

In part 1 of our BUILD effort to assemble a playbook of context, we created a framework for comparing the effectiveness of different ad formats and explored the relative impact of custom branded content (long form) compared to standard ad formats to create a foundation for future research on Context.

OBJECTIVE

- Create a framework for comparing ad formats and their relative effectiveness.
- Map the impact of custom branded content vs. standard ad formats on engagement and a variety of branded metrics.
- Put measures in place that allow for building normative insights that Ad Lab Members can tap into when needed.

BUSINESS APPLICATION

Part 1 of the Context Playbook research helps us:

- Better match ads to programming context
- Understand the nuances of genre and sub-genre impact on receptivity
- Provide a grounding in consumer needs and receptivity to ID white spaces for new ad product development

METHODOLOGY

Two-step quant:

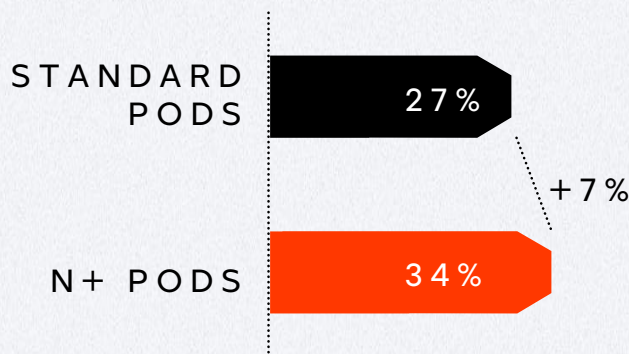
1. Run a variety of branded content and their corresponding 15s/30s through Realeye’s online eye-tracking panel to measure relative engagement (eyes on screen and facial tracking) of branded content vs. standard ads
2. Quick-turn ad hoc surveys to assess relative performance of branded content vs. 15s/30s across key brand metrics, including Unaided Recall, Purchase Consideration, Intent to Recommend, etc.

3 KEY FINDINGS

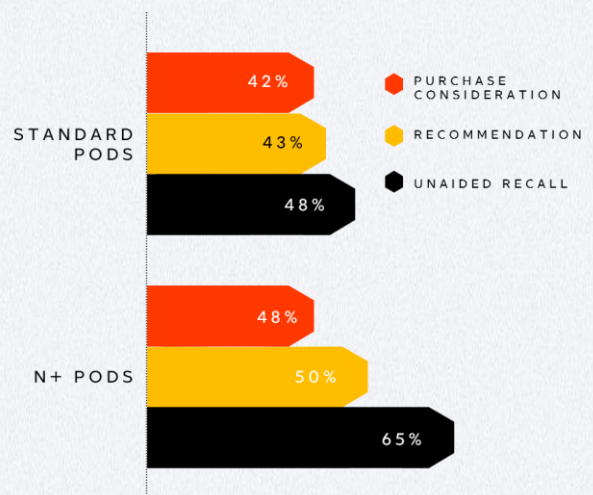
Branded Content outperforms standard ad formats on viewer engagement and key brand metrics.

1 Branded Content outperforms standard ad formats on viewer engagement and key brand metrics.

LONG FORM PODS VS. STANDARD ENGAGEMENT

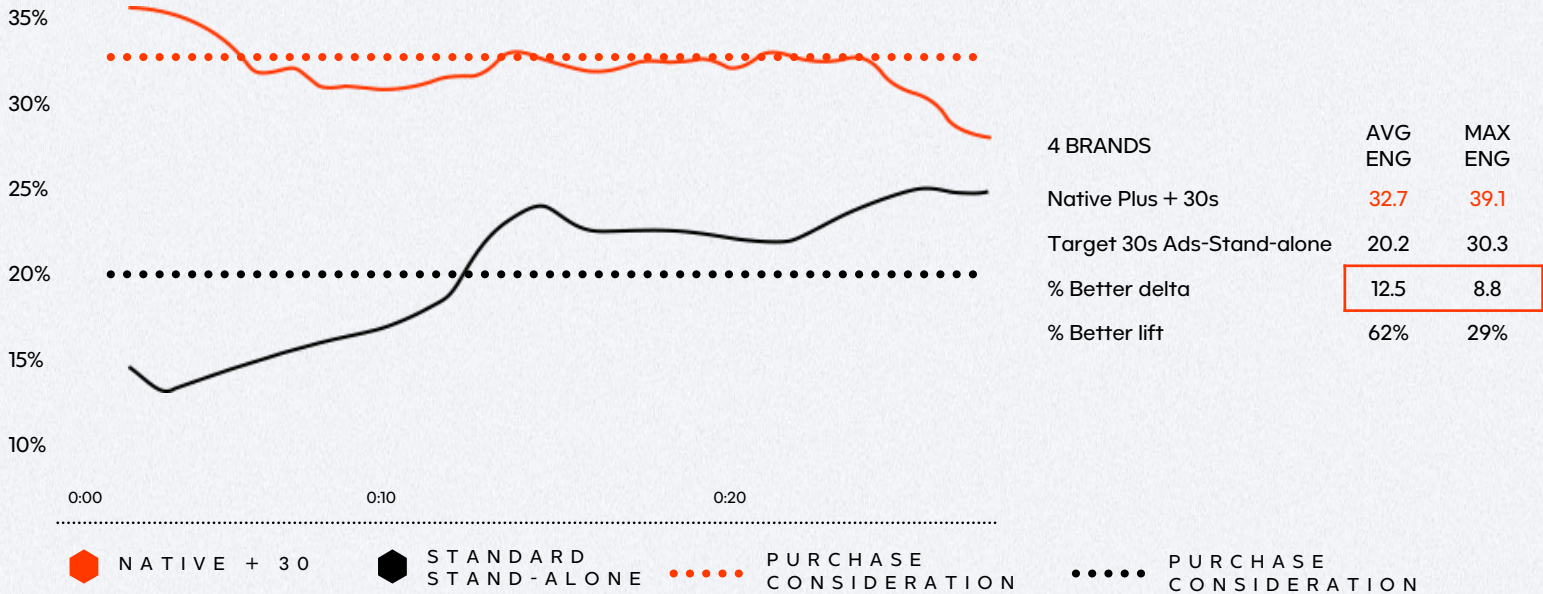


LONG FORM PODS VS. STANDARD RECALL, REC, PURCHASE CONSIDERATION



2

The inclusion of Branded Content in a campaign boosts viewer engagement when sequenced as such: Branded Content → Standard Ad:



3

Pairing a standard 30 with long-form Branded Content in adjacent pods boosts effectiveness of the standard ad, delivering a short-term halo effect rather than competing with the 30s:

LONG FORM PLUS 30 VS. 30 STAND-ALONE

