

Best Creative Practices for Ads and Branded Content



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Three Takeaways for a Six-Second World



Ads Tested



Sleep Number



Olive Garden



IHOP



Yellow Tail



Corona



Southwest



Norwegian



Airbnb



Bounce



Tide



Hefty



Duracell



Amazon



Nissan



Saved by the Scan

METHOD

Viewers could opt to watch a **travel** video, **baby** video, or **pizza-making** video in a **mobile** YouTube environment.

Before their chosen video would play, **they first had to watch a :06 ad.**



Q: We'd like you to watch an online video. Please select the video that interests you most.

Three Key Takeaways

- ① **Congruency** of brand message and social content positively affects ad performance....a lot. That's congruency of **tone**, of **subject** and of **audience**.
- ② **:06** brand messages are **seen**, but measuring attention works differently in this **brand message + social content** world
- ③ **Visualizing brand assets** works especially well in this format to **efficiently trigger the brand**



When an ad is paired with **congruent content**, it is better able to break through our **top-down, or goal-oriented, attention**.

"When you have an **active goal**, you experience what is called top-down attention. You can **perceive stimuli** that are **related to that goal**, while **blocking out stimuli** that are **unrelated to that goal**."



–Nick Kolenda

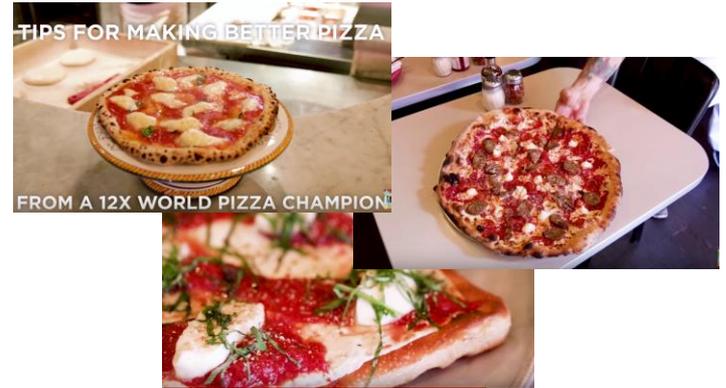
Author of "Methods of Persuasion: How to Use Psychology to Influence Human Behavior"

Congruent Subject

"Olive Garden"
:06 Ad



"A Chef's Tips to Make Better Pizza at Home"
YouTube Video

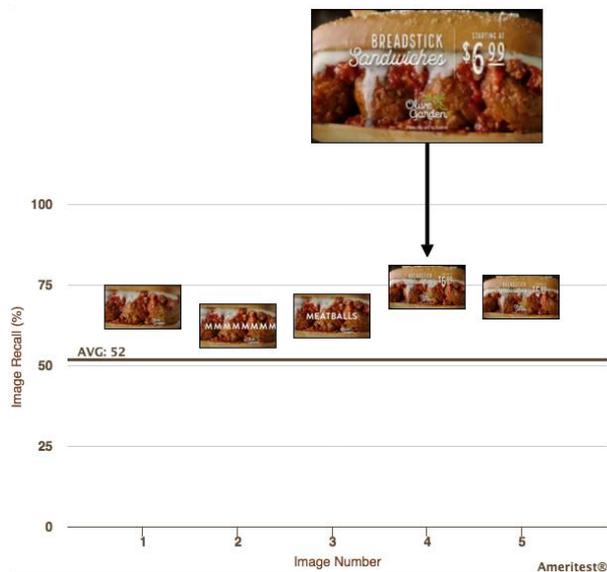


Olive Garden Message with Congruent Video (vs. Non-Congruent Videos)

I like the ad.	+15%pts
Top 2 – Motivation to Learn More	+17%pts
The message is believable.	+19%pts
The ad got in the way of watching what I wanted to see.	-17%pts

The mind filters *differently* with congruency

A System 1 measure gives an accurate and granular view of the mind's attention

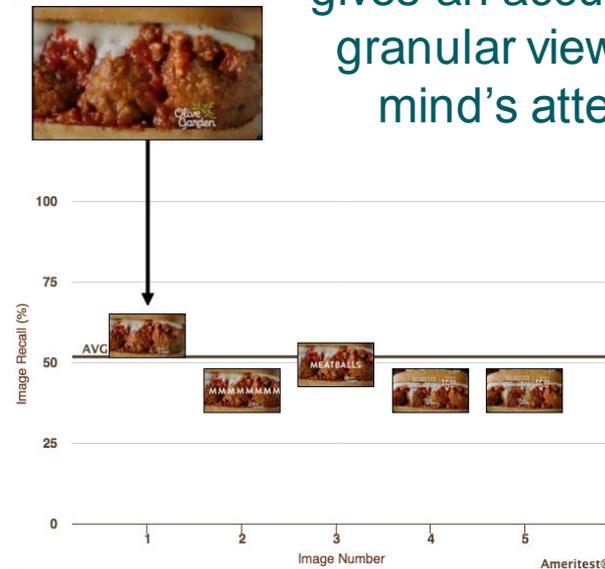


Motivation to Visit: 38%

Olive Garden :06 with Pizza Video

Average Image Recall in ad

75%



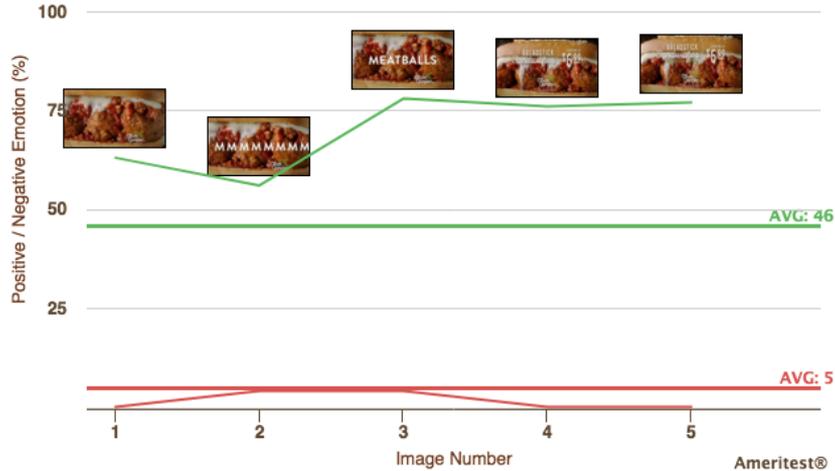
Motivation to Visit: 19%

Olive Garden :06 with Travel Video

Average Image Recall in ad

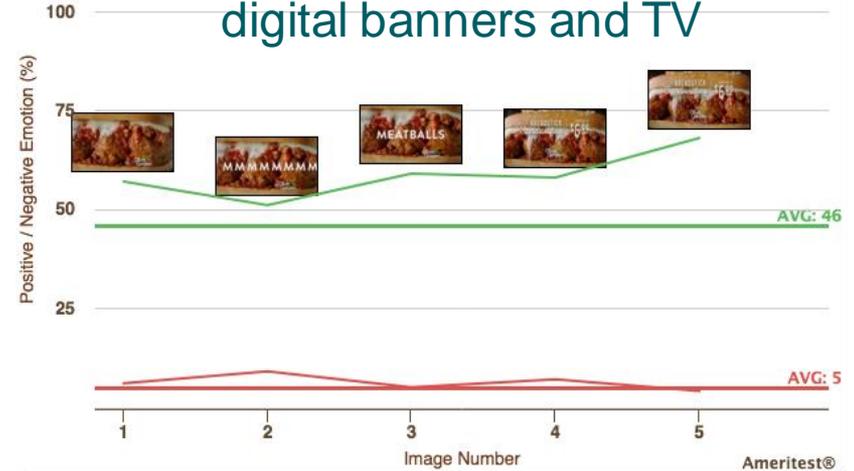
53%

The congruency also increases emotional engagement



Olive Garden :06 with Pizza Video	
Average Positive Emotion	70%
Average Negative Emotion	1%

BTW, emotion travels well...same average levels as digital banners and TV



Olive Garden :06 with Travel Video	
Average Positive Emotion	58%
Average Negative Emotion	6%

Brand messages are seen as less disruptive when congruent with content

"Corona"
:06 Ad



"Around the World in One Minute"
YouTube Video



Corona Message with Congruent Video (vs. Non-Congruent Videos)

I like the ad.	+19%pts
I couldn't help but remember the ad is for Corona.	+23%pts
The ad is unique.	+17%pts
The ad is disruptive.	-19%pts
I enjoyed watching the ad.	+15%pts

Congruent Tone

"Hefty"
:06 Ad

"The Affectionate Quadruplets Love Hugging"
YouTube Video



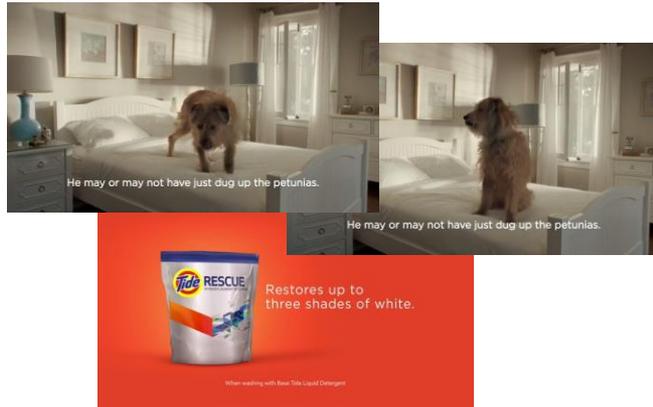
Hefty Ad with Congruent Video (vs. Non-Congruent Videos)

The ad is funny/humorous.	+28%pts
I can relate to the message in the ad.	+20%pts
The ad got in the way of watching what I wanted to see.	-11%pts

Congruent Audience

"Tide"
:06 Ad

Viewers Ages 35+



Tide Ad Among Ages 35+ (vs. Younger Viewers)

Top 2 – Motivation to Consider	+20%pts
I like the ad.	+22%pts
The ad is appealing.	+27%pts
I can relate to the message in the ad.	+25%pts

A 2014 MIT study
concluded that it takes the
human brain **0.03** seconds
to process a **thought**...



...and just
0.013 seconds to
process an **image**.

Leveraging **distinctive and recognizable brand assets** successfully boosts branding



Olive Garden
Image Recall: 65
Branding: 37



Corona
Image Recall: 63
Branding: 43



Tide
Image Recall: 59
Branding: 34



Duracell
Image Recall: 60
Branding: 47

It could be an ad for *almost anything* = average 6%

In Summary...

- ① Brands, keep on pushing for control of where your messages play. You're right; **congruency matters**.
- ① Careful that you are measuring how attention works in this **brand message + social content** world
- ② **Visualize your brand assets** for maximum performance...not the place for complex verbal messages

