Rapidly prioritize the media plan for a pre-roll video campaign

MetrixLab
a Macromill Group company

FMCG 2015
Pre-roll Video Testing
Ad-Vance

Client objective

With six finished ads, our client was interested in understanding the strengths of each ad to inform their placement and rotation planning. The team was specifically interested in how well each was understood given the varied story lines.

MetrixLab's solution
Ad-Vance digital pre-testing

Our approach starts with real life exposure, where the respondent view the pre-rolls in a mocked up LOCAL website.

It is important that message and brand stick to memory. MetrixLab measures this in a hierarchical way: aided brand recall, message clarity and ad recognition.

In the second part of the test, we continue with specific evaluation of the (isolated) ad.
The questions to evaluate advertising are based upon different theories of advertising and validated to be the most relevant statements ones.

The ad reaction performance will be compared to a rich benchmark and color coded accordingly.

PROFILE
Screening questions

Real life exposure to test pre-rolls in mocked up website

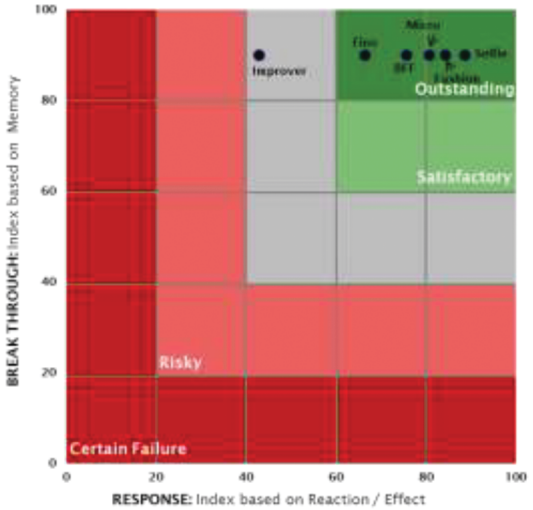
MEMORY
Playback of brand, product & message

Pre-roll re-shown on its own

Ad REACTION
Key ratings

BRAND ACTION
Key ratings

Results
Top scores against benchmarks

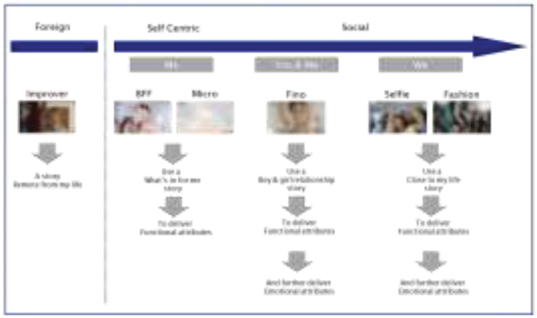


Except for one, all ads are in the **outstanding** zone. Among these, the top 3 ads are good at delivering both emotional and functional attributes, and one really delivers on functional attributes.

The top 5 ads can go on air immediately. Additional performance can be expected if Micro and BFF further strengthen emotional attributes and Fino improves its talk-ability.

Meanwhile, Improver ad needs rather significant improvement on Relevance and Talk-ability before giving it the go ahead.

RELATIONSHIP MODEL OF 6 ADS



Uniqueness

Testing in context for pre-roll video provides the most accurate measurements of breakthrough. Benchmark scores against our pre-roll norms add to the actionable insights needed to drive effective digital campaigns. For pre-roll digital, being able to break through in context is a necessary prerequisite for advertising success.

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