Online Video for Brands

MARK HENNING – DIRECTOR MEDIA & DIGITAL SOLUTIONS

DynamicLogic Millward Brown Digital   **MillwardBrown**

Millward Brown – leaders in brand, comms and media effectiveness research & consultancy

BRAND HEALTH

COMMUNICATION

MEDIA EFFECTIVENESS & ROI

We see brand consultancy as an interconnected, iterative process to drive business success

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| BRAND HEALTH | COMMUNICATION | MEDIA EFFECTIVENESS & ROI |
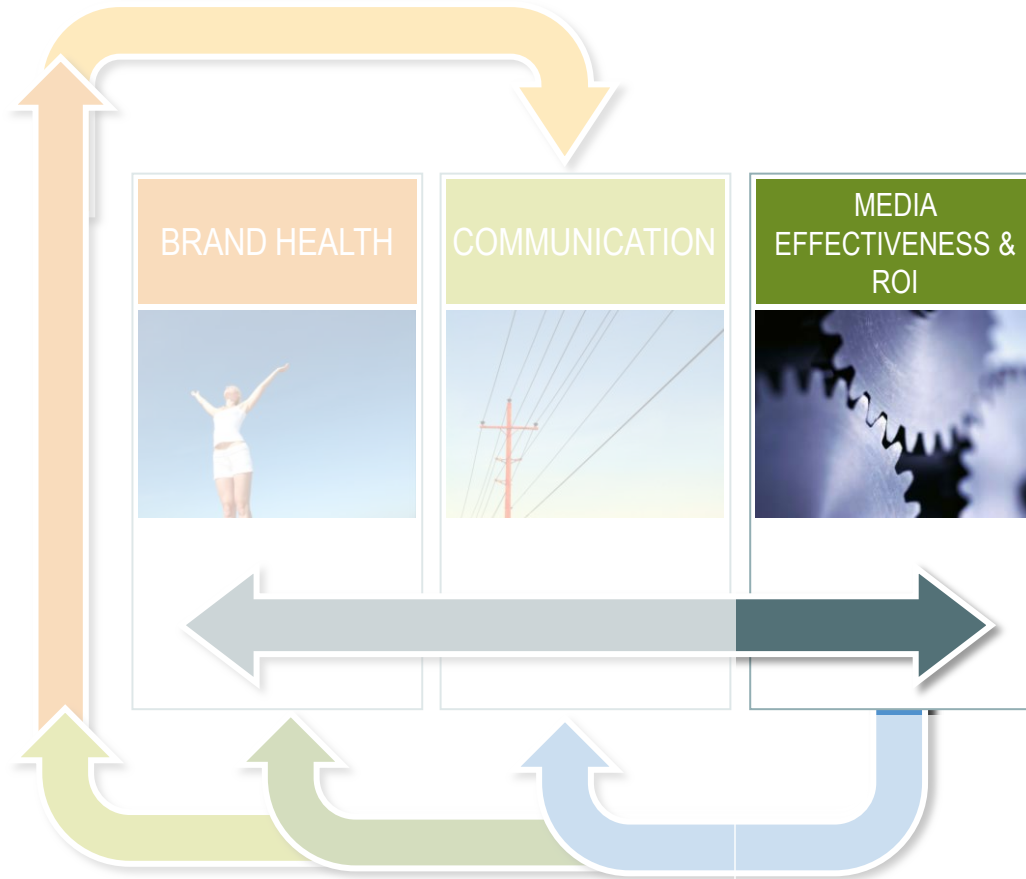
Today, the focus is on the changing media environment – in particular the role of Online Video

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Millward Brown's CrossMedia Experience

Over **100** studies

For more than **40** brands
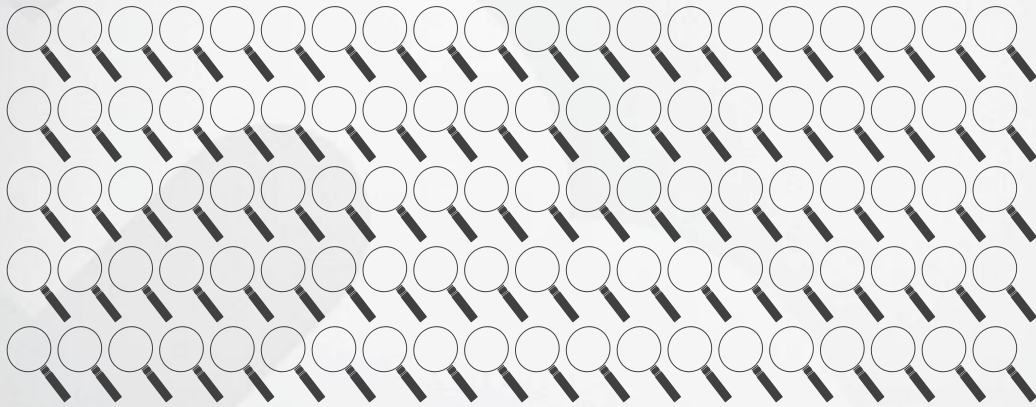
In more than **20** countries

Across **10** industry sectors

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Agenda

1   **Online Video : Incremental Reach or Efficient Frequency**

2   **Brand Impact of Online Video**

3   **Creative Tips for Online Video**

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Agenda

1   **Online Video : Incremental Reach or Efficient Frequency**

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Across the Asia Pacific Region TV still dominates for reach

Reach by Medium (% of Total Sample exposed to the campaign through each channel)

Magazines	Newspapers	Online	Outdoor	Radio	TV
30%	38%	36%	37%	30%	75%
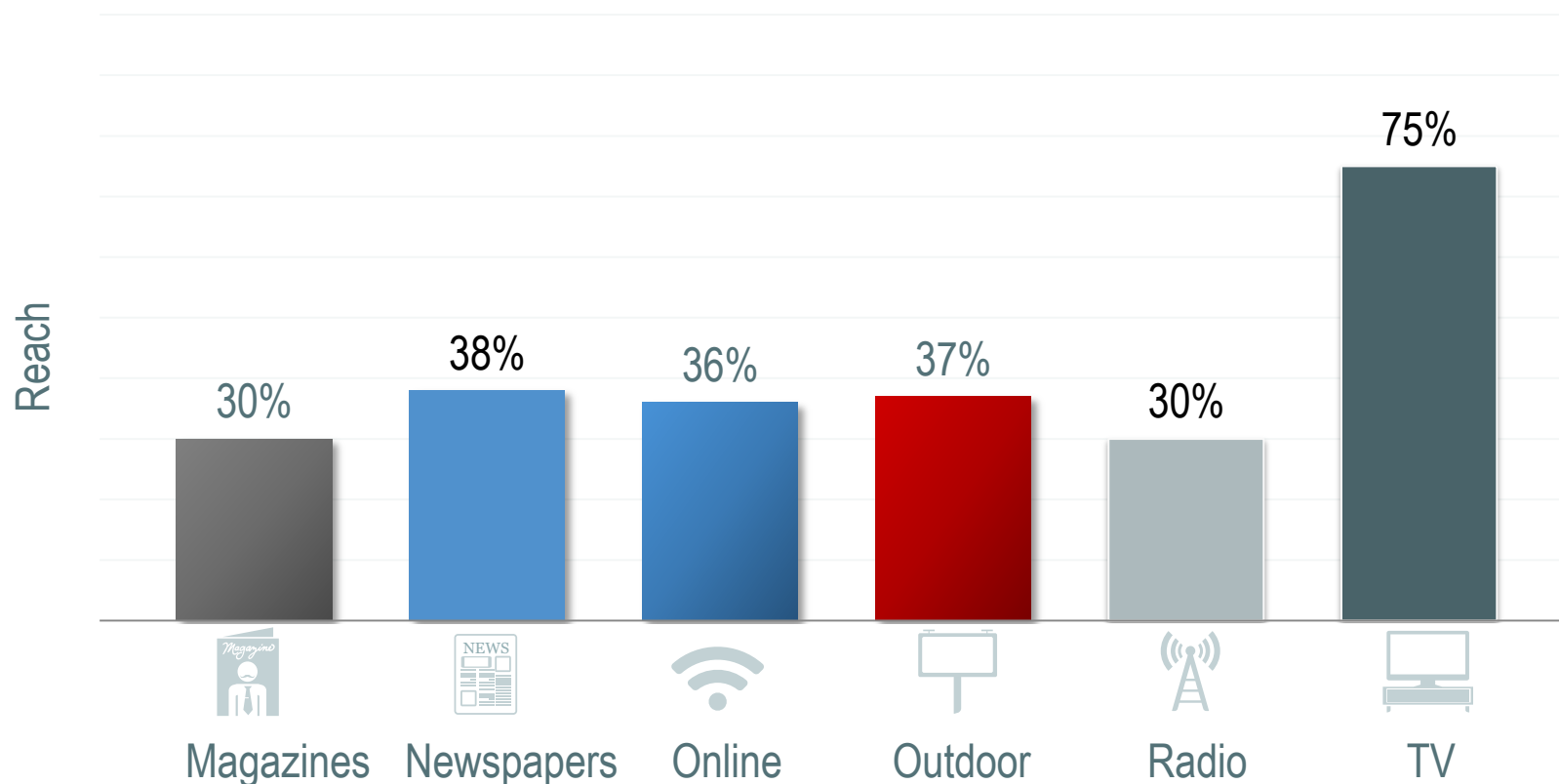
TV still attracts majority share of ad spend across the AP region

Source: Millward Brown AP CrossMedia Studies (Average of 22 campaigns)

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Which leads to high levels of overlap between TV & Online Pre-Roll Video audiences

Discreet Reach & Duplication for TV and Online Video

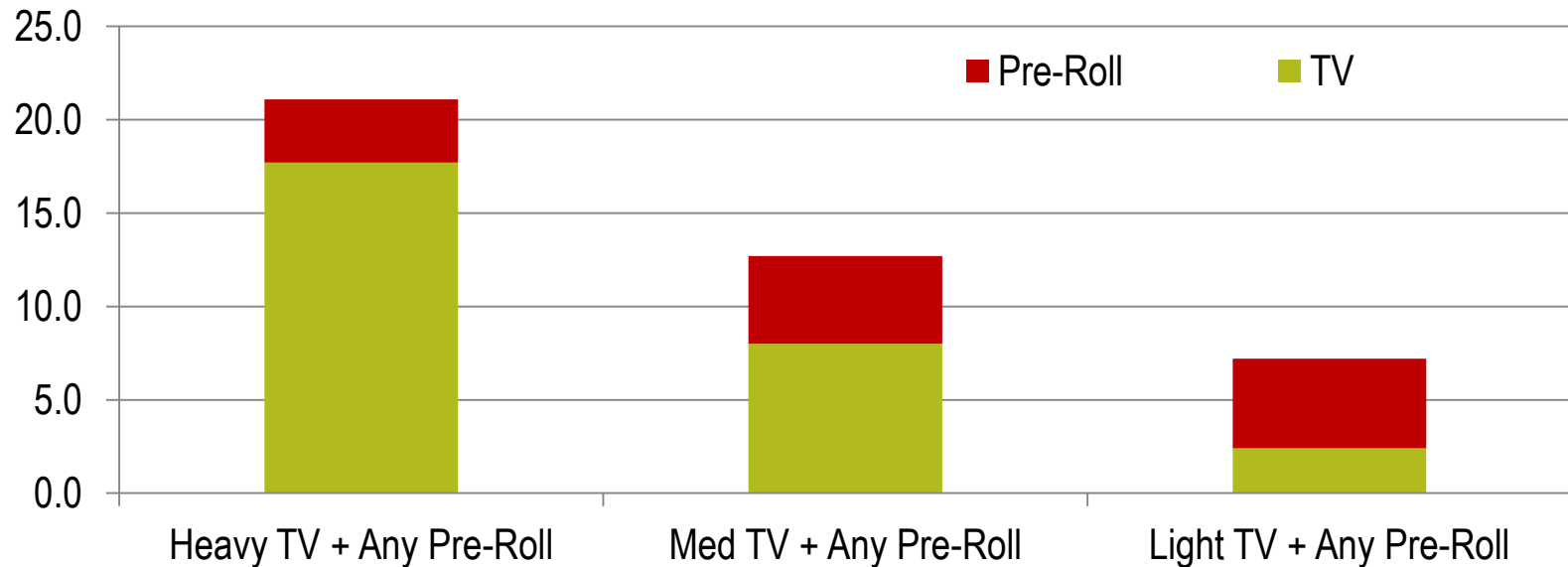Target Audience: Total Reach 83%

TV

Majority of reach duplicated with TV

Some incremental reach achievable

Online Pre-Roll Video
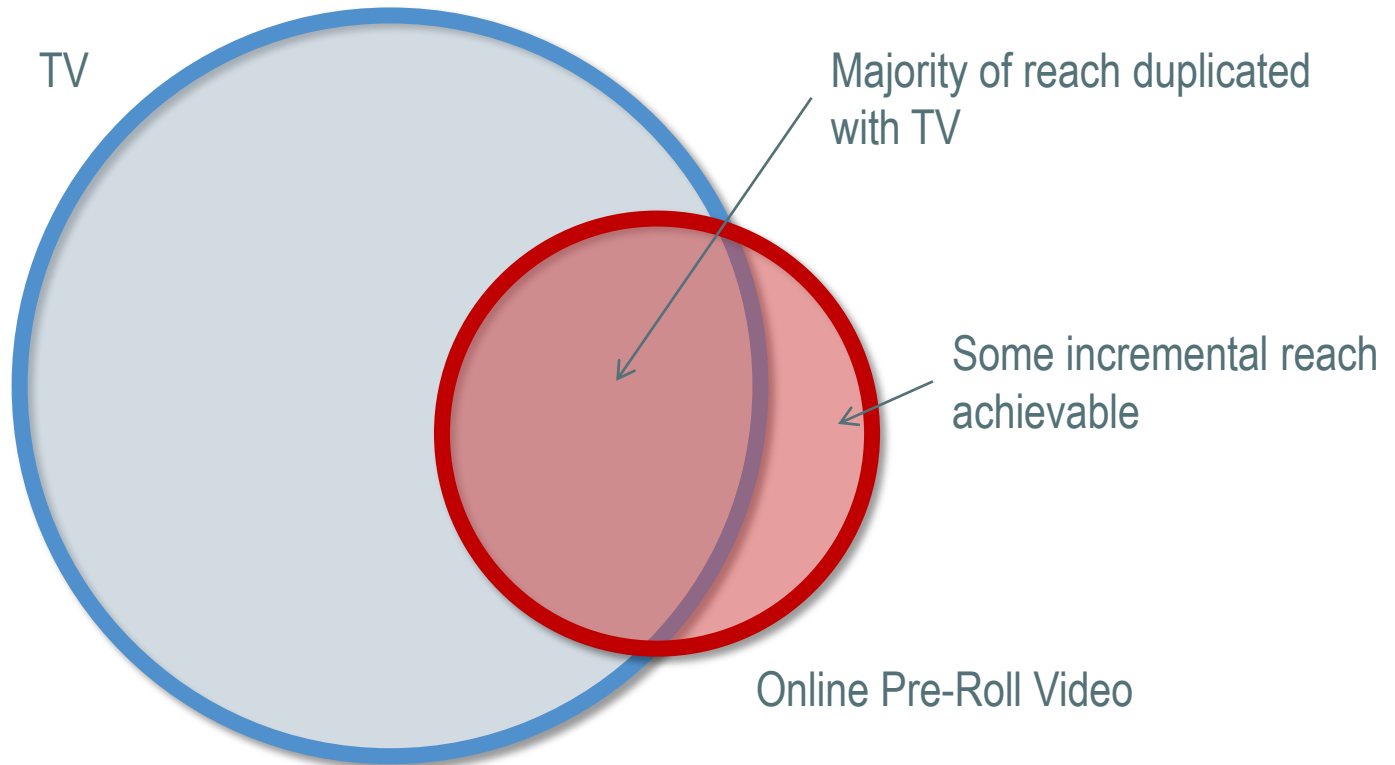
Difficult to add incremental reach when 80%+ of target are reached by TV

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Online pre-roll video adds important frequency – especially to light TV viewers

Pre-Roll Video supplements majority of frequency amongst those with light TV exposure

Resulting in more efficient reach for integrated campaigns

1+ REACH CURVE – Target Audience

% 1+ Reach

Campaign Reach

Less TARPs
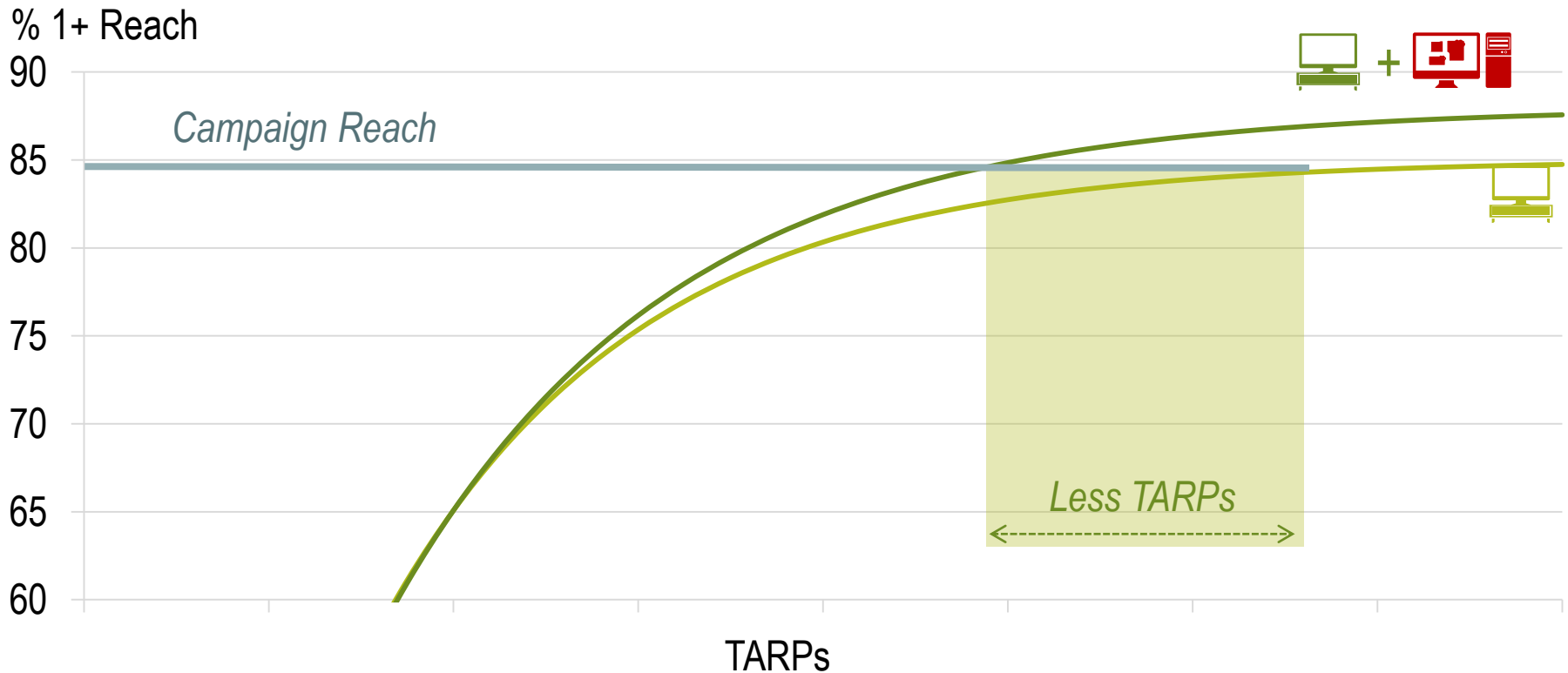
TARPs

Fewer TARPs required to achieve Campaign reach when TV and Online Pre-Roll are used together

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Takeouts

1   **Incremental Reach** : Online video can add incremental reach to a TV campaign, but manage your expectations as TV is still a strong reach media

2   **Frequency :** Online Pre-roll is a great way to supplement frequency of your TV campaign.
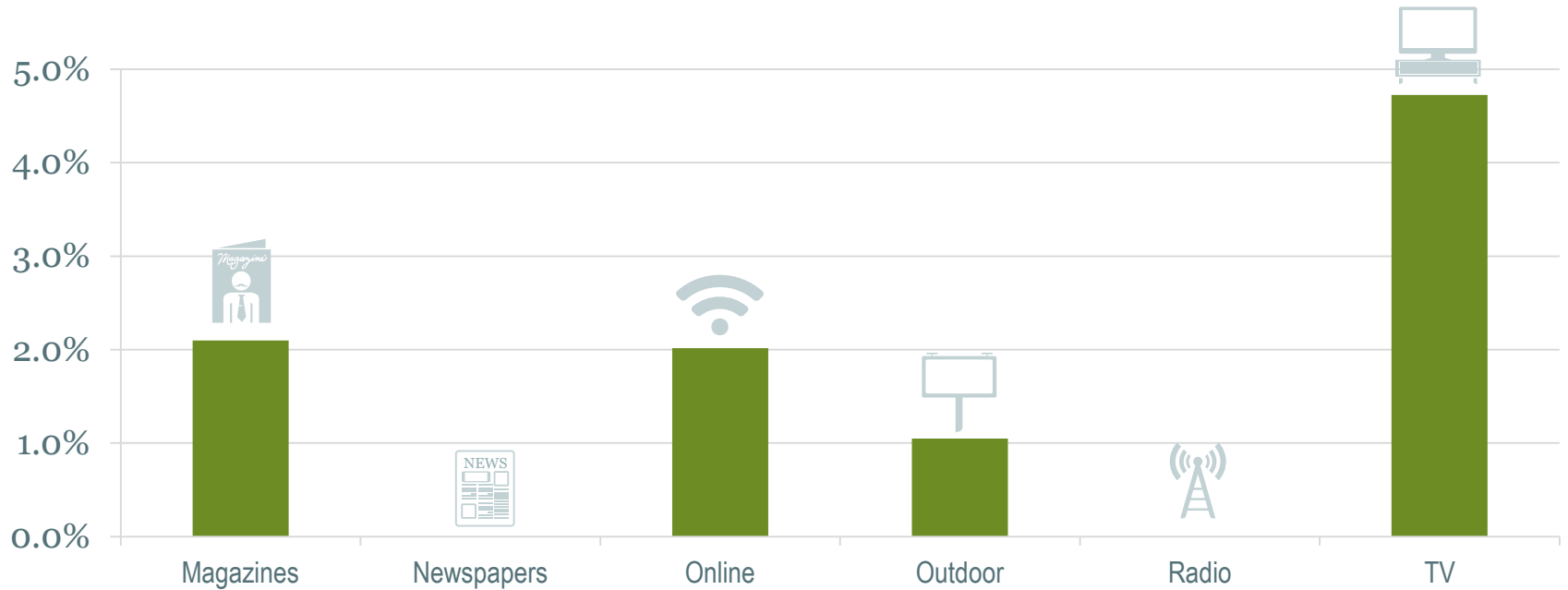
3   **Efficiency:** By supplementing frequencies amongst light and non TV viewers online pre-roll helps to achieve reach goals more efficiently than TV alone.

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2   **Brand Impact of Online Video**

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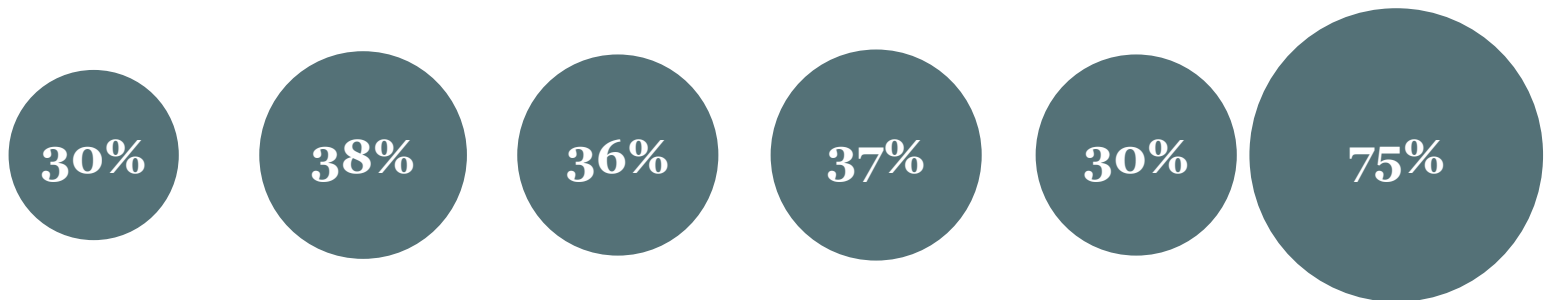Millward Brown Digital

Across the Asia Pacific Region we see that TV is still a big driver of reach and advertising awareness for multi media campaigns

CHANGE IN COMMUNICATIONS AWARENESS AMONG THOSE REACHED

	Magazines	Newspapers	Online	Outdoor	Radio	TV
CHANNEL REACH	30%	38%	36%	37%	30%	75%

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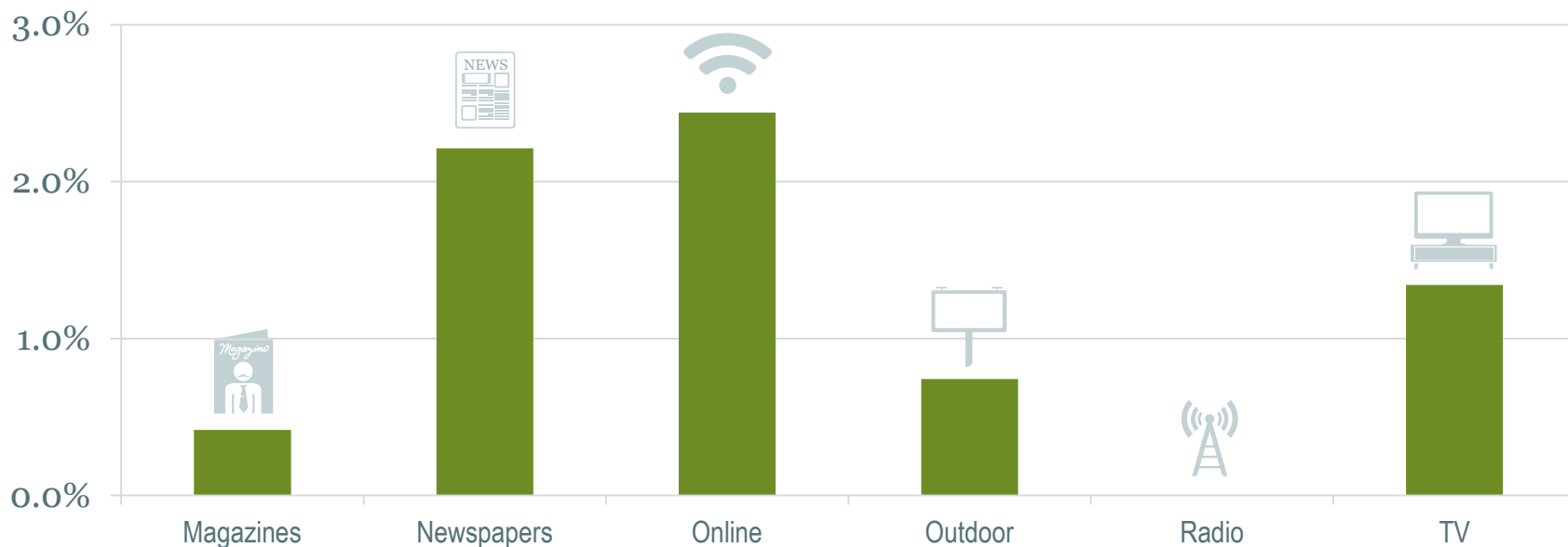
But online and other channels increase in importance when it comes to overall brand engagement

CHANGE IN BRAND ENGAGEMENT AMONG THOSE REACHED

	Magazines	Newspapers	Online	Outdoor	Radio	TV
CHANNEL REACH	30%	38%	36%	37%	30%	75%

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In Australia, we see that Video has a stronger impact on brand metrics than other online formats

■ Video   ■ Rich Media   ■ Std Flash

% difference Exposed vs Control

Aided Brand Awareness: Video 3.6, Rich Media 2.4, Std Flash 2.0

Brand Favorability: Video 2.7, Rich Media 0.9, Std Flash 1.4

Purchase Intent: Video 1.2, Rich Media *0.3*, Std Flash 1.1
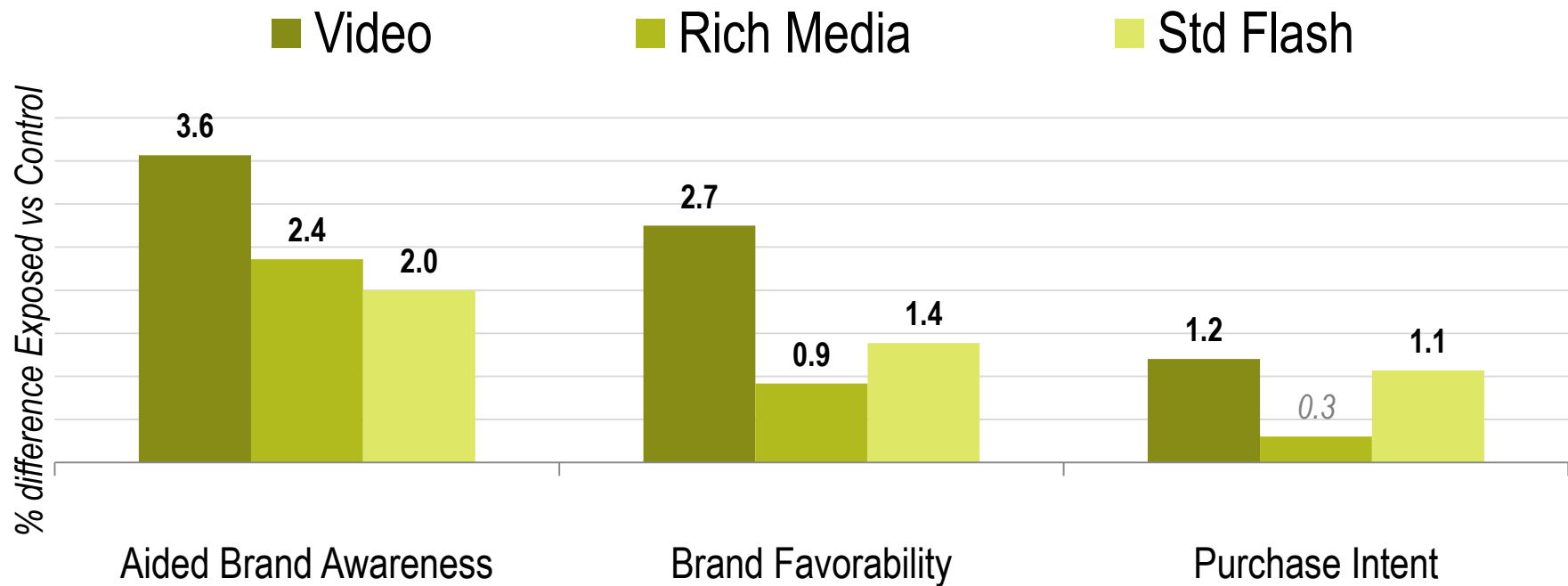
Online Video outperforms other online ad formats in building Aided Brand Awareness, generating Brand Favourability and driving Purchase Intent

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And online video impact only requires low frequency

AD FORMAT – FREQUENCY OF 1-2

Legend: ■ Video ■ Rich Media ■ Flash

Y-axis: % difference Exposed vs Control

Aided Brand Awareness
- Video: 2.7
- Rich Media: 1.9
- Flash: 1.1

Brand Favorability
- Video: 2.7
- Rich Media: 1.0
- Flash: 1.0

Purchase Intent
- Video: 1.3
- Rich Media: -0.4
- Flash: 1.0

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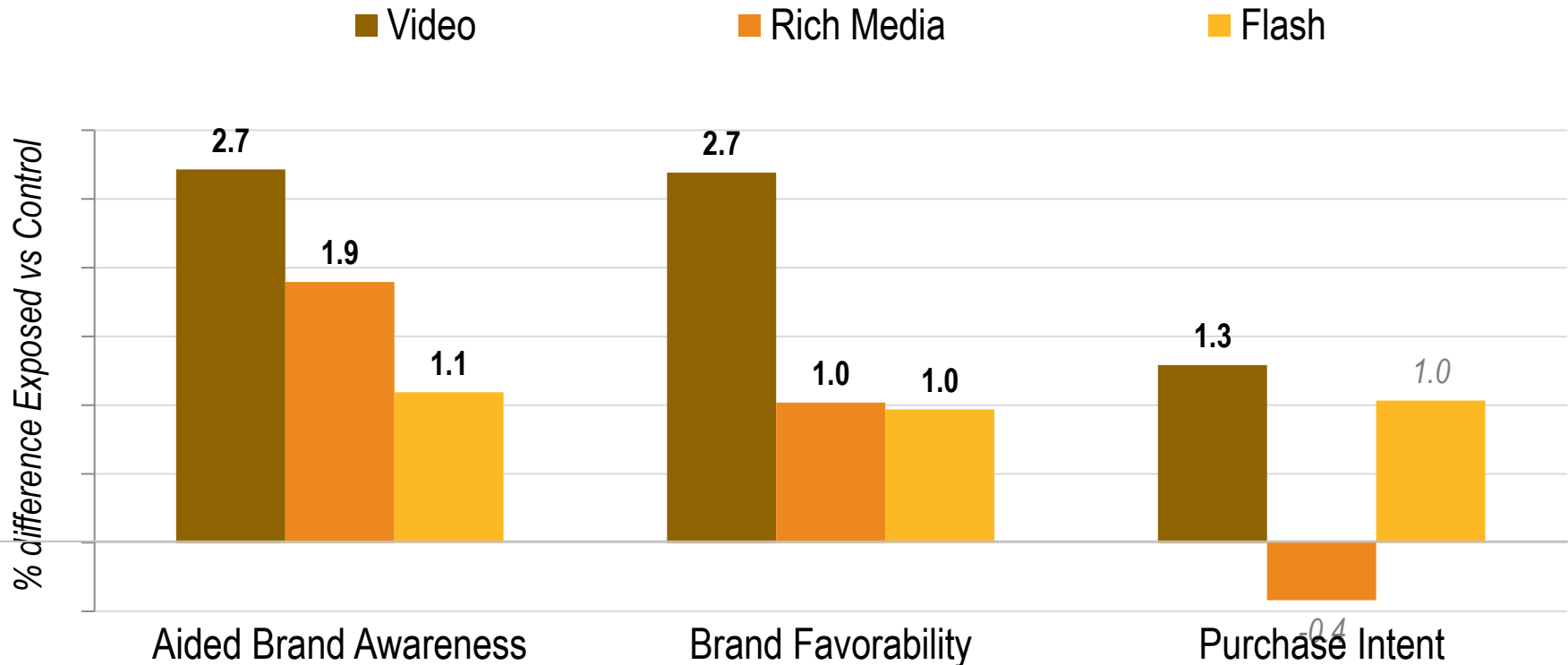
But, there is a wide disparity between the best and worst online brand campaigns

AUSTRALIAN CAMPAIGNS

■ Best (top 20%)　　　■ Average　　　■ Worst (bottom 20%)

% difference Exposed vs Control

Brand Favourability
- 5.5
- 1.3
- -3.0

Purchase Intent
- 7.3
- 1.7
- -3.0
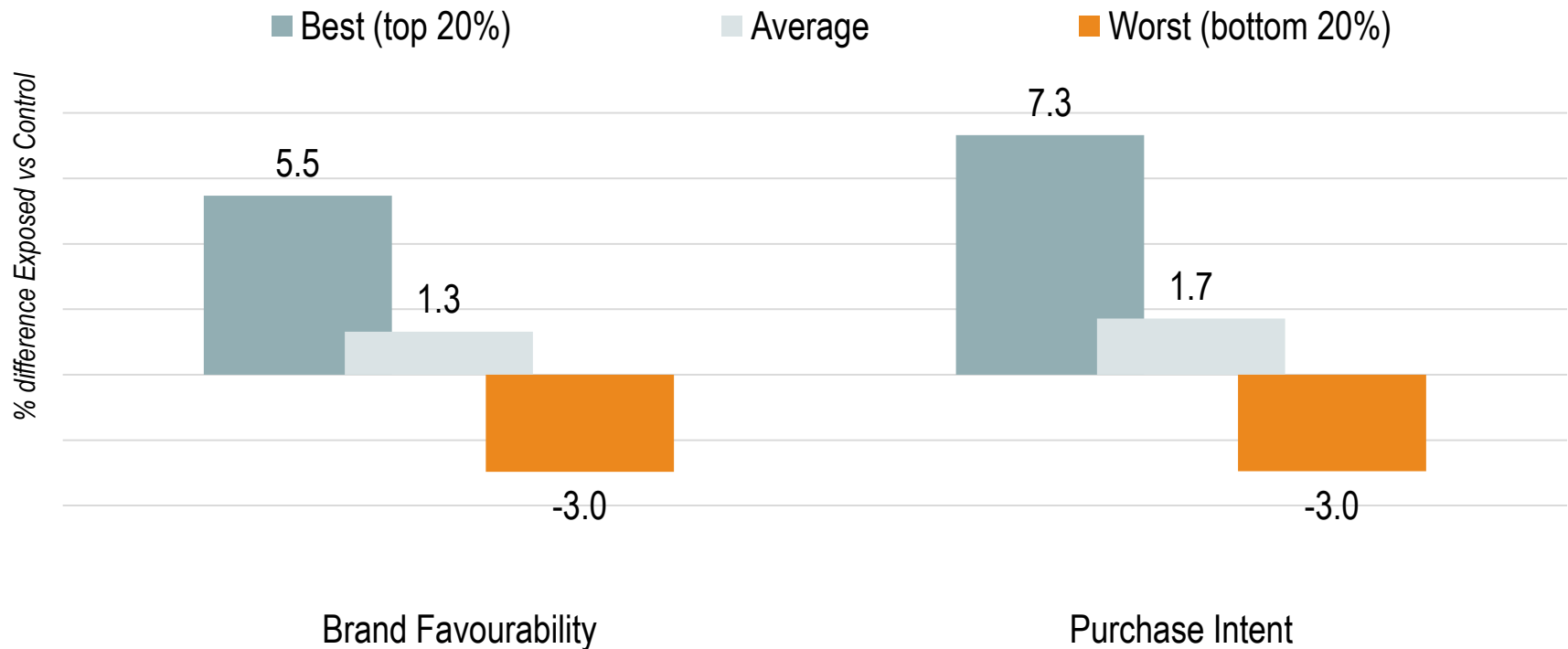
Poor creative, placement or frequency/planning has the potential to negatively impact the brand

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3   **Creative Tips for Online Video**

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Video Creative Best Practices (Rich Media/All Formats)

1 Successful video ads don't rely on audio to communicate the main message; as audio may not be turned on, in banner videos need to be able to communicate brand and message through visuals alone

Video Creative Best Practices (Rich Media/All Formats)
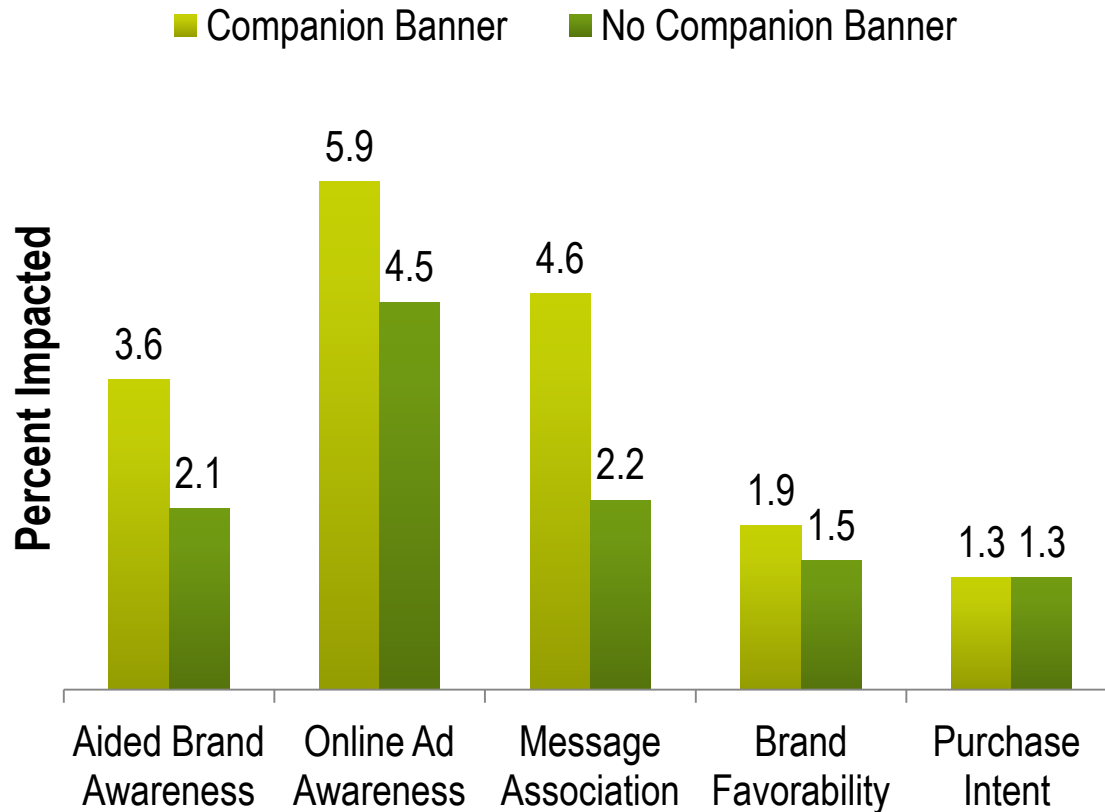
1	Successful video ads don't rely on audio to communicate the main message; as audio may not be turned on, in banner videos need to be able to communicate brand and message through visuals alone
2	Companion ads (or similar) alongside the streamed video can help to ensure communication of brand and key message – even when the video is not fully viewed

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Online video ads that have companion banners typically outperform video ads without on awareness metrics

- However, similar impact seen on persuasion metrics

Legend: ■ Companion Banner ■ No Companion Banner

Percent Impacted (chart)

Metric	Companion Banner	No Companion Banner
Aided Brand Awareness	3.6	2.1
Online Ad Awareness	5.9	4.5
Message Association	4.6	2.2
Brand Favorability	1.9	1.5
Purchase Intent	1.3	1.3

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Other approaches such as wrapping the video content within a branded frame that delivers message + brand have also proven successful for in-banner placements

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Video Creative Best Practices (Rich Media/All Formats)

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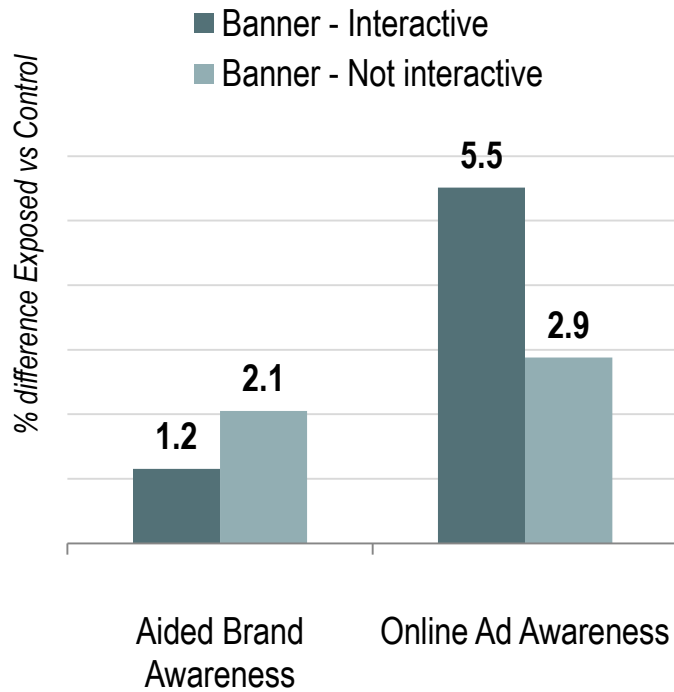
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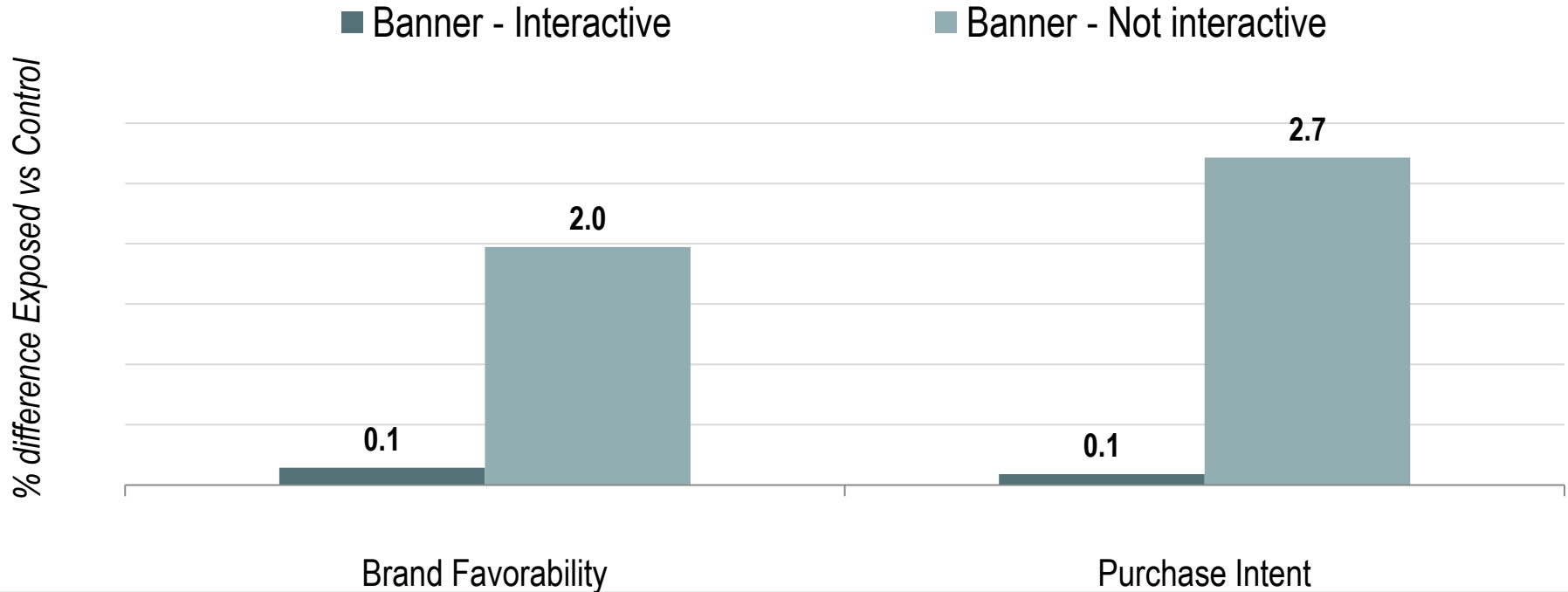
3   Interactivity can help get your ad noticed, but make sure the interaction:
      a) isn't required to understand the brand and key message
      b) doesn't take away from the brand and message delivery

Interactive ads can be effective when used appropriately

- Use expandable/interactive ads as a means to allow the viewer to drill down for more detail rather than conveying all information up front in the ad.

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But beware that the interactivity doesn't take away from the campaign message

% difference Exposed vs Control

■ Banner - Interactive   ■ Banner - Not interactive

	Brand Favorability	Purchase Intent
Banner - Interactive	0.1	0.1
Banner - Not interactive	2.0	2.7

Rich Media and Interactive ad units, whilst attention-getting have the potential to overshadow messaging – using mix of formats across the campaign or ensuring all interactive elements communicate can overcome this limitation

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Video Creative Best Practices (Rich Media/All Formats)

1 Successful video ads don't rely on audio to communicate the main message; as audio may not be turned on, in banner videos need to be able to communicate brand and message through visuals alone

2 Companion ads (or similar) alongside the streamed video can help to ensure communication of brand and key message – even when the video is not fully viewed

3 Interactivity can help get your ad noticed, but make sure the interaction:
a) isn't required to understand the brand and key message
b) doesn't take away from the brand and message delivery

4 Most top performing video ads have the brand well integrated within video (e.g. image of person using the product, product shot, brand name/logo shown, voiceover references the brand name).

The advertising challenge is consistent across online and offline media

branded engagement:

- Will the ad connect with the consumer in a branded fashion?

motivation:

- Do the brand associations make it more desirable at key decision moments?

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In Summary

1 **Video is more impactful and requires less frequency than banner advertising**

2 **Pre-Roll and TV are complementary channels**

3 **Creative Matters – ensure you are communicating your brand and key message**

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Online Video for Brands

Mark Henning – Director media & Digital Solutions