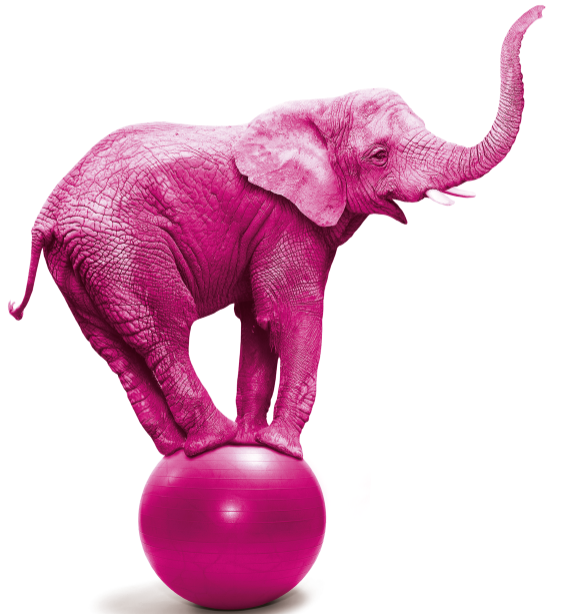


MIE'17
**FOOD FOR
THOUGHT**

Nederlands grootste
Marketing &
Insights Event
1 & 2 Februari 2017



THE 8 GOLDEN RULES FOR MOBILE MARKETING

Vincent Blaney



Our sources of inspiration

for today's session



Thousands of Digital Ad & Campaign Evaluations Globally

Performed a variety of
meta analyses for our
global clients



Special Studies

Innovative research on
research to test/validate
specific topics



Academic Collaborations

A variety of collaborations
with a number of
Universities

Some current Digital Hot Topics!



- ✓ Programmatic Buying
- ✓ Ad Blocking
- ✓ Native Advertising/Branded Content
- ✓ Live Video & Audio Content
- ✓ 8 second online attention spans
- ✓ BLE Beacons
- ✓ Pinterest/Snapchat Ad Integration
- ✓ Quality Content Marketing
- ✓ Optimizing App/Site Load times



So, how do
you improve
your digital
communication?

Generally speaking the same process can be applied across the digital landscape



BREAK THROUGH



RESPONSE



IN-MARKET

Attention

seeing the ad
watched completely



Ad Reaction

Relevance



Memory

Brand recall
Message recall



Brand Action

Brand Interest
Buying intent



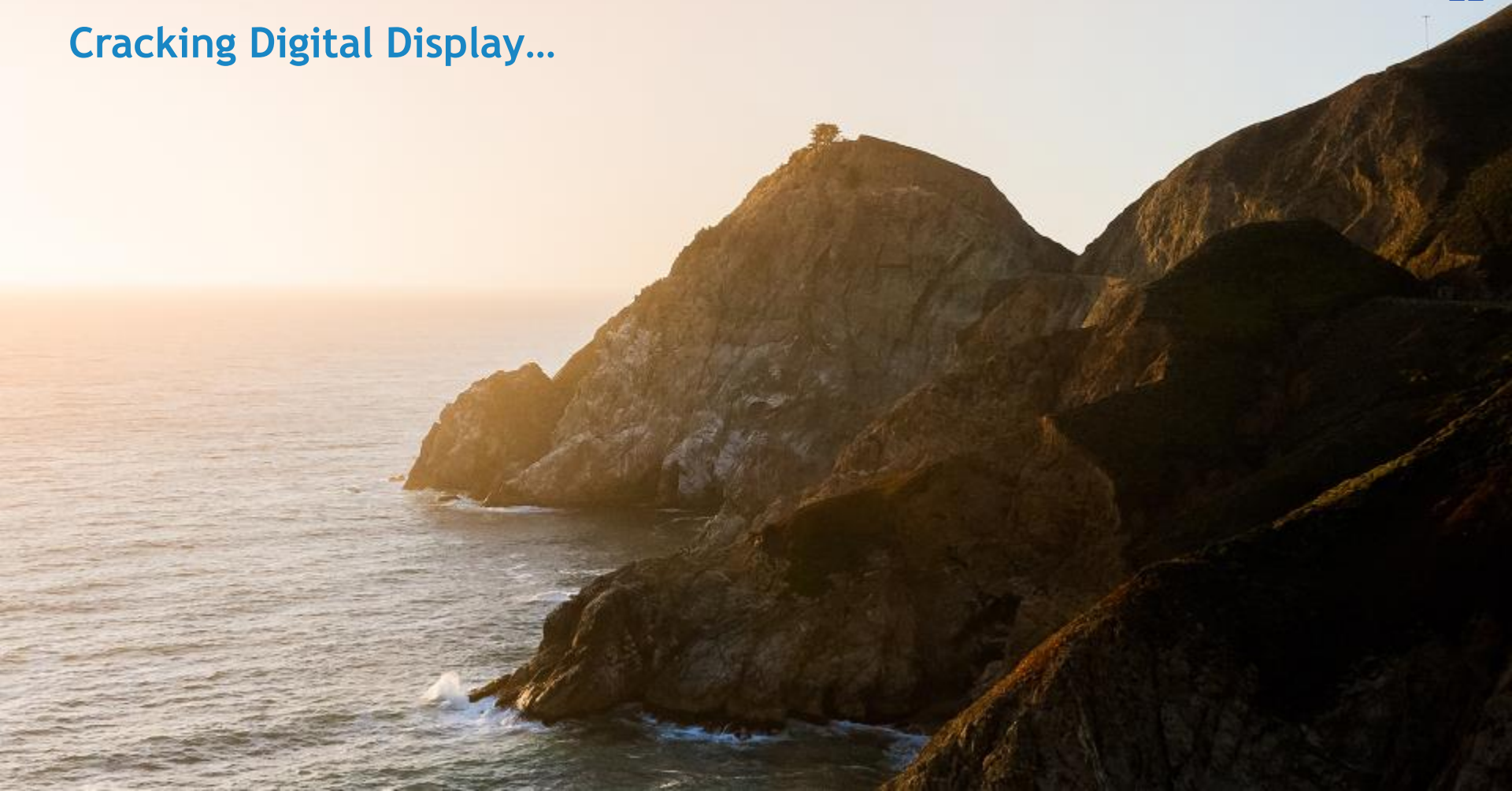
In-Market

Sales uplift



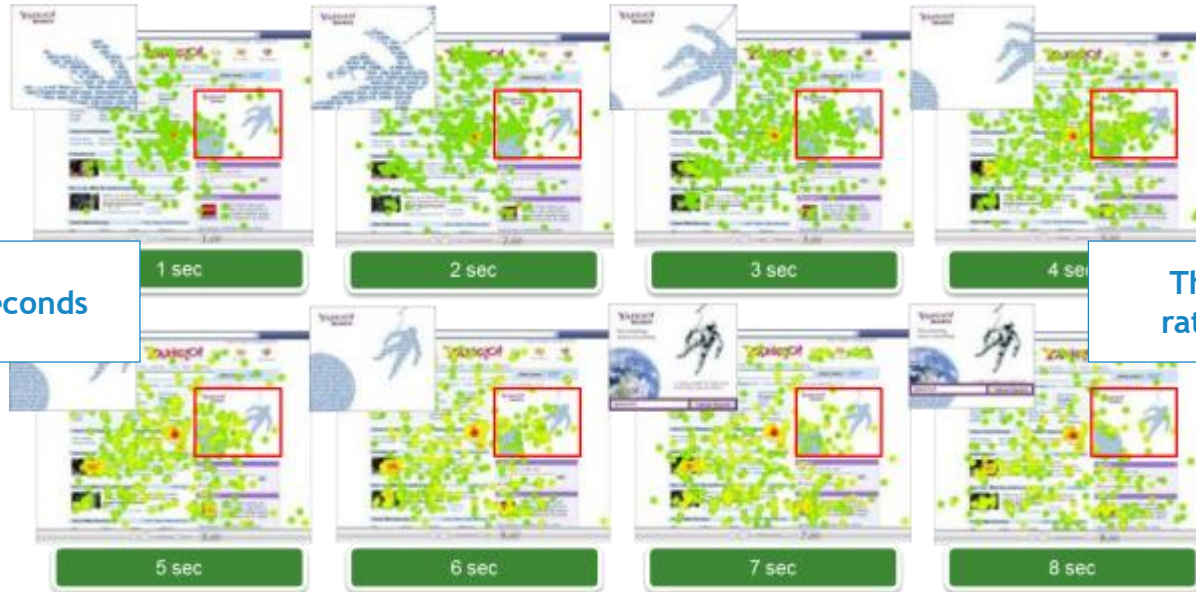


Cracking Digital Display...



How long does it take before an ad is noticed?

And consumers will spend 3-4 seconds looking at the ad



It takes 2-3 seconds

Think billboard
rather than print

Build your animation

to guide attention in the right direction

Brand Recall in bottom 33%

Brand Recall in bottom 33%

Brand Recall in top 33%



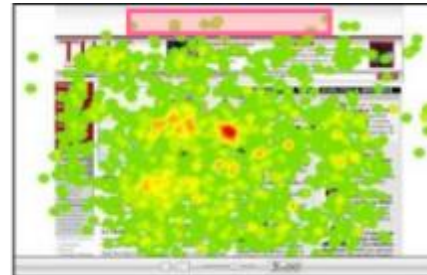
Format & Placement

influence whether digital ads are noticed



Format: 300 x 250



Format: 468 x 60



Show product in use to drive relevance

Relevance		% of Ads Showing Product in Use
Ads in Top 20%	◀	 35%
All Others	◀	 8%

Showing product in use examples

Swiffer
Sponsored · 🌐

Swiffer WetJet eliminates mud and the time it takes to clean it. #RealCleanRealFast



DON'T CLEAN AROUND THE CLOCK.

Swiffer WETJET

Like Comment Share

French's
Sponsored · 🌐

Make a crowd pleaser this football-filled weekend with French's Yellow mustard + a few simple ingredients. For more #FrenchsMixology: <http://bit.ly/1xcPvws>



#FrenchsMixology

Garlic Basil Dip 'N Sauce

Mix

- 1/2 cup FRENCH'S® Classic Yellow® Mustard
- 1/2 cup mayonnaise
- 2 tbsp. chopped fresh basil
- 2 cloves garlic, crushed



Like Comment Share

Charmin
Sponsored · 🌐

Try Charmin Ultra Mega Roll, it lasts longer. <http://spr.ly/6188BBK2Y>



Like Comment Share

tresemme Sponsored



Like Comment Share

tresemme These dreamy festival waves won't touch themselves up. (P.S. We're using Hairspray from our new Perfectly (un)Done Collection!👉)




Don't make people work to figure it out

Brand Interest

	Bottom 20%	Below Benchmark	Around Benchmark	Above Benchmark	Top 20%
% of Ads Also in Top 20% Understanding	2%	10%	22%	29%	41%

What is this for?

bose Sponsored



♥ 💬 [LEARN MORE](#)

bose Never want to be far from your music?
#SoundTouch10 keeps it a touch away.
#MusicDeservesBose Pic: @margoandme

Naked Juice Sponsored

We're continuing our partnership with Wholesome Wave to help provide a solution for food deserts. Just take a pic holding a vegetable or fruit! For every photo posted with #DrinkGoodDoGood, Naked Juice will donate 10 lbs. of produce to Wholesome Wave. Max donation is \$500,000.



👍 Like | 💬 Comment | ➦ Share

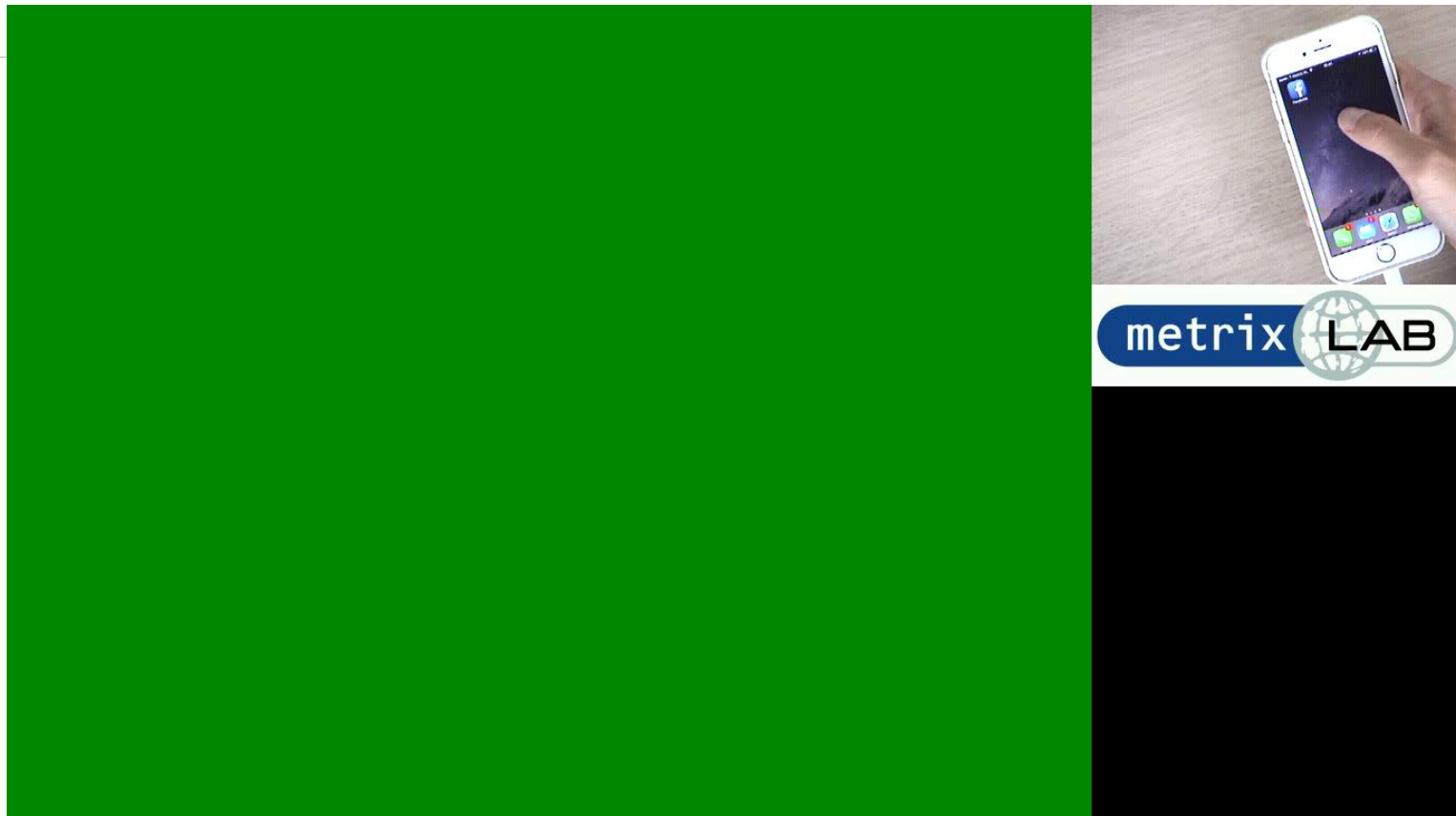


Lipton

**LUNCH SERVED WITHOUT ICED TEA?
DON'T EVEN THINK ABOUT IT.**

[BUILD YOUR MEME](#)

How is media consumed?





Video is video... right?



Video, video everywhere

Consider what, where and how your consumer will view



- ✓ TV re-formatted vs Made for web
- ✓ Desktop and/or Mobile
- ✓ Long form/short-form
- ✓ In stream and in feed
- ✓ Pre, mid, post rolls
- ✓ Skip, Click, Auto
- ✓ 360 & VR
- ✓ Portrait/ Landscape
- ✓ In banner
- ✓ User Generated Content

Strong Opening Hooks



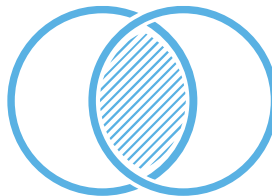
To maintain attention

Ads need to be likeable and different

Regression analysis on our video copy test benchmark (+500 cases) shows that together with differentiation, likeability is the most important driver to watch a video completely



Likeability



Differentiation



Watched Completely

What does it mean to be different?



Showing brand in a unique way



Unique storyline



Provide how to's/tips/tricks



Have a *KiKaKa* Break

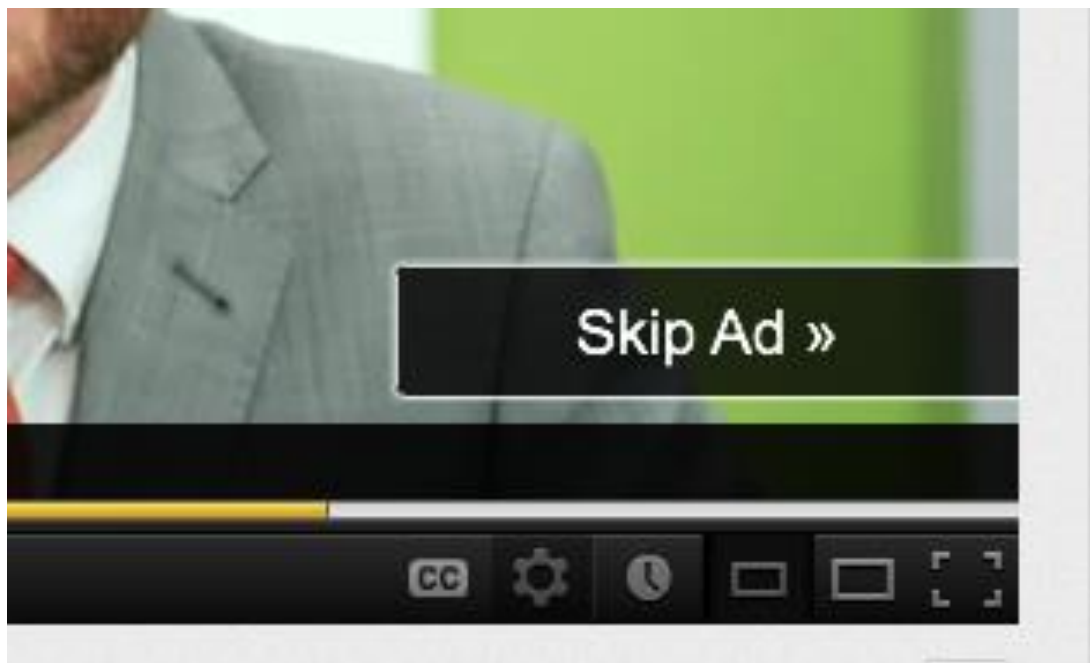


and BE RIGHT BACK
BRB

“What is that?”

But don't forget...

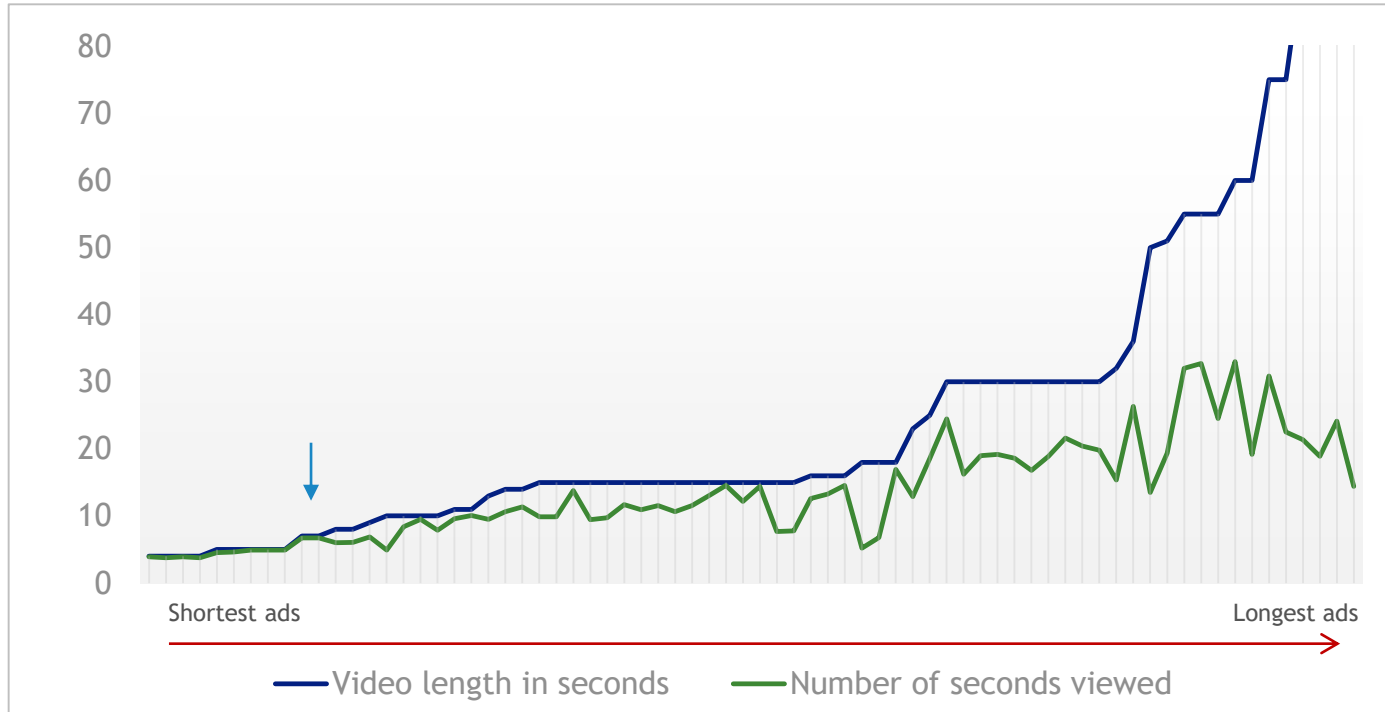
It will take a lot to beat the skip



Mobile Social Video viewing

Short attention span

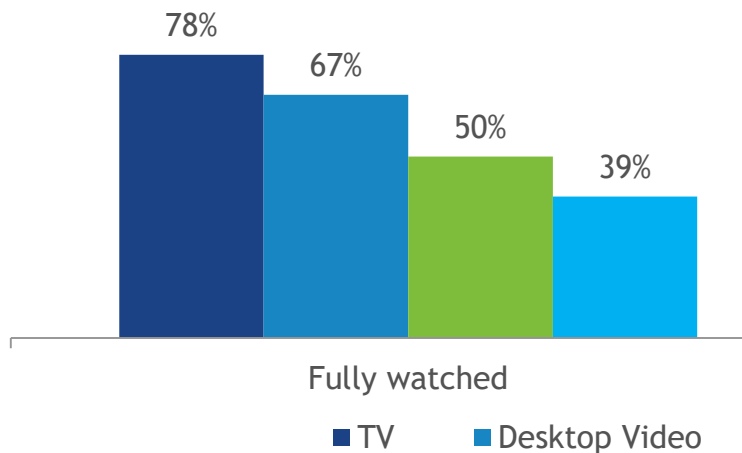
Videos longer than 7 seconds start to see divergence



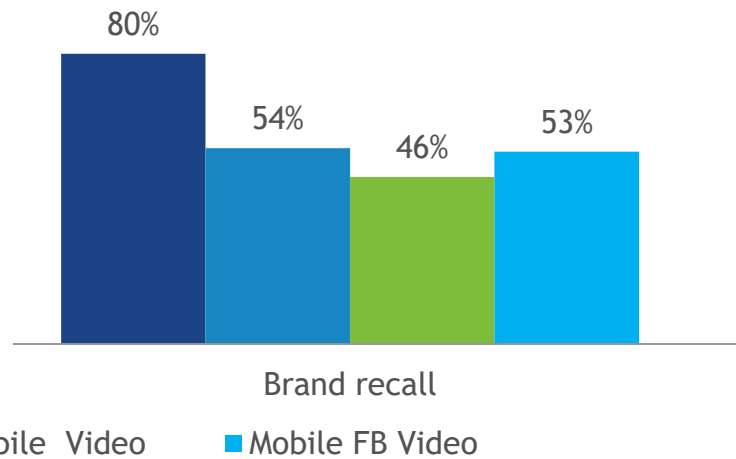
Mobile & social = shorter attention span

Social has good recall, but not because people fully watch the video

Attention scores per device



Memory scores per format on mobile



Reveal brand in first 3 seconds

Brand Recall

% of Ads Brand Revealed 1st 3 Secs

Ads in Top 20%







75%

All Others



50%

Brand Shown for 50%+

Brand Recall		% of Ads Showing Brand 50%+	
Ads in Top 20%		 44%	
All Others		 19%	



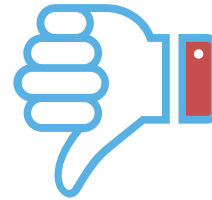
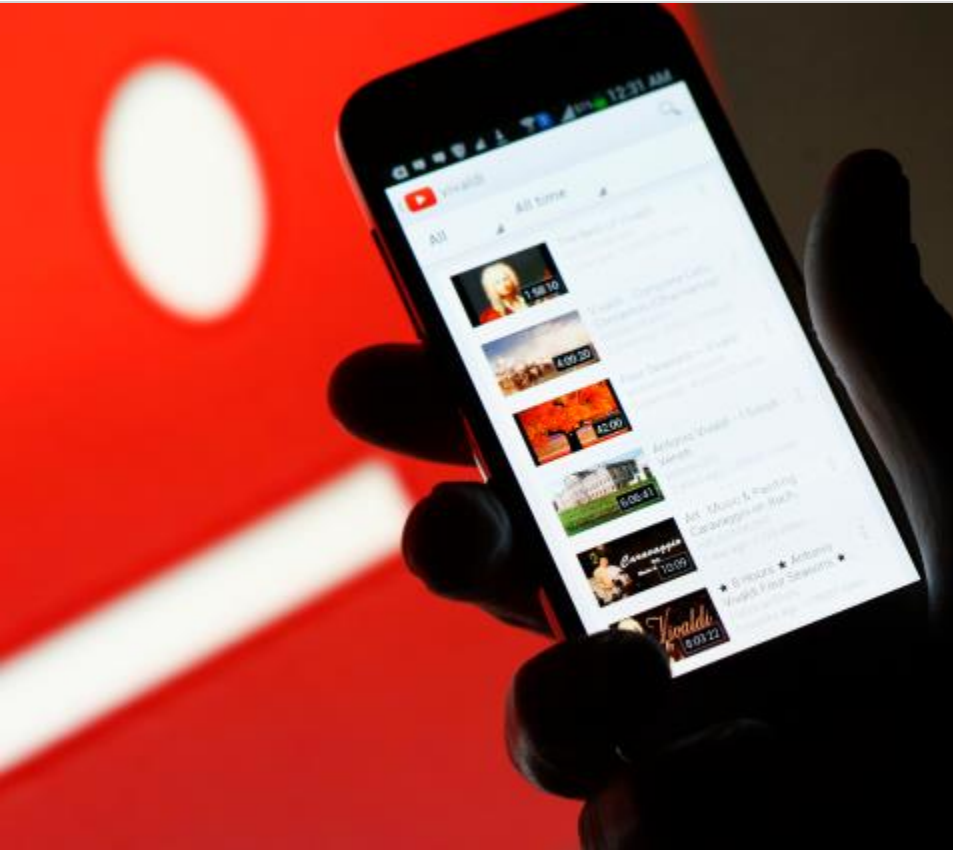
Don't Rely on Packaging Logos

in order to communicate the brand

Videos that featured logos on packaging only were not able to drive the same level of Aided Brand Recall as videos that more prominently featured logos.

Aided Brand Recall	
Logo in Ad Scenes	72%
Logo on Package only	58%

Prominently Display Brand



17%

of mobile videos tested in US never show
the brand in clearly visible manner

What Brand?



To thrive in a mobile
environment videos
should make sense
when played without
sound



Deliver key message w/in 10 sec's



Message Recall



% of Ads Message
Delivered w/in 10 Seconds

Ads in Top 20%



62%

All Others

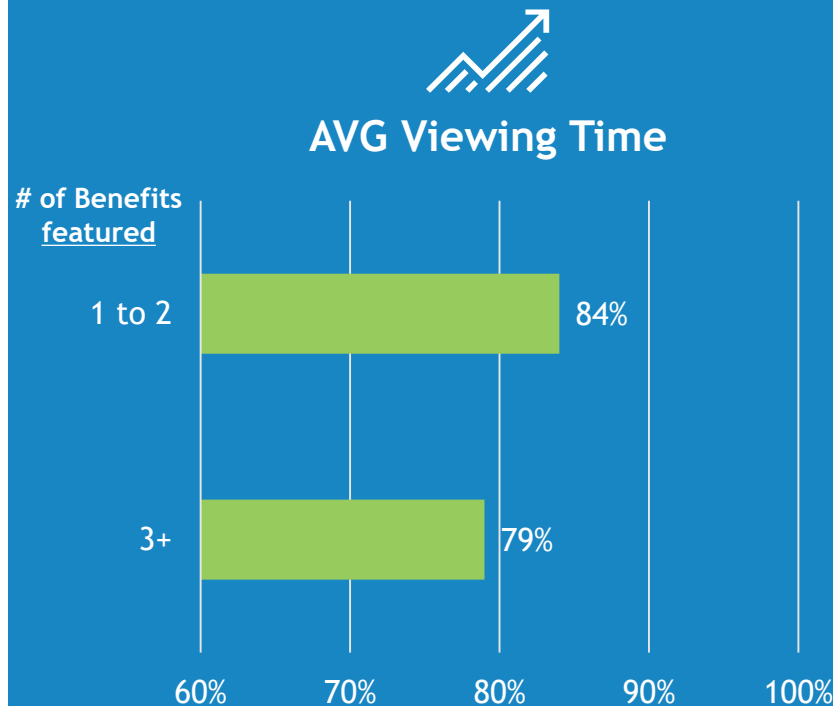


37%

Don't overload Product Benefits

Similar with TV ads, fewer product benefits retain more attention

- Consumers have a limited amount of information that can be retained.
- Do not attempt to overload a video with product features and benefits as this can have an impact on the amount of the video that is watched by viewers.





Digital first is crucial

If a TVC is to be used, breakthrough must be front of mind



If a TVC execution is to be used, it must be tailored

Communicate quicker - you only have a few seconds to grab attention

Focus on the brand and product more prominently and earlier

MetrixLab Digital Tips

MAXIMIZE CREATIVE...



Brand early, and use multiple brand cues



Show product in use



Make the brand the star, not an accessory



Keep it simple, use only one or two claims

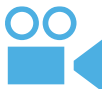
FORMAT...



Use a strong opening hook for video



Think billboard rather than print for display/posts



Think silent movie



Only use the time you need

...AND DEVICE



Attention is more fleeting on mobile, so ensure your brand is not lost!



For smaller screens, keep it even shorter and simpler



Zoom in for images on smaller screens



Assume video doesn't cross devices