

IPG/LAB

The Power of “Real-Time”

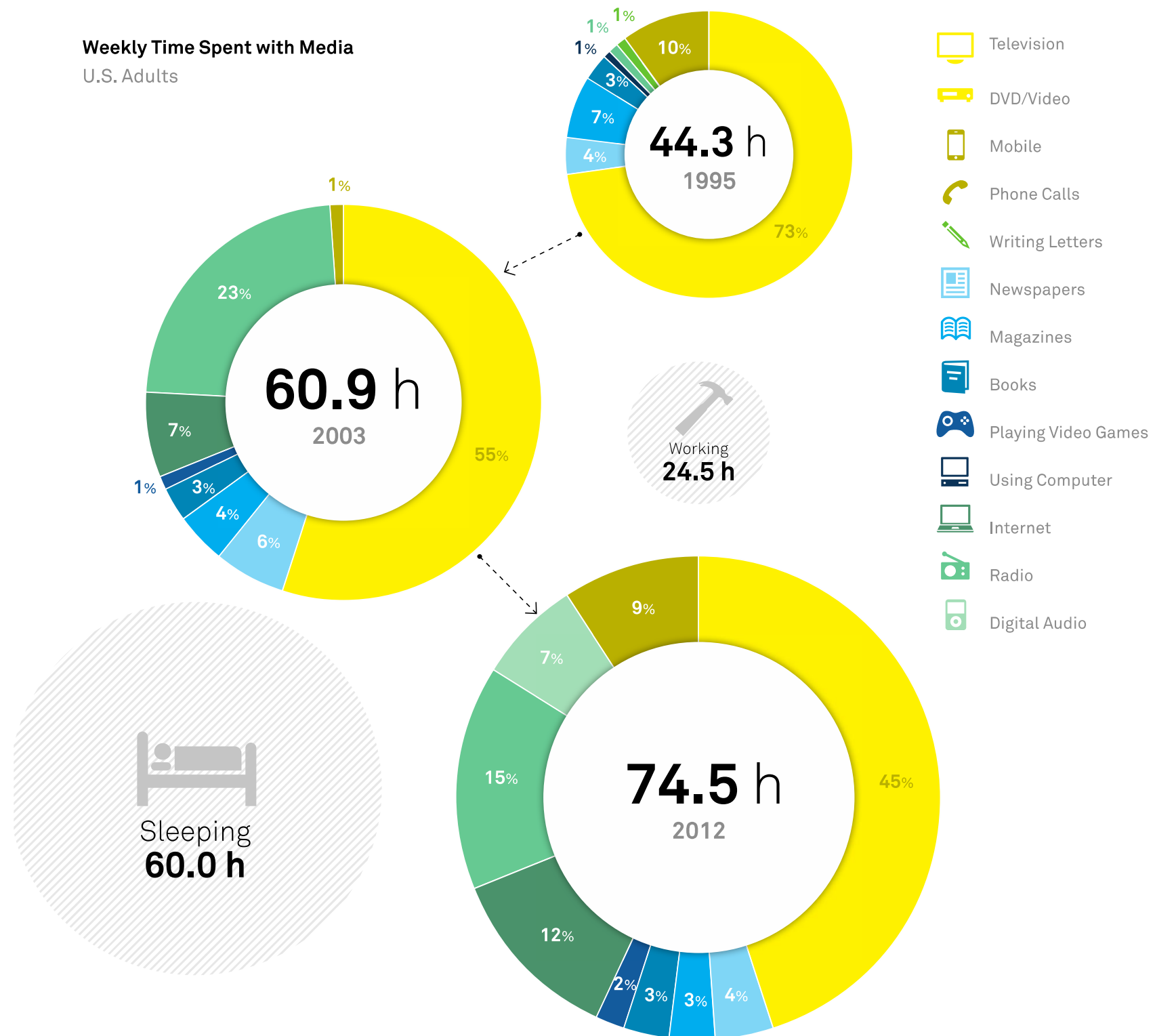


A Media Trial by the IPG Media Lab



Time Spent with Media is Growing Rapidly

Weekly Time Spent with Media
U.S. Adults



Consumers are Fully Mediated

DAILY AD EXPOSURE

The result of this extreme exposure to media is increased ad load. If consumers paid attention to all the ads they would be paralyzed. MAGNA estimates daily ad exposure will increase 15% in a five-year period.

2012 Ad Exposures →

60

Digital, Display Search

394

Traditional Vehicles: TV, Branded Entertainment, VOD, Mobile, Gaming, Radio, Magazine, Newspapers

741

Out-of-Home Signage: Billboards, Malls, Kiosks, Trains, Buses, Taxis, Stadiums, Cinema, Gas Stations, Promotional Items

Ad Exposures per Day U.S. Adults



← The big jump in ad exposures between 2011 and 2012 is driven by DOT estimates that average miles driven (and thus out-of-home exposure) will return to 2007 levels.

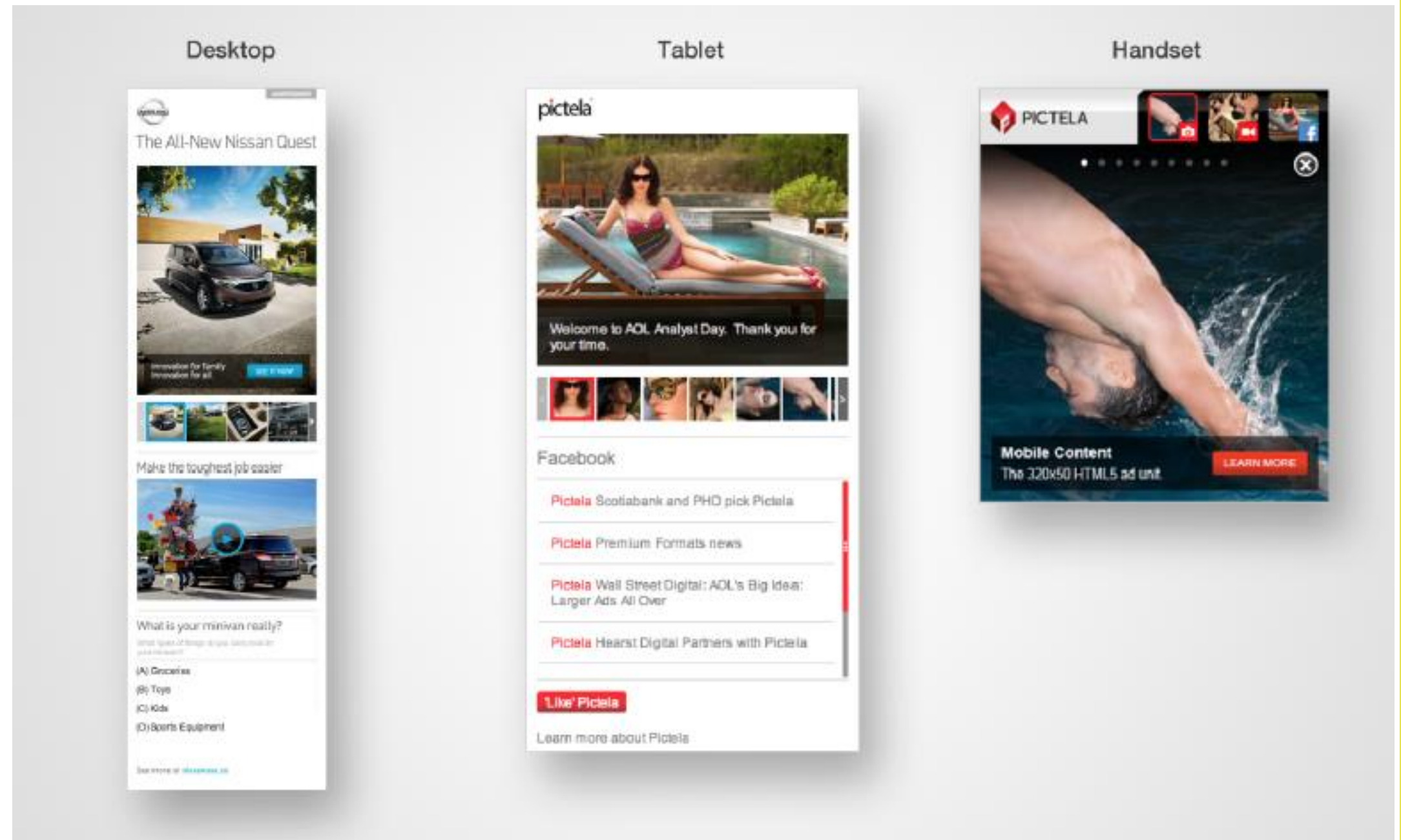
Source: MAGNA GLOBAL



**We have to find new ways to
engage overwhelmed
consumers**



AOL is a leader in developing compelling new formats



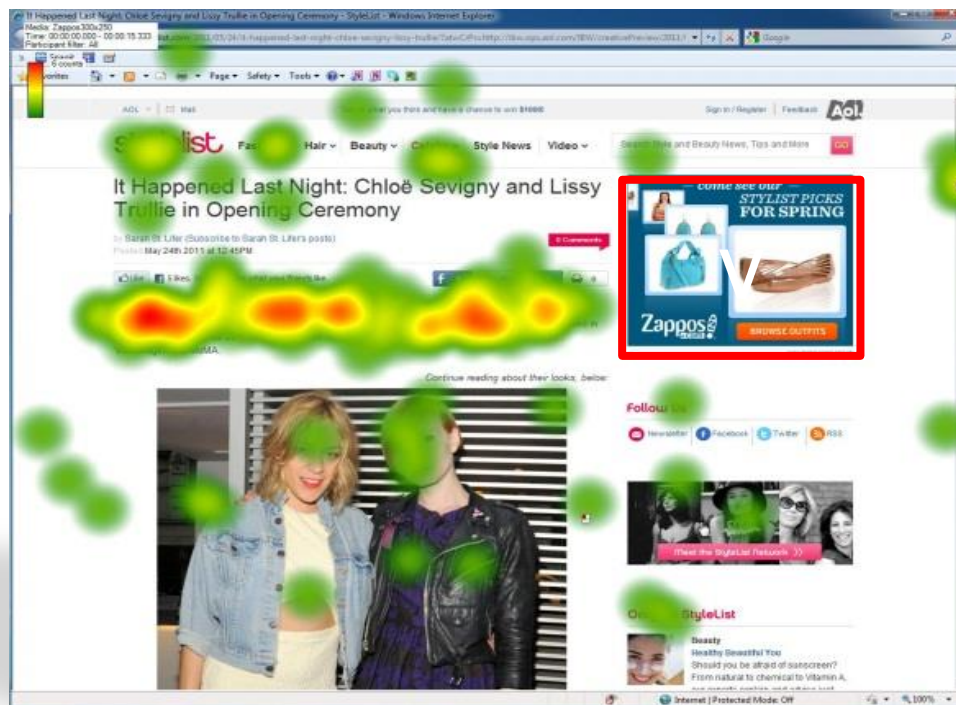
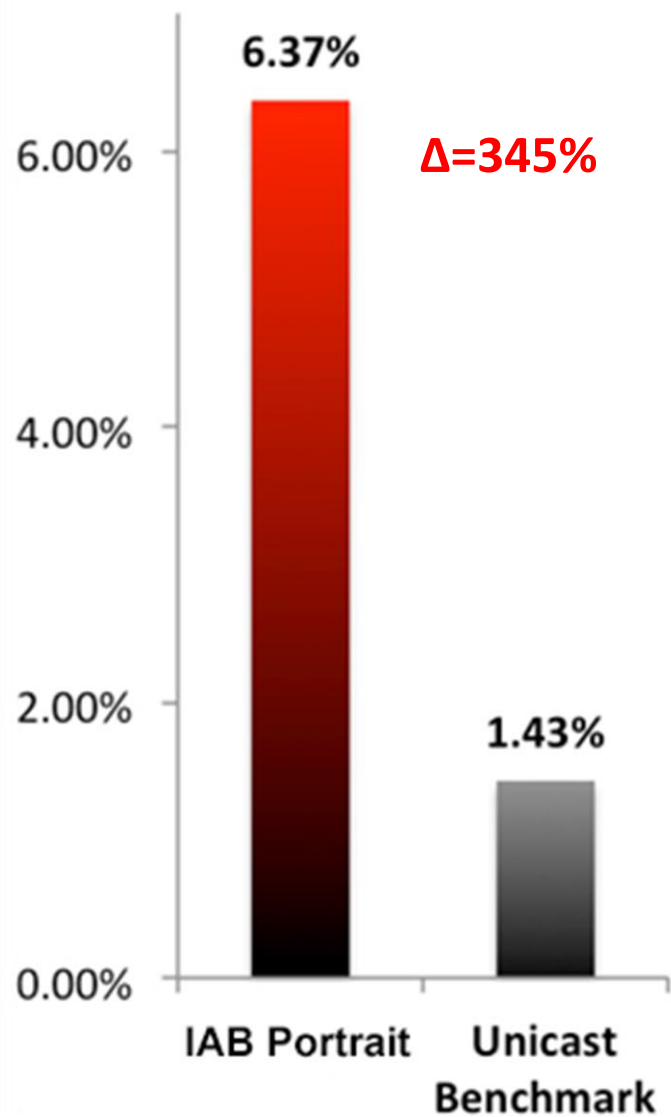
PICTELA

Brand Content | Cross-Platform

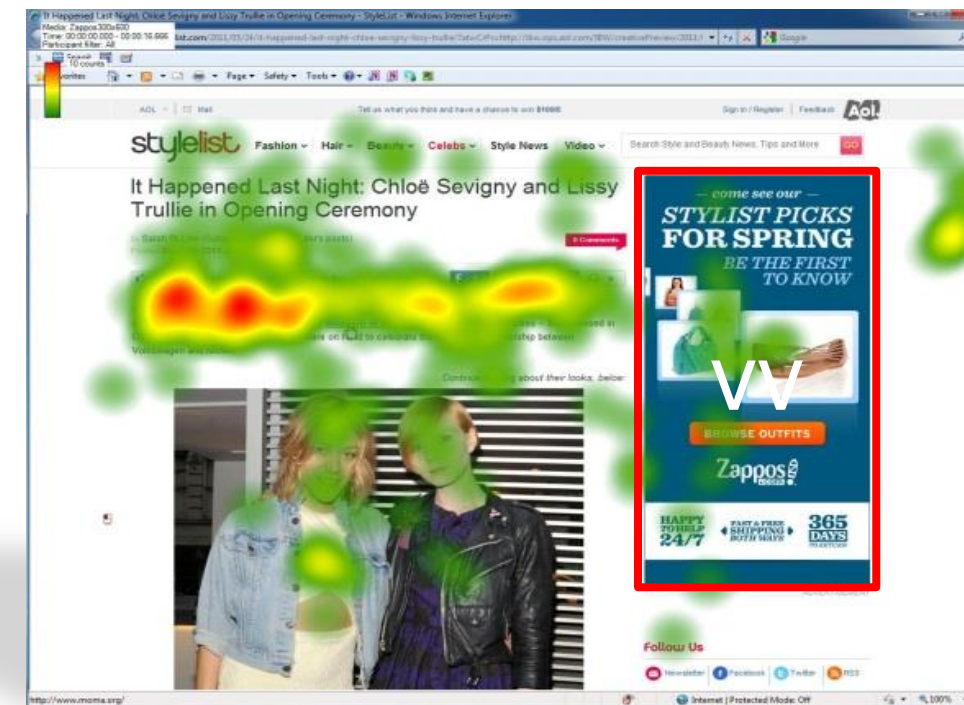


Prior Research: Large Ads with Rich Functionality Outperform Smaller, Less Functional Ads

Interaction Rate

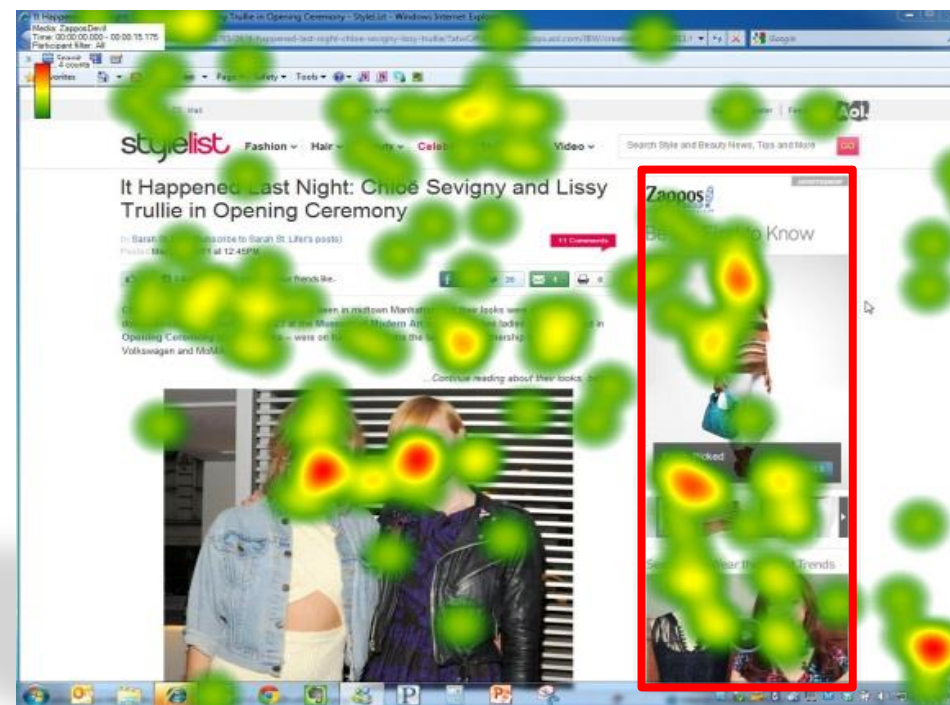


300 x 250



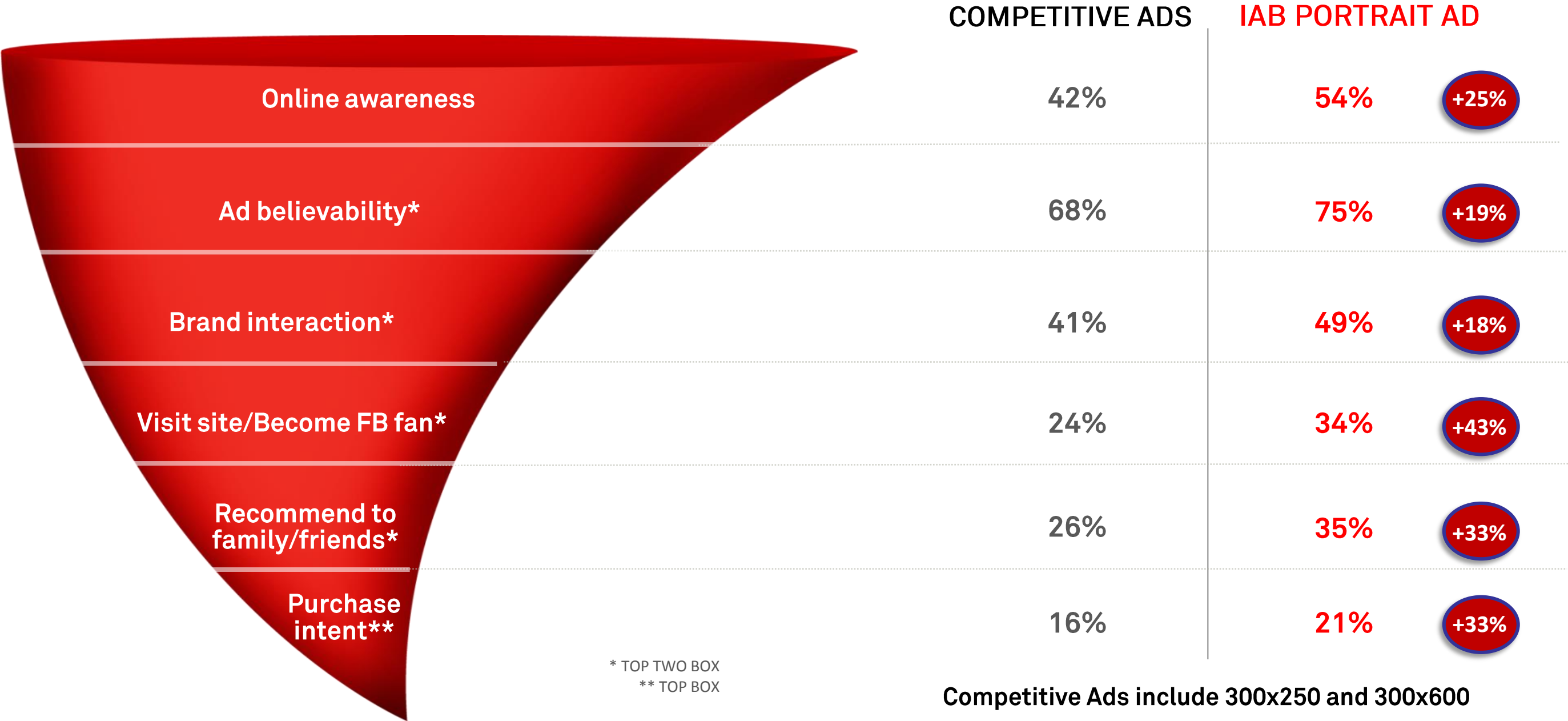
300 x 600

iab. Portrait



Larger Interactive Ads Impact Purchase Funnel

IAB Portrait generates higher ad effectiveness response at every level of the purchase funnel.



* TOP TWO BOX
 ** TOP BOX

Competitive Ads include 300x250 and 300x600



**As An Extension Of This, We Believe
That “Real-Time” Content Lifts
Performance As Well**



IPG Media Lab Tested Two Hypotheses

1. Ads that leverage “real-time” content perform better than those that do not
2. Different types of ad functionality work better on different devices



Research Overview

What?

- IPG Lab conducted two virtual lab tests across three industries (Finance, CPG, and Auto)

Who?

- Adults, 18+ who visit auto, finance, or parenting websites (real-time test n=1,539; cross-screen test n=1,813)

Where?

- Representative online panel

When?

- February 22nd – March 14th 2013



Participant Experience For “Real-Time Ads” Test



Recruit 1,539 participants from online panel



Survey for screeners; direct participants to content based on media consumption habits

Standard Ad

OR

Ad With Image Gallery & CTA

OR

Ad With Image Gallery & Video

OR

Ad With Real-Time Content



Final survey: ad recall, purchase intent, etc.

Participants asked to view a Finance, Parents, or Auto webpage with contextually relevant ad; Ad interactions tracked via Pictela



Various Forms Of Real-Time Content Tested

Jeep
With more power comes more freedom

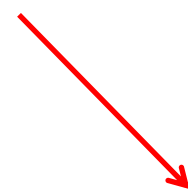
Climb higher than you thought possible with Jeep.

Your Adventure Forecast

- Ashburn 7-Day Forecast
- Friday 03/01/2013 Partly cloudy skies. Low 27F. Winds NW at 10 to 15 mph.
- Saturday 03/02/2013 A few clouds from time to time. Low 27F. Winds NW at 10 to 15 mph.
- Sunday 03/03/2013 Sunny. Highs in the low 40s and lows in the mid 20s.

Only in a Jeep

Automotive
Local
Weather
Forecast



MOTT'S
YOGURT

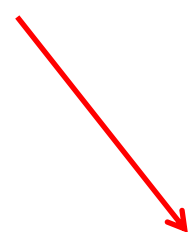
Learn how Mott's helps kids meet their nutritional needs.

Facebook Posts

- Mott's An apple-licious source of strawberry goodness.
- Mott's White lies parents tell kids: If you swallow chewing gum, it will stay in your stomach forever.
- Mott's What's your family's favorite flavor of applesauce?
- Mott's 'Like' if dishes are your worst

Find us on Facebook

CPG
Facebook
Posts

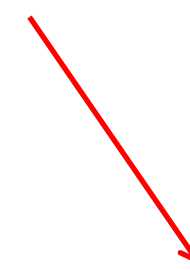


charles SCHWAB TALK TO CHUCK

Your Daily Finance Investment News

- Market open in 65 hrs, 5 mins
- AOL as of 04:00 PM EST on 03/01/2013 in USD \$36.65 -0.25 (-0.68%)
- FB as of 04:00 PM EST on 03/01/2013 in USD \$27.78 +0.53 (+1.94%)
- COOC as of 04:00 PM EST on 03/01/2013

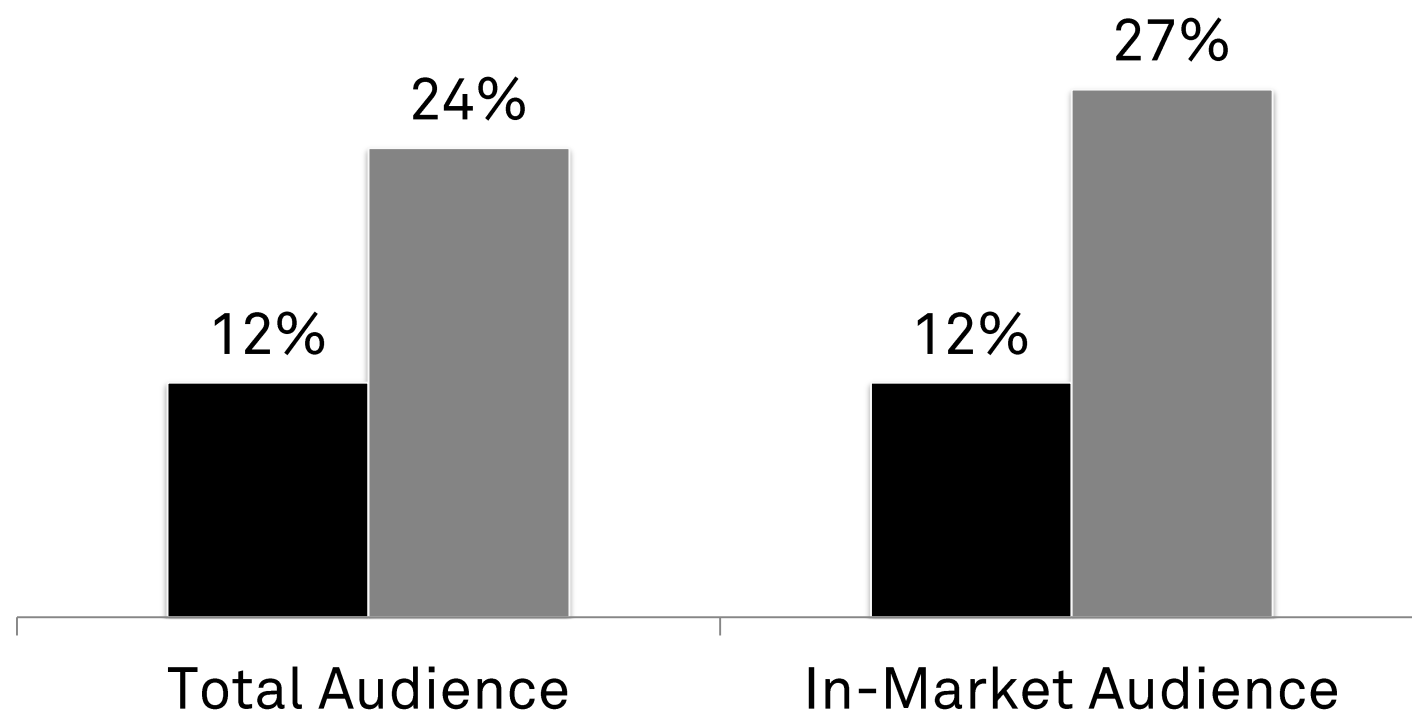
Finance
Stock Info &
News



Consumers 2X As Likely To Interact With Intent When Content Is Real-Time

Interactions With Intent (%)

■ Non Real-Time ■ Real-Time Ad



Interactions With Intent: % of viewers who actively and intently engage by:

- 1) Rolling over ad for min of 0.5 seconds
- 2) AND conducting a min. of one positive action (e.g. expand, click-through, play video, etc.)

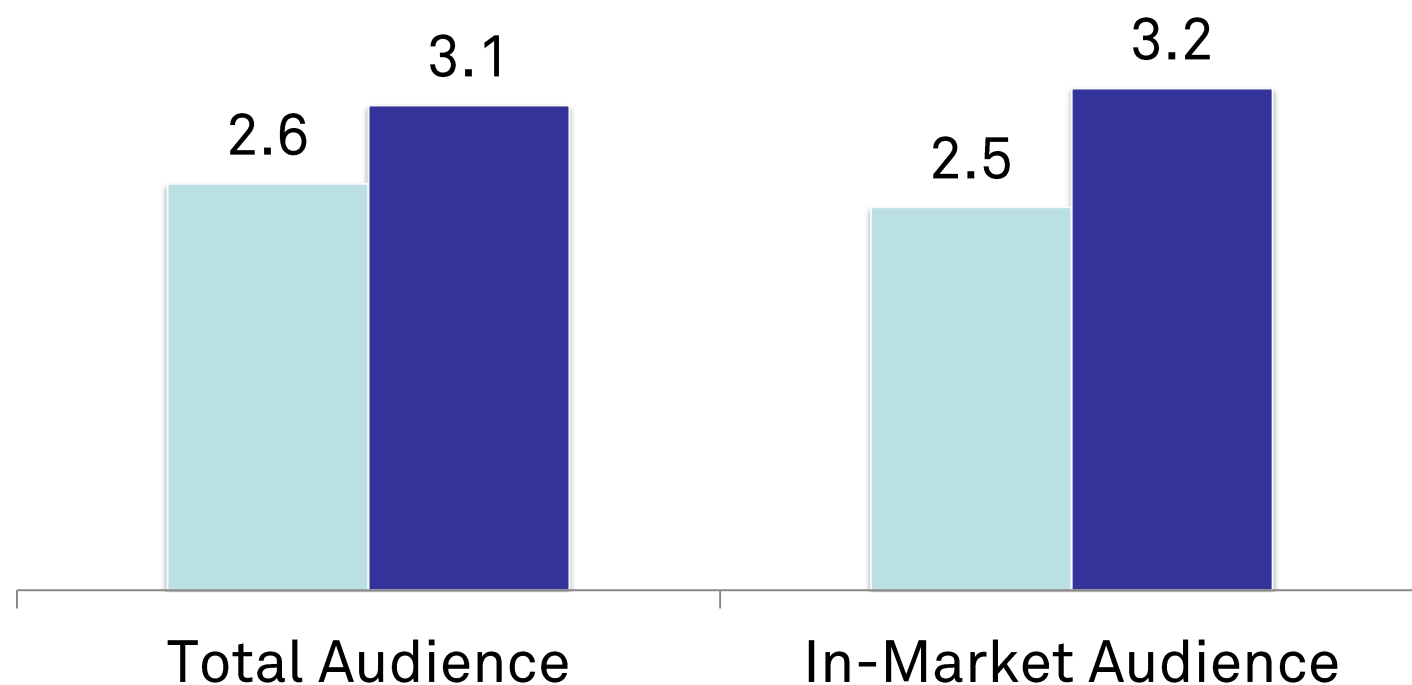
Total Audience: Non Real-Time Ads n = 587; Real-Time Ads n = 288

In Market: Non Real-Time Ads n = 185; Real-Time Ads n = 89

Real-Time Content Also Drives Higher Number of Meaningful Interactions

Average # of Interactions With Intent

■ Non Real-Time ■ Real-Time Ad



of Interactions With Intent: Of those who interact, the number of times:

- 1) Roll over ad for min of 0.5 seconds
- 2) AND conduct a min. of one positive action (e.g. expand, click-through, play video, etc.)

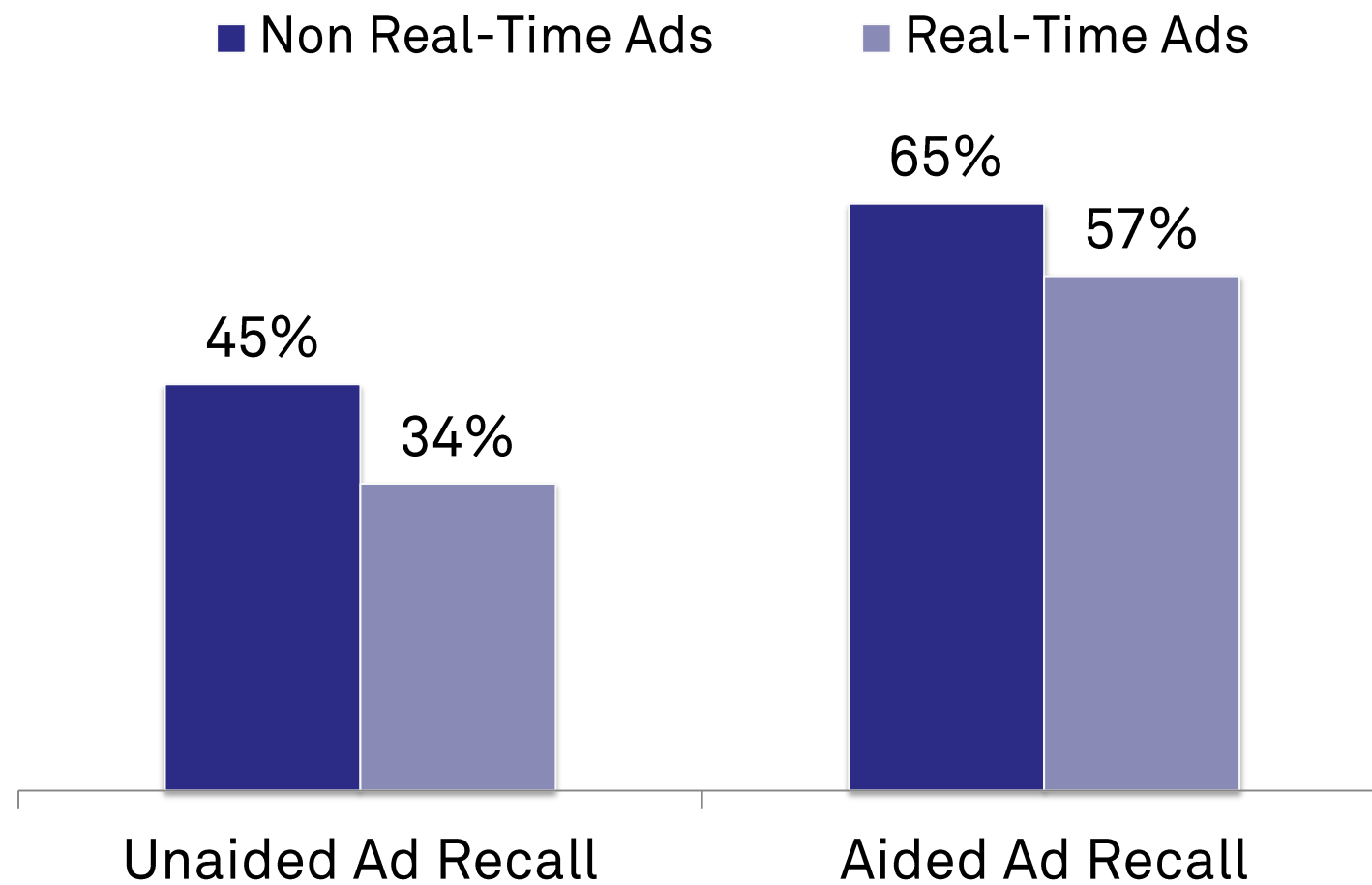
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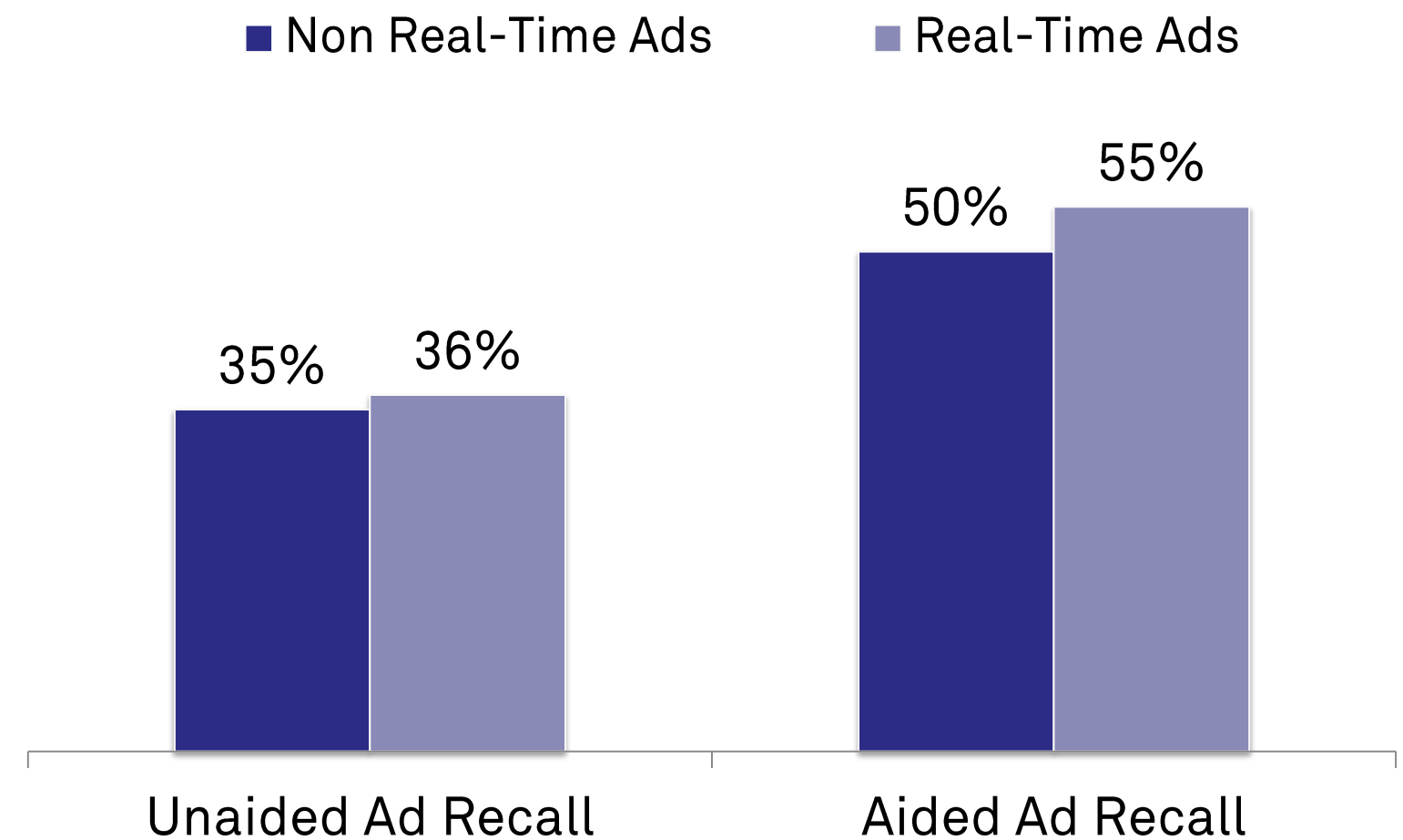


Strong Branding In Real-Time Content Needed To Keep Awareness High

Ad Recall Among Those In-Market



Ad Recall Among Ads With Strong Branding in RSS Feed



*In Market: Non Real Time Ads n=297; Real-Time Ads n=95
 Select Brand Non Real-Time n=307; Real-Time n=102*



Loss Of Branded And Image Based Real Estate Within Ad May Make These Real-Time Ads Less Noticeable

Jeep
With more power comes more freedom

Only in a Jeep

Standard Ad

Jeep
With more power comes more freedom

Climb higher than you thought possible with Jeep.

POWER THROUGH

Jeep brand engineers just delivered you more power to climb. And extended range to get you there and back. Introducing the 3.6L Pentastar V6 engine rated at 17 city/21 hwy mpg [1]. That's 10% better fuel efficiency.

[LEARN MORE](#)

Only in a Jeep

Ad With Call-to-Action

Jeep
With more power comes more freedom

Climb higher than you thought possible with Jeep.

Jeep

Only in a Jeep

Ad With Video

Jeep
With more power comes more freedom

Climb higher than you thought possible with Jeep.

Your Adventure Forecast

Ashburn 7-Day Forecast

Friday 03/01/2013 Partly cloudy skies. Low 27F. Winds NW at 10 to 15 mph.

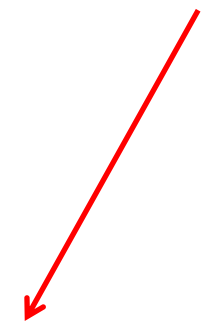
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Only in a Jeep

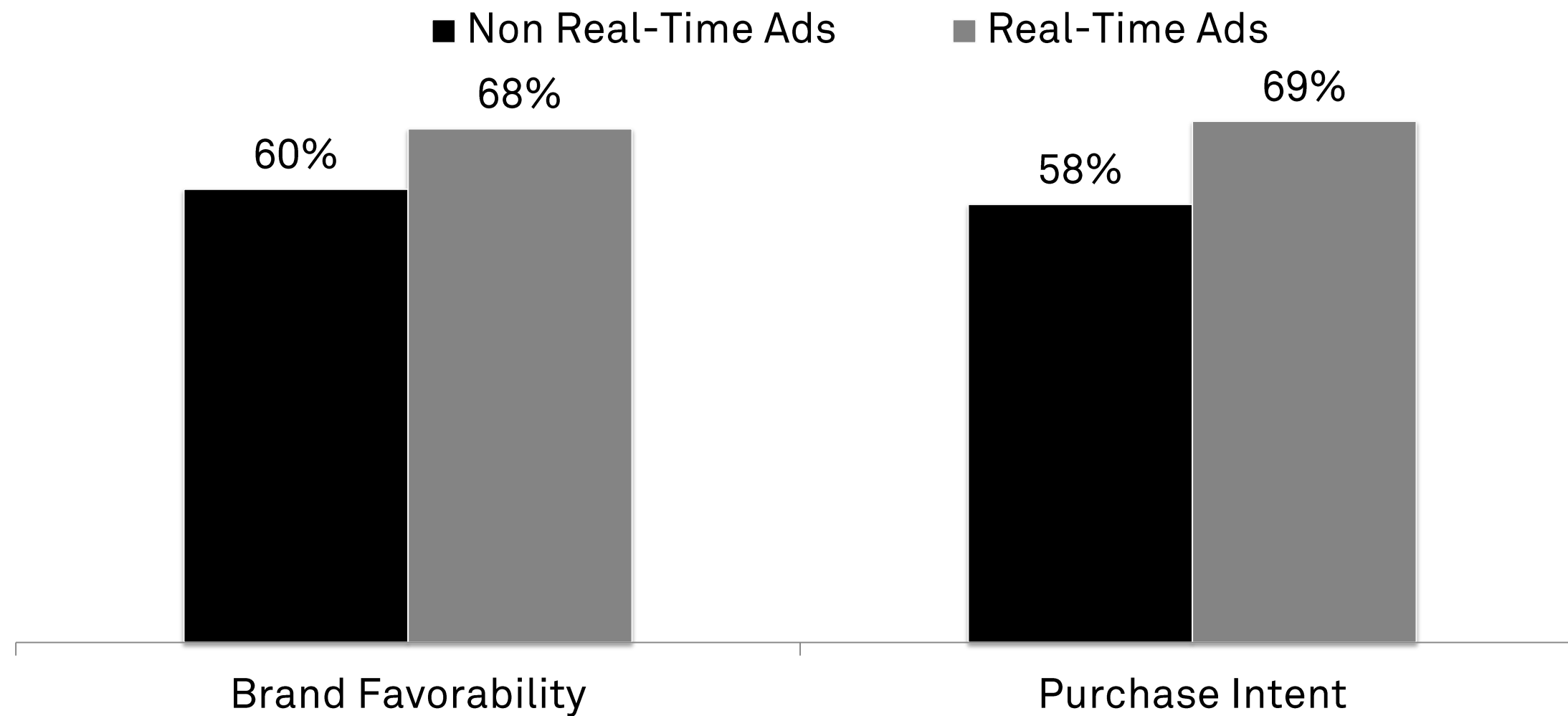
Ad With Real-time Content

Less Branding & Images

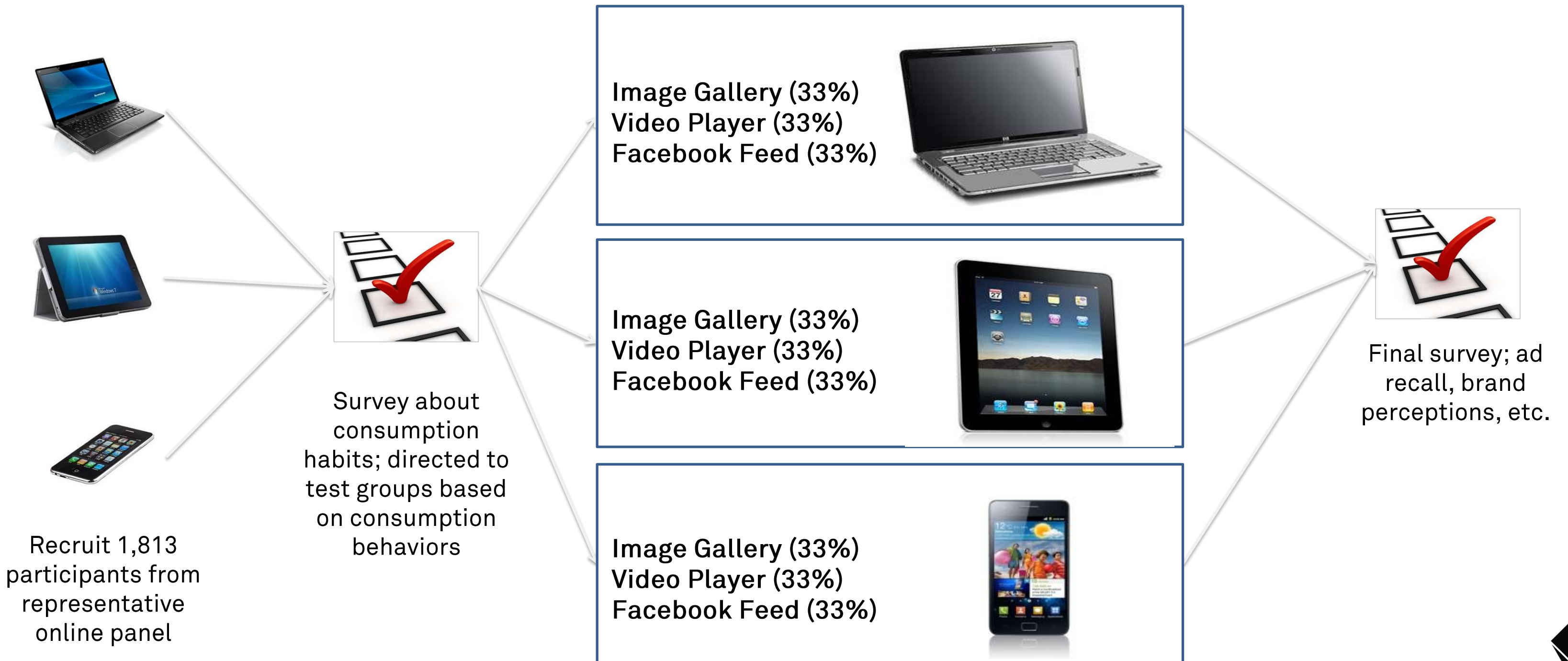


Incorporating Real-Time Content Into Ads Drives Favorability & Intent

Persuasion Metrics Among Those In-Market



Participant Experience For “Cross-Screen” Test

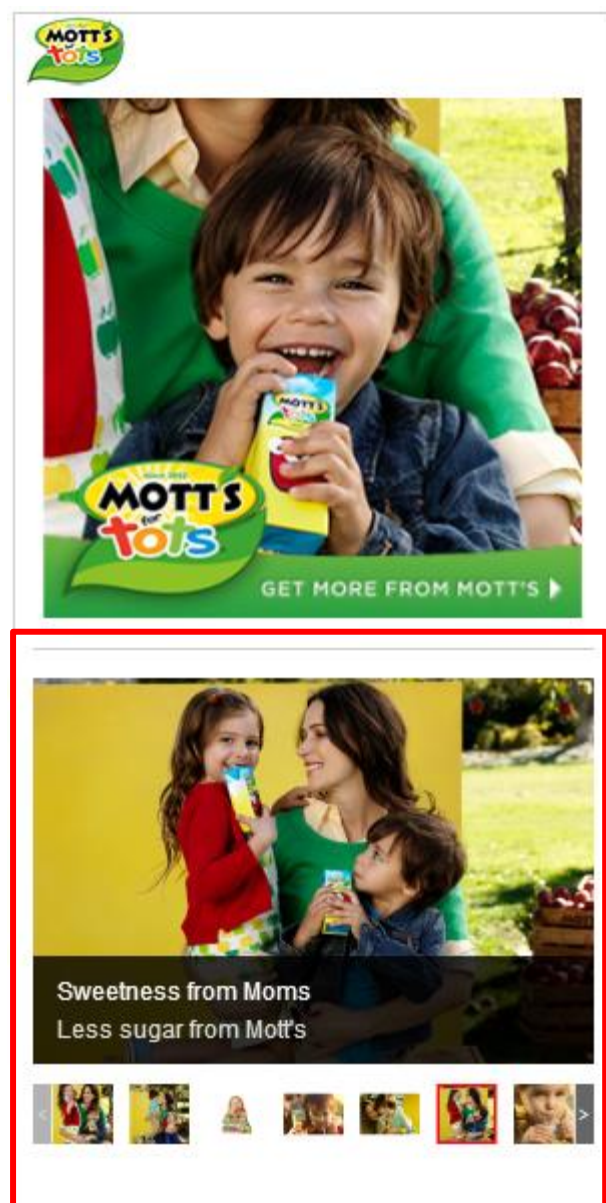


Participants on each device asked to view a webpage, which includes a test ad

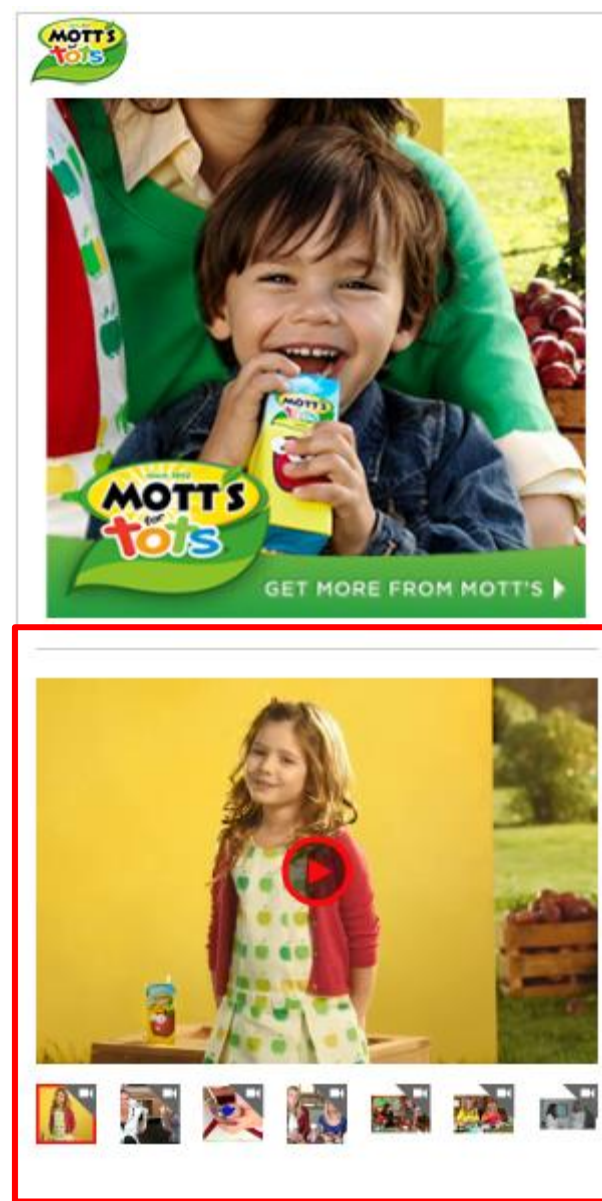


Three Pictela Functionalities Tested

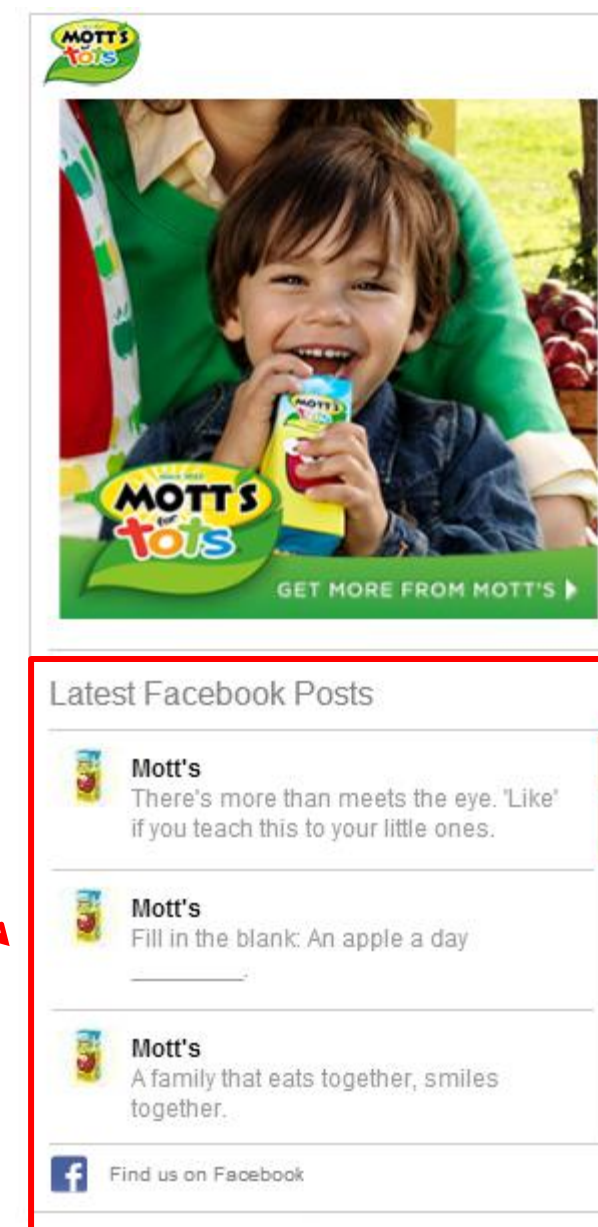
Image Gallery



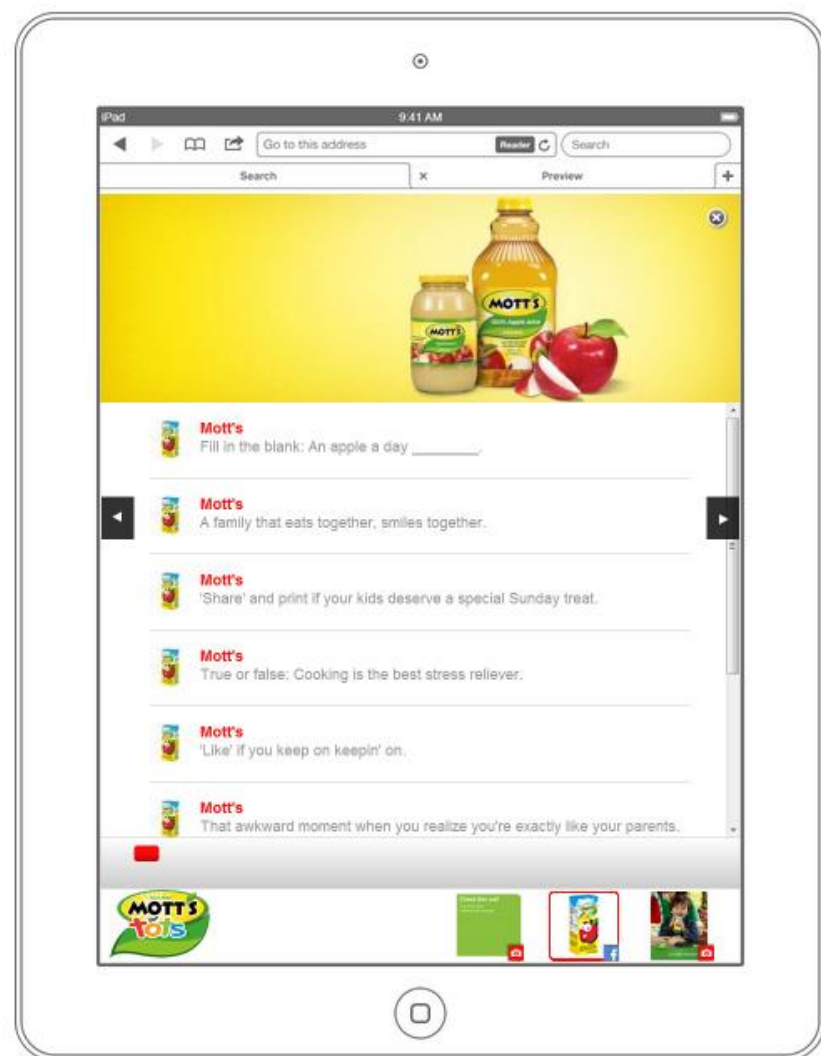
Video Player



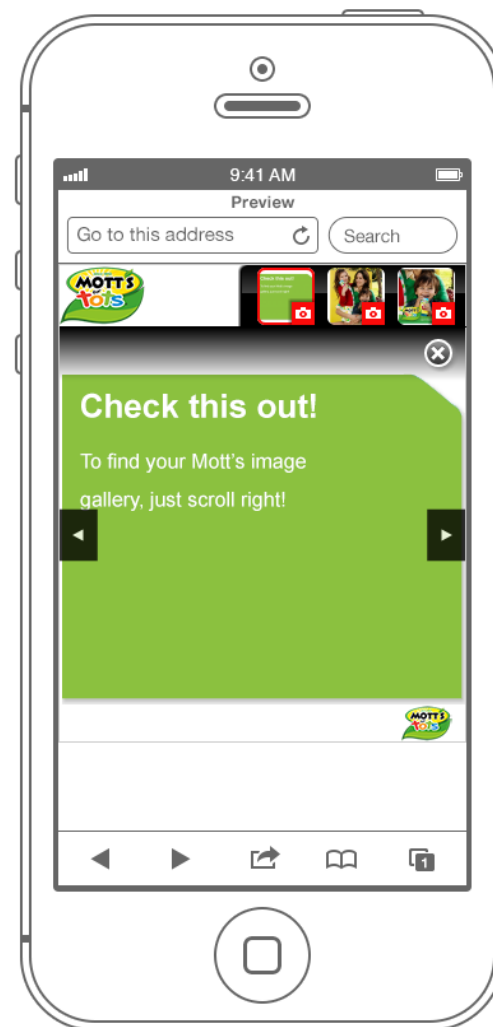
Facebook Feed



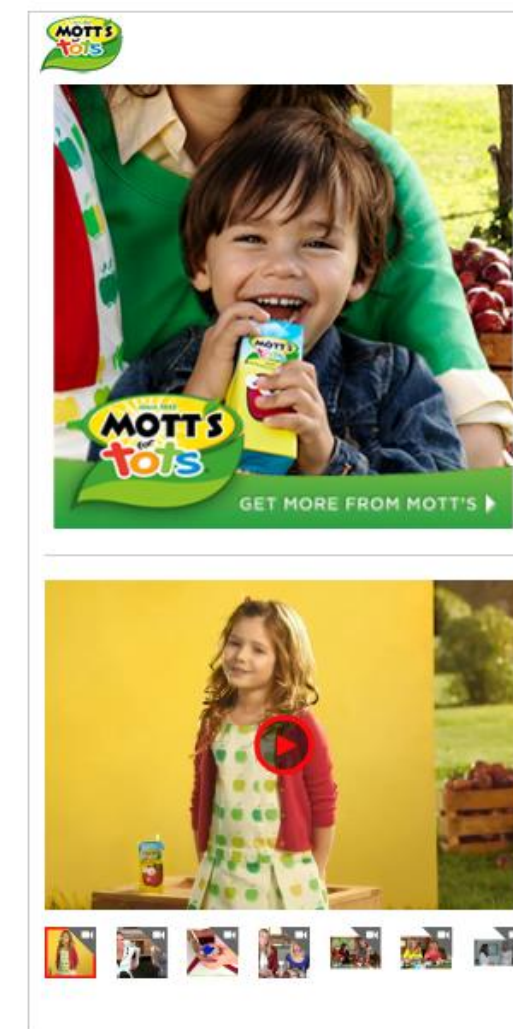
Each Functionality Tested Across Each Device



Tablet



Smartphone



PC



Phone: Feature Facebook Feed

Tablet: Feature Video Player

PC: Feature Image Gallery



	Facebook	Video	Images
Unaided Recall	40%	38%	39%
Aided Recall	65%	61%	63%
Ad Attributes	61%	54%	57%
Brand Favorability TB	28%	25%	28%
Purchase Intent TB	15%	22%	17%

	Facebook	Video	Images
Unaided Recall	62%	64%	62%
Aided Recall	74%	79%	77%
Ad Attributes	60%	64%	64%
Brand Favorability TB	27%	26%	21%
Purchase Intent TB	16%	18%	12%

	Facebook	Video	Images
Unaided Recall	48%	52%	45%
Aided Recall	71%	71%	72%
Ad Attributes	58%	63%	64%
Brand Favorability TB	28%	24%	29%
Purchase Intent TB	16%	14%	17%



IMPLICATIONS

- Advertisers should incorporate relevant “real-time” content in ads to engage consumers and drive hard-to-move metrics
- Get creative with ways keep branding and images in “real-time” content to keep consumer attention high
- Make sure to optimize across screens by including functionality that is native to the device

