



Annual  
**Conference**  
RE!THINK 2017

# Video Ad Cross-Platform Research

## Impact of Context on Video Engagement

8 ads, 4 platform cells, 400 participants, 18-35 year olds,  
Nielsen CNS Lab, Boston, US 2016

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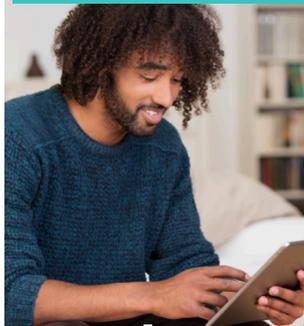
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# Background

Across screens,  
growing  
consumption of  
digital video  
among Americans



This shift in viewing  
trends of digital video  
has advertisers and  
agencies interested in  
understanding the  
effects on engagement  
with video and brand  
impact



Study aims to paint a  
comprehensive picture of how  
video ads are consumed across  
digital platforms and what this  
means for brands



To get a better understanding  
of how viewers consume digital  
video, and what implications it has  
for brand impact, YouTube  
commissioned the current study  
with Nielsen



# Research Objectives

**Better understand how attention to ads differs across platforms and the impact that attention has on brand metrics.**

## TO EXPLORE:

- How video ads elicit attention on YouTube compared to other social media platforms
- Whether attention is correlated with brand metrics
- Whether higher attention to ads on YouTube contributes to higher brand lift results compared to other social media platforms

# Methodology



**N = 400**

8 target ads across 4 cells



**50:50**

Ratio of female-to-male

**Age 18-35**



Nielsen CNS Lab  
**Boston, MA**

## Social Platform 1

N=100



### Participant Criteria:

- ✓ Must own a smartphone
- ✓ Must browse Social Platform 1 at least 5 times a week

### Participant Experience (15 minutes):

- ✓ Each participant is exposed to curated content containing 8 target ads on Social Platform 1



## YouTube Cell

N=100



### Participant Criteria:

- ✓ Must own a smartphone
- ✓ Must browse YouTube at least 5 times a week

### Participant Experience (15 minutes):

- ✓ Each participant is exposed to curated content containing 8 target ads on YouTube



## Social Platform 3

N=100



### Participant Criteria:

- ✓ Must own a smartphone
- ✓ Must browse Social Platform 3 at least 5 times a week

### Participant Experience (15 minutes):

- ✓ Each participant is exposed to curated content containing 8 target ads on Social Platform 3



## Social Platform 4

N=100



### Participant Criteria:

- ✓ Must own a smartphone
- ✓ Must browse Social Platform 4 at least 5 times a week

### Participant Experience (15 minutes):

- ✓ Each participant is exposed to curated content containing 8 target ads on Social Platform 4



# Methodology: Data Collection

## BEHAVIORAL CODING



Tracking incidence of exposure to ads and content within experiences.

## EYE TRACKING



Visual attention to content, including specific areas that attract the most and least attention.

## SELF REPORT



Conscious stated feeling. What consumers say they think, do or plan to do.

# Data Collection (1/3)

## BEHAVIORAL CODING



### Behavioral Coding

Using **behavioral coding**, each person's experience was video taped and coded to track the exposure to ads.

Tracking incidence of exposure to ads and content within experiences.

# Data Collection (2/3)

## EYE TRACKING



### Passive Monitoring of Eye Tracking

Each person's **eye gaze** was passively monitored during the experience. Focus of gaze identifies location and direction of visual focus to stimuli.

Visual attention to content, including specific areas that attract the most and least attention.

# Data Collection (3/3)

## SELF REPORT



## Conscious Feedback

All participants completed a short **survey** after the experience to evaluate ad recall and brand awareness.

Conscious stated feeling.  
What consumers say they think,  
do or plan to do.

# Metric Definition



**Visual Attention:** percent of ads fixated on for 3 or more seconds.



**Aided Ad Recall:** percent of consumers to correctly recall advertisements.

Q: Do you recall seeing the following ad during the experience today?

A: Yes or No

# Main Conclusions

When comparing platforms, ads on YouTube received **1.8x more attention\*** than ads on other social media platforms.



Attention\* to ads was **2.4X higher** on platforms with full sight and sound, compared to platforms with audio off and subtitles



The current research shows that attention\* is **significantly correlated** with ad recall\*\*



Study aims to paint a comprehensive picture of how video ads are consumed across digital platforms and what this means for brands

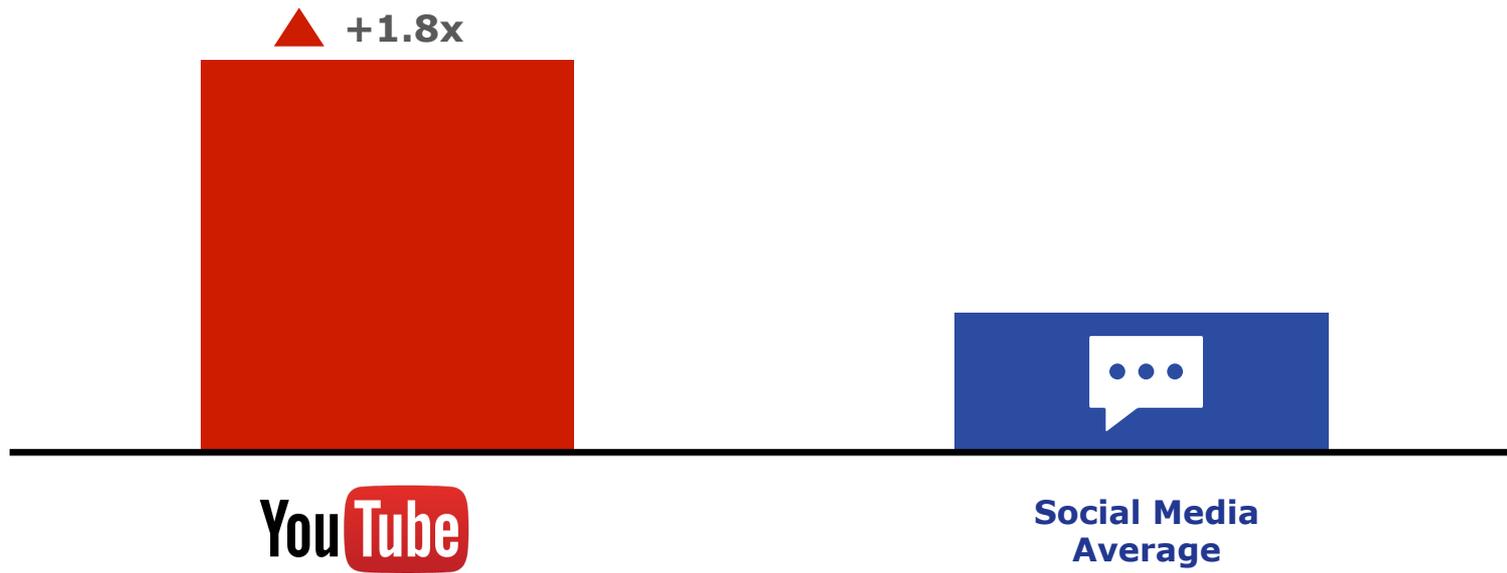
The current study found that higher attention\* to ads on YouTube contributed to **45% higher** ad recall\*\* compared to other social media platforms



# Attention to Ads was 1.8X Higher on YouTube than on Other Social Media Platforms



**Attention Metric:** % of Ads Viewed with Visual Attention for More Than 3 Seconds



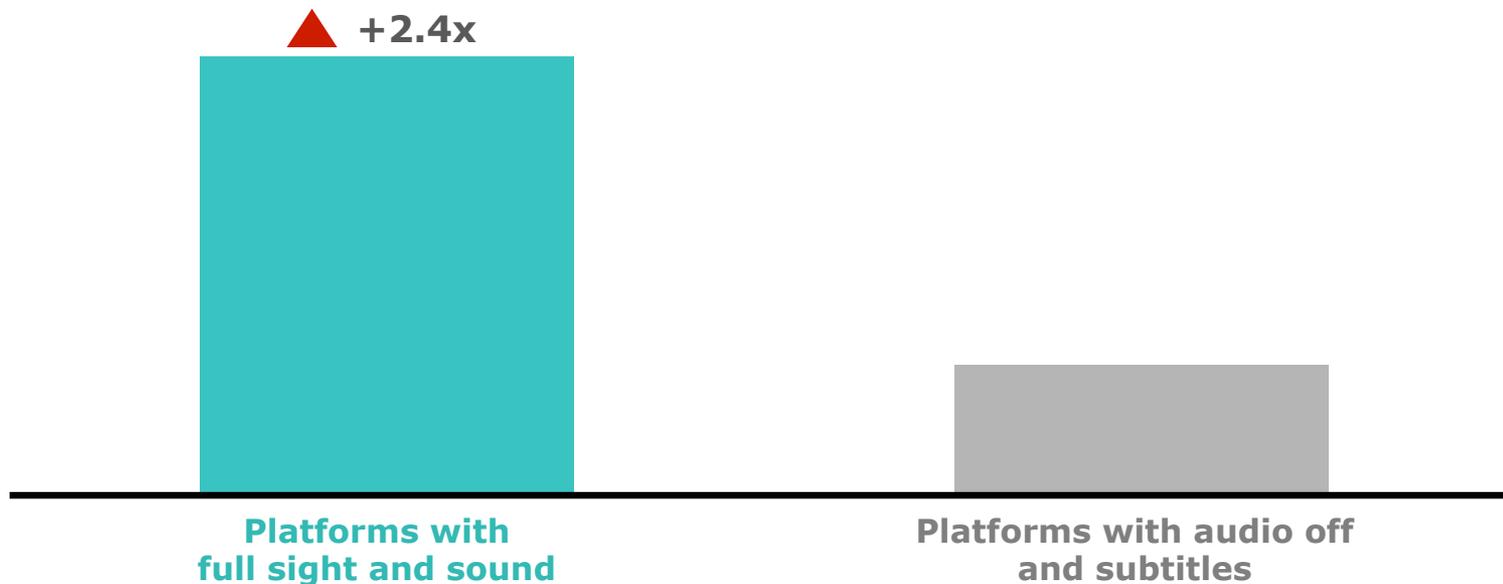
Data inside column on top: percent of ads viewed with visual attention for more than 3 seconds. Number above box: Visual Attention % is \_\_\_ times higher on YouTube. Arrow above box indicates significance at a 95% confidence level. Base: YouTube = 100, Social Media Average= 300  
Source: Nielsen Consumer Neuroscience, Video Ad Cross-Platform Research commissioned by Google. Conducted in the US using 8 advertisements, 4 platforms and 400 participants, 18-35 year olds, Nielsen CNS Lab, Boston, US 2016



# Attention to Ads Was 2.4X Higher on Platforms with Full Sight and Sound, Compared to Platforms with Audio off and Subtitles



**Attention Metric:** % of Ads Viewed with Visual Attention for More Than 3 Seconds



Data inside column on top: percent of ads viewed with visual attention for more than 3 seconds. Number above box: Visual Attention % is \_\_\_ times higher on YouTube. Arrow above box indicates significance at a 95% confidence level.  
Source: Nielsen Consumer Neuroscience, Video Ad Cross-Platform Research commissioned by Google. Conducted in the US using 8 advertisements, 4 platforms and 400 participants, 18-35 year olds, Nielsen CNS Lab, Boston, US 2016

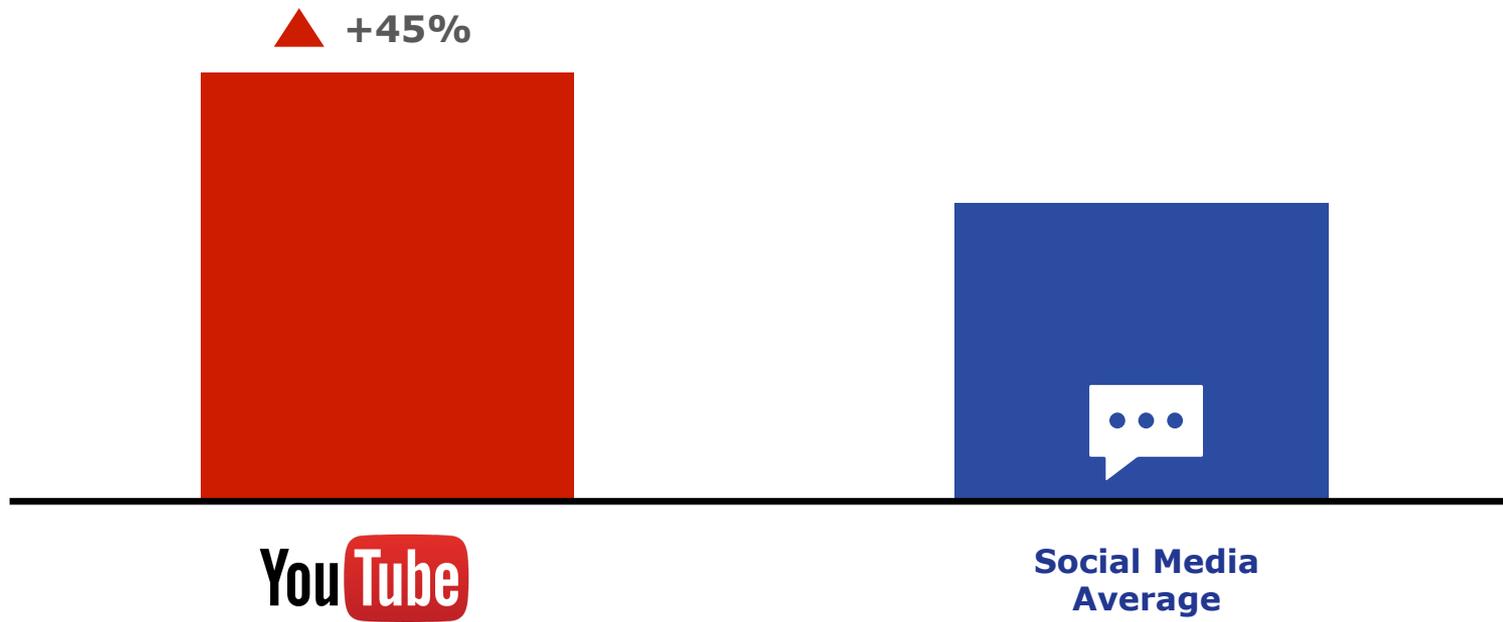
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Do Brands Benefit from  
Increased Attention?

# Ad Recall Is 45% Higher on YouTube Than on Social Media Platforms

**Ad Recall Metric:** Percent of Participants who Recalled Seeing Ad



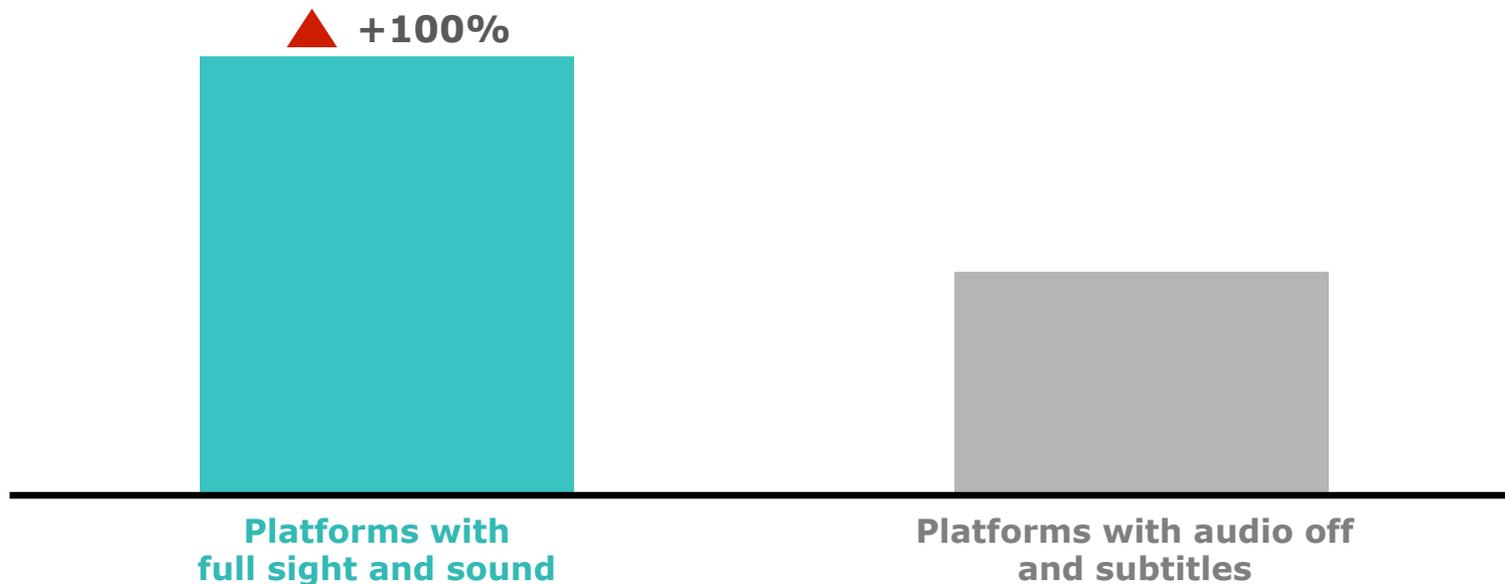
Data inside column on top: Ad Recall. Number above box: Ad recall is \_\_% higher on YouTube. Q: Do you recall seeing the following ad during the experience today? Arrow above box indicates significance at a 95% confidence level. Base: YouTube = 100, Social Media = 300  
Source: Nielsen Consumer Neuroscience, Video Ad Cross-Platform Research commissioned by Google. Conducted in the US using 8 advertisements, 4 platforms and 400 participants, 18-35 year olds, Nielsen CNS Lab, Boston, US 2016

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# Ad Recall Is 100% Higher on Platforms with Sight and Sound Than on Platforms with Audio off and Subtitles

**Ad Recall Metric:** Percent of Participants who Recalled Seeing Ad



Data inside column on top: Ad Recall. Number above box: Ad recall is \_\_ % higher on platforms with sight and sound.Q: Do you recall seeing the following ad during the experience today? Arrow above box indicates significance at a 95% confidence level. Base: Platforms with full sight and sound = 200, Platforms with audio off and subtitles = 200

Source: Nielsen Consumer Neuroscience, Video Ad Cross-Platform Research commissioned by Google. Conducted in the US using 8 advertisements, 4 platforms and 400 participants, 18-35 year olds, Nielsen CNS Lab, Boston, US 2016

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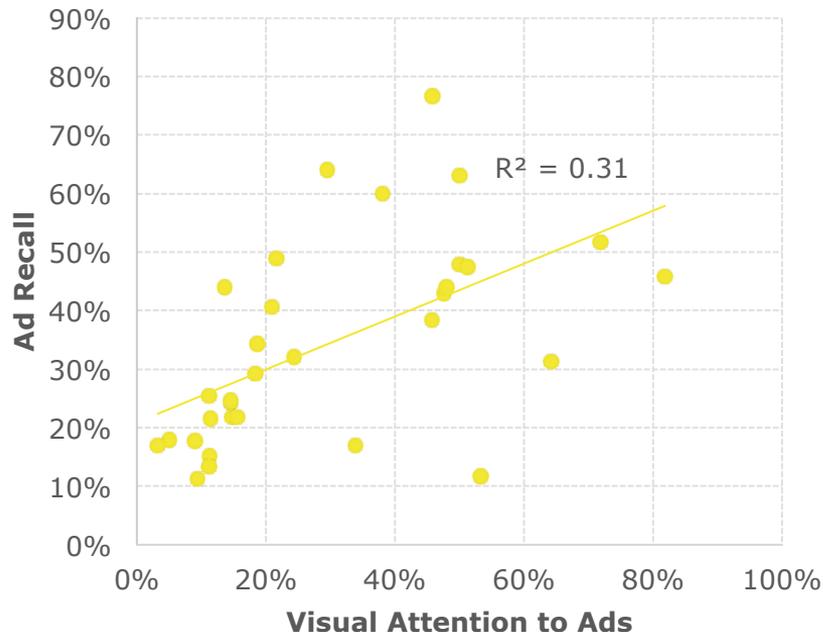
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# Attention Is Significantly Correlated with Ad Recall

- The current study found a **significant correlation** between visual attention and ad recall.
- Coefficient of determination,  $r^2 = 0.31$  (i.e. 31% of the variance in ad recall can be explained by attention to ads)

**Attention Metric:**  
% of Ads Viewed with Visual  
Attention for More Than 3  
Seconds

**Ad Recall Metric:**  
% of Participants who  
Recalled Seeing Ad



X Axis: percent of ads viewed with visual attention for more than 3 seconds. Y Axis: % of participants to correctly recall at least one ad. Q: Do you recall seeing the following ad during the experience today? Base: 8 ads per platform, 4 platforms.  
Source: Nielsen Consumer Neuroscience, Video Ad Cross-Platform Research commissioned by Google. Conducted in the US using 8 advertisements, 4 platforms and 400 participants, 18-35 year olds, Nielsen CNS Lab, Boston, US 2016