

Better Brand Engagement with Display Formats

By DoubleClick and Dynamic Logic



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Millward Brown Digital

 **doubleclick**
by Google

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**Creative accounts
for 50–75%
of the brand impact
variation between
the best and worst
performing campaigns.**

Introduction

Every year, the creative possibilities of digital advertising expand. Now more than ever, advertisers have an opportunity to build their brands with digital ads. While campaigns perform well today, there are larger gains to be made through further investment in creativity. Research shows that good creative matters. “There is a huge variation between best and worst online campaigns in their ability to move brand metrics,” Amy Fayer, director of research for Dynamic Logic, says. “Our research has found that creative accounts for 50 to 75 percent of the variation, so investment in understanding creative potential is key to the implementation of a successful online campaign.”

This study will help advertisers and agencies make more-informed creative decisions about digital advertising. Readers will learn which ad formats can be used to reach specific branding goals as well as gain a better understanding of the impact on brand results of showing more ads to the same audience through greater frequency. In addition, we offer best practices and advice for how to make the most of any format.

The most popular ad-format choices for advertisers include:

FORMAT	ANIMATION / VIDEO LENGTH (MAX)	NUMBER OF CLICK-THROUGHS	ADDITIONAL INTERACTIVITY
IMAGE (JPG)	1 frame	1	None
IMAGE (GIF)	4 frames	1	None
FLASH	15 seconds	1	None
RICH MEDIA W/VIDEO	15 seconds initially, unlimited upon interaction	Multiple	Plays video within the banner and responds to user interaction, clicks without click-throughs and can expand, push down, peel back and float.
RICH MEDIA W/O VIDEO	15 seconds initially, unlimited upon interaction	Multiple	Responds to user interaction, clicks without click-throughs and can expand, push down, peel back and float.
MOBILE	Depends on mobile format	1 or Multiple	Displays in a mobile app or browser on Internet-capable phones.

In this study DoubleClick has teamed up with Dynamic Logic to study the results of thousands of brand campaigns in Dynamic Logic’s MarketNorms® database to provide insight into:

- How different ad formats perform for brands
- How the frequency with which the ad is seen by a consumer plays a role
- How industries differ in format performance
- Whether there are ways to improve creative so that any format is more successful

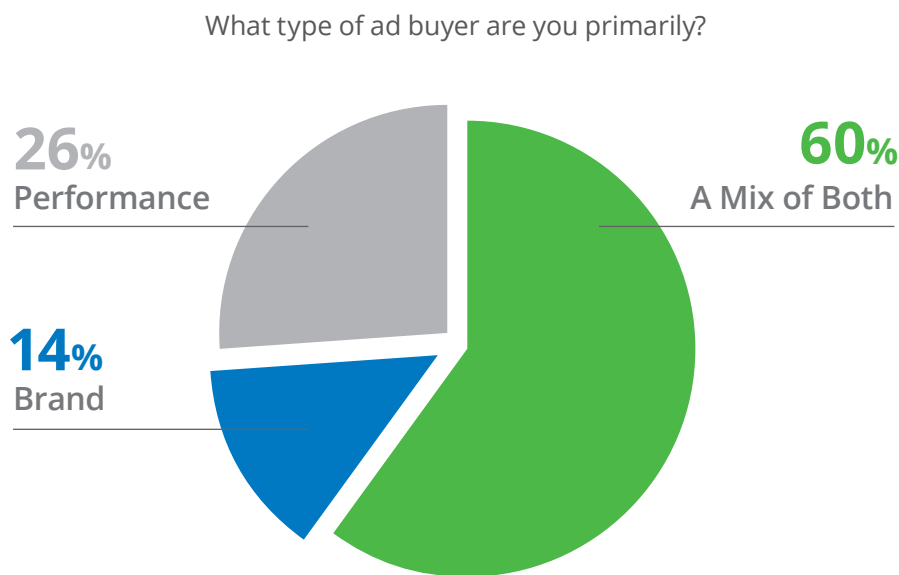
We hope that this report inspires you to continue building brands in the digital space and improve the performance of the brands and campaigns you work with.

Only 14% of media buyers consider themselves pure “brand” buyers.

The State of Building Brands in Digital

Performance rules in online advertising, so much so that only 14 percent of media buyers consider themselves pure “brand” buyers. While “performance” and “brand response” advertisers succeed online every day by focusing on conversions, key performance indicators, website visits and recommendations within social-media properties, pure “brand” buyers have trouble deriving meaning from these digital interactions.

Only 14% of media buyers consider themselves pure brand buyers



Source: Digiday and Google, *Real-Time Display Advertising State of the Industry*, February 23, 2011, total survey respondents n=317, media buyer respondents n=110, question respondents n=90

Figure 1

For brand building to succeed in digital, advertisers need great creative that can win over hearts and minds. This path plays with reputation, passions, affinity, affection, sentiments and other emotions. While brand building may not be as measurable as driving clicks and conversions, it has measurable aspects to it. There are business goals behind every brand, goals to ultimately motivate individuals to take action in one or more ways that benefit the brand. These goals are modeled as a customer journey from awareness to action through the purchase funnel. This report provides relevant, effective advice on brand building in digital while operating in the purchase-funnel model.

**The digital medium
lends itself to zeroing
in on branding goals.**

Where to Focus in the Purchase Funnel

The purchase funnel is the path on which a consumer starts by learning about your brand and that ultimately leads them to make a purchase. The purchase funnel below defines five stages in using the digital environment to move individuals from a lack of knowledge of your brand all the way to intending to take action. The digital medium lends itself to zeroing in on branding goals.

Questions to ask to set brand-building goals at the appropriate stage(s) in the purchase funnel

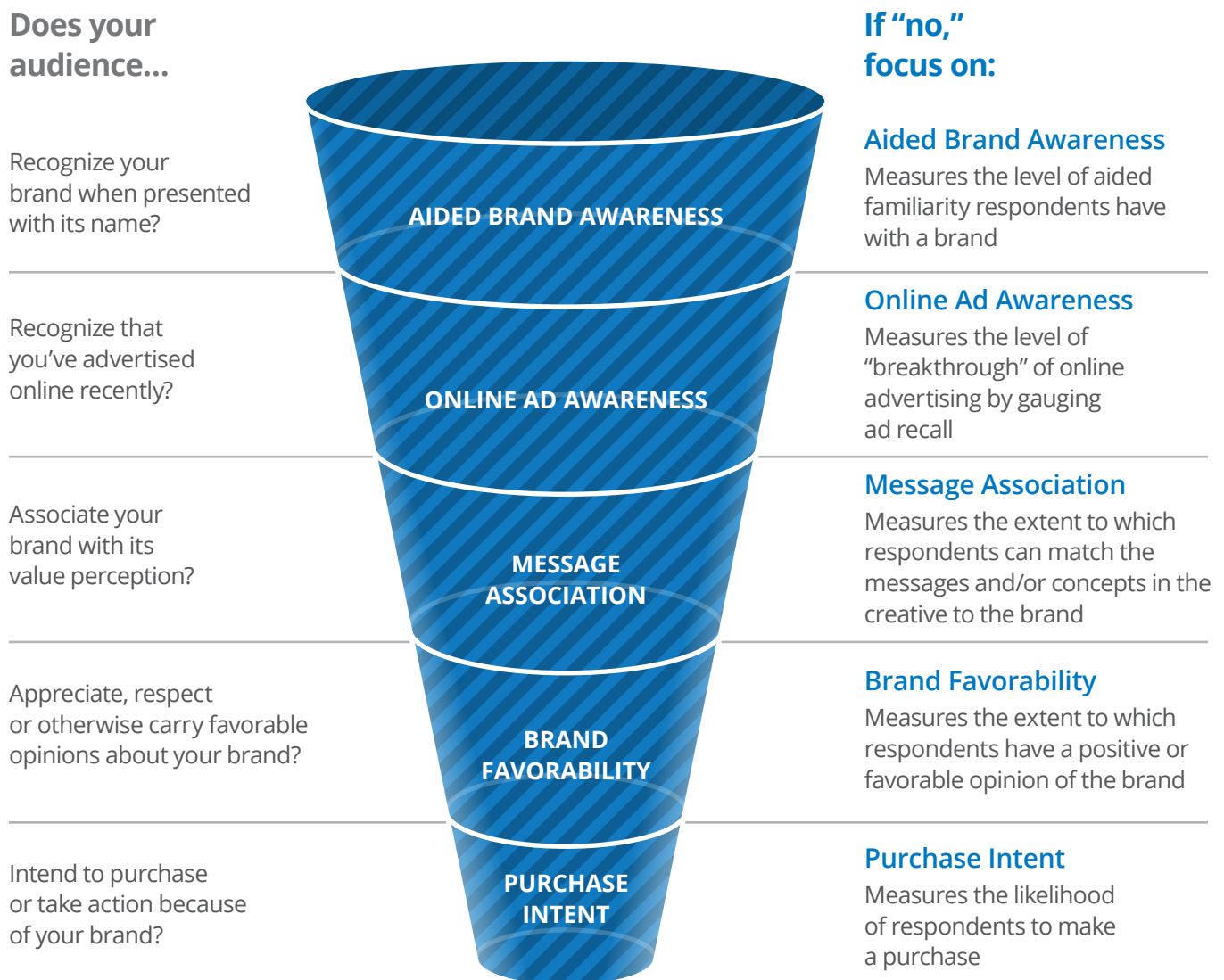


Figure 2

Data proves that
online display
advertising
succeeds at
building brands.

Overall Branding Impact for Online Display Ads

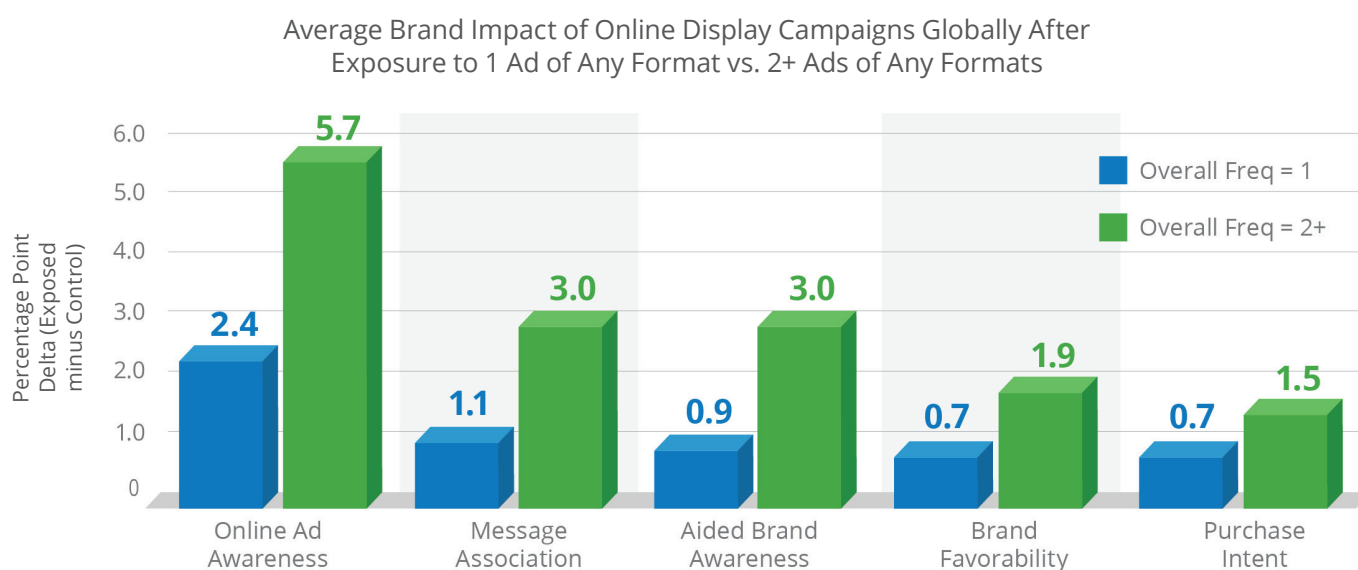
Using data from Dynamic Logic's MarketNorms, this report shares to what extent each ad format, on average, will help achieve a campaign's branding goals. Dynamic Logic uses a control-exposed method that measures the branding value of online ad campaigns as they run live across a site or set of sites. Two groups are sampled simultaneously and their responses compared.

All Dynamic Logic studies using a control-versus-exposed method are fed into the MarketNorms database, which contains more than 6,400 online display campaigns.

The data analyzed in this report are the deltas, or the percentage change between the control and the exposed audience segments.

Looking at data for the three years from January 2008 to December 2010, we see that online display advertising succeeds in building brands. Figure 3 shows that aggregated online display campaigns across formats significantly affect all brand metrics. We see significant deltas at a frequency of just one and even stronger results at greater frequencies, of two and more.

Overall global MarketNorms on the brand impact of online display campaigns set the benchmark for comparison



Source: Dynamic Logic MarketNorms®, 2008–2010. Campaigns using online display advertising in any format. Frequency level of 1 for campaigns N=1, 496–2,231; frequency level of 2+ for campaigns N=2, 129–2,279

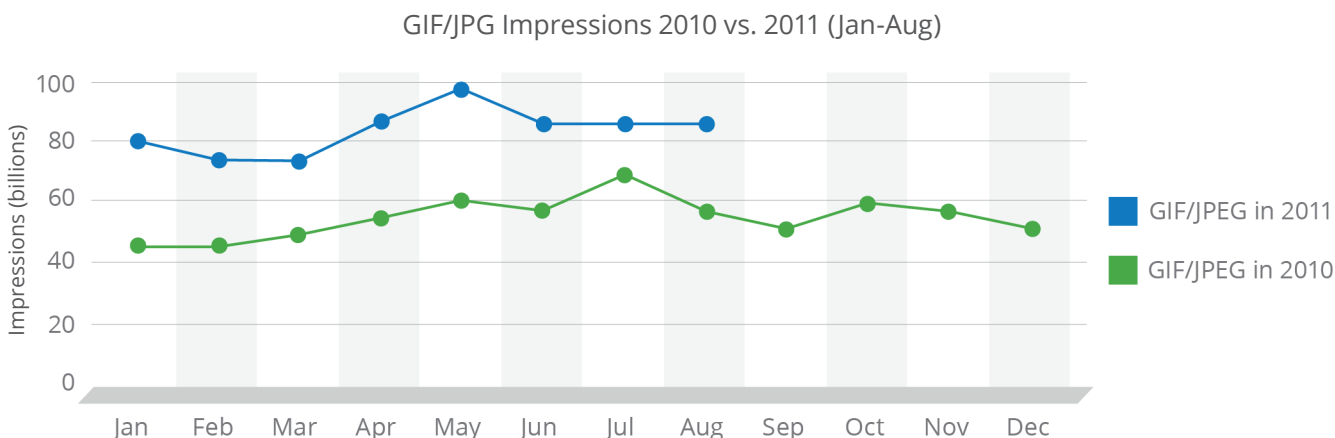
Figure 3

In many of the charts that follow, we've included the MarketNorms averages from figure 3 above as a dashed line. This allows you to see which formats are best for specific branding goals within the context of how each ad format compares to the MarketNorms average.

Growth of Display Impressions and Evolution of Format Allocation

Although all online display formats are growing in terms of the number of impressions reaching consumers, some formats are growing faster than others. Looking at Nielsen AdRelevance data for January through August 2010 versus January through August 2011, we see that display impressions overall grew 39.1 percent. GIF/JPG grew the fastest, at 53.0 percent, followed by Rich Media at 41.2 percent and simple Flash at 25.5 percent.

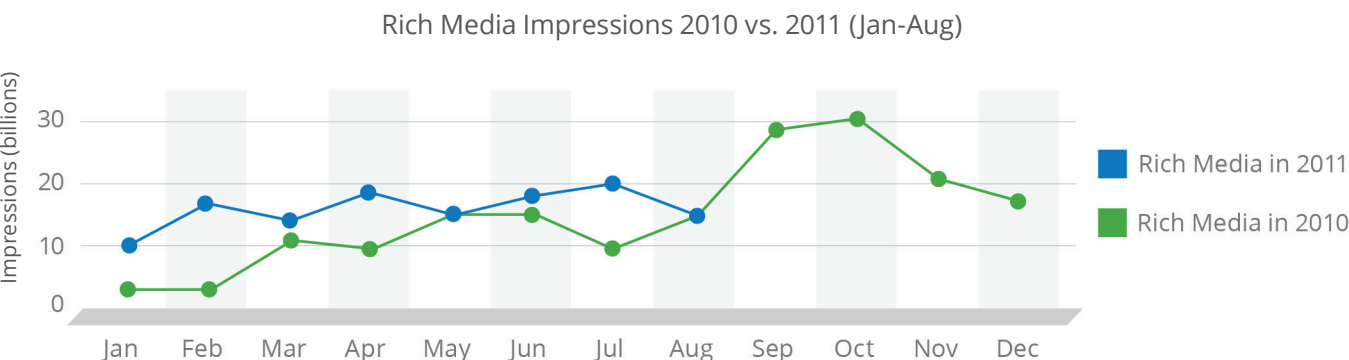
GIF/JPG impressions have grown 53.0% from Jan-Aug 2010 to Jan-Aug 2011



Due to the cyclical nature of online advertising, impression numbers fluctuate based on seasonality.
Source: Nielsen AdRelevance, January 2010 – August 2011. Impressions by technology for GIF/JPG.

Figure 4

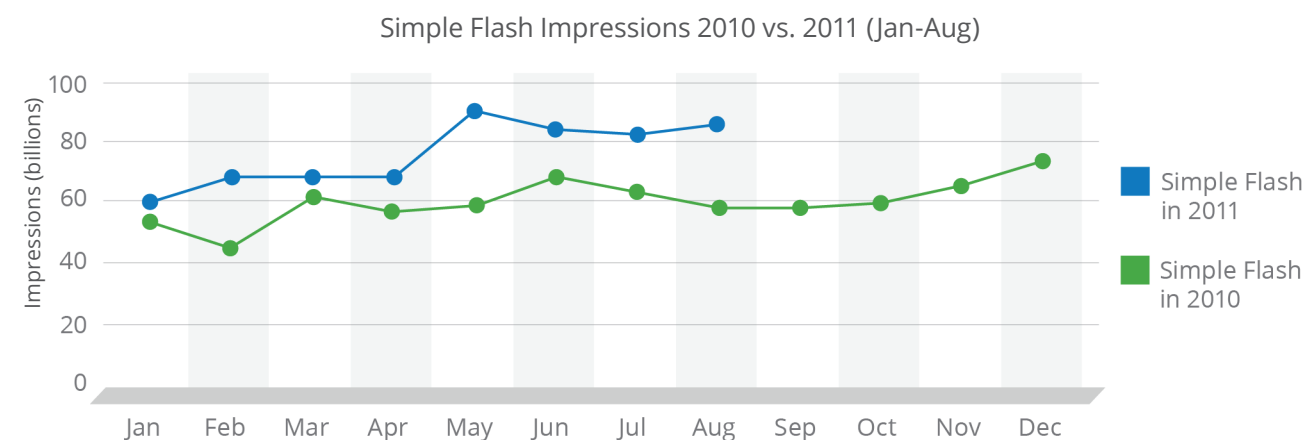
Rich Media impressions grew 41.2% from Jan-Aug 2010 to Jan-Aug 2011



Due to the cyclical nature of online advertising, impression numbers fluctuate based on seasonality.
Source: Nielsen AdRelevance, January 2010 – August 2011. Impressions by Technology for Rich Media.

Figure 5

Simple Flash impressions grew 25.5% from Jan - Aug 2010 to Jan - Aug 2011

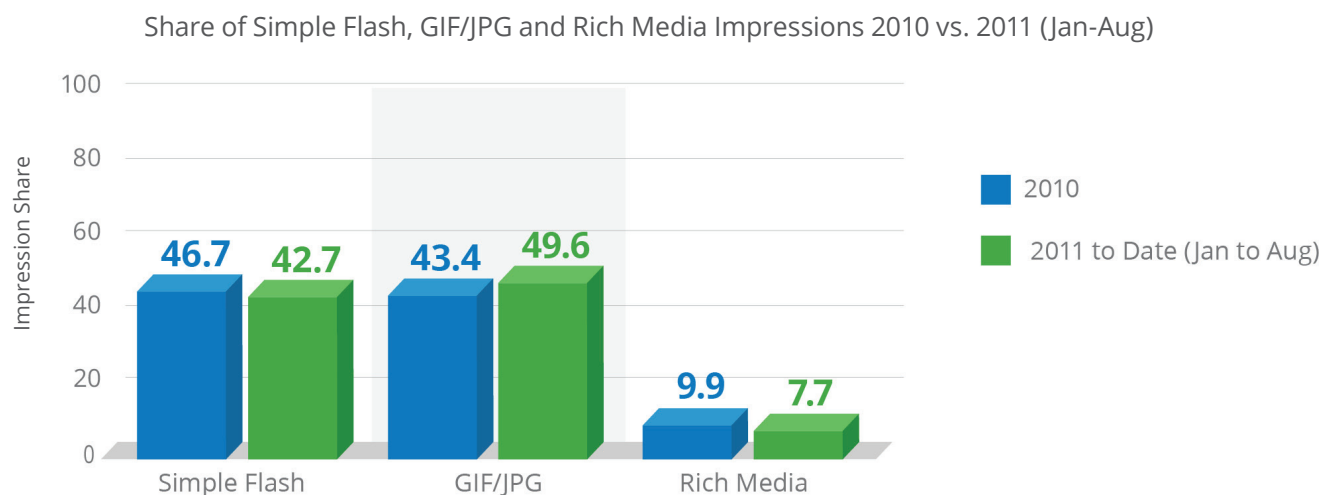


Due to the cyclical nature of online advertising, impression numbers fluctuate based on seasonality.
Source: Nielsen AdRelevance, January 2010 – August 2011. Impressions by Technology for simple Flash.

Figure 6

So while all formats grew from a volume perspective, the GIF/JPG format grew the fastest. As a result, the percentage of impressions allocated to GIF/JPG formats has grown. At Google we believe this is largely the result of the growing accessibility of display advertising among small businesses, which can easily produce GIF/JPG ads to promote their products and services.

Share of impressions shifting to GIF/JPG format



Source: Nielsen AdRelevance, January 2010–August 2011. Impressions by technology for simple Flash, GIF/JPG and Rich Media only.

Figure 7

Now that we see how ad formats are allocated today, let's take a closer look at format performance by branding goal.

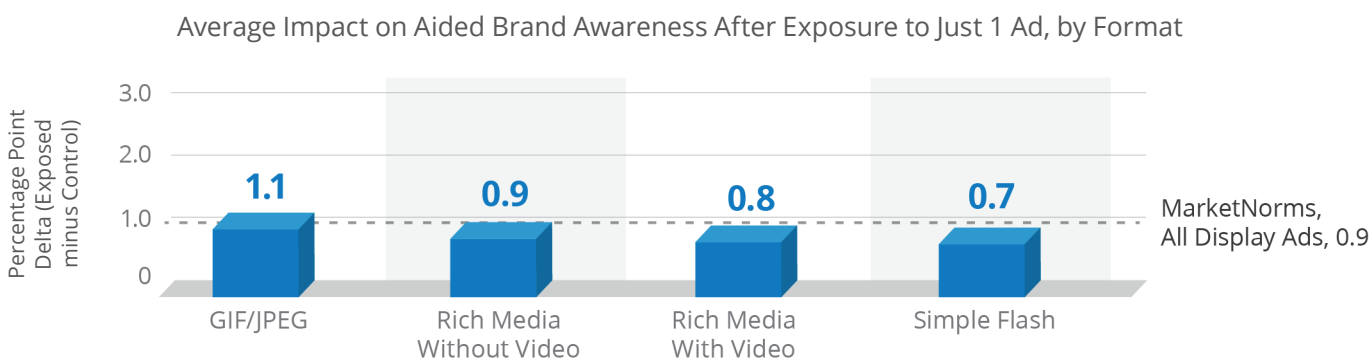
Do Enough People Recognize Your Brand Name?

At the top of the purchase funnel, Aided Brand Awareness helps advertisers know whether consumers can recognize their brand's name.

Figure 8 shows that all display ad formats perform similarly in relation to this goal, so advertisers seeking Aided Brand Awareness have a wide range of formats to choose from. This is good news for brands, as it permits more options when planning.

A larger impact is seen in Aided Brand Awareness once consumers have the opportunity to see campaign creative two or more times.

Little differentiation is seen across ad formats at impacting Aided Brand Awareness

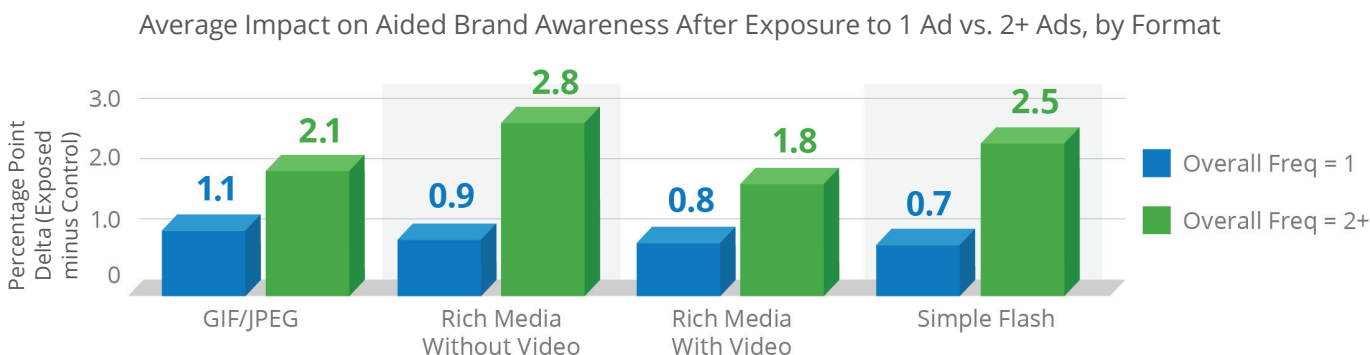


Source: Dynamic Logic MarketNorms,® 2008–2010. Fixed frequency level of 1 for campaigns using static image N=122; simple Flash N=862; Rich Media with video N=327; Rich Media without video N=677

Figure 8

Frequency plays a role in brand awareness. Figure 9 shows that a larger impact on Aided Brand Awareness is seen once consumers have the opportunity to see campaign creatives two or more times. Rich Media without video benefited the most; there was a difference of 1.9 percentage points between viewers who saw the ad *once* versus those who saw it *two or more times*.

For all formats, greater frequencies improve Aided Brand Awareness



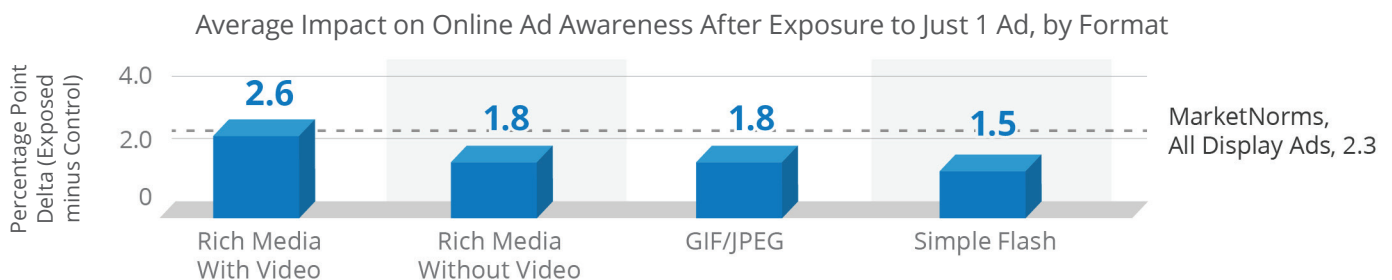
Source: Dynamic Logic MarketNorms,® 2008–2010. Fixed frequency level of 1 for campaigns using static image N=122; simple Flash N=862; Rich Media with video N=327; Rich Media without video N=677. Frequency level of 2+ for campaigns using static image N=102; simple Flash N=799; Rich Media with video N=223; Rich Media without video N=553.

Figure 9

Do Enough People Recognize You've Advertised Online Recently?

The important metric of Online Ad Awareness helps advertisers measure the breakthrough and memorability of a campaign. For campaign memorability, Rich Media with video works best. Figure 10 shows that, on average, Rich Media with video units impression results in an increase in Online Ad Awareness of 2.6 percentage points among exposed groups over control. Simple Flash proves to be a less effective format, showing an increase of 1.5 percentage points over control.

Rich Media with video is the most effective format for building Online Ad Awareness

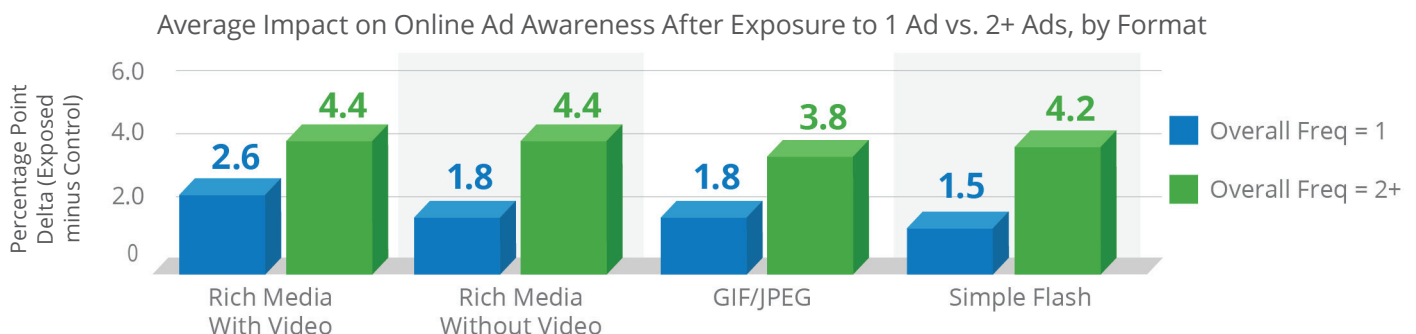


Source: Dynamic Logic MarketNorms®, 2008-2010. Fixed frequency level of 1 for campaigns using static image N=132; simple Flash N=921; Rich Media with video N=345; Rich Media without video N=715

Figure 10

Frequency plays a role in driving Online Ad Awareness. Figure 11 shows that additional exposures to campaign creatives help increase Online Ad Awareness. When consumers see an ad at a frequency of two or more impressions, they can more easily remember seeing online advertising for a campaign.

For all formats, greater frequency improves Online Ad Awareness



Source: Dynamic Logic MarketNorms®, 2008-2010. Fixed frequency level of 1 for campaigns using static image N=132; simple Flash N=921; Rich Media with video N=345; Rich Media without video N=715. Frequency level of 2+ for campaigns using static image N=109; simple Flash N=857; Rich Media with video N=236; Rich Media without video N=587

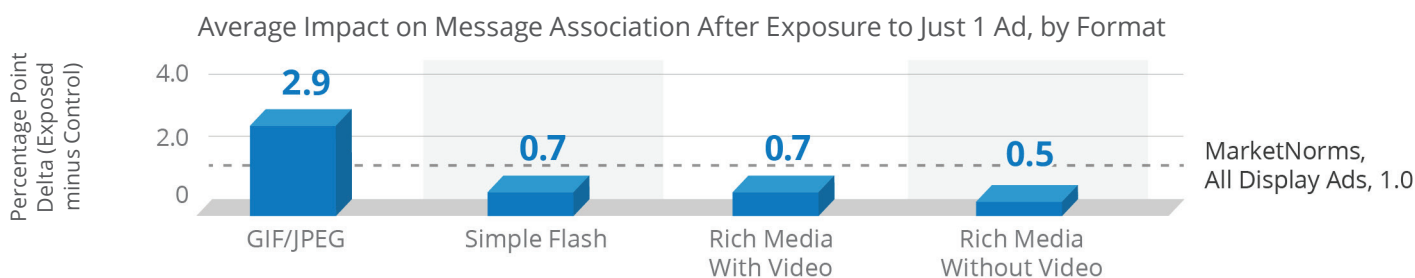
Figure 11

Do Enough People Associate Your Brand With Its Message?

The GIF/JPG format is the strongest performer in improving Message Association.

Message Association helps advertisers gauge whether their audience is correctly associating the tested brand with the message in the creative. The GIF/JPG format is the strongest performer in improving Message Association. Because of the creative restrictions of this particular format, advertisers must employ a very direct form of messaging to be successful. Other formats may be able to achieve the same level of messaging success by carrying the message into every frame of a Rich Media or simple Flash ad. These richer formats, which have multiple frames can be hampered in driving Message Association when the message is shown only at the beginning or end of an ad. Another pitfall to avoid is when the message is buried under an expansion panel in Rich Media ads. Advertisers with Message Association goals should dedicate enough screen real estate and screen time to their message to make an impact.

GIF/JPG format is the most efficient format for communicating key messaging

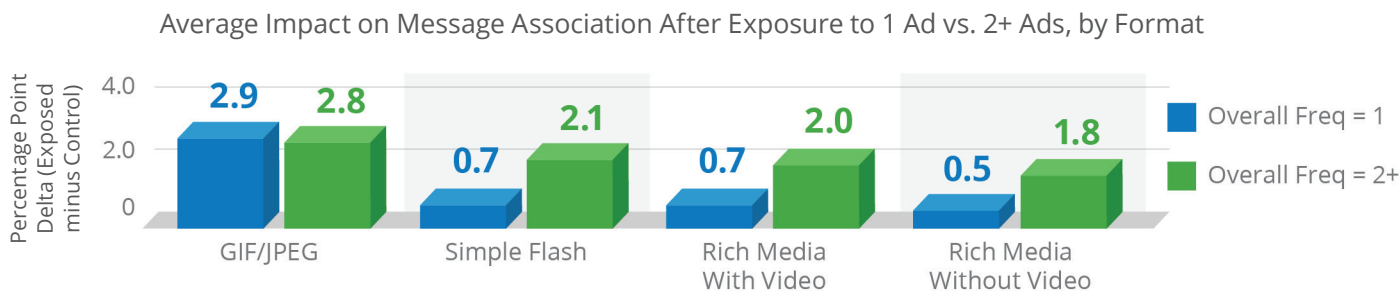


Source: Dynamic Logic MarketNorms® 2008-2010. Fixed frequency level of 1 for campaigns using static image N=80; simple Flash N=618; Rich Media with video N=236; Rich Media without video N=495

Figure 12

It's interesting to note that after two or more exposures, other ad formats begin to reach the success that GIF/JPG ads are able to achieve after only one exposure.

Additional exposures help all formats except GIF/JPG communicate key messaging



Source: Dynamic Logic MarketNorms®, 2008-2010. Fixed frequency level of 1 for campaigns using static image N=80; simple Flash N=618; Rich Media with video N=236; Rich Media without video N=495. Frequency level of 2+ for campaigns using static image N=67; simple Flash N=582; Rich Media with video N=162; Rich Media without video N=411

Figure 13

Do Enough People Have Favorable Opinions About Your Brand?

Lower in the funnel, Brand Favorability helps advertisers measure the extent to which respondents have a favorable opinion of the brand overall.

Rich Media with video units, on average, have the strongest impact on Brand Favorability after one exposure. As figure 14 shows, Rich Media with video improved favorability among viewers by 1.0 percentage point over control. This gain is much larger than the 0.2 percentage point improvement that the simple Flash format achieved.

Although GIF/JPG creative formats also improve favorability by 1.0 percentage point over control, this good performance is probably due to the common role of GIF/JPG ads as a companion to in-stream and Rich Media units.

Rich Media with video has the strongest impact, on average, on Brand Favorability after one exposure.

Simple Flash is the format that performs worst at affecting Brand Favorability

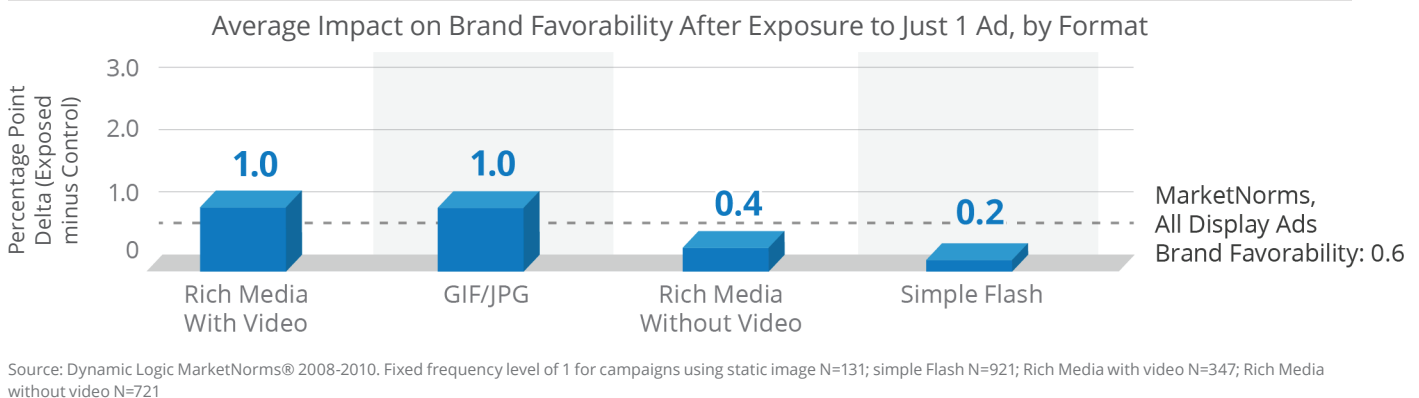


Figure 14

As figure 15 shows, formats that perform on the lower end in relation to Brand Favorability at a frequency of 1 make up for it with greater frequency.

At a frequency of 2 or more, all formats affect Brand Favorability similarly

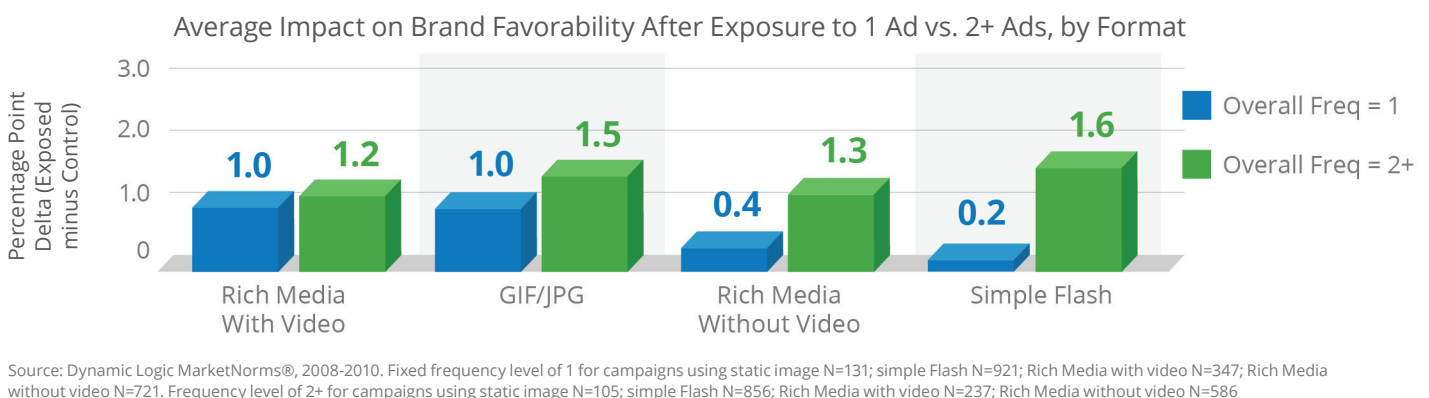


Figure 15

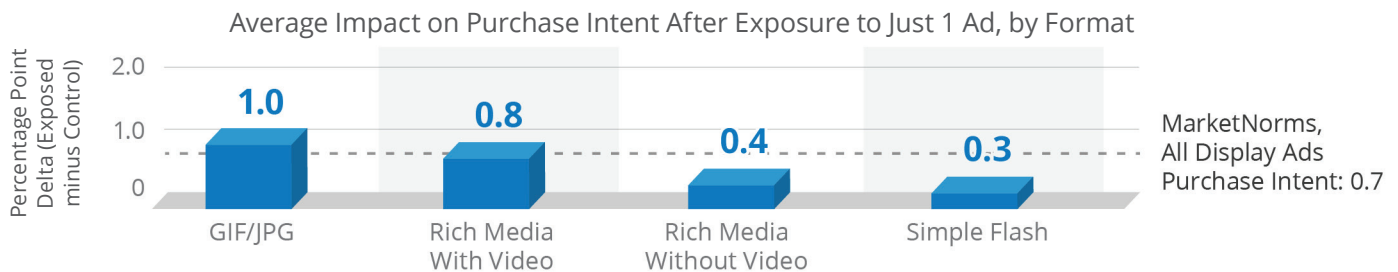
Do Enough People Intend to Purchase or Take Action in Relation to the Brand?

Also in the lower funnel, Purchase Intent helps advertisers understand if a campaign persuaded the consumer to purchase or consider purchasing their product. Rich Media with video units are most effective for this.

Rich Media with video units perform the best at persuading consumers to purchase or consider purchasing their product.

Rich Media with video improved favorability among the exposed by 0.8 percentage point over control versus the 0.3 percentage point improvement that the simple Flash format achieved. Because simple Flash is the format that performs the worst at driving both Brand Favorability and Purchase Intent, it should be considered the least effective format for lower funnel branding impact.

Simple Flash is the format that performs worst at affecting Purchase Intent

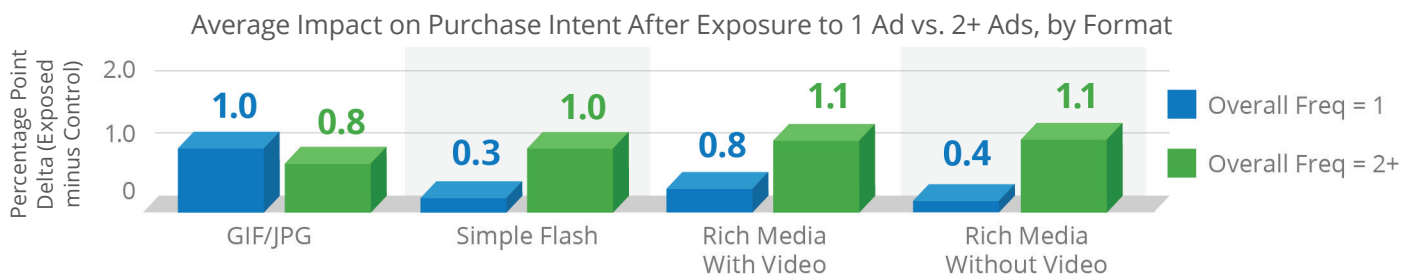


Source: Dynamic Logic MarketNorms®, 2008-2010. Fixed frequency level of 1 for campaigns using static image N=130; simple Flash N=918; Rich Media with video N=349; Rich Media without video N=724

Figure 16

As figure 17 shows, with respect to driving Purchase Intent, simple Flash and Rich Media without video benefited the most from additional views.

At frequency of 2 or more, Rich Media formats have the greatest impact on Purchase Intent



Source: Dynamic Logic MarketNorms®, 2008-2010. Fixed frequency level of 1 for campaigns using static image N=130; simple Flash N=918; Rich Media with video N=349; Rich Media without video N=724. Frequency level of 2+ for campaigns using static image N=105; simple Flash N=852; Rich Media with video N=235; Rich Media without video N=592

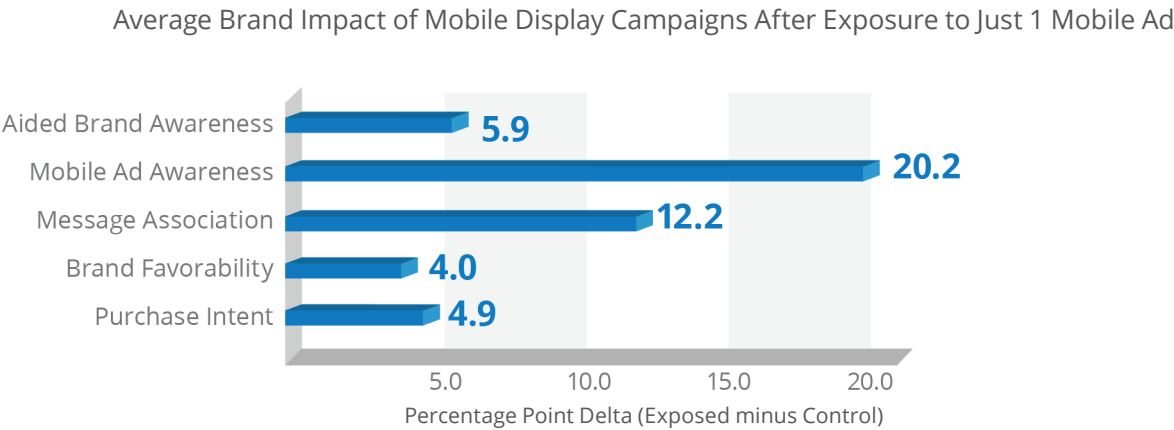
Figure 17

Mobile campaigns enjoy high levels of engagement, low levels of clutter and a novelty factor, all of which contribute to a huge impact on brand metrics.

Mobile Makes a Strong Impact

Mobile campaigns enjoy high levels of engagement, low levels of clutter and a novelty factor, all of which contribute to a huge impact on brand metrics, as shown in figure 18. Since mobile campaigns perform so well for all brand metrics, advertisers should be quick to add mobile to their marketing mix.

Mobile ads perform extremely well on all branding metrics



Source: Dynamic Logic MarketNorms®, Full Dataset 2006-2010. Fixed frequency level of 1 for campaigns using mobile N=40-127

Figure 18

When planning campaigns, format decisions will vary by industry and campaign.

Industry Insights

When planning campaigns, format decisions will vary by industry and campaign. The following chart provides a quick glance at highly effective formats by industry, by goal.

Rich Media with video is generally the format with the most impact

	OVERALL	CPG	TECHNOLOGY	FINANCIAL SERVICES	AUTOMOTIVE	TELE-COMMUNICATIONS
AIDED BRAND AWARENESS	GIF/JPG	Rich Media Without Video	Rich Media With Video	Simple Flash	Rich Media With Video	Simple Flash
ONLINE AD AWARENESS	Rich Media With Video	Rich Media With Video	Rich Media With Video	GIF/JPG	Rich Media With or Without Video	GIF/JPG
MESSAGE ASSOCIATION	GIF/JPG	GIF/JPG	GIF/JPG	GIF/JPG	Rich Media With Video	Rich Media With Video
BRAND FAVORABILITY	Rich Media With Video GIF/JPG	Rich Media With Video	GIF/JPG	GIF/JPG	Rich Media With or Without Video	Simple Flash
PURCHASE INTENT	GIF/JPG	Rich Media With Video	Rich Media With Video GIF/JPG	GIF/JPG	Rich Media With Video GIF/JPG	Simple Flash GIF/JPG

Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). This chart features the strongest performing formats based off of the largest deltas exhibited for improving each stated brand metric at a fixed frequency level of 1.

Table 1

As the table above shows, Rich Media with video is generally the most effective format across the largest number of metrics and industries. Financial services and telecommunications, however, seem to benefit from the direct messaging of the GIF/JPG format and the simplicity of the simple Flash format.

One possible reason for this difference is the large amount of information being communicated in financial services and telecommunications campaigns. Advertisers in these industries may be packing too much information into the richer formats. The creative restrictions of GIF/JPG and simple Flash may be a forcing function that helps advertisers focus on just the most important information. Bringing that same focus to a Rich Media unit could help advertisers in these industries improve their campaigns.

To improve performance of CPG campaigns, make sure that branding does not appear only within the product shot.

CPG

Below is a checklist for the CPG category to keep on hand for quick reference.

CPG Checklist

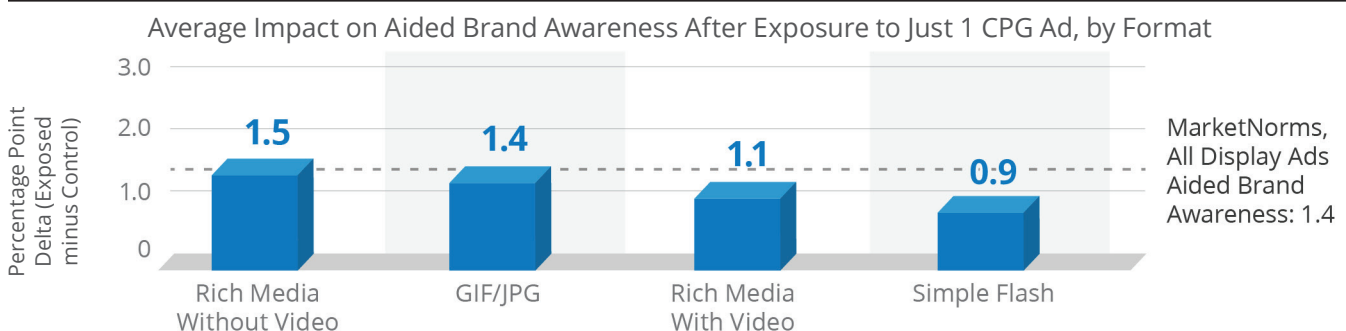
	GIF/JPG	SIMPLE FLASH	RICH MEDIA WITH VIDEO	RICH MEDIA WITHOUT VIDEO
AIDED BRAND AWARENESS	1.4	0.9	1.1	1.5*
ONLINE AD AWARENESS	4.3	3.1	5.4*	4.0
MESSAGE ASSOCIATION	3.1*	1.1	2.3	2.6
BRAND FAVORABILITY	1.1	0.6	1.3*	1.1
PURCHASE INTENT	0.9	0.7	1.6*	1.5

Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1.
* Indicates format most effective at improving the corresponding brand metric.

Table 2

Within the CPG category, results for each metric look very similar to the overall results for all industries. The main difference lies in the Aided Brand Awareness metric. While across industries overall, GIF/JPG and Rich Media with video are the formats that provide the largest gains after only one exposure, within the CPG category Rich Media *without* video outperforms the Rich Media *with* video format.

In CPG, Rich Media without video has the strongest impact on Aided Brand Awareness



Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=217; simple Flash N=672; Rich Media with video N=298; Rich Media without video N=482

Figure 19

In CPG, simple Flash is the ad format that performs worst at Online Ad Awareness

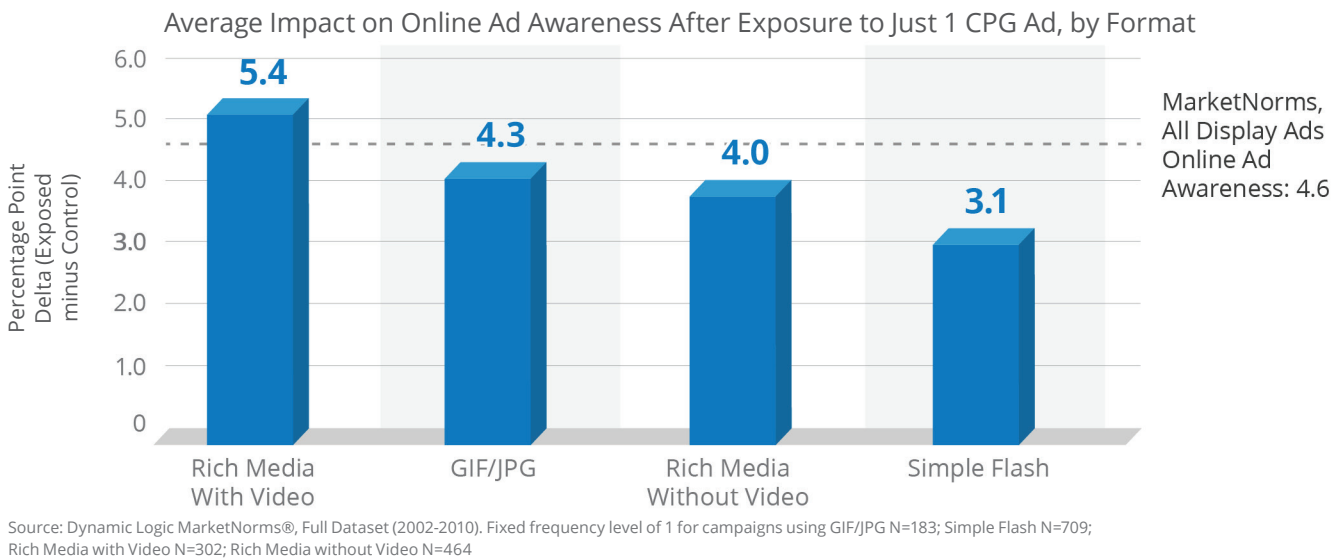


Figure 20

In CPG, the GIF/JPG ad format has the strongest impact on Message Association

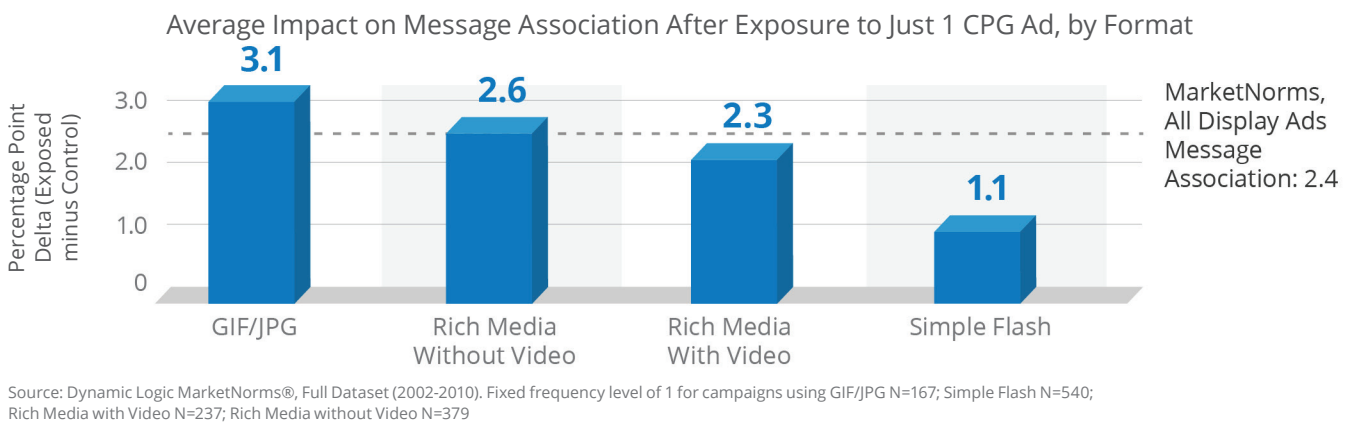


Figure 21

In CPG, simple Flash underperforms all other ad formats in affecting Brand Favorability

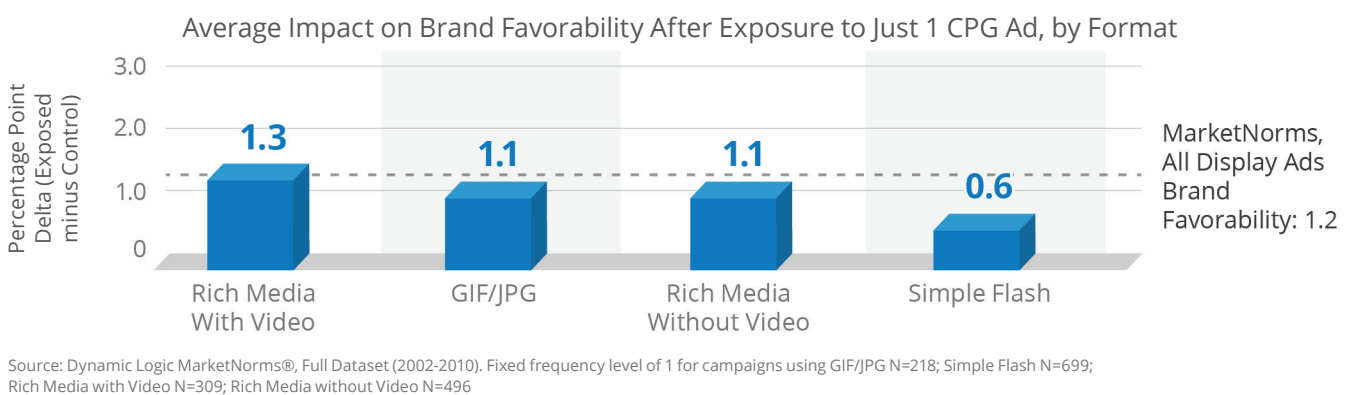
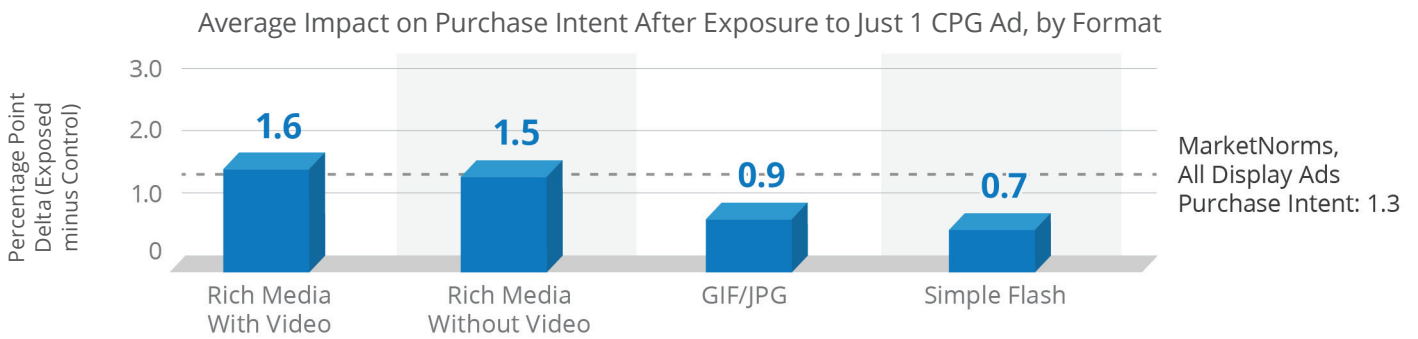


Figure 22

In CPG, Rich Media formats are the most successful at affecting Purchase Intent



Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=223; Simple Flash N=711; Rich Media with Video N=309; Rich Media without Video N=500

Figure 23

Technology

Below is a checklist for the technology category to keep on hand for quick reference.

Technology Checklist

	GIF/JPG	SIMPLE FLASH	RICH MEDIA WITH VIDEO	RICH MEDIA WITHOUT VIDEO
AIDED BRAND AWARENESS	1.5	0.8	2.1*	1.5
ONLINE AD AWARENESS	2.5	2.2	3.0*	2.9
MESSAGE ASSOCIATION	2.6*	0.8	0.7	2.0
BRAND FAVORABILITY	1.3*	0.5	1.2	0.9
PURCHASE INTENT	1.3*	1.0	1.3*	1.1

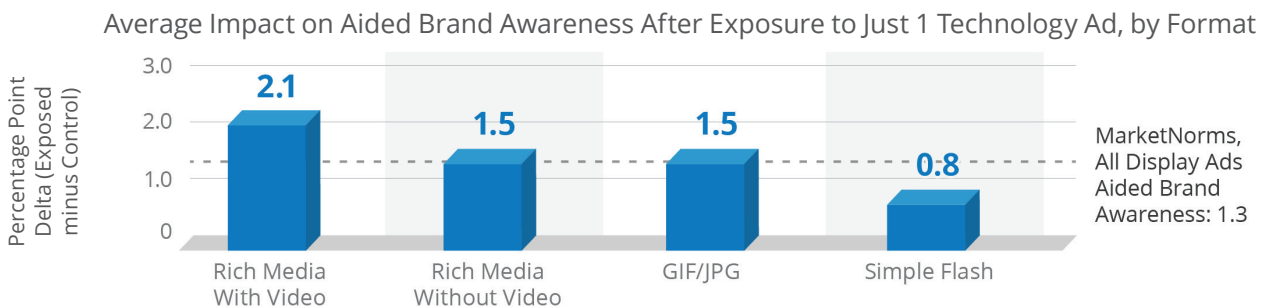
Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1.
 * Indicates format most effective at improving the corresponding brand metric.

Table 3

Within the technology category, results for each metric look very similar to the overall results for all industries. Rich Media with video and GIF/JPG formats do best at achieving brand results for technology advertisers. Companion units pairing Rich Media with video and GIF/JPG may prove highly effective for this category.

**All ad formats
similarly impact
Purchase Intent in the
technology sector.**

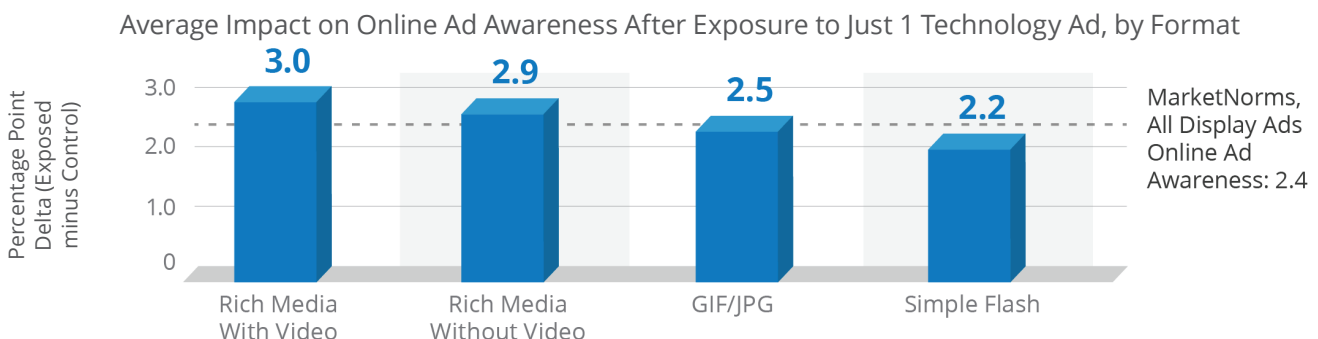
In technology, Rich Media with video drives the largest improvements in Aided Brand Awareness



Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=56; simple Flash N=193; Rich Media with video N=78; Rich Media without video N=184

Figure 24

In technology, similar performance is seen across metrics in affecting Online Ad Awareness



Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=55; simple Flash N=230; Rich Media with video N=89; Rich Media without video N=188

Figure 25

In technology, Rich Media with video is the only ad format not currently affecting Message Association at statistically significant levels

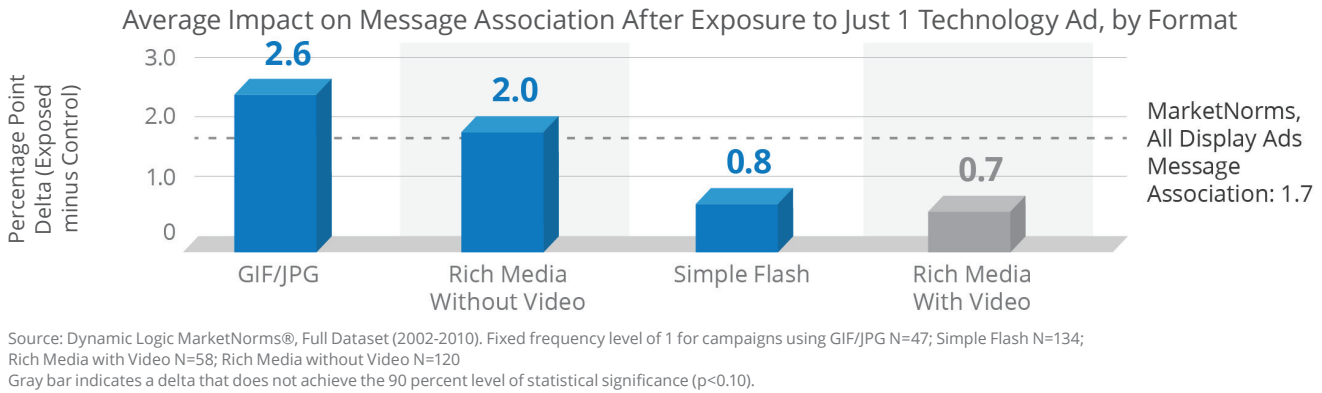


Figure 26

In technology, GIF/JPG and Rich Media with video ad formats are similar impact on Brand Favorability

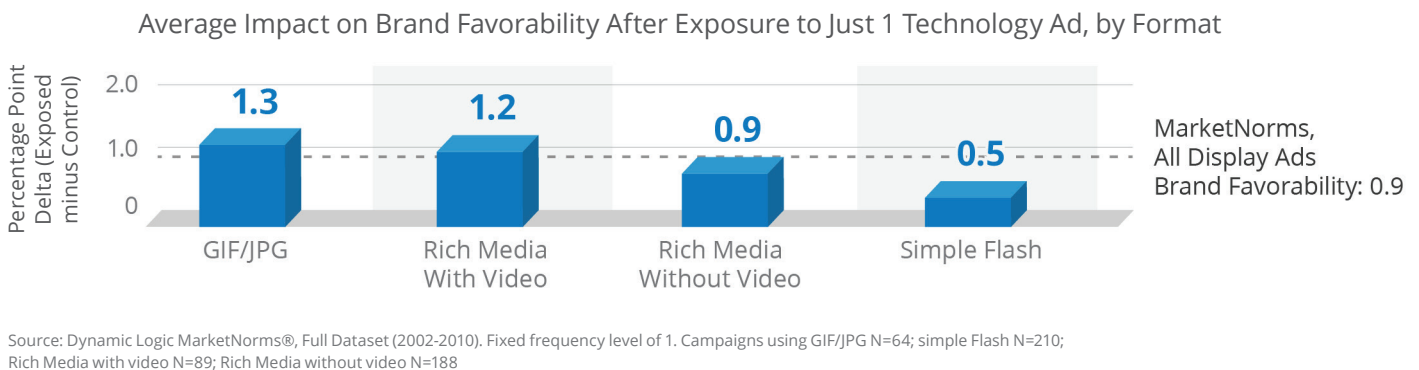


Figure 27

In technology, Purchase Intent is similarly affected by each of the ad formats

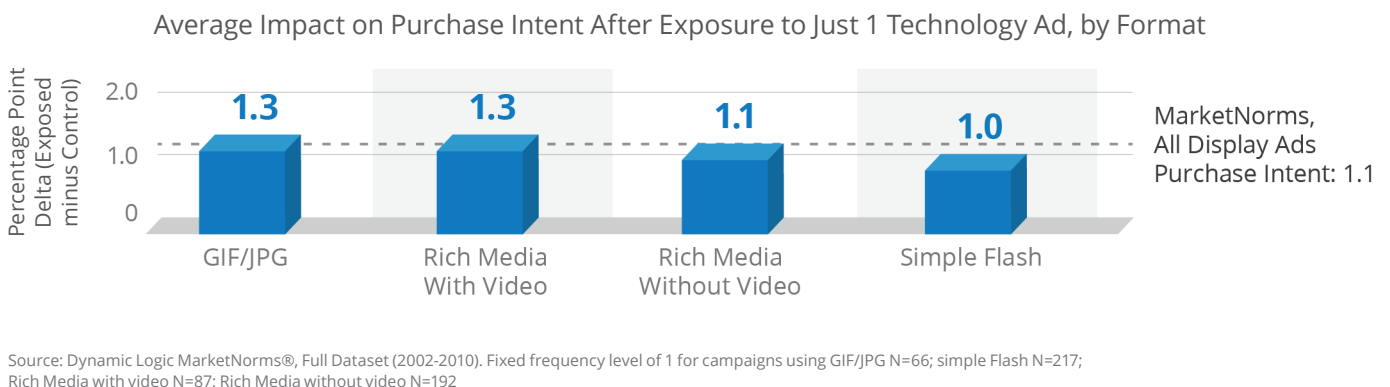


Figure 28

Financial Services

Below is a checklist for the financial services category to keep on hand for quick reference.

Financial Services Checklist

	GIF/JPG	SIMPLE FLASH	RICH MEDIA WITH VIDEO	RICH MEDIA WITHOUT VIDEO
AIDED BRAND AWARENESS	1.7	1.9*	1.3	1.0
ONLINE AD AWARENESS	3.3*	1.9	3.0	2.8
MESSAGE ASSOCIATION	2.5*	1.2	2.0	1.4
BRAND FAVORABILITY	1.3*	0.5	1.0	0.4
PURCHASE INTENT	0.7	1.5*	0.5	0.5

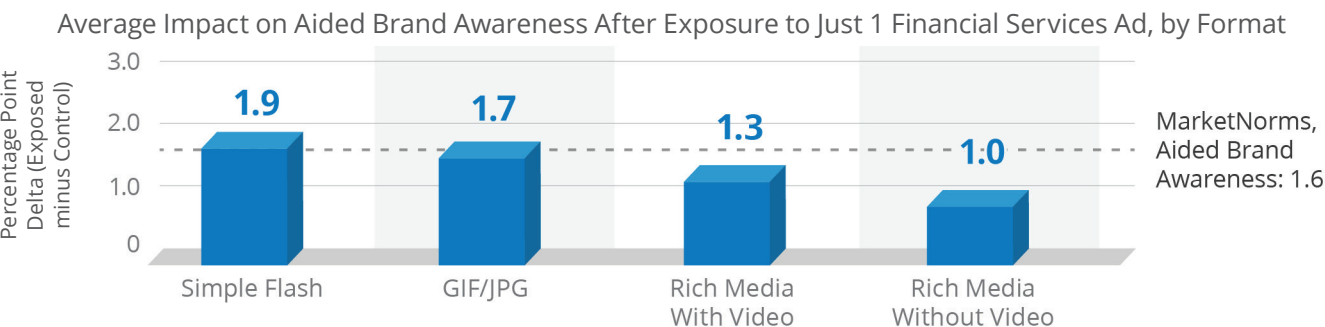
Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1.
 * Indicates format most effective at improving the corresponding brand metric.

Table 4

In the financial services category, ad formats that use a more direct communication style, such as GIF/JPG and simple Flash, are more successful.

MarketNorms data show that financial services campaigns tend to use the “reveal” format quite a bit, meaning that the primary message of the ad, and often the brand name, can be hidden under the expansion panel or not included until the final frames of the creative. The use of the reveal format may help explain why the more direct messaging of a GIF/JPG or simple Flash ad format performs more strongly within this category.

In financial services, simple Flash and GIF/JPG ad formats outperform Rich Media units on building aided brand awareness



Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=74; simple Flash N=245; Rich Media with video N=61; Rich Media without video N=180

Figure 29

Using more direct messaging, like that found in GIF/JPG formats can help reach the Message Association goals for financial services campaigns.

In financial services, GIF/JPG drives the strongest increase in Online Ad Awareness

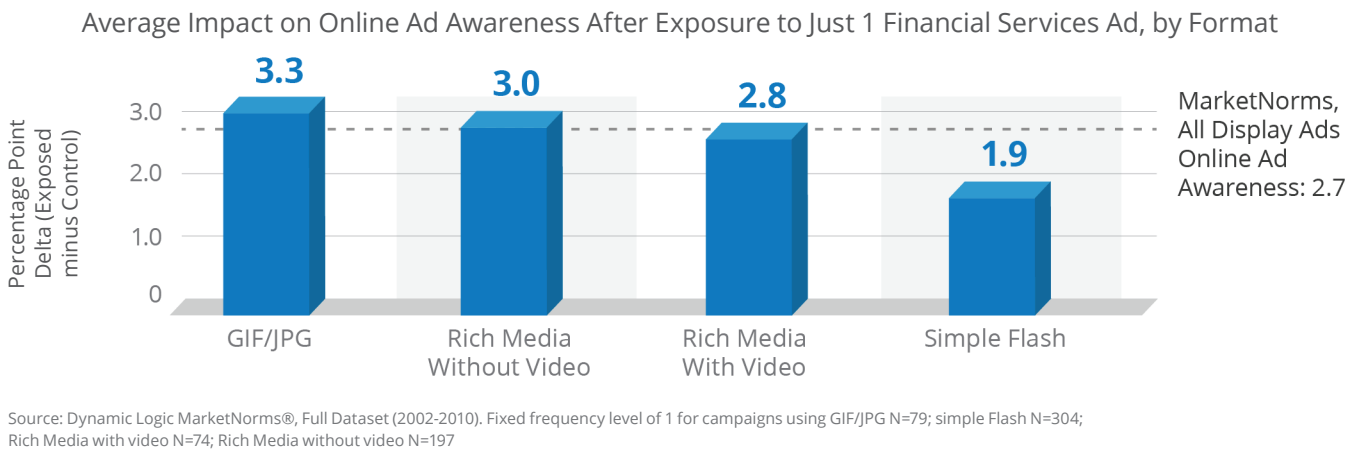


Figure 30

In financial services, GIF/JPG is the format strongest in improving message association

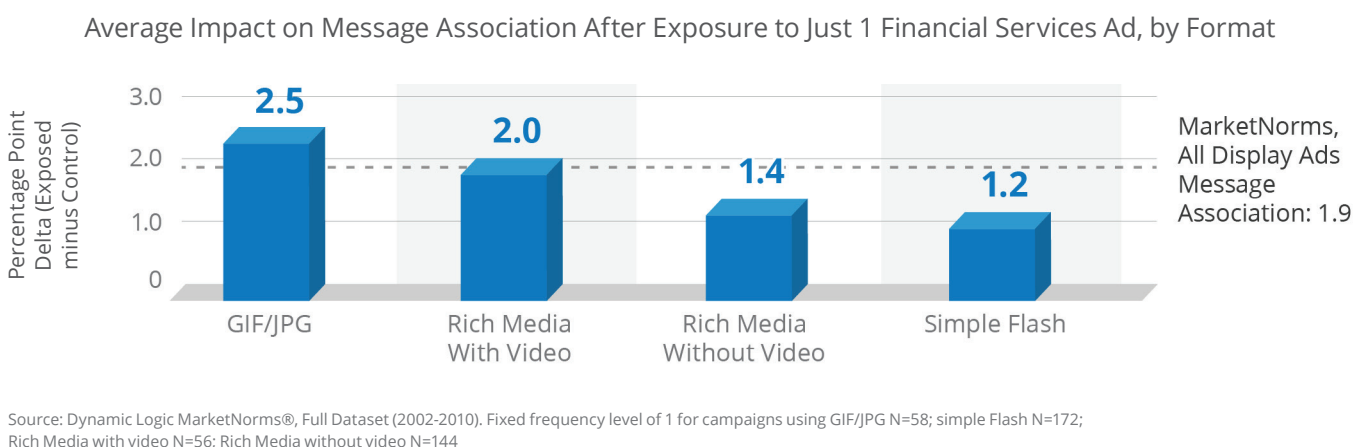
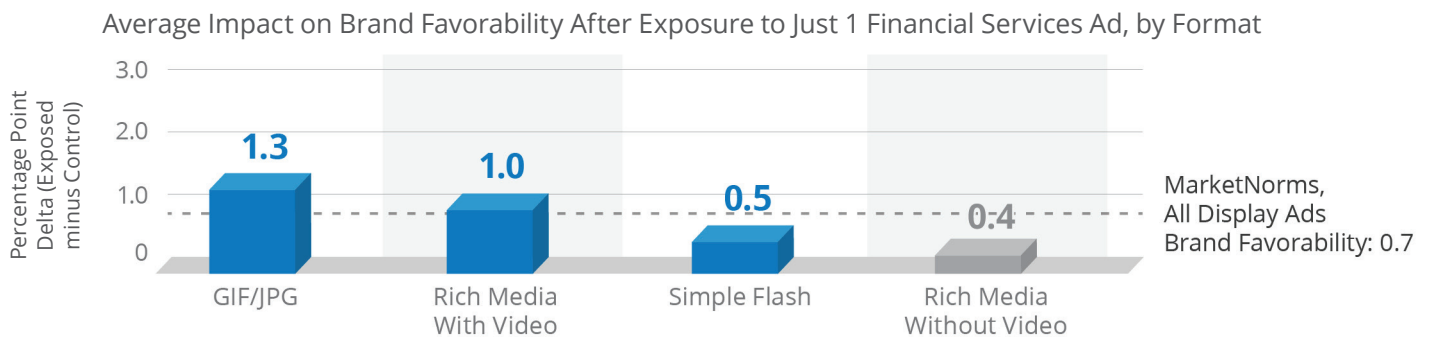


Figure 31

For financial services campaigns, including a human presence appears to be a key factor for success.

In financial services, Rich Media with video is the only format not currently affecting Brand Favorability at statistically significant levels

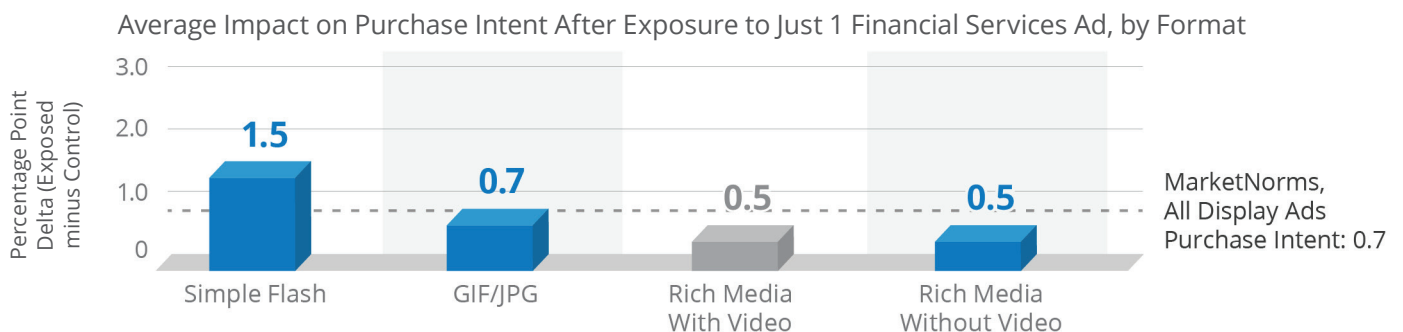


Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=79; simple Flash N=294; Rich Media with video N=77; Rich Media without video N=202

Gray bar indicates a delta that does not achieve the 90 percent level of statistical significance ($p < 0.10$).

Figure 32

In financial services, simple Flash is driving a 1.5 percentage point increase in purchase intent, more than double the other ad formats



Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=80; simple Flash N=273; Rich Media with video N=76; Rich Media without video N=191

Gray bar indicates a delta that does not achieve the 90 percent level of statistical significance ($p < 0.10$).

Figure 33

Automotive

Below is a checklist for the automotive category to keep on hand for quick reference.

One big difference between the automotive category and others is the success auto advertisers have using Rich Media with video to drive Message Association.

Automotive Checklist

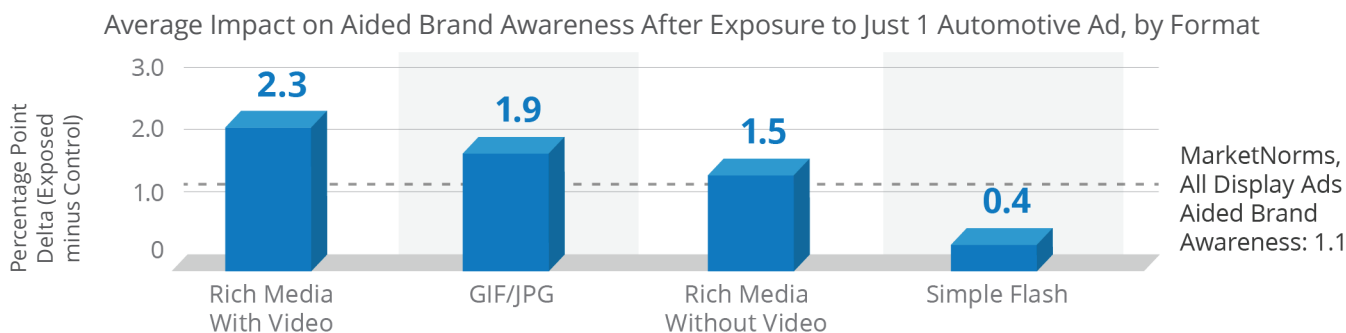
	GIF/JPG	SIMPLE FLASH	RICH MEDIA WITH VIDEO	RICH MEDIA WITHOUT VIDEO
AIDED BRAND AWARENESS	1.9	0.4	2.3*	1.5
ONLINE AD AWARENESS	3.4	0.9	3.7	3.8*
MESSAGE ASSOCIATION	2.8	1.2	3.4*	1.8
BRAND FAVORABILITY	0.9	-0.2	1.4	1.6*
PURCHASE INTENT	0.7*	0.5	0.6	0.5

Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1.
* Indicates format most effective at improving the corresponding brand metric.

Table 5

Rich Media units, with and without video, are the leading ad formats for the automotive industry. The richness and amount of information that can be provided within Rich Media units is beneficial for this category, in which a visual representation of automotive performance is important. One big difference between the automotive category and other categories is the success automotive has with using Rich Media with video formats to drive message association. In most other categories, the GIF/JPG format leads for this goal. Advertisers in other categories may be able to learn from automotive creative to get ideas for doing better at Message Association when using Rich Media formats.

In automotive, Rich Media with video outperforms all other ad formats in improving Aided Brand Awareness



Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=66; simple flash N=244; Rich Media with video N=100; Rich Media without video N=144

Figure 34

In automotive, Rich Media formats lead in driving Online Ad Awareness

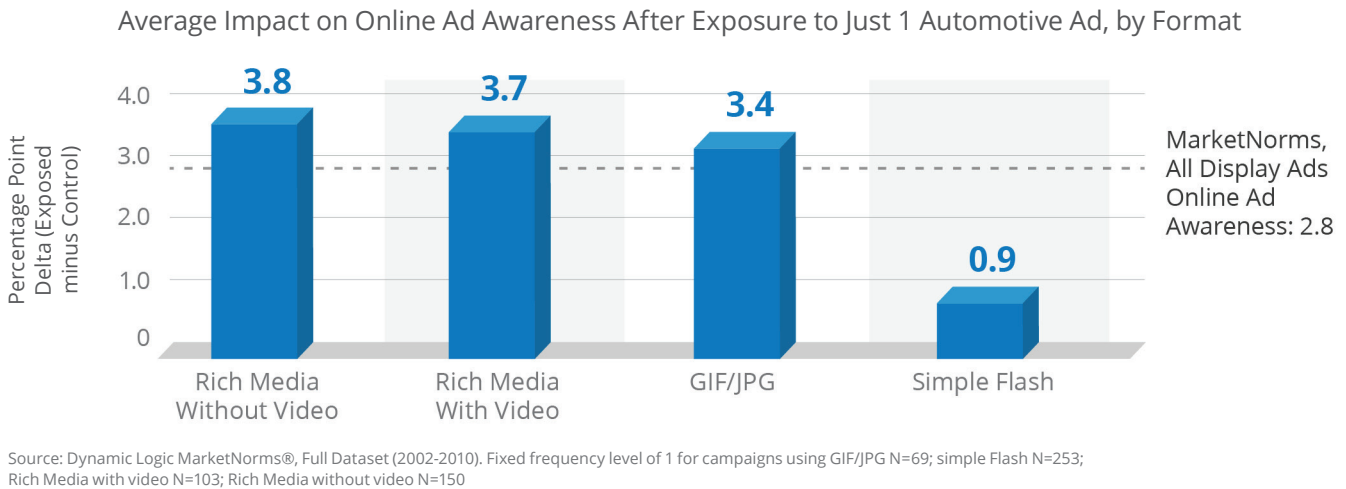


Figure 35

In automotive, Rich Media with video is driving the largest improvements in message association

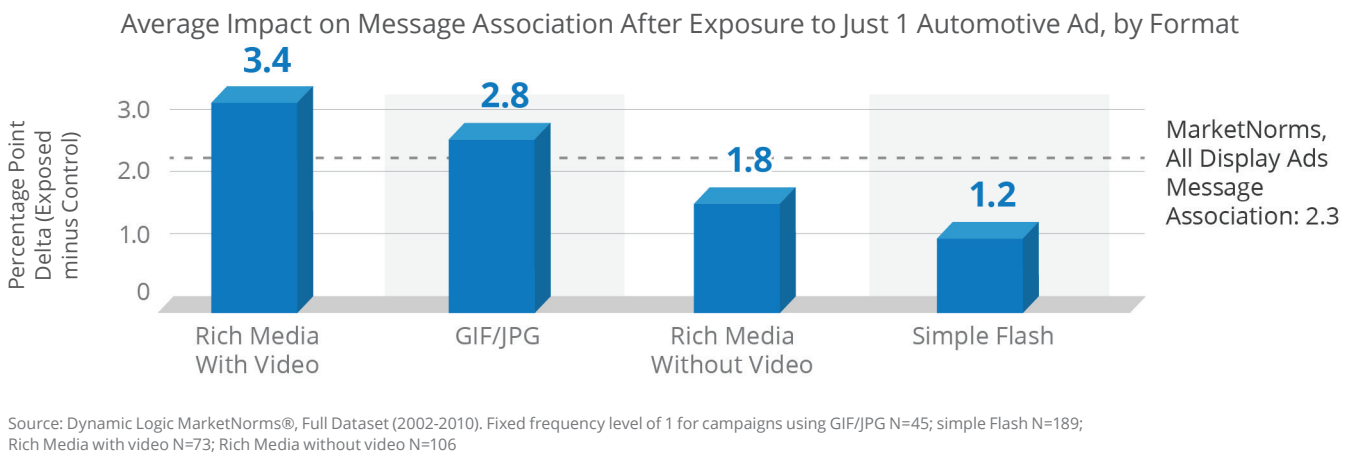


Figure 36

In automotive, Rich Media formats drive the largest increases in Brand Favorability

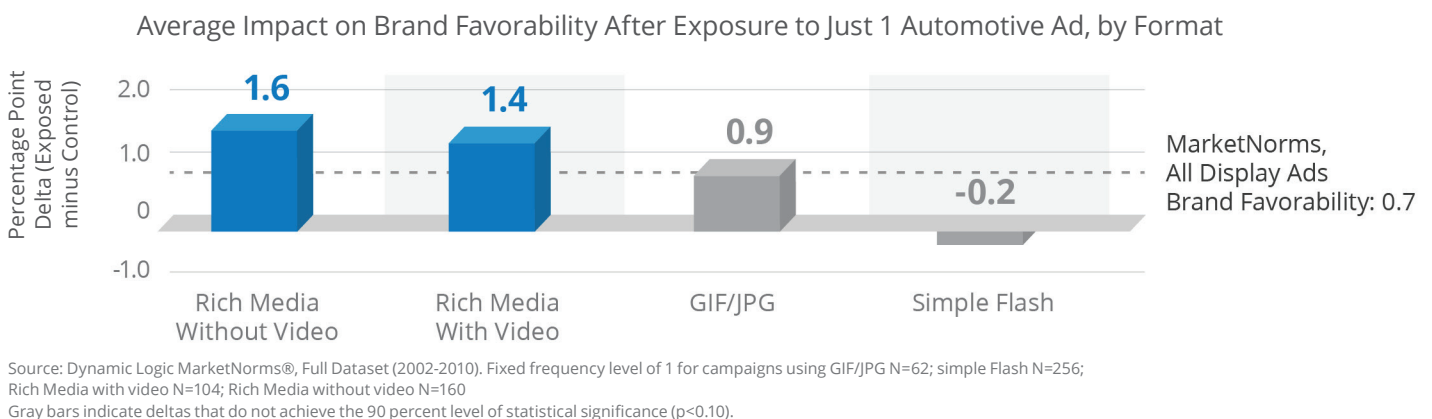
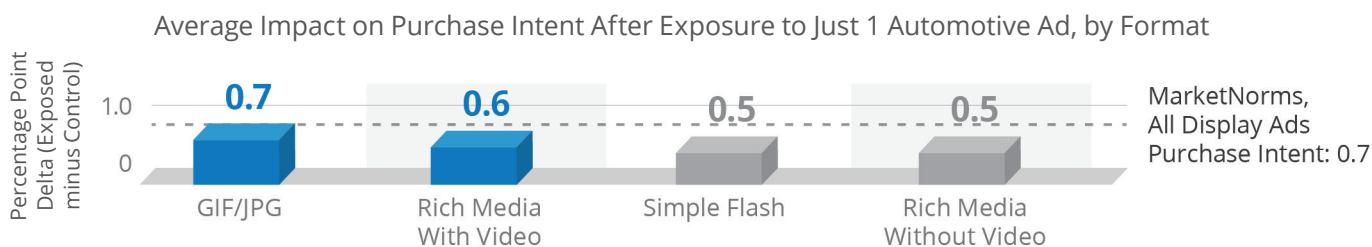


Figure 37

In automotive, GIF/JPG very slightly outperform Rich Media with video in driving Purchase Intent



Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=72; simple Flash N=255; Rich Media with video N=105; Rich Media without video N=159
Gray bars indicate deltas that do not achieve the 90 percent level of statistical significance ($p < 0.10$).

Figure 38

Telecommunications

Below is a checklist for the telecommunications category to keep on hand for quick reference.

Telecommunications Checklist

	GIF/JPG	SIMPLE FLASH	RICH MEDIA WITH VIDEO	RICH MEDIA WITHOUT VIDEO
AIDED BRAND AWARENESS	2.4	2.5*	2.2	2.1
ONLINE AD AWARENESS	4.8*	2.9	3.3	2.6
MESSAGE ASSOCIATION	3.9*	2.9	3.7	1.3
BRAND FAVORABILITY	1.5	2.3*	1.5	0.9
PURCHASE INTENT	2.1*	1.9	1.1	0.1

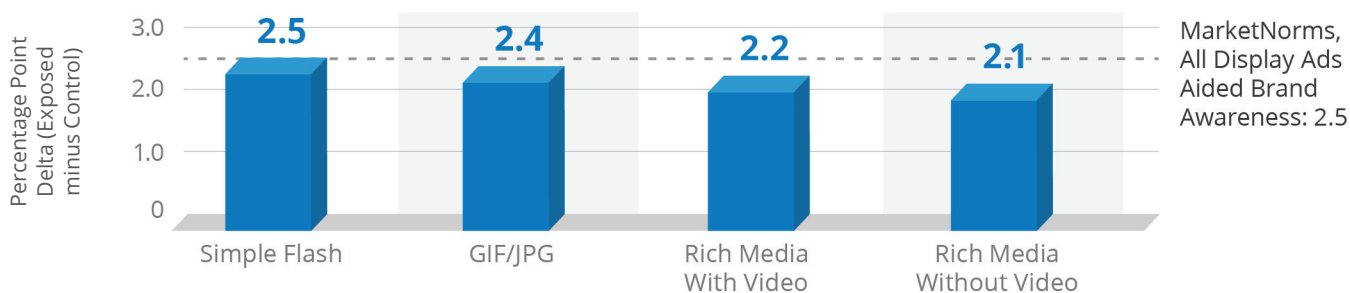
Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1.
* Indicates format most effective at improving the corresponding brand metric.

Table 6

Similar to financial services, the telecommunications category benefits from the straightforward messaging techniques used in GIF/JPG format and the simplicity of the simple Flash format. The sheer amount of information in telecommunications ads can be overwhelming. The ads tend to highlight multiple products, many different features for each product, as well as contract information. For this reason, telecommunications advertisers may benefit from bringing greater focus to their Rich Media executions.

In telecommunications, little difference is seen across formats in driving Aided Brand Awareness

Average Impact on Aided Brand Awareness After Exposure to Just 1 Telecommunications Ad, by Format

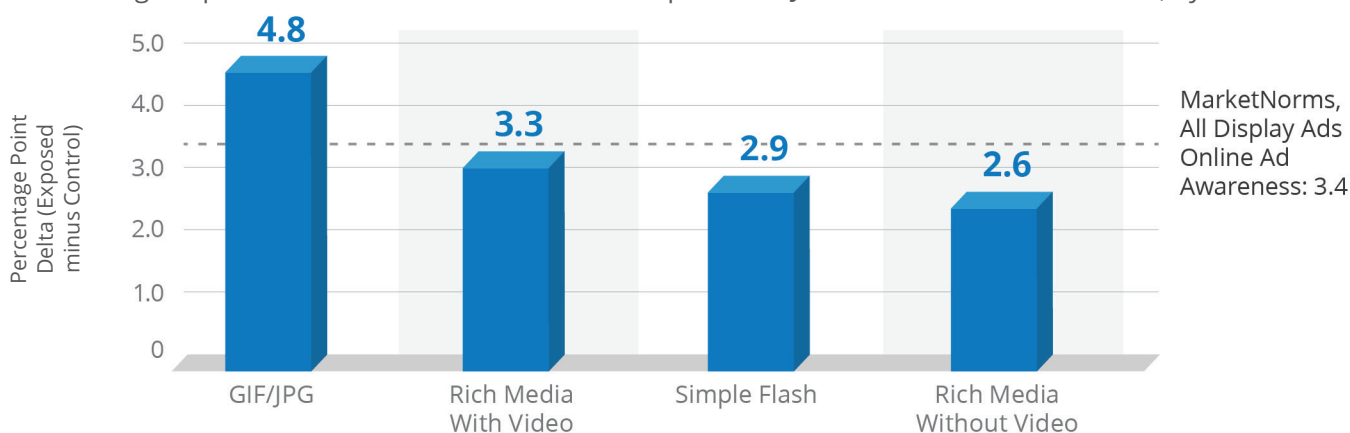


Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=29; simple Flash N=57; Rich Media with video N=27; Rich Media without video N=57

Figure 39

In telecommunications, GIF/JPG exceeds other ad formats in driving Online Ad Awareness

Average Impact on Online Ad Awareness After Exposure to Just 1 Telecommunications Ad, by Format

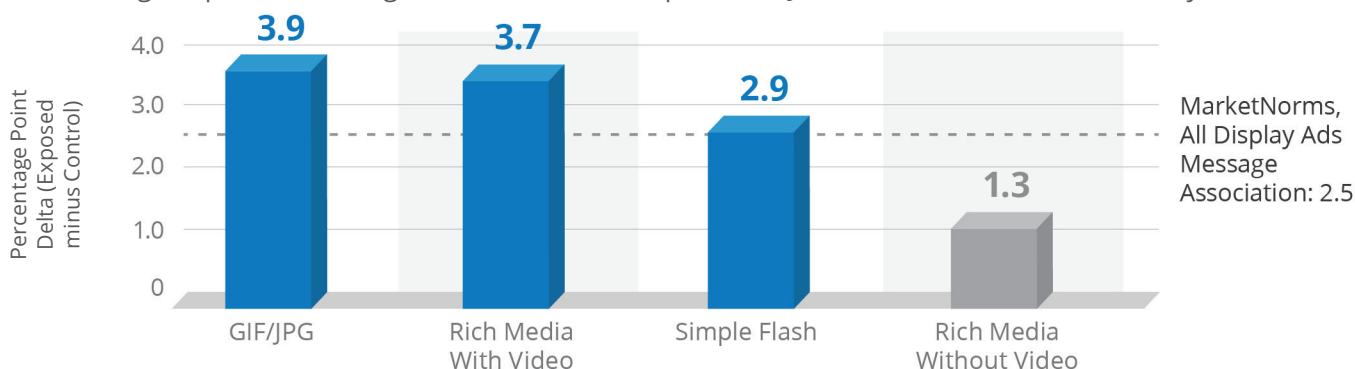


Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=29; simple Flash N=64; Rich Media with video N=31; Rich Media without video N=61

Figure 40

In telecommunications, GIF/JPG and Rich Media with video have similar success in increasing Message Association

Average Impact on Message Association After Exposure to Just 1 Telecommunications Ad, by Format

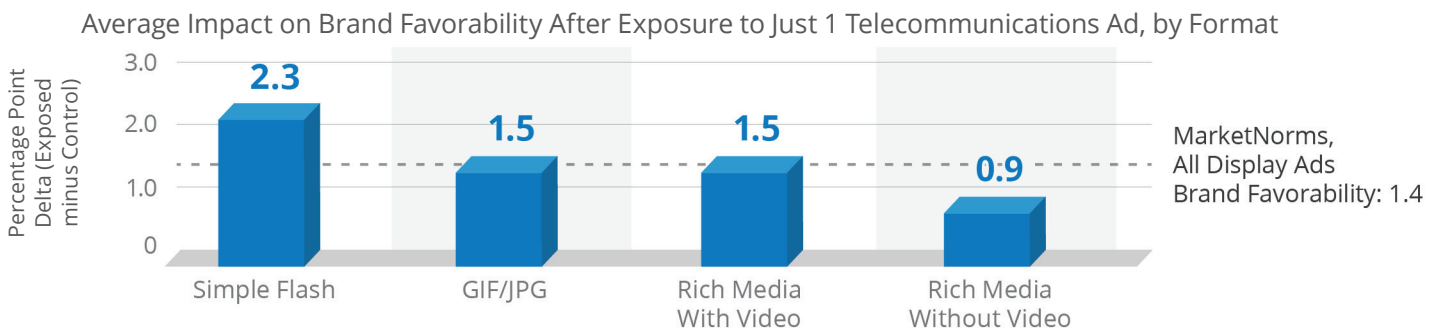


Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=28; simple Flash N=49; Rich Media with video N=22; Rich Media without video N=50
Gray bar indicates a delta that does not achieve the 90 percent level of statistical significance ($p < 0.10$).

Figure 41

For telecommunications campaigns, GIF/JPG and simple Flash are the most successful at impacting Purchase Intent.

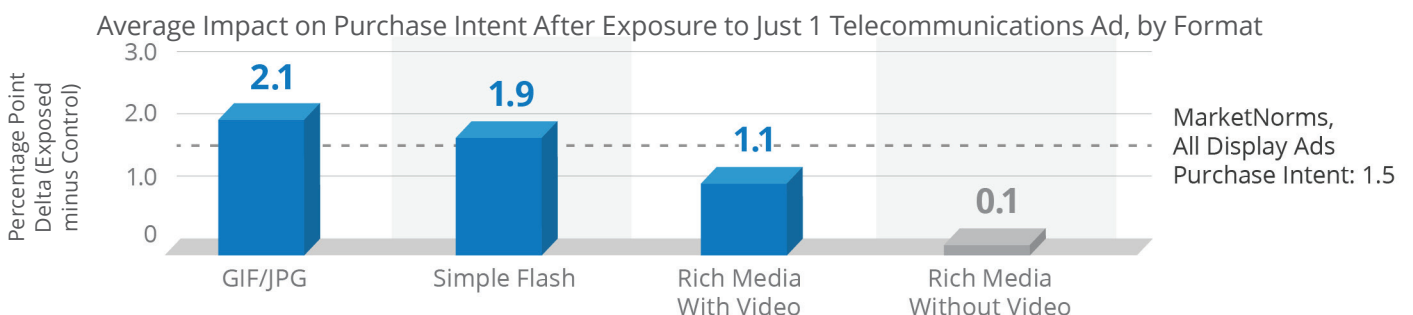
In telecommunications, simple Flash is the ad format that most improves Brand Favorability



Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=34; simple Flash N=62; Rich Media with video N=31; Rich Media without video N=64

Figure 42

In telecommunications, GIF/JPG and simple Flash are more successful than Rich Media units at affecting Purchase Intent



Source: Dynamic Logic MarketNorms®, Full Dataset (2002-2010). Fixed frequency level of 1 for campaigns using GIF/JPG N=35; simple Flash N=63; Rich Media with video N=31; Rich Media without video N=65
Gray bar indicates a delta that does not achieve the 90 percent level of statistical significance ($p < 0.10$).

Figure 43



**First impressions count.
Try delivering a Rich
Media with video ad as
the first ad exposure to
your online consumers.**

Conclusion: Best Practices for Creative Success

Now that you know each format's impact on branding, let's explore best practices for making creative decisions. Influencing these guidelines are lessons from Dynamic Logic's creative best practices, which are based on the more than 6,400 campaigns within the MarketNorms database. Use these tips to make the most of digital campaigns:

- ✓ **Plan ahead.** Think about your goals and format preferences as early in the process as possible.
- ✓ **Prioritize goals for the campaign,** and choose the best combination of formats for reaching those goals. Try a combination of banner-based display, mobile and in-stream formats to ensure that you benefit from the great effectiveness of newer formats while still taking advantage of the efficiency and scale of banner-based display.
- ✓ **Show the advertised brand prominently on all frames of the ad.** Additionally, make sure that branding does not appear only within the product shot. This is particularly important for the **CPG** industry.
- ✓ **Show key messaging on all frames of the ad.** Each frame should be able to stand on its own.
- ✓ **Avoid relying on consumers'** interacting with your ad in order to get the main message. Try adding static branding and messaging elements to your interactive and animated creatives to improve their ability to drive Message Association.
- ✓ **First impressions count.** Try making a Rich Media with video ad the first ad consumers see from your online campaign.
- ✓ **Use tandem units to secure more real estate** in which to show your brand and key message consistently while including video and interactivity in the experience.
- ✓ **When "reveal" ads hide the brand or key message, they are almost always ineffective;** this is seen across all industries as a key component in differentiating best and worst campaign performers. Be careful not to bury the lead.
- ✓ **Keep the messaging as simple as possible;** as an example, within financial services, ads cluttered with heavy copy tend to underperform on Online Ad Awareness.
- ✓ **Lower in the funnel, polite ad formats are better at persuasion** than more intrusive formats.
- ✓ **Integrate online creative concepts with offline** to amplify the effect among audiences who see both.
- ✓ **Try to avoid "border" ads**—ads that frame the content of a Web page—as they are typically less memorable.
- ✓ **Learn from what works in the industry category of your campaign,** in addition to what works overall and in other categories.

Creative best-practice tips by industry group:

Telecommunications and Financial Services:

Keep messaging simple; keep ads as clutter free as possible to allow messaging to pop.

The use of interactive features may help prevent clutter and help the audience learn more beyond the primary message.

Including a human presence appears to be a key factor in the success of **financial services** campaigns.

CPG:

Relevant human imagery can be particularly important for targeted industries (e.g., baby care, pet, beauty).

Have the brand name appear many places, not just on the product shot.

Ensure that the logo of the parent brand does not overshadow the new product/extension.

Technology and Automotive:

Give the product name and its association with the parent brand a strong presence.

Viewers should not have to interact with your ad to see your brand or your messaging; each frame should be able to stand alone.

Video Considerations

As we have learned, Rich Media with video is the format most able to improve brand metrics. There are a few key tips to keep in mind while creating these video creatives:

Creatives that are intrinsically linked to the brand work best. In other words, it would be difficult for viewers to describe the ad without mentioning the brand.

The best-performing online video ads utilize the unique features of the web to create an interactive experience with their brands.

Videos that are enjoyable and entertaining generally perform well.

Align the online video content with offline marketing efforts. Repurposed TV ads can help to build awareness, but video ads customized for the online audience are most persuasive.

Driving Results for Brands

This report has shown that today, advertisers are driving brand results with display advertising. By further improving digital ads through the creative insights and best practices outlined in this report, advertisers can be even more successful. Keep these findings handy as a quick reference or refresher whenever you need it!



Appendix: Methodology

Brand metrics for more than 6,400 campaigns were compared across a wide variety of industry verticals through 2011, as tracked via Dynamic Logic's MarketNorms® marketing-effectiveness database. The results cited have not been adjusted for demographics, ad size, website, advertiser industry or other factors that may contribute to brand lift. These findings are aggregate in nature, reflect past results and are not a guarantee of future results for individual campaigns.

Campaigns were included in the study if they met two criteria: 1) Their assets included at least one of six ad formats: simple Flash, JPG/GIF, Rich Media with video, Rich Media without video, in-stream and mobile and 2) the questionnaire used standard MarketNorms branding questions. To address potential effects of frequency of exposure, most of the analysis focused on single ad exposures at a "fixed frequency level of 1" within each format. These findings remove all survey responses from those who were served the ad more than once. The frequency analysis portions of this report incorporate consumers who had more frequent exposure to campaigns and are cited as "frequency level of 2+". Mobile surveys were collected using Internet-enabled mobile phones.

The ad formats were compared according to their ability to help advertisers move five key brand metrics: Aided Brand Awareness, Online Ad Awareness, Message Association, Brand Favorability and Purchase Intent. In addition to evaluating brand performance for each ad format, additional significance testing identified the top-performing ad formats for each brand metric.

This study refers to observed advertising effects as statistically significant if the 90 percent level of statistical significance ($p < 0.10$) is achieved. Deltas that do not achieve the 90 percent significance level are "not statistically significant" and are highlighted as gray bars.

Appendix: Aided Brand Awareness

Question: Have you heard of the following brands of product category?

Possible Answers and Scoring:

ANSWER	VALUE	SCORE %
HAVE HEARD OF	1	100%
HAVE NOT HEARD OF	0	0%
NOT SURE	0	0%

Appendix: Online Ad Awareness

Question: Have you seen the following brand(s) of sparkling water advertised online in the past 30 days?

Possible Answers and Scoring:

ANSWER	VALUE	SCORE %
HAVE SEEN	1	100%
HAVE NOT SEEN	0	0%
NOT SURE	0	0%

Appendix: Message Association

Question: Which of the following brands, if any, uses the following message in its advertising: [brand message here]?

Possible Answers and Scoring:

ANSWER	VALUE	SCORE %
TESTED BRAND	1	100%
COMPETITOR 1	0	0%
COMPETITOR 2	0	0%
COMPETITOR 3	0	0%
NONE OF THE ABOVE	0	0%
DON'T KNOW	0	0%

Appendix: Brand Favorability

Question: How would you describe your overall opinion about each of the following brands of product category?

Possible Answers and Scoring:

ANSWER	VALUE	SCORE %
VERY [X]	1	100%
SOMEWHAT [X]	0	0%
NEUTRAL	0	0%
SOMEWHAT NOT [X]	0	0%
VERY NOT [X]	0	0%

Appendix: Purchase Intent

Question: Next time you are looking to purchase a product, how likely are you to consider each of the following brands?

Possible Answers and Scoring:

ANSWER	VALUE	SCORE %
VERY [X]	1	100%
SOMEWHAT [X]	0	0%
NEUTRAL	0	0%
SOMEWHAT NOT [X]	0	0%
VERY NOT [X]	0	0%

Dynamic Logic's MarketNorms® data contained in this report includes only those campaigns that were measured through these standard sets of questions. This consistent wording of survey questions is what allows the benchmarking of branding results.



Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, Rich Media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively. Visit google.com/doubleclick for more information.



Dynamic Logic (www.dynamiclogic.com) is the world leader in digital insights. Founded in 1999 as a pioneer of the digital revolution, Dynamic Logic helped establish the Internet's true marketing value to businesses by developing solutions that measure beyond click-through to quantify the full brand impact of online advertising. Now, as part of Millward Brown, Dynamic Logic continues to lead the industry – developing innovations to optimize and track digital ad impact, specializing in emerging media platforms, and integrating insights across all digital and non-digital media. For marketers, agencies, and publishers alike, Dynamic Logic offers the most cutting-edge and adaptable solutions to make the most of every marketing dollar.