



**AdColony | Nielsen**  
**present:**

Cross-Platform Video  
Ad Effectiveness Study

**April 2012**



# CONTENT CONSUMPTION TODAY COMES FROM A VARIETY OF DEVICES

Explosive adoption of smartphones & tablets is driving cross-screen consumption





# RECENT STUDIES SHOW CONSUMERS INCREASINGLY MULTITASK WHEN WATCHING TV

While I watch television, I also...

**80%+** Source: Harris Interactive / AdWeek, Q2 2011  
report **going online** with  
a computer, tablet or smartphone

When watching television daily I use...

**40%+** Source: Nielsen, Q3 2011  
of **smartphone & tablet**  
**owners** use their devices when watching TV





# TEAMED FOR REAL WORLD MULTITASKING CROSS-PLATFORM VIDEO AD STUDY



**Measured:  
Brand  
Recall,  
Purchase  
Intent,  
Brand  
Favorability  
& More**





# FIELDDED “CONTRABAND” THEATRICAL RELEASE TV SPOT AS TEST VIDEO AD



**:15 second  
video spots  
on TV and  
mobile**

mobile ads served with  
AdColony's Instant-Play™  
HD video ad technology on  
iPhone & iPad



# QUESTION

**What's the  
incremental impact  
of cross-platform  
advertising across  
multiple screens?**





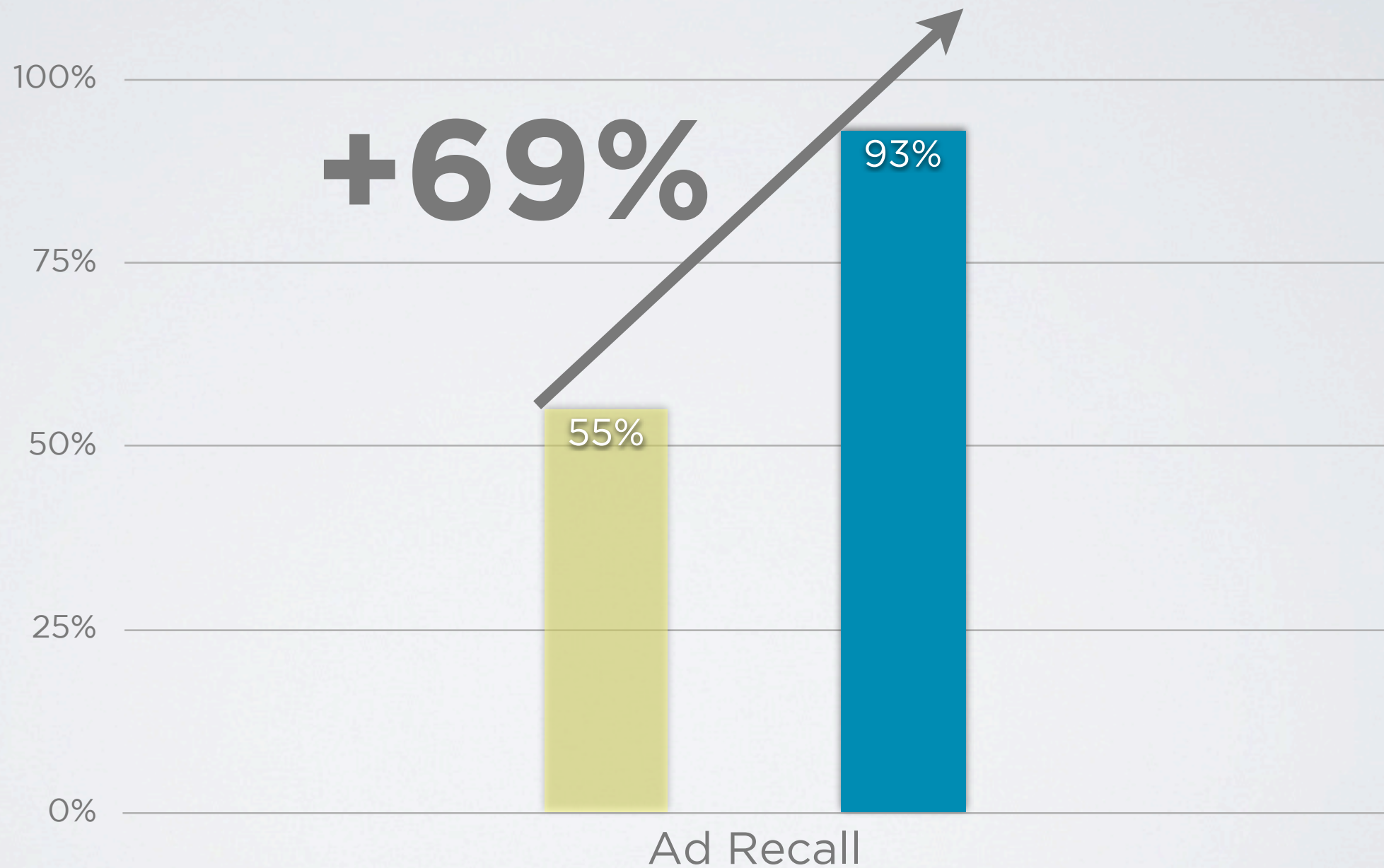
# ANSWER

**Cross-platform  
advertising  
outperformed &  
delivered substantial  
additive effect on  
ALL key brand  
measures.**



# **1.7X MORE EFFECTIVE FOR DRIVING BRAND RECALL**

Did you recall seeing any advertisements?  
(% correctly recalling *Contraband*)



■ TV-only

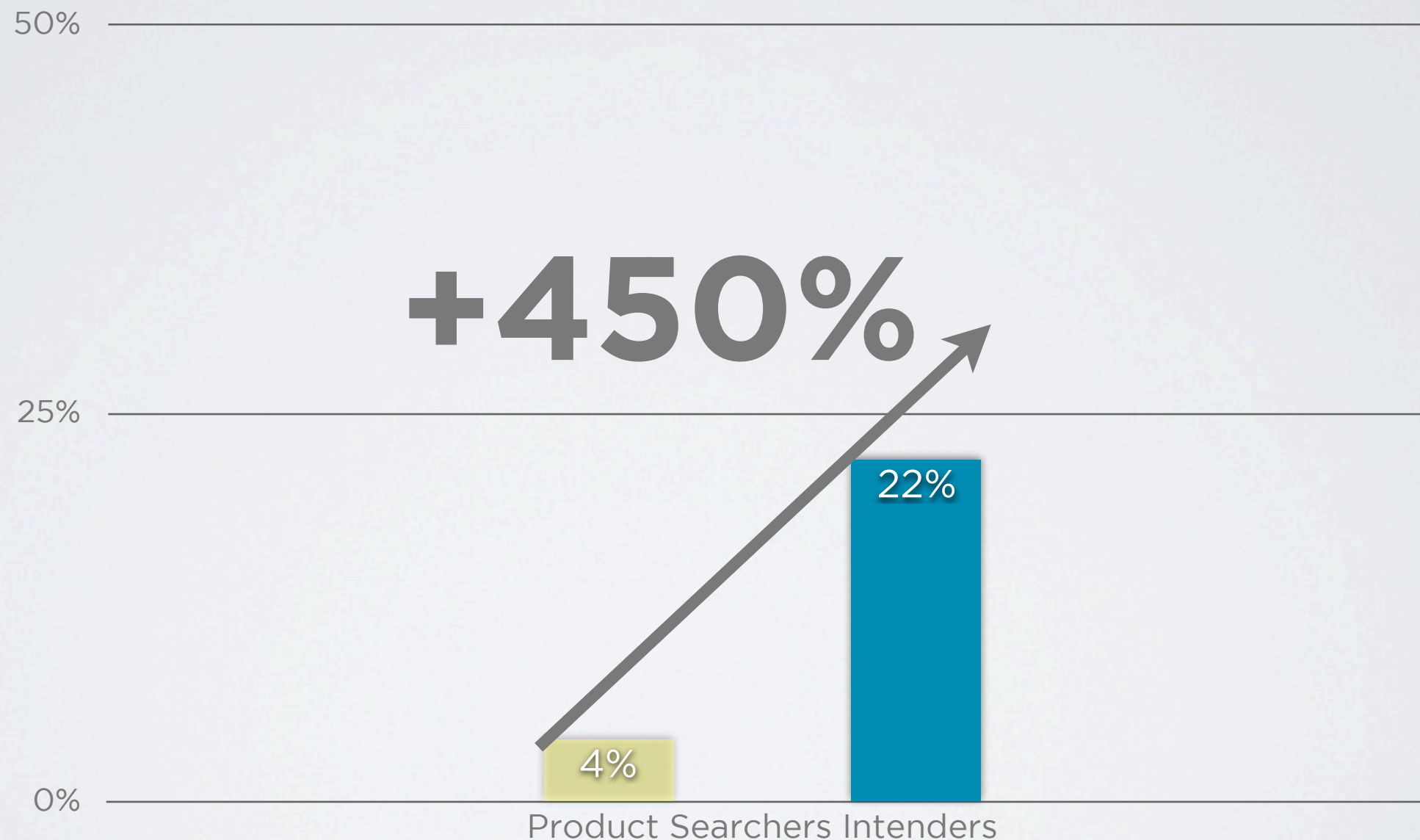
■ TV + iPhone + iPad





# **5.5X MORE EFFECTIVE FOR DRIVING PRODUCT SEARCH**

After seeing the ad, how likely are you to search for information about the movie *Contraband*?

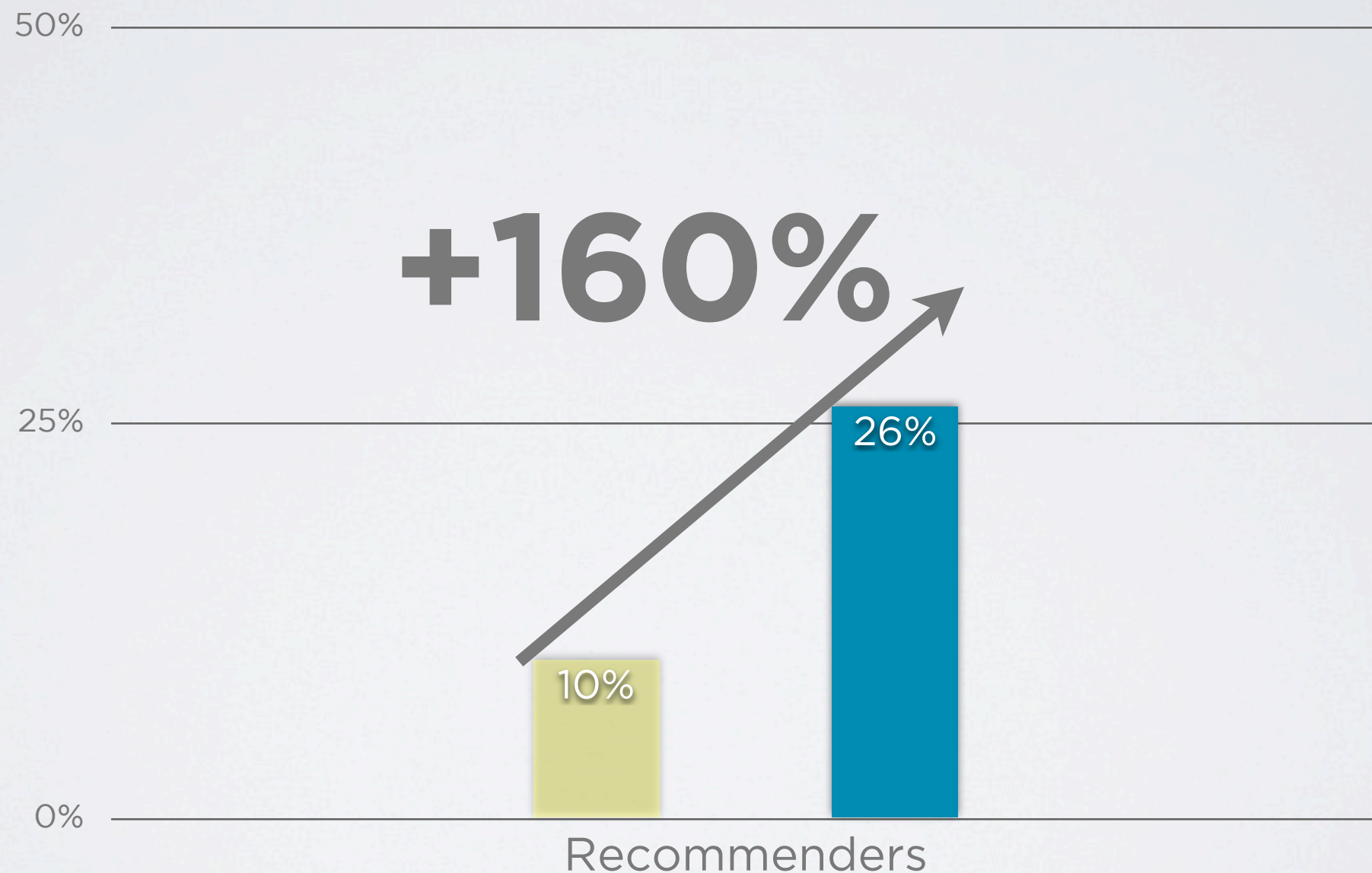


TV-only

TV + iPhone + iPad

# **2.6X MORE EFFECTIVE FOR DRIVING RECOMMENDATIONS**

After seeing the ad, how likely are you to recommend the movie *Contraband* to a friend or family member?



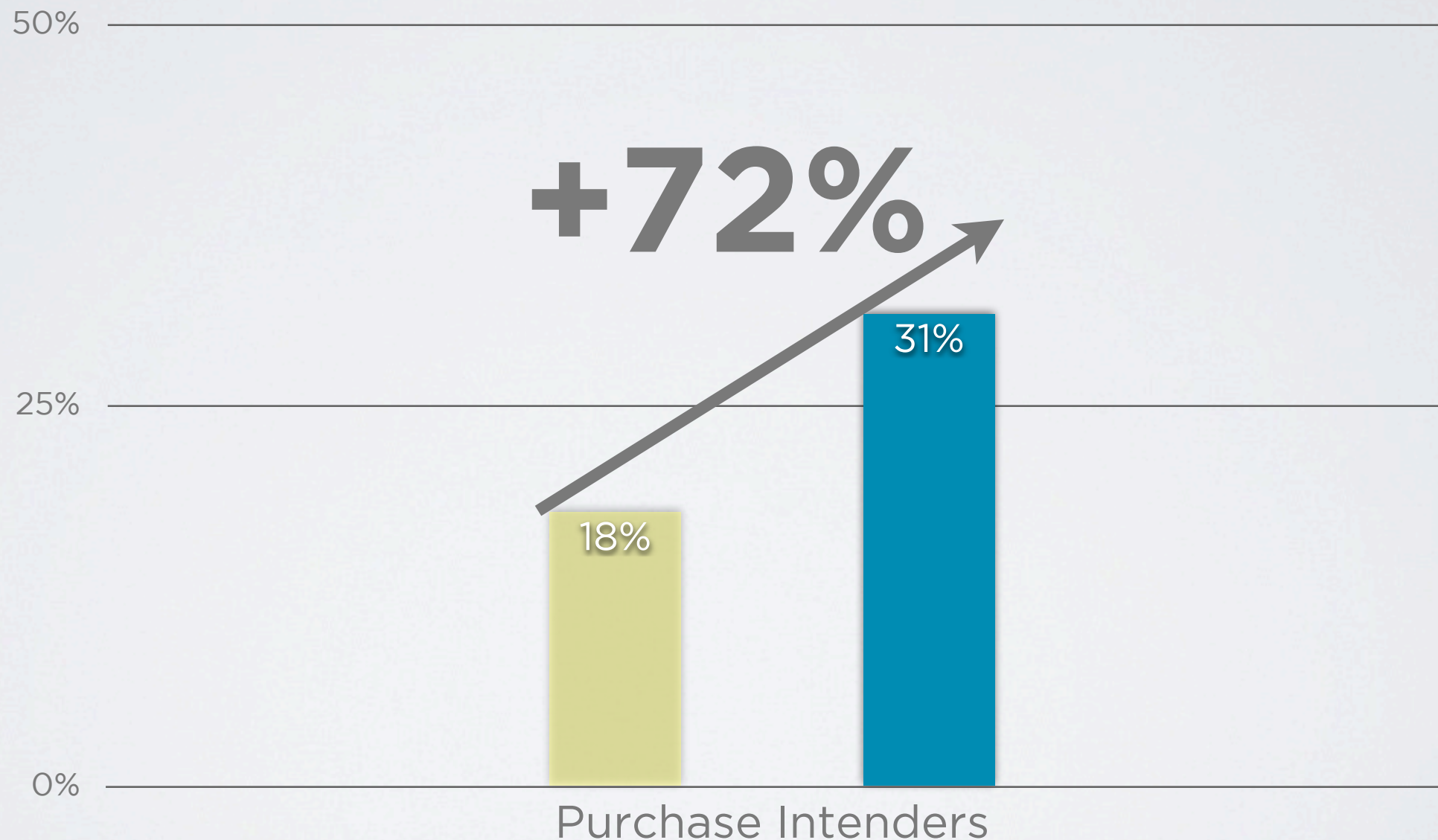
 TV-only

 TV + iPhone + iPad



# **1.7X** MORE EFFECTIVE FOR DRIVING PURCHASE INTENT

After seeing the ad, how interested are you  
in seeing the movie *Contraband*?



■ TV-only

■ TV + iPhone + iPad





# TV + MOBILE DRIVES HUGE LIFT ACROSS ALL BRAND METRICS

	Brand Recall (unaided)	Brand Recall	Likelihood to Search	Likelihood to Recommend	Purchase Intent
TV-only	6%	55%	4%	10%	18%
TV + iPhone + iPad	43%	93%	22%	26%	31%
Incremental Lift	+617%	+69%	+450%	+160%	+72%



# KEY TAKEAWAYS

- Mobile campaigns complement TV by driving **substantial additive effects** on all key brand metrics
- Consider **dayparting** a portion of the mobile flight to match the TV flight
- Cross-platform video campaigns yield **higher brand recall rates**
- Additional exposure on mobile video allows users to **immediately engage and learn more** about brands
- Video campaigns run across multiple platforms **drive stronger word-of-mouth recommendations**
- Consumers are **more likely to purchase** when exposed to video ads across multiple platforms





# METHODOLOGY

- To ensure the true intent of the research was properly masked, we recruited respondents under the guise of partaking in an entertainment experience where they would get to watch a new TV show and play with new mobile devices.
- Furthermore, after the TV, iPhone, and iPad experience, respondents were asked a battery of questions about the TV show and game experience on the devices to control for recency effects. After this battery, we then had the respondent take the ad effectiveness portion of the study.
- Completed N size = 400; 4 cells/100 respondents each (95% Confidence Level interval)
- Nielsen ran a *Contraband* :15 second spot during the TV portion of the study. The target ad was placed within a commercial pod replicating a real world clutter environment.
- Nielsen also ran a *Contraband* :15 second spot on iPhones & iPads -- users played an iPhone game and/or iPad game which cycled through 1 video ad per user -- some users saw *Contraband* while others saw a different ad -- like a normal smartphone/tablet app usage experience.
- Key performance indicators in the ad effectiveness portion included: Brand Recall, Purchase Intent, Product Search Intent and more.





## **Contact:**

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