

Premium Ad-Formats:
A price worth paying?

M9
imagination+intelligence

The logo features the letters 'M9' in a large, bold, white sans-serif font. Below it, the tagline 'imagination+intelligence' is written in a smaller, teal-colored sans-serif font. Two thin teal lines are positioned diagonally: one starts from the top right and points towards the '9', and the other starts from the bottom left and points towards the 'M'.

Are the premium formats more effective than standard formats?

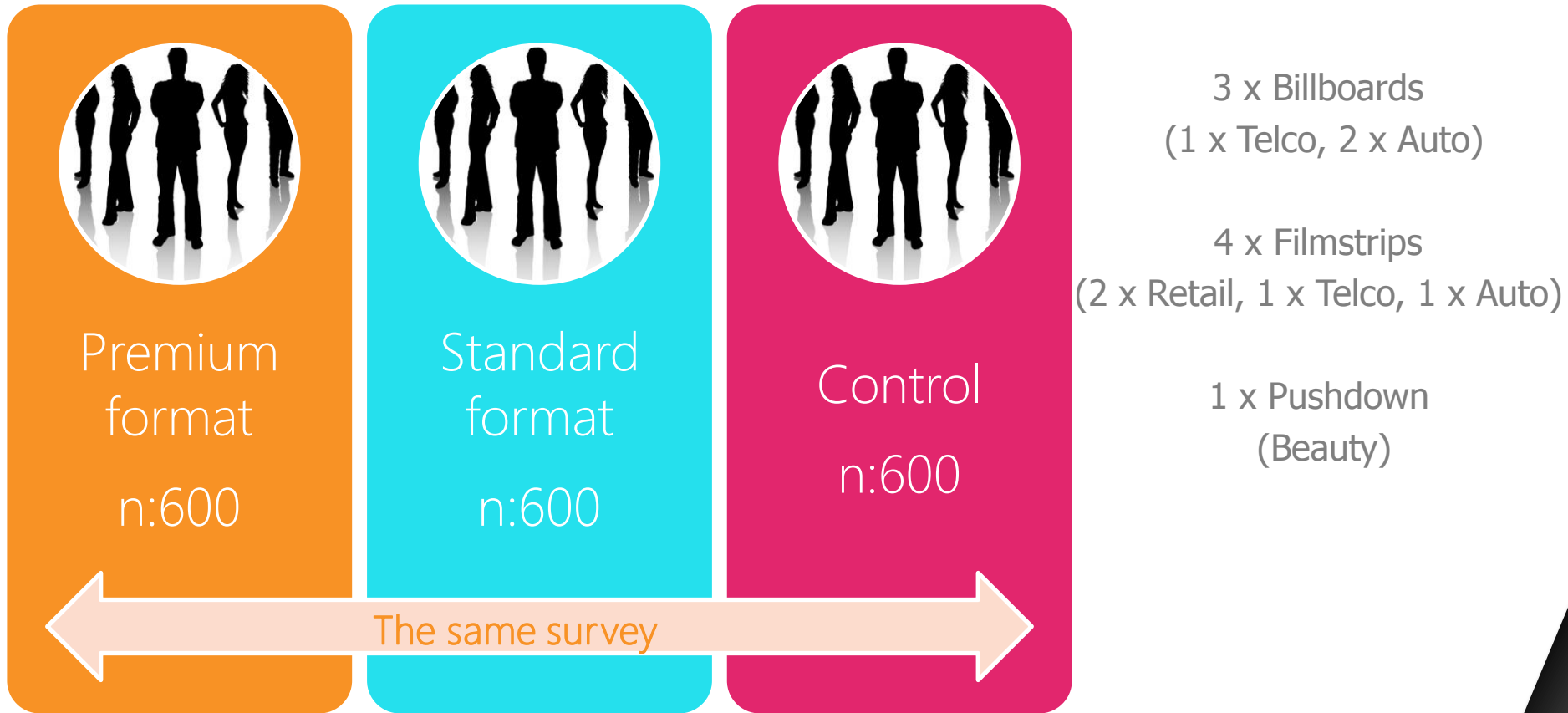
Ways to evaluate:

- Levels of attention
- Creative evaluation
- Branding uplifts

Microsoft Advertising partnered with Metrixlab Research to measure effectiveness



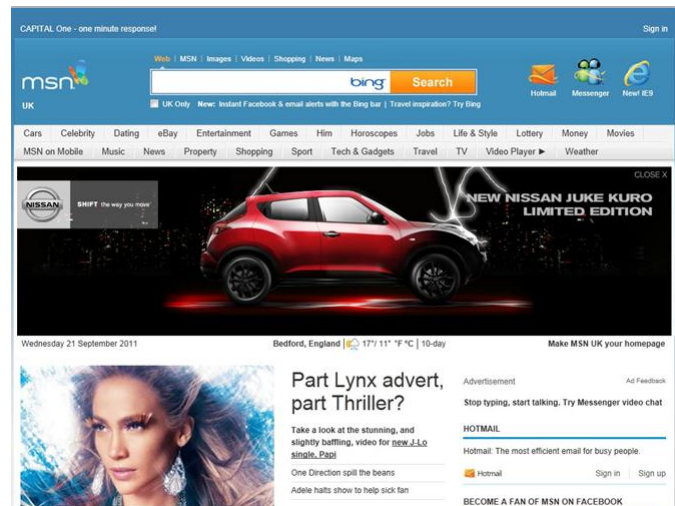
What we tested



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

Phase 1: User experience and short term recall

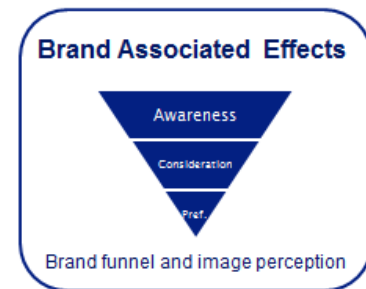
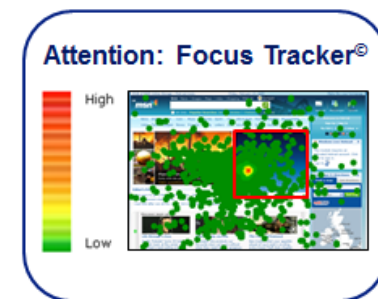
- Survey includes a browsing experience of the MSN Homepage
- Opportunity to see advertising
- Asked a series of general questions: opinion of the page, ease of navigation, finding information etc
- Also asked if they spontaneously recall seeing any brands



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.

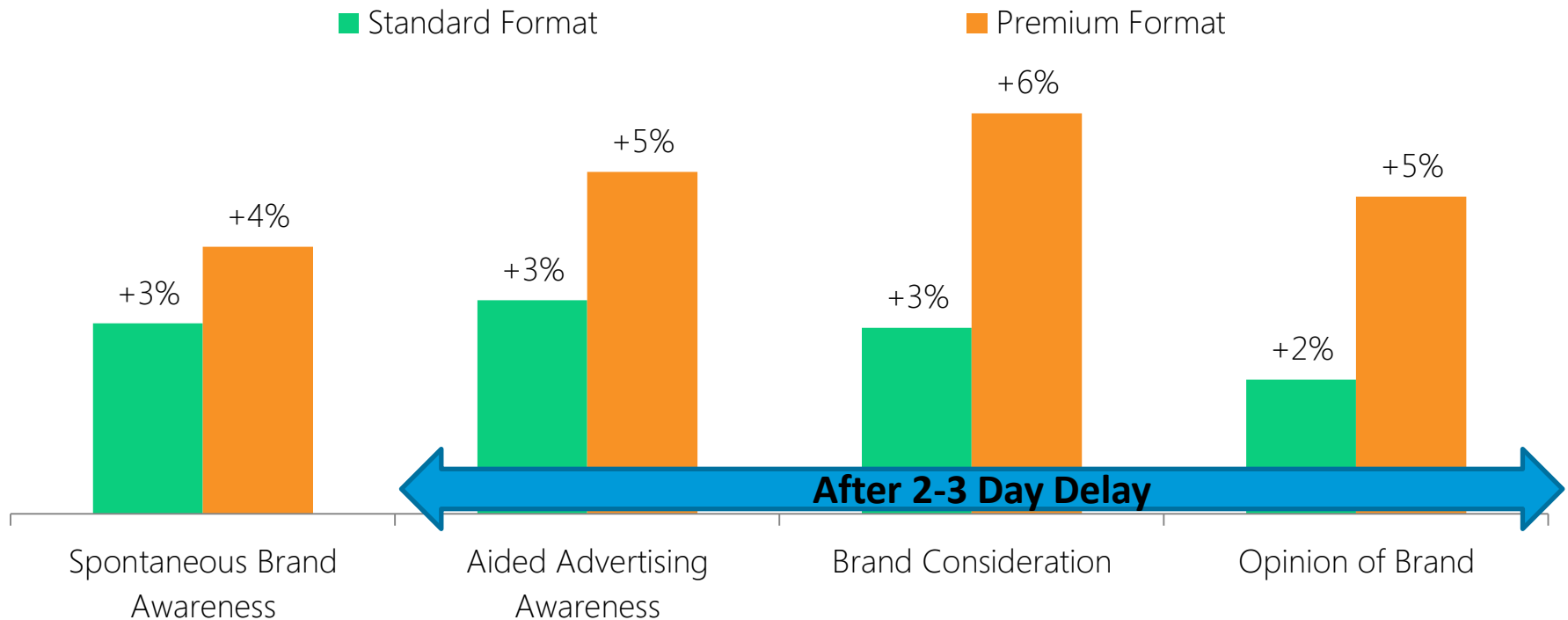


Results

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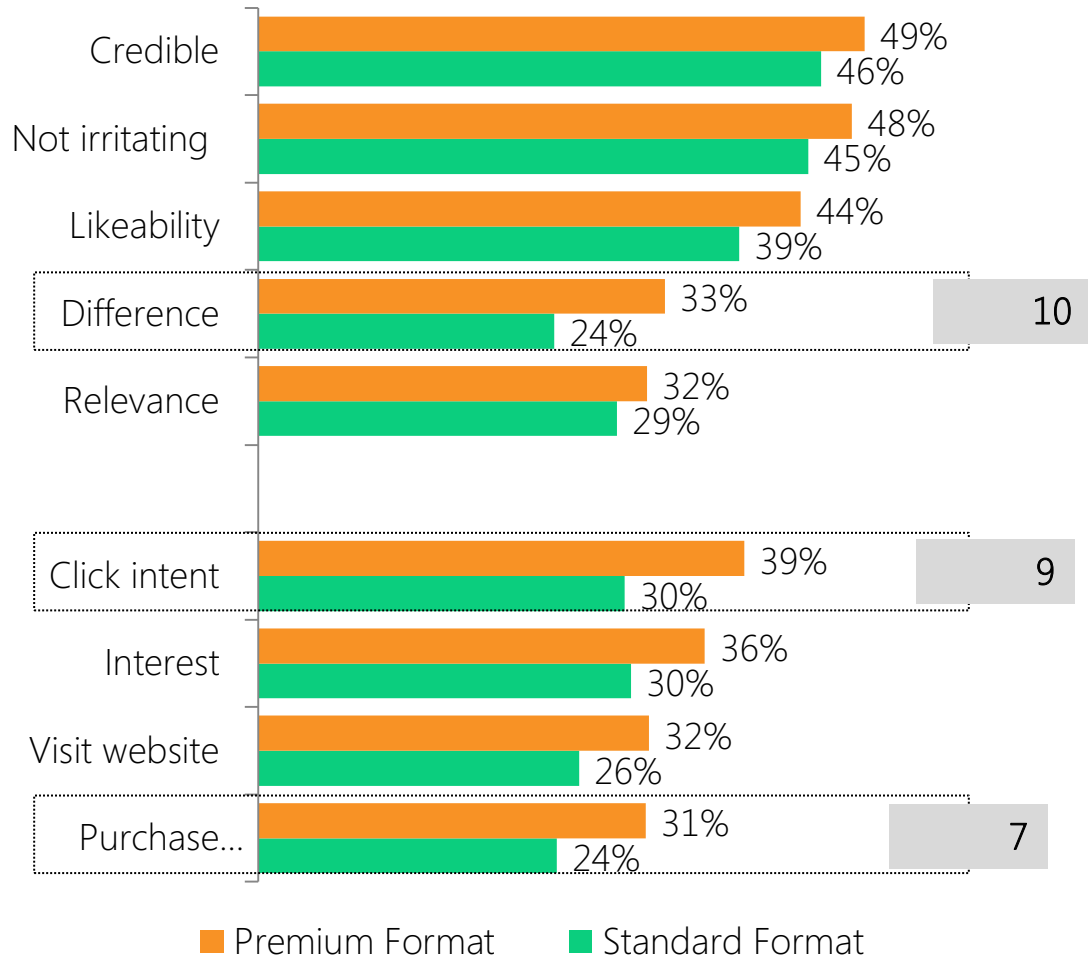
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Brand Effects



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.

Premium formats score well across creative diagnostics

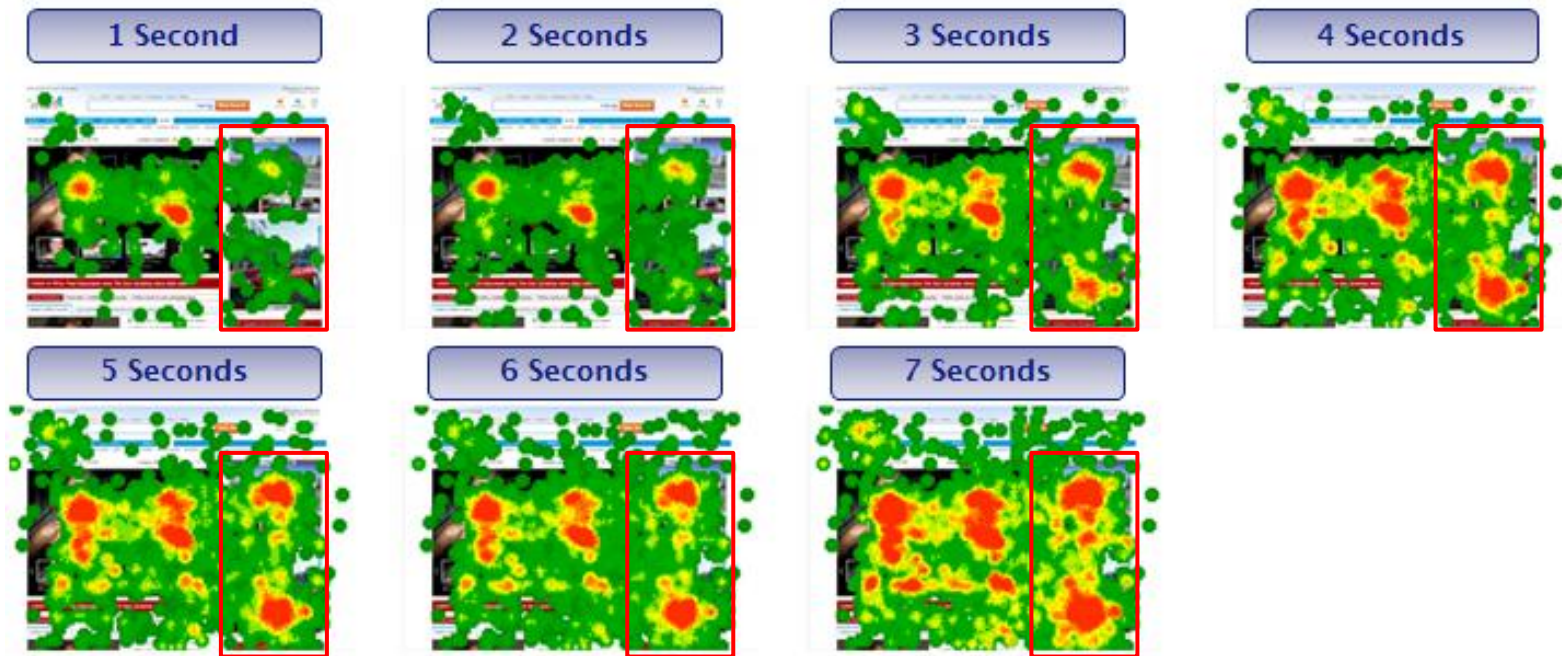


Click intention and Purchase intent are much higher for premium formats versus standard formats

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%



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



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View some of Mi9's rich media executions