

Comparing Resonance for Native and Pre-roll Video Ads with Real-time Metrics

Case Study

INDUSTRY

Americans spent more than 360 billion minutes online in December 2012 and streamed a whopping 24.6 billion videos.¹ As consumer choice across and within platforms expands, advertisers have new opportunities to make meaningful connections with consumers online. But the sheer volume of choices also introduces new challenges in determining which tactics drive the most impact. Concurrent with this shift in media consumption behaviors, there has been an explosion of online branded video content. Brands need to deliver high quality content to their audiences in order for their message to resonate in an advertising-inundated environment and are increasingly looking to reach and engage consumers in new ways.

Native advertising has emerged at the convergence of changing media consumption habits and quality brand content, allowing brands to promote their content in a site's endemic experience in a visually integrated, choice-based approach. Many of the largest online platforms have adopted native advertising, including Facebook, YouTube, Twitter, Tumblr and WordPress, meaning these platforms also offer advertising that is content-based and user initiated.

OVERVIEW

Sharethrough is a native advertising company that works with leading brands and agencies to distribute brand content within native integrations on leading publisher sites. Using Nielsen Online Brand Effect, Sharethrough has developed 50+ proof points around the effectiveness of native video in driving brand lift metrics like awareness, purchase intent and favorability.

To further understand the value of native video advertising, Sharethrough wanted to compare the brand-building effectiveness of native video ads against the popular pre-roll video ad unit. Sharethrough worked **with five leading advertisers** to serve the same creative message in both pre-roll and native advertising formats for each advertiser's campaign.

This case study focuses on the results for two of the five advertisers, Jarritos and a leading CPG brand. All pre-roll ads were auto-play and were 15 or 30 seconds in length. All native ads were user-initiated, matched the visual style of the publisher page, and were a slightly longer version of the pre-roll creative. To compare the brand-building effectiveness of each format, Sharethrough turned to Nielsen Online Brand Effect for in-depth metrics on brand lift and the campaign elements driving that lift.

¹ Source: Nielsen

COMPANY:

Sharethrough, with Jarritos and a leading CPG brand

CAMPAIGNS:

Positively influence brand opinions via pre-roll and native video ads

OBJECTIVE:

Jarritos: Favorability
A leading CPG brand: Purchase intent

SOLUTION:

Nielsen Online Brand Effect (formerly Ad Catalyst)




SHARETHROUGH'S

NATIVE VIDEO ADVERTISING:

Native video ads are content-based and deliver fully integrated into the natural site experience. They are user-initiated, and do not have a limit on video length. Sharethrough's native video units have consistently driven positive results, generating an average brand lift that is 7X higher than industry averages as measured by Nielsen. For more info on Sharethrough's Native Advertising, <http://www.sharethrough.com/blog/>

PRE-ROLL ADVERTISING:

Long the industry standard for online video ads, pre-roll advertising is usually limited to 15 to 30 secs, and auto-plays before user-selected video content.

INSIGHTS/FINDINGS

Using Nielsen Online Brand Effect, Sharethrough found that:

- Native video ads drove higher brand lift than pre-roll across all five campaigns.
- In all campaigns measured for the case study, pre-roll drove little/no brand lift.
- Users measured in the case study were more likely to respond to the brand survey negatively after being exposed to the pre-roll creative than the native ads.

Sharethrough used Nielsen Online Brand Effect to highlight the performance of native ads and to help their clients maximize brand lift for these campaigns.

Jarritos, a naturally flavored soft drink brand, was running a campaign to drive brand favorability. <Fig. 1>

- Native ads generated 82% brand lift among users exposed to the ads.
- Pre-roll units generated 2.1% brand lift among users exposed to the ads.
- Those who were exposed to the pre-roll units were 29.3% more likely to respond that they viewed Jarritos "unfavorably" or "very unfavorably" than those who had not been exposed to the campaign.

In addition, a leading CPG brand was running a campaign to drive purchase intent. <Fig. 2>

- Native ads generated 42.2% brand lift among users exposed to the ads.
- Pre-roll units did not generate any lift among users exposed to the ads.
- Those who were exposed to the pre-roll units for the case study were 18.9% more likely to respond that they "probably would not" or "definitely would not" purchase this leading CPG brand in the next 30 days than those not exposed to the campaign.

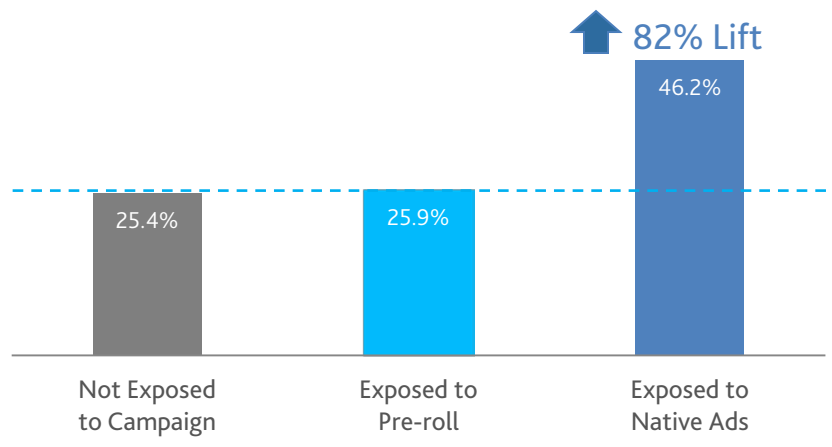
SOLUTION

Nielsen Online Brand Effect is the first real-time enterprise technology platform that allows advertisers to collaborate with their digital media ecosystem around optimizing brand lift metrics.

Using an intuitive, web-based dashboard, clients are able to get a real-time understanding of the brand-building effectiveness of their online video campaigns and its performance against the primary marketing objective. The performance of key campaign elements driving overall brand lift - frequency, audience segments, and creative in particular - are also highlighted providing valuable opportunities to improve performance in-flight and across campaigns.

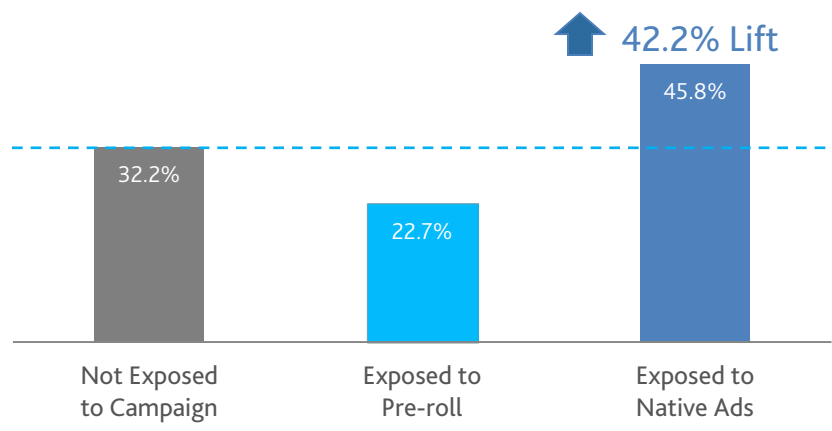
Nielsen Online Brand Effect is part of the suite of resonance solutions, which can be employed with our other ad effectiveness offerings to measure and optimize advertising across reach, resonance, and reaction.

<Fig. 1> NON-ALCOHOLIC BEVERAGE FAVORABILITY BRAND LIFT



Source: Nielsen

<Fig. 2> CPG PURCHASE INTENT BRAND LIFT



Source: Nielsen

CONCLUSION

With its combination of sight, sound and motion, online video can create an immersive online experience.

When advertisers are evaluating online video options, they have a variety of formats to choose from, not just pre-roll. Whatever format they choose, advertisers must ultimately show that those tactics drive the desired result, brand lift, in order to justify continued investment.

In this case, native video advertising, which has no length limits, can accommodate long form video and is user-initiated, outperformed pre-roll advertising, which is limited in length and automatically plays regardless of whether the user has initiated the ad or not. Native ads outperformed pre-roll regardless of the category or the marketing objective of the five measured advertisers.

Advertisers should also take advantage of granular metrics on campaign performance, such as the brand performance of different creatives, as an opportunity to improve their campaign. In the campaigns above, each advertiser had an opportunity to improve the branding effectiveness of their campaign by making in-flight optimizations to their creative allocations. Even if this information isn't used in-campaign, there is still an opportunity to maximize marketing dollars by applying the learnings from one campaign to the next.

In the absence of this key data, millions of dollars can be wasted because advertisers are spending in the wrong places, on the wrong creative executions, and receiving no brand lift. Advertisers need to use true measurement techniques to accurately assess and optimize the effectiveness of their video campaigns.

KEY TAKEAWAYS:

- Measure the effectiveness of each campaign element against the primary marketing objective. If your campaign is branding related, ensure you are using relevant brand lift metrics to measure the degree to which your advertising has shifted consumer perception against one of the key purchase funnel metrics, such as awareness, purchase intent, attitudes, favorability, brand attributes, and brand preference. Clickthrough and completion rates are irrelevant.
- Advertisers have many online video ad formats and tactics available to them. However, not all video is created the same, and some formats and delivery tactics can be more impactful than others. If budgets allow, test multiple video tactics to determine which one most effectively gets your message across.
- Real-time data on campaign effectiveness, and the different elements contributing to performance, is key to optimizing your brand campaigns to ensure they deliver results.

ABOUT SHARETHROUGH

Sharethrough is the leading provider of native advertising technology solutions for brands and publishers. Fortune 1000 brands and their agencies work with Sharethrough to guarantee audiences and maximize social engagement for their original branded content, and social web publishers partner with Sharethrough to create native, non-interruptive brand content placements via the Sharethrough native advertising platform. Founded in 2008, the company now has 95 full-time employees and is headquartered in San Francisco with offices in New York and Chicago.

ABOUT VIZU, A NIELSEN COMPANY

Vizu, a Nielsen company, brings offline advertising effectiveness metrics to the online medium. By providing the first real-time, enterprise technology platform that allows digital advertisers and their partners— publishers, ad networks, exchanges and demand side platforms – to collaborate directly around measuring and optimizing brand lift metrics, Vizu enables brands to move consumers through the purchase funnel, from building awareness to creating intent and preference. Used by over 60% of Advertising Age's Top 100 Brand Advertisers and the majority of the 50 largest online publishers and networks, Vizu's platform is now part of the Nielsen Brand Effect and Nielsen Campaign Ratings suites, which deliver advertising reach and resonance metrics across media. To learn more, visit www.brandlift.com.

ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

To learn more about how Nielsen can help you create actionable online marketing strategies, please contact us at 415-362-8498 ext. 209 or visit www.brandlift.com

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