

American Family Insurance

A tablet ad effectiveness case study:
Branding on the iPad app platform



Dynamic Logic

A Millward Brown Company

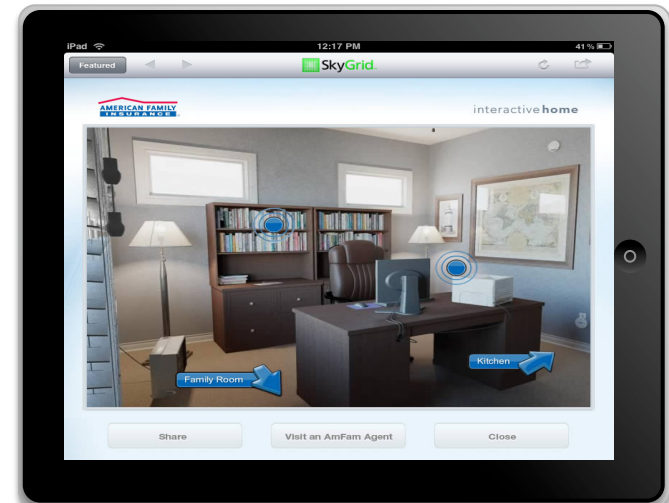
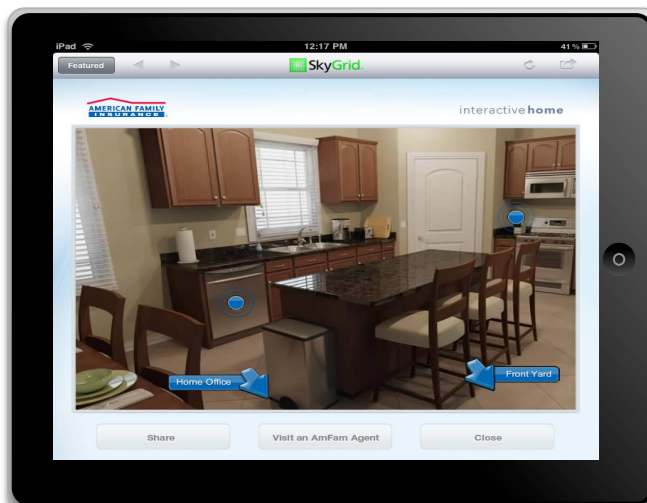
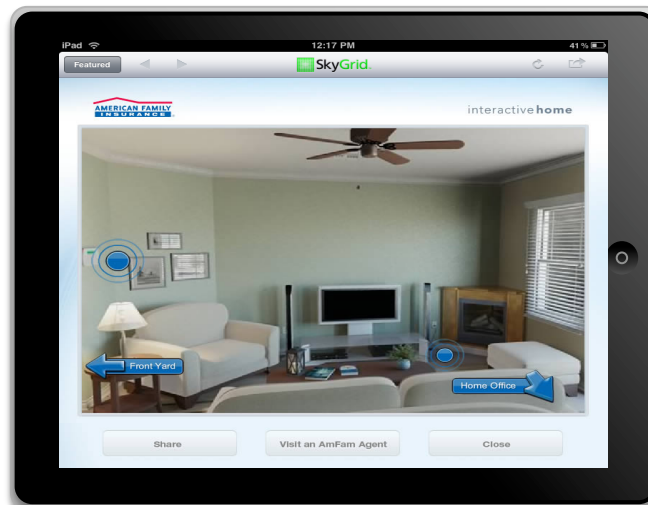
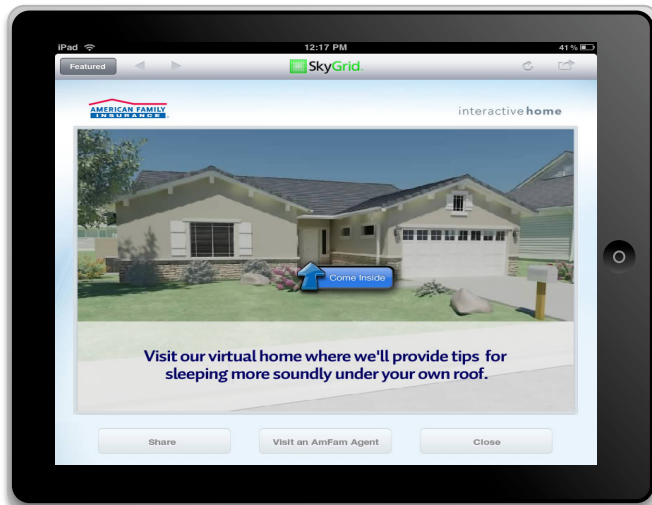


Client Challenge

American Family Insurance (AMFAM) partnered with the news application SkyGrid to create an immersive brand experience that brings consumers into the AMFAM brand story on SkyGrid's iPad app. SkyGrid created custom full-screen interstitials, allowing users to interact with the ads.

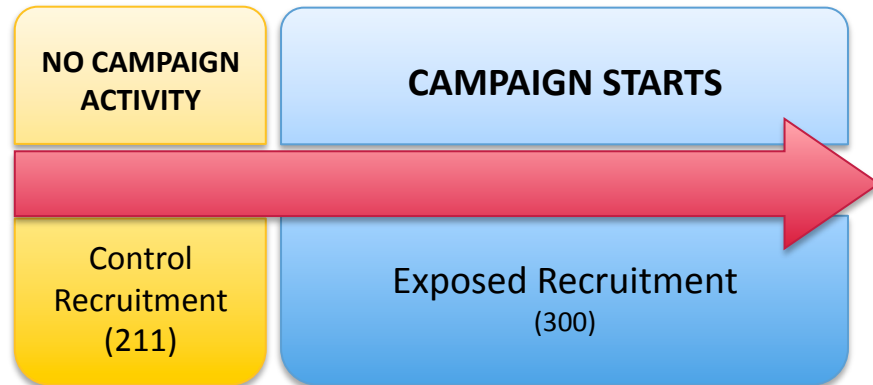
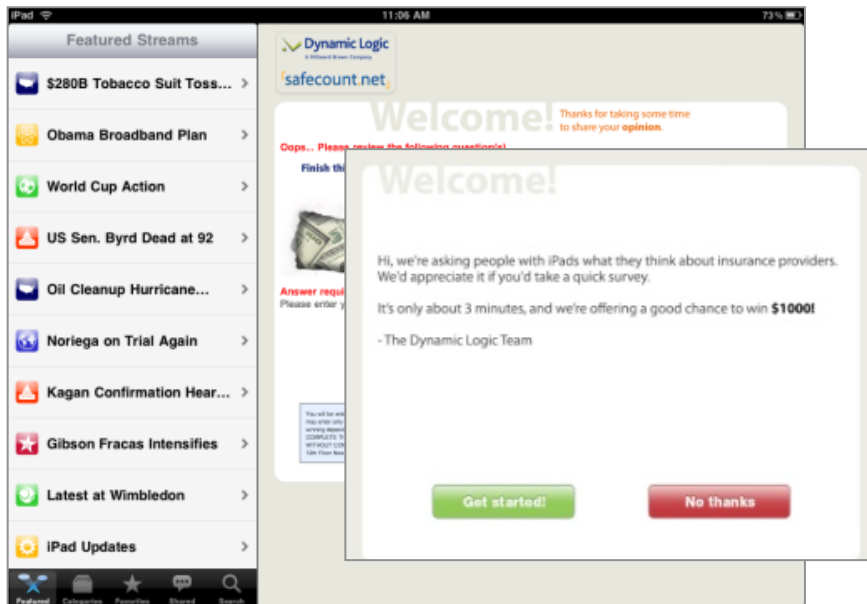
SkyGrid commissioned Dynamic Logic to measure the brand impact of AMFAM ads at raising awareness and interest in AMFAM.

Creative Showcase



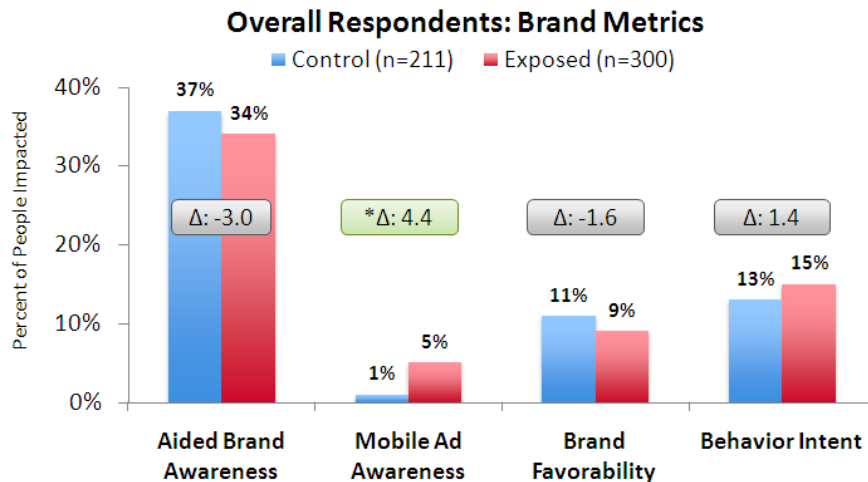
Our Approach

As part of the industry's first iPad ad effectiveness study, Dynamic Logic determined how the particular ads impacted brand metrics such as awareness, brand favorability and intent to purchase. In addition, self-reported demographics and iPad usage information was captured. A pre-control / exposed methodology was used to recruit respondents on the iPad.



Our Findings

Overall, the AMFAM campaign was memorable among the aggregate audience, with increases driven by both Males and those aged 35-49. Males accounted for almost 87% of those recruited while those aged 35-49 made up a little over half of the sample, as shown on the following page. These demographics are congruent with average SkyGrid app owners.



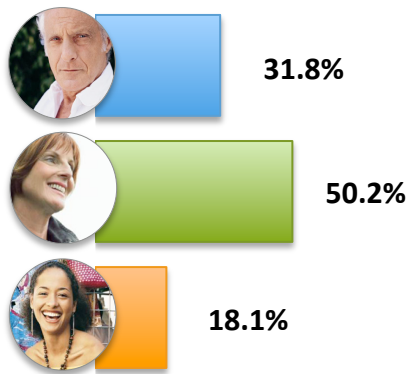
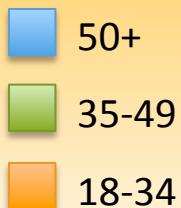
** Statistically significant difference between control and exposed group at a 90% confidence level*

Ad Awareness was the only metric significantly affected by the overall campaign, demonstrating that the novelty of this particular interactive ad on the iPad was not enough to raise all key brand metrics. Even with new and innovative platforms, advertisers must abide by established best practices.

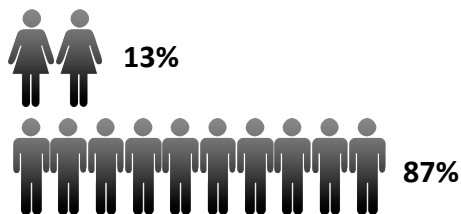
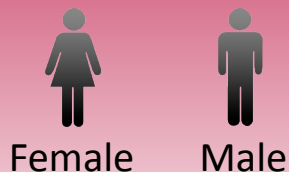
Our Findings

Survey Demographics

AGE

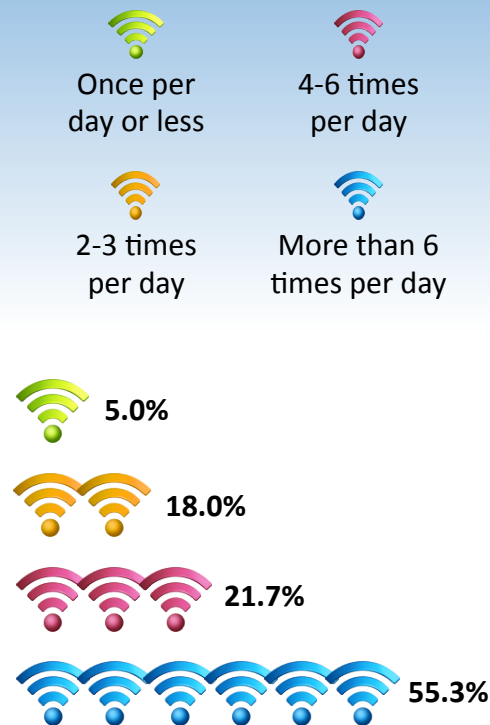


GENDER



Exposed Respondents (n=300)

iPad USAGE



Research Insights

The following recommendations are based on Dynamic Logic's mobile norms database of over 150 mobile ad effectiveness studies:

Recommendations

Display prominent brand iconography on the first frame of this larger display screen

- High-visibility of brand on the initial frame of apps will resonate better

Enlarge the brand logo in order to stand out more on the larger screen

- AMFAM's logo needs to have much higher visibility within its advertisements, as it is not as well known as its competitors

Utilize bold colors and tones when trying to grab a user's attention

- With high-resolution screens it's important to create ads that use crisp and clear colors, but don't overwhelm the user

Business Outcome

While there are still a lot of fascinating unknowns about advertising on tablets, we do know ads on these vibrant and innovative platforms are subject to the same creative best practice rules like consistent branding and succinct messaging as their online counterpart, despite its novelty. As an early tester of iPad advertising, American Family Insurance now has a better understanding on the potential impact of this platform and recommendations for improving future iPad ad campaigns.

“We’re excited about our partnership with SkyGrid for iPad and Dynamic Logic. The initial results are encouraging indicators of what we will do together in the chapters ahead.”

Shannon Roth,
Mindshare Client Leadership Director