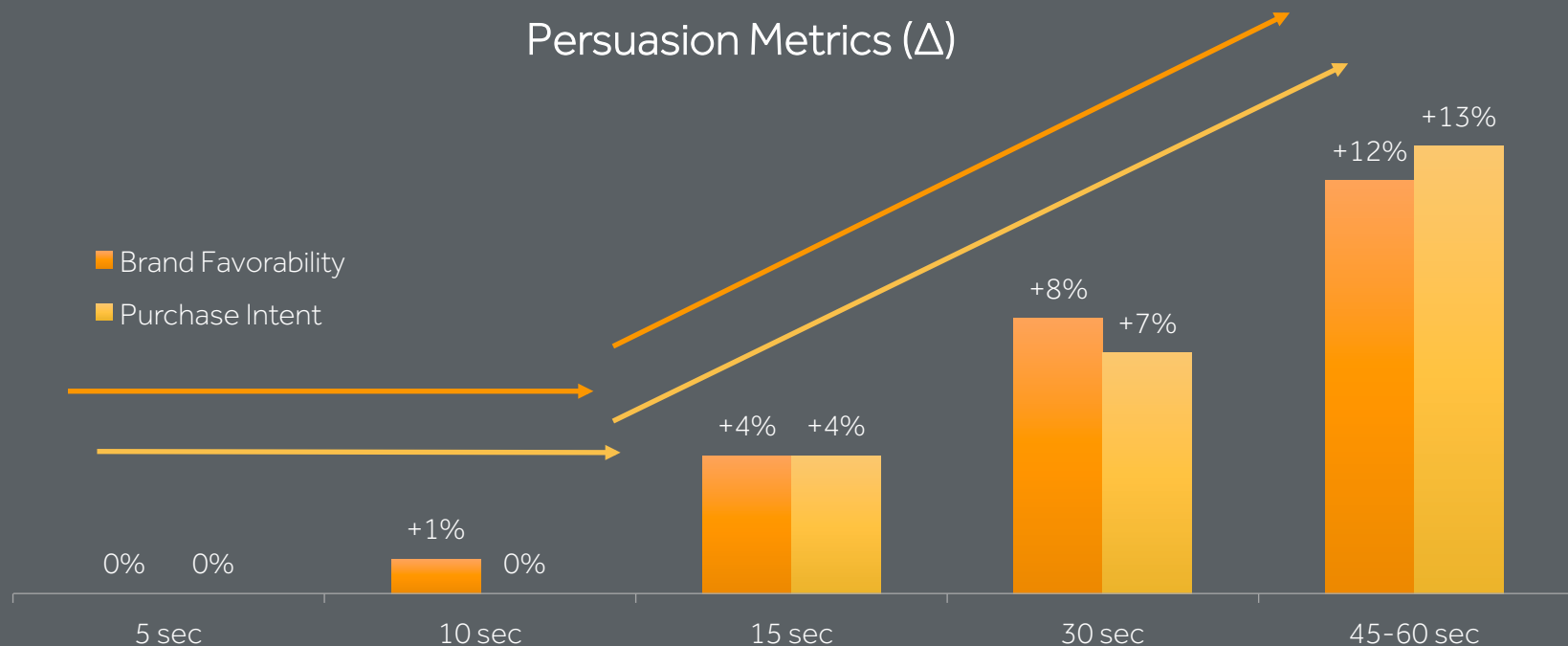
Nearly ½ remembered
ad after just 5 seconds



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Persuasion: the +15 second turning point



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

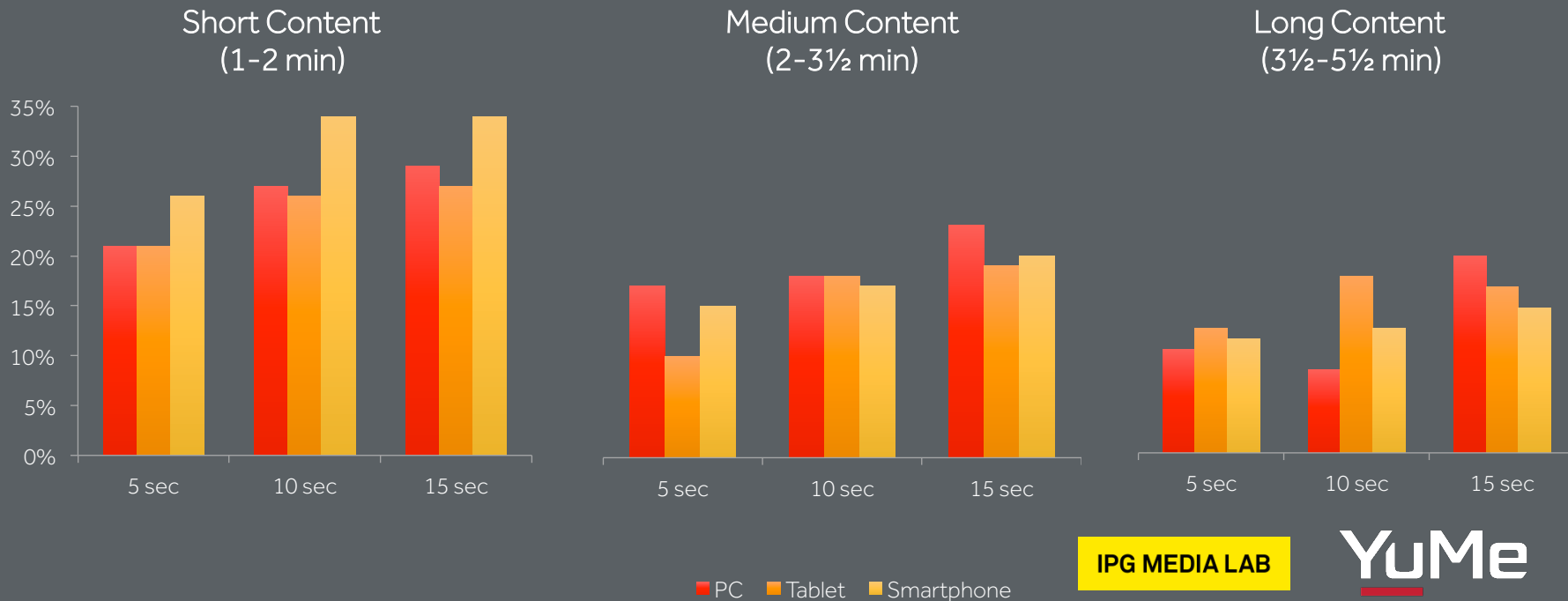
Are there any creative best practices?

Content

Short ads + short content + small screen = big impact

Short ads with short content perform especially well on smartphone

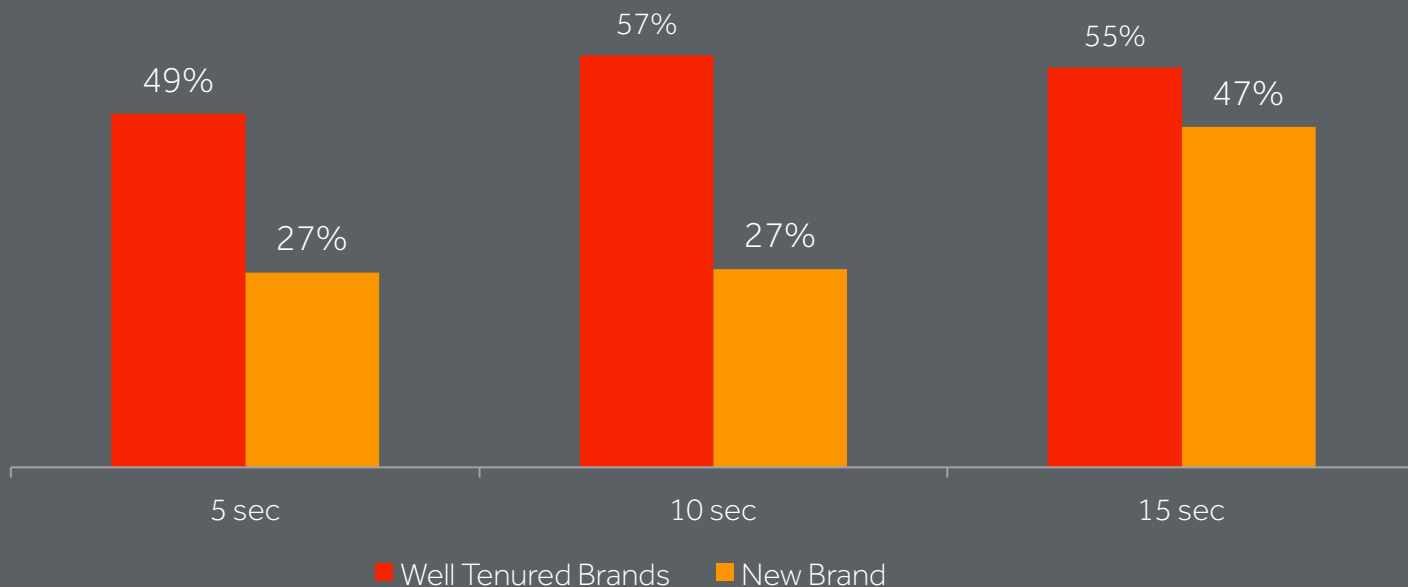
Unaided Ad Recall %



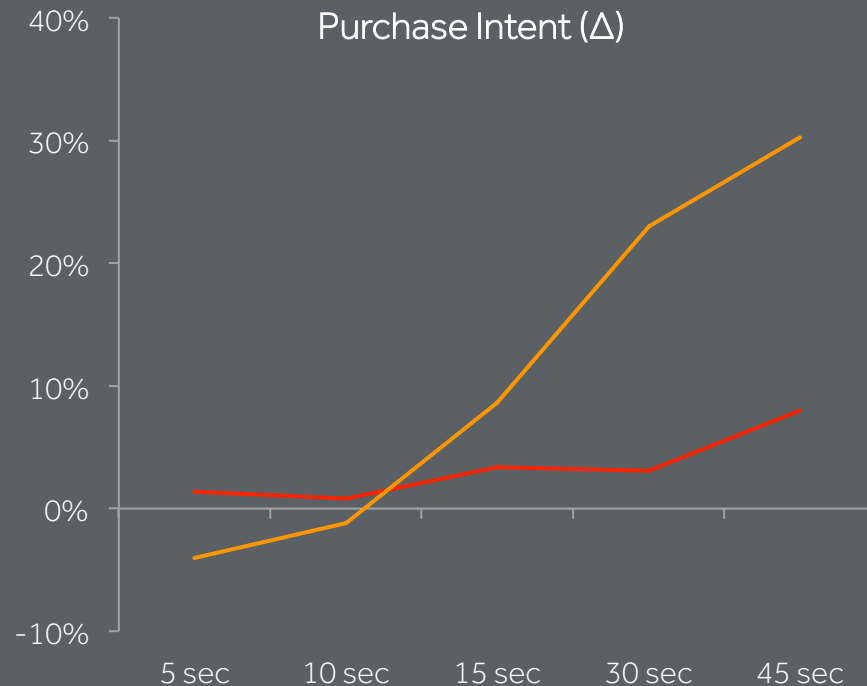
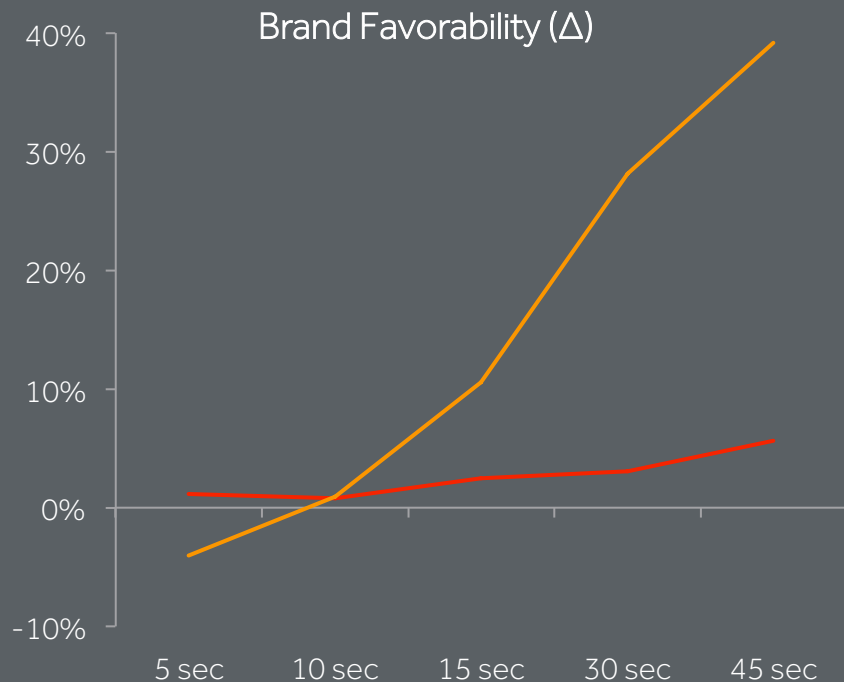
Brand

Use short ads for well established brands; new brands need more time to communicate information

Aided Ad Recall



Longer ads especially fruitful for new brands



Well Tenured Brands

New Brand

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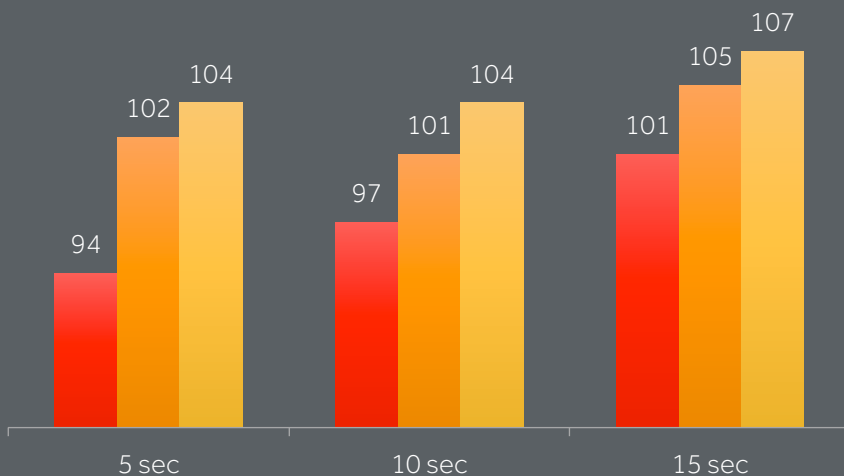
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Screen Size

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

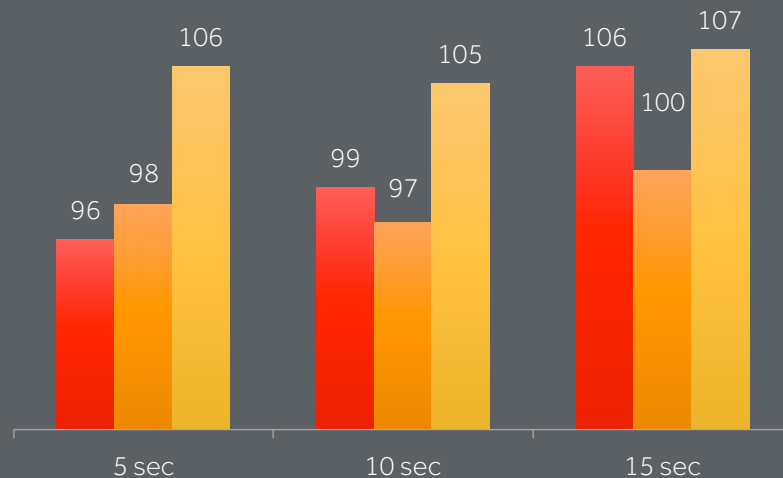
Brand Favorability (Δ)

PC Tablet Smartphone



Purchase Intent (Δ)

PC Tablet Smartphone

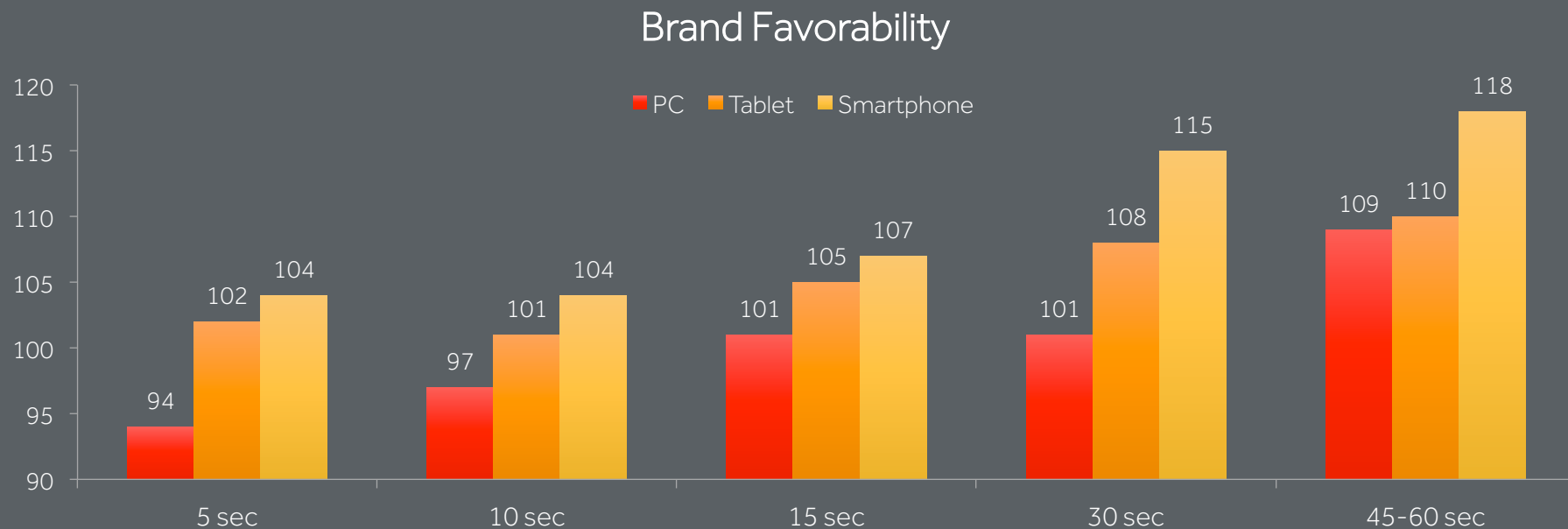


*Indexed Impact

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Longer ads are a must for PCs and recommended for tablets



*Indexed Impact

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

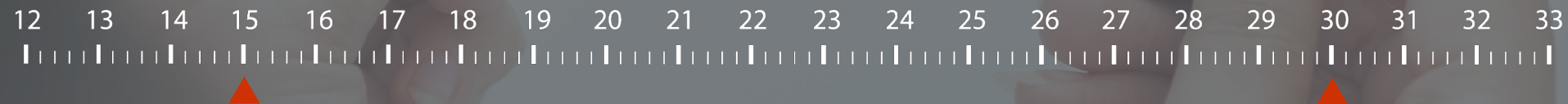
	Raw Scores (Indexed)			Re-proportioned to Take Video Completion Rates Into Account (Indexed)*		
	Aided Ad Recall	Brand Favorability	Purchase Intent	Aided Ad Recall	Brand Favorability	Purchase Intent
15 seconds	87	50	55	111	70	78
30 seconds	103	99	88	122	129	117
45-60 seconds	110	151	156	67	101	105

*adjusted scores based on typical video completion rates

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Does ad length affect attention levels?



Measuring Attention

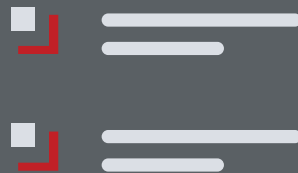
PASSIVE RESPONSE



Visual Attention

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

ACTIVE RESPONSE



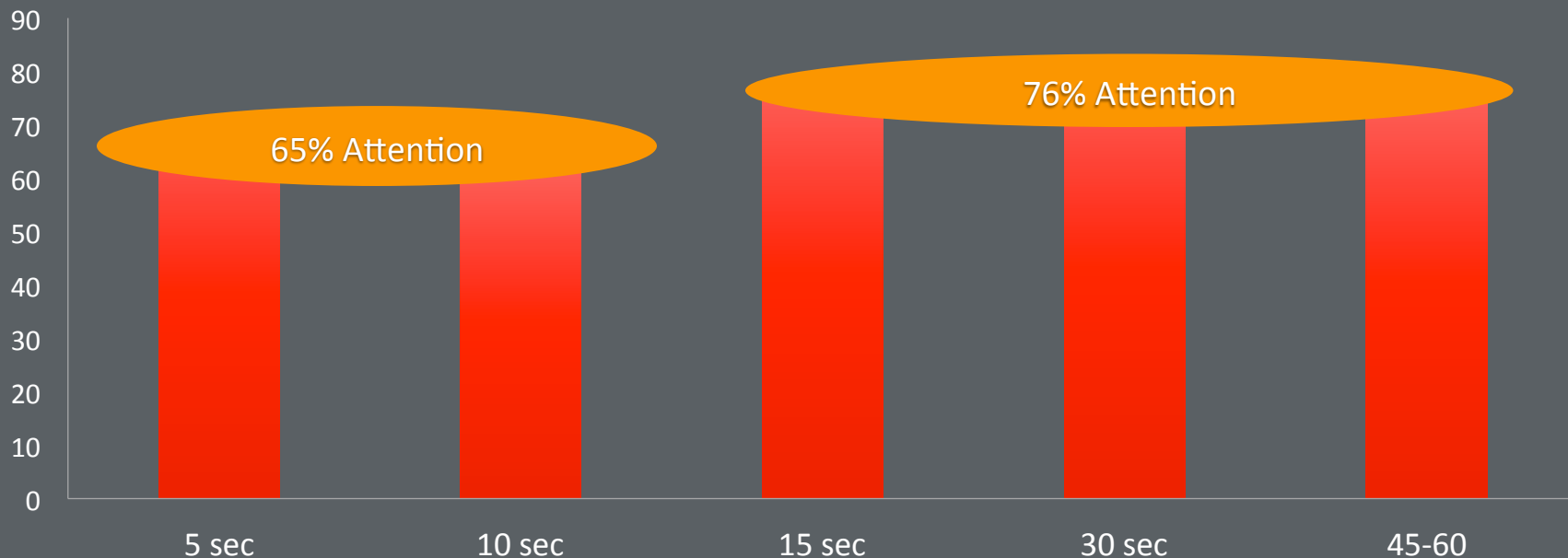
Attention to Key Features of Ad

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



Visual Attention (%)

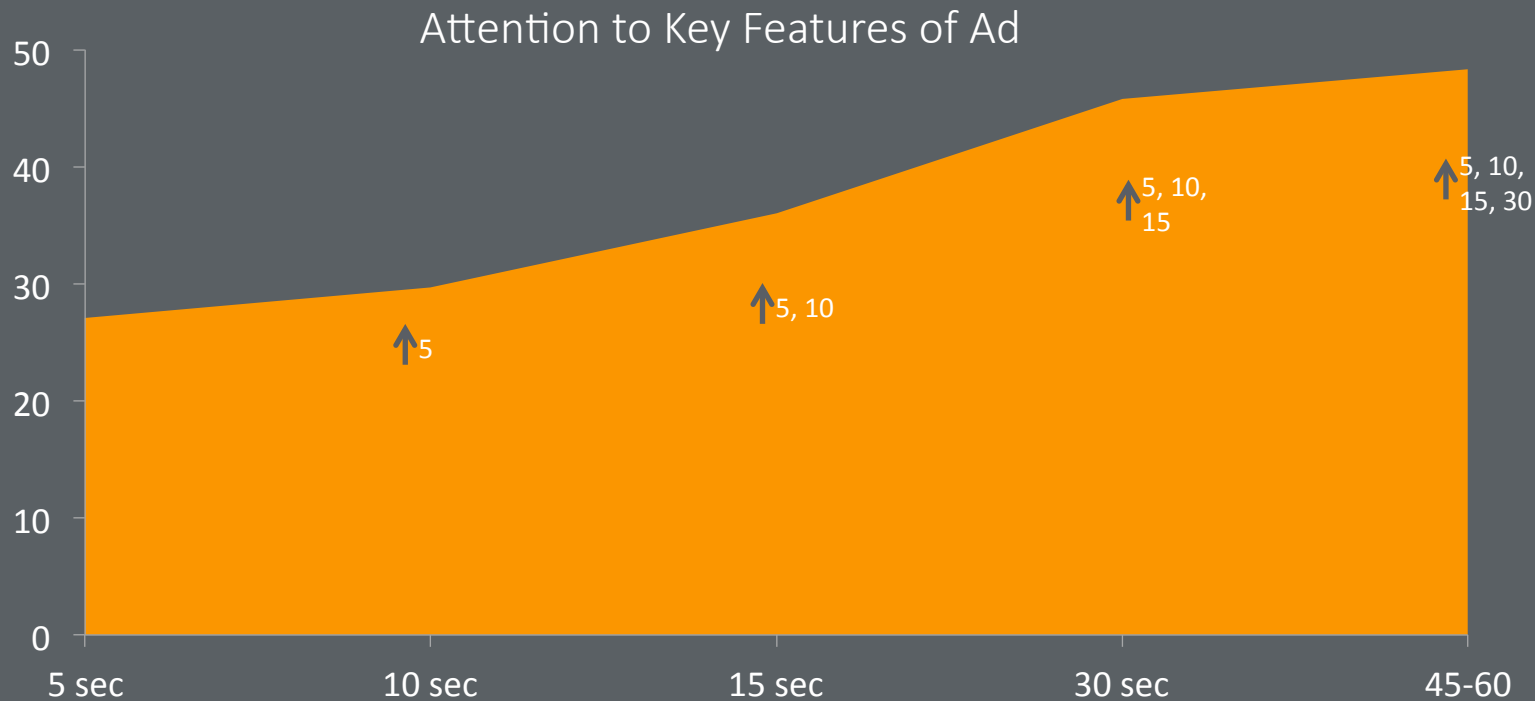


Webcam, PC Only
5 sec n=82, 10 sec n=56, 15 sec n=55,
30 sec n=86, 45-60 sec n=58

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At 30+ seconds, the content of the ad sinks in the most



↑ indicates statistically significant difference with indicated lengths at a confidence level of $\geq 90\%$

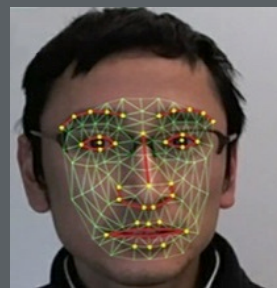
5 sec n=1,579, 10 sec n=1,626, 15 sec n=1,646,
30 sec n=1,612, 45-60 sec n=1,574

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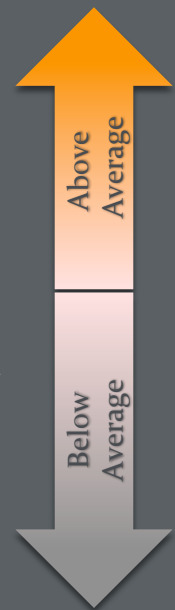
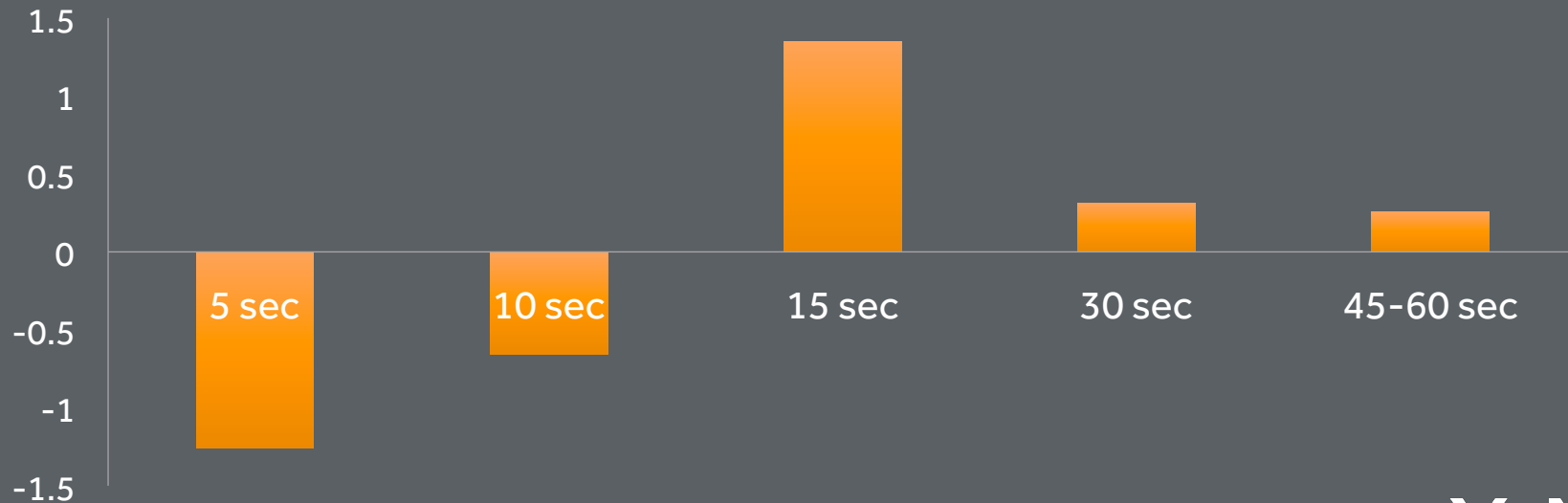
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15 seconds is optimal for eliciting emotion

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



Emotion – Normalized



Webcam, PC Only
5 sec n=82, 10 sec n=56, 15 sec n=55,
30 sec n=86, 45-60 sec n=58

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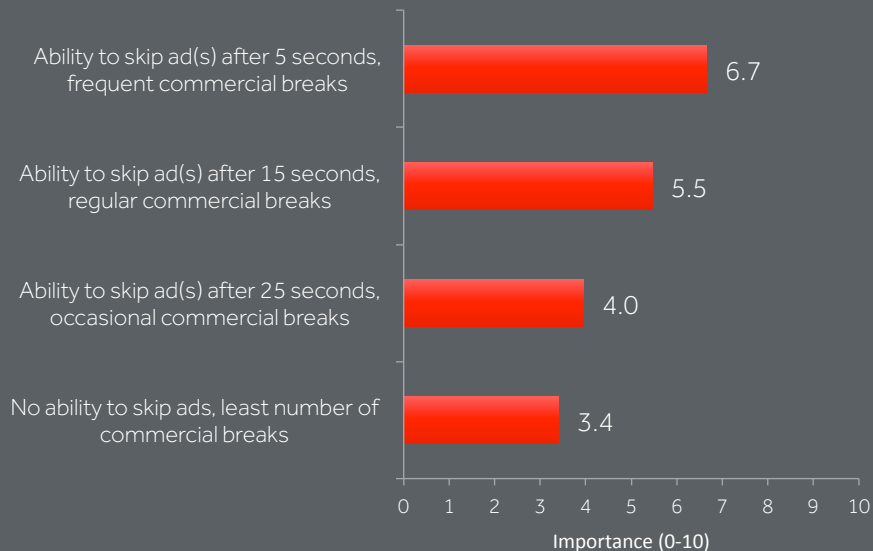
In Summary...

People want to be able to skip!

We offered people four choices of skipping ads and people preferred to skip ads sooner

*Most preferred and least preferred option
for each set shown below*

Preference of Skipability



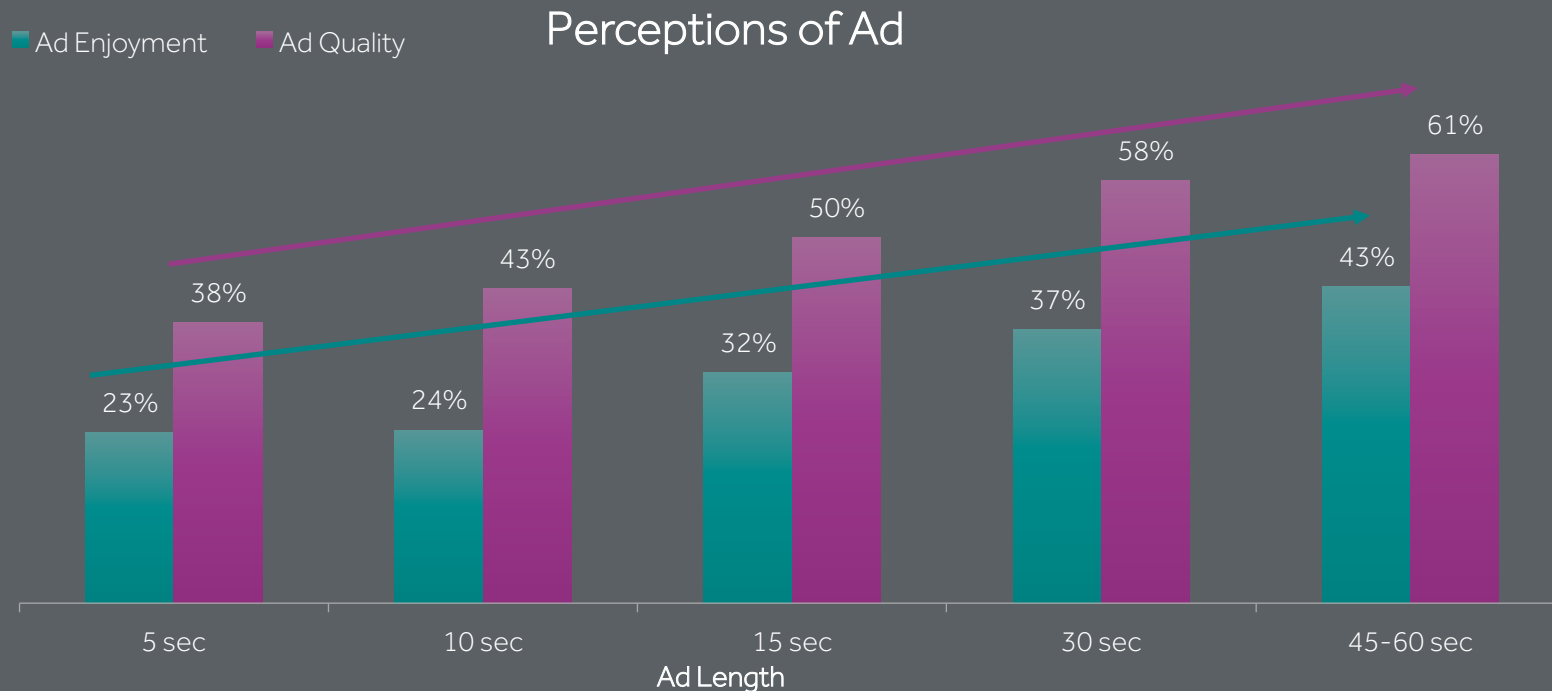
Preference of Ad Length



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Consumers perception of ad quality?



Question: "Thinking back to <brand>'s ad followed by the content you saw, rate the following:"

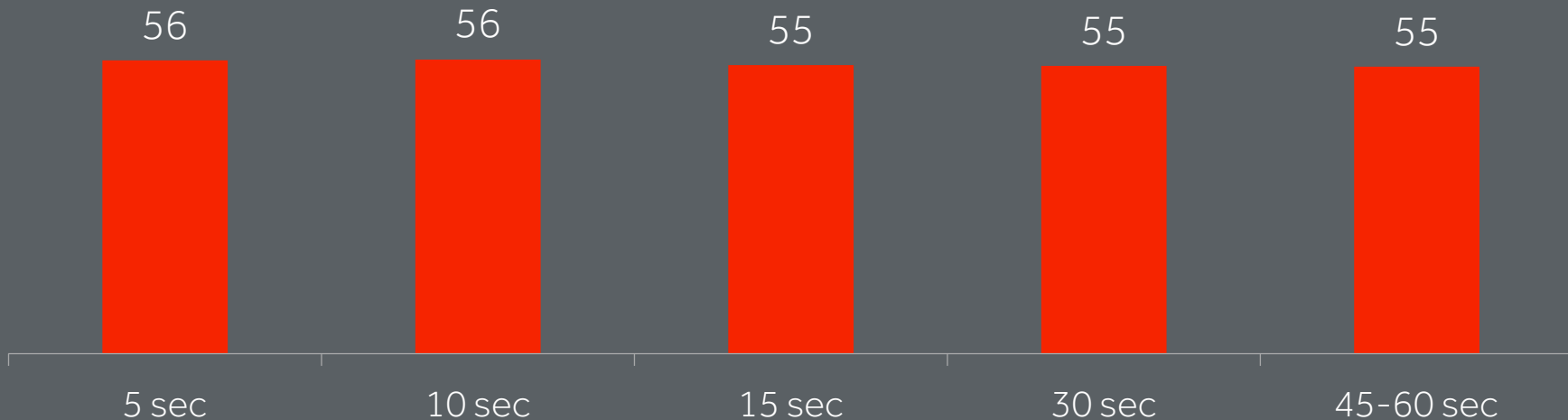
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Consumers perceive similar value exchange regardless of ad length

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)

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In summary (by device)...

	PC			TABLET			SMARTPHONE		
	Aided Ad Recall	Brand Favorability	Purchase Intent	Aided Ad Recall	Brand Favorability	Purchase Intent	Aided Ad Recall	Brand Favorability	Purchase Intent
5 seconds	Good			Good			Good		Good
10 seconds	Better			Better			Better		Good
15 seconds	Better		Good	Better			Better	Better	Better
30 seconds	Best			Best	Better		Best	Best	Best
45-60 seconds	Best	Best	Best	Best	Best	Best	Best	Best	Best



Good



Better



Best

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A look at how to use different ad lengths

	Brand Tenure		Brand Goals			Age	
	New Brand	Established Brand	Awareness	Brand Perceptions	Persuasion Metrics	Millennials	Non-Millennials
5 seconds		Good	Good	Good		Better	Good
10 seconds		Better	Better	Good		Good	
15 seconds	Good	Better	Best	Better	Good	Good	
30 seconds	Best	Better	Best	Better	Better	Good	
45-60 seconds	Best	Better	Best	Best	Best	Good	



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.

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