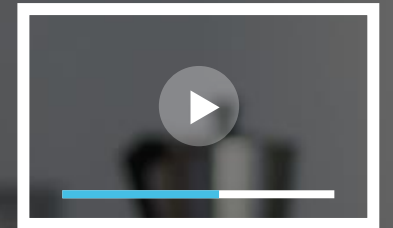
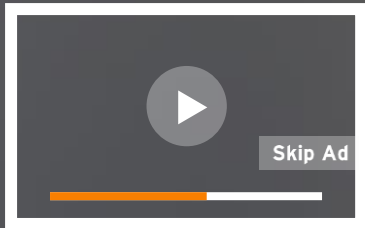


AD SEQUENCING

FROM EXPOSURE TO STORYTELLING



MARKETERS HAVE ALWAYS CREATED MULTIPLE VIDEO AD LENGTHS

1

2

Skip ►

3

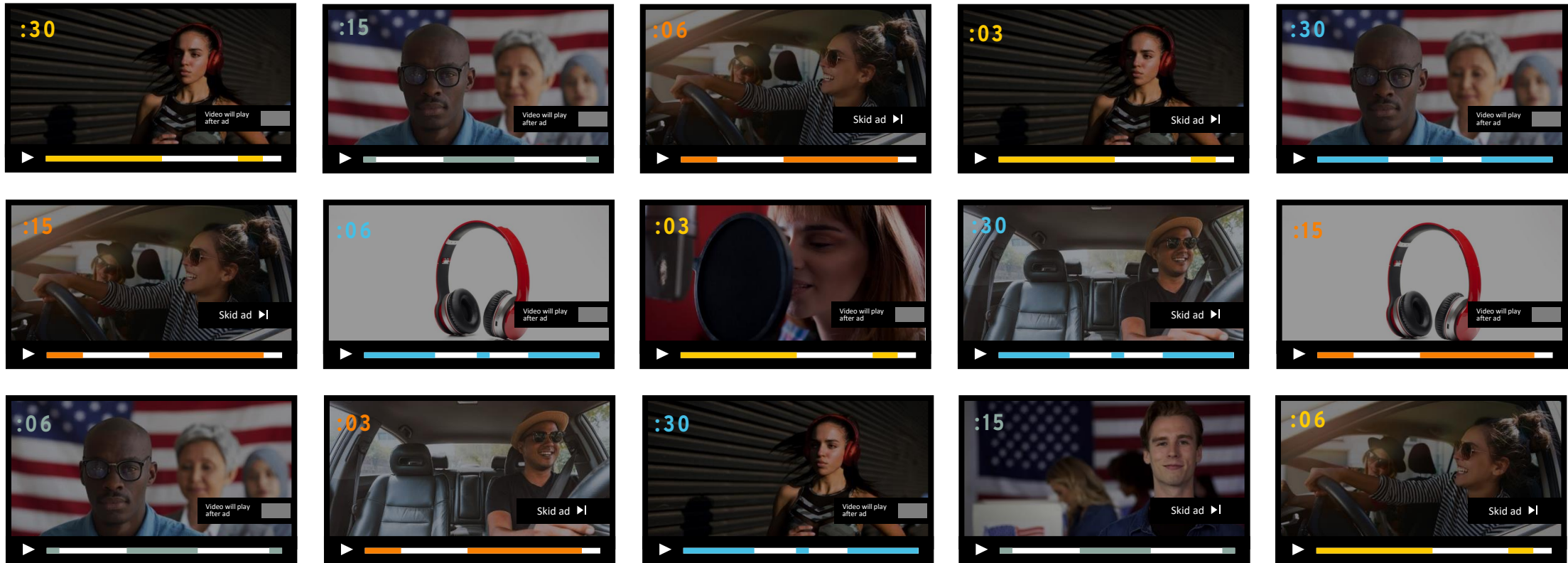
Skip ►

**BUT WE NOW
HAVE THE
TECHNOLOGY
TO DELIVER
THE DESIRED
AD SEQUENCE**



WE WENT TO GREAT "LENGTHS" WITH 3 BRANDS TO DETERMINE THE IMPACT OF SEQUENCE

201 SEQUENCES TESTED



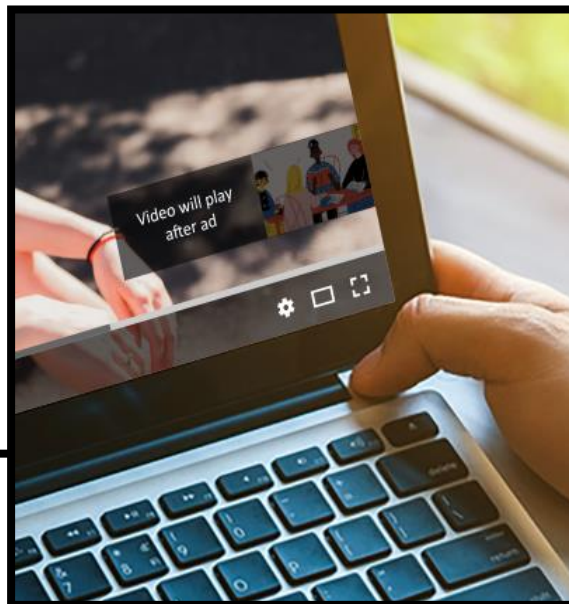
VIDEO AD LENGTHS

:03 - no skip option

:06 - no skip option

:15 - skip option

:30 - skip option



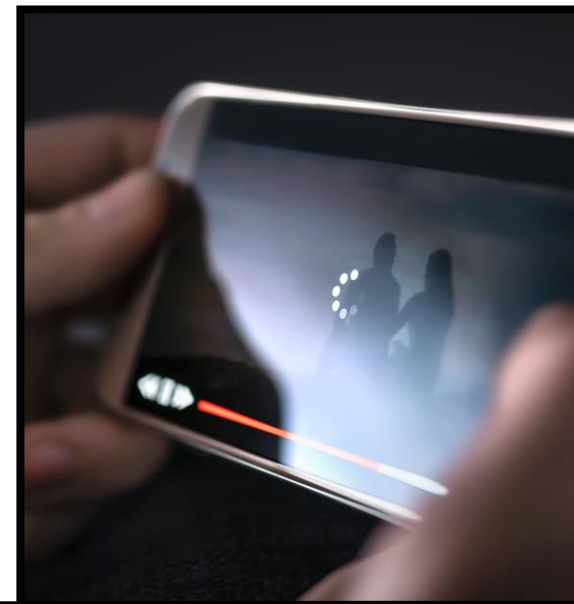
SEQUENCE OF AD LENGTHS

Ascending

Descending

Valley

Peak



TESTED SCENARIOS

FREQUENCY OF EXPOSURE

1 Exposure

2 Exposures

3 Exposures



INDUSTRY VERTICALS

Apparel

Automotive

Consumer Electronics

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

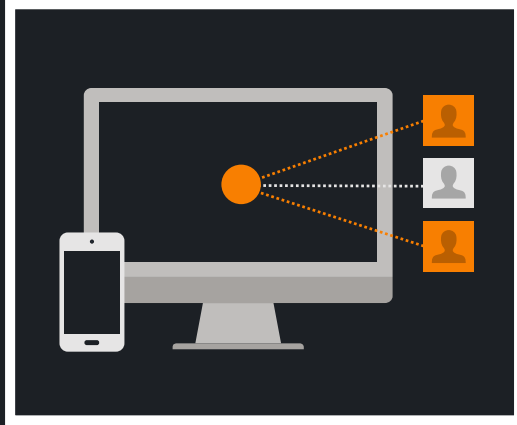
Shortest ad in the middle, with longer ads first and last, maximizing variation in ad length from one exposure to the next



PEAK

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

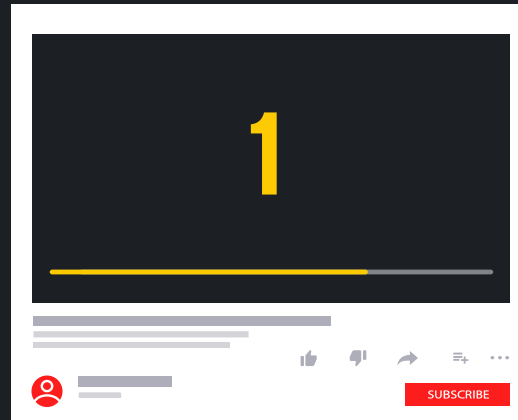
METHODOLOGY



RECRUITED PARTICIPANTS

Participants recruited from representative online panel across mobile and PC

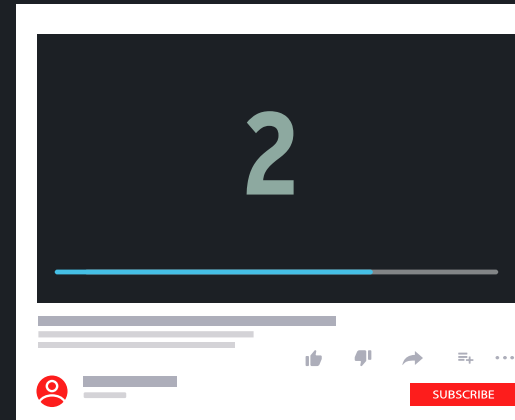
n=7,394



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



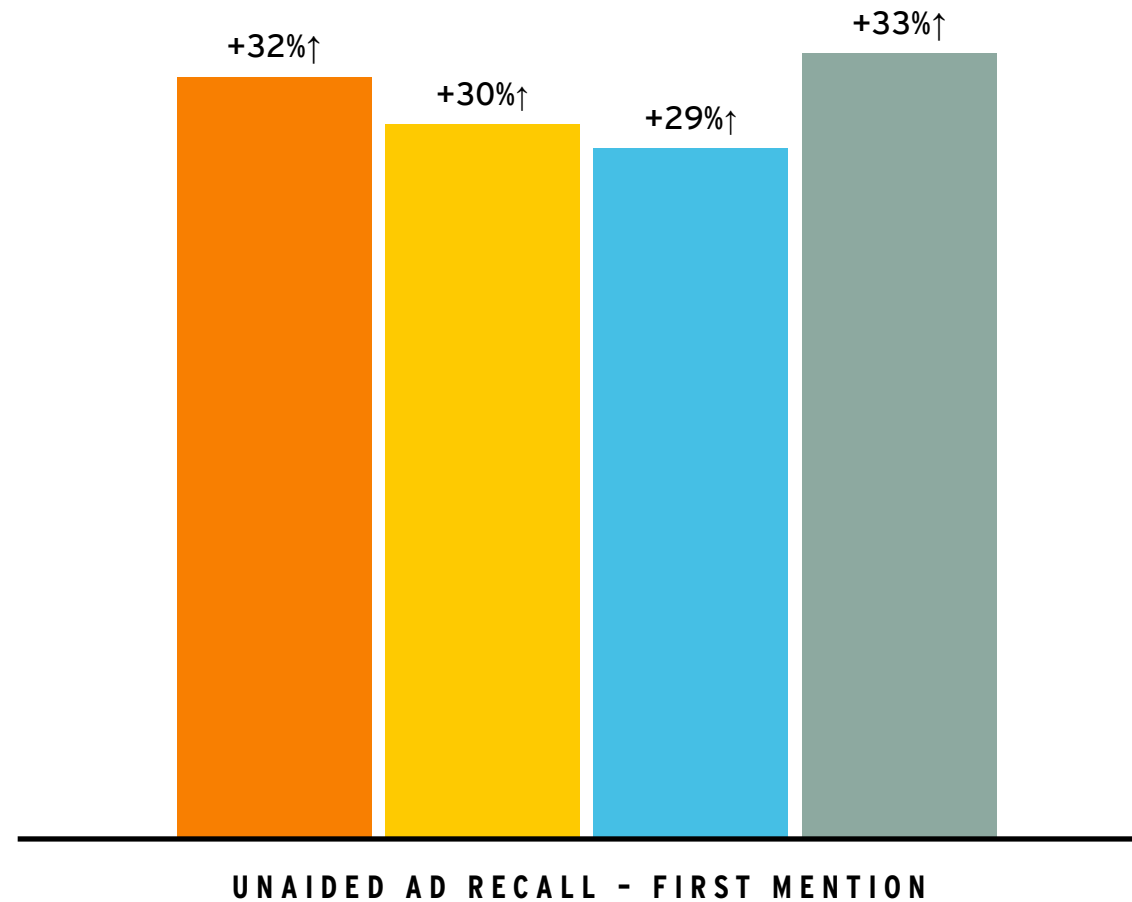
BRAND LIFT

Final survey to measure traditional branding metrics

ORDER DOESN'T IMPACT MEMORABILITY

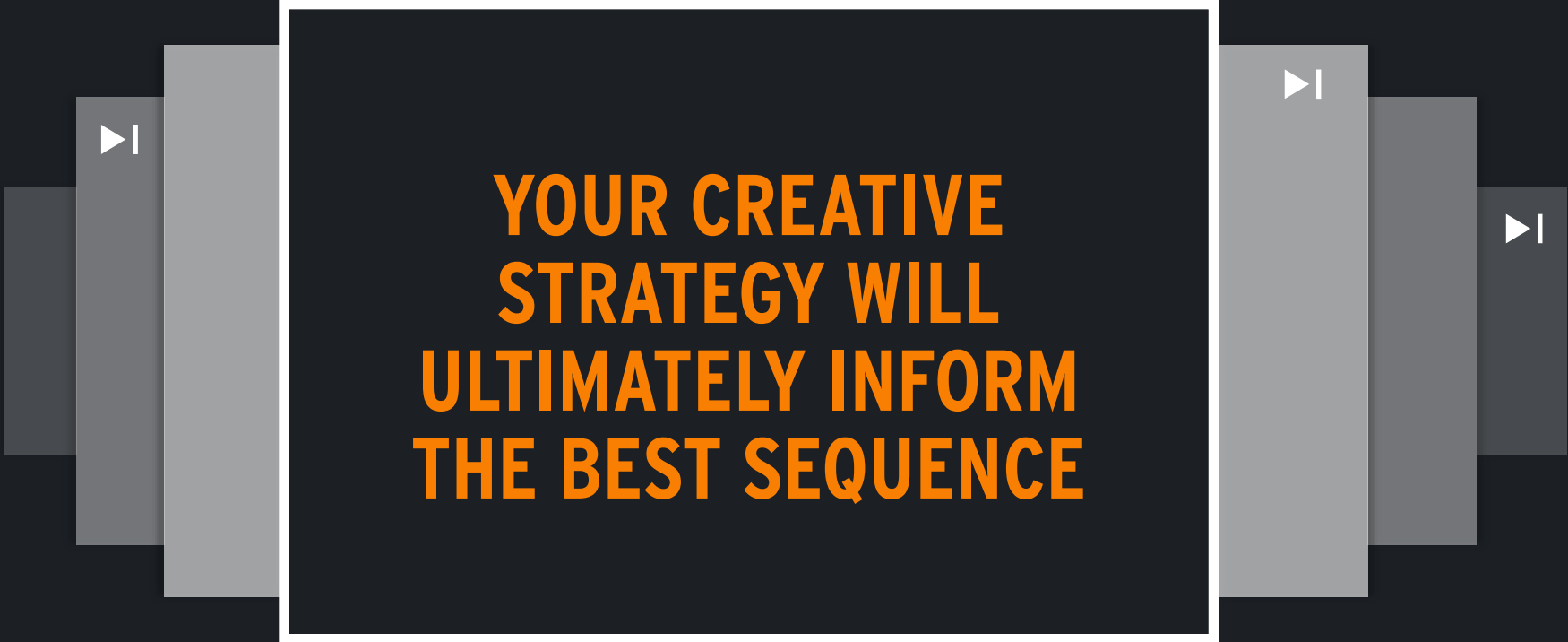
Sequence Of 3 Exposures - Delta (Exposed - Control)

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



All Brands (frequency of exposure = 3): Control n=762, Ascending n=1,227, Descending n=1,192, Valley n=1,041, Peak n=1,026
↑ = 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**



APPAREL CASE STUDY

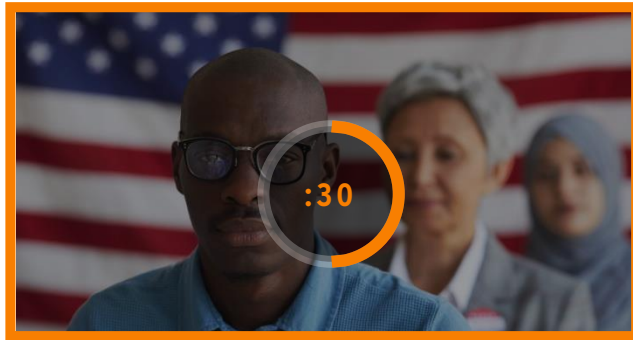
**Creative Strategy:
Informative with Complex
Messaging**



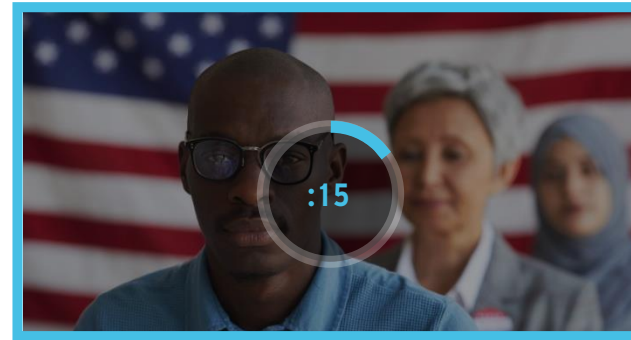
THE APPAREL ADS TESTED

CREATIVE STRATEGY: INFORMATIVE WITH COMPLEX MESSAGING

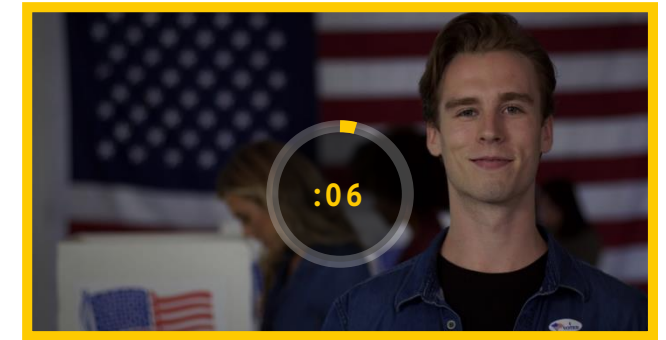
CULTURAL CAMPAIGN



Music + images of people with culturally relevant messaging around voting and diversity

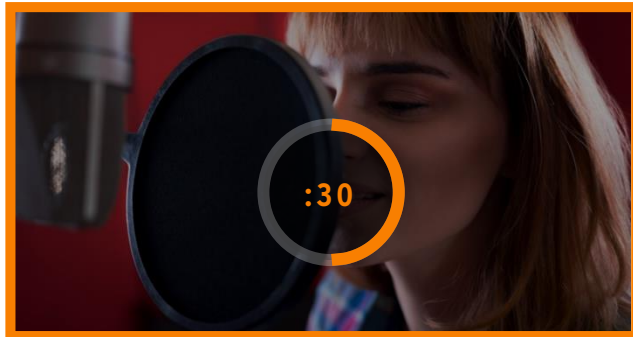


Shorter version of music + images of people with culturally relevant messaging around voting and diversity

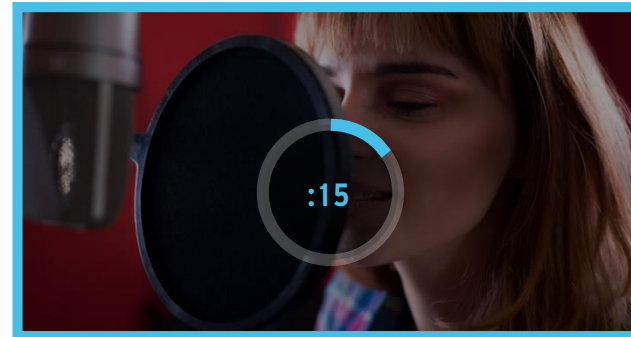


Shortest version of music + images of people with culturally relevant messaging around voting

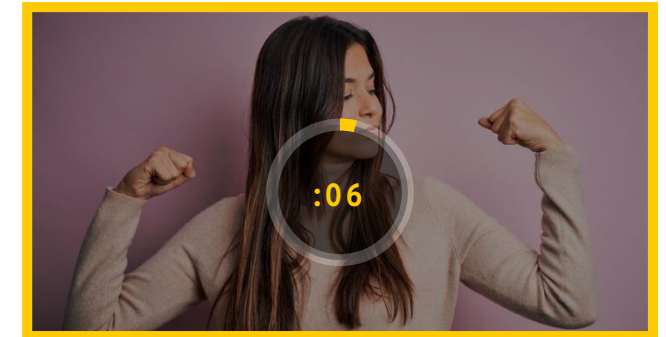
CULTURAL CAMPAIGN W/ PRODUCT FOCUS



Music + celebrity voicing empowering message about self-confidence



Shorter version of music + celebrity voicing empowering message about self-confidence

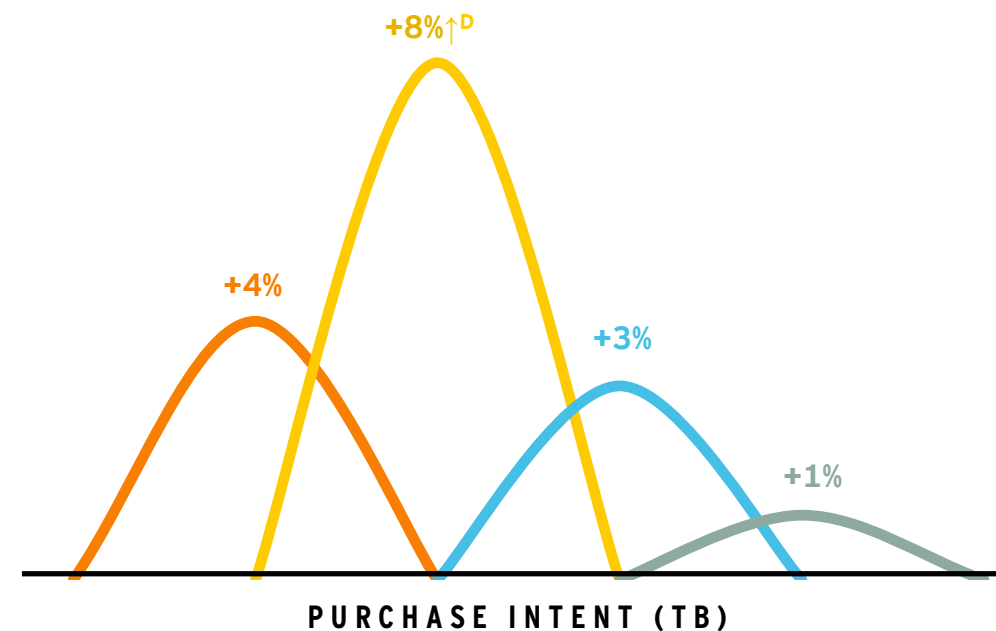
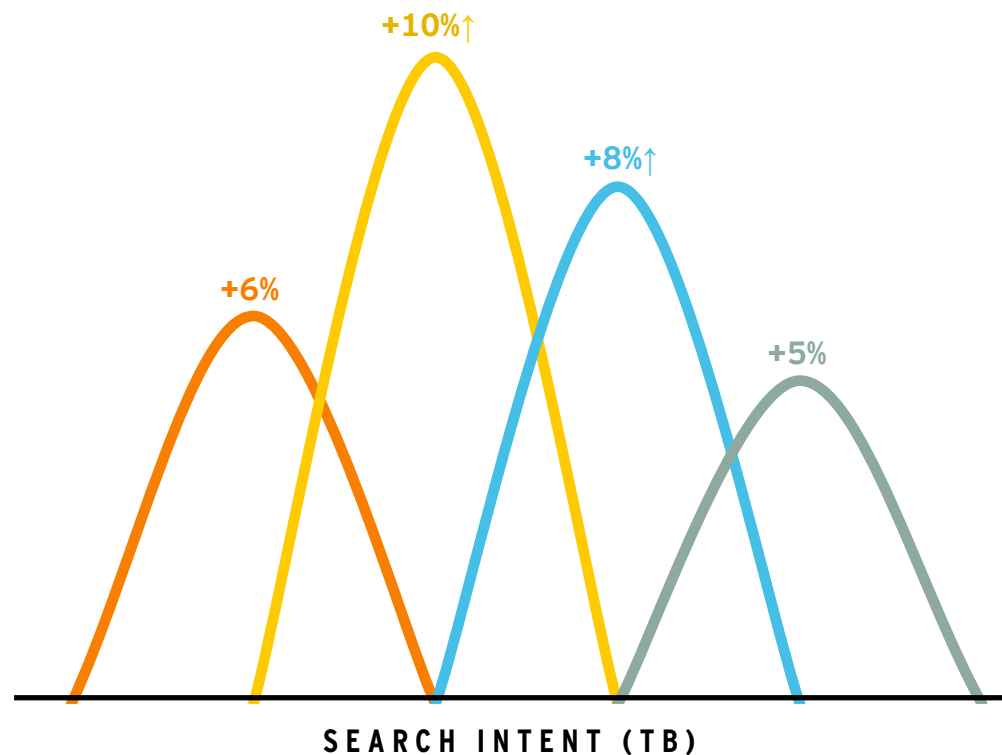


Shortest version of music + celebrity + no voiceover

MAKE THE MOST OF YOUR FIRST IMPRESSION WHEN YOUR MESSAGE IS MORE COMPLEX

Sequence of Three Exposures - Delta (Exposed - Control)

▲ Ascending (A) ▼ Descending (B) ▼ Valley (C) ▲ Peak (D)

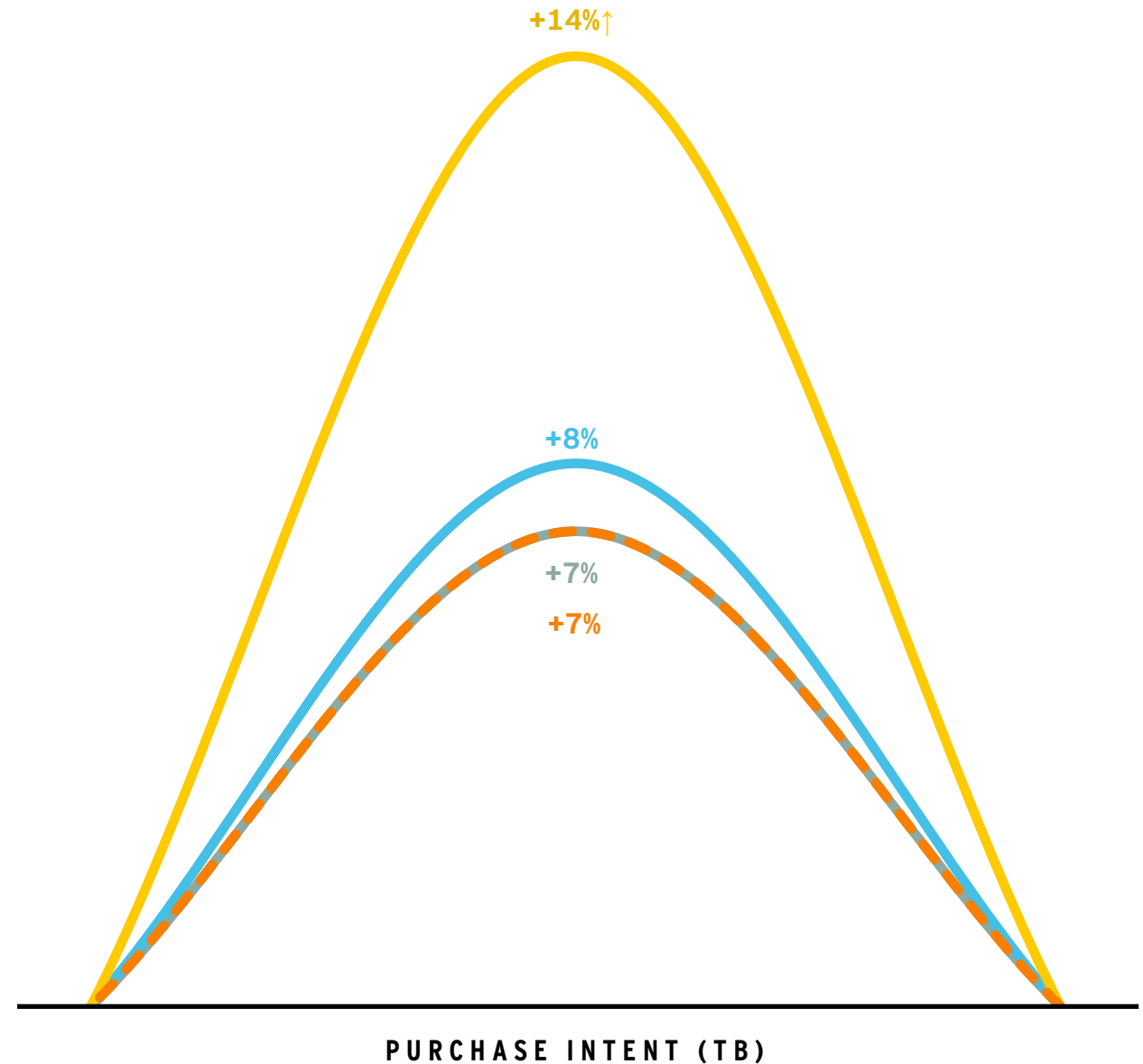


Apparel (frequency of exposure = 3): Control n=364, Ascending n=764, Descending n=706, Valley n=505, Peak n=529
↑ = Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.

...ESPECIALLY AMONG THOSE CLOSER TO PURCHASE

Frequent Apparel Shoppers* | Sequence Of Three Exposures - Delta (Exposed - Control)

- ▲ Ascending (A)
- ▲ Descending (B)
- ▲ Valley (C)
- ▲ Peak (D)



*Shops for clothing at least once a month
Apparel (In-market, frequency of exposure = 3): Control n=132, Ascending n=274, Descending n=261, Valley n=207, Peak n=189
↑ =Statistical significance between test and control groups at >=90% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.

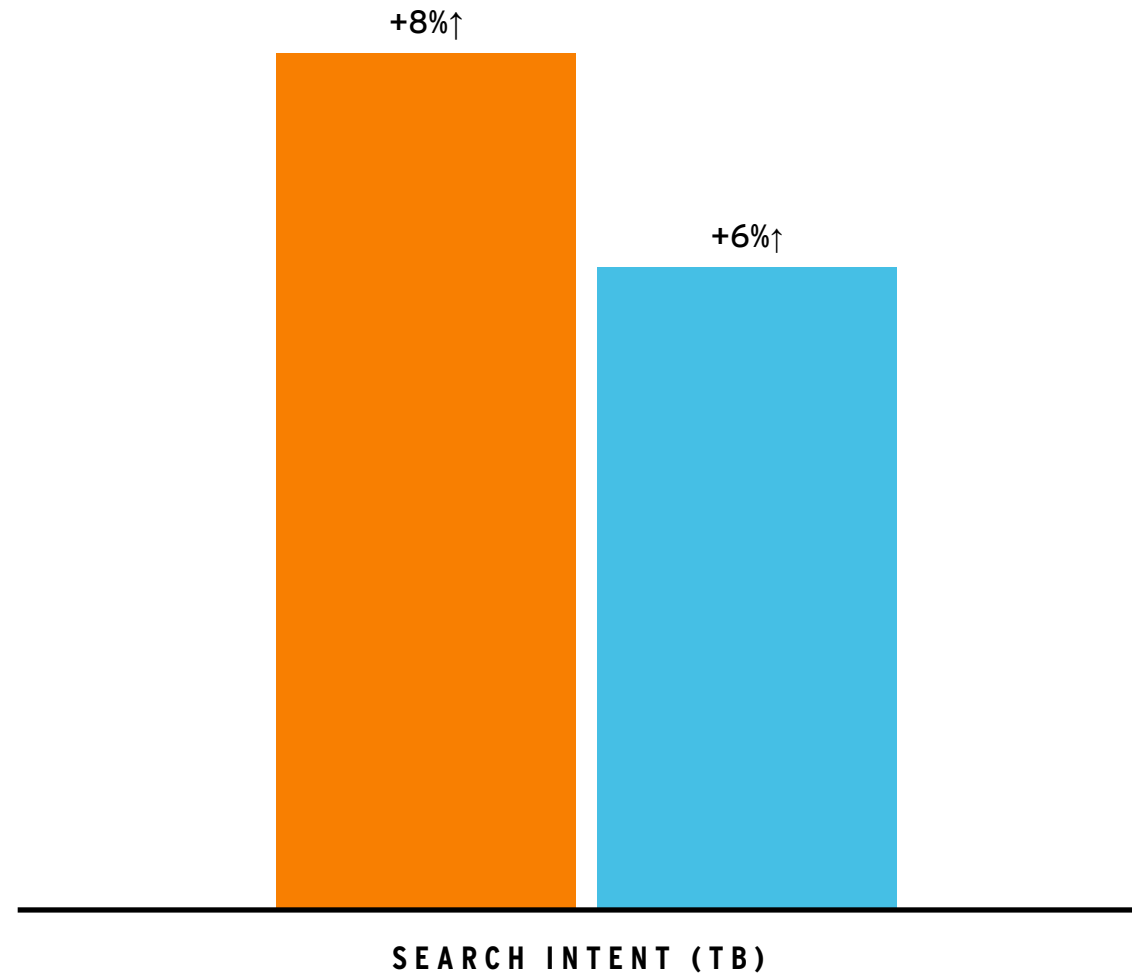
2 EXPOSURES CAN BE GOOD ENOUGH IF STARTING WITH A LONGER AD

Frequency Of Exposure - Delta (Exposed-control)

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



- **3 Ascending Exposures** - Starting with :06 Ad



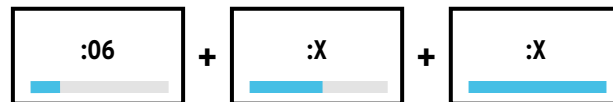
IN FACT, MORE CAN BE ACHIEVED WITH 2 EXPOSURES WHEN STARTING LONG

Frequency Of Exposure - Delta (Exposed-control)

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



- **3 Ascending Exposures** - Starting with :06 Ad





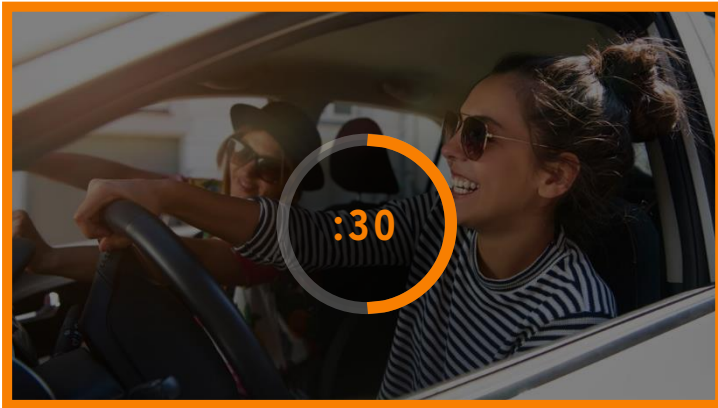
AUTO CASE STUDY

Creative Strategy:
Brand Imagery without
Complex Messaging

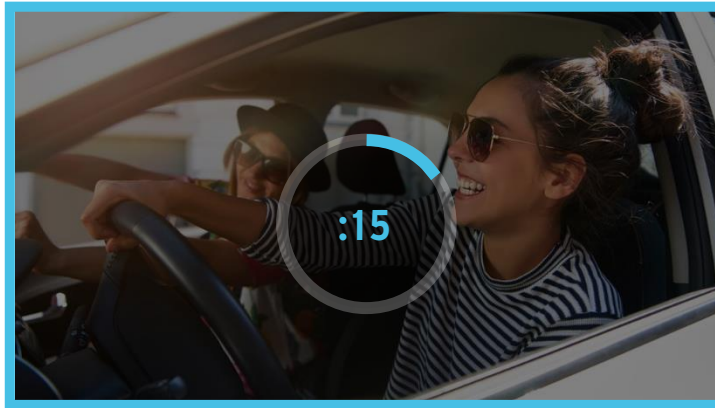


THE AUTO ADS TESTED

CREATIVE STRATEGY: BRAND IMAGERY W/O COMPLEX MESSAGING



Music + people driving around in vehicle through the city + call to action + no voiceover



Shorter version of music + people driving around in vehicle through the city + call to action + no voiceover

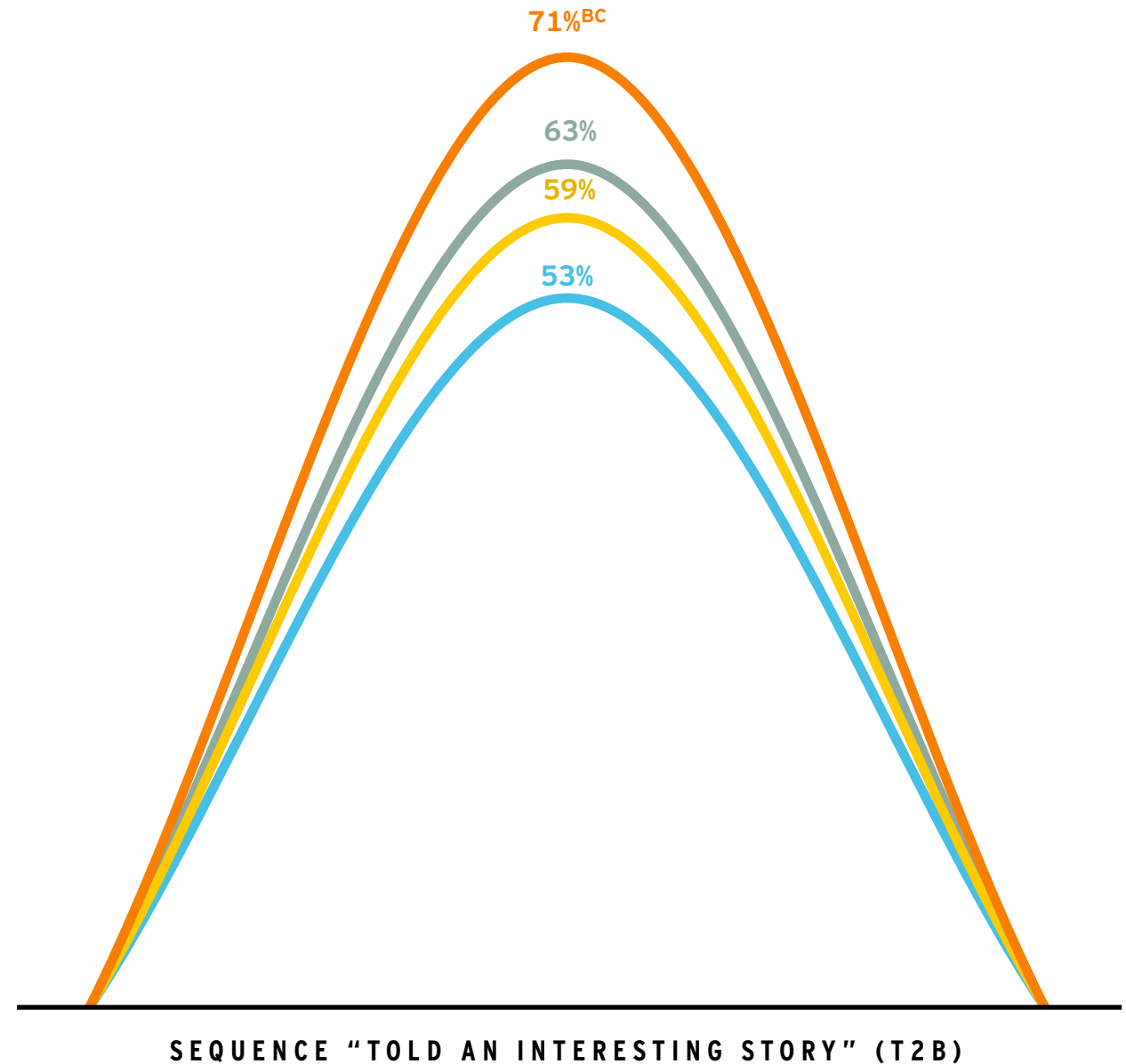


Shorter version of music + fewer people + call to action + no voiceover

STARTING SHORT TOLD THE BEST STORY FOR IMAGERY-FOCUSED ADS WITHOUT COMPLEX MESSAGING

Sequence Of Three Exposures - Delta (Exposed - Control)

- ▲ Ascending (A)
- ▲ Descending (B)
- ▲ Valley (C)
- ▲ Peak (D)

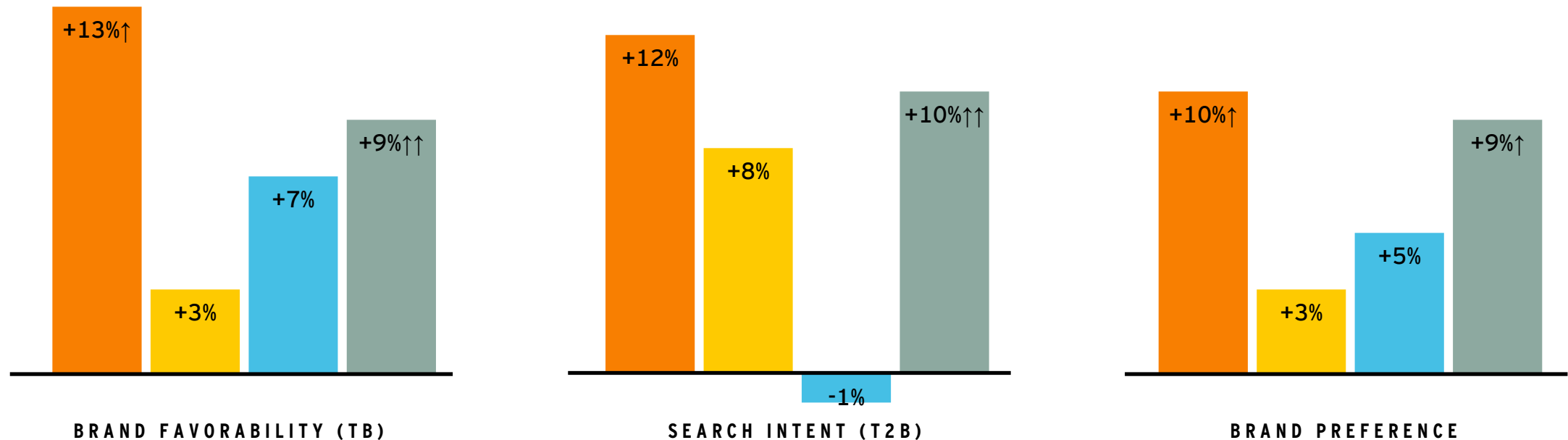


Auto (frequency of exposure = 3): Ascending n=147, Descending n=157, Valley n=178, Peak n=247
A/B/C/D = Statistical significance between sequence types at >=80% confidence.

FOOT-IN-THE-DOOR TECHNIQUE WAS ALSO MOST PERSUASIVE

Sequence Of Three Exposures - Delta (Exposed - Control)

▲ Ascending (A) ▼ Descending (B) ▼ Valley (C) ▲ Peak (D)

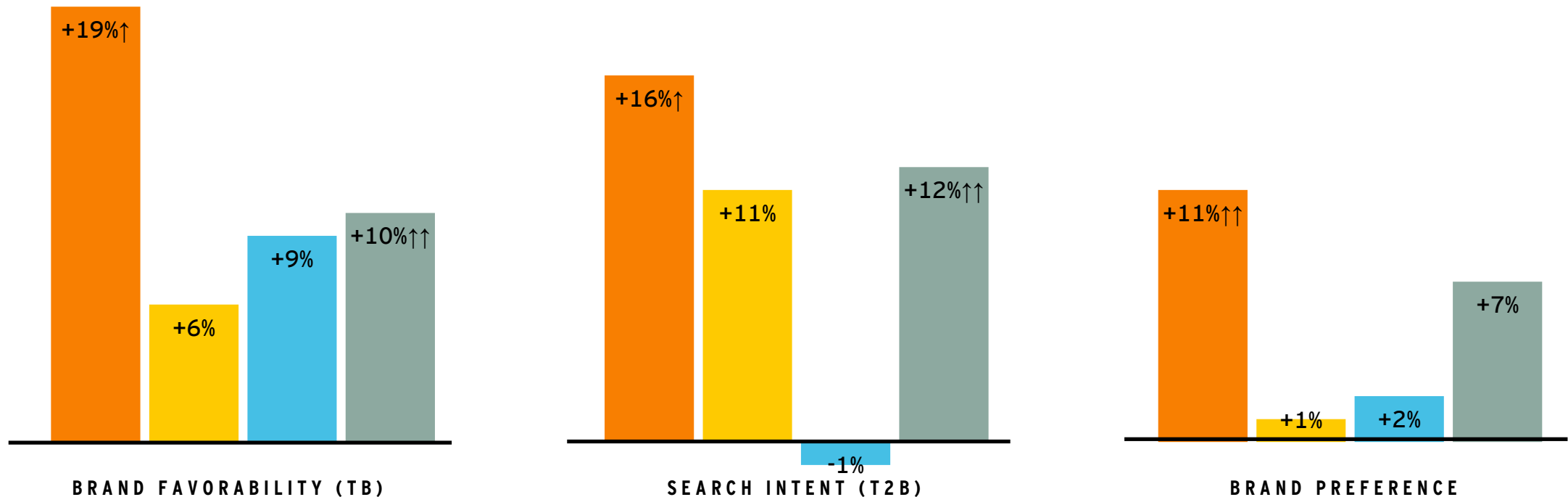


Auto (frequency of exposure = 3): Control n=186, Ascending n=147, Descending n=157, Valley n=178, Peak n=247
↑ = Statistical significance between test and control groups at >=90% confidence level.
↑↑ = Statistical significance between test and control groups at >=80% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.

...PARTICULARLY AMONG THOSE IN-MARKET FOR A NEW CAR

In-Market for New Vehicle - Sequence Of Three Exposures - Delta (Exposed - Control)

▲ Ascending (A) ▼ Descending (B) ▤ Valley (C) ▲ Peak (D)



*In-market definition: Looking to lease or purchase a new car in the next 2 years
Auto (In-market, frequency of exposure = 3): Control n=157, Ascending n=115, Descending n=133, Valley n=149, Peak n=202
↑ = Statistical significance between test and control groups at >=90% confidence level.
↑↑ = Statistical significance between test and control groups at >=80% confidence level.
A/B/C/D = Statistical significance between sequence types at >=90% confidence.

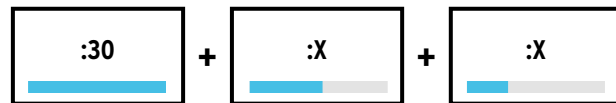
2 EXPOSURES GOOD ENOUGH WHEN STARTING WITH A SHORTER AD

Frequency Of Exposure - Delta (Exposed - Control)

■ 2 Ascending Exposures - Starting with :15 Ad



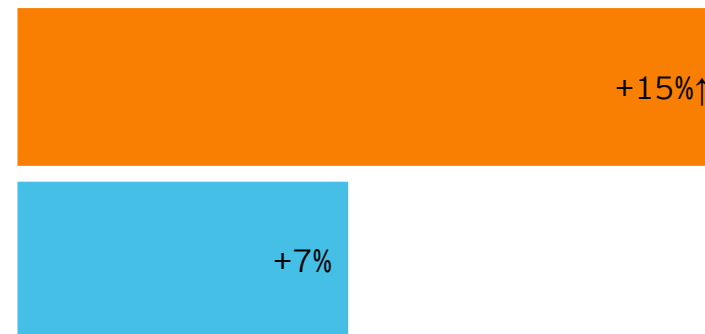
■ 3 Descending Exposures - Starting with :30 Ad



MESSAGE RECALL



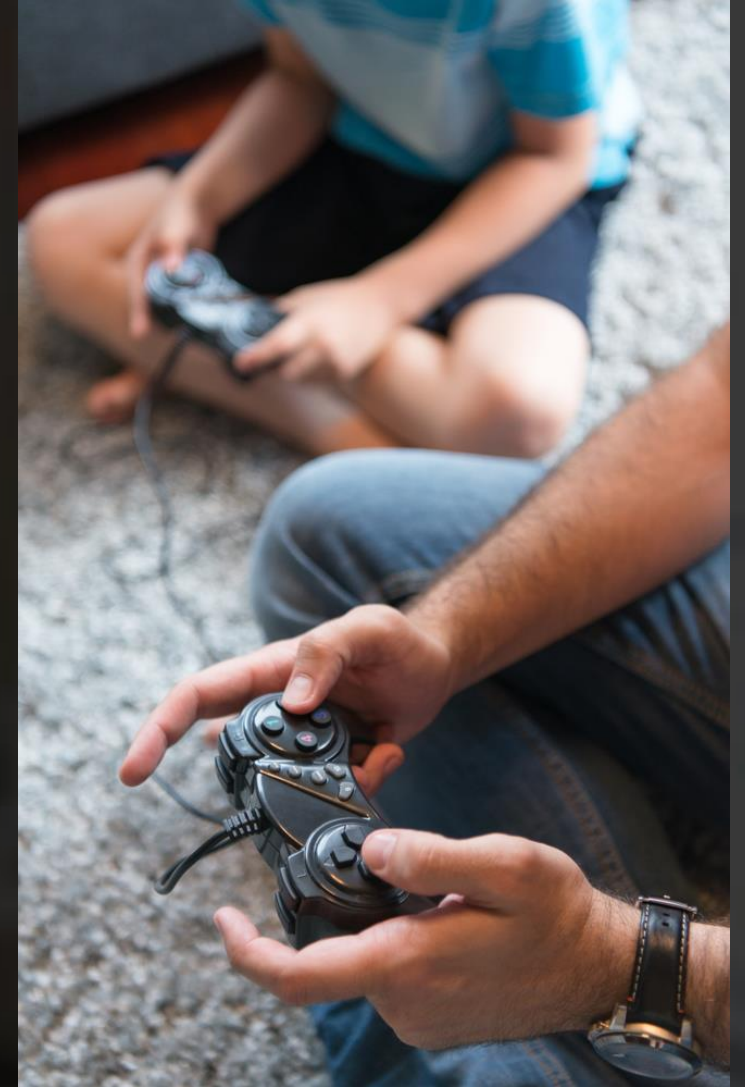
BRAND RESPECT





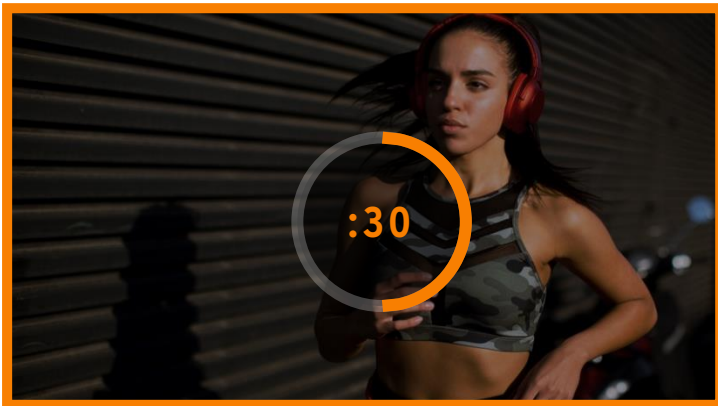
CONSUMER ELECTRONICS CASE STUDY

Creative Strategy:
Brand Imagery without
Complex Messaging

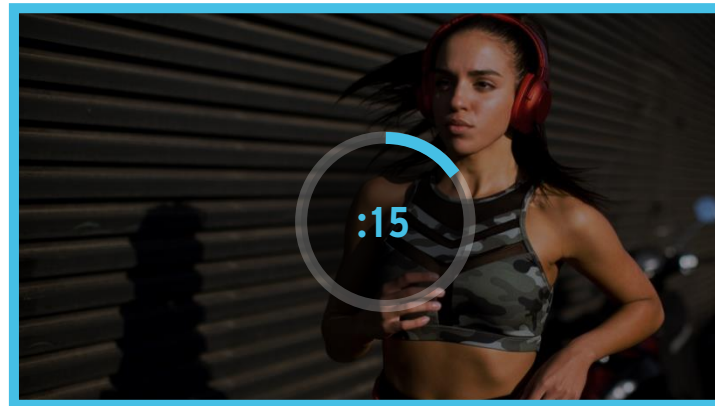


THE CONSUMER ELECTRONICS ADS TESTED

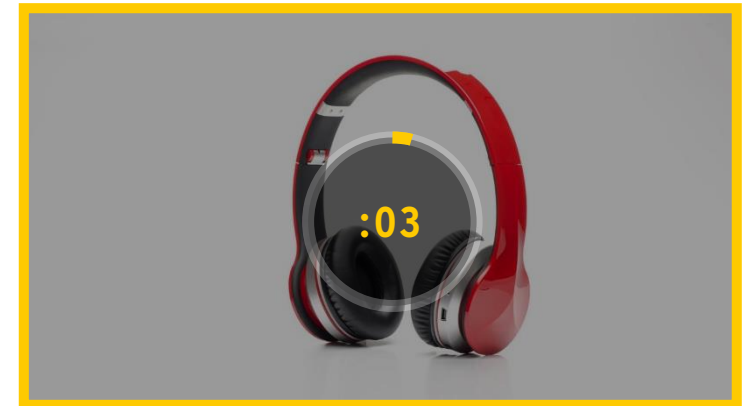
CREATIVE STRATEGY: BRAND IMAGERY W/O COMPLEX MESSAGING



Music + inspiring images of people using product
+ voiceover



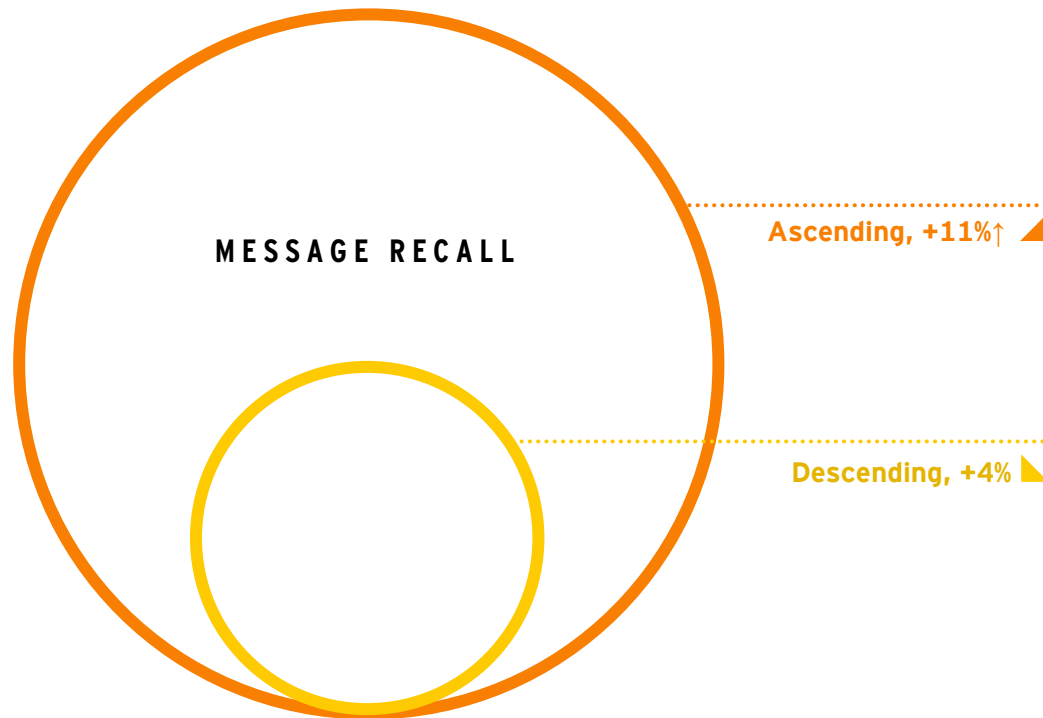
Shorter version of music + inspiring images of
people using product + voiceover



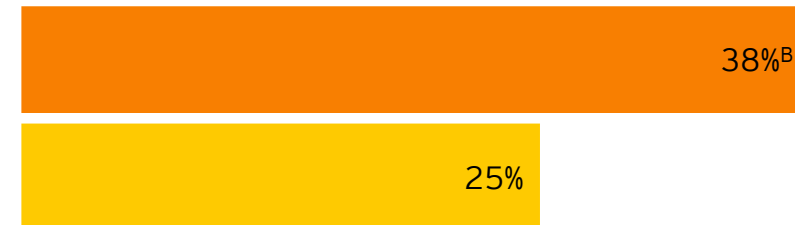
Shortest version of music + close-up of product in
action + no actors + no voiceover

STARTING SHORT WORKED BEST FOR CREATIVES WITHOUT COMPLEX MESSAGING

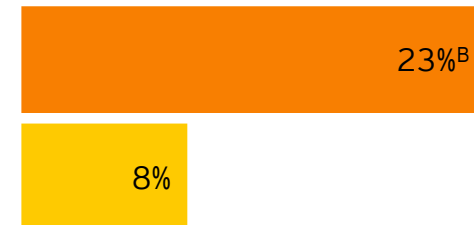
Sequence Of Two Exposures - Delta (Exposed - Control)



AD CLEARLY COMMUNICATED ITS MESSAGE (TB) - % AGREE



SOMETHING I WOULD WATCH AGAIN (TB) - % AGREE



Consumer Electronics (frequency of exposure = 2): Control n=212, Ascending n=132, Descending n=164

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

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

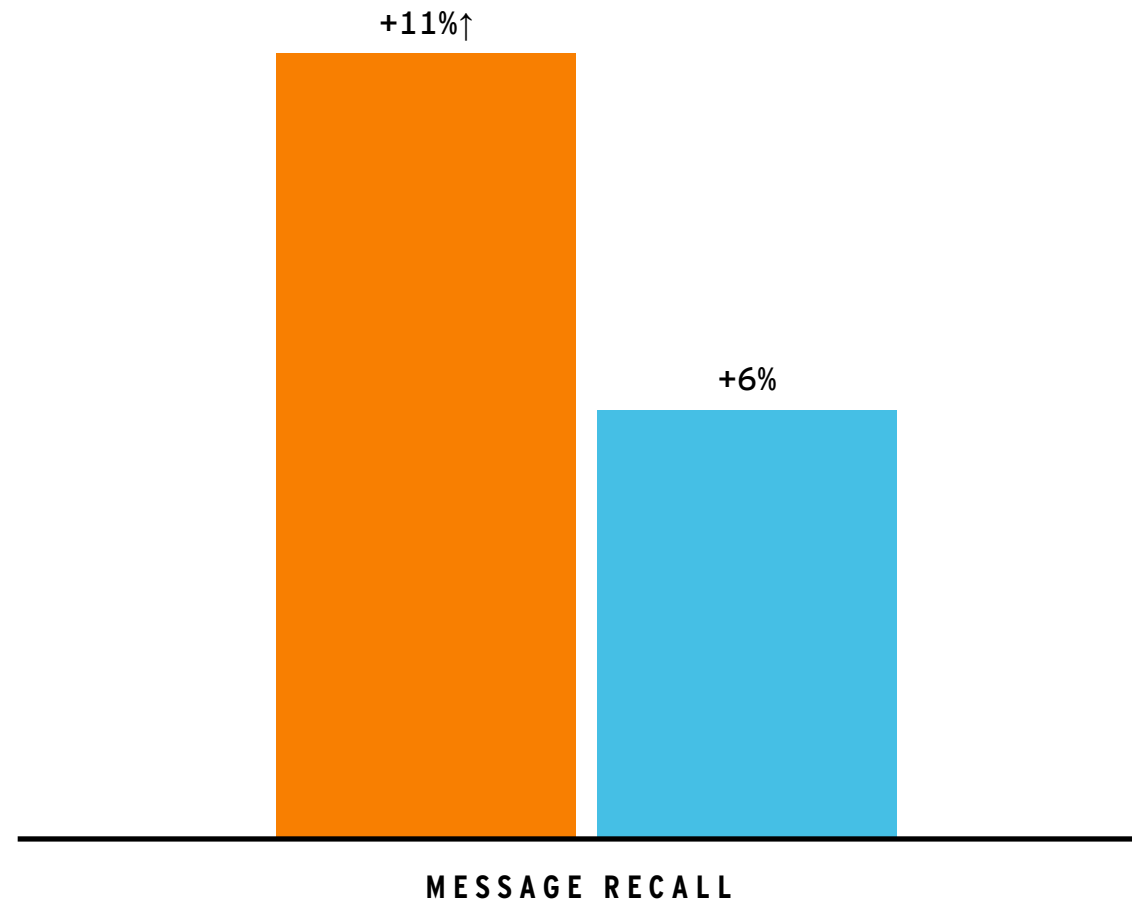
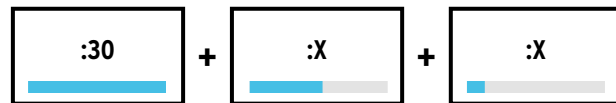
2 EXPOSURES WERE GOOD ENOUGH IF STARTING WITH A SHORT AD

Frequency Of Exposure - Delta (Exposed - Control)

■ **2 Ascending Exposures** - Starting with :03 Ad



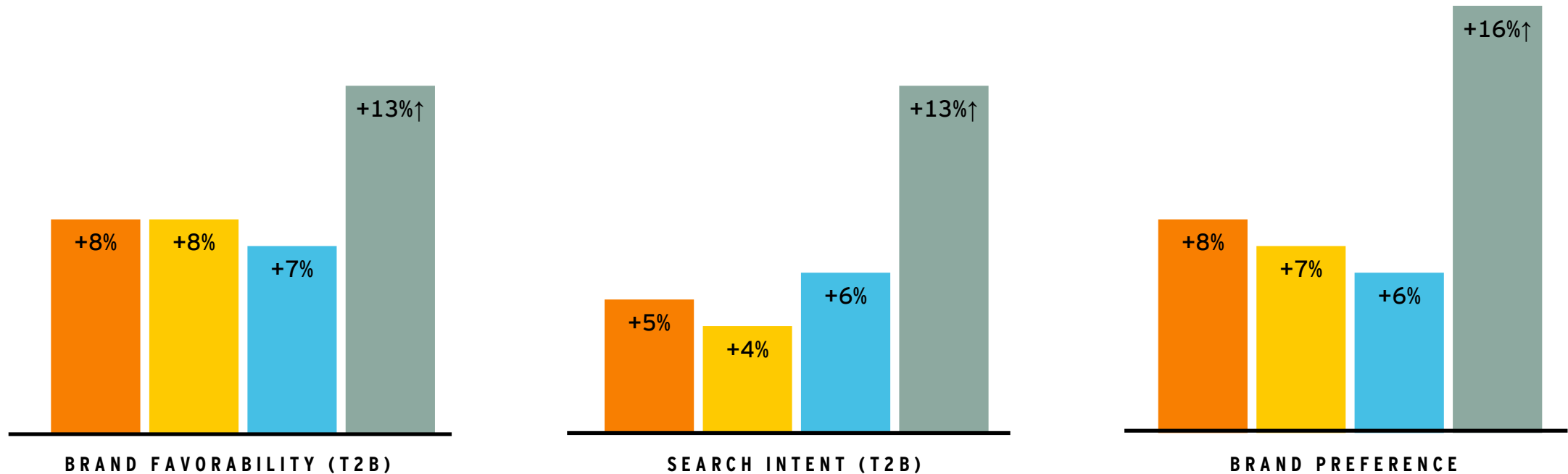
■ **3 Descending Exposures** - Starting with :30 Ad



STARTING SHORT + VARIATION IN AD LENGTH FROM ONE EXPOSURE TO THE NEXT WAS KEY TO DRIVING IMPACT

Sequence Of Three Exposures - Delta (Exposed - Control)

▲ Ascending (A) ▼ Descending (B) ▼ Valley (C) ▲ Peak (D)



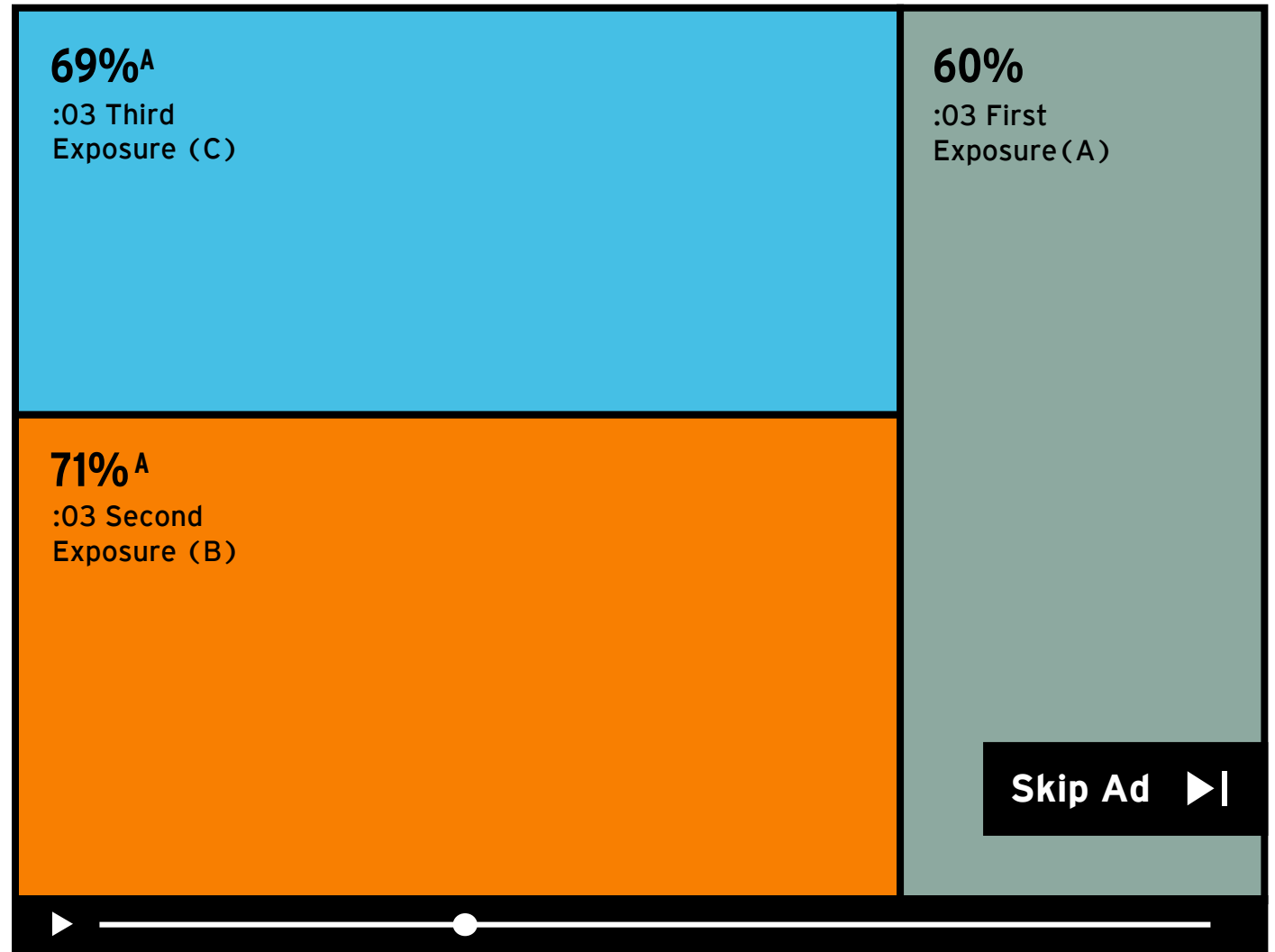
Consumer Electronics (frequency of exposure = 3): Control n=212, Ascending n=316, Descending n=329, Valley n=358, Peak n=250

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

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

WHEN A PRIMER CAME FIRST, PEOPLE WERE LESS LIKELY TO SKIP IN GENERAL...

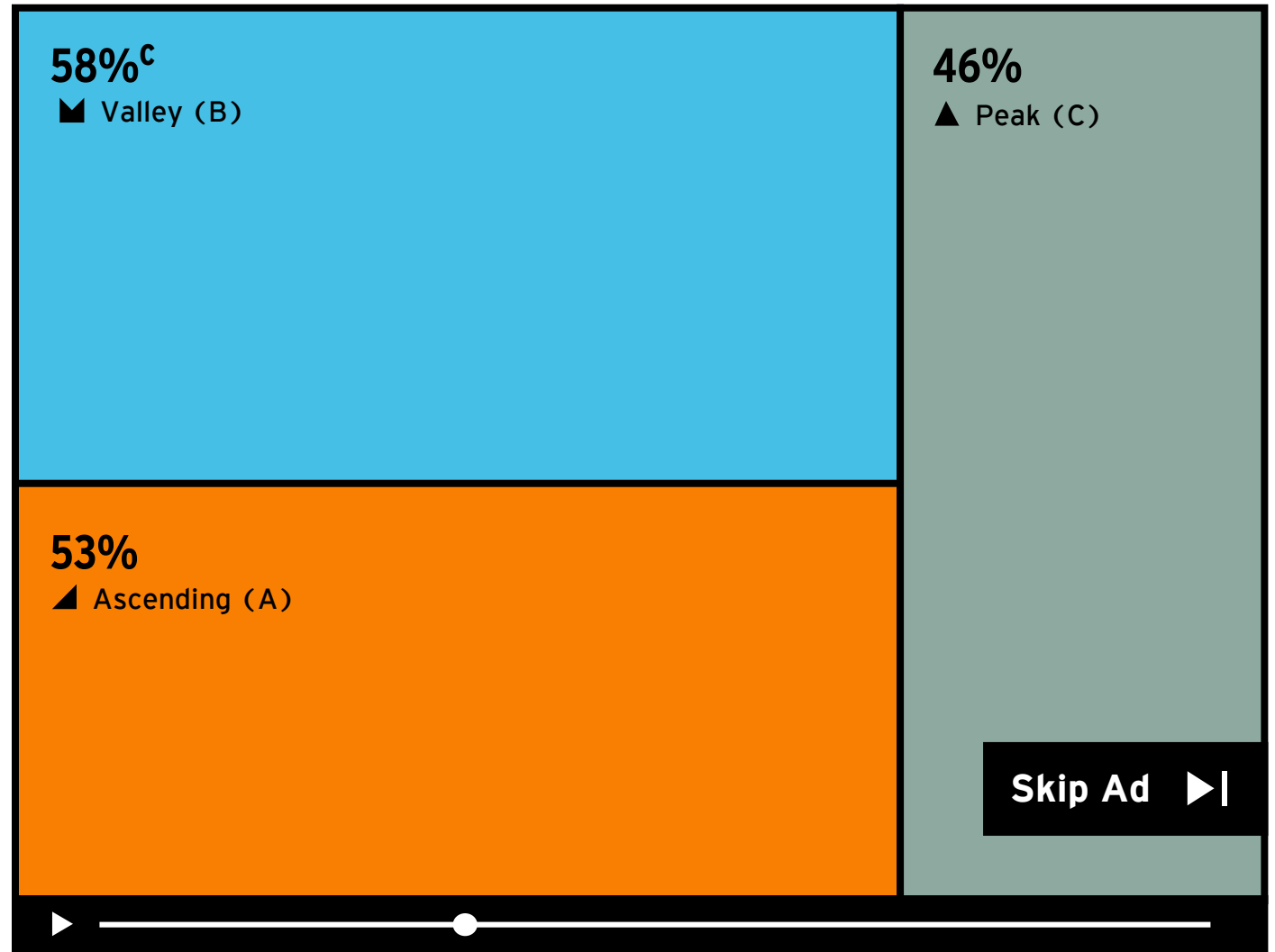
AVERAGE SKIP RATE
SEQUENCES OF 3 EXPOSURES WITH EQUAL OPPORTUNITY TO SKIP - % SKIPPED



Consumer Electronics (frequency of exposure = 3; equal opportunity to skip): :03 first n=247, :03 second n=338, :03 last n=241
A/B/C/D = Statistical significance between sequence types at >=90% confidence.

**...AND WITH MORE
VARIATION, THEY
WERE LESS LIKELY TO
SKIP THE FINAL AD**

SKIP RATE OF FINAL AD
SEQUENCES OF 3 EXPOSURES WITH SKIPPABLE LAST AD* - % SKIPPED



*Descending sequences are excluded as there are no sequences with a skippable final ad
Consumer Electronics (frequency of exposure = 3 with skippable last ad): Ascending n=314, Valley n=357, Peak n=70
A/B/C = Statistical significance between sequence types at >=80% confidence.

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

 Start with **shorter** ad

 Start with **longer** ad

Includes US and AU brands tested.





OUR RECOMMENDATIONS

- #1 FIRST IMPRESSIONS COUNT**
Make the most of the first exposure by communicating more information if your creative contains complex messaging
- #2 PRIMER FOR IMAGERY ADS**
Use short ads as a primer if your creative is focused on brand imagery without complex messaging
- #3 GOLDEN RULE OF VARIATION**
Consider maximizing variation in ad lengths across exposures