

THE INFLUENCE OF CONTEXT

PREMIUM CONTENT, USER EXPERIENCE & BEYOND

UK

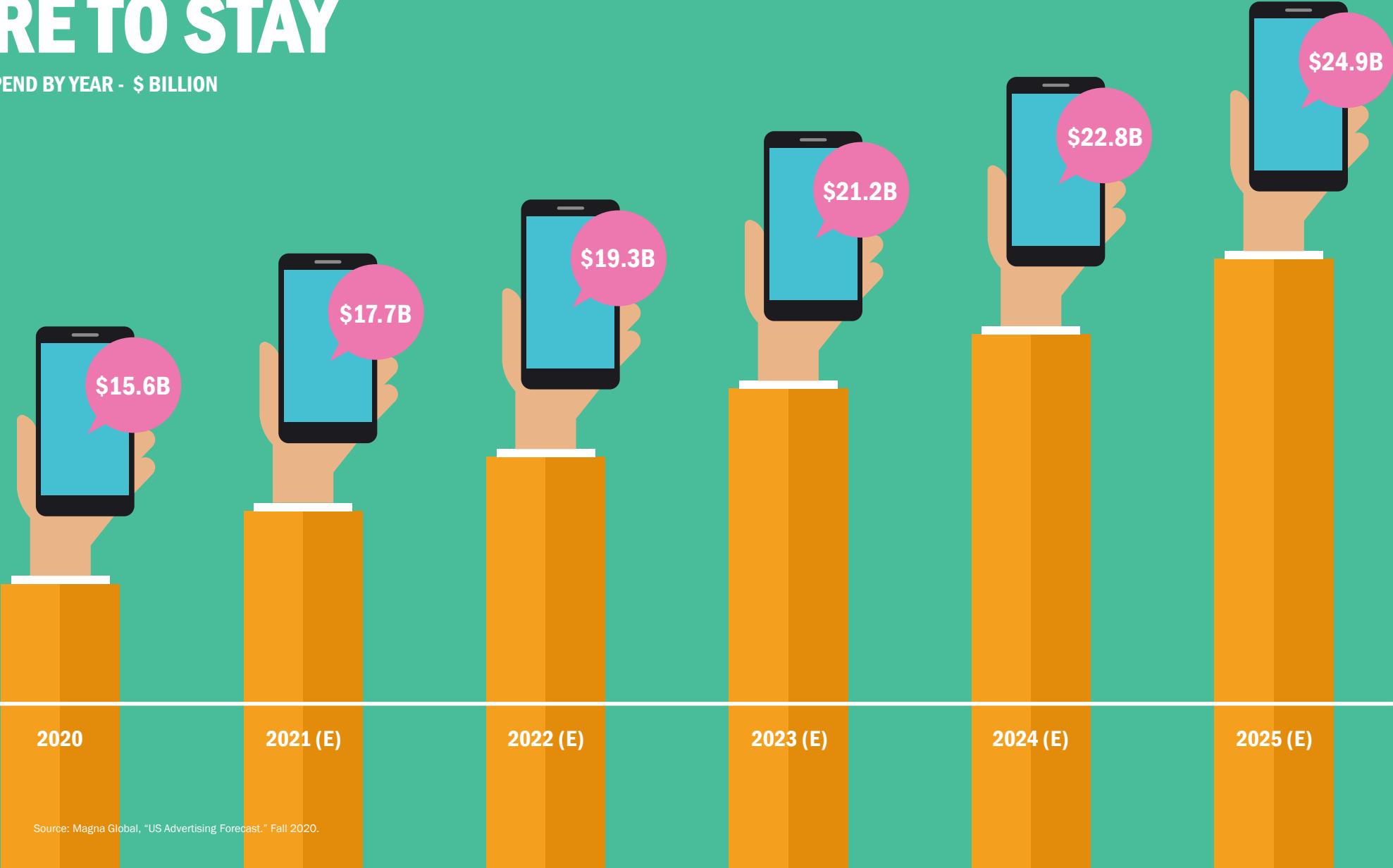
MAGNA

IPG MEDIA LAB



DIGITAL VIDEO IS HERE TO STAY

DIGITAL VIDEO AD SPEND BY YEAR - \$ BILLION



YEAR

2020

2021 (E)

2022 (E)

2023 (E)

2024 (E)

2025 (E)

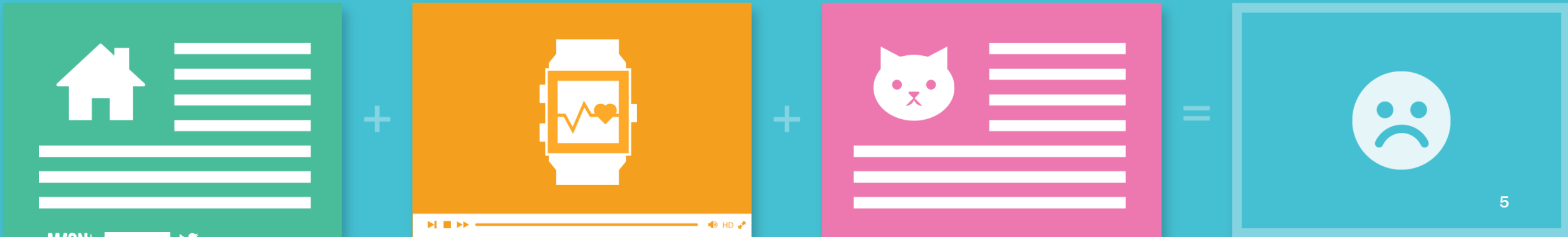
The background is a solid orange color. It is decorated with a pattern of rounded rectangles in various colors: red, pink, teal, and light blue. Each rectangle has a white play button icon (a triangle pointing right inside a circle) centered on it. The rectangles are arranged in a grid-like fashion, with some overlapping and others spaced out.

**BUT ADVERTISERS ARE
FACED WITH COUNTLESS
VIDEO OPTIONS**

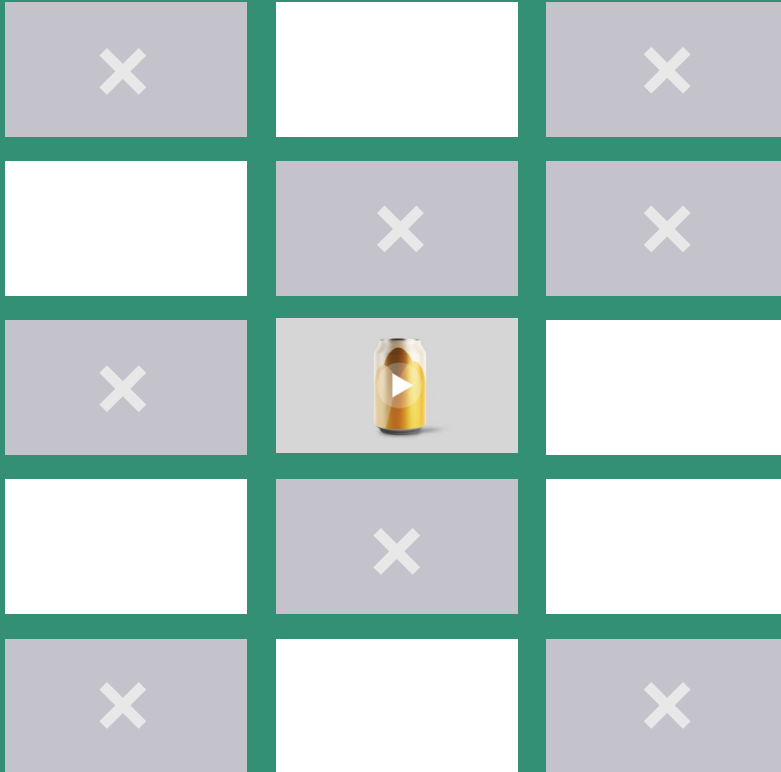
**WITH \$18B ON THE LINE
NEXT YEAR WE MUST
UNDERSTAND...**



THE ROLE OF CONTEXT IN VIDEO AD EFFECTIVENESS

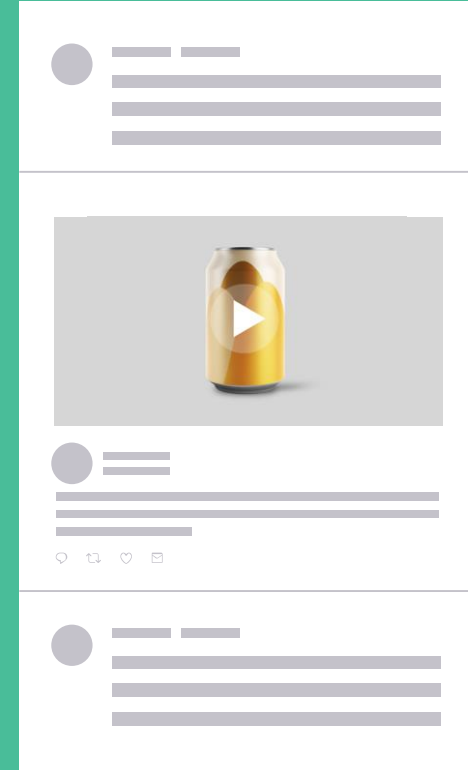


CONTEXT IS COMPLEX



CONTENT ADJACENCY

The content your video ad appears in front of.



VIDEO USER EXPERIENCE

The way the video is consumed. In a feed?
In a full-screen video player?

HOW WE DID IT

WHAT

Controlled testing of pre-roll video ads before various types of content across in-feed and non-feed environments. Unique control groups were used for each content type and environment. Impact on branding metrics compared.

3

Category Brands

9

Content Genres

50

Content Clips

3 CONTENT TYPES

Premium Content

Broadcast quality, brand safe verified content created by premium publishers

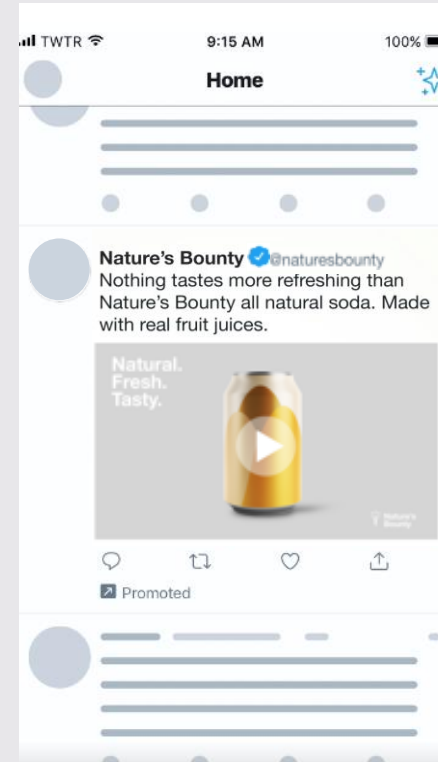
High Production User Generated Content

High quality content created by content creators/users

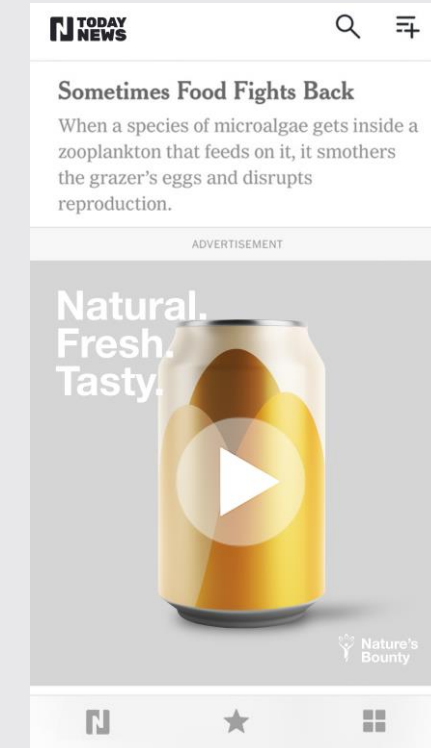
Low Production User Generated Content

Low quality content created by users

2 PLATFORMS



In-Feed On Twitter



Non-Feed On Video Aggregator

DATA COLLECTION

THE WHO

Recruited participants from a representative mobile panel.
Total n=3,591

GETTING TO KNOW THE USER

Initial demographics and screeners, along with media consumption habits.

NATURAL VIDEO EXPERIENCES

Participants were randomized into a test cell and driven to relevant platform to consume video content of their interest. Relevant behaviors were tracked.

THE RESPONSES

Post-exposure survey to measure impact on branding metrics.



THE CONTENT HALO

▶ ◻ ▶▶ ————— 🔊 HD ↗

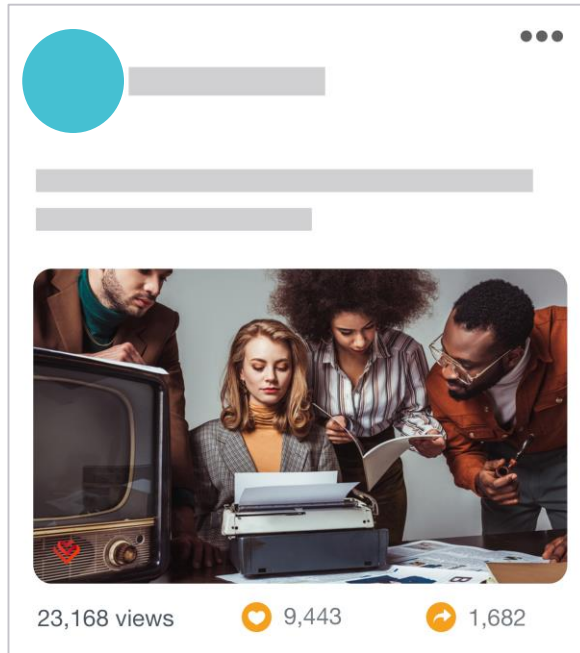
HIGH QUALITY

PREMIUM

UGC

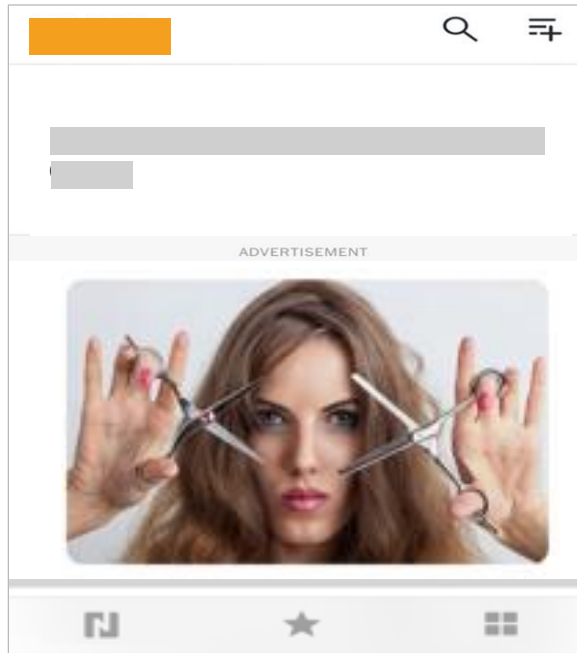


HOW DO DIFFERENT TYPES OF CONTENT PERFORM?



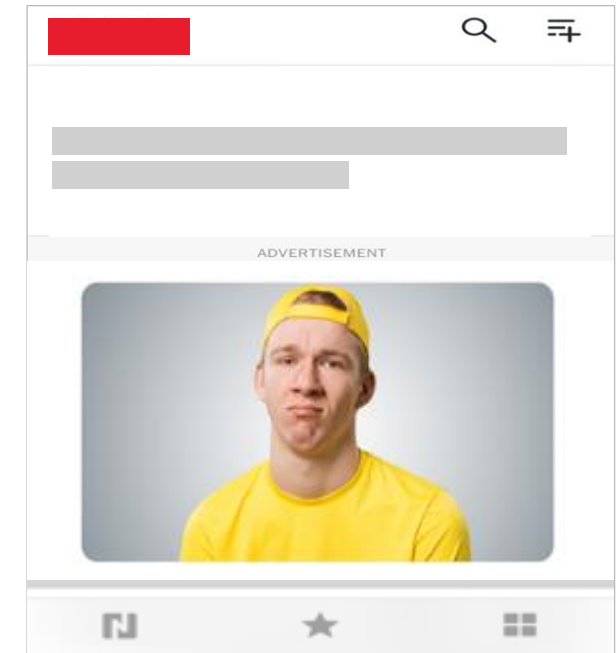
PREMIUM CONTENT

Broadcast quality content created by premium publishers



HIGH PRODUCTION UGC

High quality content created by verified content creators/users (high followers, high views, verified)



LOW PRODUCTION UGC

Low quality content created by users

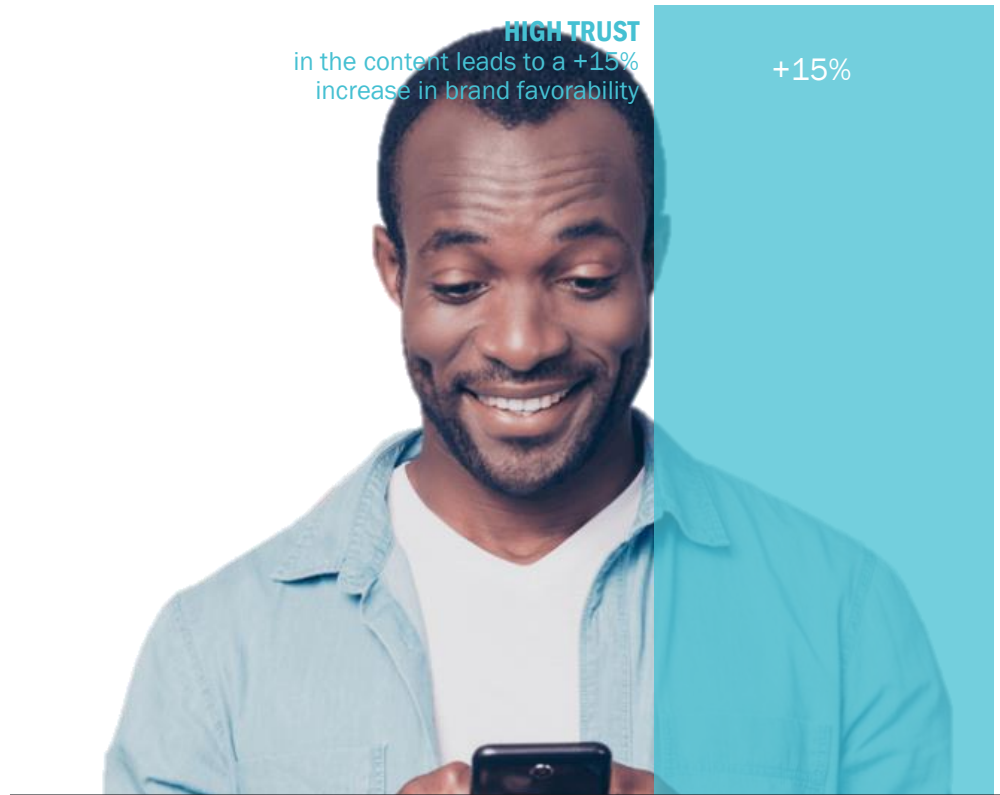
CONTENT MATTERS

How people feel about the content, in terms of trustworthiness, impacts how they feel about the brand.

IMPACT OF CONTENT PERCEPTIONS

Delta Due to High Content Perception
Based on Modelling

— Trustworthiness



BRAND FAVOURABILITY

CONTENT MATTERS

How people feel about the content, in terms of quality and trustworthiness, impacts how they feel about the brand.

IMPACT OF CONTENT PERCEPTIONS

Delta Due to High Content Perception
Based on Modelling

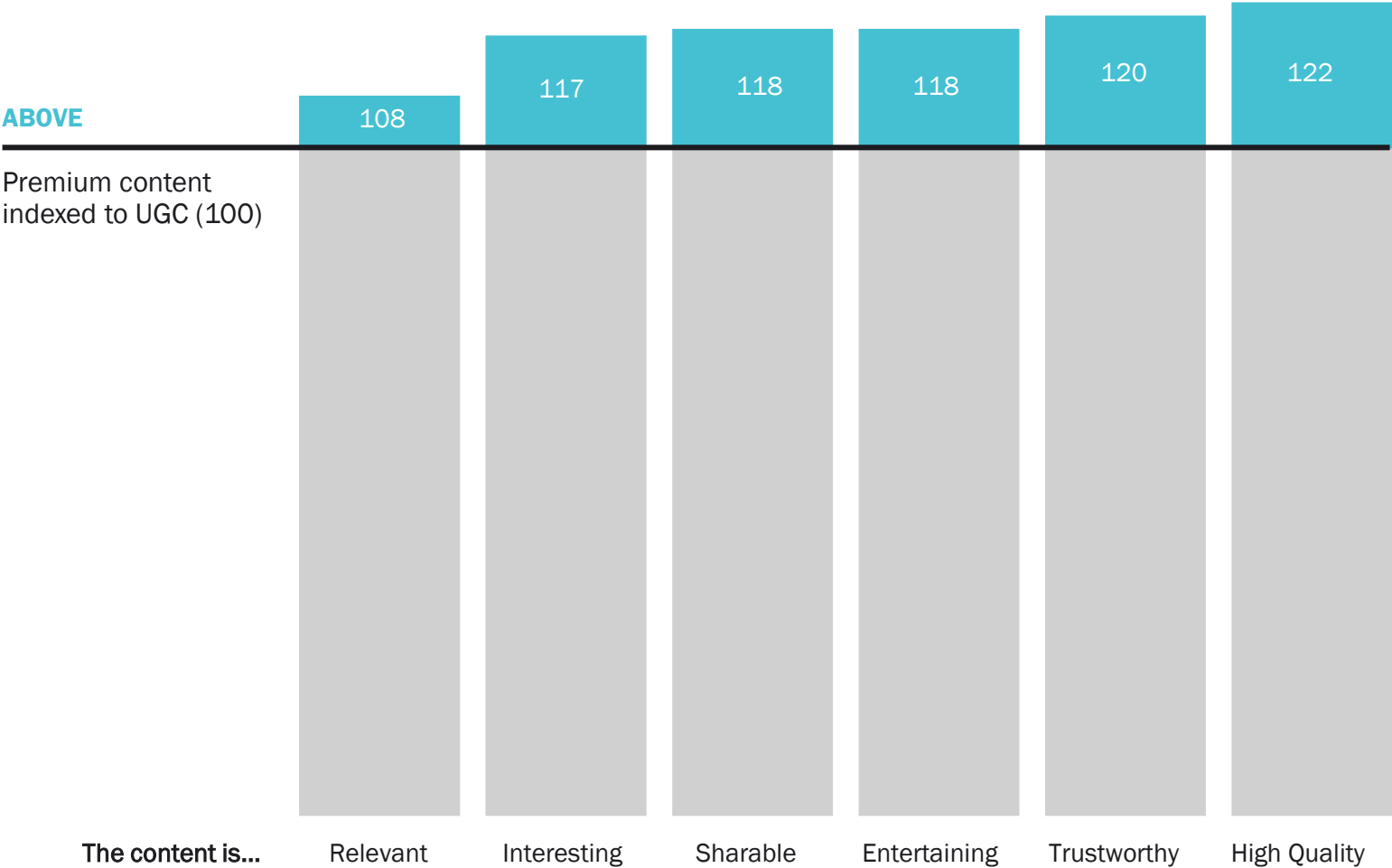
- High Quality
- Trustworthiness



PEOPLE SEE PREMIUM CONTENT DIFFERENTLY

Premium content is particularly interesting, higher quality and more trustworthy.

PERCEPTIONS OF CONTENT



POSITIVE OPINONS TRICKLE DOWN AND BRANDS BENEFIT

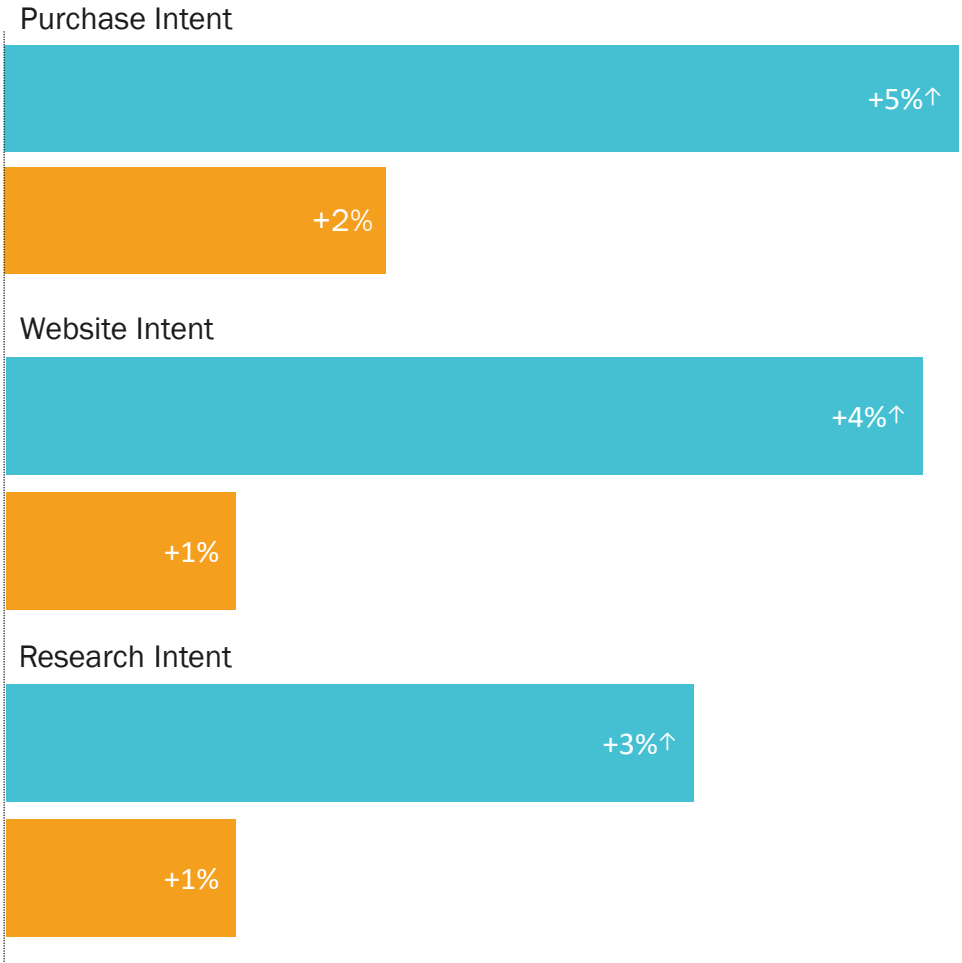
IMPACT ON BRAND METRICS

Deltas (Exposed – Control)

ADS IN _____.

Premium Content

User-Generated Content



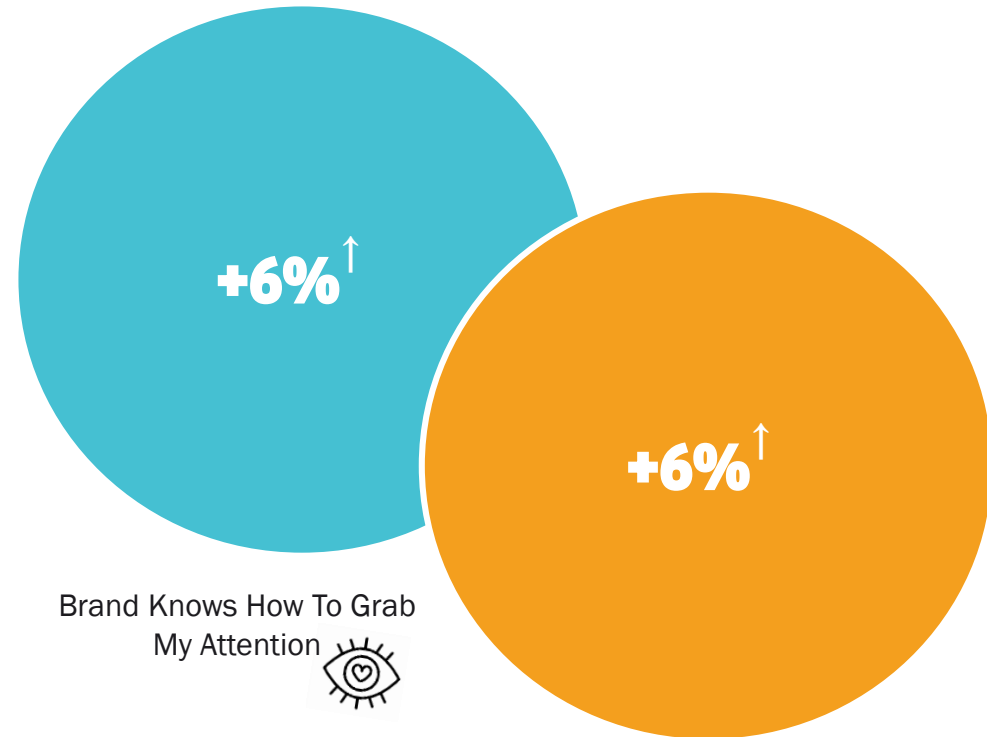
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WHEN SEEN AS HIGH QUALITY, BOTH EQUALLY GRAB ATTENTION

AD IMPACT BY PERCEIVED CONTENT QUALITY

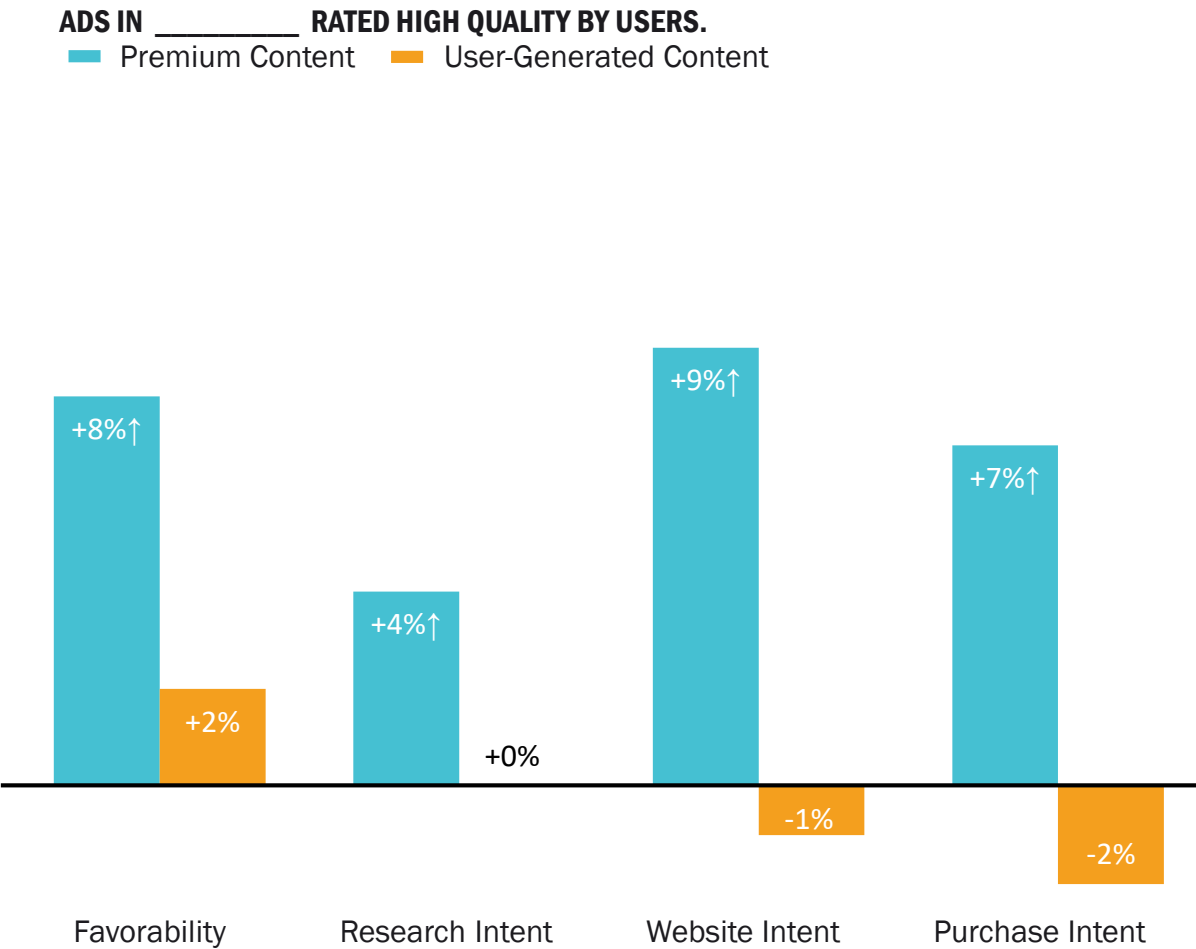
Deltas (Exposed – Control)

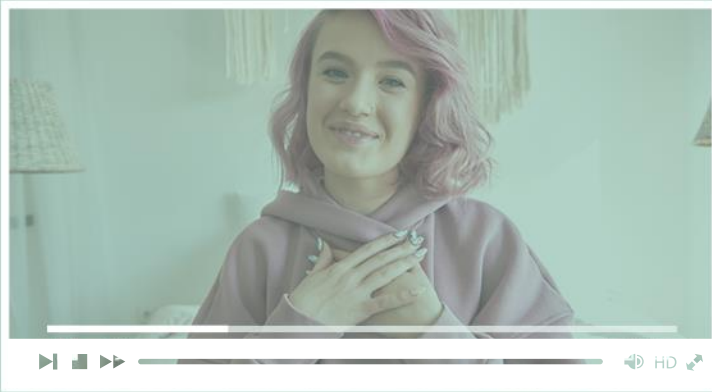
ADS IN _____ RATED HIGH QUALITY BY USERS.
Premium Content User-Generated Content



HIGH RATED PREMIUM > HIGH RATED UGC

AD IMPACT BY PERCEIVED CONTENT QUALITY
Deltas (Exposed – Control)





THE INS AND OUTS OF USER GENERATED CONTENT



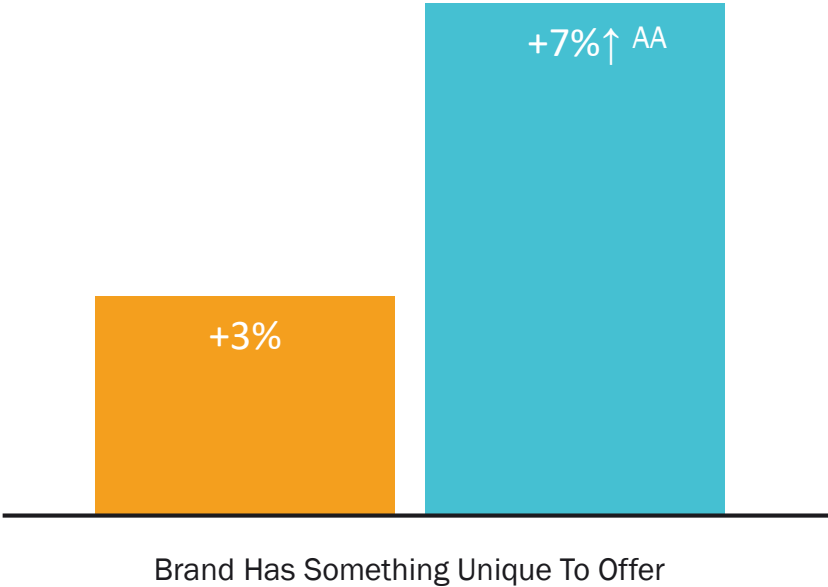
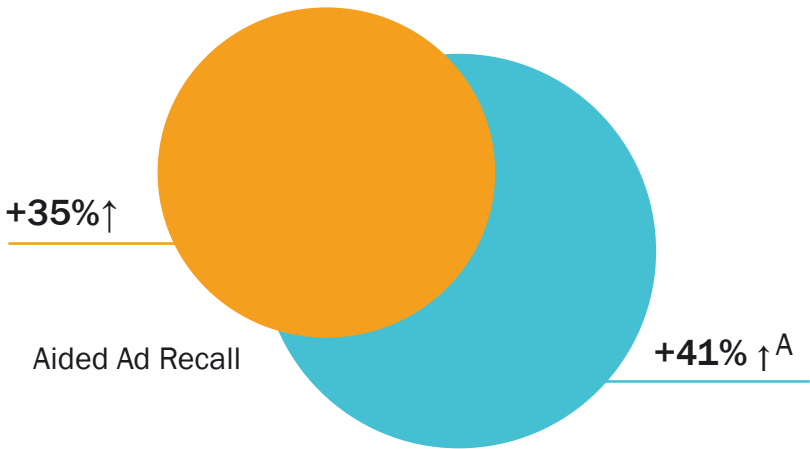
UGC CONTENT HAS BENEFITS

IMPACT ON BRAND METRICS

Deltas (Exposed – Control)

ADS IN _____.

■ Premium Content (A) ■ User-Generated Content (B)



BUT THERE IS A BIG DIFFERENCE BETWEEN HIGH PRODUCTION AND LOW PRODUCTION UGC

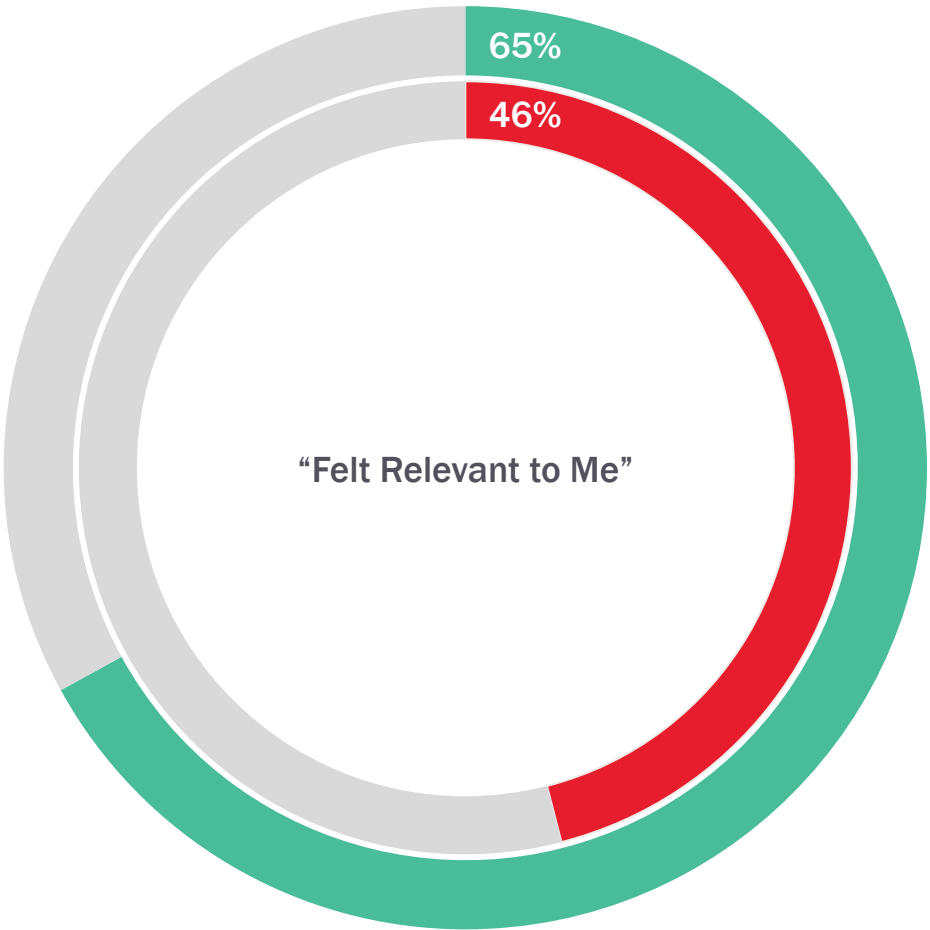
RELEVANCE OF USER CHOSEN CONTENT

% Agree

ADS IN _____.

High Production UGC

Low Production UGC



HIGH QUALITY UGC ALSO FEELS MORE RELEVANT THAN PREMIUM CONTENT

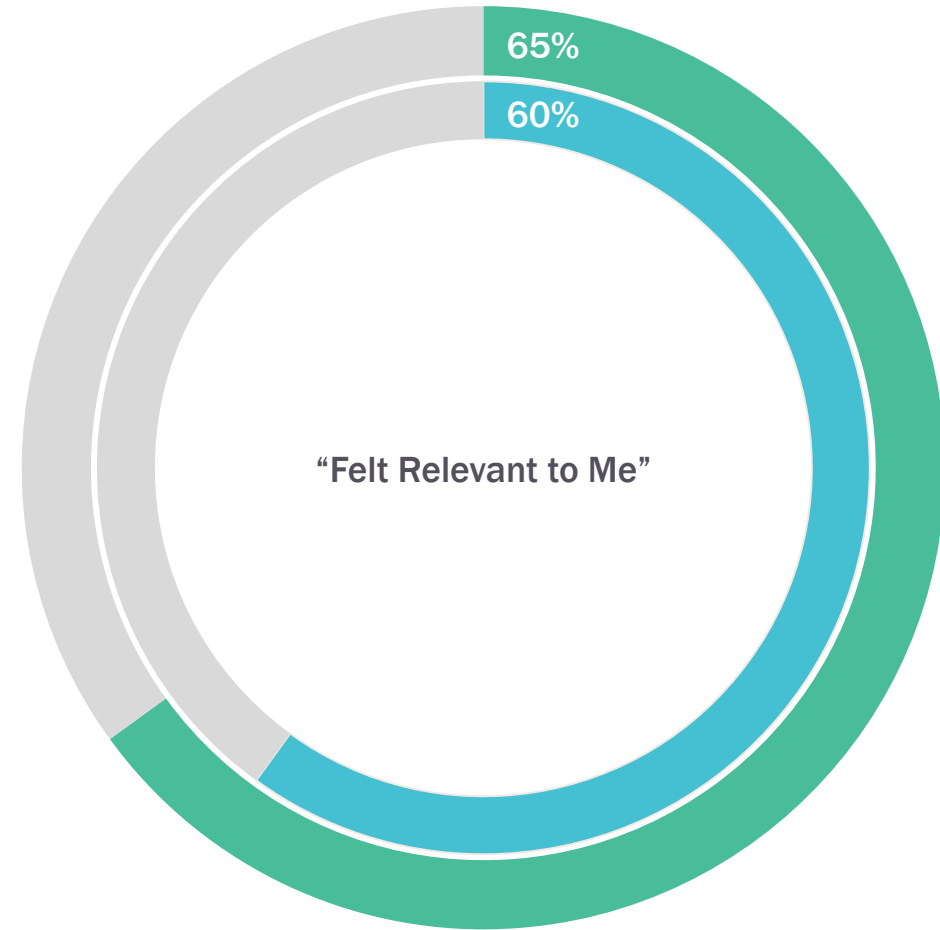
RELEVANCE OF USER CHOSEN CONTENT

% Agree

ADS IN _____.

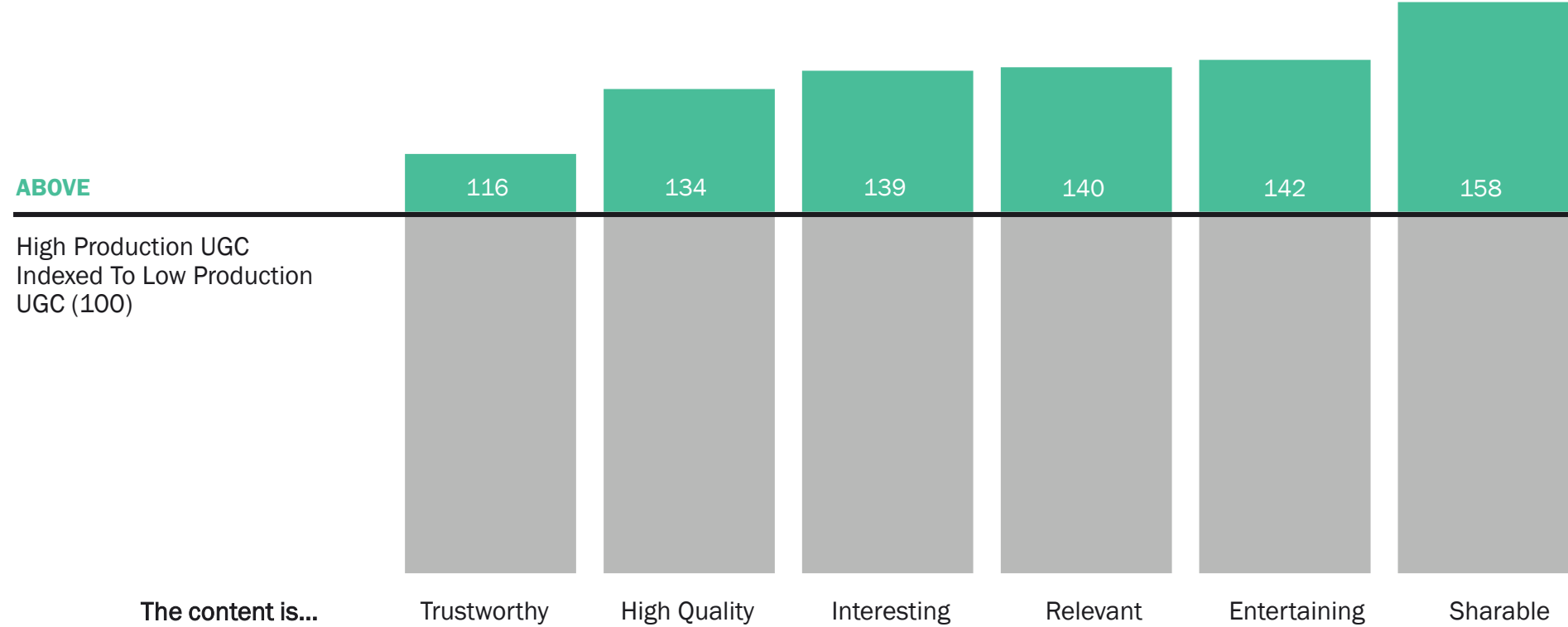
— High Production UGC

— Premium Content



HIGH PRODUCTION UGC IS SUPERIOR TO LOW PRODUCTION ACROSS THE BOARD

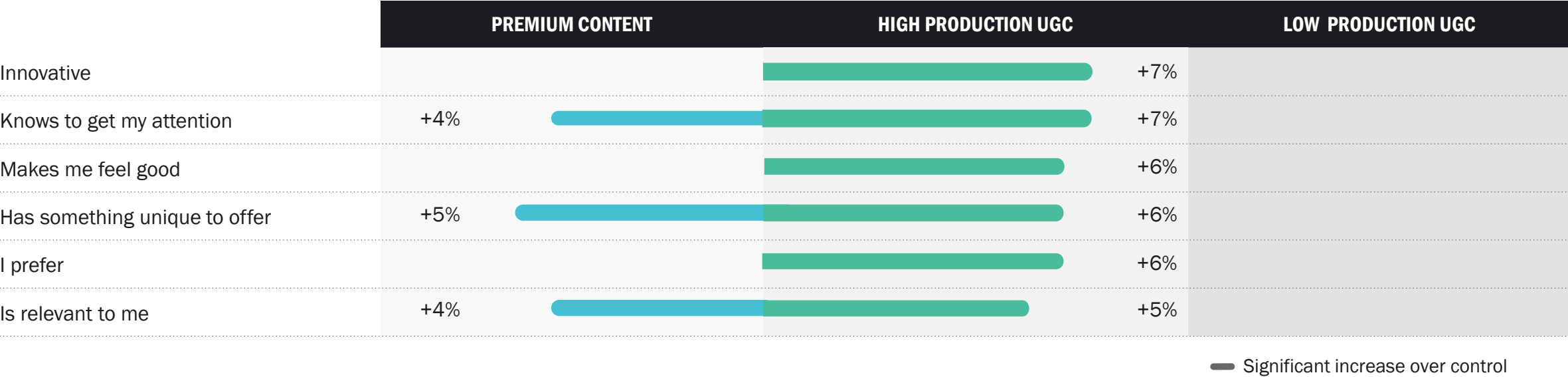
PERCEPTIONS OF USER CHOSEN CONTENT



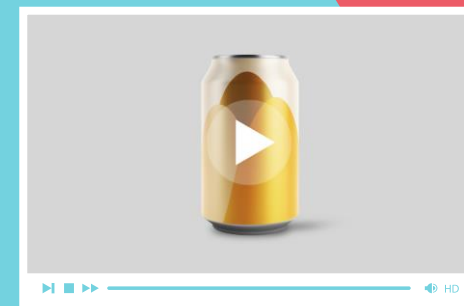
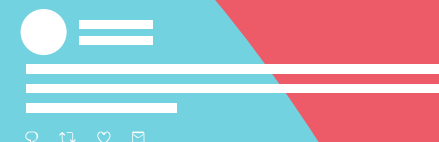
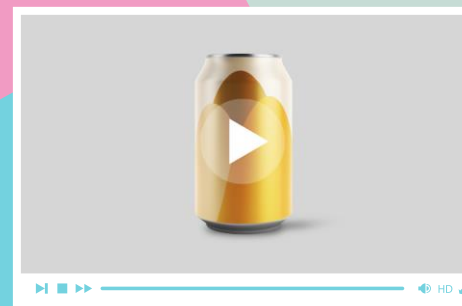
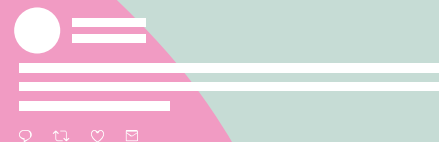
HIGH PRODUCTION UGC WORKS, BUT LOW PRODUCTION CAN STIFLE AD IMPACT

Both premium content and high production UGC drives positive brand perceptions, but lack of impact when appearing in low production UGC.

IMPACT ON BRAND ATTRIBUTES



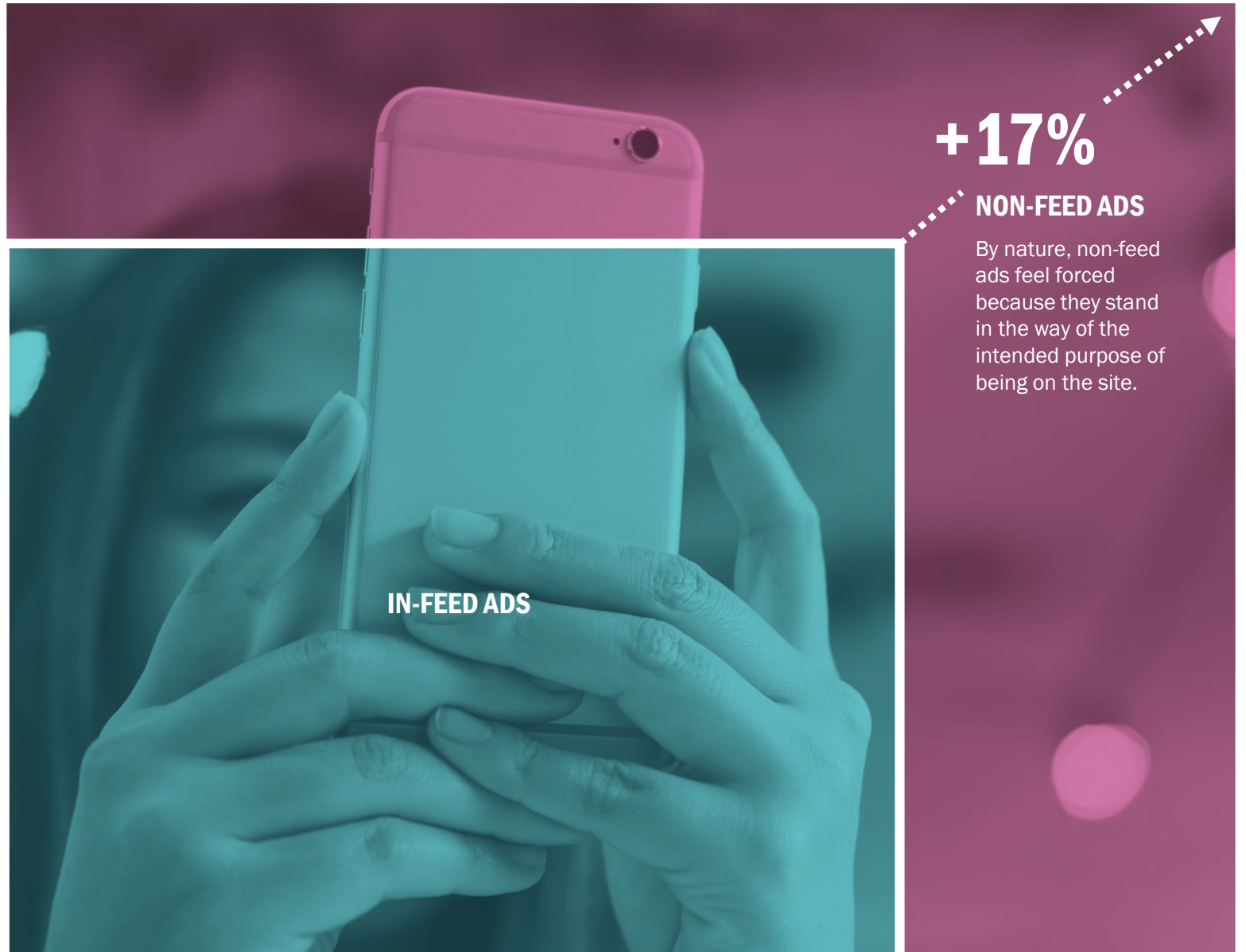
VALUE OF THE IN-FEED UX



CONSUMERS FEEL LESS FORCED TO WATCH IN-FEED ADS

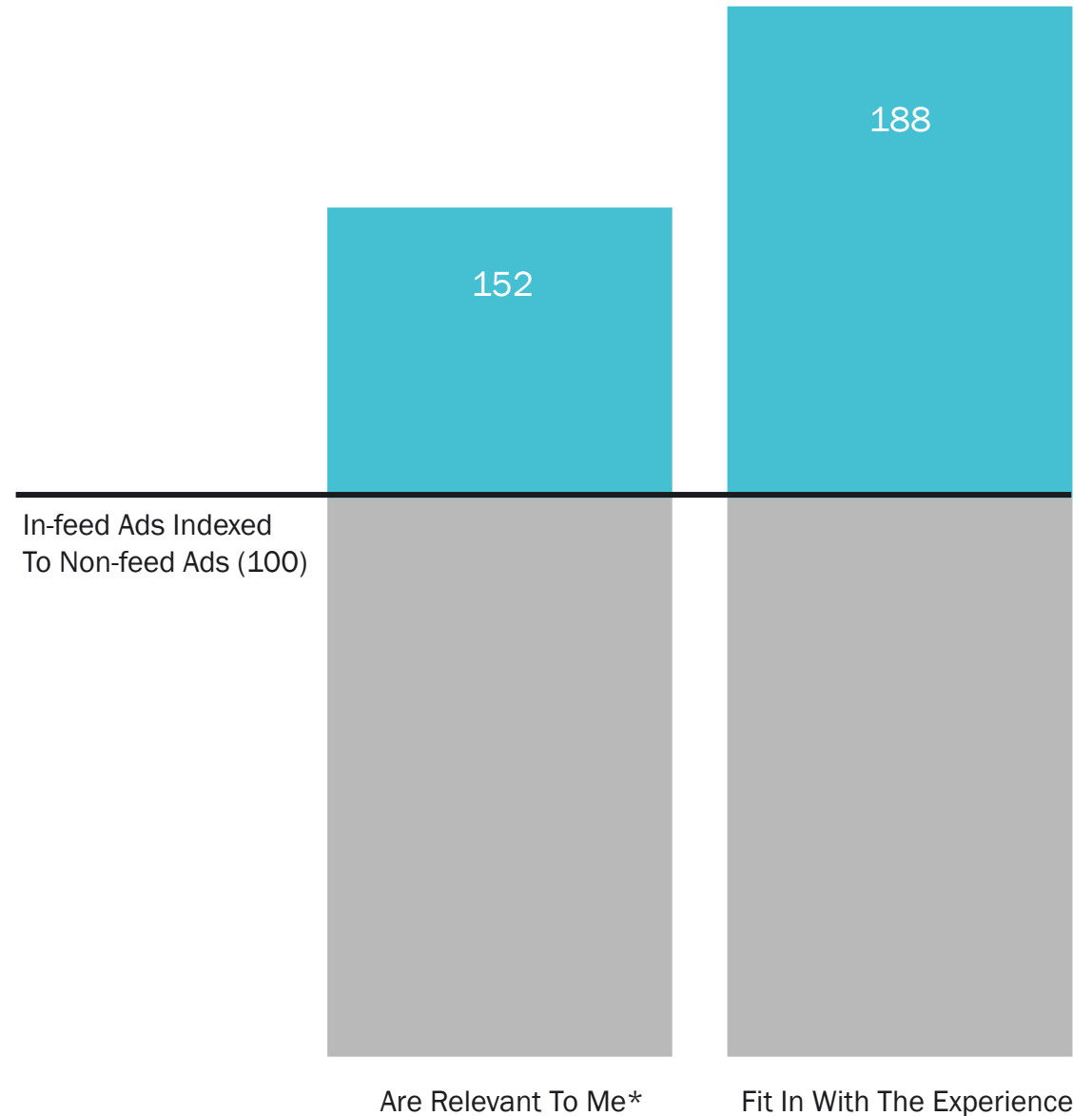
'I FELT FORCED TO WATCH THE AD'

Deltas (Non-feed – In-feed)



IN-FEED ADS FIT IN A PERSONALLY CURATED FEED – HENCE FEEL MORE RELEVANT

IN-FEED ADS...

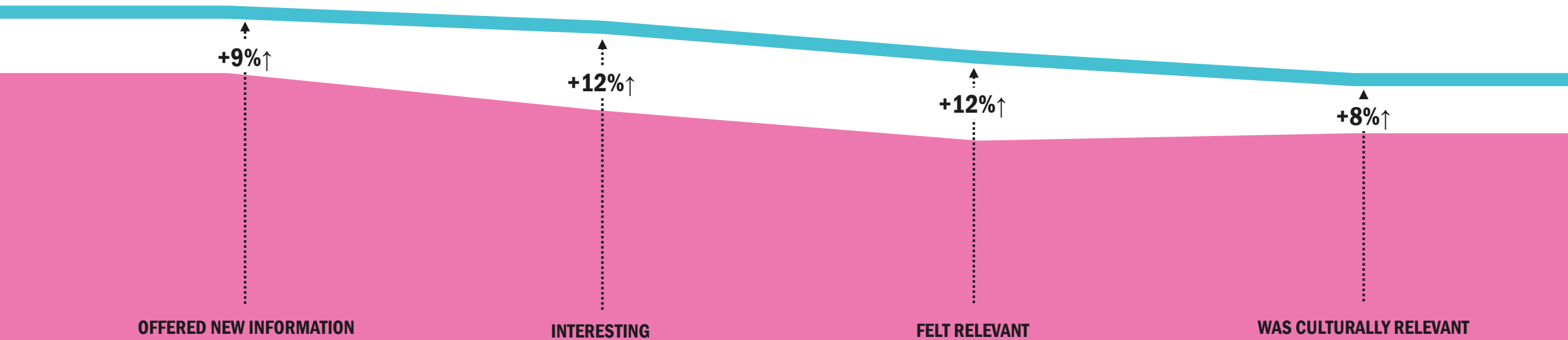


IN-FEED ADS THAT APPEAR BEFORE CONTENT REAP A HOST OF BENEFITS

IMPACT ON AD OPINIONS

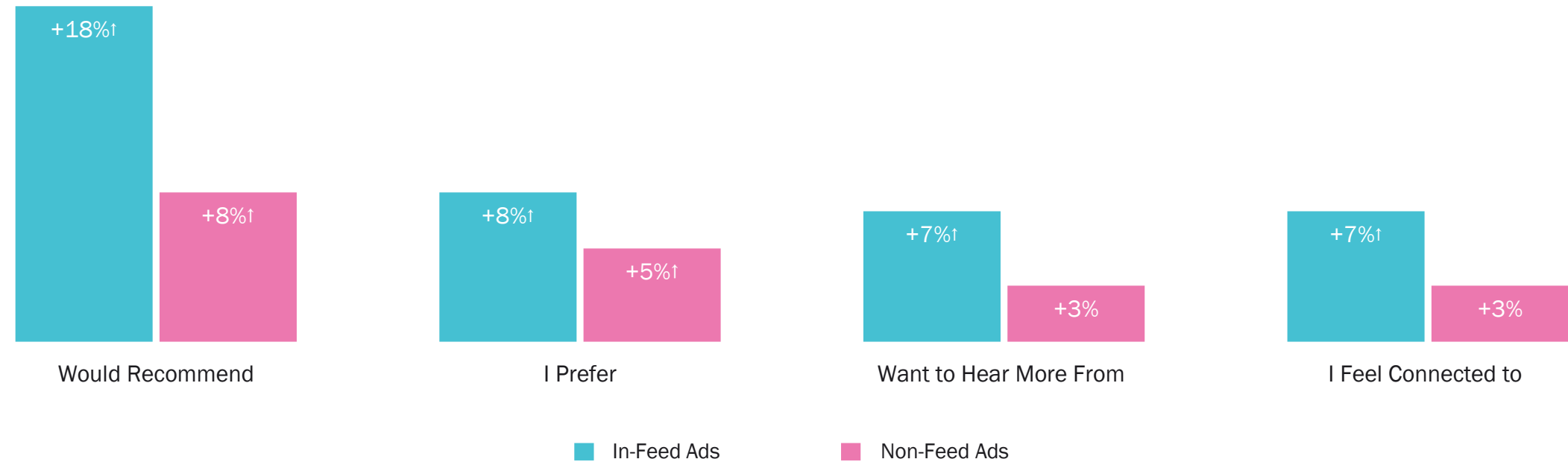
Deltas (In-Feed % – Non-Feed %)

In-Feed Ads Non-Feed Ads



BRANDS BENEFIT DIRECTLY. CURATED UX = POSITIVE BRAND OPINIONS

IMPACT ON BRAND ATTRIBUTES
Deltas (Exposed – Control)



All Twitter ads met their viewability standard and all other ads met MRC standard
†= significant difference between control and exposed ad at >=90% confidence
In-Feed (Twitter) Exposed n=287 Control n=297; Non-Feed (video aggregator) Exposed n=450 Control n=443
In-feed includes premium content, Non-feed includes premium content and high quality UGC



POSITIVE EFFECT FOR TRADITIONAL BRAND KPIS ON IN-FEED ADS

IMPACT ON BRAND METRICS

Deltas (Exposed – Control)

ADS SEEN IN _____ .

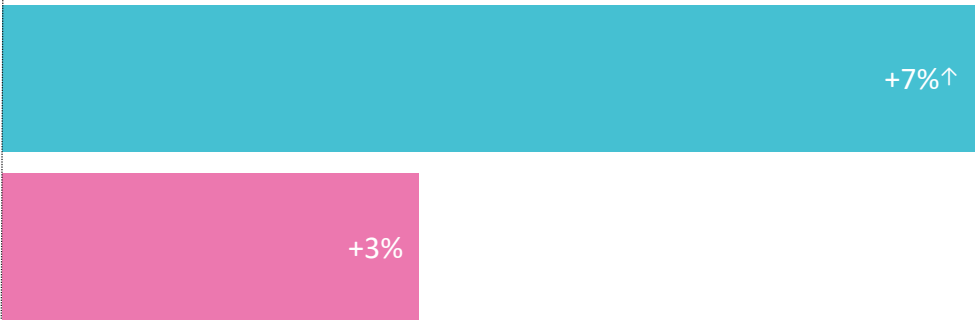
In-Feed Ads

Non-Feed Ads

Brand Favorability



Purchase Intent



All Twitter ads met their viewability standard and all other ads met MRC standard
↑= significant difference between control and exposed ad at >=90% confidence
In-Feed (Twitter) Exposed n=287 Control n=297; Non-Feed (video aggregator) Exposed n=450 Control n=443
In-feed includes premium content, Non-feed includes premium content and high quality UGC



IN-FEED ADS BEFORE PREMIUM CONTENT = DOLLARS SAVED

COST EFFICIENCY
PREMIUM ONLY

% Difference In Cost Per Person



VALUE OF THE NON-FEED UX

NON-FEED VIDEO IS INTENTIONAL VIEWING

POV ON PLATFORM UX

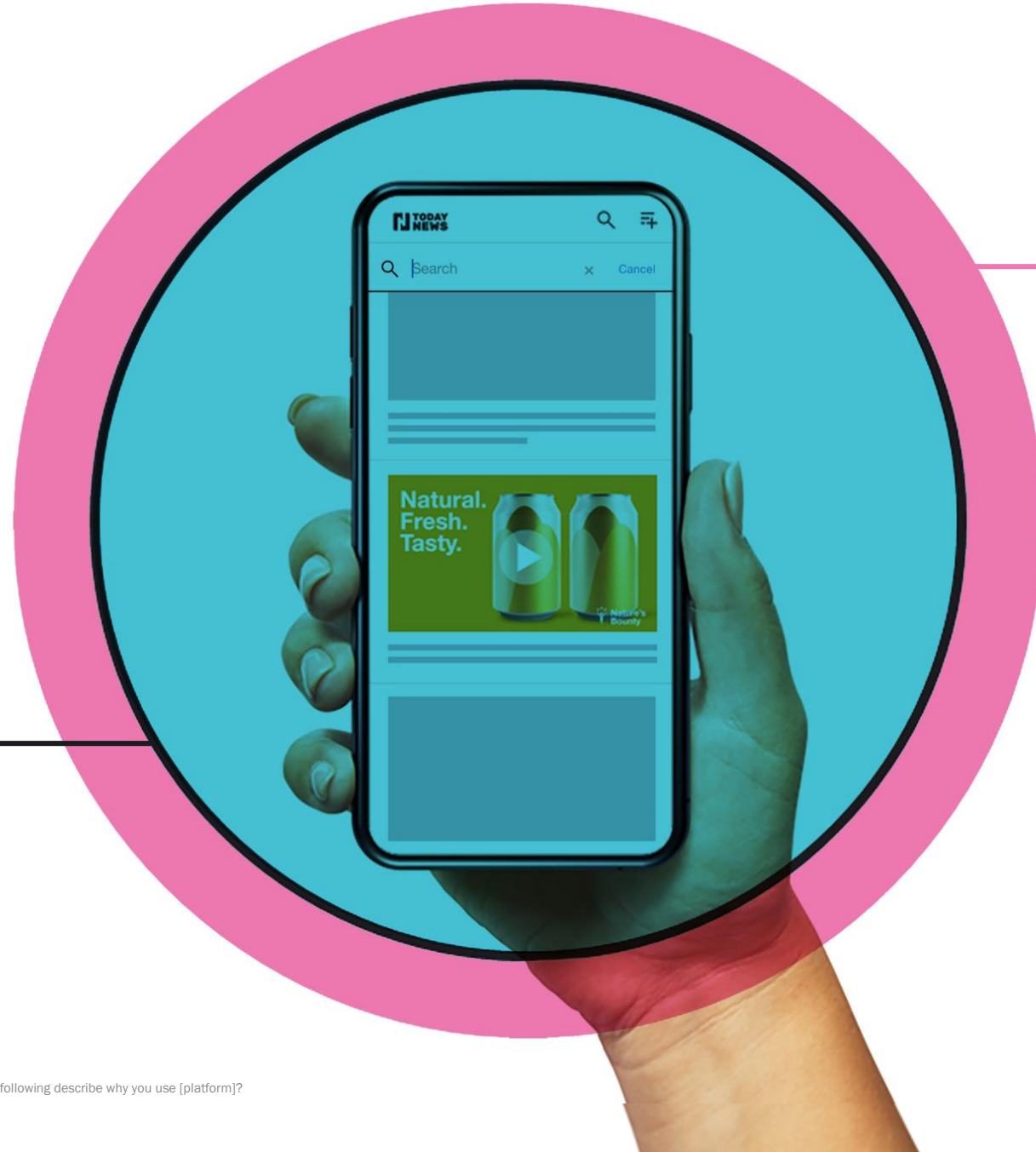
% Agree

**“TO LOOK UP
SOMETHING SPECIFIC”**

INDEXED

To In-feed Ads
(100)

NON-FEED ADS
178



PURPOSEFUL VIEWING REACHES A BROADER AUDIENCE

More people with a negative pre-existing opinion of the brand met the viewability standard.

VIEWABILITY AMONG THOSE WITH NEGATIVE PRE-EXISTING BRAND OPINION

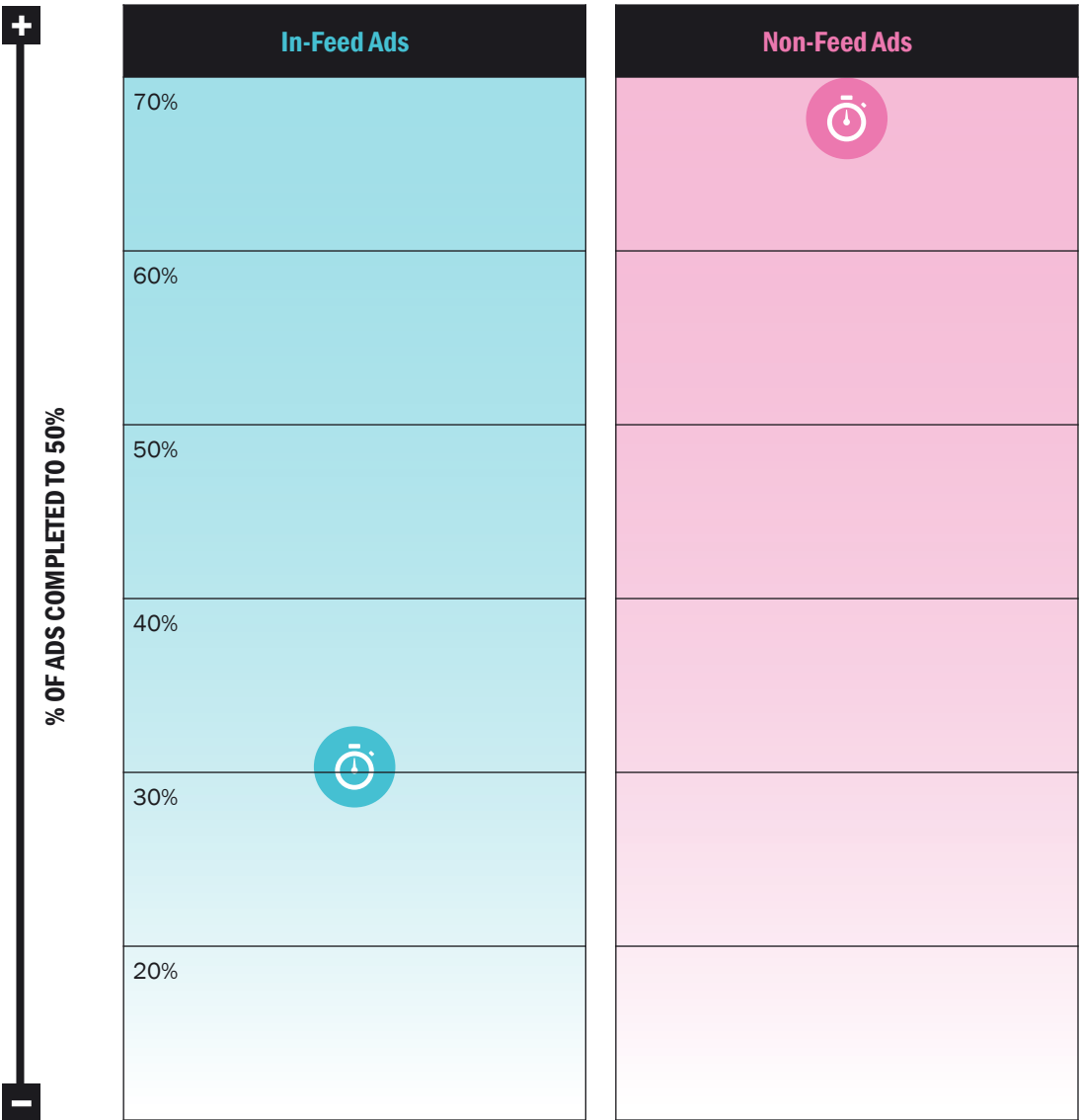
% of Ads 100% in View for +3 Seconds

99%
Non-Feed Ads

61%
In-Feed Ads

NON-FEED ADS YIELD MORE TIME WITH CONSUMERS

Likely because most people are on a non-feed platform to consume that piece of content.

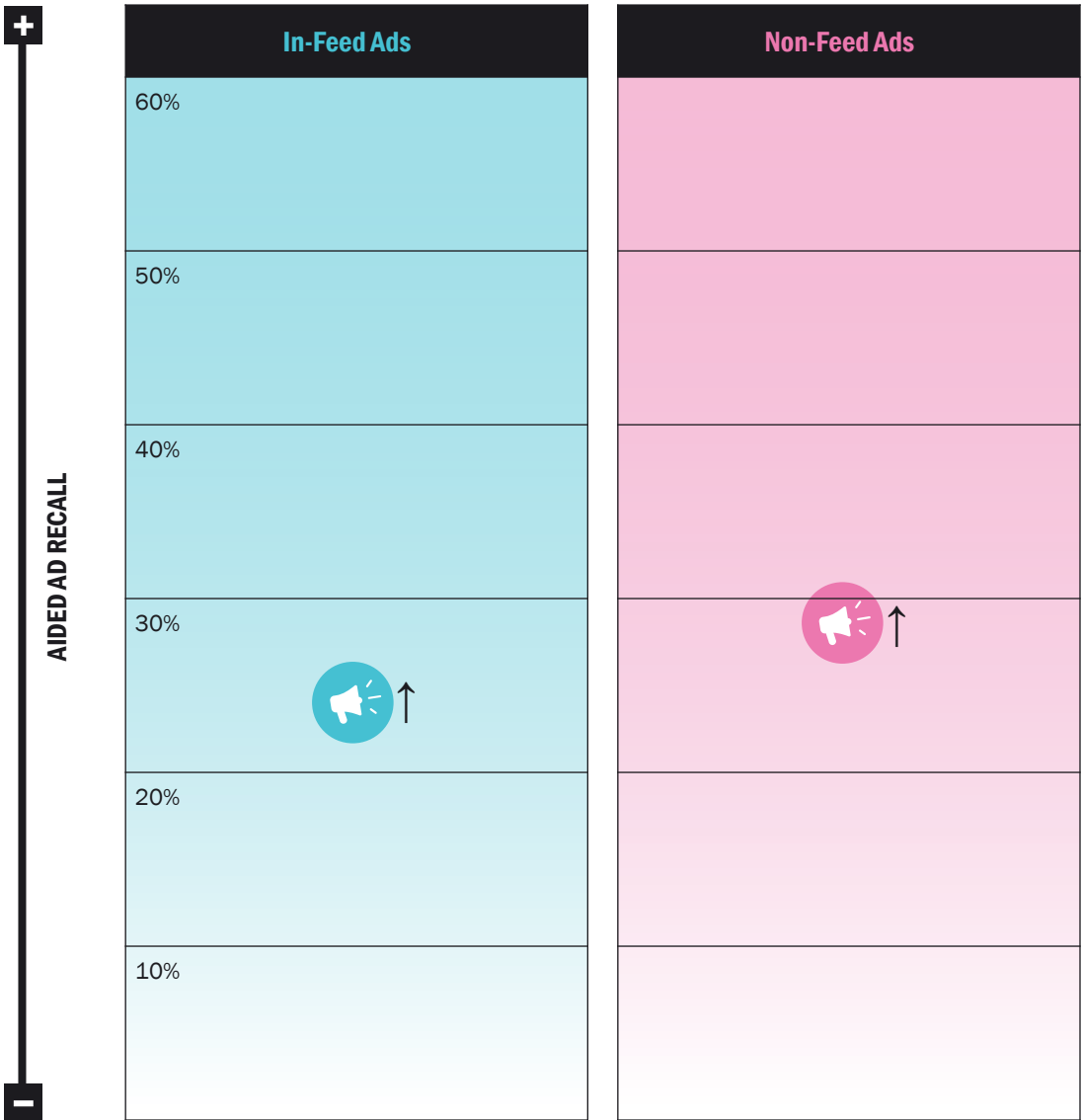


VIEW THIS REPORT ONLINE



(All Ads, Exposed + Control) In-Feed, n= 895; Non-Feed (video aggregator), n=1799
In-feed includes premium content, Non-feed includes premium content and high quality UGC

HIGHER
COMPLETION RATE
= HIGHER AD RECALL



(All Twitter ads met their viewability standard and all other ads met MRC standard
↑= significant difference between control and exposed ad at >=90% confidence
In-Feed (Twitter) Exposed n=311 Control n=368; Non-Feed (video Aggregator) Exposed n=450 Control n=448
Both in-feed and non-feed include premium content only

KEY LEARNINGS



CONTENT ADJACENCY

Quality content is worth a premium.

- Brands appearing within premium benefit from a halo effect.
- UGC ads work, particularly when they are high production.

Marketer To-Do: Take appropriate steps to ensure your ads are appearing in the right context.

VIDEO USER EXPERIENCE

Both in-feed and non-feed video have benefits.

- People don't feel forced to watch in-feed ads and brands benefit.
- Non-feed ads feel more forced, but they can help cast a wider audience net.

Marketer To-Do: Leverage in-feed video to take advantage of curated feed and an opt-in ad experience.