

Does *Every Second* Count?

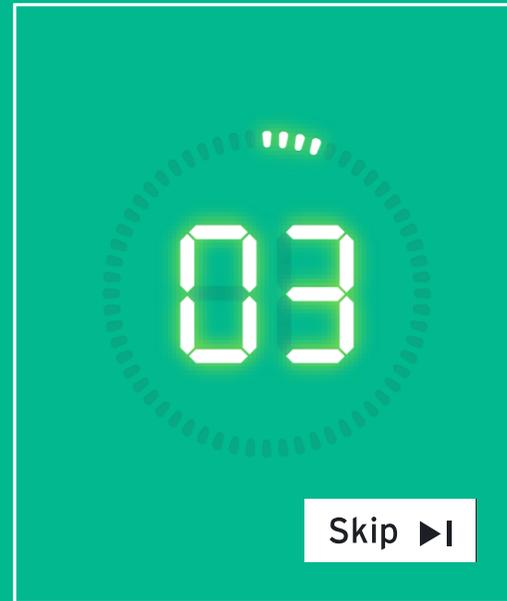
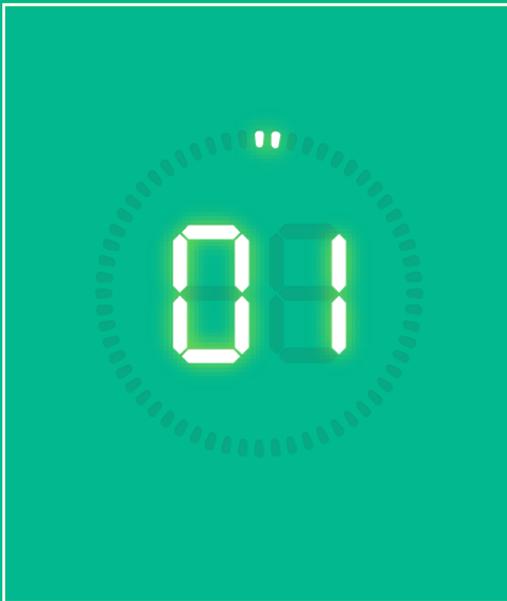
PLANNING AD LENGTHS
ACROSS PLATFORMS

M/GNA

IPG MEDIA LAB



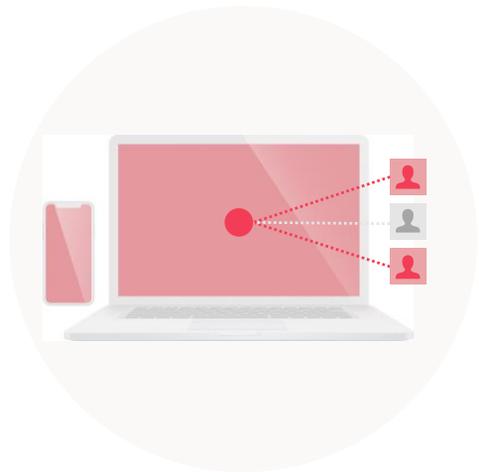
Marketers understand multiple ad lengths are required to align with the way video is viewed



But are they equally effective?



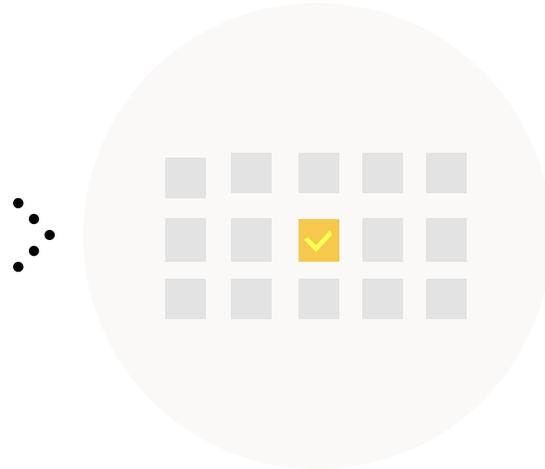
Experimental Design



Recruited Participants

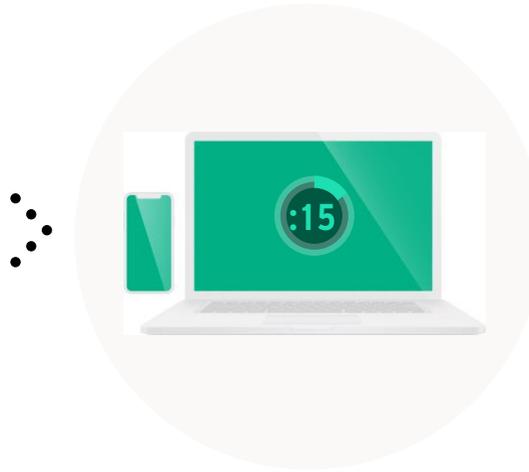
Recruitment from representative online panel across mobile and PC

Total n=7,772



Randomization

Participants were randomly assigned to a platform/ad length and then screened (if needed) to ensure regular usage



Media Experience

Participants visited testing environment, where they watched video content as they typically would. Test or control ads served based on randomization



Brand Lift

Final survey to measure traditional branding metrics

Video Ad Lengths

:15 Second
:06 Second (Cut-Down)
:06 Second (Custom Created)

Devices

Mobile
Desktop/Laptop

Platforms

Snapchat
Video Aggregator
Full Episode Player (FEP)

Target Audiences of Participating Brands

Ages 16-49
Females, Ages 25+
Adults Ages 25-54
Parents

Tested Scenarios

Realistic Media Experiences

SNAPCHAT

Mobile Snapchat app



1 Mid-Roll Ad

10 seconds into the content



:06 – Custom Ads
:06 – Cut-down (from 15s) Ads



:15 Custom Ads –
Skippable (after 6s)



05 : 00

Average content length

VIDEO AGGREGATOR

Mobile + desktop popular video sharing platform



2 Pre-Roll Ads

Prior to the content



:06 – Custom Ads
:06 – Cut-down (from 15s) Ads



:15 Custom Ads –
Skippable (after 6s)



05 : 00

Average content length

FULL EPISODE PLAYER

Mobile + desktop video platform with TV content



1 Test Ad + 8 Mid-Roll Ads in 3 Ad Pods

1 test ad in the first ad pod



:06 – Custom Ads



:15 Custom Ads –
Non-Skippable



20 : 00

Average content length

Brands *Tested*





Video ad lengths

HEAD TO HEAD

M/GNA

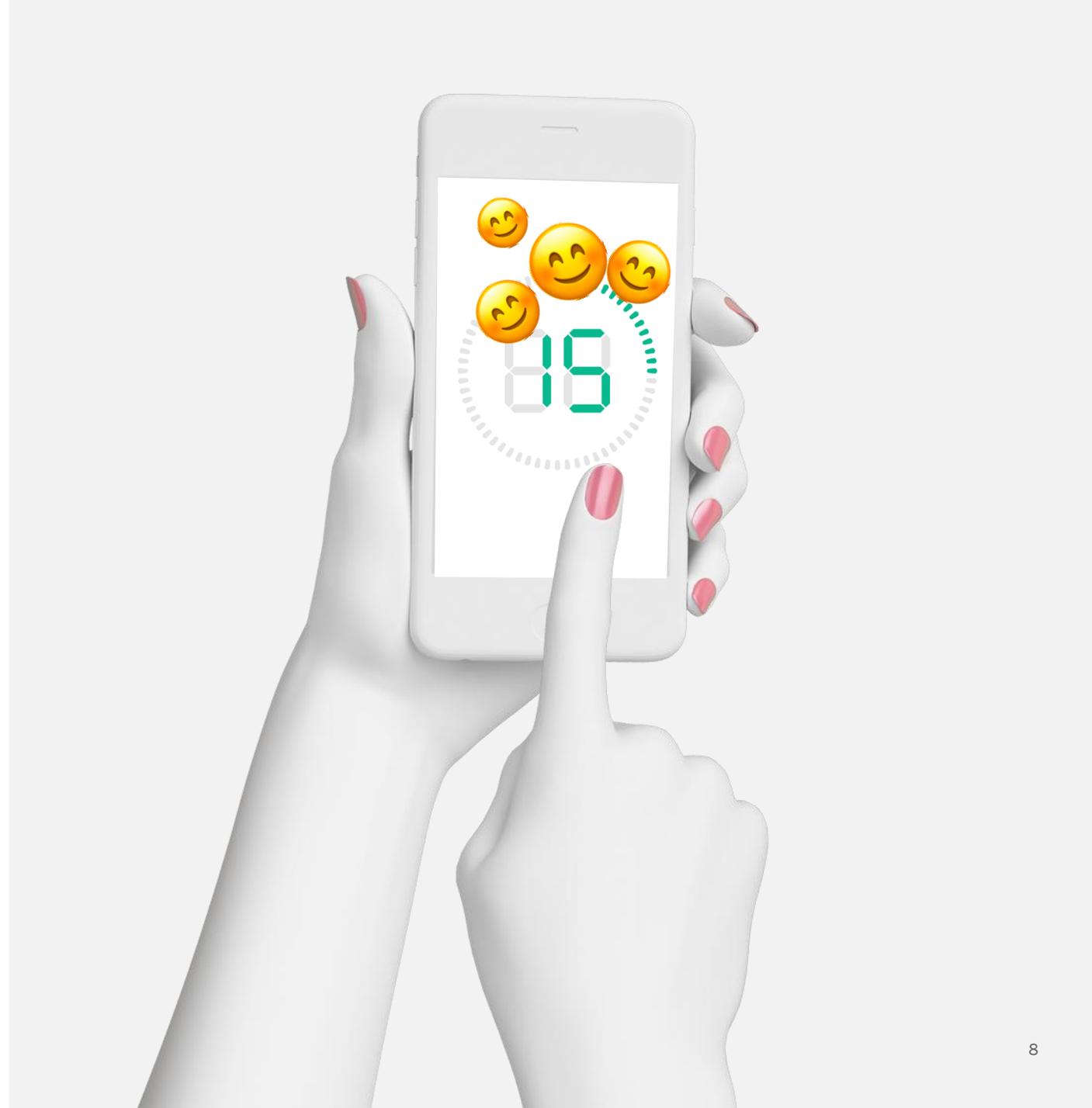
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What we know from the early days of short ads

OUR 2015 RESEARCH* ON AD LENGTHS ACROSS MOBILE & PC SHOWED:

- 1** :05 second ads effectively broke through and built awareness. Longer ads even more so
- 2** Only :15 and :30 second ads were effective at driving brand favorability and purchase intent
- 3** :15 second ads were the sweet spot of ad effectiveness



Today we know ad length alone is not a predictor of ad efficacy

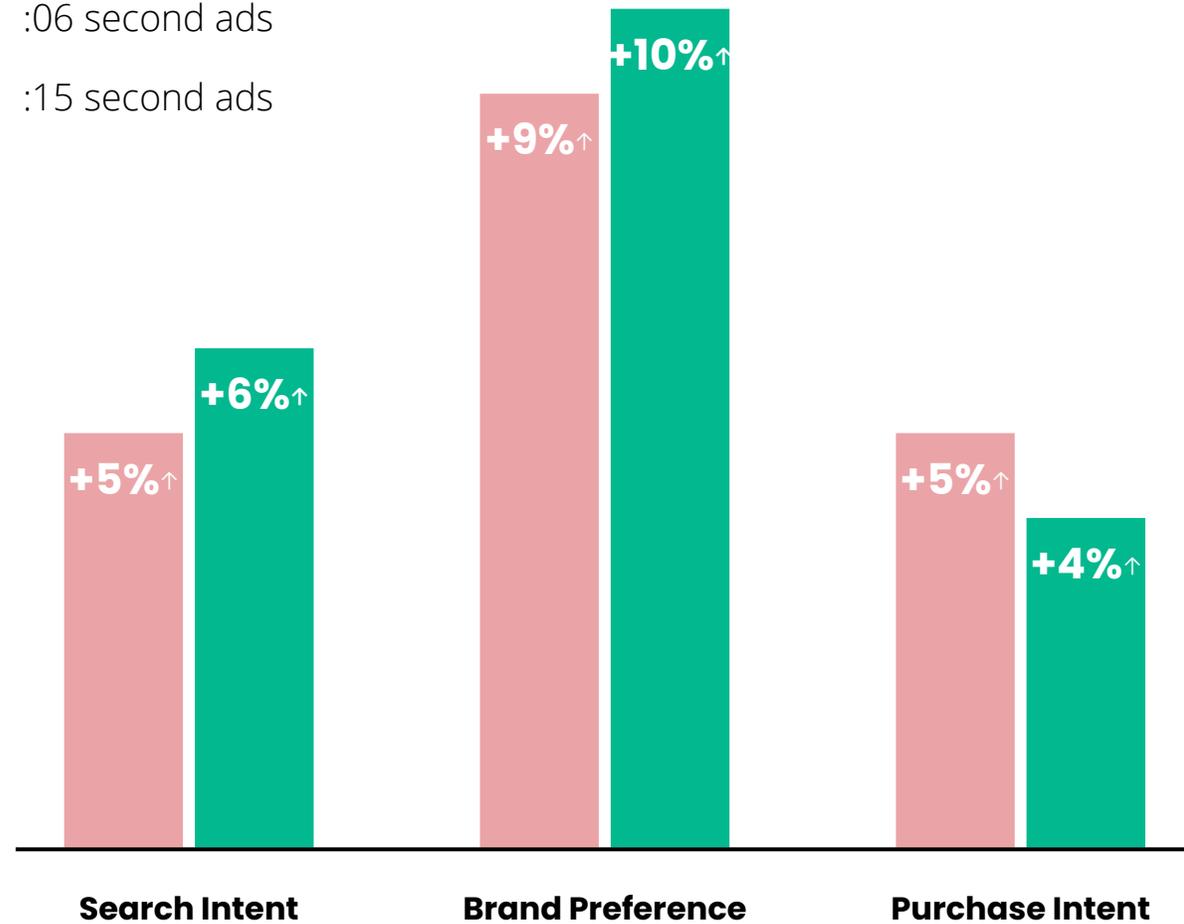
:06 ads can be just as
persuasive as :15 ads

IMPACT BY AD LENGTH

Delta (Exposed - Control)

● :06 second ads

● :15 second ads



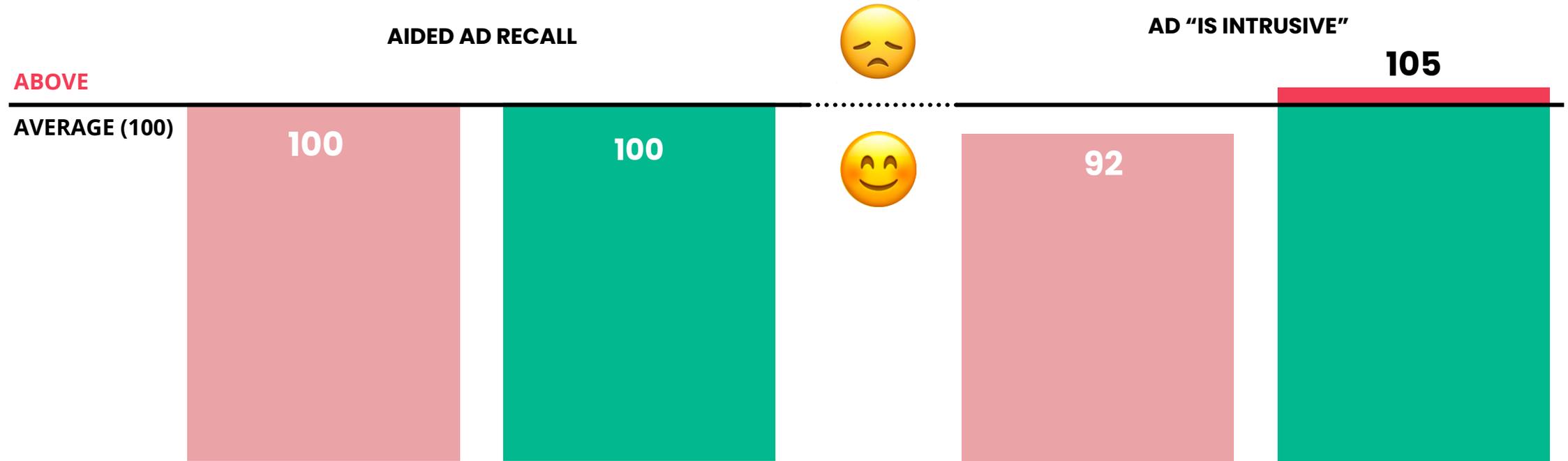
All Brands (All Platforms): :06 Control n=1,649, :06 Test (Custom Only) n=1,638; :15 Control=1,658, :15 Test n=1,663
↑= significant difference between control and test at >=90% confidence

In fact, :06 ads generate equal awareness, but :15 ads run the risk of feeling intrusive

IMPACT BY AD LENGTH

Indexed to Average (100)

● :06 second ads ● :15 second ads



Ads generally work harder on mobile

IMPACT BY DEVICE

Device Image = Significant Impact on Brand Metric on that Device

Unaided Ad Recall (First Mention)

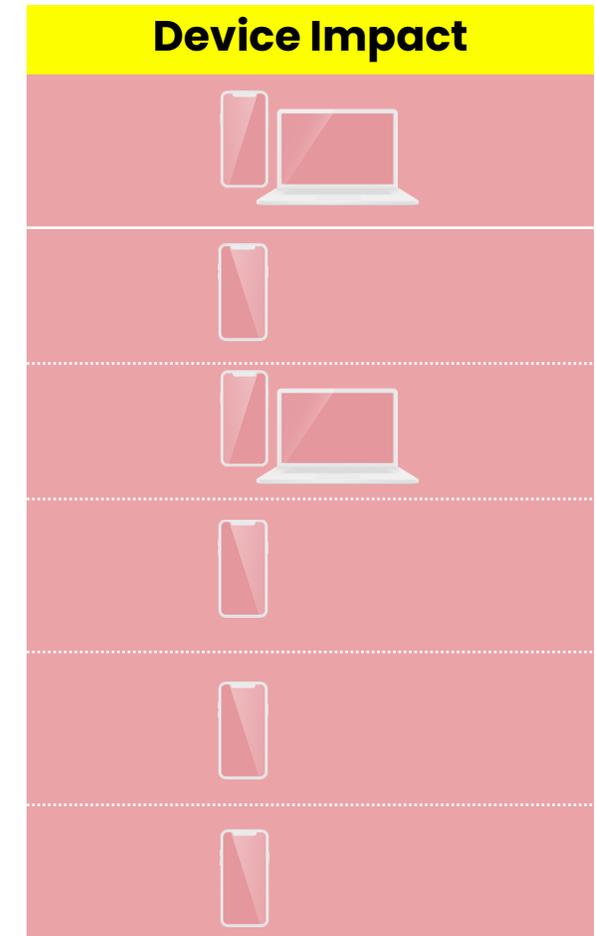
Brand Favorability

Brand Preference

Search Intent

Purchase Intent

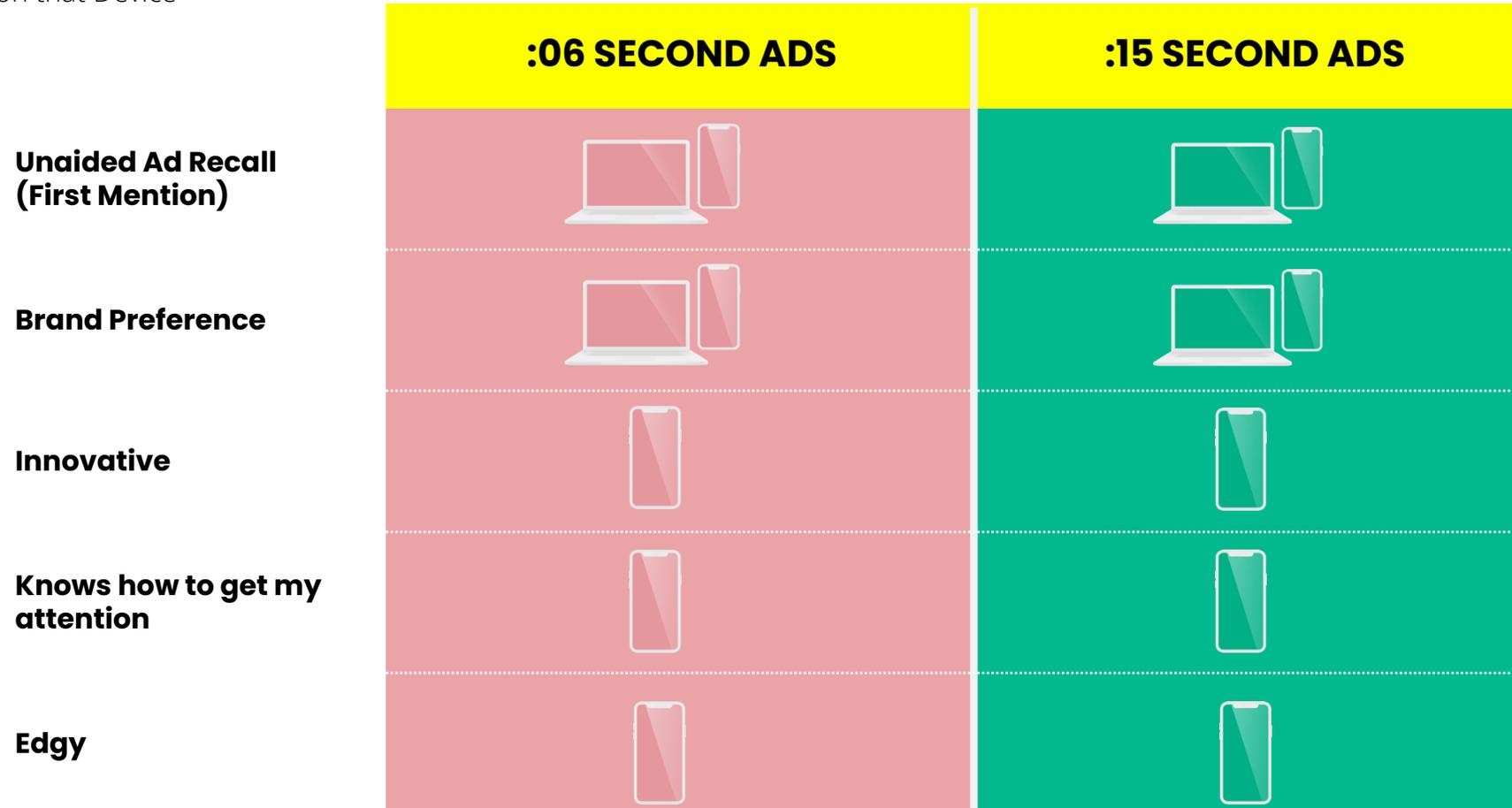
Is Relevant to Me



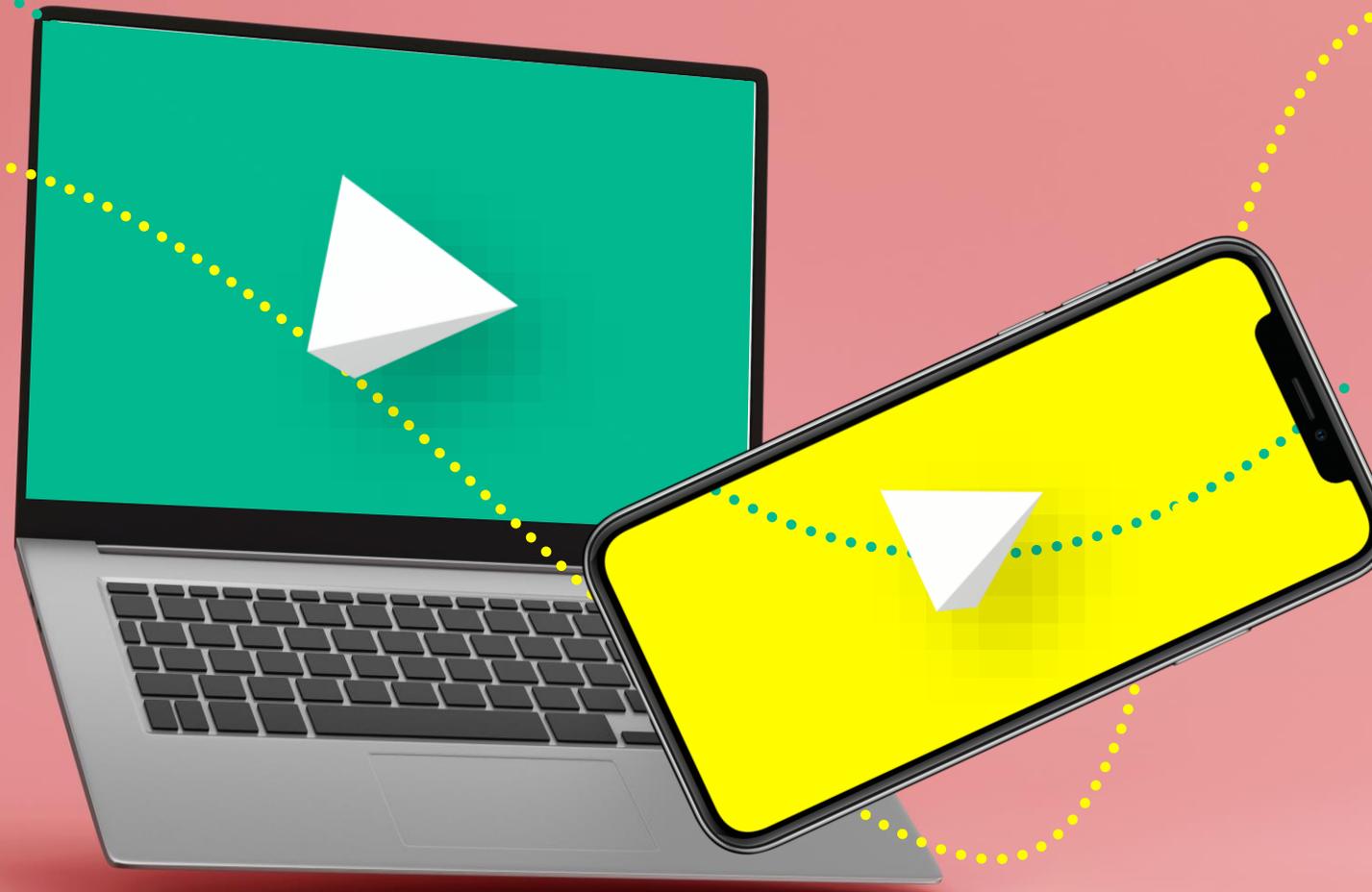
Ad length effectiveness is device agnostic

IMPACT OF AD LENGTH BY DEVICE

Device Image = Significant Impact on Brand Metric on that Device



**But could
the right
combination of
*Platform
and Ad Length*
optimize
performance?**



Ad length performance on *Snapchat*



Both ad lengths are memorable, but :15 especially so

IMPACT ON SNAPCHAT
Delta (Test – Control)

- :06 second ads (A)
- :15 second ads (B)

+37%↑

+49%↑^A

**Unaided Ad Recall
(First Mention)**

All Brands (Snapchat): :06 Control n=577, :06 Test (Custom Only) n=580; :15 Control=590, :15 Test n=586
↑= significant difference between control and test at >=90% confidence
A/B= Statistical significance between ad lengths at >=90% confidence.



:15 ads benefit from far less skipping on Snapchat

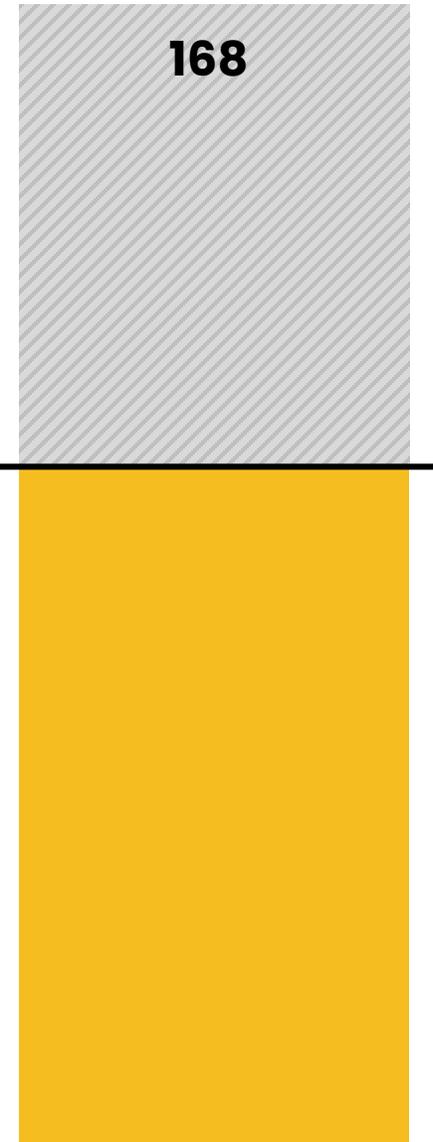
SKIP RATE OF :15 SECOND ADS
Indexed to Average (100)



ABOVE
AVERAGE (100)



Snapchat



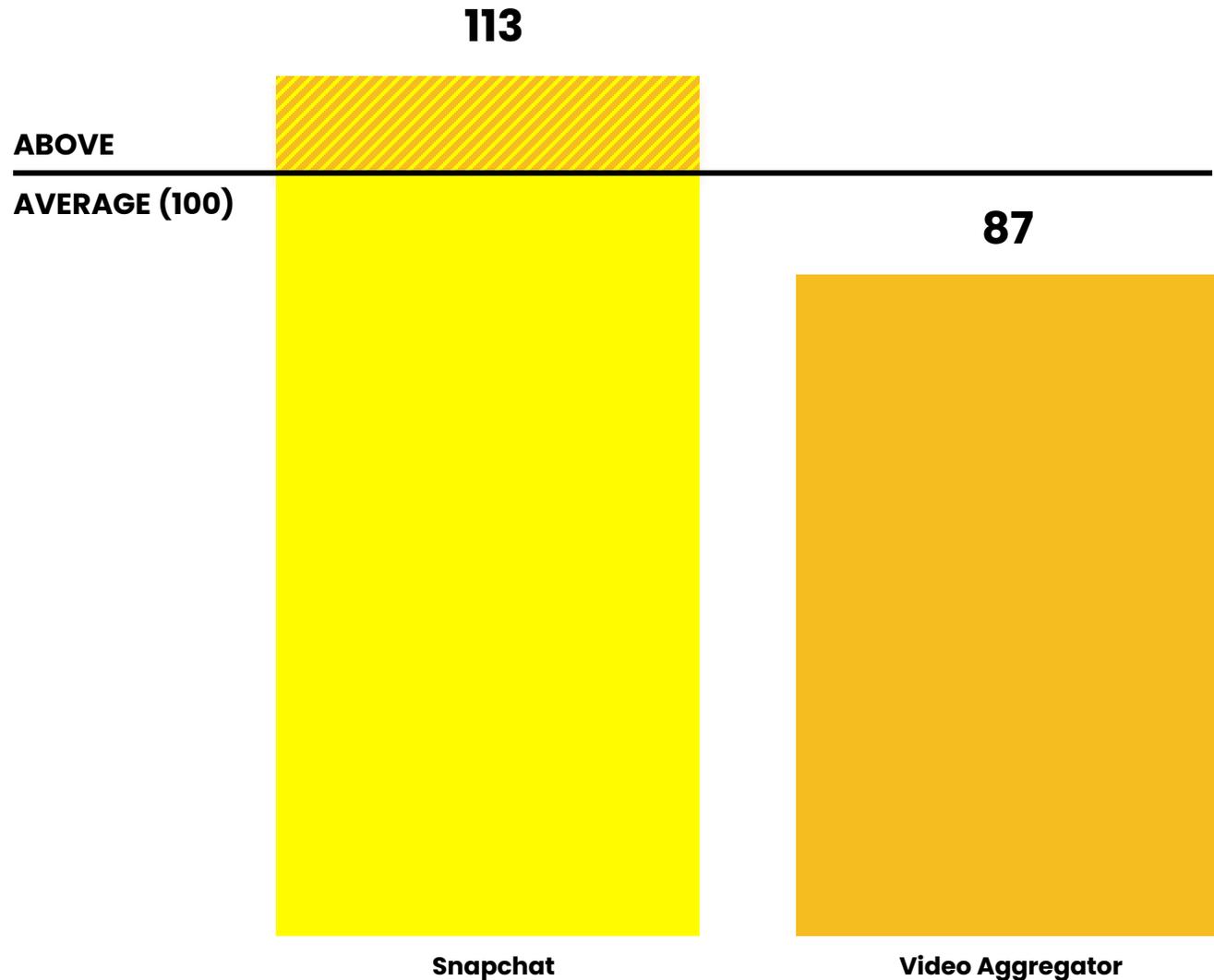
Video Aggregator

People are choosing to watch :15 ads longer on Snapchat

Viewing on Snapchat extends beyond the length of a :06 ad

AVERAGE AD PROGRESS OF :15 SECOND ADS

Indexed to Average (100)



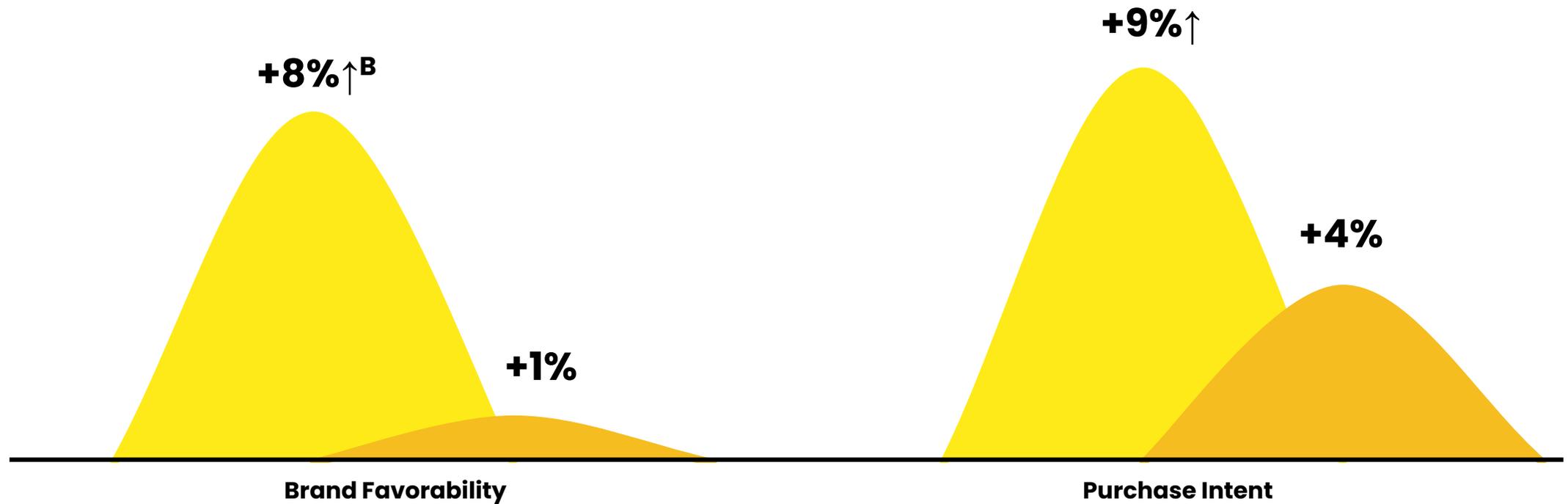
However, shorter ads quickly get their point across to maximize persuasion

IMPACT ON SNAPCHAT

Delta (Exposed - Control)

● :06 second ads (A)

● :15 second ads (B)



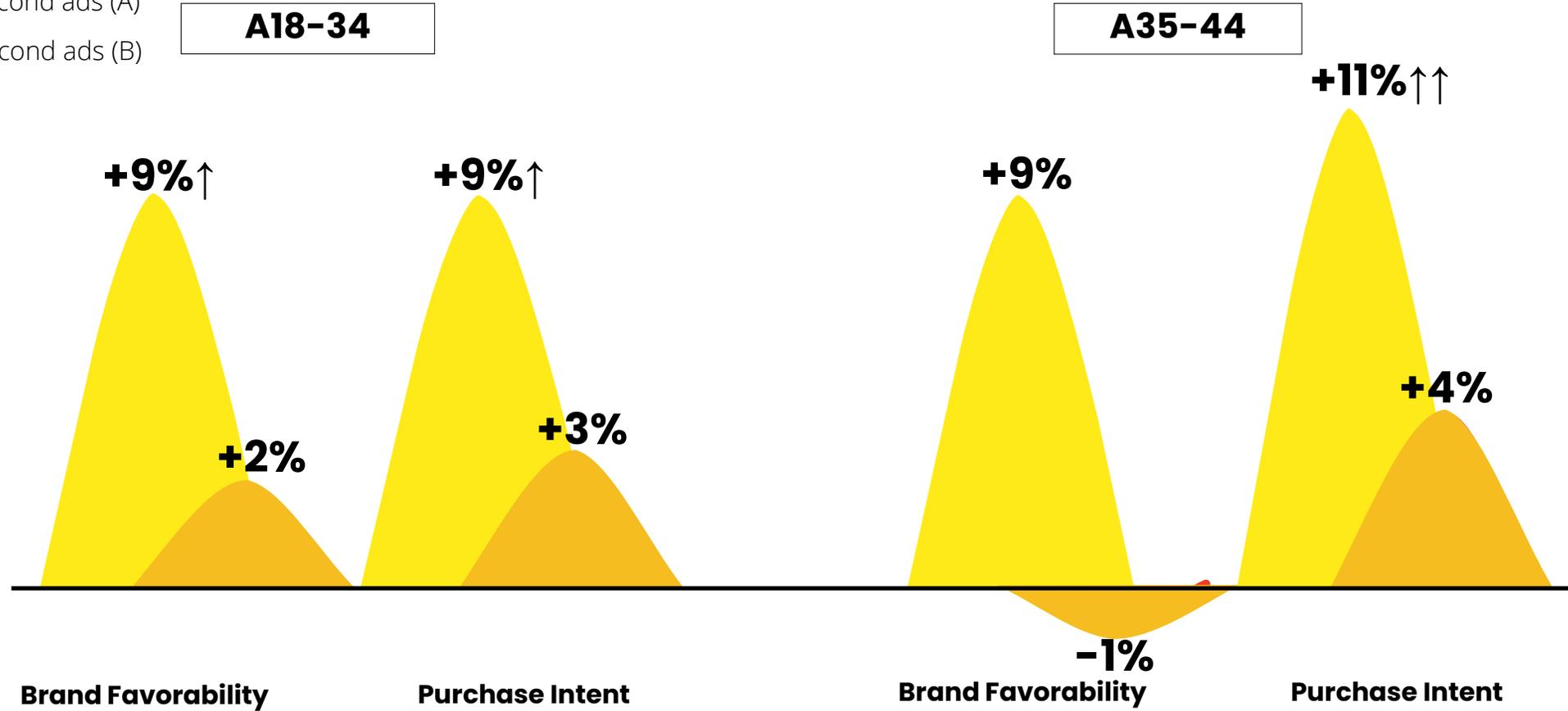
:06 ads are persuasive regardless of age

IMPACT ON SNAPCHAT

Delta (Exposed - Control)

● :06 second ads (A)

● :15 second ads (B)



Ad Length Performance on a *Video Aggregator*



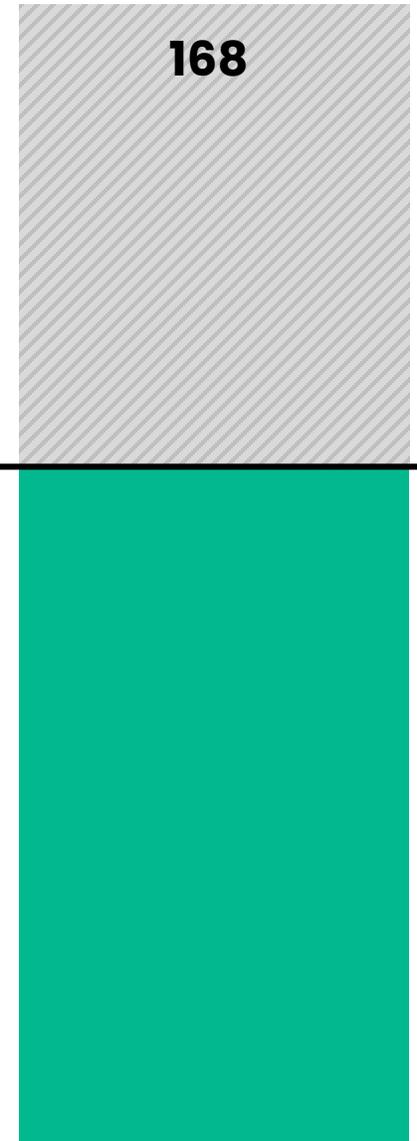
Again, skipping of :15 ads is the norm on a video aggregator

SKIP RATE OF :15 SECOND ADS
Indexed to Average (100)

ABOVE
AVERAGE (100)



Snapchat



Video Aggregator

All Brands (Test Only, :15 Second Ads): Snapchat n=562; Video Aggregator n=582

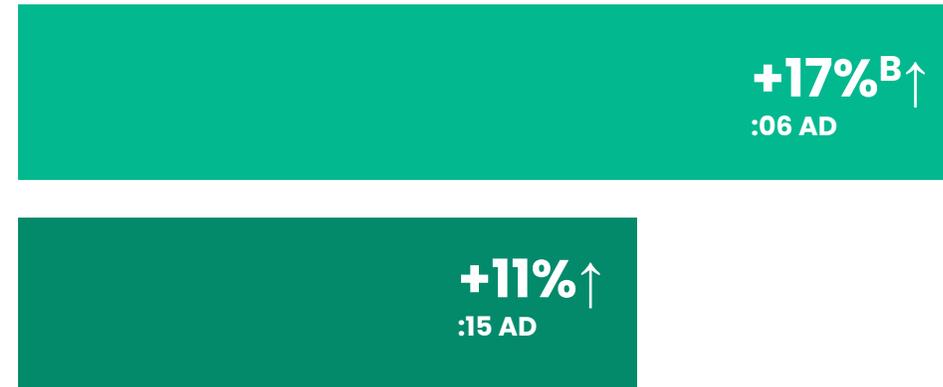
:06 ads are more memorable, where skipping of :15 ads is high

IMPACT ON VIDEO AGGREGATOR

Test Only - % Agree

-  :06 second ads (A)
-  :15 second ads (B)

Unaided Ad Recall (First Mention)



People clearly appreciate shorter ads on platforms where skipping is the norm

Ad "I Wouldn't Mind Watching Again"

AD OPINION ON VIDEO AGGREGATOR

Test Only - % Agree

 :06 second ads (A)

 :15 second ads (B)



Shorter ads also drive persuasion metrics

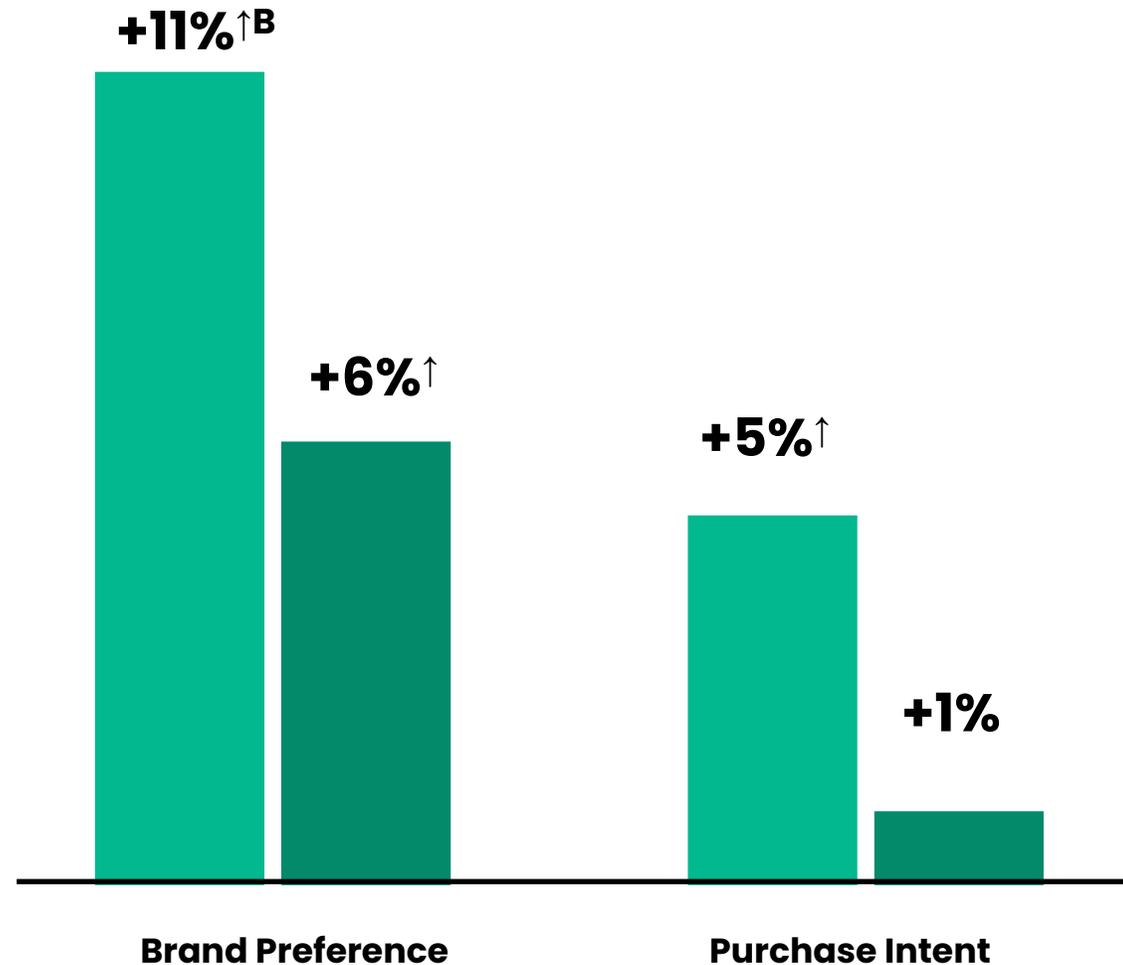
AN UN-SKIPPABLE :06 IS ABLE TO DELIVER ITS MESSAGE WHILE A SKIPPED :15 MAY HAVE MORE DIFFICULTY

IMPACT ON VIDEO AGGREGATOR

Delta (Exposed - Control)

● :06 second ads (A)

● :15 second ads (B)



Ad length performance on *Full Episode Players* (FEPs)





**On a full
episode player,**

*Ad Load
was Higher*

**and ads were
not skippable**

**A VIDEO ENVIRONMENT CLOSEST
TO TRADITIONAL TELEVISION**

On a full episode player, :06 ads drive as much awareness as :15 ads

UNAIDED AD RECALL

FIRST MENTION

Delta (Exposed - Control)



● :06 second ads (A) ● :15 second ads (B)

**:15 SECOND ADS SPEND TWICE THE TIME
TO STAND OUT JUST AS MUCH**



But non-skippable, longer ads provide more info on a full episode player

AD "OFFERED NEW INFORMATION"

% Agree



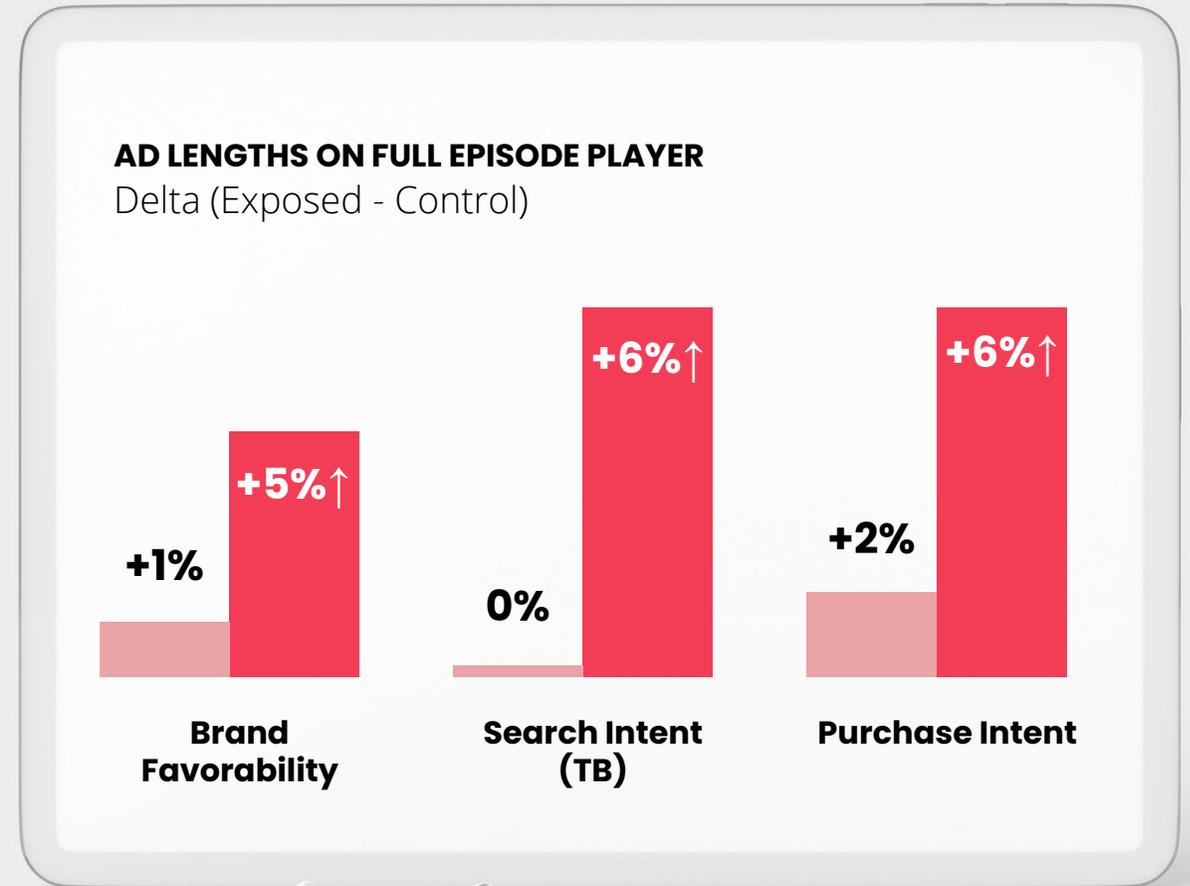
● :06 second ads (A) ● :15 second ads (B)

With more traditional video, :15 ads work best

THIS IS IN LINE WITH WHAT WE KNOW FROM PAST RESEARCH

:15 second ads work harder in driving brand metrics than :06 second ads in longer form content

● :06 second ads ● :15 second ads



All Brands (Full Episode Player): :06 Control n=494, :06 Test (Custom Only) n=487; :15 Control=486, :15 Test n=495
↑= significant difference between control and test at >=90% confidence
A/B= Statistical significance between ad lengths at >=80% confidence.



The Takeaways



Video Ad Length is Not a Proxy for Ad Effectiveness

Today, both :06 and :15 second ads can drive persuasion metrics. Planning should be based on more than ad length alone



Ad Lengths are Device Agnostic

While ads generally perform best on mobile, there's no difference in performance of :06 and :15 second ads across devices, making planning ad lengths by device not necessarily recommended



Fitting in to Stand Out

Advertisers should consider matching the length of the ad with the platform and length of the video content being consumed

The *End*

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