Impacts of video advertisements according to the media

25 February 2017

Objective of the study

How does ad effectiveness vary according to the media ?

>**Comparison of 3 media**

Television

Youtube

RTL info

Video Pre-roll on website

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>**Main impacts studied**

Memory

Gaze direction

Frustration

Objective of the study & methodology

>Sample   👤 **84** participants   👩 **49** women   👨 **35** men   🎂 20-60 years   ⬤◾▲ Variety of profiles

Objective of the study & methodology

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IP

Media exposure

> **Sequential exposure to the 3 media**

(order counterbalanced across the subjects)

Television

Youtube

RTL info

Lounge area

eye-tracking device in front of a computer screen

Media exposure

> **Specially developed interfaces**

Rigorous control

- Target-videos and prior adds
- Interface parameters

> > *Causal diagnosis*

> **Choice of a video among 6 possible videos**
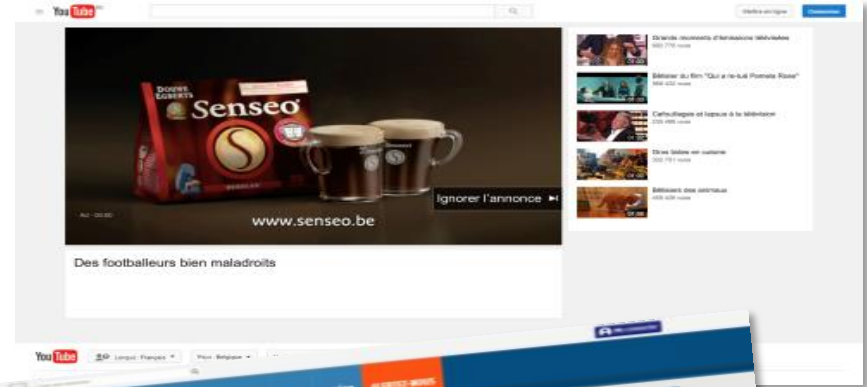
- 'Bloopers' (various topics)
- Basic criteria

Media exposure

> **Prior "unsolicited" video ad (20 seconds)**

- Basic criteria (prior-study)
- Targeted to a male / female / mixed audience

- "*Real" conditions :*
  - o 'Youtube' : "Skip ad" (after 5 seconds)
  - o 'RTLinfo' : Remaining time displayed
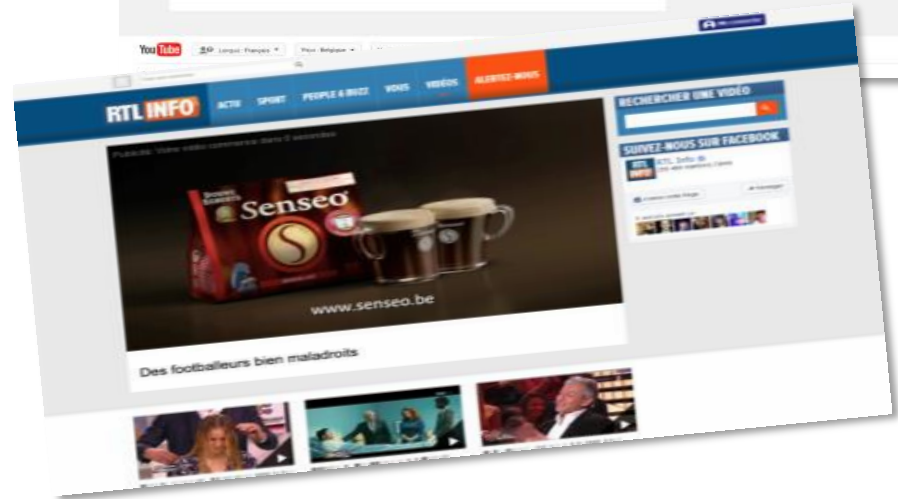
Media exposure

> **Experimental design**

- "Within-subjects"

- Media–ads associations counterbalanced across the sample
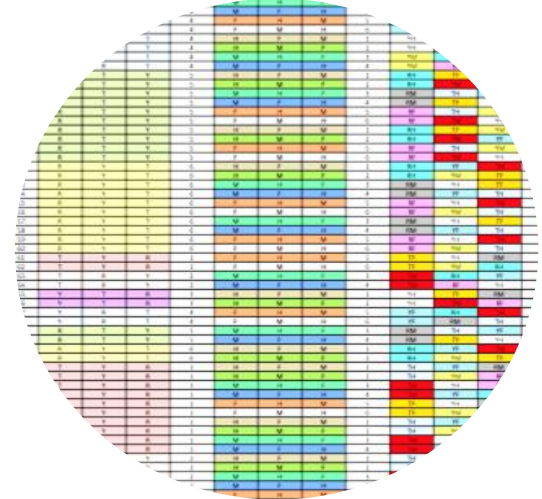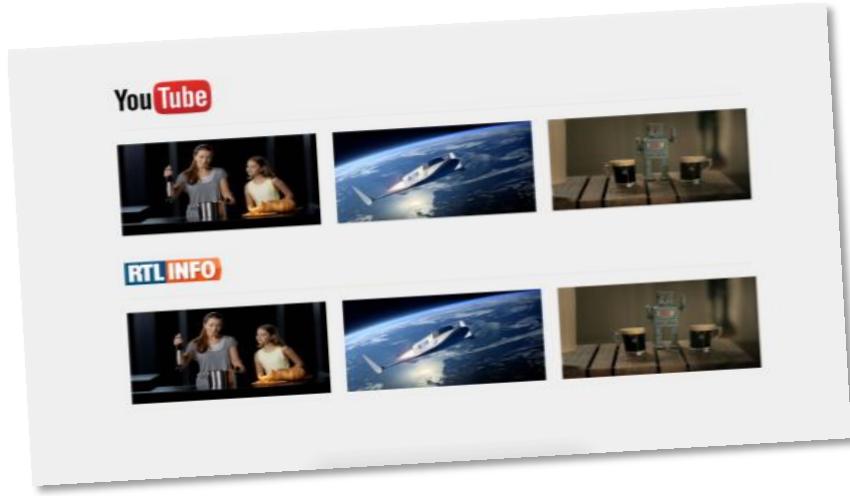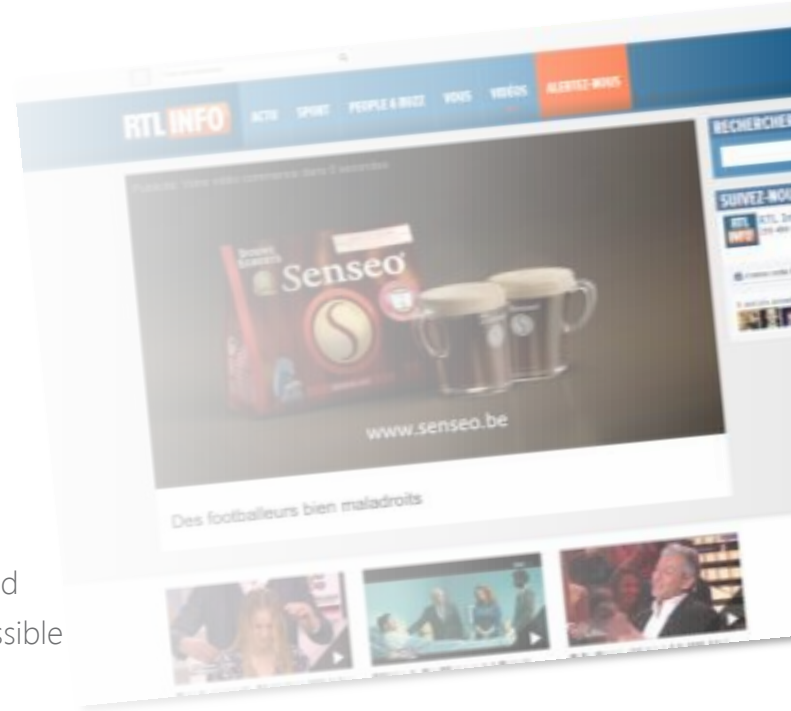
Media exposure

> **2 measures concerning this phase**

- *Actual ad duration* ['Youtube']

- *Gaze direction* towards the ad (compared with the total possible duration ; i.e. 20 seconds) ['Youtube' & 'RTLinfo']

Impact measurement

> **Directive interview (adjacent room)**

Memory

Frustration

+

Background questions

>>Recall

- Brand
- Product category
- Design elements

>>Recognition (9 ads)

- 3 ads previously shown
- 6 other ads

- Age
- gender
- media use frequency
- ...

Results

|	YOUTUBE			RTLinfo	TV
	All subjects	Ad stopped	Ad completed		
Frame	61 (77)	32 (76)	77 (77)	74	
Ad area	51 (59)	17 (41)	69 (69)	69	99
"Skip ad" or "Remaining time" area	10 (17)	15 (35)	8 (8)	4	

Eye-tracking

- Lower [higher] scores for 'Youtube' ['TV']
- Actual viewing time particularly low for the subjects who stopped the ad (17% of the ad duration)

- Positive correlation between
  - 'Youtube' use frequency
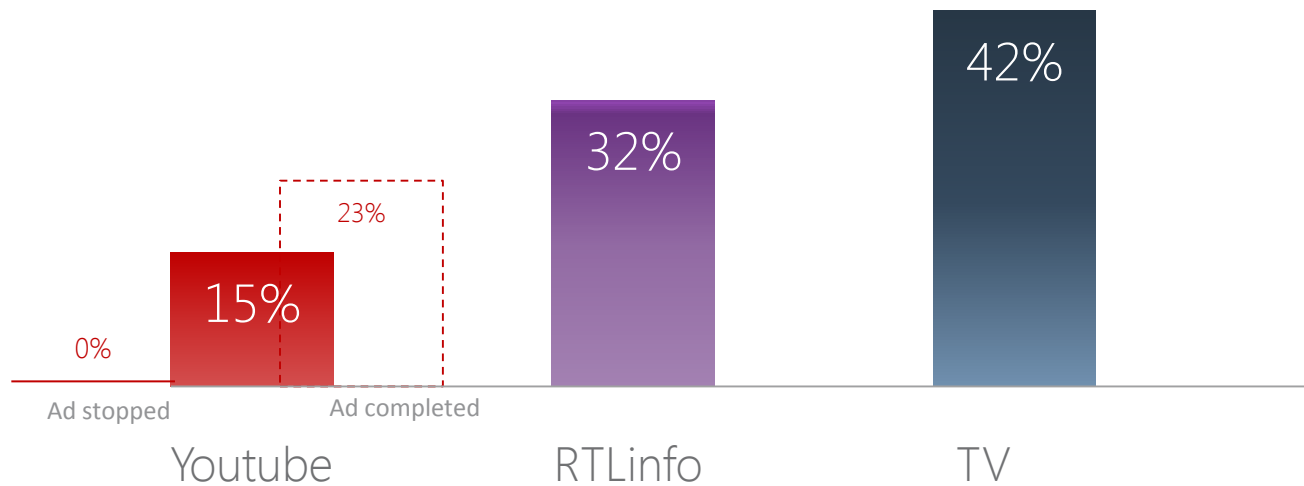 - Gaze direction towards the "Skip ad" area [r=.25, p=.04]
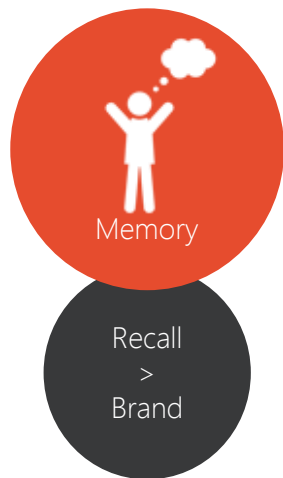
IP

Results

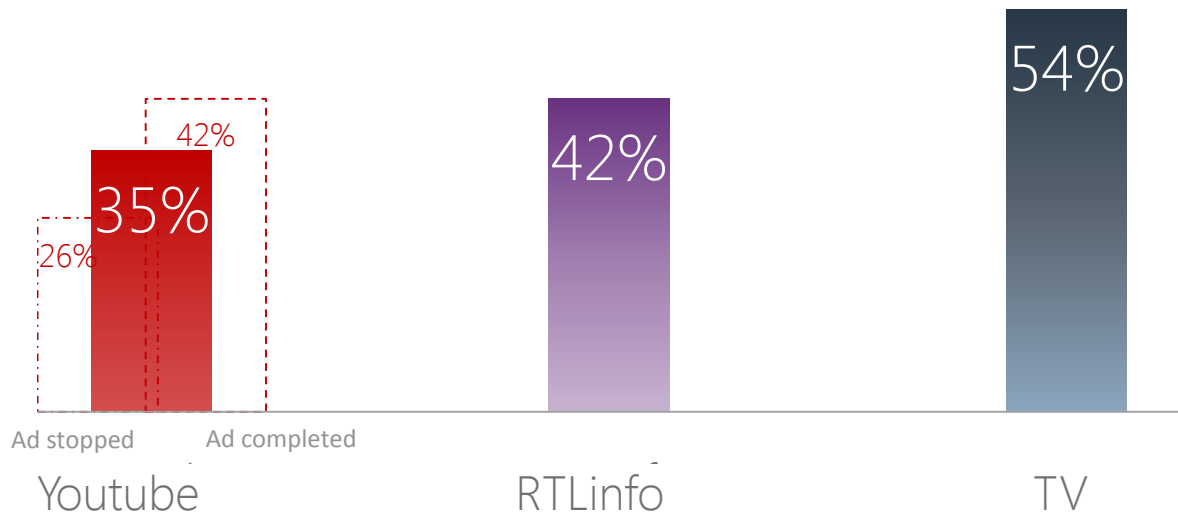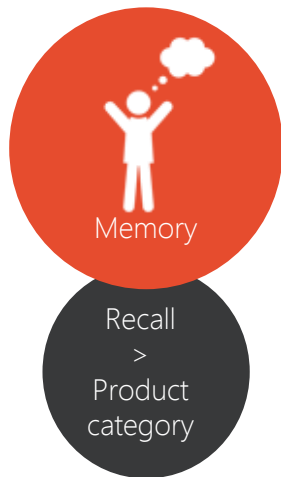Overall, gaze direction towards the ad is significantly
- Lower for 'Youtube'
- Higher for 'TV'

Eye-tracking

51%

17%

69%

99%

Youtube

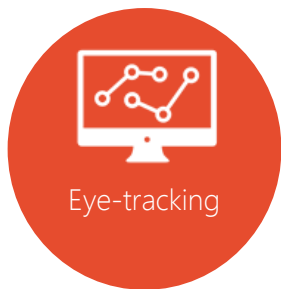RTLinfo

TV
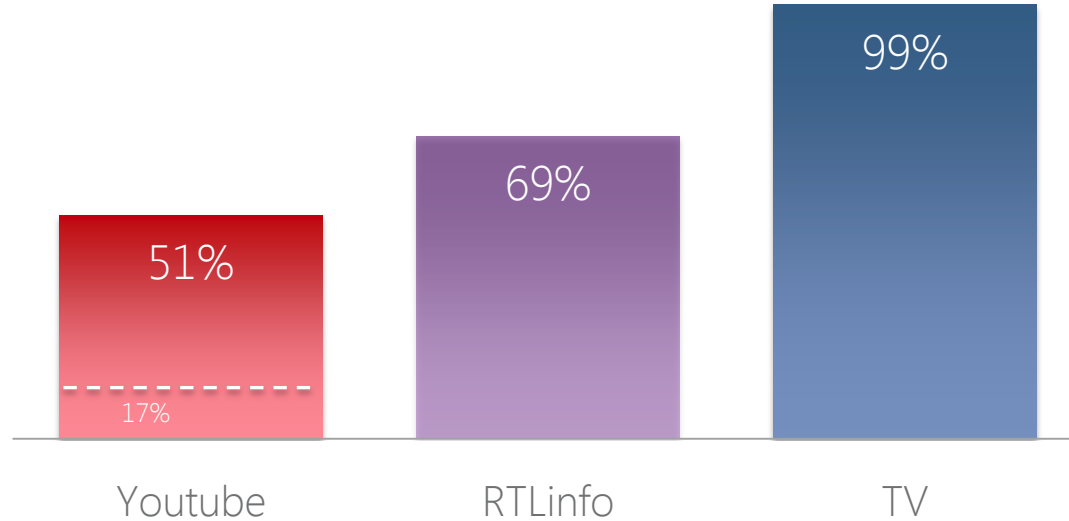
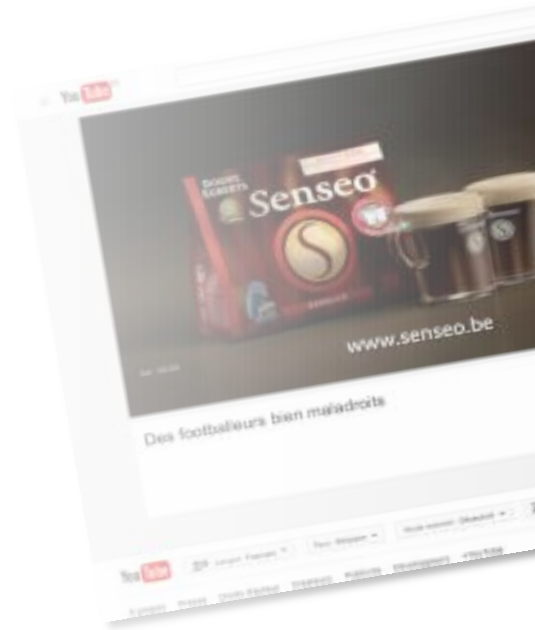# Results

Results

Results

Memory

+

Eye-tracking

Ad memory

- *Positively* correlated with Gaze direction towards the ad area

  [r=.29; p=.02]

- *Negatively* correlated with Gaze direction towards the "Skip ad" area

  [recall brand : r=-.25, p=.04) / recall category : r=-.32, p=.<.01 / recall design : r=-.33, p<.01]

  (also regarding 'RTLinfo' – to a lesser extent)

Results

Frustration

	2,07	2,09	0,81
	Youtube	RTLinfo	TV

IP