

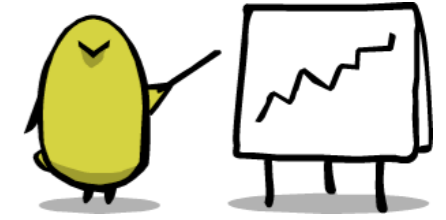
March 2010

Maximizing brand lift with online advertising.

VideoEgg Original Research

Understanding
the interplay of
ad experience,
engagement
and environment.

Study objectives



comScore designed the first large scale research study in partnership with VideoEgg to explore how advertisers can maximize brand lift through rich media advertising. Based on the study results, we now understand the relative brand value of VideoEgg's rich media ad units and how the ads are impacted by environment.

We set out to answer the following questions:

1. How do VideoEgg ad units compared to standard banner ads impact brand lift?
2. How does performance change with ad engagement? Can a great ad unit perform well regardless of environment?
3. How do VideoEgg ad units perform on well-known sites, smaller contextually relevant and non-contextual sites?

Participating advertisers:

TOSHIBA
Leading Innovation >>>



TELUS
the future is friendly*



Methodology

comScore panelists were invited via email to participate in the survey. They were screened and given instructions to view page content on a website.



Study participants were taken to a “non live” website.

- Brand name
- Contextually relevant
- Non-Contextual

While viewing the page, study participants were exposed to advertising units:

- AdFrames
- Video Interstitial
- AdFrames + Video Interstitial
- Standard Banner

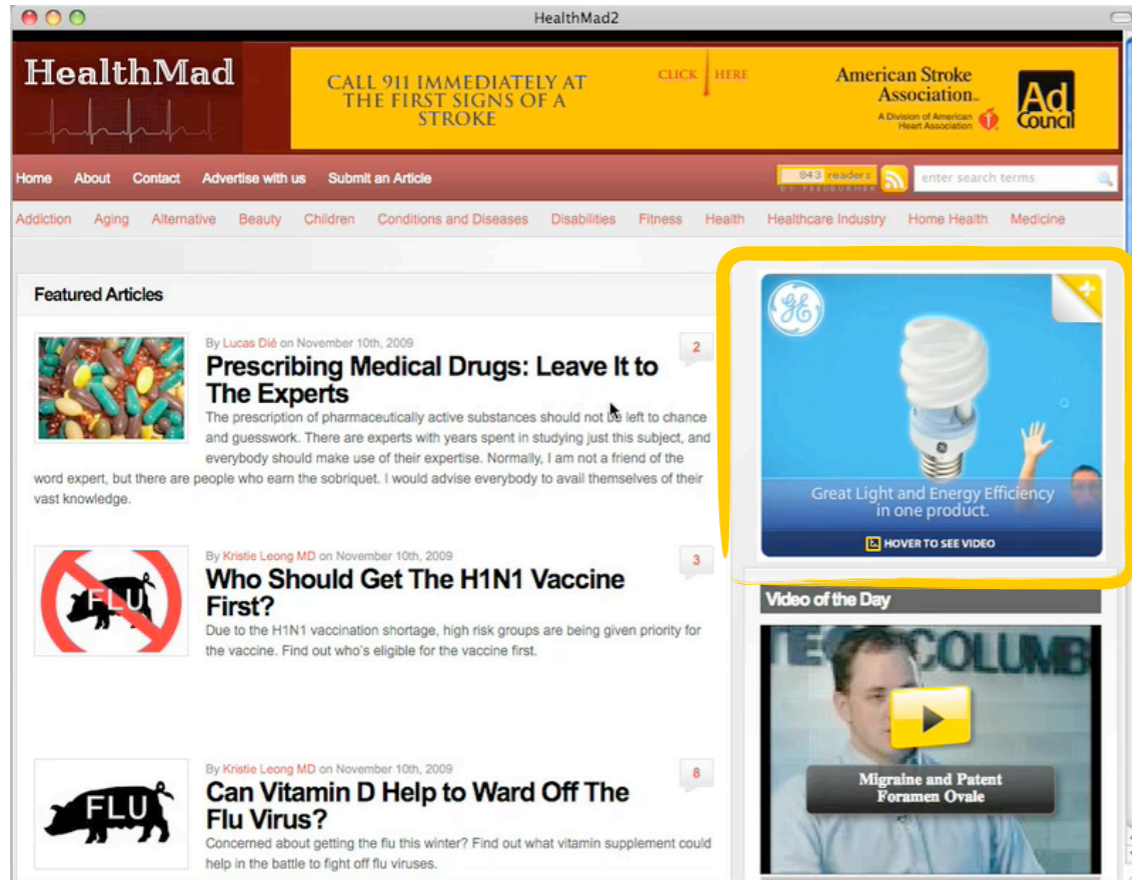
15,000 respondents, 6 campaigns

Site, context, and ad exposure were controlled so that all differences were attributed to ad type or site type

After exposure to the site and ad execution, the participants were directed to a follow up brand survey to measure the brand impact of the experience. Various interactions and time spent with the ad were captured to measure the brand impact of ad engagement

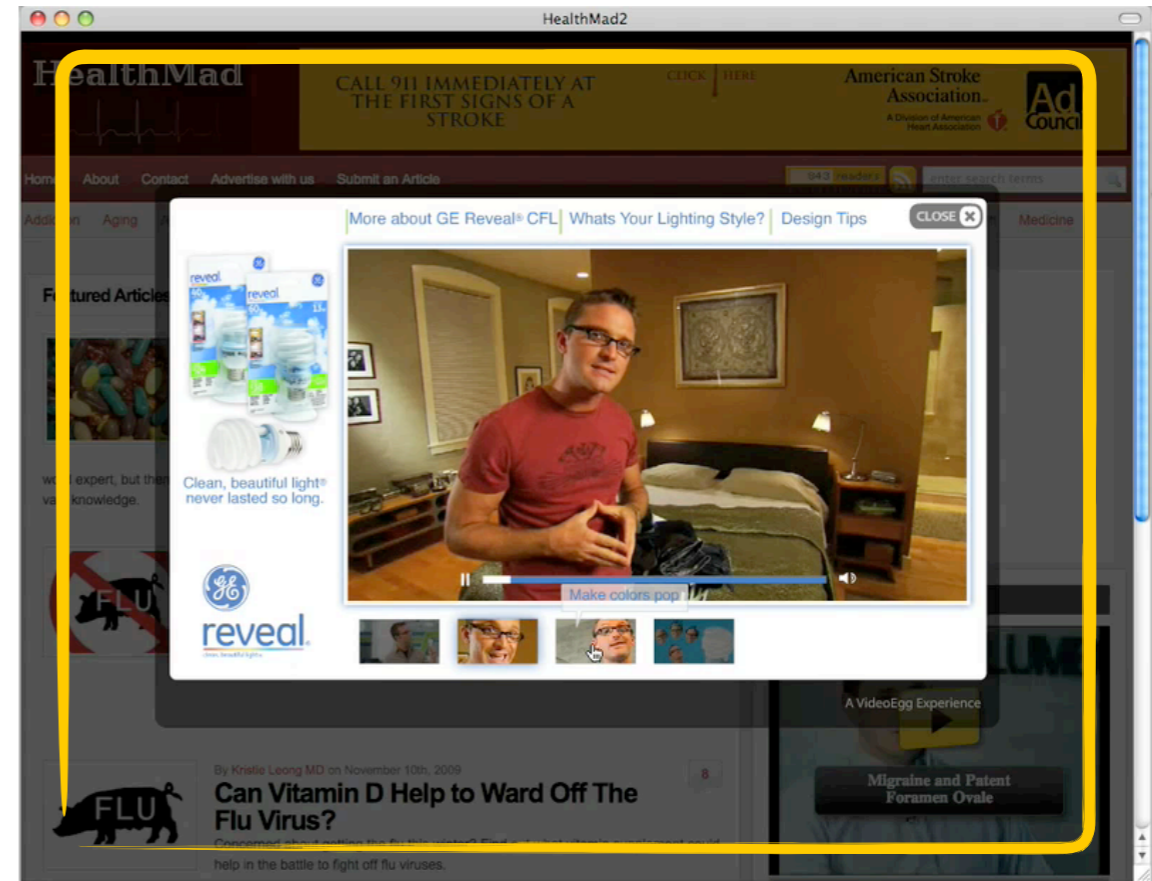
Defining engagement...

Throughout this study, we reference “engagement”. To VideoEgg, “engagement” is defined as a deliberate interaction with the ad unit such that the ad unit is fully expanded on the page and the video or rich media content is being delivered to the user.



Impression

300x250 ad unit delivered on page.



Engagement

Full page engaged state after user a) clicks on unit or b) rolls over for 3 seconds.

For more examples of our ad experience, go to www.videoegg.com

Research highlights.

“This study demonstrates a need to shift industry mindset and place more emphasis on creating compelling ad experiences.”

**Lesle Litton, Vice President
comScore**

Brand Impact of Ad Unit

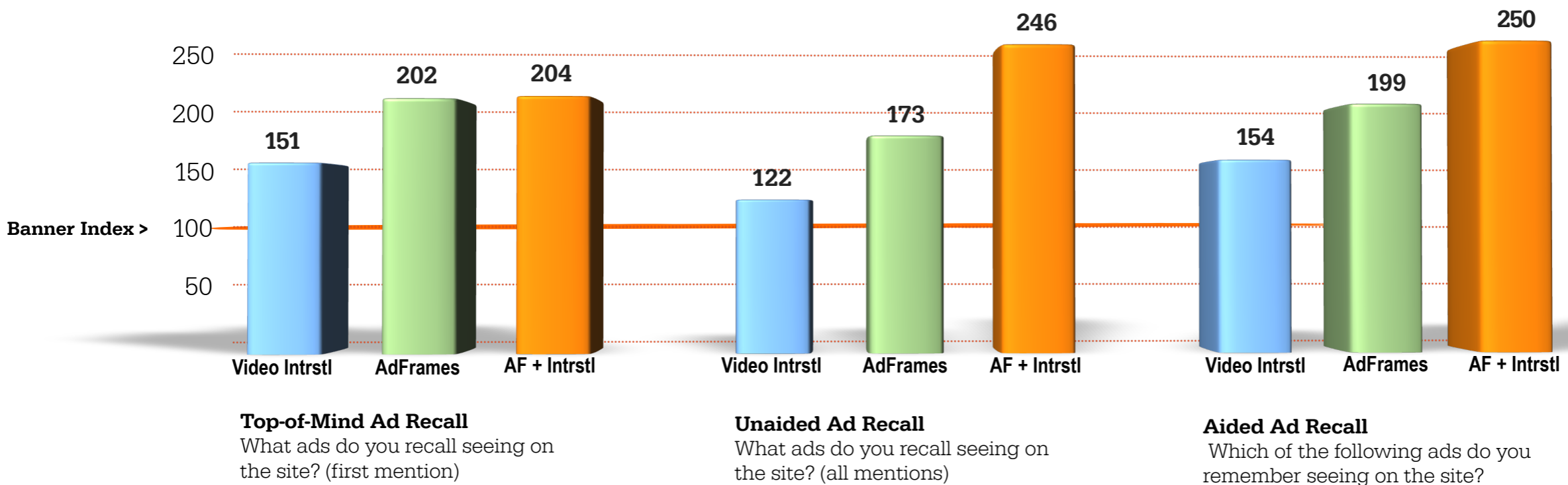
VideoEgg AdFrame units significantly outperform standard banners:

On average, AdFrame units were 2x as effective in generating recall.

When supported by a Video Interstitial unit, AdFrames was even more effective at driving key brand metrics:

Allowing for deeper engagement after a Video Interstitial increased total unaided and aided recall to 2.5x that of standard banners.

Average index for all campaigns versus standard banner



Brand Impact of Engagement

Engagement increases recall as well as key brand perceptions:

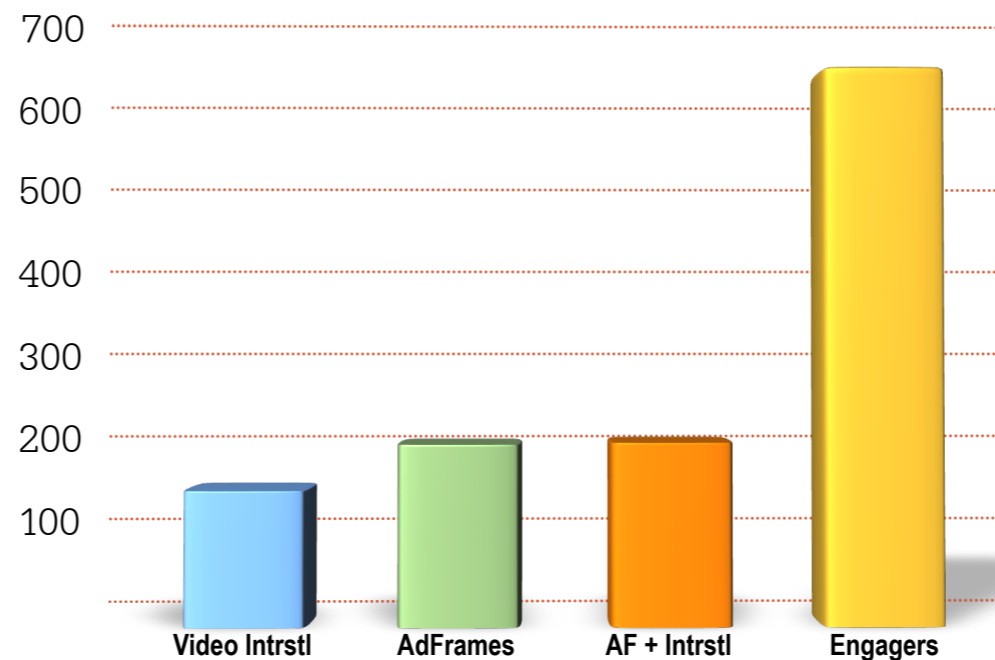
First mention was 6x higher among those who engaged with the AdFrames units versus standard banners. Aided recall was 4x as high among engagers.

Across all 46 attributes that were measured across advertisers, there was an increase of 48% in top two box brand associations.

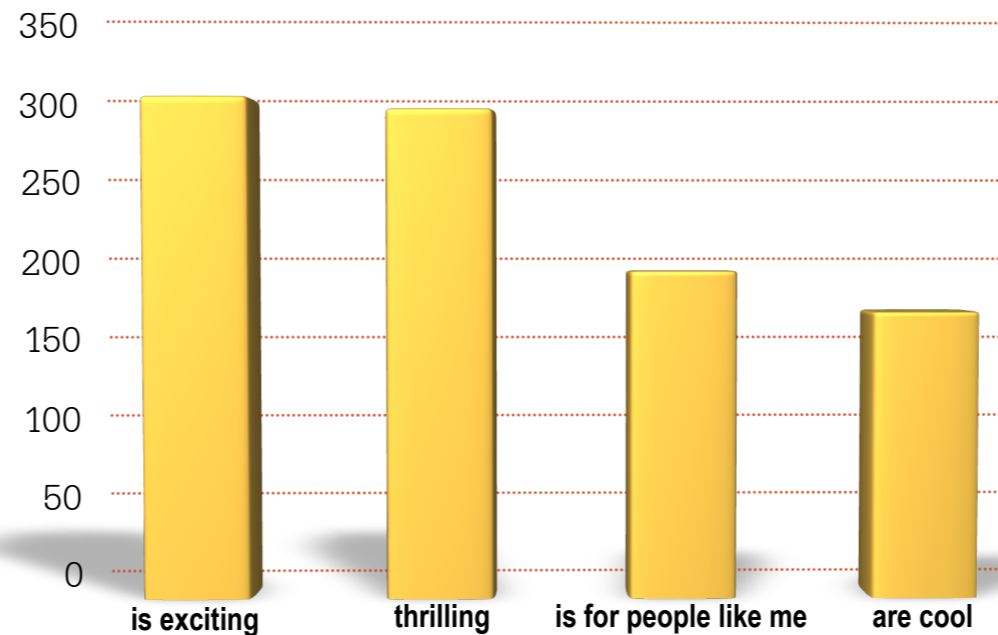
Engagement also increases purchase consideration and likelihood to recommend:

Among AdFrames engagers, average brand consideration increased by 23% and likelihood to recommend by 12%.

Top-of-Mind Ad Recall (Standard banner index 100)



Select Attributes - Index Engagers to Non-Engagers
(Standard banner index 100)



Engagement strategies are critical to ad effectiveness.

Simply exposing consumers to the VideoEgg ad units was able to produce significant lifts in aided and unaided recall. To determine the additional impact of engagement, a separate analysis was conducted to compare the brand impact of non-engagers with engagers.

Brand Impact of Site Type

Brand name sites rate more favorably:

On average, respondents were four times more familiar with brand name sites and rated those sites higher on design, usefulness and trust.

But...Engaging video ad units trumped environment:

Despite the fact that consumers were more familiar with brand name sites and rated them more favorably on a number of site design measures, when controlling for ad unit and advertiser, the type of site alone did not shift brand metrics.

Aided and unaided ad recall

Impact of site type
Not significant

Impact of advertiser
99% significant

Impact of ad unit
99% significant

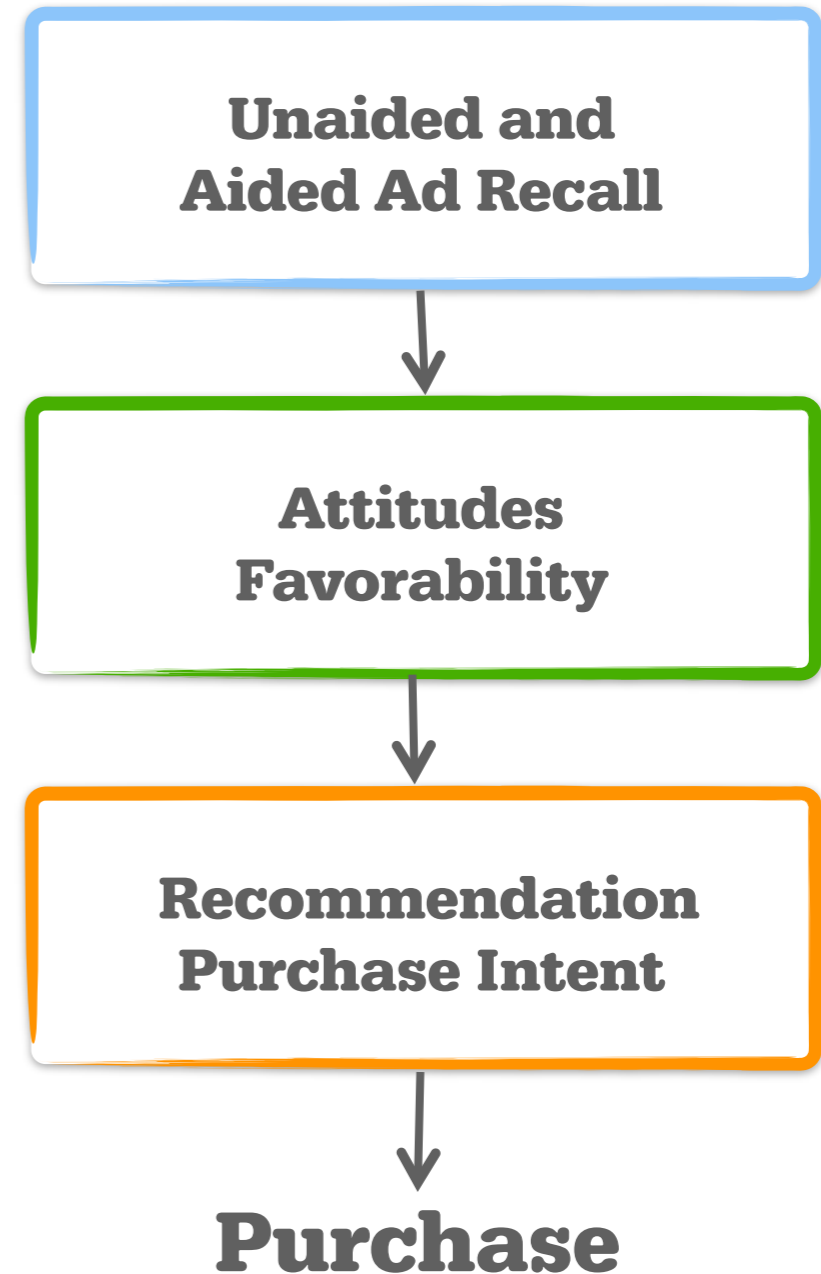
Geek Speak: Three way analysis of variance was conducted to understand impact of advertiser, ad unit and site type (when controlling for the other variables)

Engaging video ad units can perform well across site types.

To determine how different environments impact the performance of ad units, the research first compared the performance of ad units across brand name sites, smaller contextually relevant and non-contextual sites.

Results Summary

1. Rich media ad units are more effective in generating ad recall and moving key attitudes over the standard banner.
2. Engagement significantly increased key attitudinal perceptions across nearly all of the advertisers in the study.
3. Among some advertisers, engagement also positively influenced likelihood to recommend and purchase intent.
4. Rich media ad units performed well in any environment.



Insights and Implications

Insight

Brand impact of ad unit

On average, across all those exposed to AdFrames unite, brand impact was higher than standard banner units.

When supported by a Video Interstitial unit, AdFrames was even more effective driving key metrics.

Brand Impact of Engagement

VideoEgg pioneered CPE because we believe engagement is what truly drives brand metrics. Now we have definitive proof.

Longer engagement can translate to shifts in purchase consideration and likelihood to recommend.

Content Transcends Context

When controlling for engaging rich media ad units, overall there was no incremental value to branded sites.

Implication

There is significant branding value to AdFrames invitations.

Look for ways to ad engagement to video views.

Engagement strategies are critical to ad effectiveness.

Environment and creative approach can impact time significantly. Products like AdStudy can help brands understand what to do.

With the right ad unit that transcends the content, it does not make sense to pay a significant premium CPM for branded sites.

Questions? Want to learn more?
www.videoegg.com/research