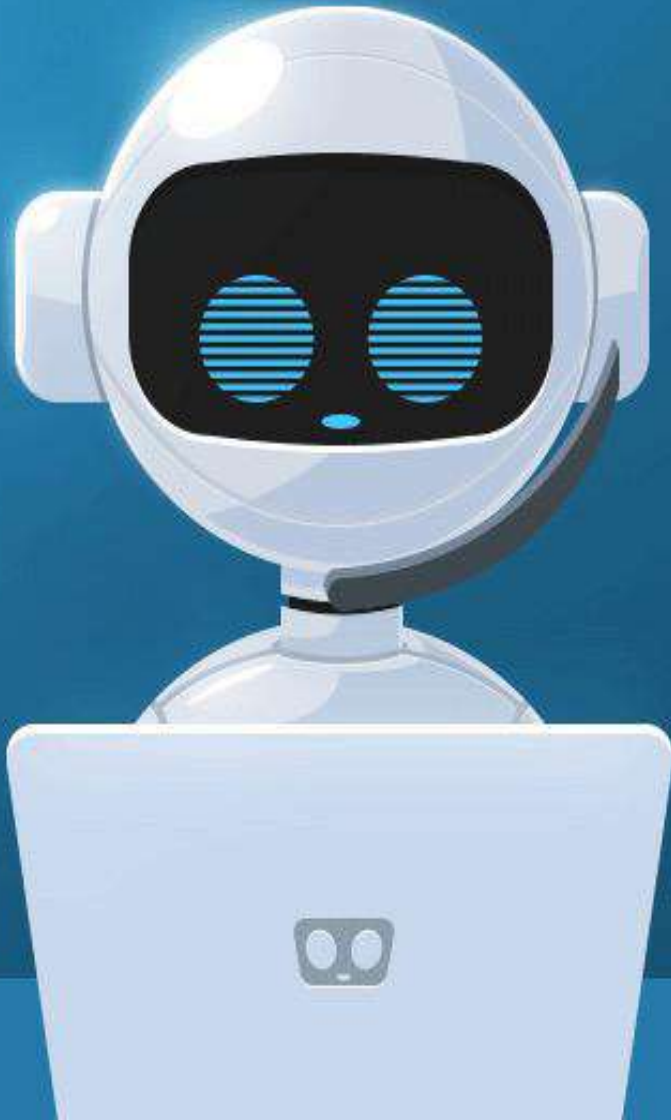


|| Why Context + Creative is King in the Age of Attention

|| Asking Questions, Sharing Insights



Q&A

Send us your questions and insights, using this Q&A box.

Submit



#MMA #WeAreInItTogether #ShapeTheFuture

Why Context + Creative is King in the Age of Attention



Ben Plomion
Chief Growth Officer,
GumGum



Harmen Tjaarda
SVP Strategic Development
& Customer Success,
GumGum EMA



Mike Follett
Managing Director,
Lumen Research



Joanne Leong
VP Director Global
Media Partnerships,
Dentsu NY



Standard ads vs. rich media

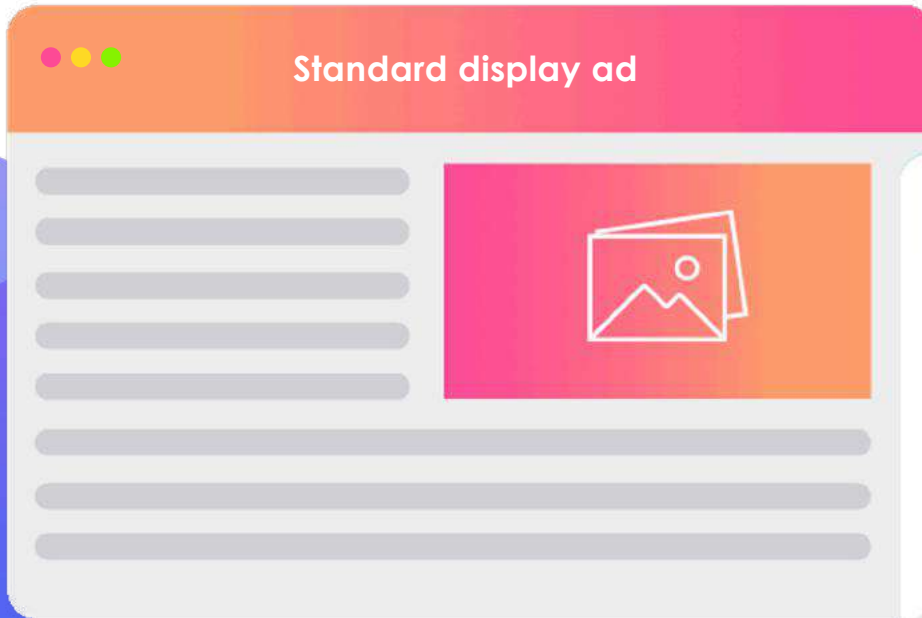
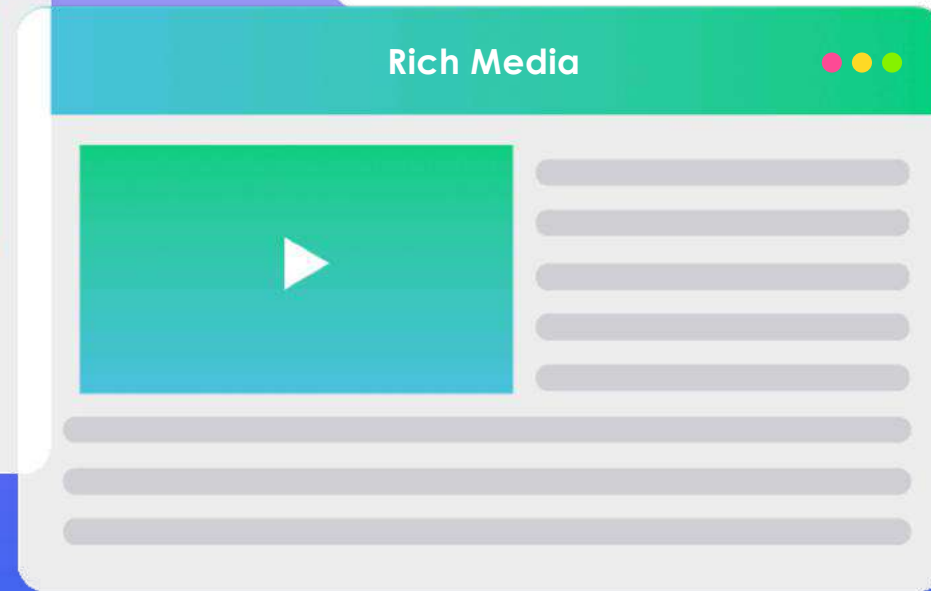


Image and text-only, no expansion



Includes video, audio, animations,
offers high interactivity & expansion

Timeline of rich media



Where we started

- **Intrusive experience:** Homepage interstitials, roadblocks and more
- Often consisting of **standard display units**
- Bought on CPM for a flat daily cost
Measured on impressions, clicks

01

Now

- **Engaging**, not just page-dominating
- Targeted at scale through **programmatic pipes**
- Measurable and performance-driven
- Can be priced on CPE
- **Cross-screen**



02

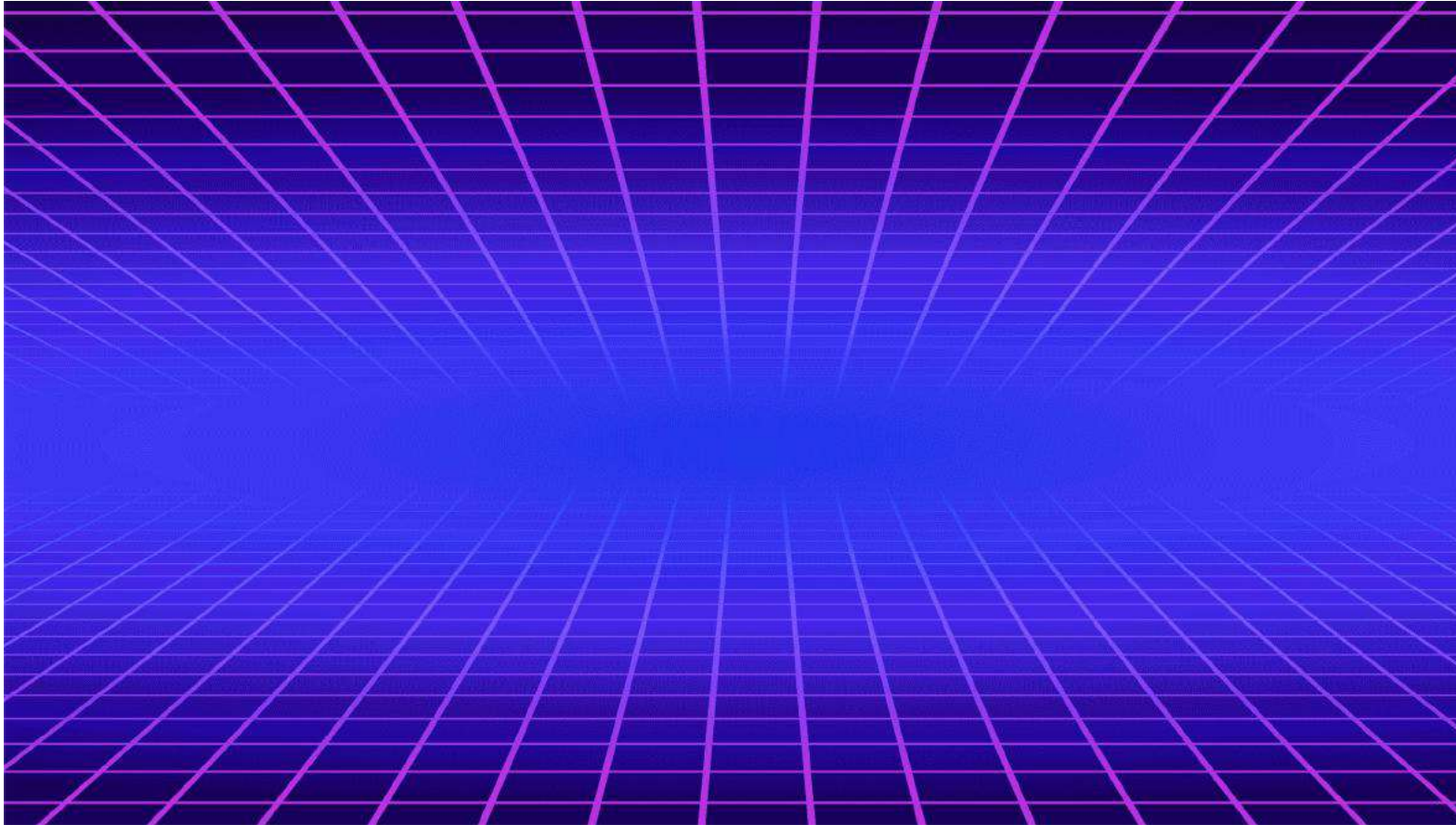


And the future

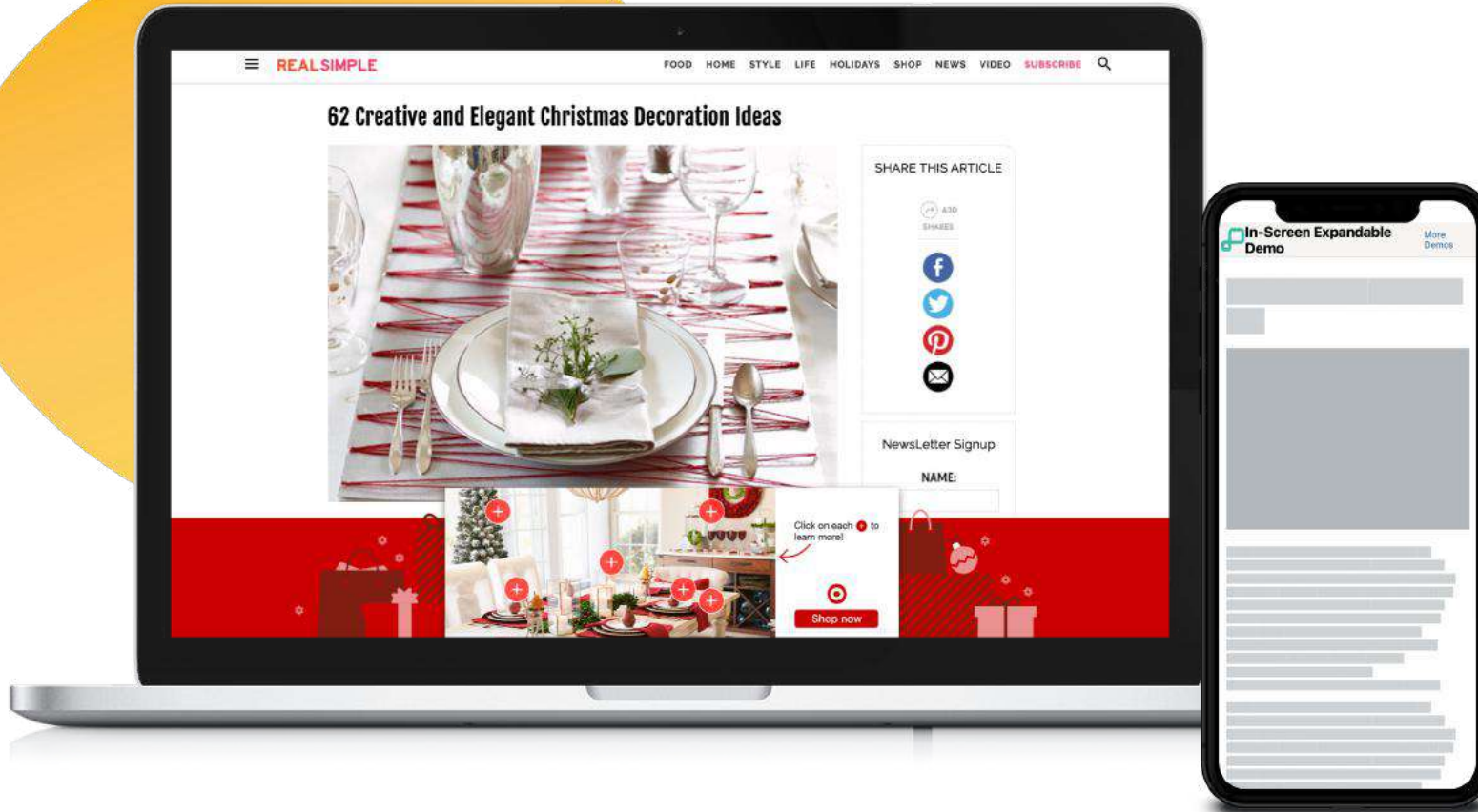
- Format and content **adaptability** based on **content / context**
- **Dynamic creative capabilities**
- Speed to market continues to be important
- Agencies wanting ability to create + activate formats on their own programmatically

03

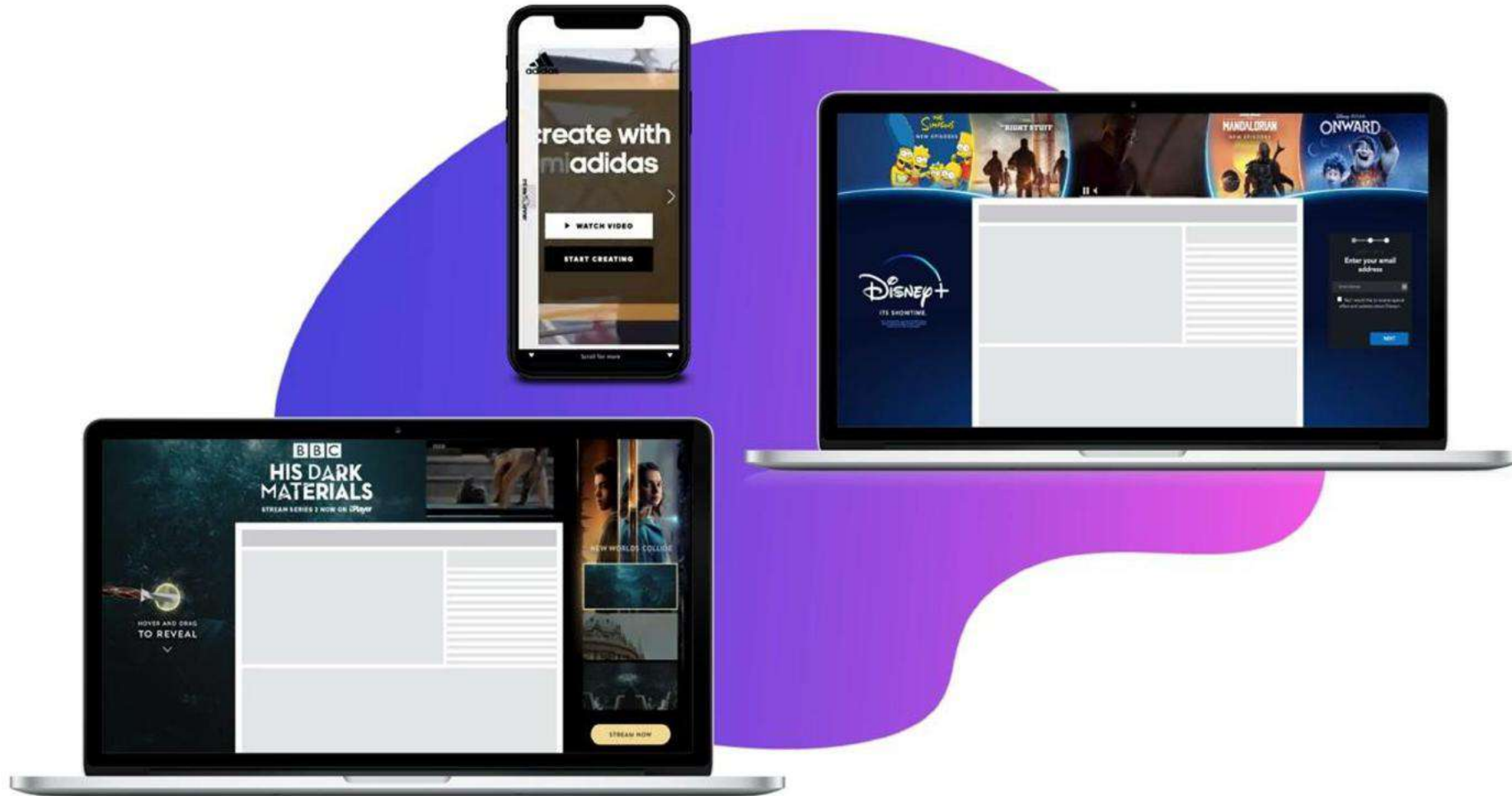
First high-impact creative: The Pop-Up ad (mid-90s)



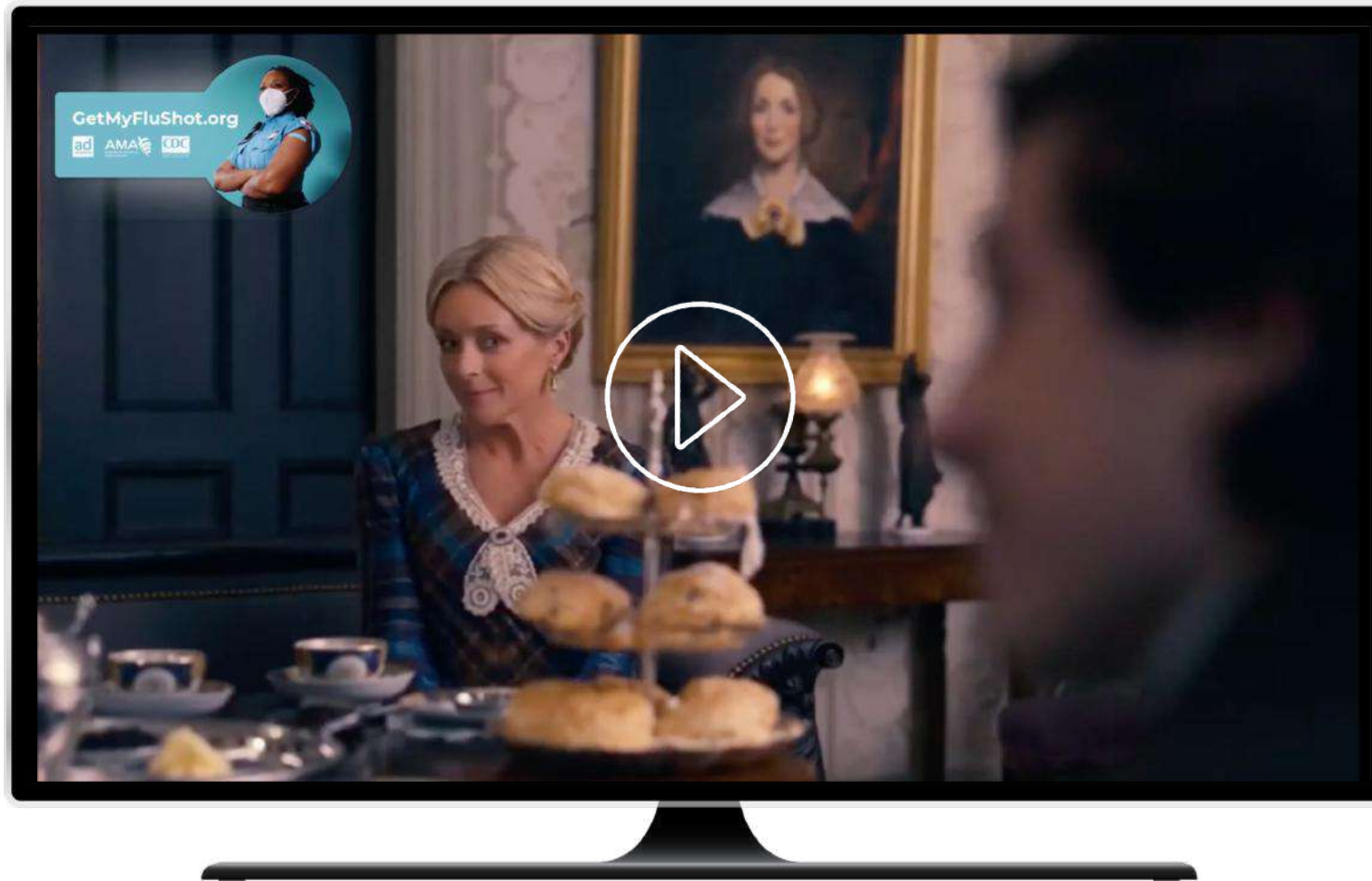
In-Screen: Drive awareness & engagement across devices



Skins: Captivate users with memorable creative formats



In-Video for CTV: Amplify reach across streaming video content



GumGum's Contextual Ad Formats Drive Attention & Brand Recall

This study proves that display ads that are contextually targeted, drive greater consumer attention.



GumGum's contextual creative ads had a **92%** ad viewability average vs. **55%** for standard formats.



There was a **41%** increase in spontaneous recall and **69%** increase in prompted recall from audiences when high-impact formats were placed in relevant environments.



GumGum's ads had a viewable time of **46s** vs. standard formats had a viewable time of **18s**.



High-impact formats were viewed **4.8x** more by respondents than standard formats.

GumGum's ad formats had **3,739** seconds of attention per 000' impressions, which was **22x** more than for standard units.

[View the full study](#)

|| Asking Questions, Sharing Insights



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 Thank you!

Up Next:

The Future of Experience & Marketing Measurement

11/03/2021 - 11h00 am ET - Register @ <https://www.mmaglobal.com/webinars>