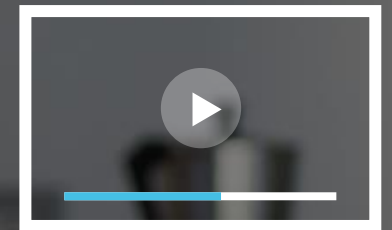
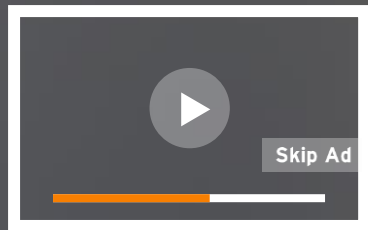
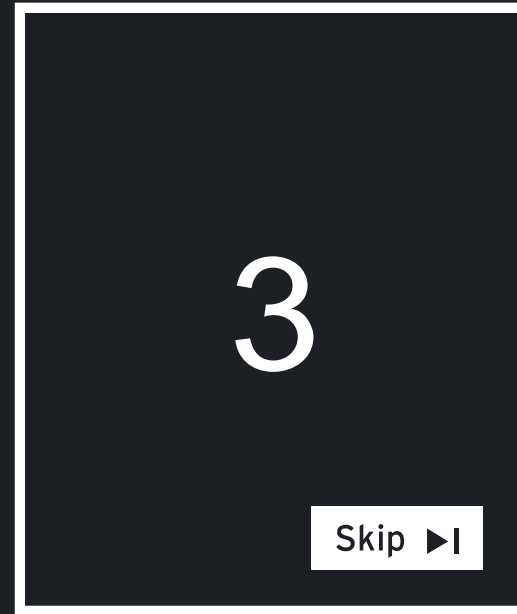
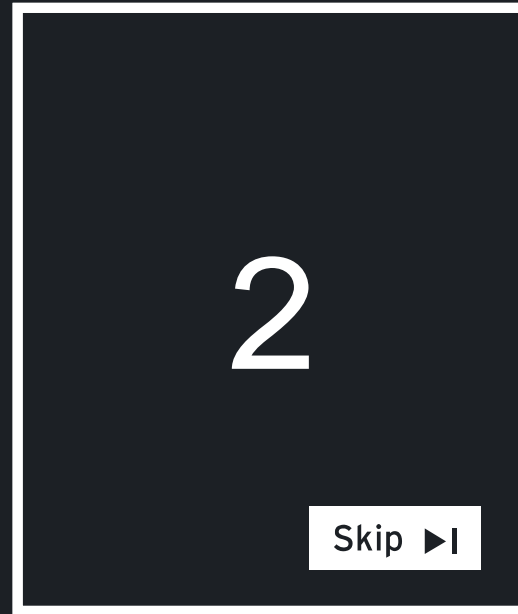
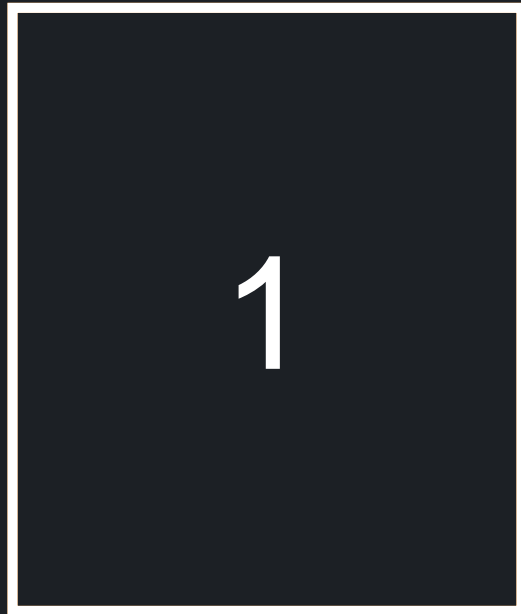


AD SEQUENCING

FROM EXPOSURE TO STORYTELLING

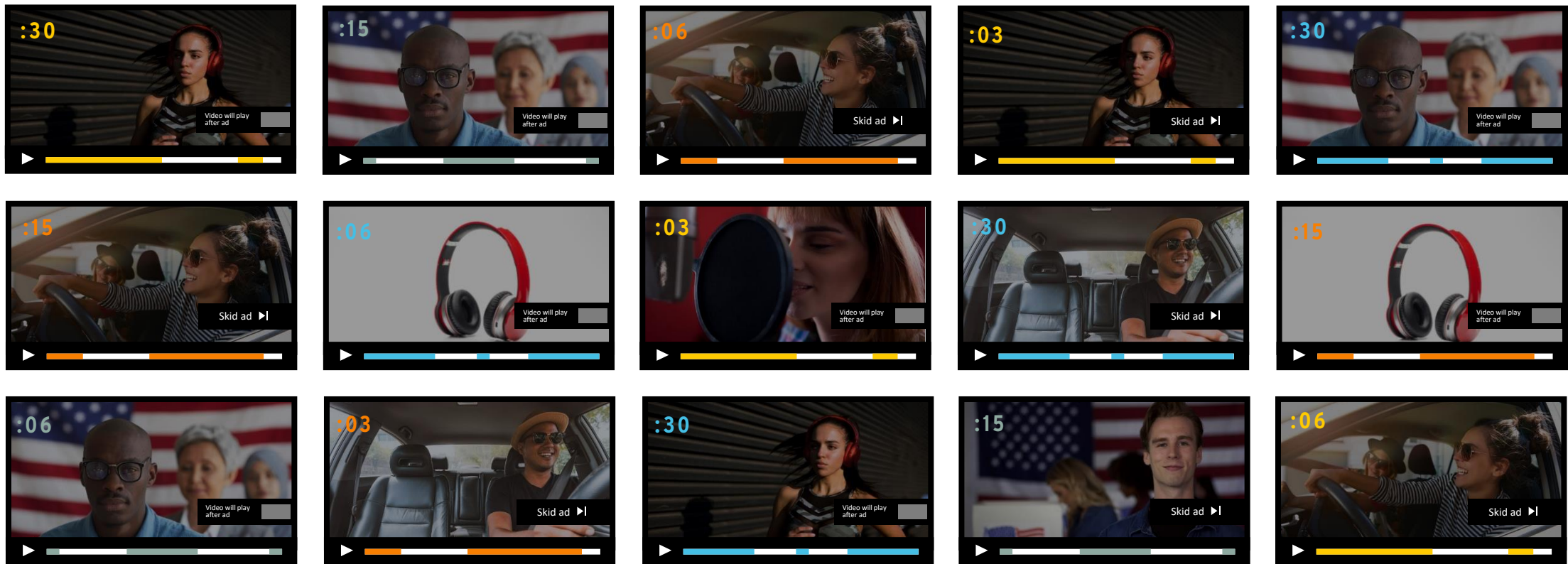


MARKETERS HAVE ALWAYS CREATED MULTIPLE VIDEO AD LENGTHS



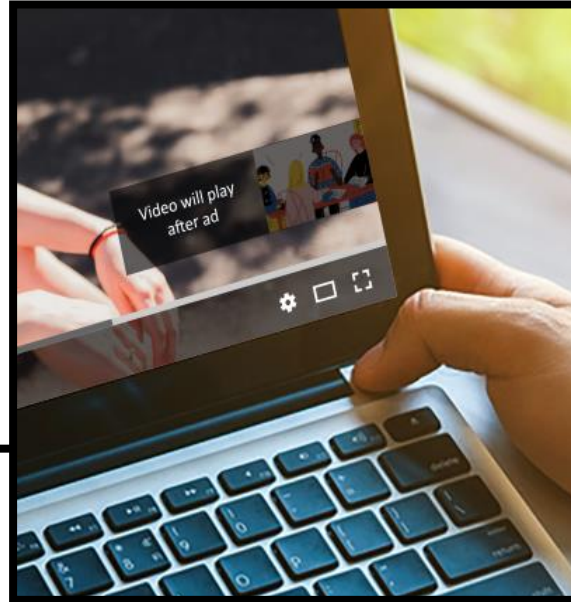
WE WENT TO GREAT "LENGTHS" WITH 2 BRANDS TO DETERMINE THE IMPACT OF SEQUENCE

74 SEQUENCES TESTED



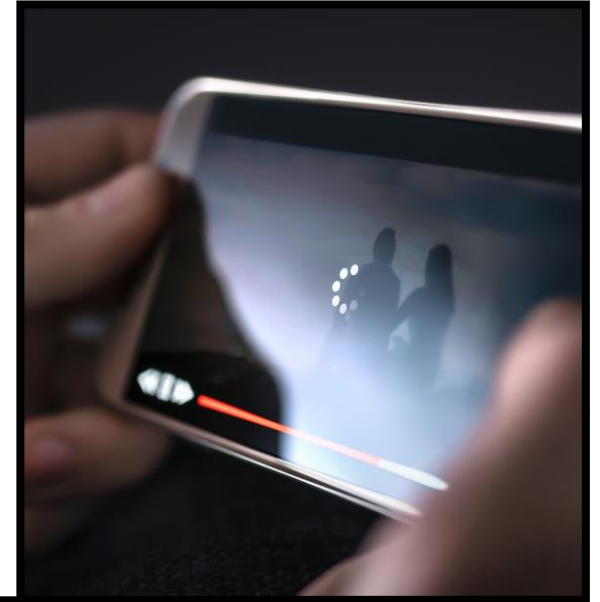
VIDEO AD LENGTHS

- :03 - no skip option
- :06 - no skip option
- :15 - skip option
- :30 - skip option



SEQUENCING OF AD LENGTHS

- Ascending
- Descending
- Valley
- Peak



TESTED SCENARIOS

FREQUENCY OF EXPOSURE

- 1 Exposure
- 2 Exposures
- 3 Exposures



INDUSTRY VERTICALS

- Alcohol
- Financial Services

OUR FOCUS



ASCENDING

Ad lengths start short and increase to long, with minimal variation in ad length from one exposure to the next



DESCENDING

Ad lengths start long and decrease to short, with minimal variation in ad length from one exposure to the next



VALLEY

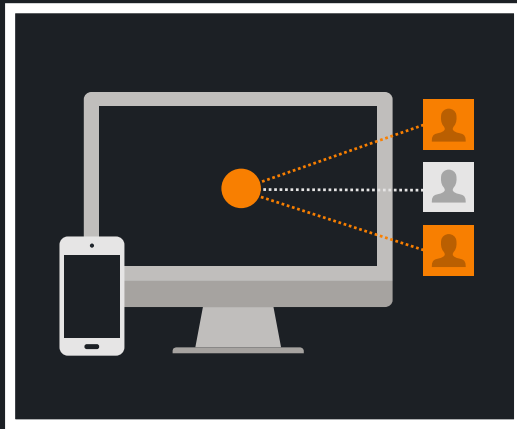
Shortest ad in the middle, with longer ads first and last, maximizing variation in ad length from one exposure to the next



PEAK

Longest ad in the middle, with shorter ads first and last, maximizing variation in ad length from one exposure to the next

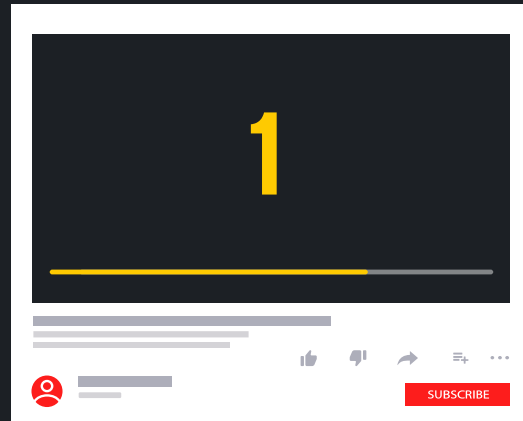
METHODOLOGY



RECRUITED PARTICIPANTS

Participants recruited from representative online panel across mobile and PC

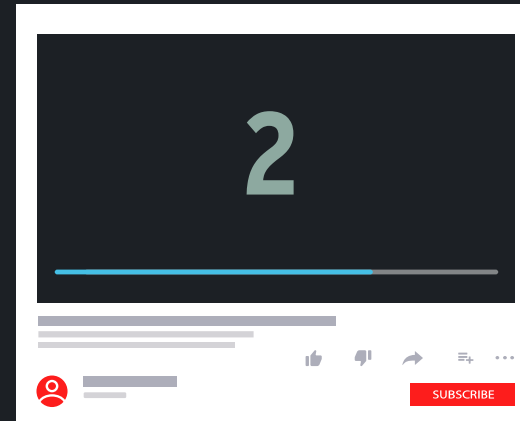
n=3,984



YOUTUBE SESSION 1

Randomized into test/control cell group and directed to YouTube experience to watch content of choice

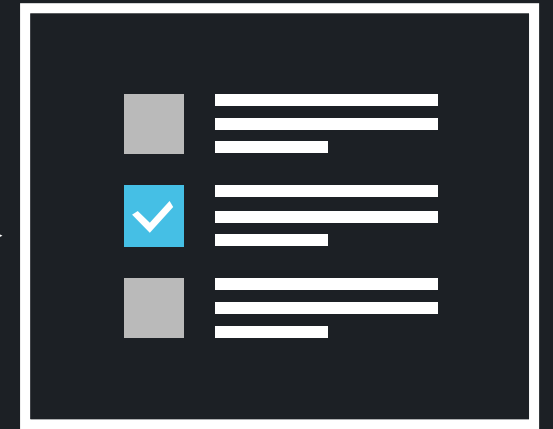
4 Total Pre-Roll Ads:
2 Test/Control Ads + 2 Filler Ads



YOUTUBE SESSION 2

Re-contacted 1-5 days later for second YouTube experience to watch content of choice

2 Total Pre-Roll Ads:
1 Test/Control Ad + 1 Filler Ad



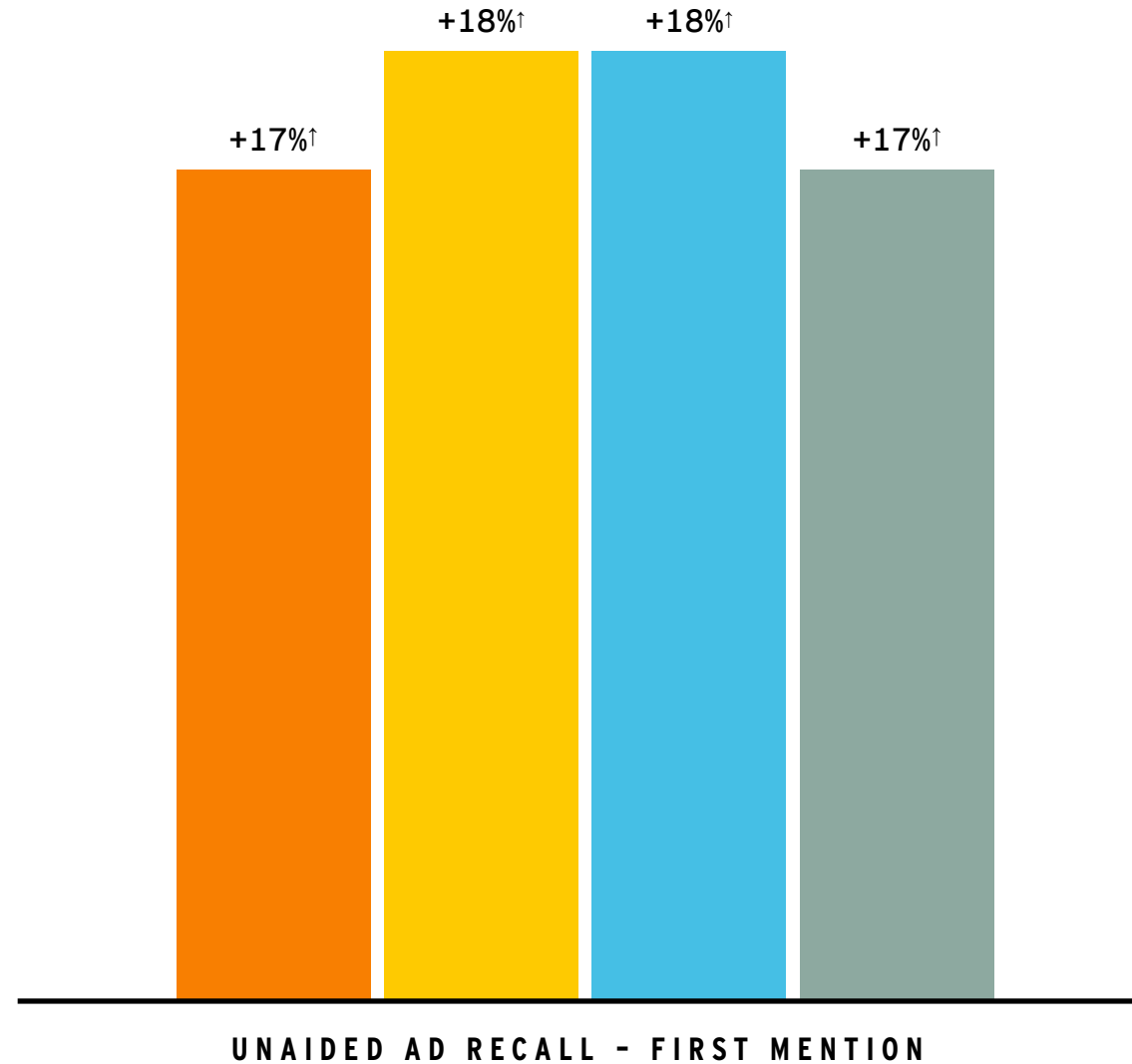
BRAND LIFT

Final survey to measure traditional branding metrics

ORDER DOESN'T IMPACT MEMORABILITY

Sequence Of 3 Exposures - Delta (Exposed - Control)

- ▲ Ascending
- ▲ Descending
- ▲ Valley
- ▲ Peak



Alcohol Brand (frequency of exposure = 3): Control n=242, Ascending n=338, Descending n=328, Valley n=229, Peak n=241
↑ = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.

BUT TO DRIVE BOTTOM-FUNNEL METRICS, SEQUENCE IS KEY

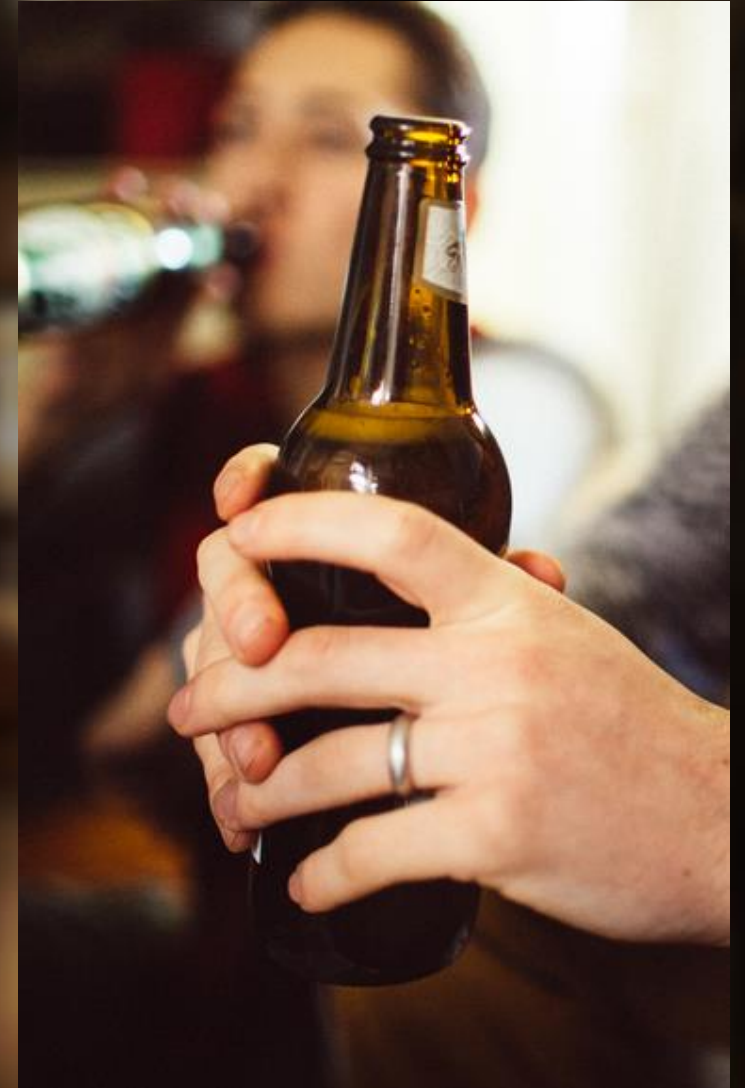


**YOUR CREATIVE
STRATEGY WILL
ULTIMATELY INFORM THE
BEST SEQUENCE**



ALCOHOL CASE STUDY

**Creative Strategy:
Humorous Storytelling**



THE ALCOHOL ADS TESTED

CREATIVE STRATEGY: HUMOROUS STORYTELLING (COMPLEX)



Humorous story, including music and visuals of the product



Shortened version of the same humorous story, including music and visuals of the product

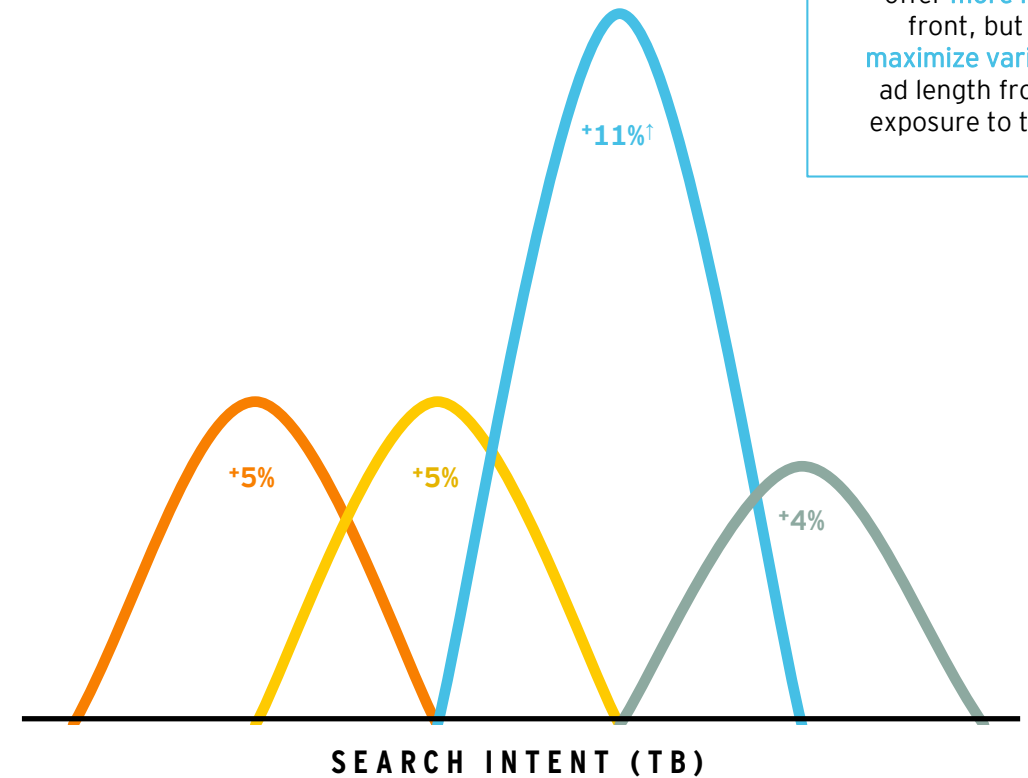
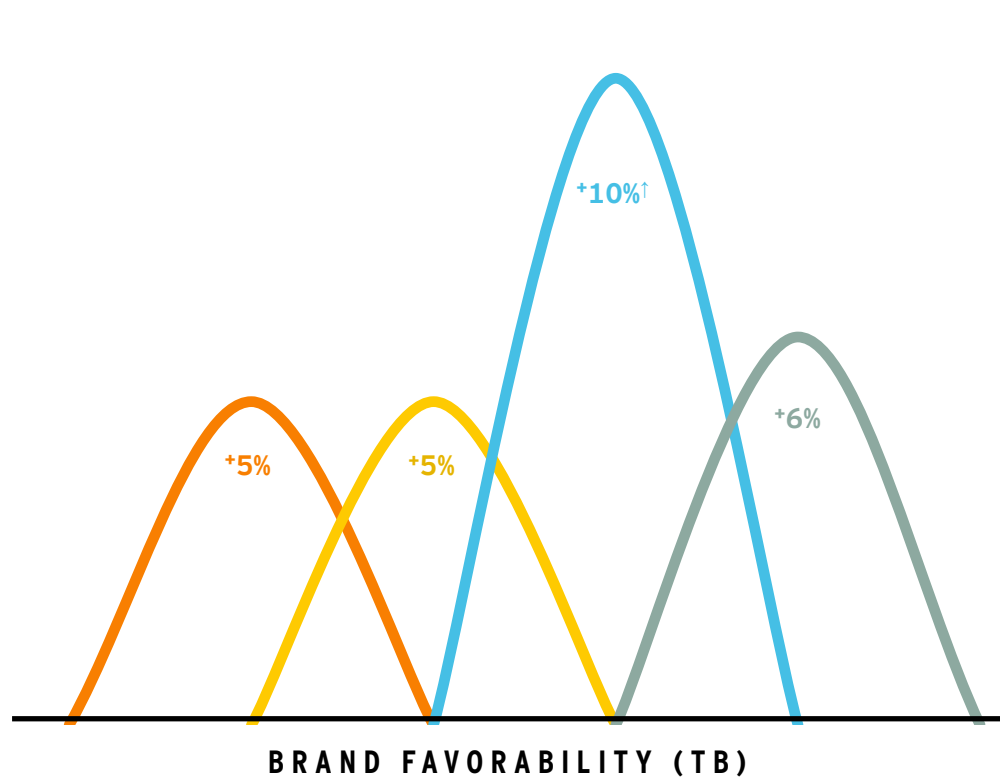


Music with visuals of the product

STARTING WITH A LONGER EXPOSURE + MAXIMIZING VARIATION DROVE METRICS THAT MATTER

Sequence of 3 Exposures - Delta (Exposed - Control)

▲ Ascending ▼ Descending ▣ Valley ▲ Peak

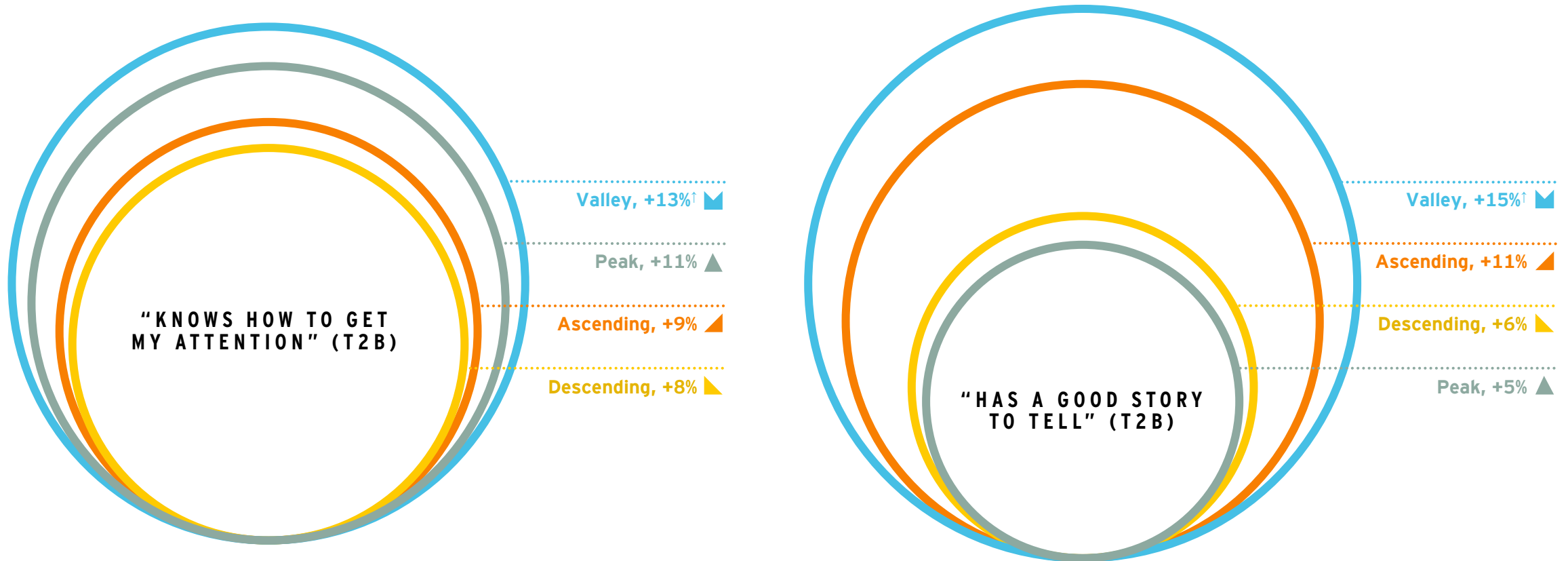


Valley sequences offer **more info** up front, but also **maximize variation** in ad length from one exposure to the next

Alcohol Brand (frequency of exposure = 3): Control n=242, Ascending n=338, Descending n=328, Valley n=229, Peak n=241
 ↑ = Statistical significance between test and control groups at >=90% confidence level.
 A/B/C/D = Statistical significance between sequence types at >=90% confidence.

VALLEY SEQUENCES WORKED BY MAXIMIZING ATTENTION, WHICH ALLOWED FOR EFFECTIVE STORYTELLING

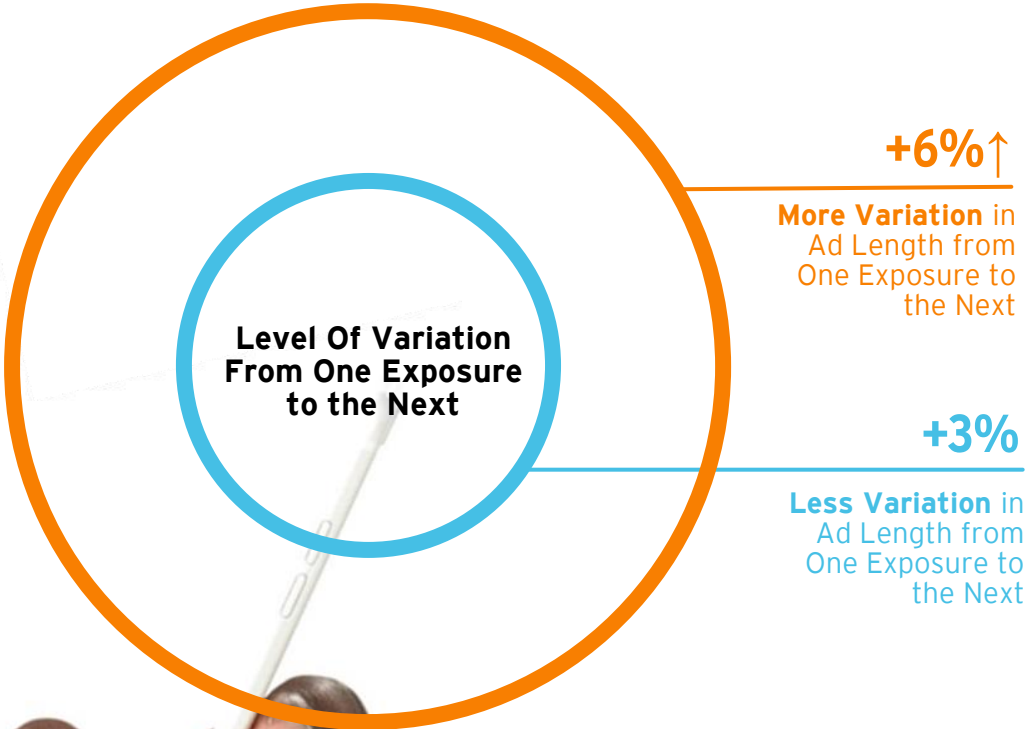
Sequence Of 3 Exposures - Delta (Exposed - Control)



Alcohol Brand (frequency of exposure = 3): Control n=242, Ascending n=338, Descending n=328, Valley n=229, Peak n=241
[†] = Statistical significance between test and control groups at >=90% confidence level.
 A/B/C/D = Statistical significance between sequence types at >=90% confidence.

IN FACT, MORE VARIATION IN AD LENGTH FROM ONE EXPOSURE TO THE NEXT DROVE PURCHASE INTENT

Purchase Intent - Delta (Exposed - Control)

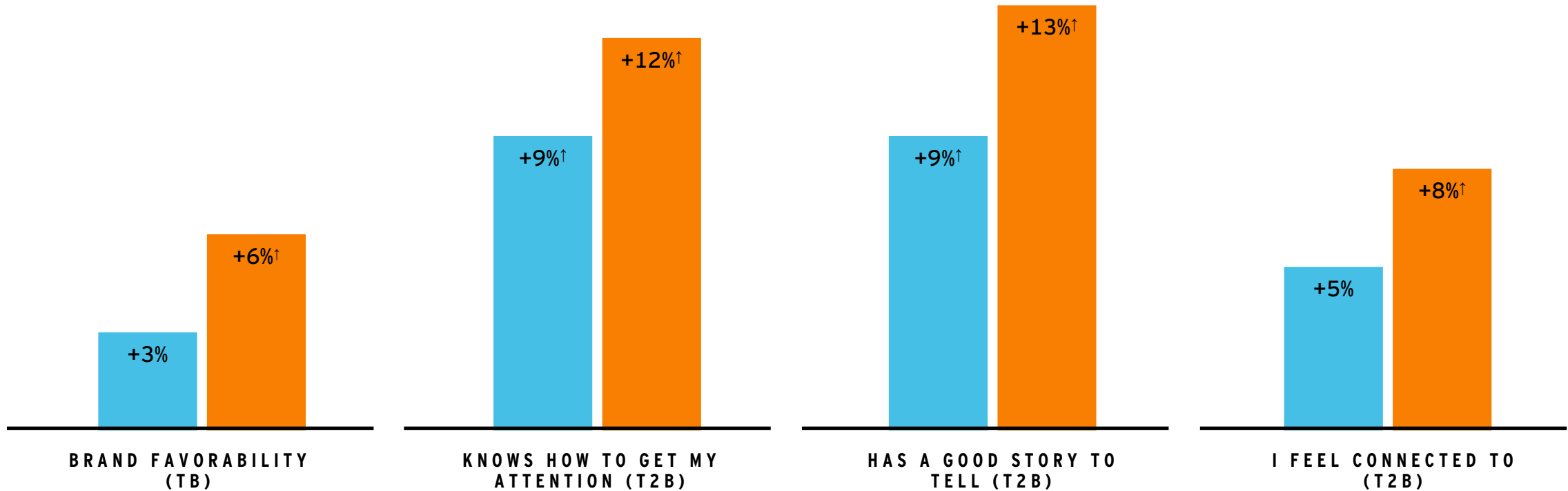


More Variation = Valley or Peak Sequence; Less Variation = Ascending or Descending Sequence
Alcohol Brand: Control n=242; More Variation n=470; Less Variation n=666
↑ = Statistical significance between test and control groups at >=90% confidence level.

VARIATION ALSO AMPLIFIED IMPACT ON BRAND OPINIONS

Sequence Of 3 Exposures - Delta (Exposed - Control)

■ Less Variation in Ad Length ■ More Variation in Ad Length



Alcohol Brand (frequency of exposure = 3): Control n=242, Ascending n=338, Descending n=328, Valley n=229, Peak n=241

↑ = Statistical significance between test and control groups at >=90% confidence level.

A/B/C/D = Statistical significance between sequence types at >=90% confidence.



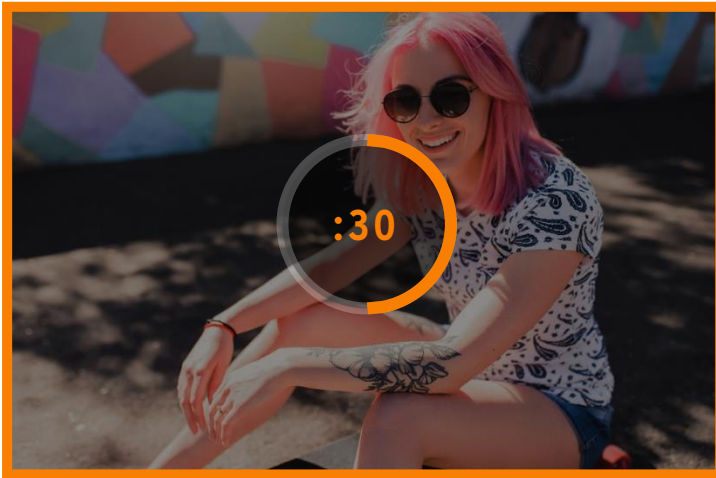
FINANCE CASE STUDY

**Creative Strategy:
Inspirational with
Explicit Brand Benefits**

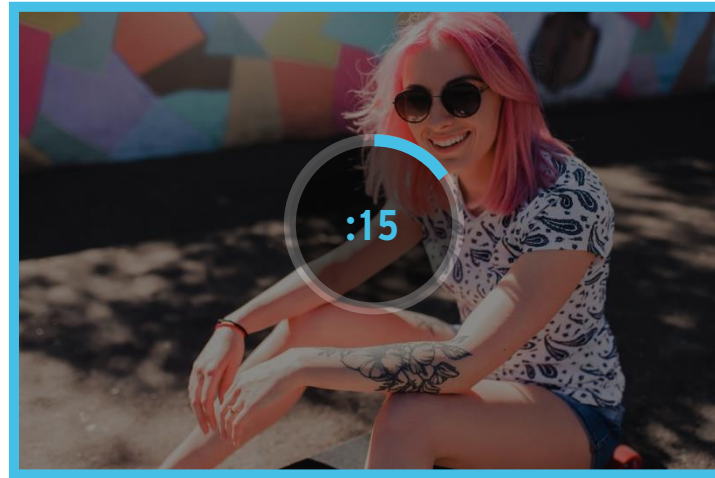


THE FINANCE ADS TESTED

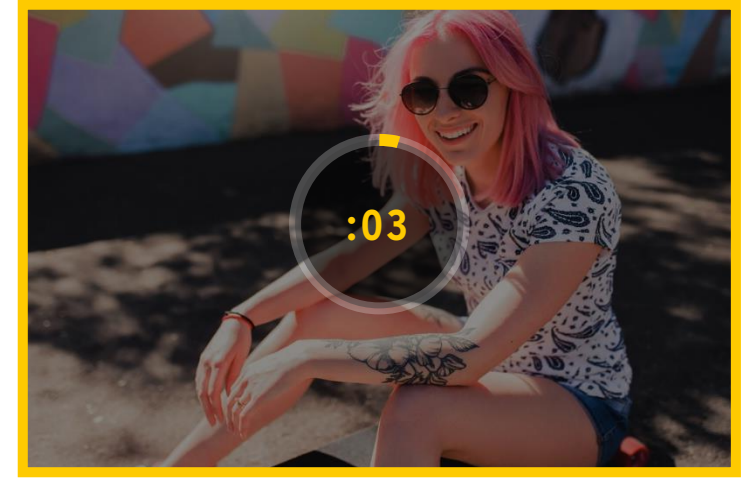
CREATIVE STRATEGY: INSPIRATIONAL WITH EXPLICIT BRAND BENEFITS (COMPLEX)



Music, with artistic images of people, explicit brand benefits, and a call-to-action



Music, with artistic images of people and a call-to-action

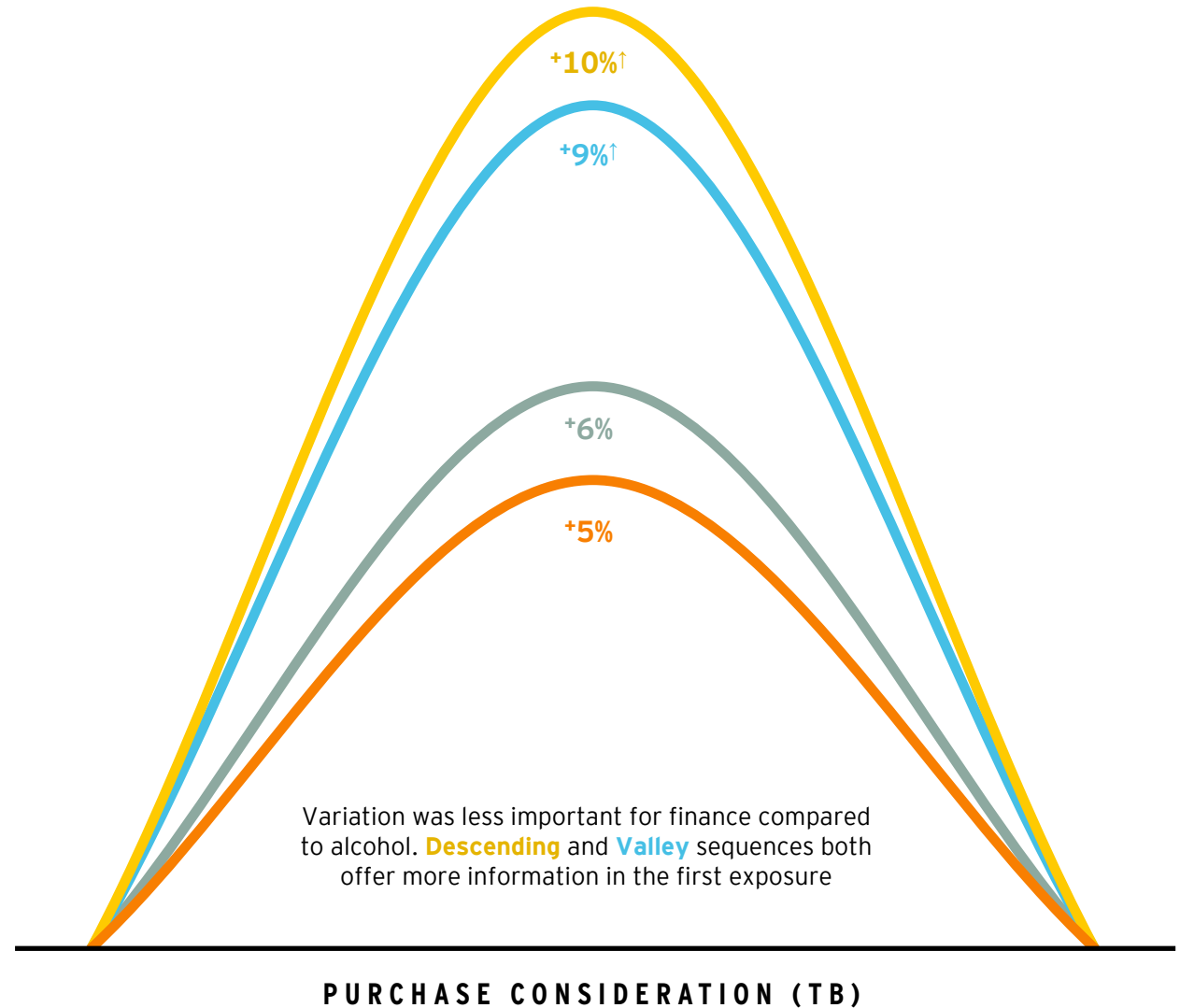


Music, with artistic images of people

FOR FINANCE, PROVIDING MORE INFO DURING FIRST TOUCH POINT WAS KEY

Sequence Of 3 Exposures - Delta (Exposed - Control)

- ▲ Ascending
- ▲ Descending
- ▲ Valley
- ▲ Peak

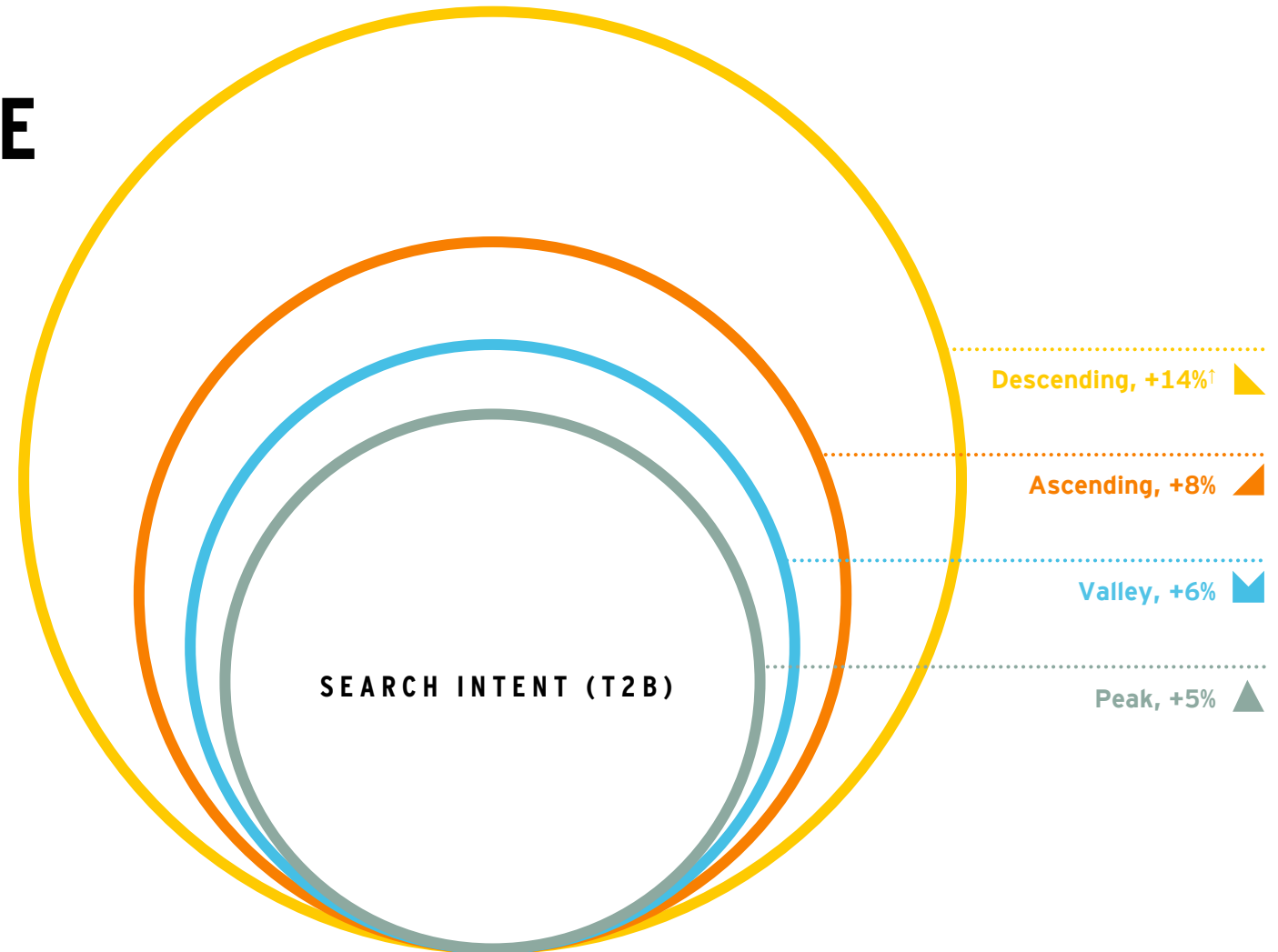


Finance Brand (frequency of exposure = 3): Control n=242, Ascending n=338, Descending n=380, Valley n=277, Peak n=230
↑ = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.

MORE INFORMATION, EARLIER WAS PARTICULARLY EFFECTIVE FOR ACQUISITION

Noncustomers of Brand | Sequence Of 3 Exposures
- Delta (Exposed - Control)

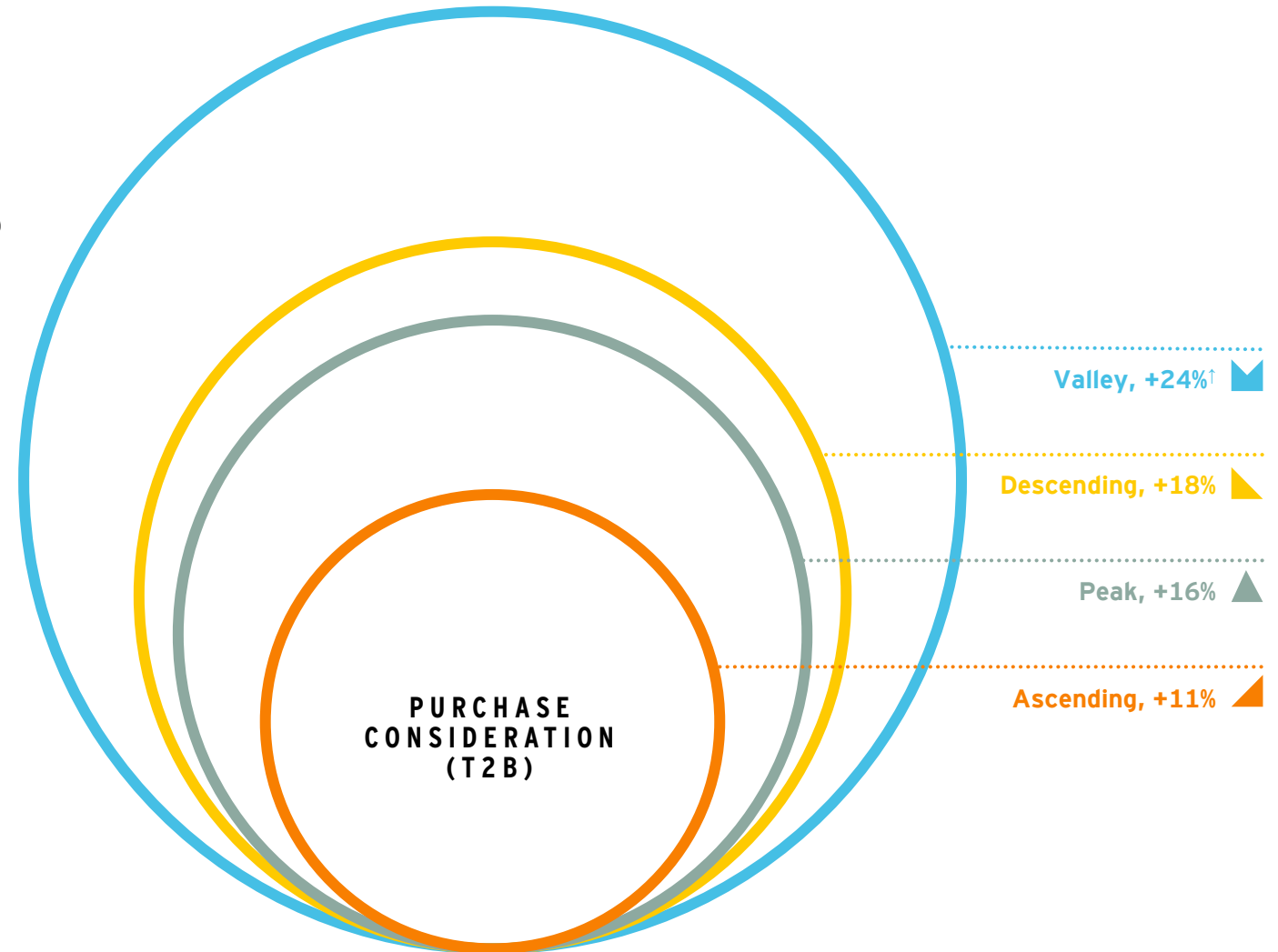
- ▲ Ascending
- ▲ Descending
- ▼ Valley
- ▲ Peak



EXISTING CUSTOMERS BENEFITED FROM MORE INFO UPFRONT, BUT ALSO VARIATION ACROSS EXPOSURES

Current or Past Customers of Brand |
Sequence Of 3 Exposures - Delta
(Exposed - Control)

- ▲ Ascending
- ▲ Descending
- ▲ Valley
- ▲ Peak



Finance Brand - Current/Past Customers (frequency of exposure = 3): Control n=65, Ascending n=90, Descending n=73, Valley n=104, Peak n=63
 † =Statistical significance between test and control groups at >=90% confidence level.
 A/B/C/D = Statistical significance between sequence types at >=90% confidence.

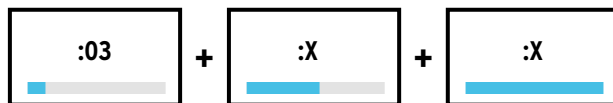
2 EXPOSURES WERE GOOD ENOUGH IF STARTING WITH A LONGER AD

Frequency Of Exposure - Delta (Exposed-control)

- **2 Exposures** - Starting with :30 Second Ad



- **3 Exposures** - Starting with :03 Second Ad



MESSAGE RECALL



BRAND FAVORABILITY (TB)



PURCHASE CONSIDERATION (TB)



Finance Brand - 2 Exposures Starting with :30 (Control n=242, Test n=148); 3 Exposures Starting with :03 (Control n=242, Exposed n=282)

† = Statistical significance between test and control groups at >=90% confidence level.

A/B/C/D = Statistical significance between sequence types at >=90% confidence.

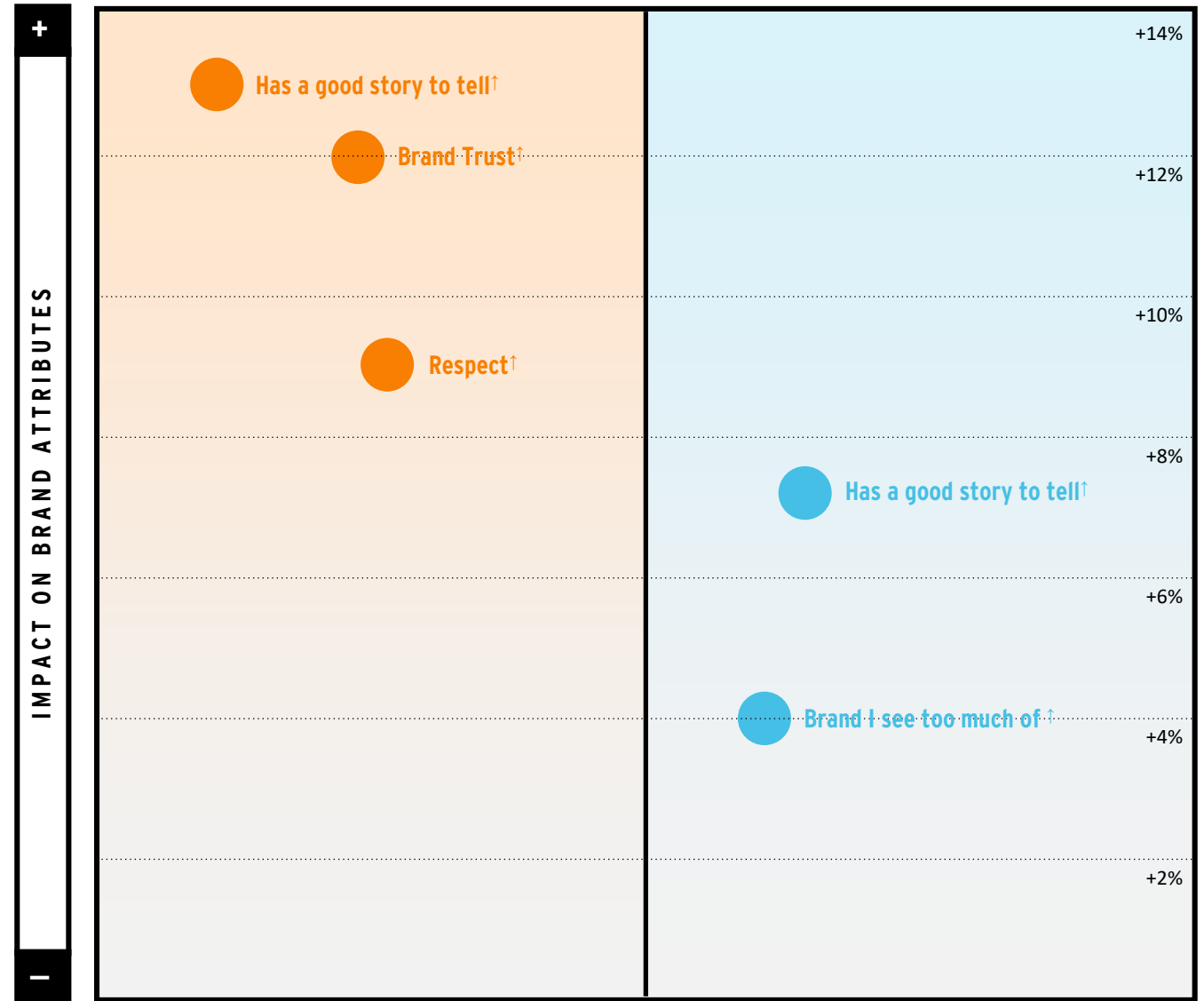
MORE ACHIEVED WITH 2 EXPOSURES WHEN STARTING WITH LONGER AD

Frequency Of Exposure - Delta (Exposed-control)

● **2 Exposures** - Starting with :30 Second Ad



● **3 Exposures** - Starting with :03 Second Ad





Finance Brand - 2 Exposures Starting with :30 (Control n=242, Test n=148); 3 Exposures Starting with :03 (Control n=242, Exposed n=282)

† = Statistical significance between test and control groups at >=90% confidence level.

A/B/C/D = Statistical significance between sequence types at >=90% confidence.

IN SUMMARY, CREATIVE COMPLEXITY SHOULD DRIVE SEQUENCING STRATEGY, NOT INDUSTRY VERTICAL

 Start with **shorter** ad

 Start with **longer** ad

Includes AU and US brands tested.





OUR RECOMMENDATIONS

- #1** **FIRST IMPRESSIONS COUNT**
When creative is telling a more complex story, make the most of the first exposure by communicating more information

- #2** **SHORT ADS REMIND**
Similarly, with complex messages, use short ads as a reminder, as opposed to primer

- #3** **MIX IT UP**
When in doubt, maximize variation in ad lengths across exposures, especially when targeting existing customers