



REINVENTING VIDEO
ADVERTISING

Using mobile as a compass to reset the digital advertising experience

Caroline Hugonenc
VP Research



The video advertising paradox



Getting the right format and the right creative on mobile



A close-up photograph of three hands holding smartphones. The hands are positioned in the foreground, with the background being a blurred indoor setting. The text 'Challenge n°1 User experience' is overlaid on the right side of the image.

Challenge n°1
User
experience

Ad intrusiveness is magnified by mobile

People around the world were asked if they perceived mobile ads to be more intrusive, and there were different levels of agreement across markets.

% agreement (top-2 box)

Highest % agreement:

Lowest % agreement:



Q20. To what extent do you agree with the following statement: 'I find advertising on a mobile device to be more intrusive or annoying than on my desktop device?'

Source: Teads Research, "Profile of an Ad Blocker," fielding by Research Now, analysis by Teads. Base: Total respondents

Pre-roll video ads
are considered the
most intrusive
video ad format,
globally.

Native video
ad solutions
put the user first.

		% of people who rank pre-roll as highly intrusive	% of people who rank in-article native video as highly intrusive
Argentina		57%	13%
Mexico		55%	14%
Spain		54%	21%
United States		52%	25%
Germany		52%	27%
United Kingdom		51%	23%
Italy		51%	25%
France		49%	22%
Brazil		43%	21%

Q: Please order ad formats below from most intrusive to least intrusive. % Who ranked format as most intrusive of those given

Source: Teads Research, "Profile of an Ad Blocker," fielding by Research Now, analysis by Teads, December 2015. Pre-roll ads include both skippable and unskippable formats.

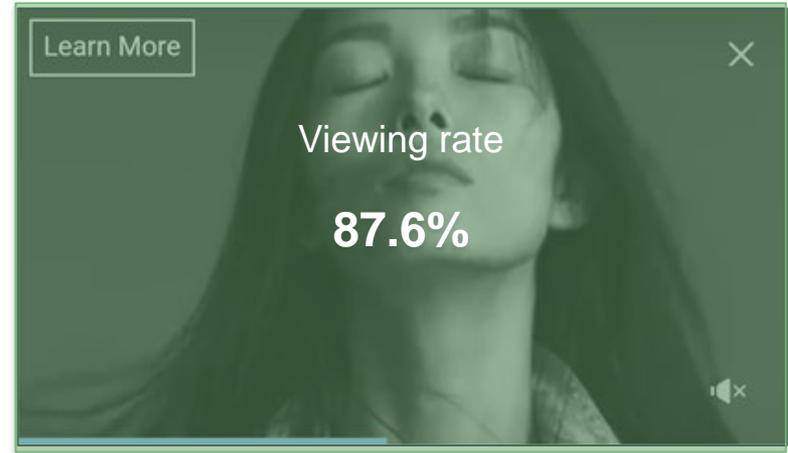
9 in 10 users view native video ads



Premium articles engage users from the first view driven by the headline and cover photo.

The content captures user attention throughout and engages users until the end of the session.

Compared to social environment, a premium content environment drives a slower scroll rate as the user is highly engaged and more concentrated. This increases the probability that the user will view the native video ad.



Viewing rate : % users that have looked at the ad

Source: Teads in partnership with eye square, "Comparable Impacts of Mobile Video Ad Formats," March 2016.

Aversion to intrusive ad formats is global

but providing people **choice and control** is a global solution.

% who agree intrusive advertising is the #1 motivator **to block ads**

% who list ad features that provide choice-to-view as motivation **not to block ads**

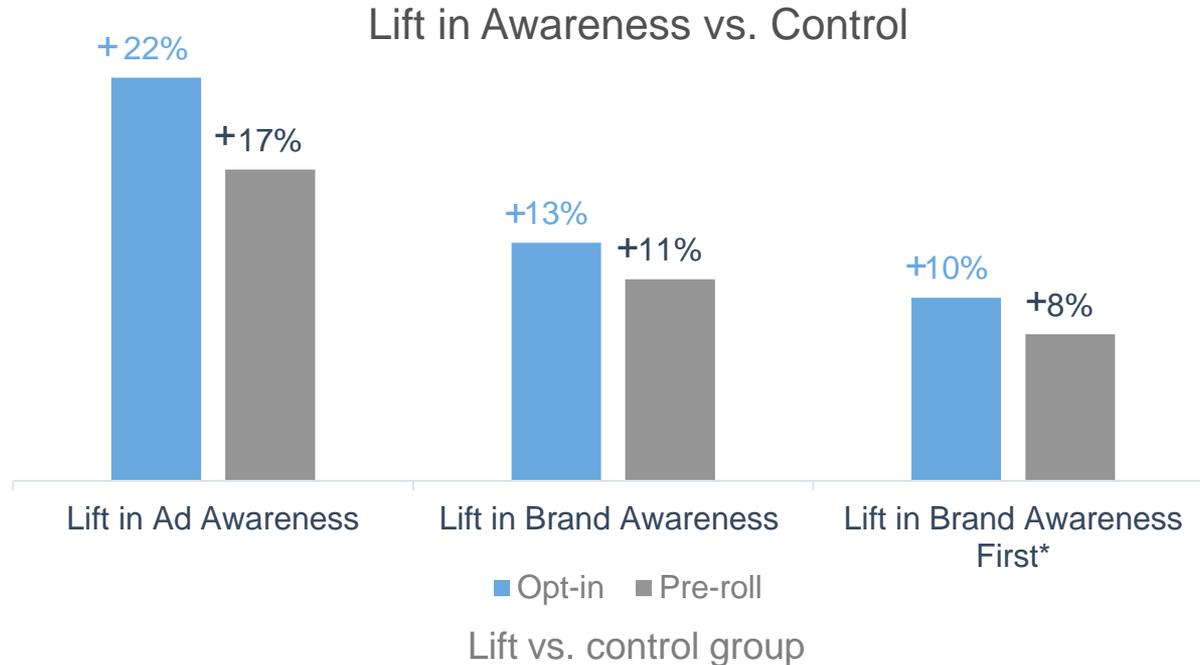
United States		74%	80%
United Kingdom		72%	79%
Germany		72%	83%
Argentina		70%	84%
Mexico		70%	89%
Spain		68%	89%
Brazil		64%	86%
France		64%	80%
Italy		60%	85%

Q: Which of the following reasons motivated you to install ad blockers on your device?

Q: Which of the following features of an online ad, if any, would make you to consider not installing an ad blocker?

Source: Teads Research, "Profile of an Ad Blocker," fielding by Research Now, analysis by Teads, December 2015. Choice-to-view %s are the sum of all choice-to-view response rates for the features listed.

Opt-in ads generated greater lift* in standard ad metrics vs. Pre-roll



Across all awareness metrics, opt-in was more successful in generating lifts vs. the control group.

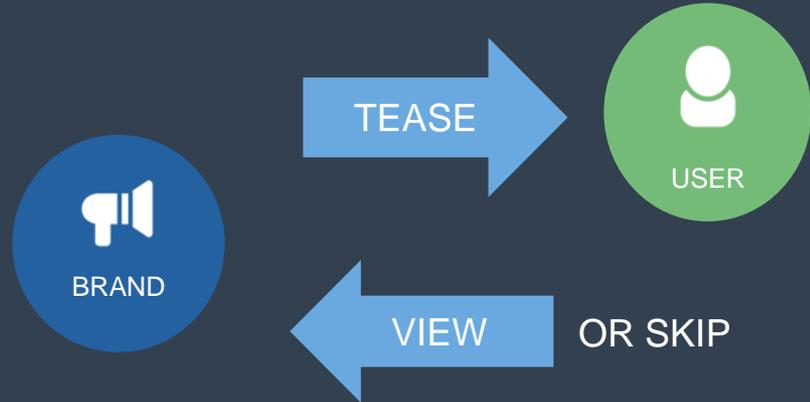
Opt-in generated a +22 lift vs. the control group for Ad Awareness (99% Confidence).

Towards an advertising experience that respects the user

TV model
Forced Exposure



Video model
Opt-in Exposure

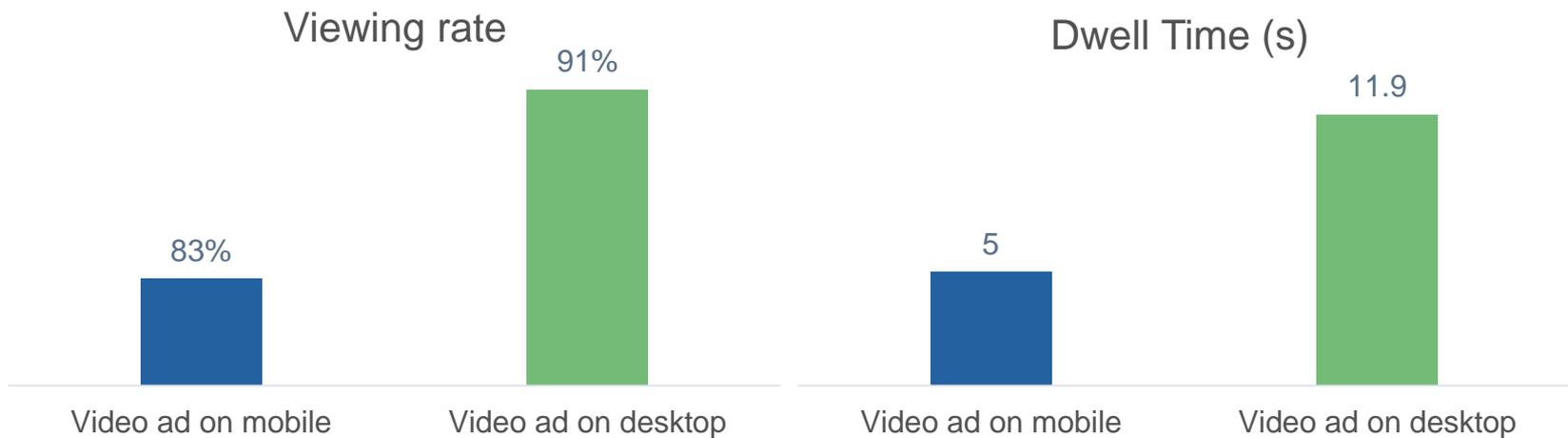




Challenge n°2

Attention

Attention span on video ad is much shorter on mobile than on desktop



Viewing rate : % users that have looked at the ad

Dwell time : average time spent looking at the ad

Source: Teads in partnership with eye square, "Comparable Impacts of Mobile Video Ad Formats," March 2016.

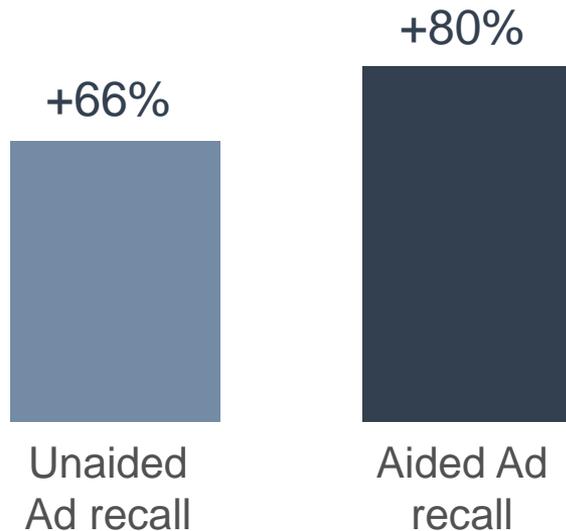
Mobile video average of inRead, Trueview and Facebook autoplay measured in the research/ Desktop video N= 43

Hooking the user in the very first second



Putting the brand at the beginning significantly increases ad recall

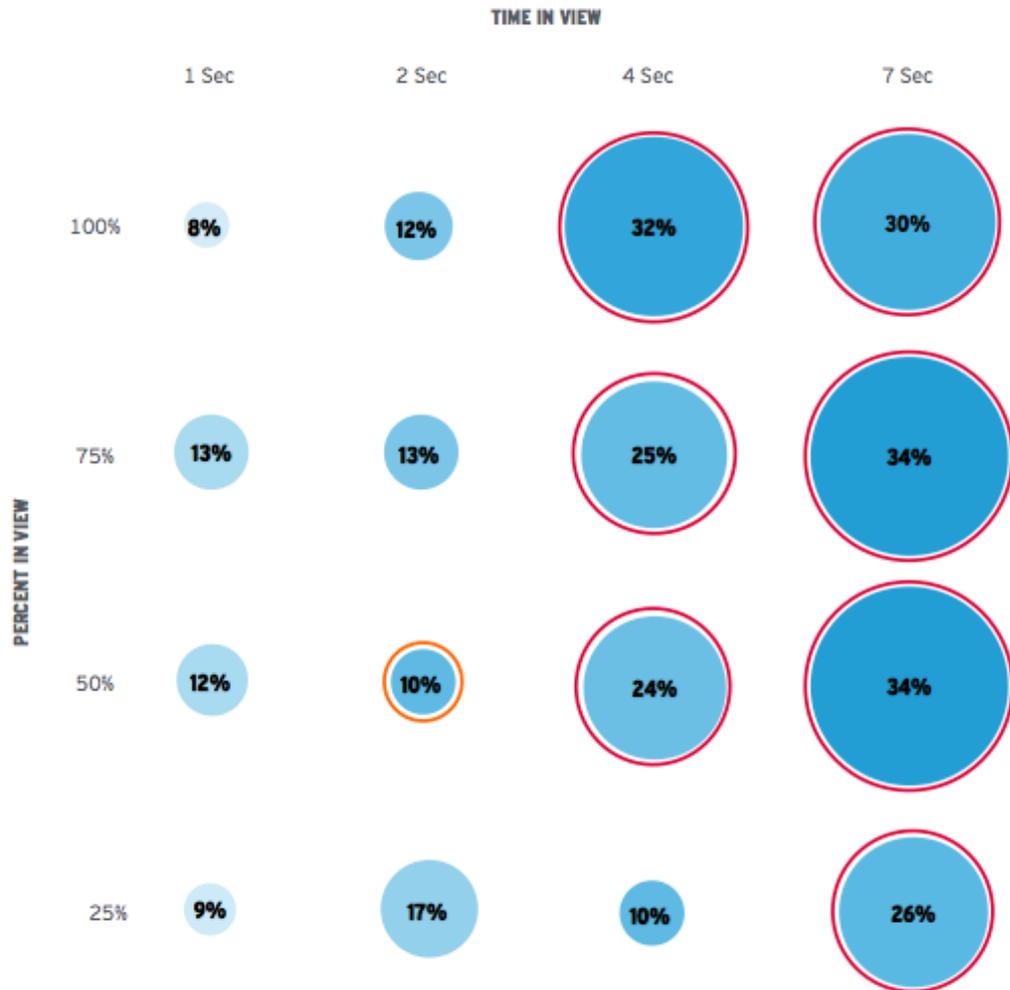
Logo/brand at the beginning vs at the end



Source: Teads in partnership with eye square, "Comparable Impacts of Mobile Video Ad Formats," March 2016.

Time matters beyond the first seconds

For video (15s autoplay video), 10% of consumers will recall the ad at the MRC standard, % chance tripling at 50% of time viewing and 100% surface viewable.



A man with a beard, wearing a light blue shirt and a dark tie, is looking down at a smartphone in his hands. The background is blurred, showing other people in an office or public space. A white text box is overlaid on the image.

Challenge n°3
Sound ON/OFF

Adding caption



Having creative that conveys the message even if the sound is off

Adding caption to the video to deliver the message without the sound

Playing with the sound



Enticing the user to
turn the sound on

Challenge n°4 Going Vertical

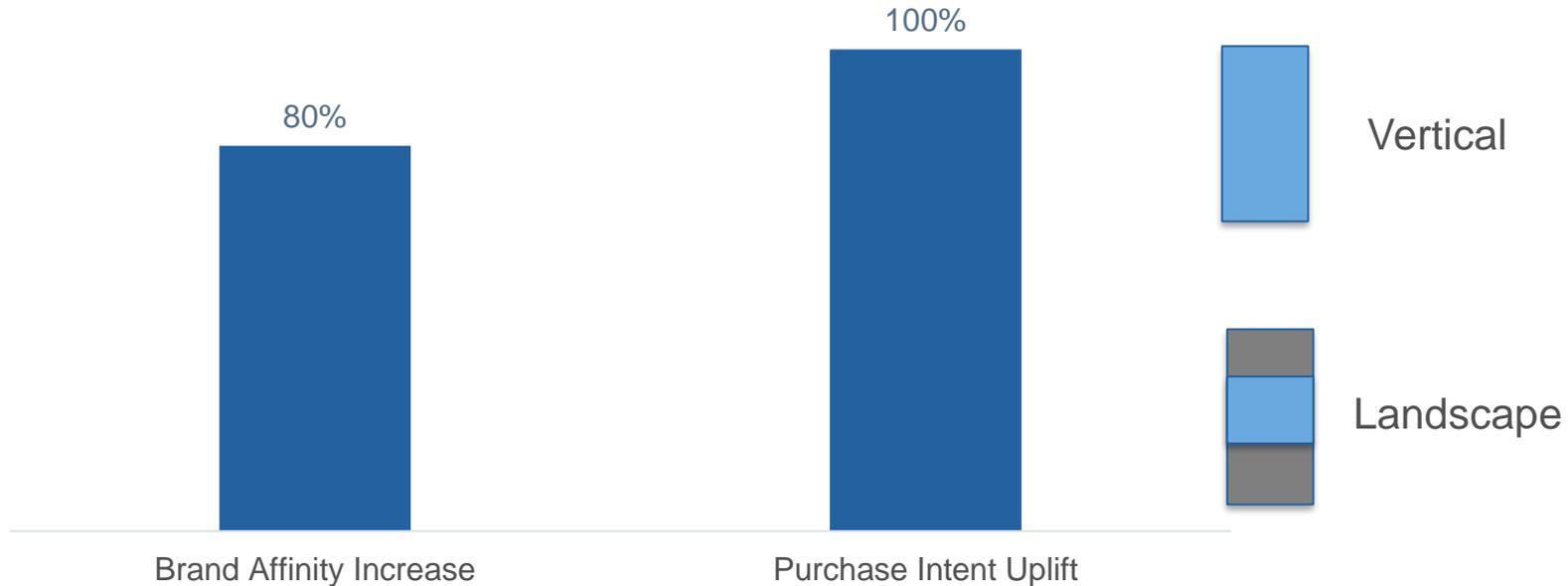


Video format adapted to the mobile usage

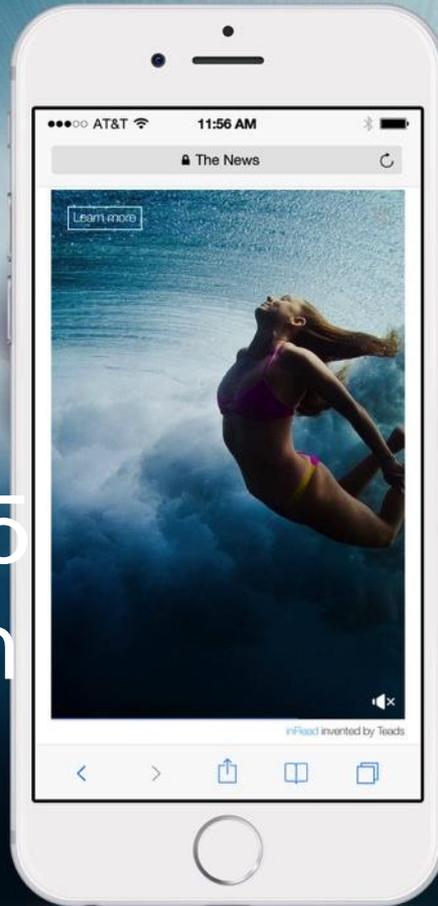


Vertical is much more effective than landscape

% increase : vertical vs landscape



Challenge N°5 Size of screen



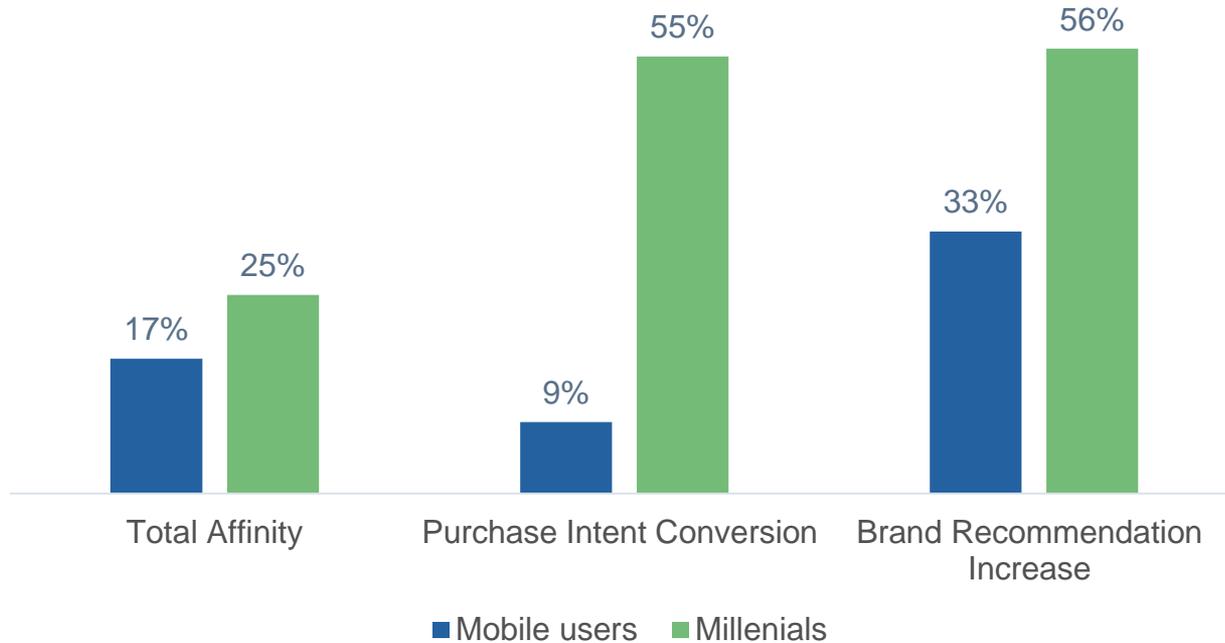
Zooming in on the product



If the ad is likely to be seen on a mobile device, keep screen size in mind as small details may be lost.

Make it bigger

% increase : large logos vs small logos



Larger logos deliver higher brand metrics than smaller logos.

4 OPPORTUNITIES

More engaging
messages

Video in live-
streaming

Drive to store

Second screening
and mobile first



Teads.tv

REINVENTING VIDEO ADVERTISING

www.teads.tv