

MEDIA ANALYTICS

THE EFFECTIVENESS OF HIGH-IMPACT AD FORMATS

Do they have a positive impact on brand metrics?

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YOC is a technology company and develops software for the digital advertising market. The programmatic trading platform VIS.X® enables an optimal advertising experience for advertisers, publishers and users of the mobile Internet and mobile applications. By using the VIS.X®-platform and YOC's software products, advertisers have the ability to increase the awareness of their brand in combination with high-quality advertising inventory. Renowned premium publishers offer global media reach and benefit from the high monetization of the platform VIS.X®. As a pioneer in mobile advertising, the company has been on the market since 2001 and listed in the Prime Standard of Deutsche Börse since 2009. The company's headquarters are in Berlin. YOC also has branches in Düsseldorf, Hamburg, Madrid, Vienna and Warsaw. Further information on the YOC Group and its products can be found at www.yoc.com.

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen is divided into two business units. Nielsen Global Media, the arbiter of truth for media markets, provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. Nielsen Global Connect provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow.

Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge.

An S&P 500 company, Nielsen has operations in over 90 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

EXECUTIVE SUMMARY

Advertising budgets have been shifting significantly to mobile devices. As a result, the industry is constantly focusing on finding innovative ways to reach the end consumer. More and more advertisers are turning to high-impact formats. But how does the use of these formats affect brand awareness?

Using a robust Forced Exposure methodology, this study tested different high-impact and standard ad formats in a real online environment to evaluate their influence on different brand advertising key performance indicators (KPI).

HIGH-IMPACT ADS ARE MORE EFFECTIVE

High-impact ad formats are more memorable than Standard Ad Formats and achieve a significant uplift in brand recall and ad recall. They are also able to notably differentiate themselves from standard ads, showing large uplifts in key ad characteristics such as ad appeal, noticeability and innovativeness.

Thus, by using high-impact ad formats, brands are perceived to be of high-quality, elegant and attention-grabbing. High-impact ad formats, such as the YOC Branded Takeover, even influence the purchase intent positively.

INNOVATIVE ADS TRIGGER CREATIVE LIKEABILITY

Overall the majority (55%) of all respondents say that they like high-impact ad formats and 6 out of 10 participants agree that they are well integrated in the content. Consequently, the mobile audience is not irritated by these ads but remembers them nonetheless. By using high-impact formats, advertisers can achieve their campaign objectives and influence the user experience positively.

BACKGROUND

BACKGROUND

THE MOBILE ADVERTISING INDUSTRY

For several years, smartphones have played a large part in people's everyday lives. The number of smartphone users worldwide is increasing every year. Today mobile is considered the most used channel for the consumption of digital content. Daily usage already amounts to an average of 3 hours and 46 minutes.¹ As a result, it is more important than ever to reach consumers via smartphones.

The challenge of mobile advertising is to convey brand and product messages that will be remembered without disrupting the user experience on a small display. Further hurdles are constantly changing technical standards as well as the users' own changing requirements.

Advertisers are paying more attention to quantitative KPIs such as viewability, click rates and impressions. Brand advertising KPIs such as brand awareness, advertising recall or ad likeability are often not in focus. However, especially on a small screen it is of particular importance that the advertisement is not only seen but that customers have a positive and lasting experience with the brand.

Due to a lack of recent, mobile-focused research on the topic, YOC and Nielsen designed a study to analyze the relationship between the choice of ad format and the impact on different brand advertising metrics.

Specifically, the study addresses these questions:

- Is there a relationship between a specific ad format and the brand recall or ad recall?
- Is there a difference between standard banners and high-impact formats regarding the appeal of an ad?
- Do users notice a difference between standard formats and high-impact formats and how is it perceived?
- Is there a connection between the purchase intent of a user and the ad format?
- To what extent does the ad format have a positive effect on the brand?

¹ Nielsen (2020): The Nielsen Total Audience Report

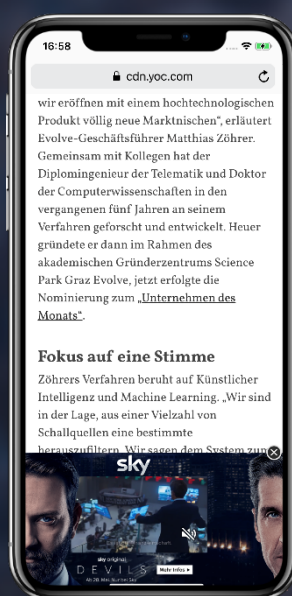
HIGH-IMPACT ADVERTISING

DEFINITION

High-impact ad formats are innovative advertising formats which can provide interaction possibilities to capture a consumer's attention, establish an emotional connection and strengthen the brand awareness. They are known for giving users an engaging ad experience while providing advertisers with creative ways to transport their brand message.

YOC MYSTERY SCROLLER®

YOC reactive-scroll technology enables users to interact with the advertiser's brand message. Rich media ad content dynamically changes when the user scrolls up or down the screen. The act of scrolling itself initiates animations, personalized effects and video transitions within the ad unit. YOC Mystery Scroller® is supported by all mobile browsers and takes up just 30 % of a mobile device's screen. The advert remains on screen without interfering with the user's journey.



YOC MYSTERY SCROLLER®

STANDARD BANNER

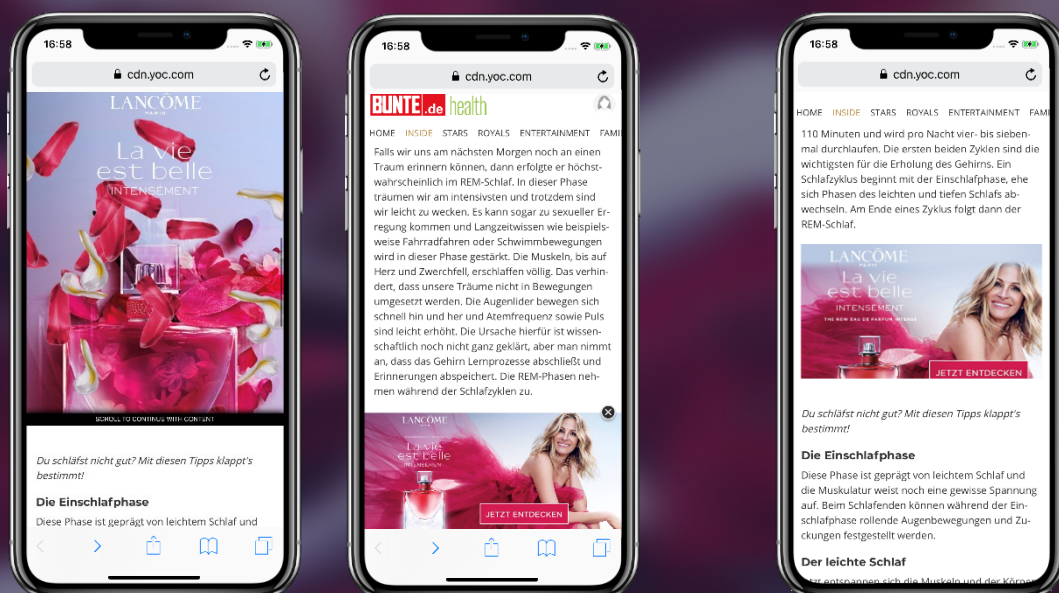
YOC BRANDED TAKEOVER

The YOC Branded Takeover consists of a combination of different YOC high-impact advertising formats within a mobile website and achieves a significantly increased advertising impact by repeatedly addressing the advertiser's brand or product.

The ad format combination used in this study consists of the non-intrusive YOC Understitial Ad® and a YOC Mystery Scroller®, which are played out one after the other. If the user scrolls over a page, the YOC Understitial Ad®, which is located below the content, appears first. If the ad format disappears from the viewport, the small overlay format of the YOC Mystery Scroller® appears at the bottom edge of the display.

STANDARD BANNER

In contrast to high-impact formats, a standard banner is a simple banner which is either a jpg, png, gif (static or animated). It can be visually designed by advertisers and usually includes a graphic, text and logo. There are many different banner sizes. In this study a 320x180 banner was used. The banner offers the user no possibility of interaction except by clicking on the banner itself.



YOC BRANDED TAKEOVER

STANDARD BANNER

METHODOLOGY

METHODOLOGICAL APPROACH

For this research, a robust Forced Exposure methodology was used. This methodology tests the different ads in a perceived real online environment and is performed by comparing a test and control group.

Two YOC high-impact formats were tested in a mobile-only environment against a standard ad format (Banner 320x180), using four different creatives.

- YOC Mystery Scroller®: Ads from Food and Entertainment category
- YOC Branded Takeover: Ads from Beauty and Automotive category

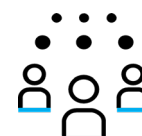
A robust sample size of n=3,000 among all groups was used to achieve valid research results. The ads were tested in Germany, Poland and Austria.

The research starts by comparing the effect of the high-impact and standard ad formats on brand KPIs such as brand recall and ad recall.

Afterwards a creative evaluation of the high-impact formats was conducted. In this regard all respondent groups were shown one of the high-impact ads and surveyed on KPIs such as ad likeability, ad integration and various ad attributions.



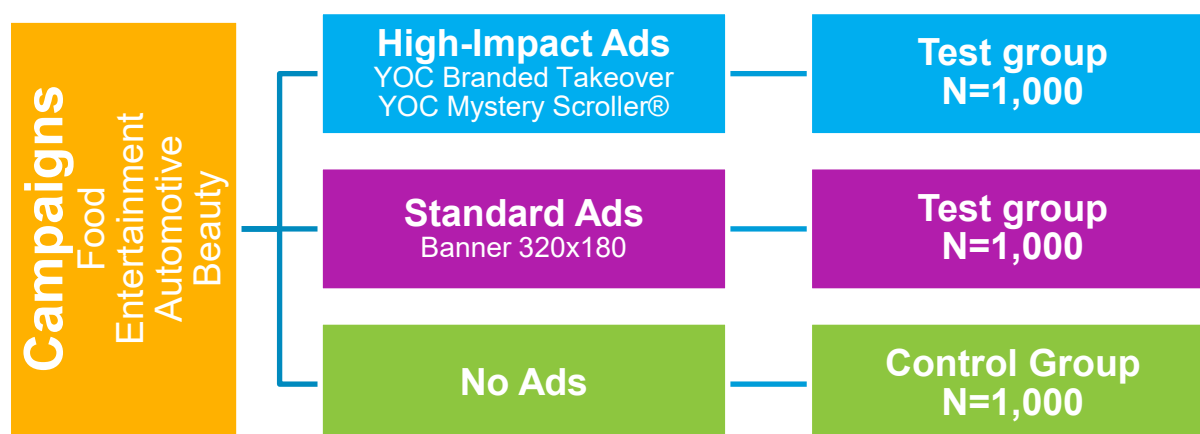
**Germany
Austria
Poland**



N=3,000



**Ø6 Minute
Online Survey**



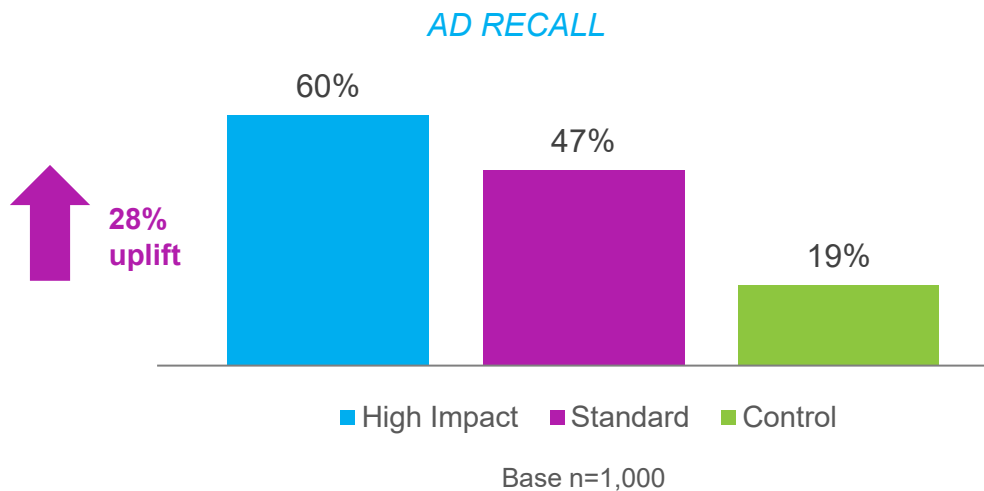
RESULTS

HIGH-IMPACT FORMATS ARE MORE EFFECTIVE

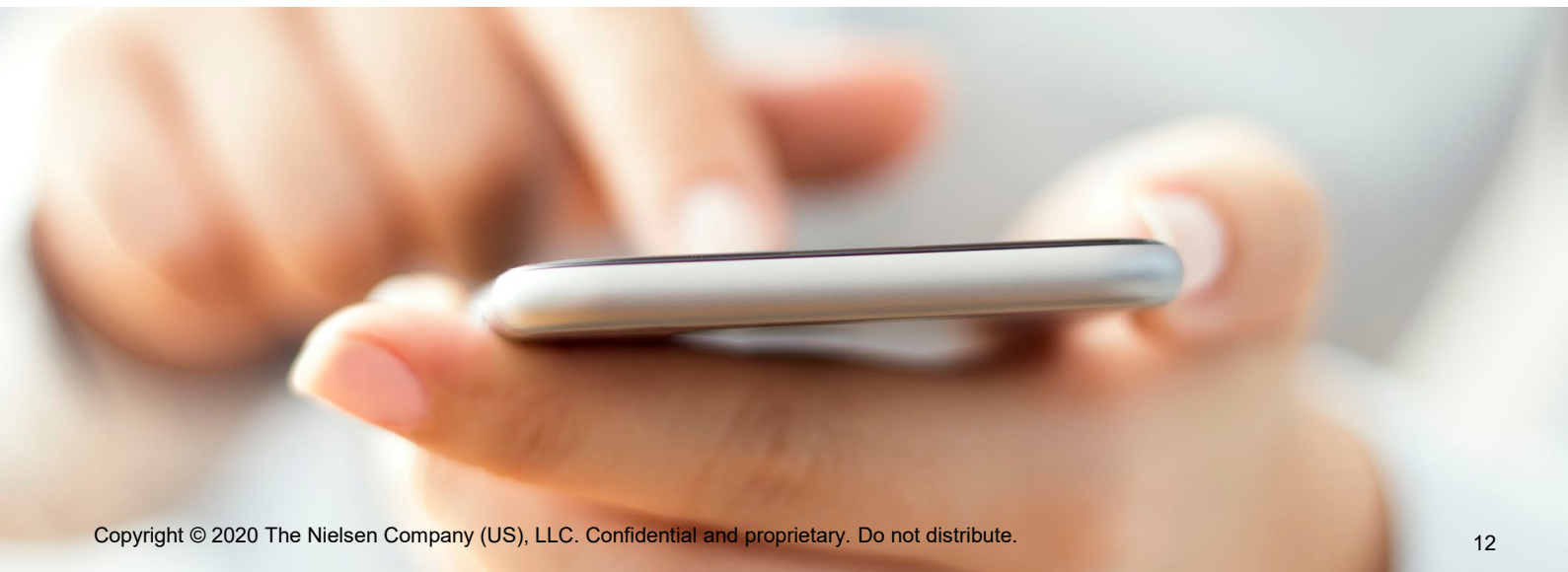
AD RECALL

The research identified that 60% of the respondents were able to recall seeing a high-impact ad in the article. Only 47% of respondents in the standard ad format test group recalled seeing an ad. This results in a 28% significant uplift for the high-impact ads.

High-impact ads keep the advertised brand or product in the consumers mind resulting in increased recognition.

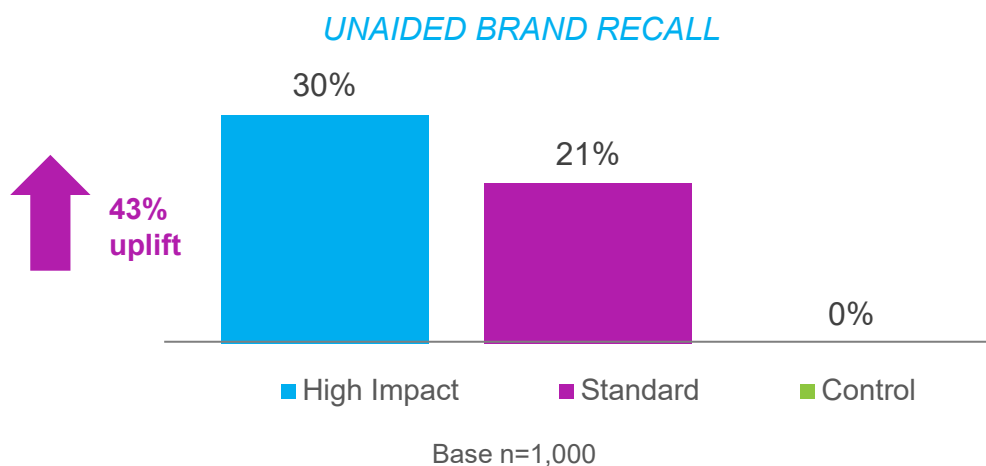


60% RECALL SEEING THE HIGH-IMPACT AD

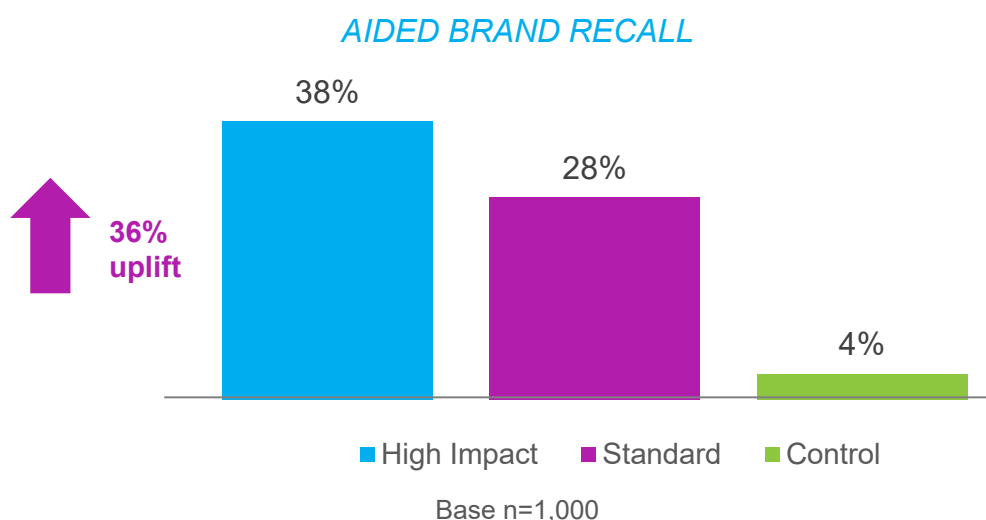


BRAND RECALL

At the same time, 30% of respondents exposed to the high-impact ad were able to recall the brand unaided. Only 21% recalled the correct brand after seeing the standard ads. This results in a 43% uplift for the tested high-impact formats.



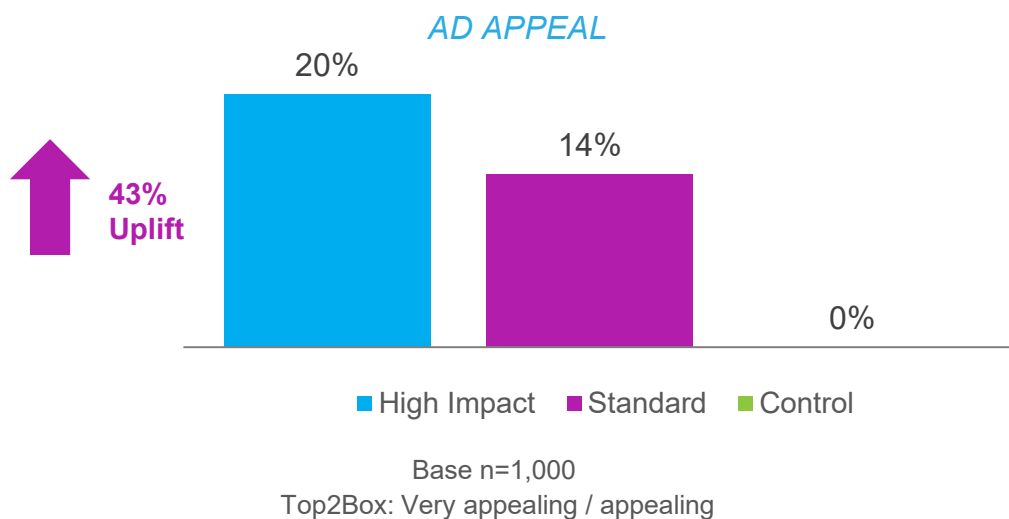
Likewise, the aided brand recall shows significant differences between the tested ad formats. 38% of respondents recalled the brand displayed in the high-impact ad, compared to 28% for the standard format. Accompanying, high-impact ads achieved a significant uplift of 36%. This emphasizes the memorability of high-impact ads.



**BRAND RECALL SIGNIFICANTLY
PUSHED BY HIGH-IMPACT ADS**

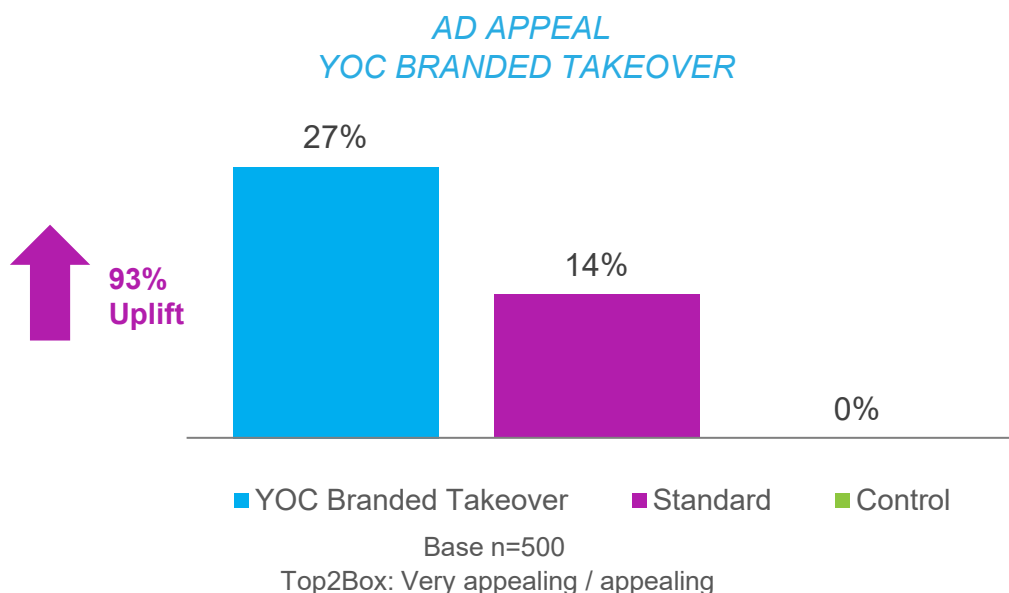
AD APPEAL

20% of respondents stated that they perceive the high-impact ads as 'very appealing' or 'appealing', while only 14% affirm this for standard ads. This leads to an uplift of 43% for high-impact ads.



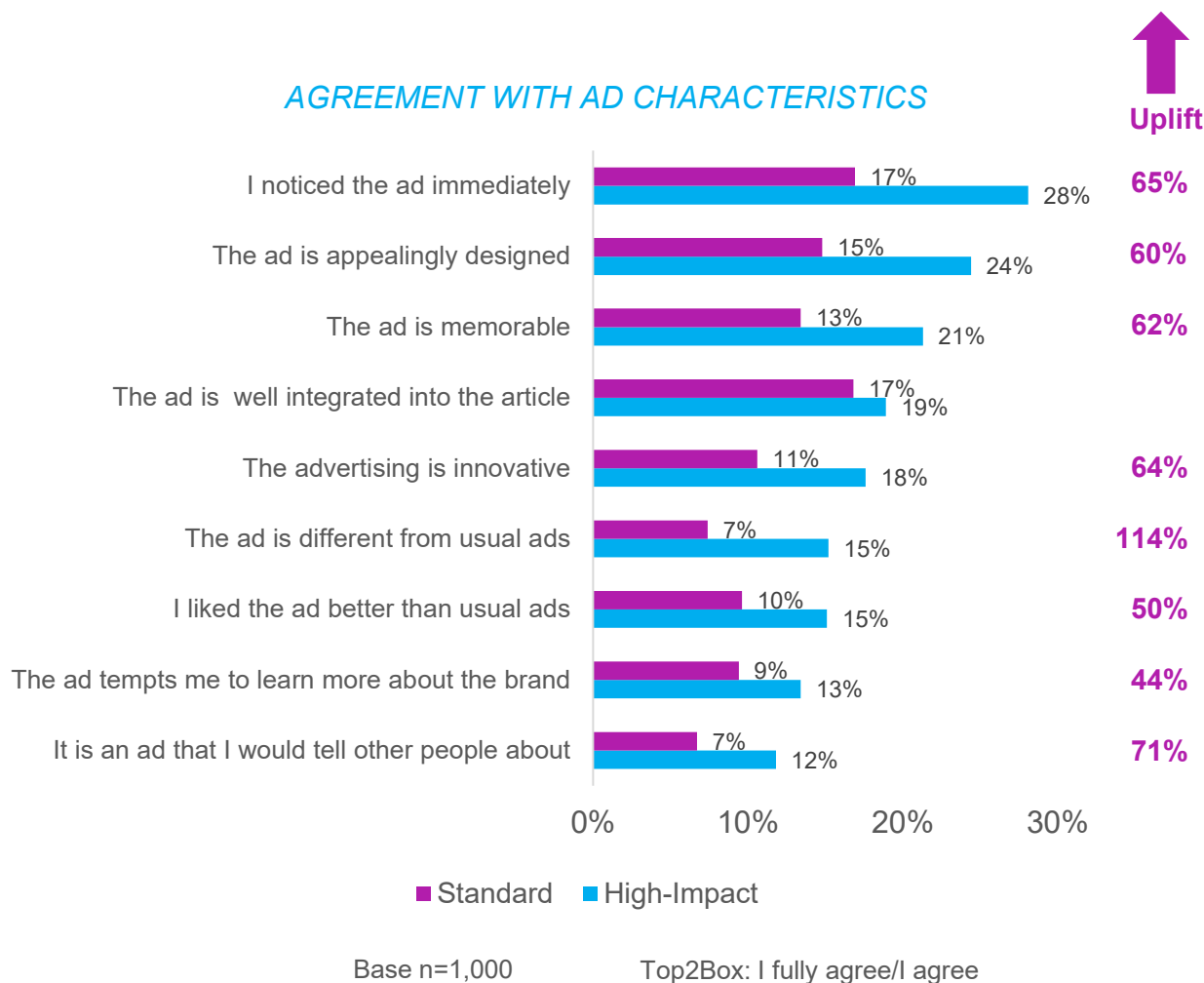
HIGH-IMPACT ADS ARE SIGNIFICANTLY MORE LIKABLE THAN STANDARD ADS

The YOC Branded Takeover Format is particularly notable with a significant increase of 93%. This highlights that high-impact ads are liked more by consumers, which can increase the overall ad acceptance.



AD CHARACTERISTICS

Furthermore the study evaluated certain ad characteristics of the tested formats. Respondents indicate that high-impact ads are especially noticeable, appealingly designed, and memorable. Not only these statements, but almost all characteristics show significant uplifts compared to standard ad formats.



More than twice as many respondents indicated that the high-impact ads are different from usual ads resulting in a remarkable uplift of 114%. This highlights that users are able to clearly distinguish between different ad formats.



**HIGH-IMPACT
ADVERTISEMENTS ARE
APPEALING, DIFFERENT AND
NOTICEABLE**

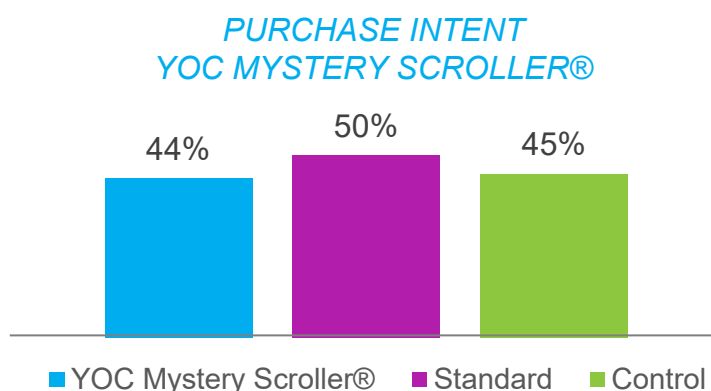
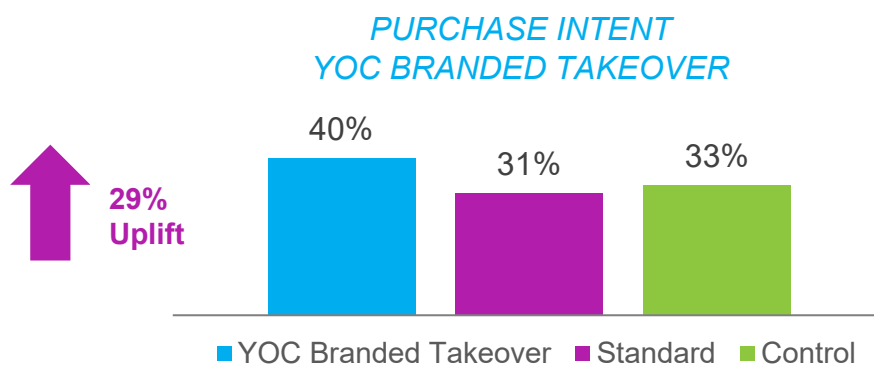
PURCHASE INTENT

The study also examined the relation between choice of ad format and purchase intent after ad exposure. Findings show that high-impact ads can positively influence a user's intention to buy a certain product or brand. Especially the YOC Branded Takeover led to a significant increase with an uplift of 29% compared to the standard format. The user was exposed to a multitude of brand touchpoints within a page, resulting in higher brand intent.

MORE THAN 40% CONSIDER BUYING ONE OF THE BRANDS AFTER SEEING AN AD

The use of the YOC Mystery Scroller® resulted in a higher purchase intention among users than the YOC Branded Takeover. However, it was not able to show a significant uplift compared to the standard ad.

These results can be linked back to the different price segments of the advertised products. While the YOC Mystery Scroller® displayed a lower-priced food and entertainment brand, the YOC Branded Takeover advertised two premium beauty and automotive brands.



Base n=500

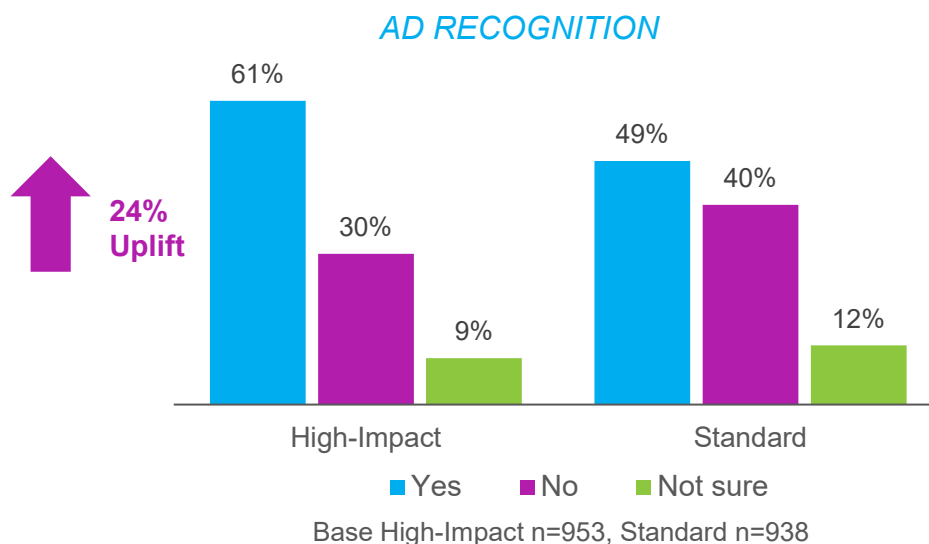
Top2Box:Very likely/ Likely

INNOVATIVE ADS TRIGGER CREATIVE LIKEABILITY

In the second part of the research, all respondents, regardless of which type of ad format they had been exposed to previously, saw one of the four high-impact formats. Afterwards, they were asked to evaluate the creative performance and impact.

AD RECOGNITION

After showing a high-impact ad to all respondents, 61% of those exposed to the high-impact ads previously correctly recognize the ad. 30% cannot remember seeing the ad and 9% of respondents are not sure. In comparison, only 49% of those users who previously saw a standard format can remember seeing a similar ad. Thus the double exposure to high-impact ads results in a 24% uplift in ad recognition. This underlines that high-impact ads are more likely to stay in the memory of users, thereby creating a longer-lasting brand awareness.



**61% RECOGNIZE SEEING ONE OF
THE HIGH-IMPACT ADS PREVIOUSLY**

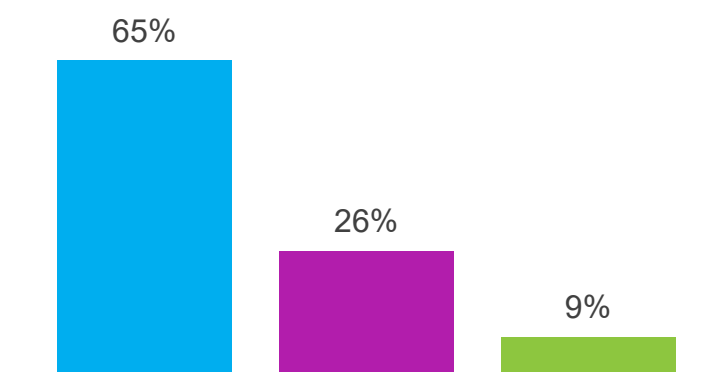
AD CONTENT RECALL

This is again emphasized by 65% of the respondents stating that they would definitely remember the brand shown in the ad, while 26% stated they would not be able to remember the brand and only 9% would not even remember the product or category advertised. The high percentage of ad content recall aligns with the results of ad and brand recall.



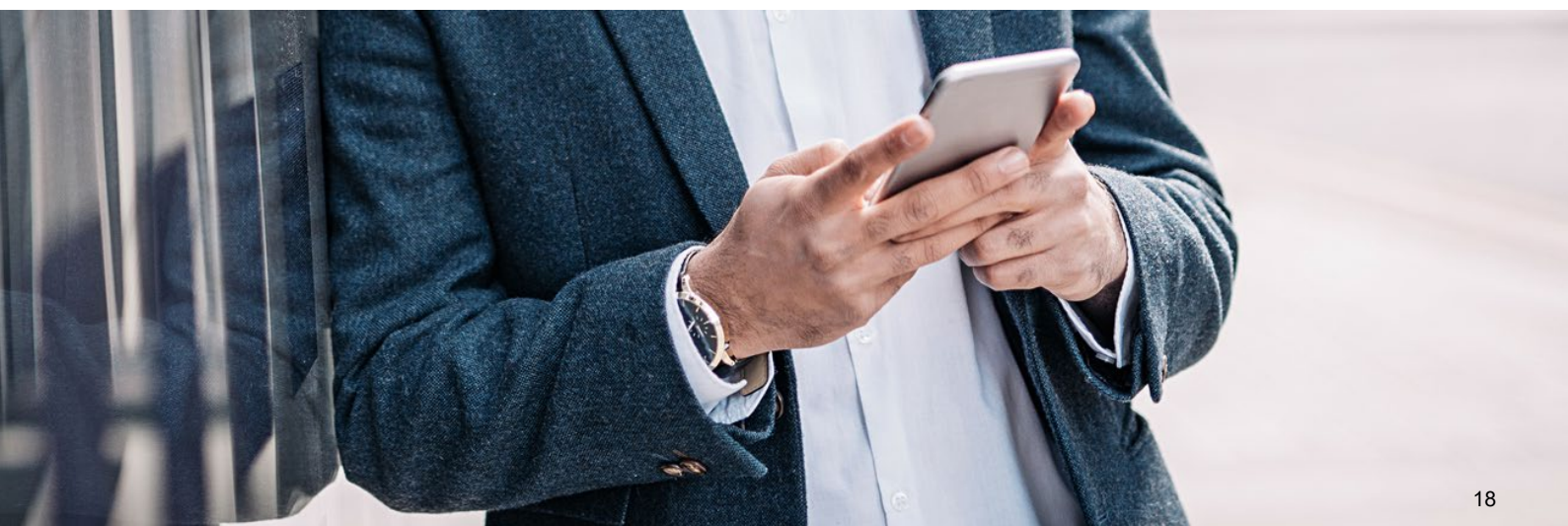
65%
REMEMBER
THE BRAND

AD CONTENT RECALL



- I would definitely remember that the ad was for brand X
- I would not be sure what brand was shown in the ad
- I would not even remember the product/ category the ad was for

Base n=2,825



AD INTEGRATION

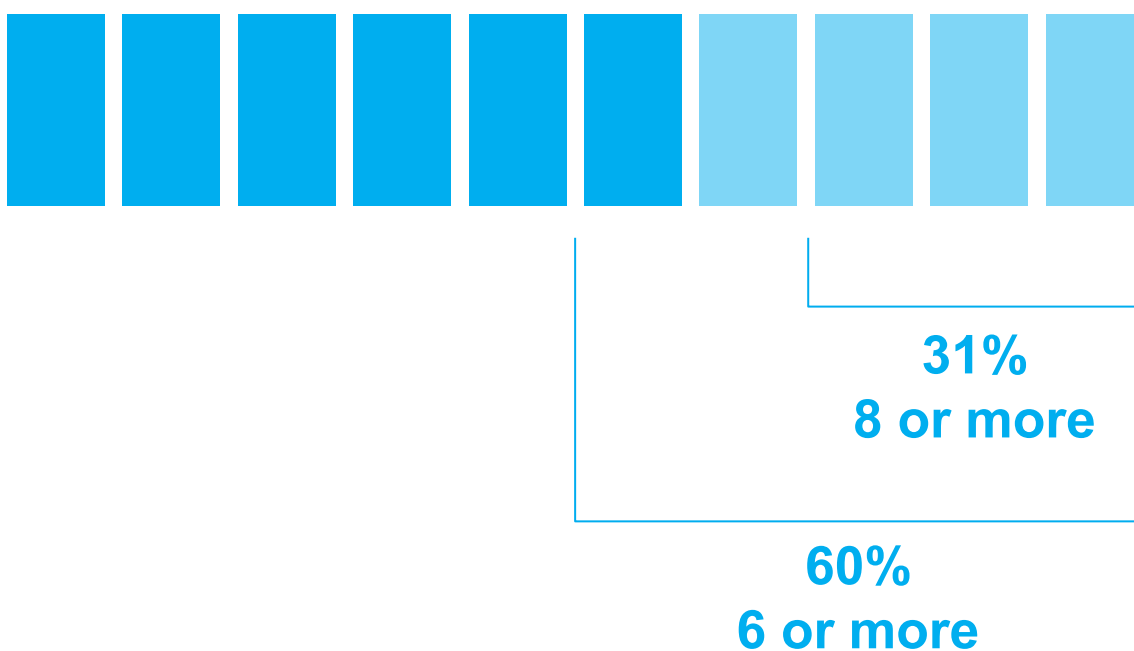
The respondents were asked to rate how well the high-impact ads are integrated into the content of the article. On a scale of 1 – 10, 60% of the participants evaluated the integration with 6 or more points. 31% even rated with 8 or higher. This suggests that high-impact ads are perceived to blend in well with the content and do not disturb the user experience. This increases the users' ad acceptance. This is especially important in the context of mobile advertising and indicates that publishers and advertisers benefit from using high-impact ad formats.



**60% SAY THAT
HIGH-IMPACT
ADS ARE WELL
INTEGRATED IN
CONTENT**

AD INTEGRATION IN CONTENT

Ø 6

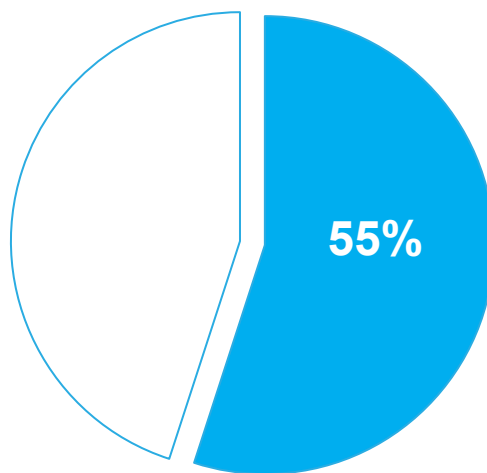


Base n=2,825

AD LIKEABILITY

In addition, the likeability of the ad formats was measured, showing that more than half of the respondents like high-impact ads. Especially the YOC Branded Takeover format exceeds this score. 67% of respondents state that they 'like' or 'like the ad very much'. Considering the fact that people often have a negative attitude towards advertising, it can be observed that high-impact formats leave a positive impression in consumers' minds. This also has a favorable effect on the advertised brand or product.

HIGH-IMPACT AD LIKEABILITY



Base n= 2,825

Top2Box: I like it very much/ I like it

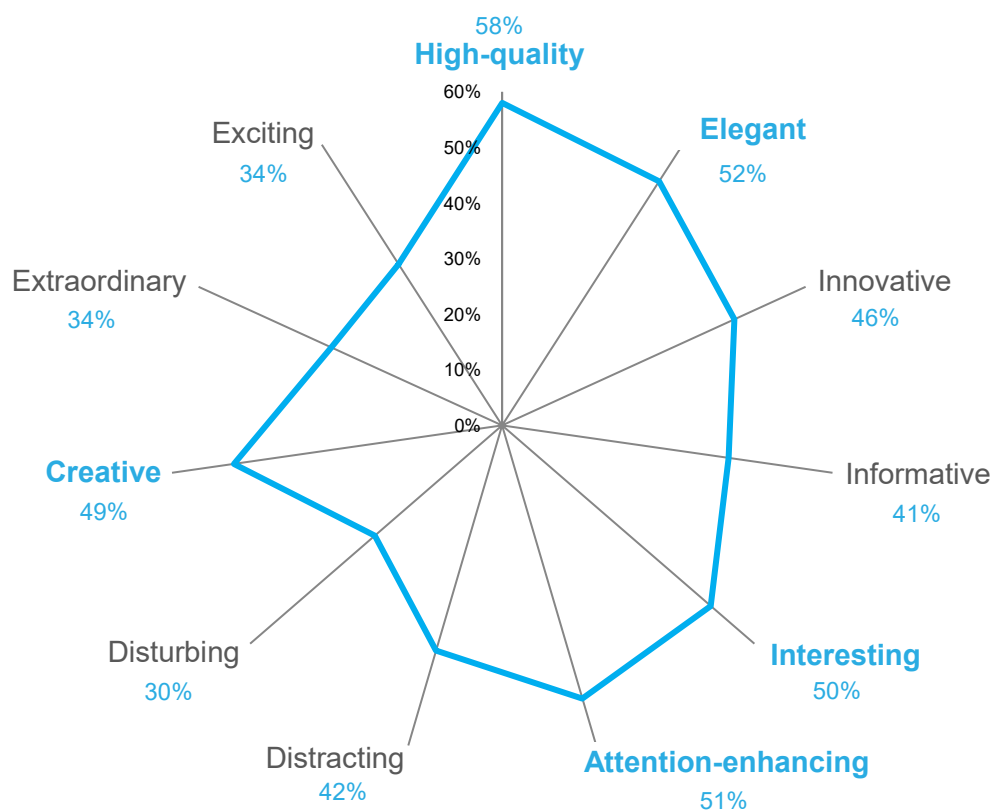


HIGH-QUALITY, ELEGANT AND ATTENTION ENHANCING

BRAND PRESENTATION

This favorable effect is also reflected in the participants' assessment of the brand presentation in the ad. The top five attributes they associated with the displayed brands were high-quality (58%), elegant (52%), attention-enhancing (51%), interesting (50%) and creative (49%). It can be derived that the use of high-impact formats has a more favorable than unfavorable influence on brand perception.

BRAND PRESENTATION



Base n=2,825

ATTENTION GRABBING, MEMORABLE AND INVENTIVE

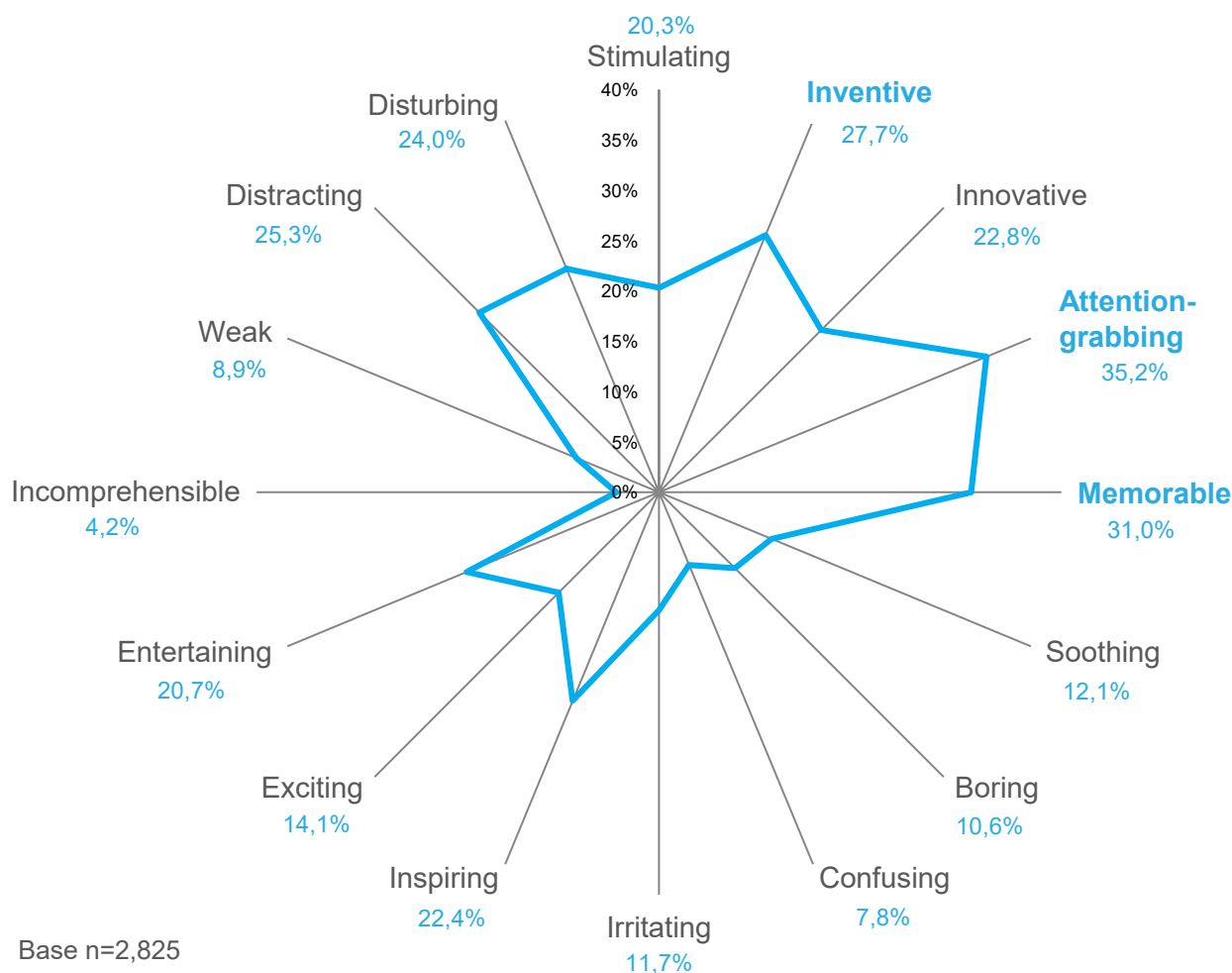
AD FORMAT ATTRIBUTES

Respondents also selected attributes that match their perception of the high-impact ad formats. Attention-grabbing (35%), memorable (31%) and inventive (28%) were the characteristics mostly related with the ad formats.

A quarter of all participants also stated that the ads are distracting which however aligns with the fact that they capture the users' attention.

Nonetheless, positive evaluations outweigh negative attributes significantly, which again confirms that high-impact ad formats leave an overall pleasant impression and are accepted by users.

HIGH-IMPACT AD FORMAT ATTRIBUTES





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