

Quickly determine if two digital ads are ready for use



FMCG 2015
Digital Video Ad Testing
Ad-Vance

Client objective



Our client came to us with two different online video executions (one 30" ad and a longer 60" with similar look and feel) for evaluation. They were looking for detailed insights to determine if either execution was ready to "go live" or if further changes were advised.

MetrixLab's solution Ad-Vance digital pre-testing



For these insights, we used our Ad-Vance screening methodology to have both digital ads contextually tested within the desktop or mobile environment. Ad-Vance results provide a better understanding of the following:

- Did the ads breakthrough?
- Were they engaging enough to have consumers watch them through long enough to get the key brand message?
- Were they well branded?
- Should they go live with the videos?
- Were there any recommendations for improvement?

Our approach starts with unforced exposure – the respondent decides if and how long to engage with the ad on their smartphone. A series of ad evaluation questions are next which are benchmarked against our normative database.

PROFILE
Screening questions

Unforced exposure to test ad in a mocked up environment

MEMORY
Playback of brand, product & message

Ad re-shown on its own

REACTION
Key ratings

EFFECT
Key ratings

Results

Both scored well enough to go live



The 30" execution, was more successful in terms of breakthrough, engagement and branding. Understanding was weak so we uncovered recommendations to specifically improve that metric.

One key finding was that while that the longer version struggled to maintain engagement, it *was* better understood. We supplied clear recommendations for enhancing the 60" ad to improve engagement:

- Ensure the brand is introduced earlier
- Make the story run more quickly while still maintaining clarity

Engagement in these cases is measured by how many people were willing to watch the ad in its entirety and the % of the ad watched, on average. These numbers were compared to country norms for video ads.

With edits, the 60" ad could achieve greater breakthrough and would sustain its higher level of clarity and enjoyment.



Uniqueness



Ad-Vance provides a systematic way to ensure digital advertising generates results for your brand. The framework helps to identify digital KPI's encompassing breakthrough, engagement, message clarity and effects that drive purchase consideration. Ad-Vance quickly provides the insights to understand if your digital video can break through in context, which is a necessary prerequisite for advertising success.