

# New Ad Formats... ..the science bit

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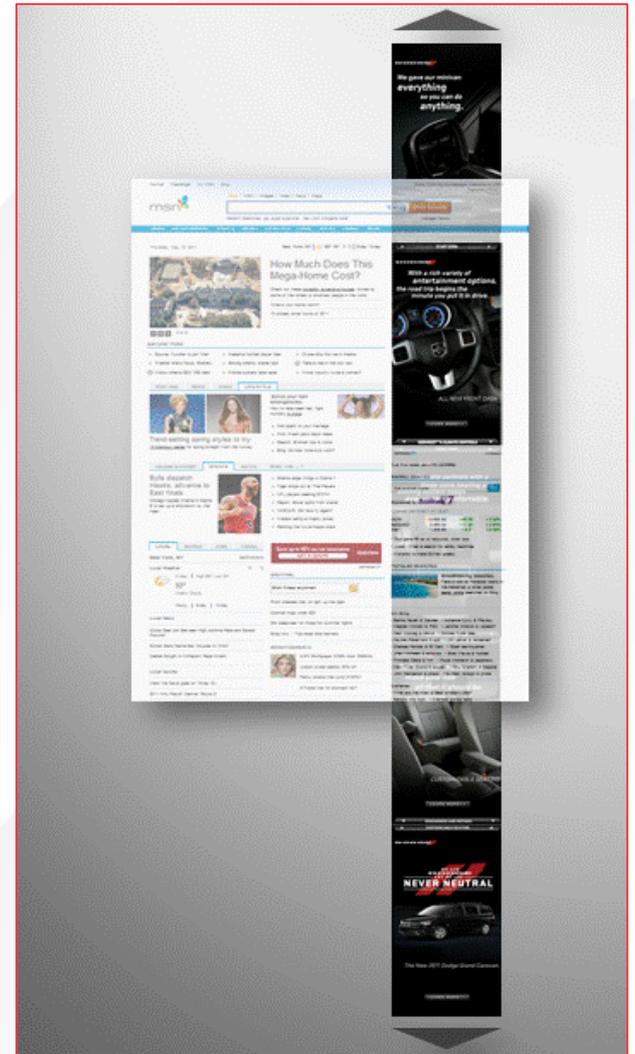
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# Are the premium formats more effective than standard formats?

## Ways to evaluate:

- Levels of attention
- Creative evaluation
- Branding uplifts

Microsoft Advertising partnered with Metrixlab Research to measure effectiveness



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# What we tested



Premium  
format  
n:600



Standard  
format  
n:600



Control  
n:600

Take the same survey

3 x Billboards  
(1 x Telco, 2 x Auto)

4 x Filmstrips  
(2 x Retail, 1 x Telco, 1 x Auto)

1 x Pushdown  
(Beauty)

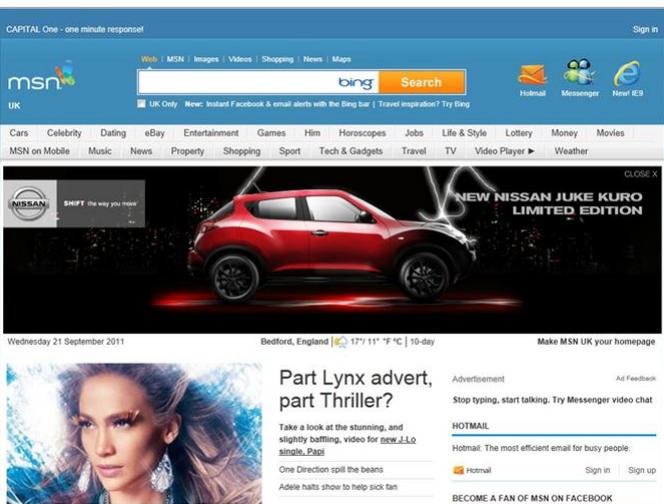
Versus standard formats of the same campaign, and unrelated advertising for the control cell



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Research undertaken by Metrixlab





## Phase 1: User experience and short term recall

Survey includes a browsing experience of the MSN Homepage

Opportunity to see advertising

Asked a series of general questions: opinion of the page, ease of navigation, finding information etc

Also asked if they spontaneously recall seeing any brands

2-3 day delay

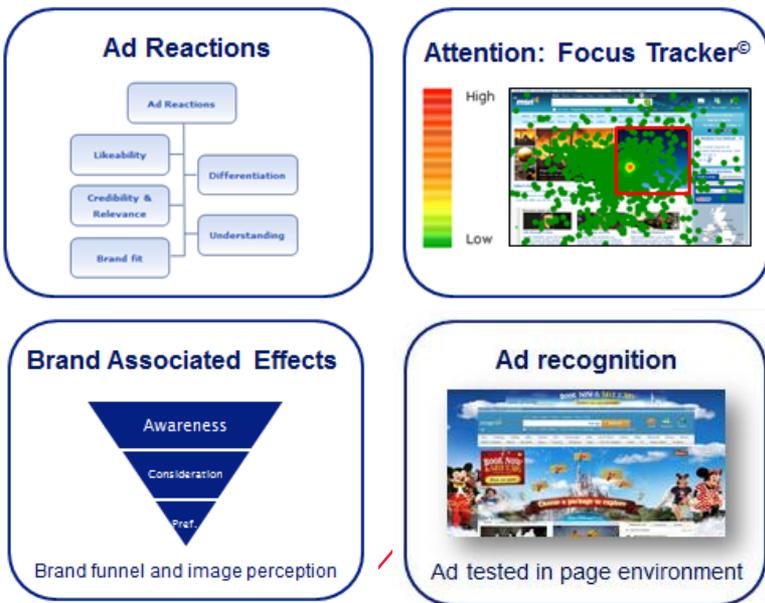
## Phase 2: Attention and evaluation

Following a 2-3 day delay, a second survey about the sector relating to the advertising sector they saw in phase 1

Enables comparisons between those that had the opportunity to see the advertising and those that did not.

Creative then shown in-situ for creative evaluation questions

Final task includes focus tracking plots to observe attention levels.



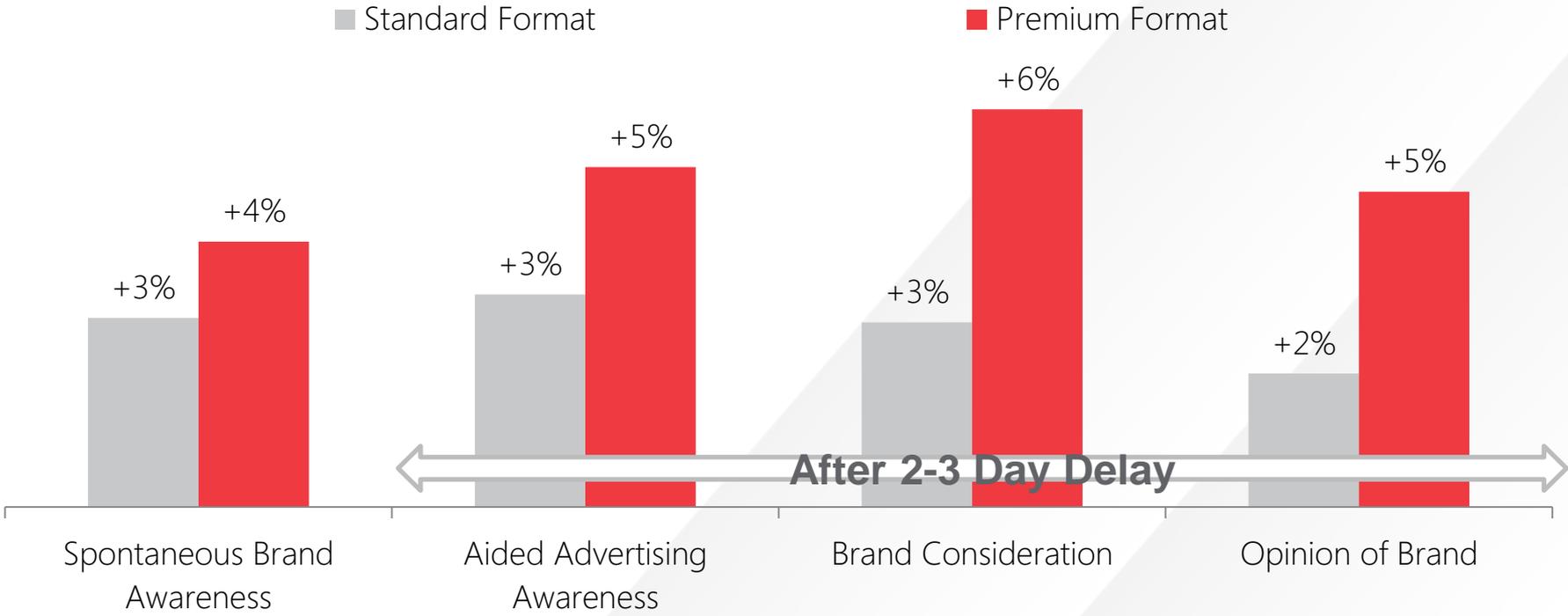
# results



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# Brand Effects



While standard formats still have an impact on the brand, premium formats can have a more significant impact on measures such as awareness, consideration and opinion

Deltas vs Control

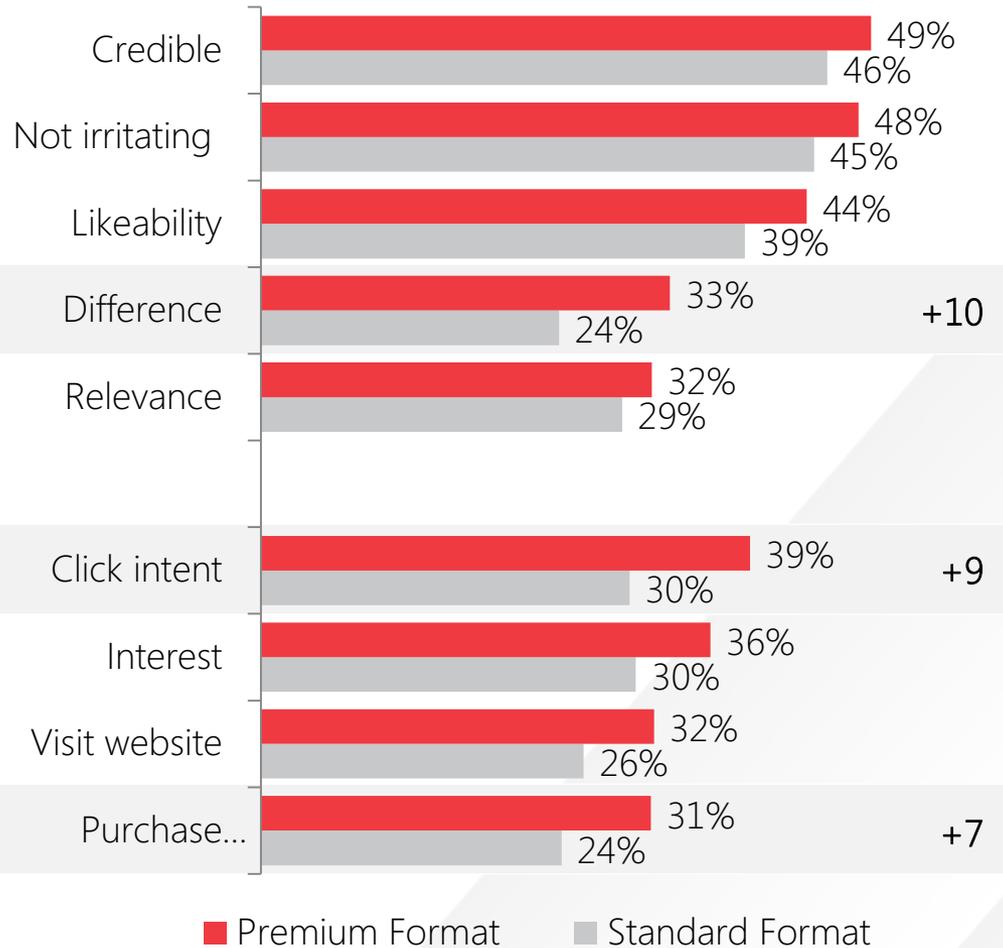


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Research by Metrixlab: Control cells (600), Standard format (600) and Premium Format (600).

# Premium formats score well across creative diagnostics



Difference, Click intention and Purchase intent are much higher for premium formats versus standard formats

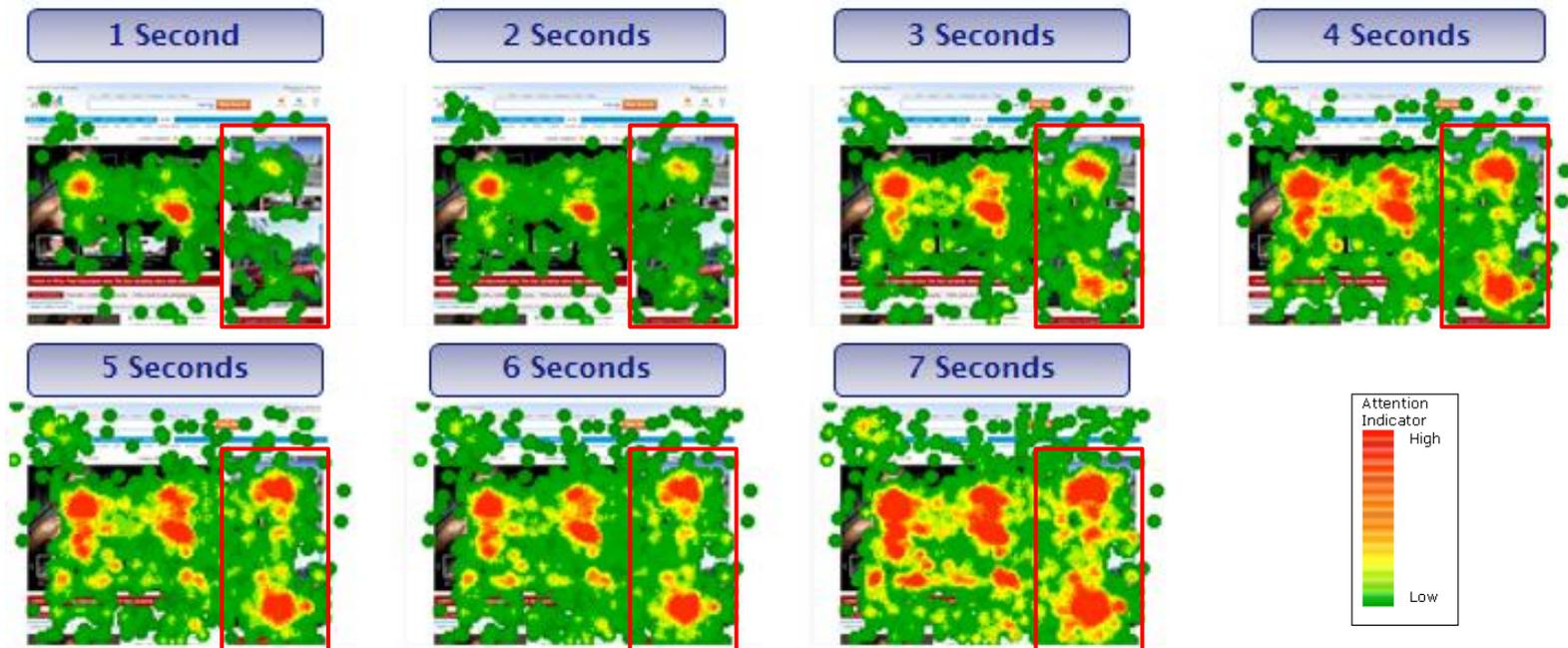
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Deltas represent increase in the levels of agreement with statements e.g. Click Intention = "This ad makes me want to click on it" (Agree)

On average, the premium formats attract much higher levels of attention compared to the average of standard formats

Measure	Explanation	Standard	Premium
Capture	Percentage of people noticing the ad in first 8 seconds	41%	73%
Retention	Total proportion of time spent by all respondents focussing on the advertising in first 8 seconds	21%	39%

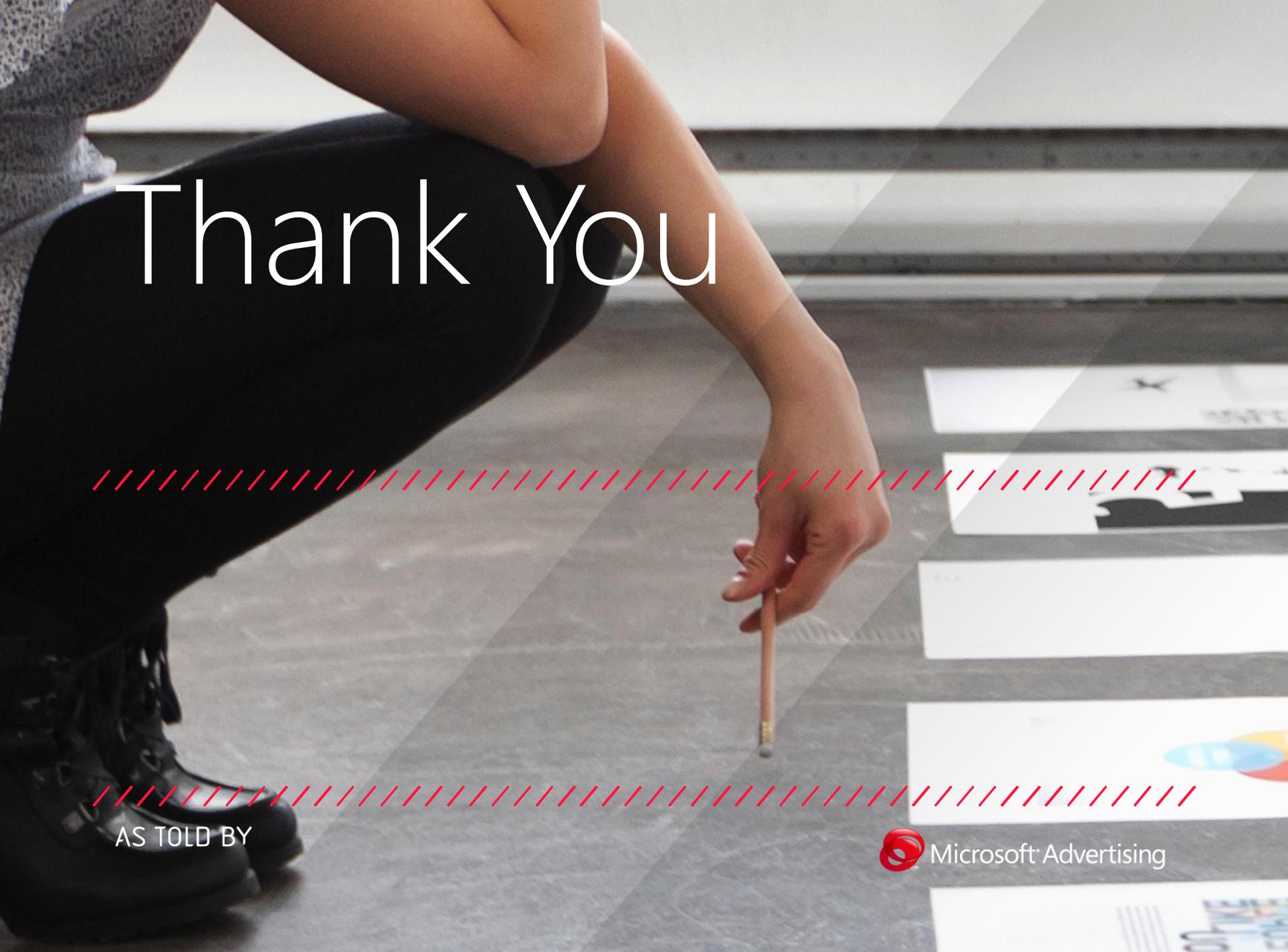


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# Summary: Yes, premium formats are more effective!

Premium formats justify higher price points since they are able to deliver enhanced effectiveness through increased levels of attention

- **Branding uplifts:** While standard formats still have an impact on the brand, new formats can have a more significant impact on measures such as awareness, consideration and opinion
- **Creative evaluation:** New formats score well for differentiation among other scores which result in a higher intention to click and ultimately purchase intention
- **Levels of attention:** Premium formats attract much higher levels of attention compared to the average of standard formats

A person is kneeling on a grey floor, holding a pencil. Several papers are scattered on the floor around them. The person is wearing a grey sweater, black leggings, and black boots. The background is a plain wall with a horizontal line.

# Thank You

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