



What works: Video Advertising

October 2011

Speakers

- Research Insights
 - Ros Allison, Director, VivaKi Nerve Center
 - Alice Donaldson, Media Research Manager, Fairfax Media
- A Buyer's Perspective
 - Ellie Rogers, Agency Director, Ikon Communications
 - Phil Cowlshaw, Digital Director, Ikon Communications
- A Publisher's Perspective
 - Karen Stocks, Head of Media Solutions YouTube and Display, Google



What works: Video Advertising

Research Insights

Ros Allison, VivaKi Nerve Center

Alice Donaldson, Fairfax Media



Traditional channels liquified

Embracing the new normal

Working with change

Finding the 30 sec spot for video

Scalable solution to grow our market





Ideas that accelerate growth

Bringing brands, publishers, technology together

8



Our goal: identify the most effective video format

The 5-2-1 process

ideas

- Industry alignment, lane focus, engagement formats



5

- 5 most promising ideas for rapid scaling and qualitative research



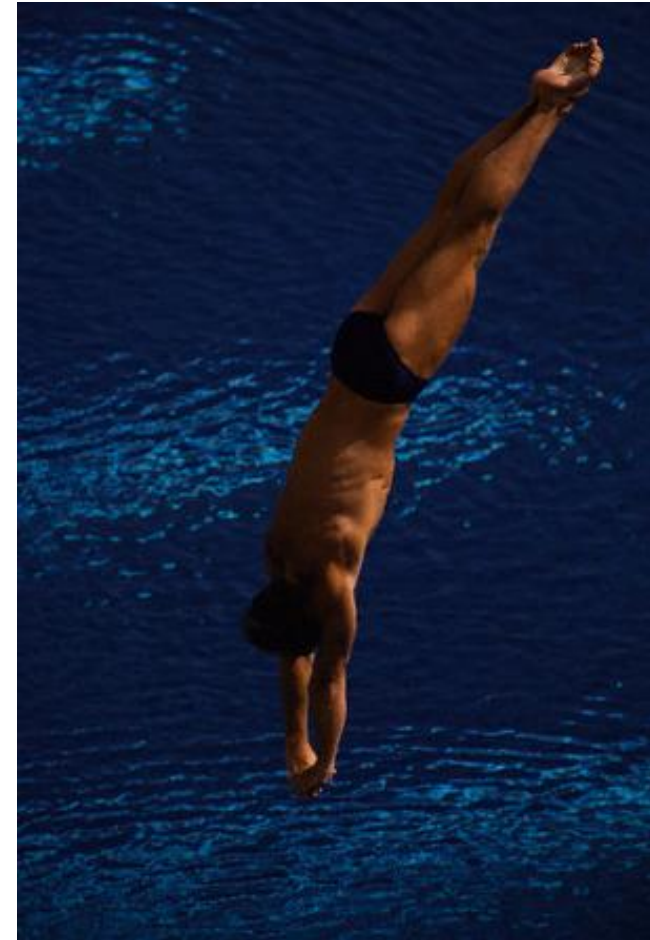
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- Consumer testing, vote and determine two top performers



1

- Live, in market field trial



Global Qualitative research findings...

- Disruption wastes time
- Advertising as a barrier – integration overcomes this
- Click uncertainty
- Choice takes time and effort – offset by relevance
- Need for explanation

Insights from global quant research...

- Relevance
- Empowerment
- Respect for time
- Leverage the web
- Generational difference

A person is captured mid-jump, silhouetted against a clear blue sky. They are wearing patterned swim trunks and have their arms extended upwards. Below them is a calm body of water reflecting the light from the setting sun on the right. The horizon line is visible in the distance.

It's about choice and control

Choose an ad

YOUR BOSS A NYMPHO?

Duration: 15 sec



MAYBE A PSYCHO?

Duration: 15 sec



OR A TOOL PERHAPS?




Duration: 15 sec



...or an ad will start in 8 sec

Advertisement

Your video will begin shortly.

-  Email to a friend
-  Subscribe to video
-  Share bookmark



Up next... Vera Wang's 'LSD'

MORE NEWS



Rineharts signed
secret pact
00:57



Pratt mistress
accused of
'revenge'
01:36



Collar bomb
'hoaxer' set for
early return
00:32

[More videos](#) ▶

SKIP THE COUNTDOWN



Simply select the ad
you'd like to see.

Selected ads play in the video player
before your video clip is displayed.

- Consumer
 - Choice, empowerment, relevance
 - Improved user experience
- Advertiser
 - Strong results, existing assets
 - Real benefit with scale



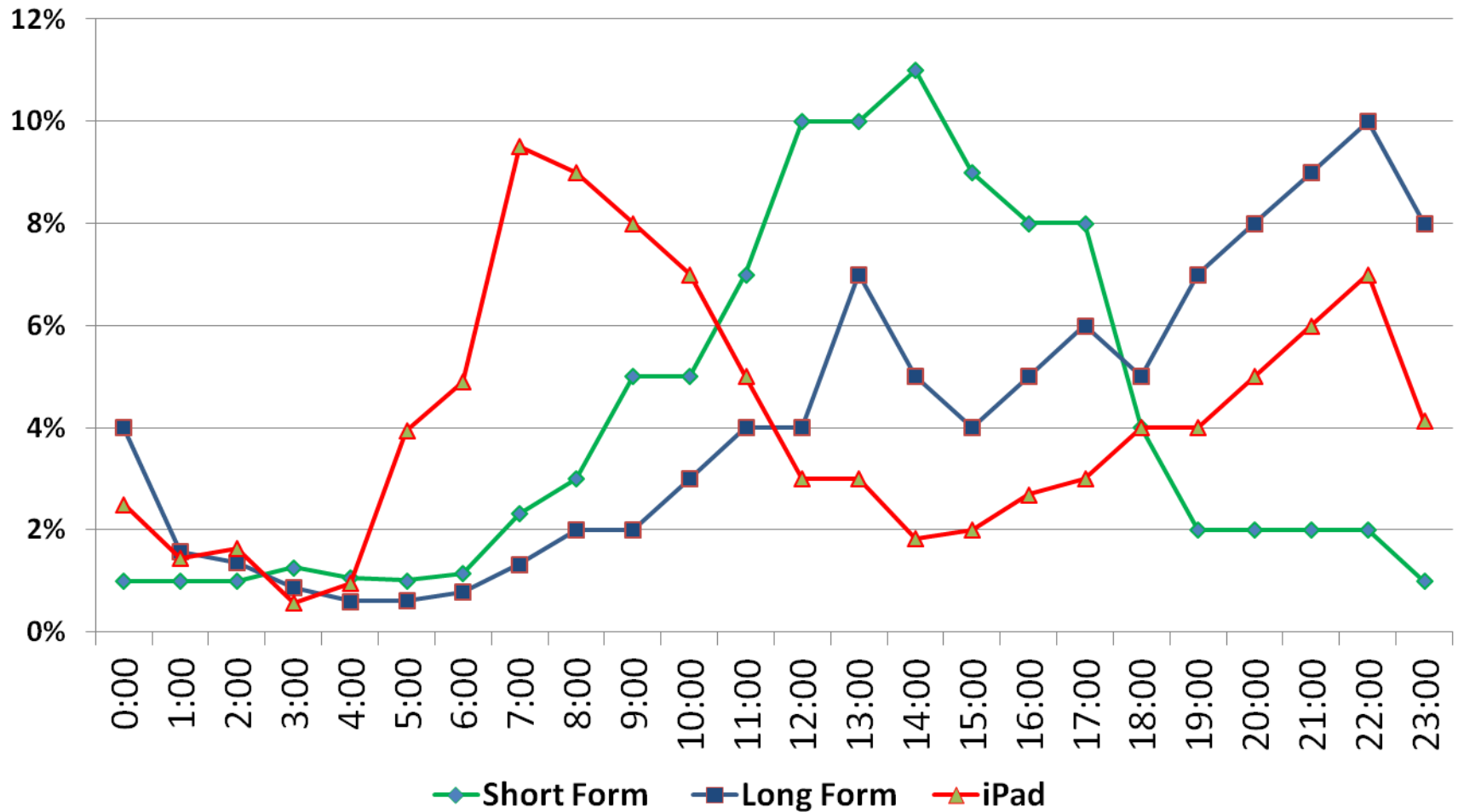
In market field trial

- Leverage the global Pool results
 - Quantify scorecard - local content, local consumers
- Test within Fairfax Digital content
 - First to enable the AdSelector post US Pool research



Methodology & Results

What we know...



Participants

Clients



HOLDEN



Media Partner

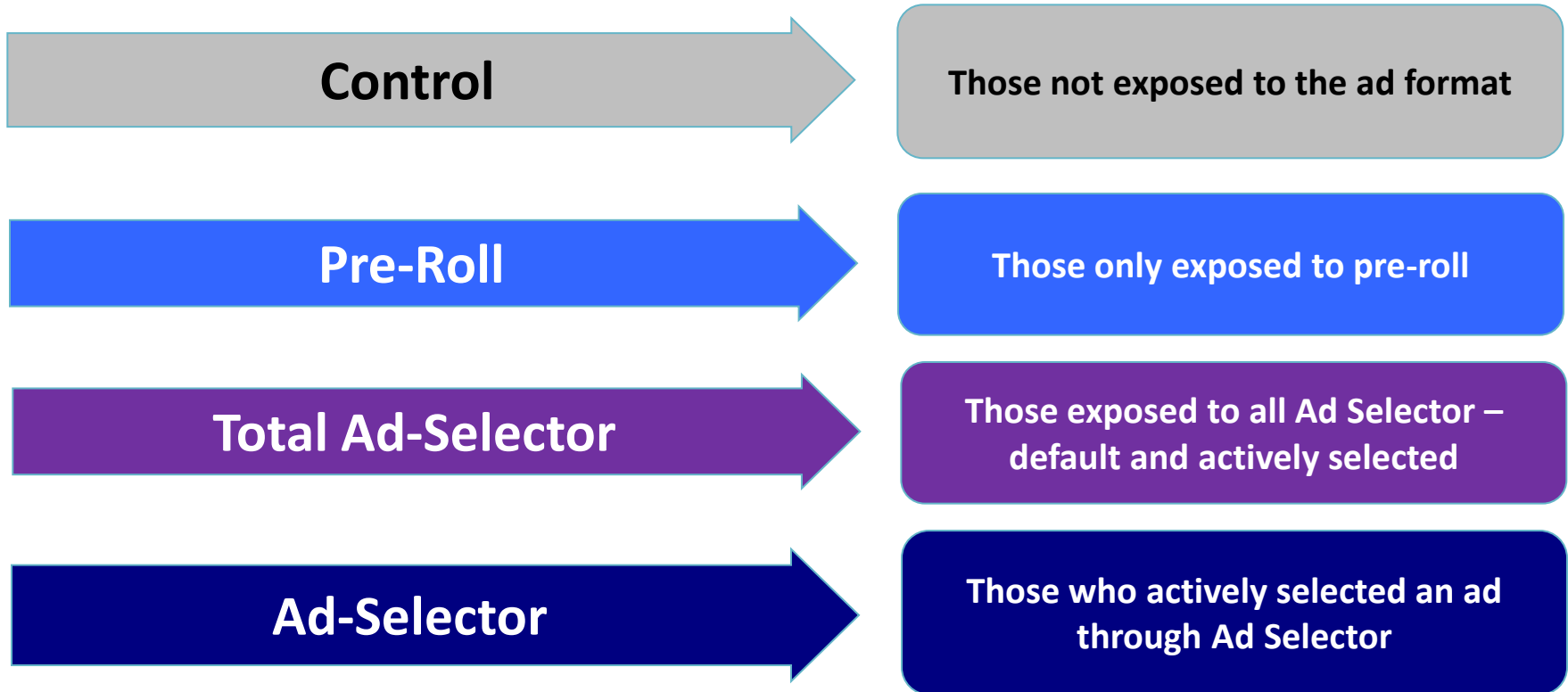


Research Partner



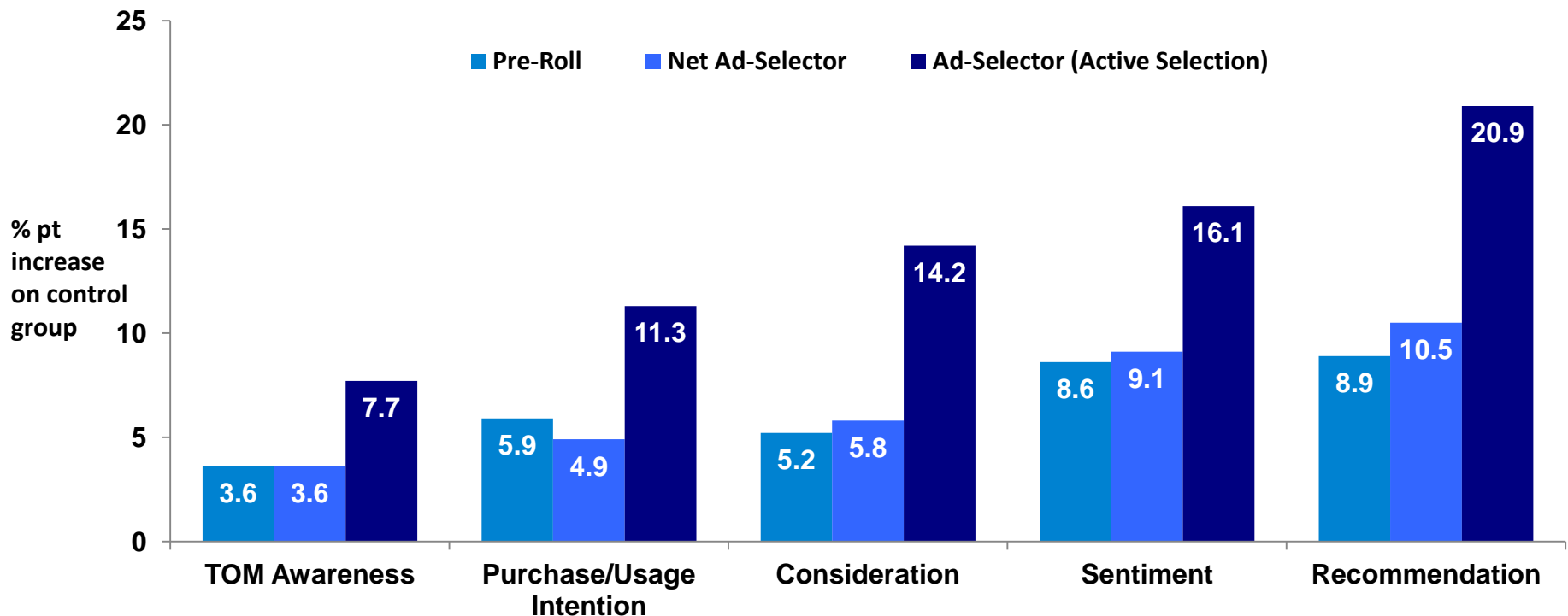
Research methodology

- 4 groups were established



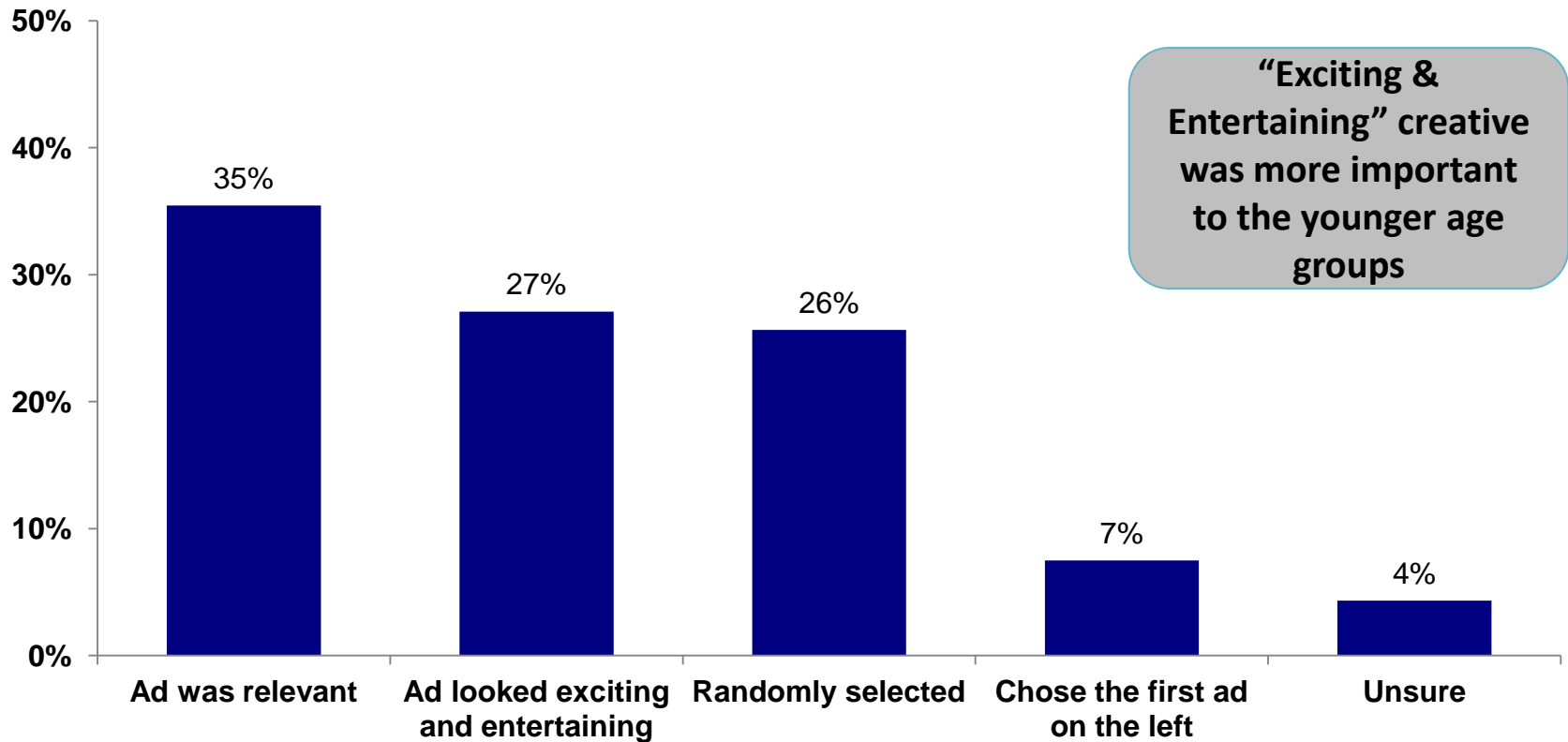
Results: overall brand effectiveness

All video formats showed significant uplift on brand metrics with the consumer engagement format driving the largest increases



Motivation for selection

As with the US research, relevance was the most important component for consumers



Eye tracking Insights

The screenshot shows the smh.com.au website with a search bar and navigation links. The main content area is titled "Choose an ad" and displays three advertisement options, each with a duration of 15 seconds:

- YOUR BOSS A NYMPHO?** (Duration: 15 sec)
- MAYBE A PSYCHO?** (Duration: 15 sec)
- OR A TOOL PERHAPS?** (Duration: 15 sec)

Below these options, a message states: "...or an ad will start in 8 sec".

On the right side, there is a "MORE NEWS" section with three articles:

- Rinehart signed secret pact (00:57)
- Pratt mistress accused of 'revenge' (01:36)
- Collar bomb 'hoaxer' set for early return (00:32)

Below the news section, there is a "SKIP THE COUNTDOWN" section with a hand cursor icon pointing to a button. The text reads: "Simply select the ad you'd like to see. Selected ads play in the video player before your video clip is displayed."

At the bottom left, there is an "Advertisement" section with a video player and a "Up next... Vera Wang's LSD" video.

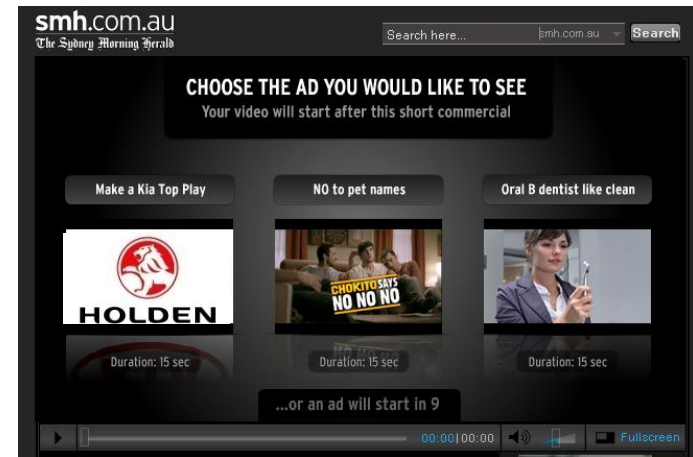
The screenshot shows the smh.com.au website with a search bar and navigation links. The main content area features a large Qantas advertisement with the text "Enjoy the journey" and a video player. Below the advertisement, there is a "FEATURED VIDEOS" section with a list of videos and their durations.

On the right side, there is a "MORE ENTERTAINMENT" section with a list of videos and their durations. Below this, there is a "MOST WATCHED VIDEOS" section with a list of videos and their durations.

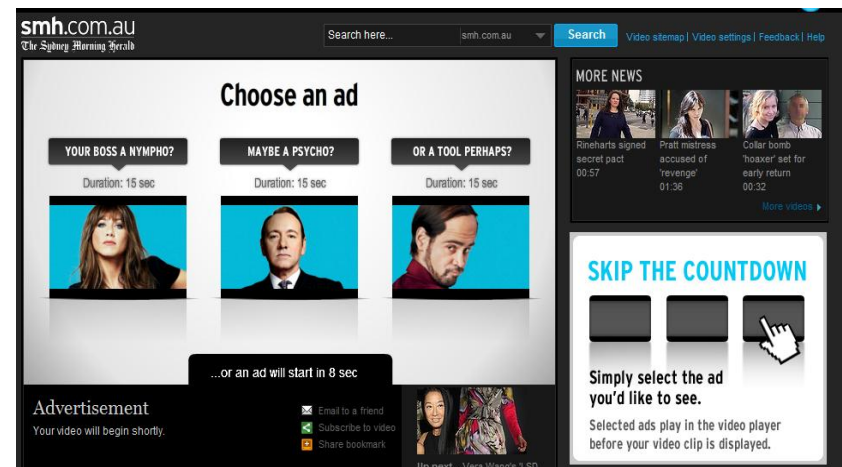
Learnings

- Strong creative
- Relevance
- Behavioral advertising
- Choice
- Constant monitoring

THEN...



NOW...



From here

- Results mirror global confidence
- Creating a scalable solution
- Device transition
- Next lane for the Pool

A young child, likely a boy, is the central figure in the image. He is wearing a bright blue swim cap, blue goggles, and a blue swimsuit. A gold medal hangs from a blue ribbon around his neck. He is flexing both of his arms, showing off his biceps. He is standing on a grey diving board or platform at the edge of a swimming pool. The background shows the blue water of the pool with red and white lane dividers. The overall scene is bright and cheerful, suggesting a successful swimming competition or a fun day at the pool.

Consumer choice = significant
uplift across brand metrics



What works: Video Advertising

A Buyer's Perspective

Ellie Rogers, Ikon Communications

Phil Cowlshaw, Ikon Communications

What works – a practical guide

- What's all the fuss about?
- Recipe for success with digital video
- Westfield case study

What's all the fuss about?



10.7M Australians watch videos online each month

Recipe for success with digital video



Digital video is in its infancy so guidelines are necessary

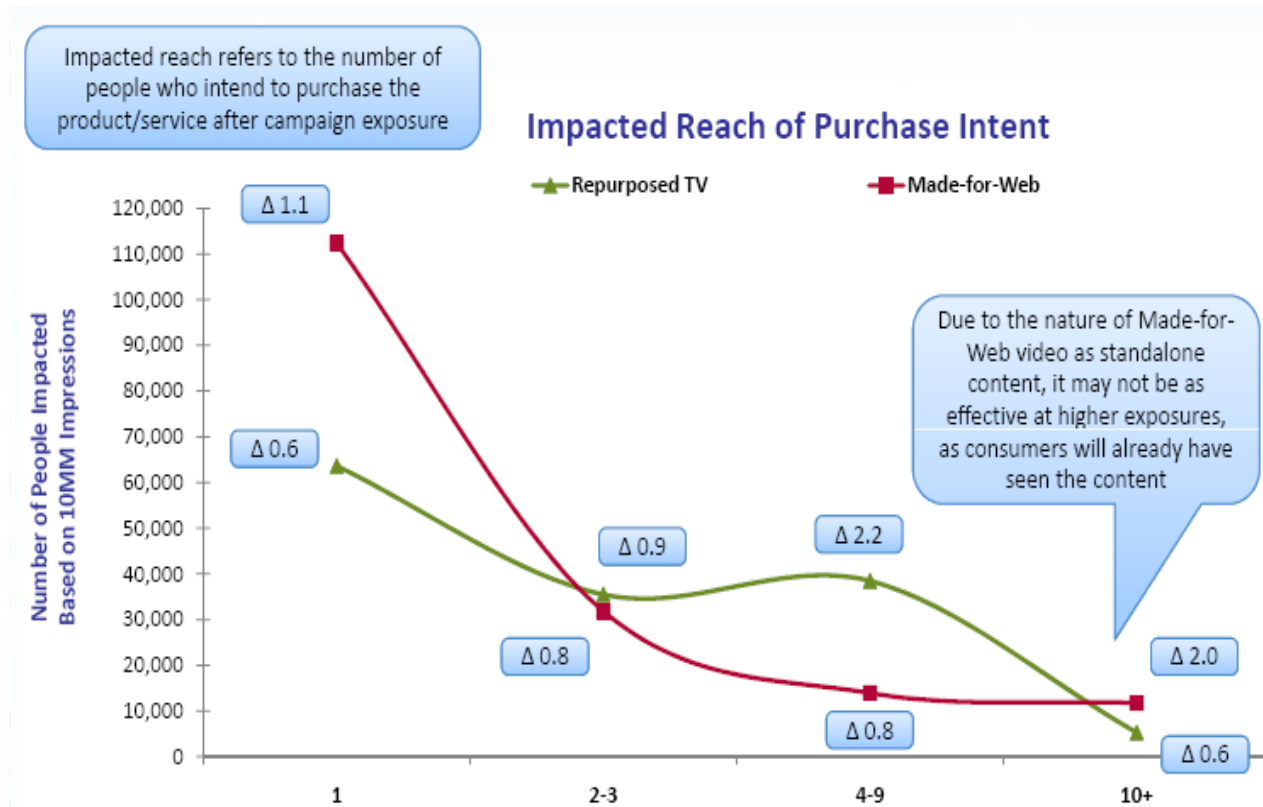
1. Utilize data to buy granular segments



Conversations with smaller, more qualified audiences



2. Multiple tailored creative is best



TVC's work well, bespoke is better, multiple tailored is best

Dynamics Logic Industry Report; The State of online video, April 2010

3. Make all video sharable



Digital video should be sharable to encourage 'earned' media

4. TV & digital are better together

Ad Recall Among US Premium Online Video vs. TV Viewers, December 2009

% of respondents

General recall



Brand recall



Message recall



Likeability*



■ Online video

■ TV

Note: ages 18-49; *like "a lot" or "somewhat"

Source: Nielsen IAG, "Premium Online Video Measurement 2008-09" as cited in company blog, April 19, 2010

Ad Recall that Had the Greatest Lift Among TV and Online Video Viewers vs. Only TV Viewers, December 2009

% of respondents

TV ad general recall



TV ad brand recall



TV ad message recall



TV ad likeability*



■ TV and premium online video ■ TV only

Note: ages 18-49; *like "a lot" or "somewhat"

Source: Nielsen IAG, "Premium Online Video Measurement 2008-09" as cited in company blog, April 19, 2010

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www.eMarketer.com

Plan 'video' not distribution channel

Source: e-marketer, 2011

5. Understand the market place

- Catch Up Long Form
- 'Premium' Long/ Short Form
- Ad Networks
- Ad Exchanges

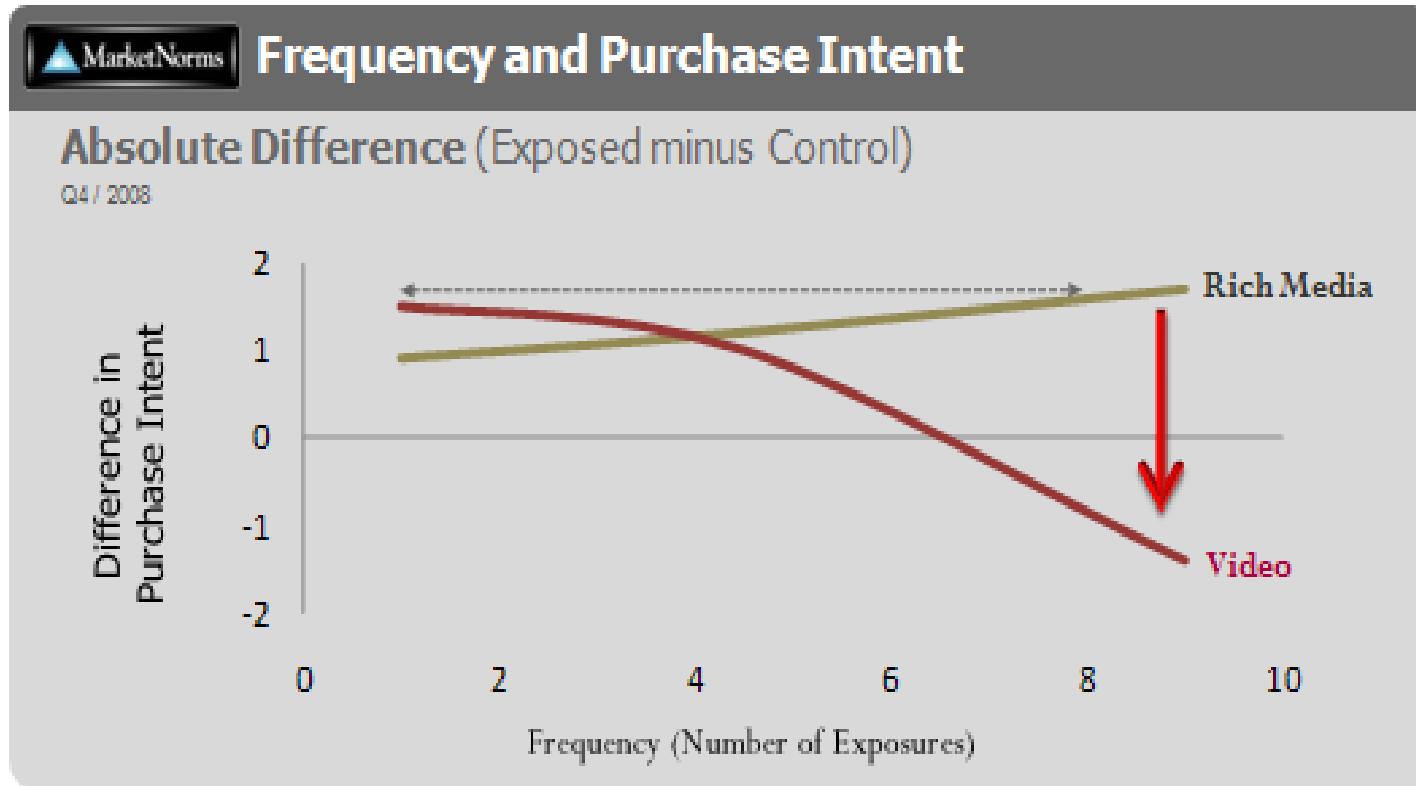


6. Know where your ads are going



1. Buy from publishers that offer full transparency on player
2. Use pre-emptive tools so your ads run as booked
3. Run ad verification to show activity

7. Frequency capping is essential

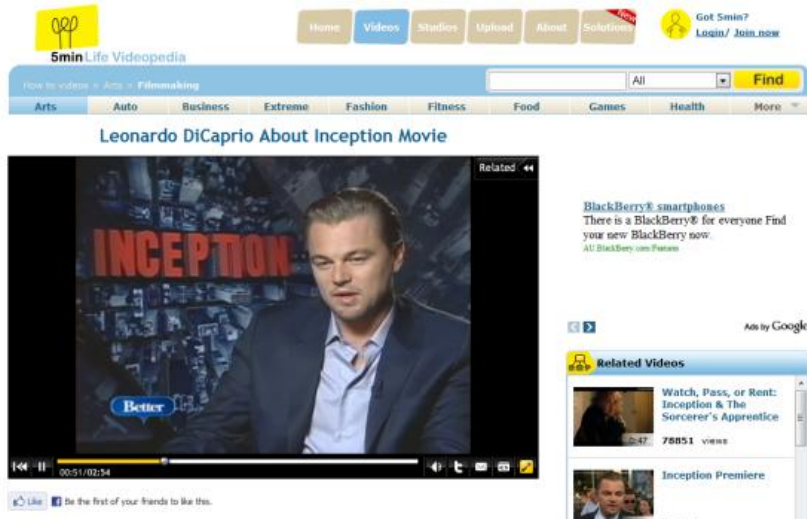


Source: Dynamic Logic Global MarketNorms, Q3/08; Video Freq 1-2= c194, Freq 3-6= c64, Freq 7+= c33; Rich Media Freq 1-2= c1756, 3-6= c1234, 7+= 1030.

Start at 4, then asses each client's frequency rate

8. Banners can have a roll

In Stream

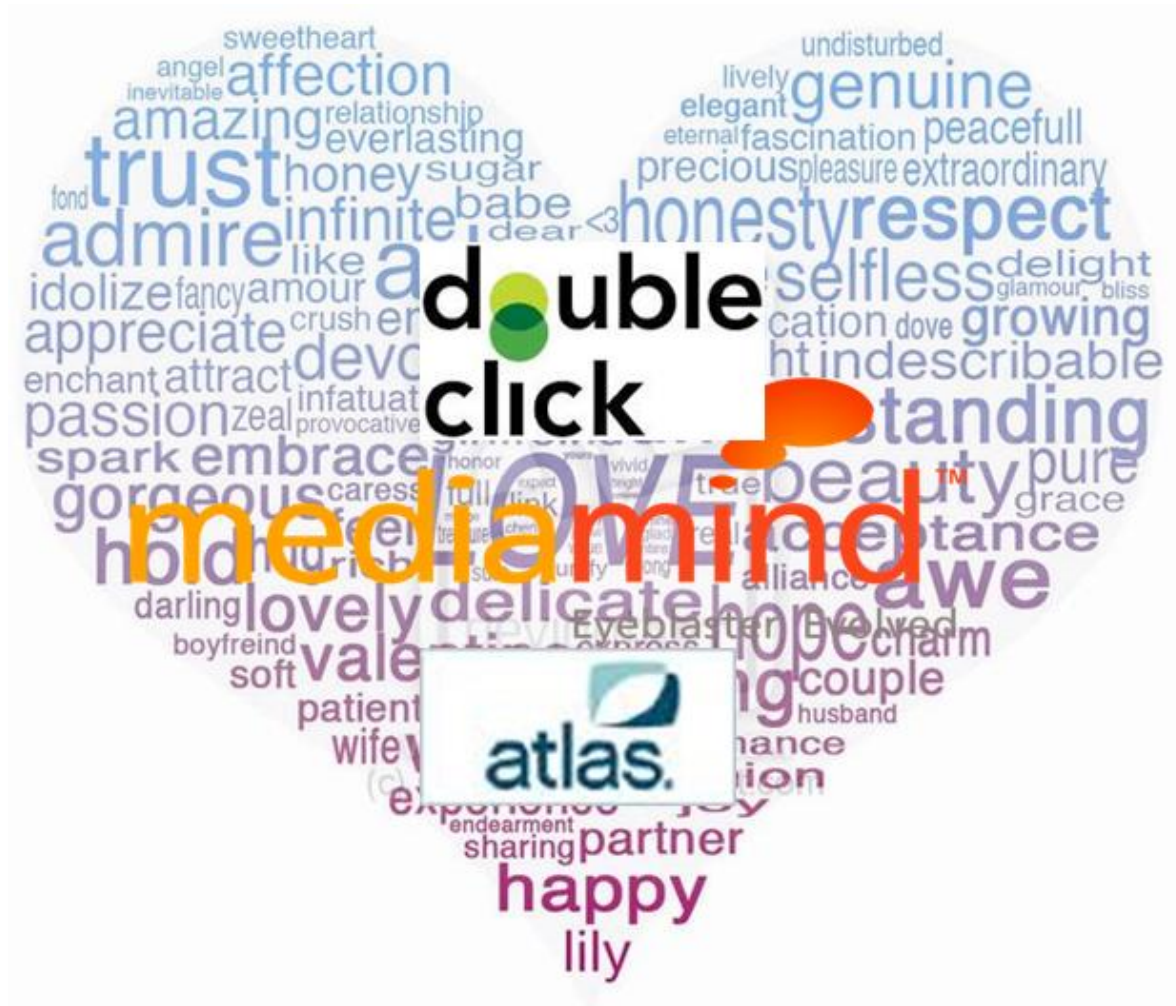


In Banner




Using a combination can provide cost effective CPM

9. All video to go through ad server



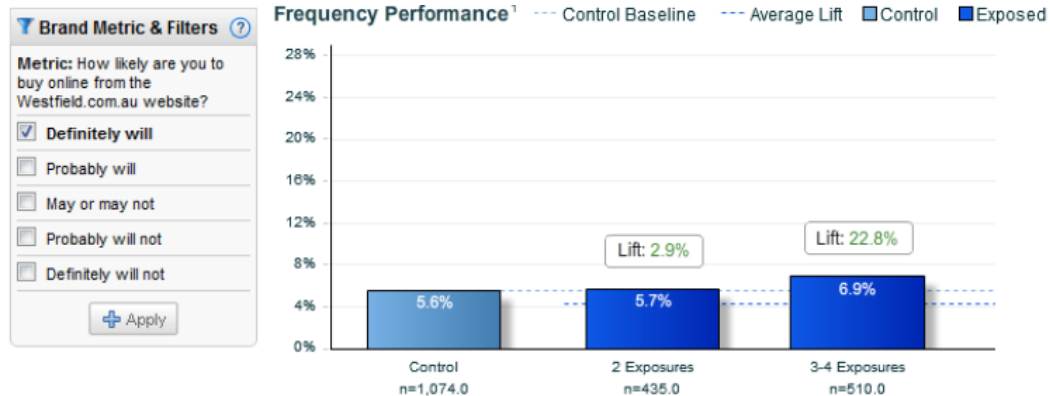
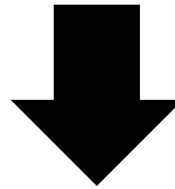
Only trade with VAST compliant publishers

10. Get the KPI's right

Four pink heart-shaped measuring spoons of different sizes are arranged on a light-colored, textured surface. The spoons are made of a smooth, matte plastic material. One spoon is lying flat, showing its heart-shaped bowl and long handle. The other three are standing upright, with their handles leaning against each other. The background is a light, neutral tone with a subtle pattern.

Measure on TV metrics – Reach, Frequency, Sentiment

Case Study: Westfield – E-commerce



A re-cap

1. Use data to run profiles
2. TVC's work well, bespoke is better, multiple tailored is best
3. Sharable to encourage 'earned' media
4. TV & digital are better together
5. Understand the market place
6. Know where your ads are going
7. Frequency capping is essential
8. Banners can have a roll
9. All video should go through an ad server
10. Get the KPI's right



What works: Video Advertising

A Publisher's perspective

Karen Stocks, Head of Media Solutions YouTube
and Display

5 Things about online video

1. Fragmentation: This isn't a new story
2. Great content can come from anywhere
3. The TV Guide isn't going to cut it
4. We can create ads that users love
5. There is no such thing as online video

Lady Gaga, genius marketer **powered by video**





LANGUAGE (US)



A HISTORIC CINEMATIC EXPERIMENT

RIDLEY SCOTT AND KEVIN MACDONALD

TOGETHER WITH THE

YOUTUBE COMMUNITY

SUNDANCE
INSTITUTE

You Tube™

LIFE IN A DAY

On July 24 help document
a single day on earth

MADE POSSIBLE BY



15 03 19 40

DAYS HRS MINS SEC

[Home](#)

[About](#)

[Filming Day](#)

[Guidelines](#)

[Team](#)



7/24/20



0:05 / 1:11

ONE WORLD. 24 HOURS. 6 BILLION PEOPLE.

Life In A Day is a historic global experiment to create a user-generated feature film, shot in a single day, by you. On July 24, you have the chance to capture a glimpse of your life on camera. The most compelling and distinctive footage will be edited into an experimental documentary produced by Ridley Scott and directed by Kevin Macdonald.

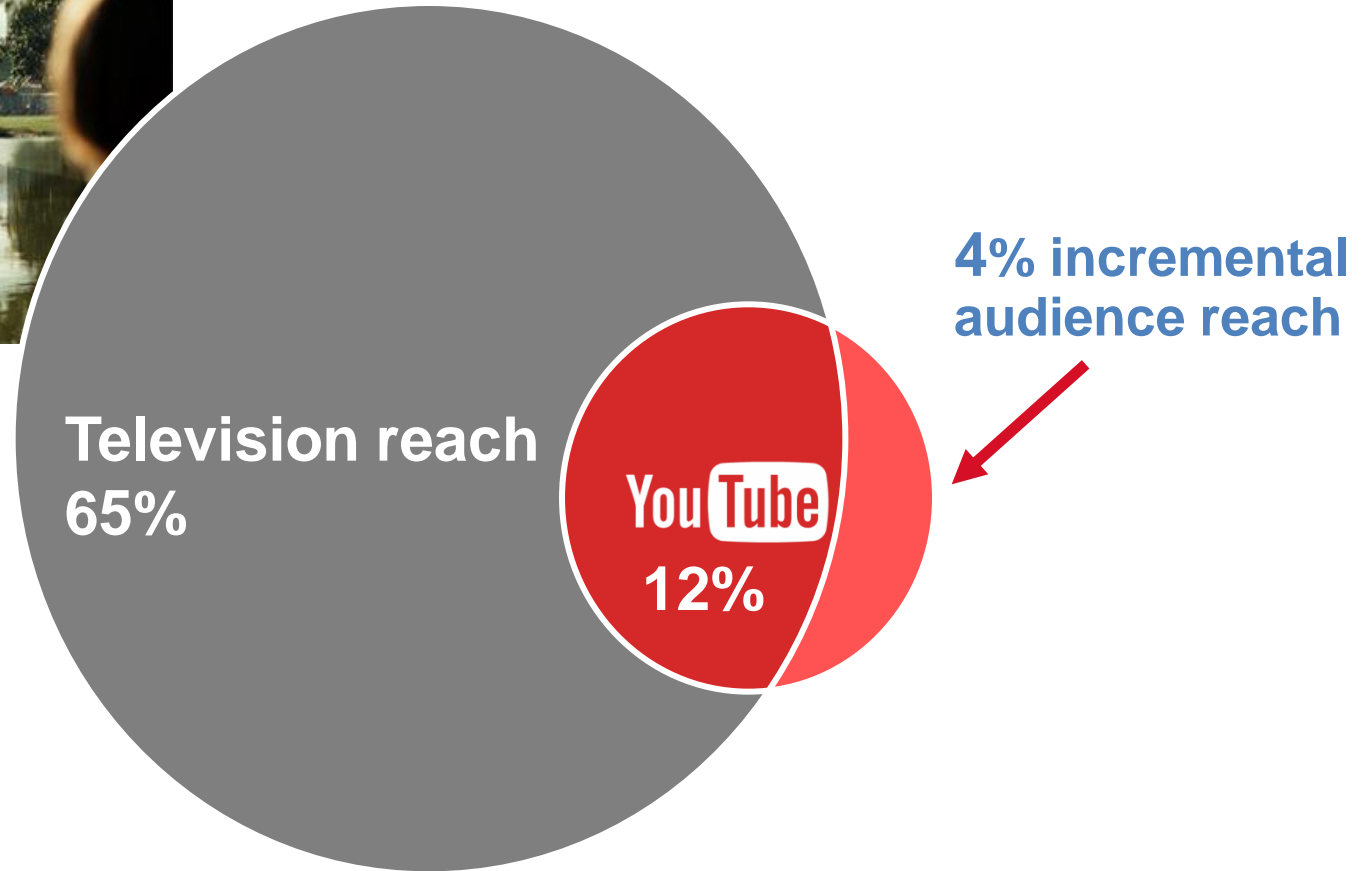
The film will premiere at the Sundance Film Festival in January. It will be available right here on YouTube. If your footage makes it into the finished film, you'll be credited as a co-director and you could be one of the contributors brought to Sundance to celebrate with Kevin Macdonald.

Ridley Scott

Samsung reached incremental audiences online

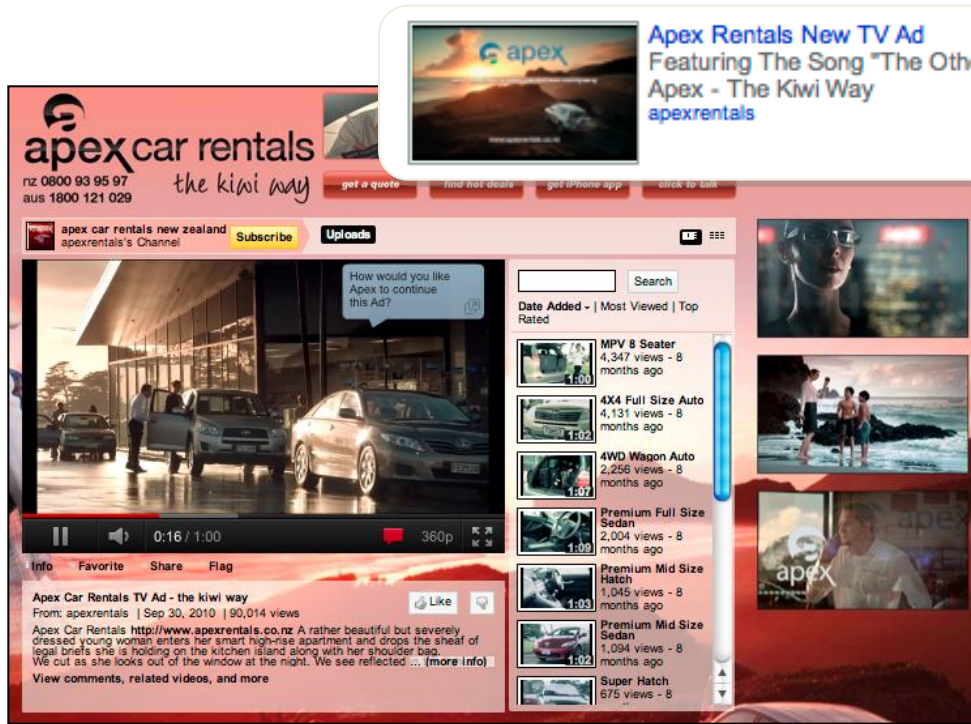


Target Audience: Men, 22-55
Client: Samsung



YouTube Case Study:

Apex Car Rentals extends TVC Reach to Online Audience



Utilized 60 sec TVC & YouTube Channel to drive measured engagement in video views.

Viewer choice means everyone wins



Use Insights to Optimize Performance



YouTube Insight

Track online video viewership using YouTube's analytics and reporting tool.

Insight provides **video-level data** that helps you understand your audience: the who, what, when, where, and how people came to watch your videos.

Optimize your campaigns by measuring and analyzing:



Views and Popularity



Discovery



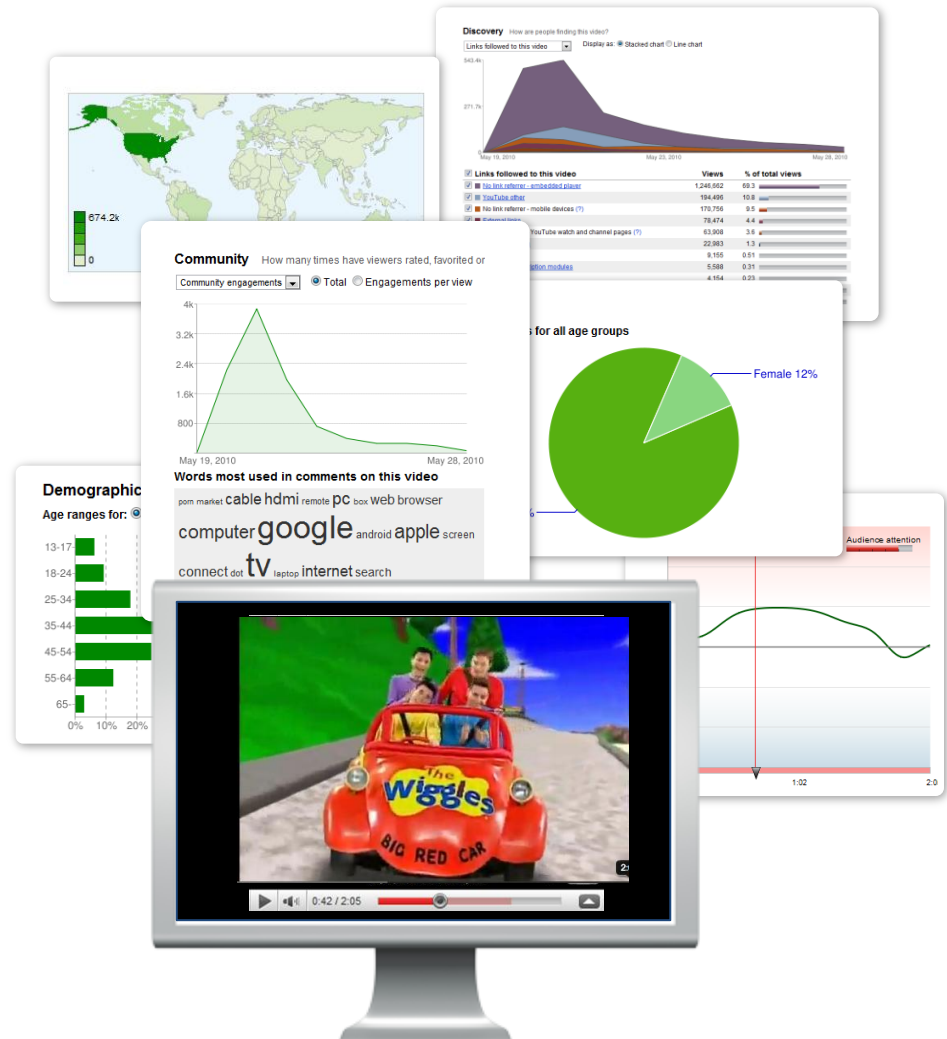
Demographics



Community Engagement



Audience Attention



youtube.com/bubble
youtube.com/ytshowandtell



What works: Video Advertising

Q&A

Questions



Thank you to our sponsor

