

well **PLaced**

Fundamental study on how the ad environment influences the impact of online video ads

NO. 54

**RESEARCH
FLASH**

KEY FINDINGS

Do pre-rolls before online videos have the same impact in all environments? We explored this question in an experiment. Identical ads were played out in the environment of the broadcaster video-on-demand (BVoD) platforms Joyn and ProSieben.de as well as on YouTube in the non-premium sector. The findings show that the environment certainly does affect the impact.

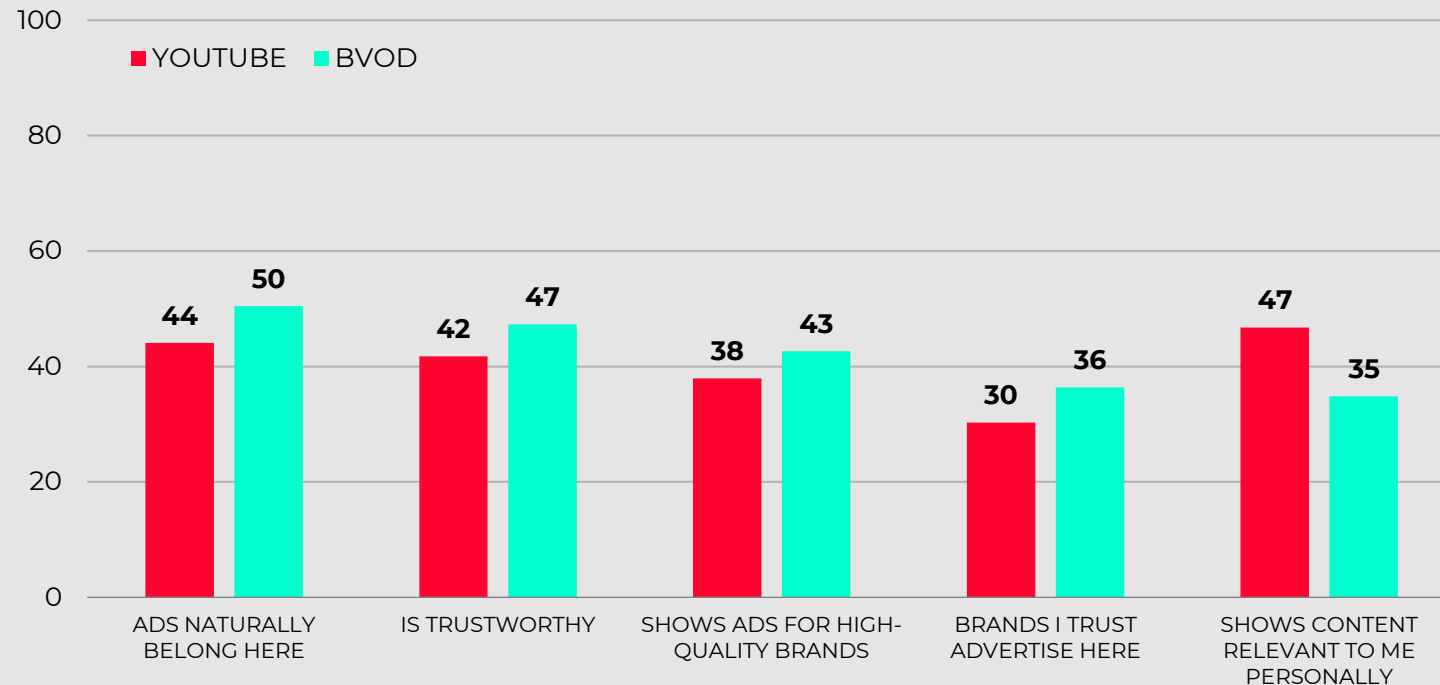
- 1** Users rate BVoD environments more positively. They are seen as trustworthy – as are the brands that advertise there.
- 2** Users believe that ads on YouTube are far more annoying and there are too many.
- 3** Ads in the BVoD environment are significantly more attention-grabbing. The impact is already very high with just one exposure.
- 4** Identical ads are rated better when they are seen in the BVoD environment than on YouTube.
- 5** The products advertised tend to be rated as more likeable and attractive in the BVoD environment.

BVOD ENVIRONMENTS ARE RATED BETTER BY USERS

YOUTUBE ONLY SCORES POINTS FOR PERSONALLY RELEVANT CONTENT

RATING OF THE ENVIRONMENT (TOP 2)

Figures in %



In addition to the advertising impact, the study also examined how the environments observed were rated. For BVoD, these were ProSieben.de and Joyn. The comparison shows that the BVoD environments are rated significantly better.

Half of users believe that ads naturally belong on BVoD. Only 44 percent say the same about YouTube. In addition, BVoD is rated as more trustworthy by users. Here, they expect ads from high-quality brands they can trust.

YouTube only has an advantage when it comes to personally relevant content, which is obvious due to the structure of YouTube's content.

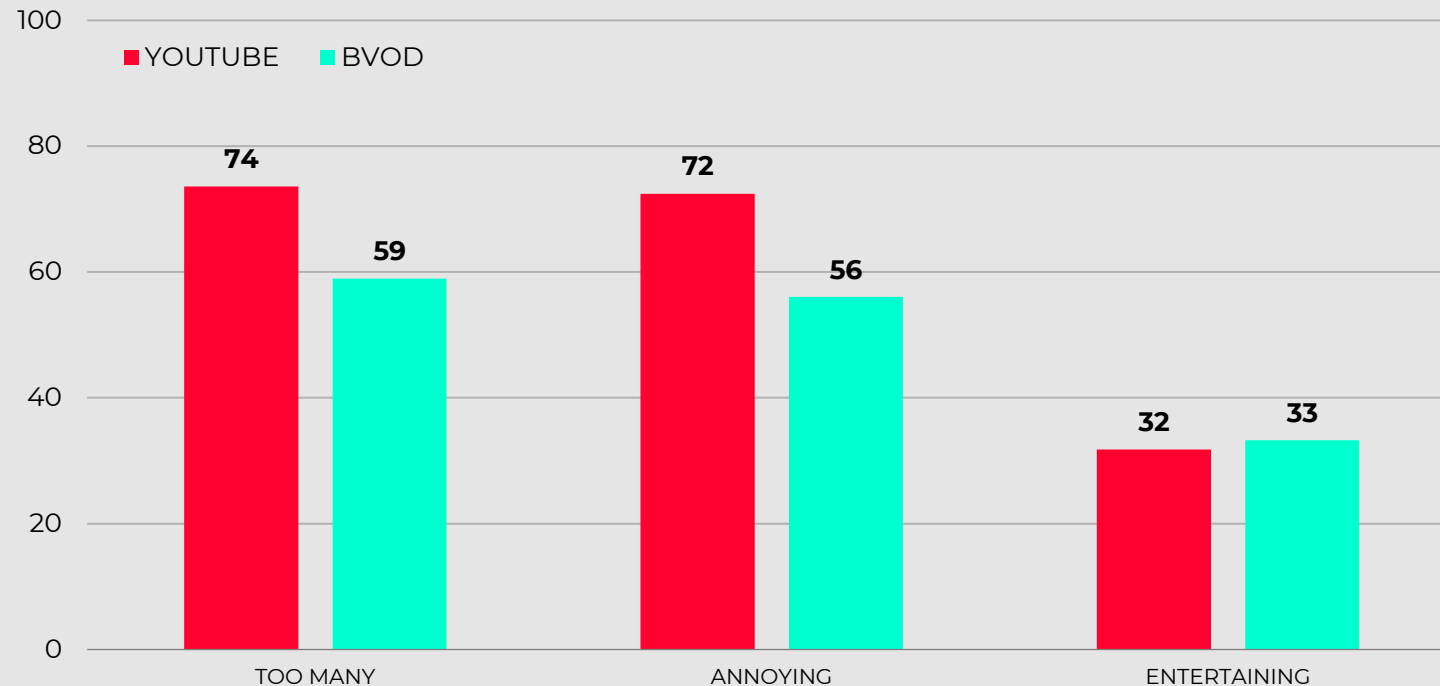
Overall, BVoD offers advertisers a high-quality environment that is valued by users.

ADS ARE MUCH LESS ANNOYING IN THE BVOD ENVIRONMENT

THE VAST MAJORITY BELIEVE THAT ADS ON YOUTUBE ARE ANNOYING AND THERE ARE TOO MANY

RATING OF ADS IN THE ENVIRONMENT OF ... (TOP 2)

Figures in %



Respondents were also asked to rate ads in general in each environment.

Here, it was found that around three quarters of users believe the ads on YouTube are annoying and there are too many. Ads on BVoD are criticised much less.

One in three users find ads on Joyn, ProSieben.de or YouTube entertaining – in this respect there is hardly any difference between the platforms.

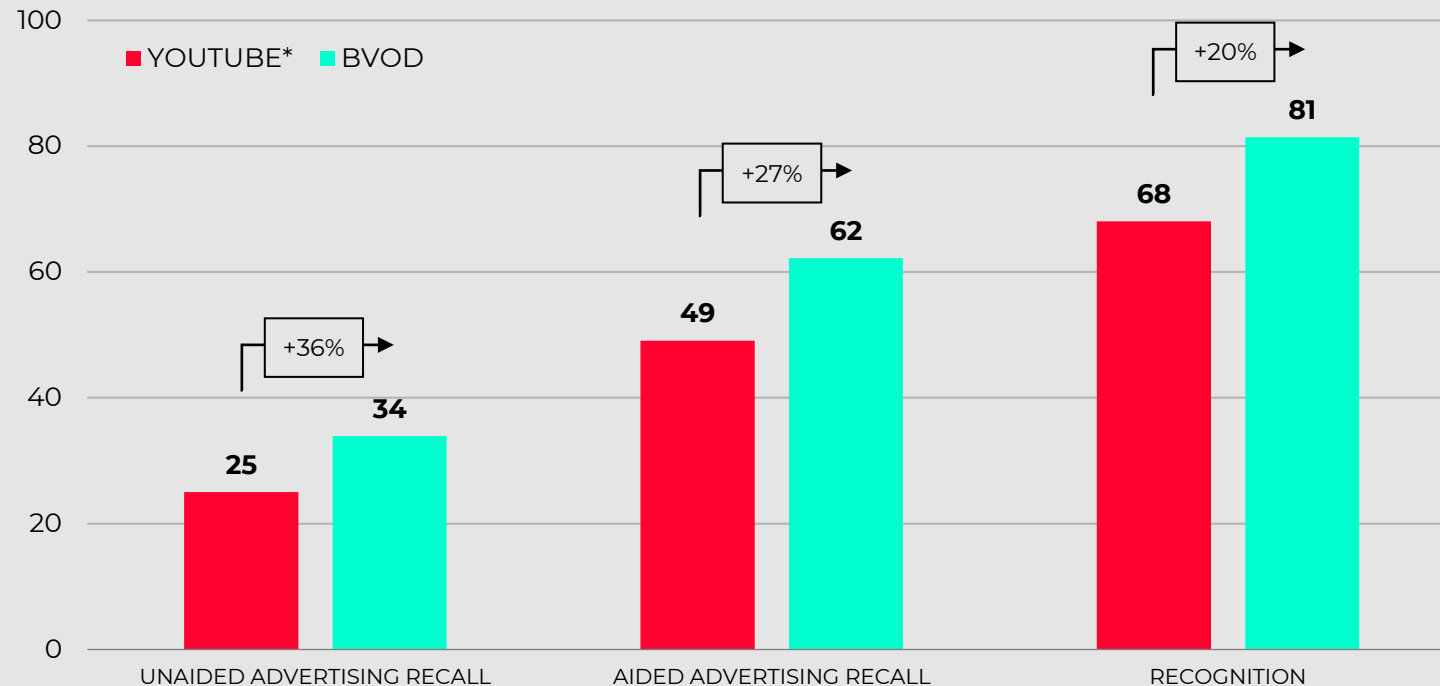
Ads in the BVoD environment clearly have to overcome considerably fewer negative user attitudes than is the case for YouTube, where ads are seen as very annoying because they disrupt the short path to personally relevant content.

ADS ARE REMEMBERED MUCH BETTER IN THE BVOD ENVIRONMENT

BVOD BEATS YOUTUBE IN ALL AWARENESS PARAMETERS BY AT LEAST 20 PERCENT

ADVERTISING RECALL

Figures in %



For advertisers, the impact of their campaigns is key. There are significant differences between the environments in terms of impact as well.

The experiment was designed so that each user had one contact with the ad in question. The impact of this one exposure is much higher in the BVoD environment than on YouTube. This is true for all awareness parameters studied.

For example, unaided advertising recall is 36 percent higher for BVoD than for YouTube. Aided advertising recall and recognition are also significantly higher for the BVoD environment.

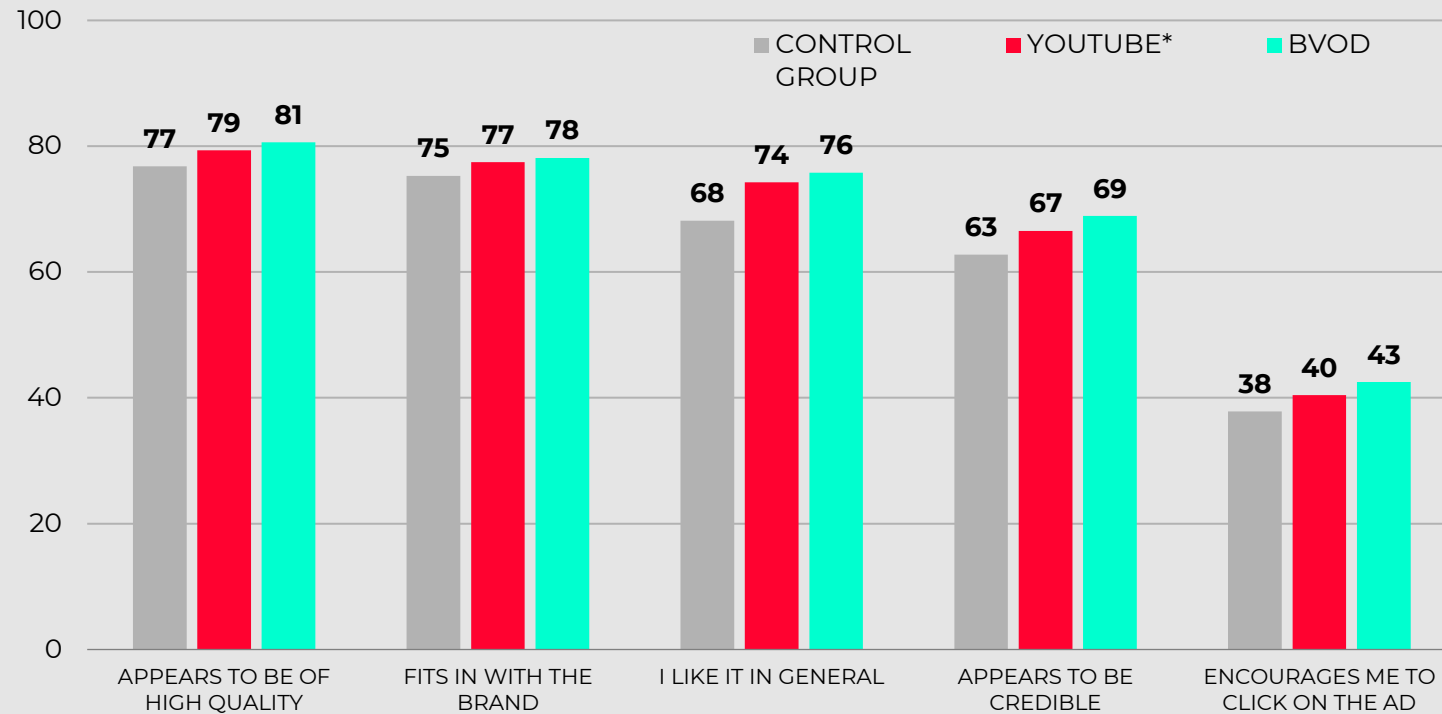
The advertising impact in the BVoD environment is therefore demonstrably much higher than in the non-premium sector of YouTube overall.

CREATION ALSO BENEFITS FROM THE HIGH-QUALITY ENVIRONMENT

IDENTICAL ADS ARE PERCEIVED MORE POSITIVELY IN THE BVoD ENVIRONMENT

RATING OF THE ADS SEEN** (TOP 2)

Figures in %



The ads are not only remembered better on BVoD, but are also rated better.

In the rating of the ad after it has been shown again, YouTube is consistently ahead of the control group without ads, but behind BVoD. In the latter, the themes, for example, are believed to be of higher quality and more credible.

Even the click-through rate benefits, as users on BVoD platforms are more likely to be encouraged to click on the ad to go to the customer website.

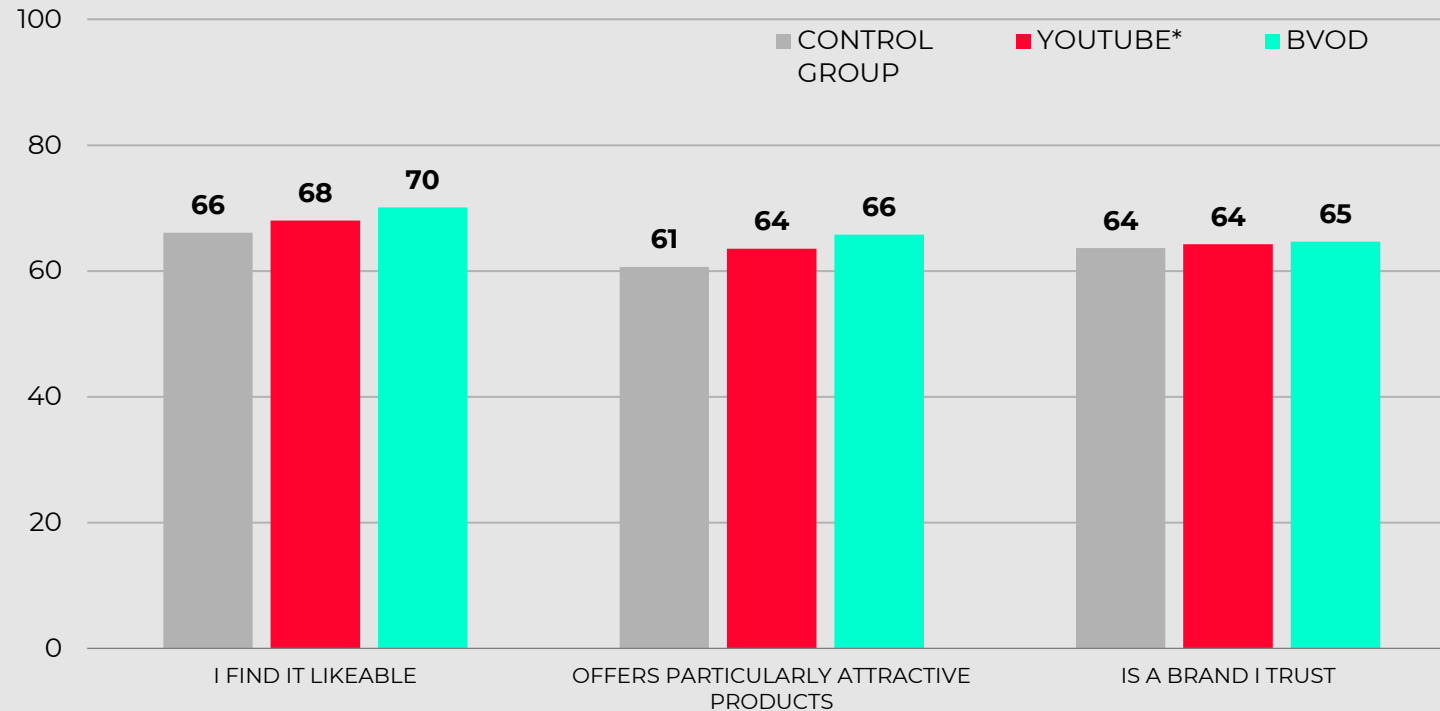
Ads on BVoD clearly benefit from the positive rating of the environment, which spills over to the ads embedded within it.

BVOD IS EVEN AT A SLIGHT ADVANTAGE WHEN IT COMES TO IMAGE

THE PRODUCTS ADVERTISED TEND TO BE RATED BETTER THAN THOSE IN THE YOUTUBE ADS

IMAGE OF THE BRANDS ADVERTISED

Figures in %



The positive spillover effects of the BVoD environment can even be seen to some extent in the image of the brands advertised. Although brand perception does not react as sensitively because it is influenced by many factors, the findings of the study suggest a slight advantage of the BVoD platforms studied.

The products advertised tend to be perceived as more likeable and attractive.

Even for established brands, ads in the BVoD environment show positive image effects.

CLASSIFICATION

Comprehensive basic studies on the impact of ads on various channels show that reception conditions plays a key role. The publication *Video Impact* by Seven.One Media, for example, clearly demonstrates why the classic lean-back mode while watching television is beneficial to advertising impact. TV is clearly proven to be the most effective medium.

When it comes to online videos, environments with a lean-back character are also clearly advantageous over classic lean-forward consumption, for example on YouTube or Facebook. These findings are also supported by the Screenforce studies *Not all Reach is Equal* and *Track the Success*.

This study underscores these findings and at the same time proves once more that they can be transferred to the universe of online environments. In a clean comparison of pre-roll advertising in the environment of professional TV content and YouTube (non-premium), BVoD performs significantly better. This is mainly because of the particular consumption behaviour. Long-form videos on BVoD are consumed in a lean-back state, which is favourable for advertising impact, while short-form YouTube clips are primarily consumed in lean-forward mode. In addition, BVoD environments are considered to be of higher quality and advertising there is found to be much less annoying.



Question:

- Do products (in advertising) benefit from being shown in higher quality environments?
- To what extent does the advertising environment influence perception and advertising impact?

Method & implementation:

- **Online in-context survey**
- Recruitment via an online access panel
- Interview duration: 15 minutes
- Time period: February 2022
- Institute: eye square GmbH



Target group & sample:

- **N=709**
- Ages 18-69
- Gender: 50% female / 50% male (random assignment of other gender groups)
- Device: 40% desktop / 60% mobile
- Internet use: YouTube and streaming providers at least once a week

Environments & brands:



3 test brands from different product sectors

PROCESS OF THE STUDY

Screener

- Age
- Gender
- Internet usage device
- Technical requirements

2 min

Media exploration

“You will now be redirected to Joyn/ProSieben.de/YouTube. Please choose any video you like and watch it at your leisure.



*Controlled feeding of pre-roll ads (non-skip)
for one of three test brands in each environment*

Explicit ad-hoc environment rating (quality)
after each task

6 min

Follow-up survey

Advertising impact

- Unaided advertising recall
- Aided advertising recall
- Recognition
- Brand image
- Creation evaluation

*Each for three test brands
Block of questions repeated for each
brand*

Environment rating

- Explicit environment rating
- Attitude towards internet advertising in different platforms

*Participants each rate one of the three
environments, based on random
assignment*

7 min