

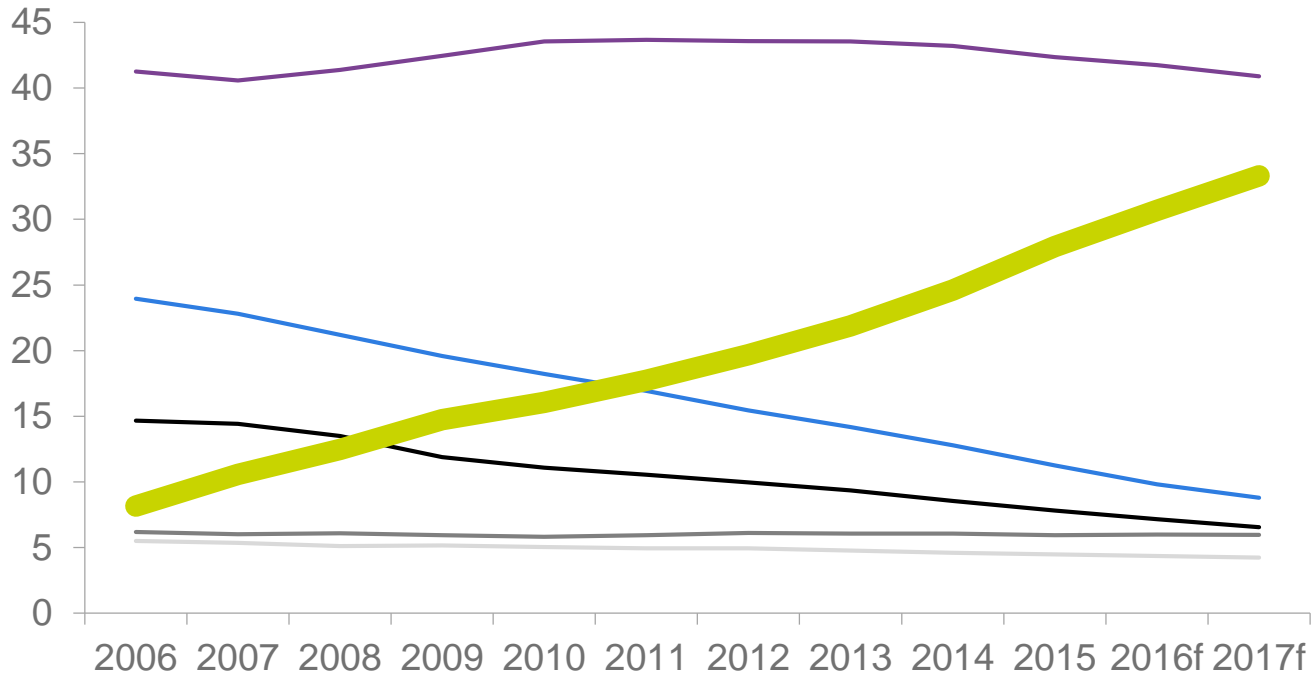
# **Mermaids – Need to Show L.E.G.S.!** **In 3 seconds**







**DANIEL ENESCU**

**Chairman of the Board, Kantar Millward Brown  
Romania**

# INTERNET SHARE OF ADVERTISING SPEND WILL QUICKLY REACH THE SHARE OF TV SPEND GLOBALLY

Global share of media spend:



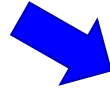
-  TV
-  Internet
-  Newspaper
-  Magazine
-  Outdoor
-  Radio

# THERE IS A DIFFERENCE BETWEEN HOW ONLINE VIDEO CONTENT ENGAGES CONSUMERS COMPARED TO TV



## TIMES HAVE CHANGED FOR ADS

From object of fascination



To potential sources of interruption during an engaging activity



DON'T MISS THE PROMOTION!



CAN SKIP IN 5 SECONDS

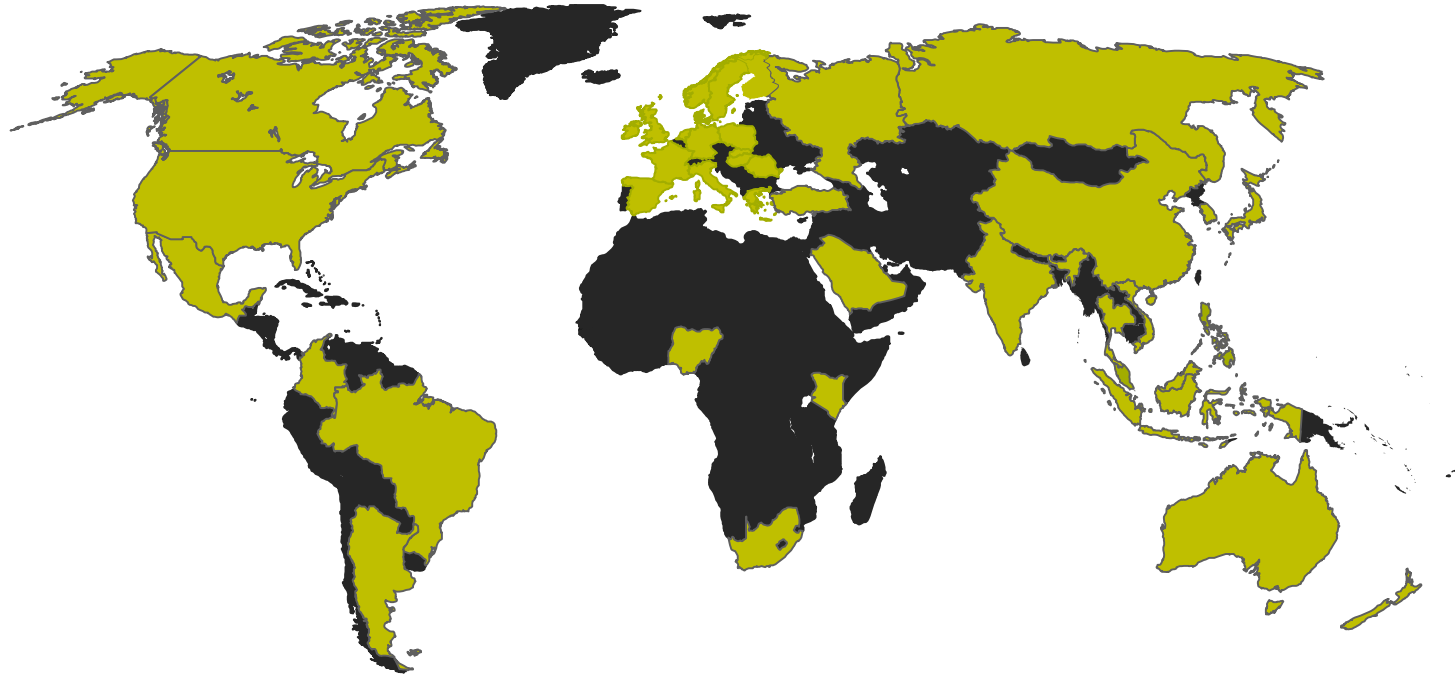


FOR SALE.  
PICK ME!



## ADREACTION VIDEO:

- **42 countries (19 in Europe)**, 13,000+ Multiscreen Users
- Multiscreen users = 16 – 45 y.o who own, or have access to, (1) a TV and (2) a smartphone and/or tablet.
- Romania sample size = 300 respondents



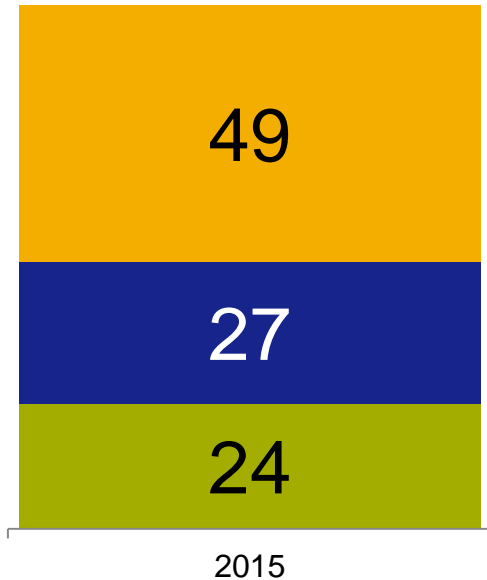
# 3 TRENDS TO DISRUPT COMMUNICATION AS WE KNOW IT



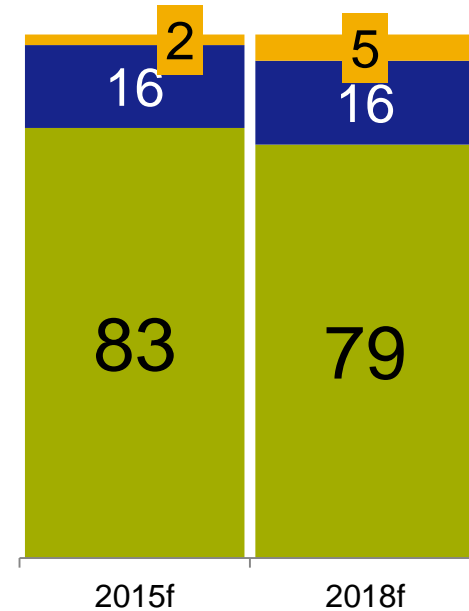
# HALF OF THE SCREEN TIME IS SPENT ON MOBILE, ALTHOUGH MEDIA SPEND DOESN'T REFLECT IT YET IN ROMANIA



Daily Screen Share (%) Minutes



Romania media spend



Q: Which of the following did you do yesterday?

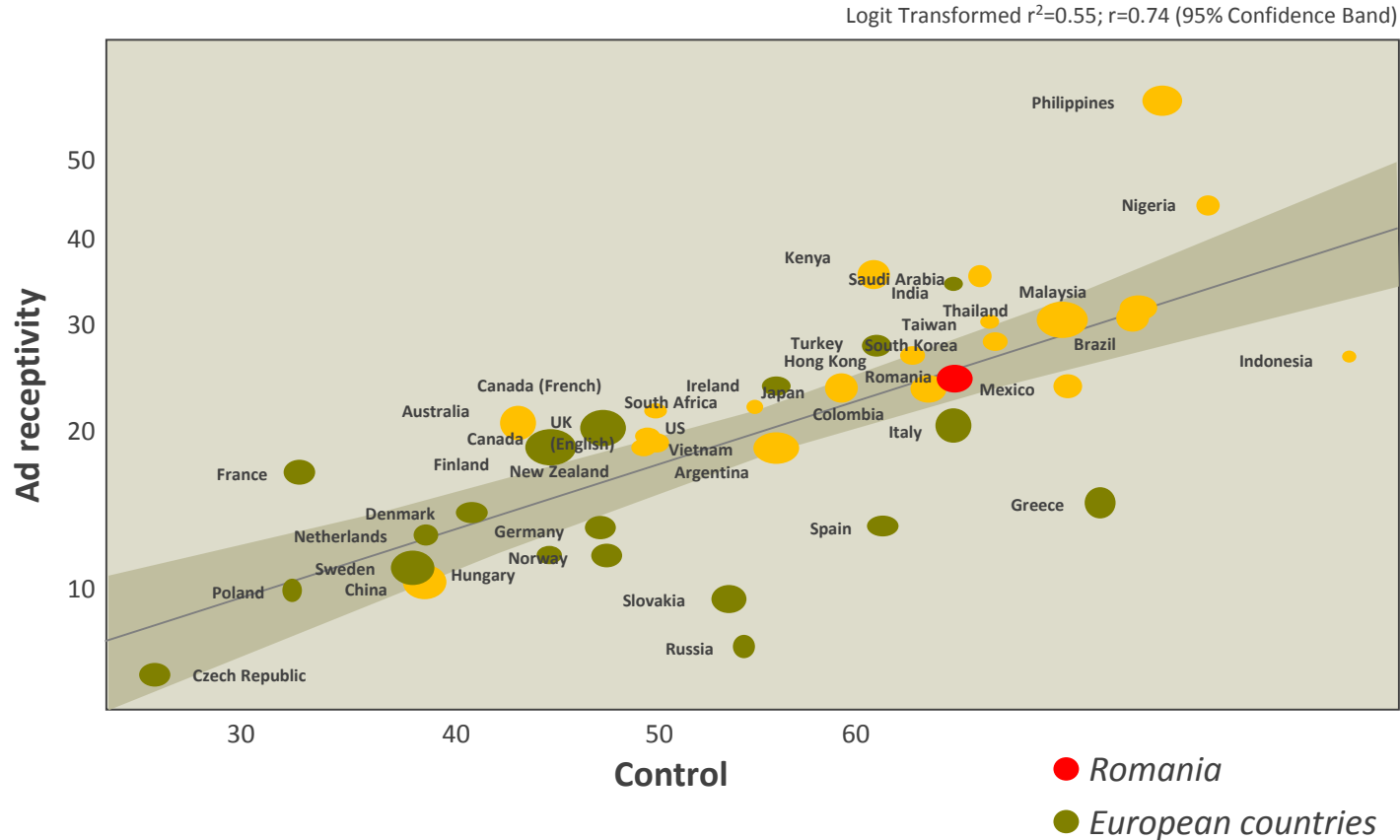
Source: Mindshare This Year Next Year report/GroupM, 2015



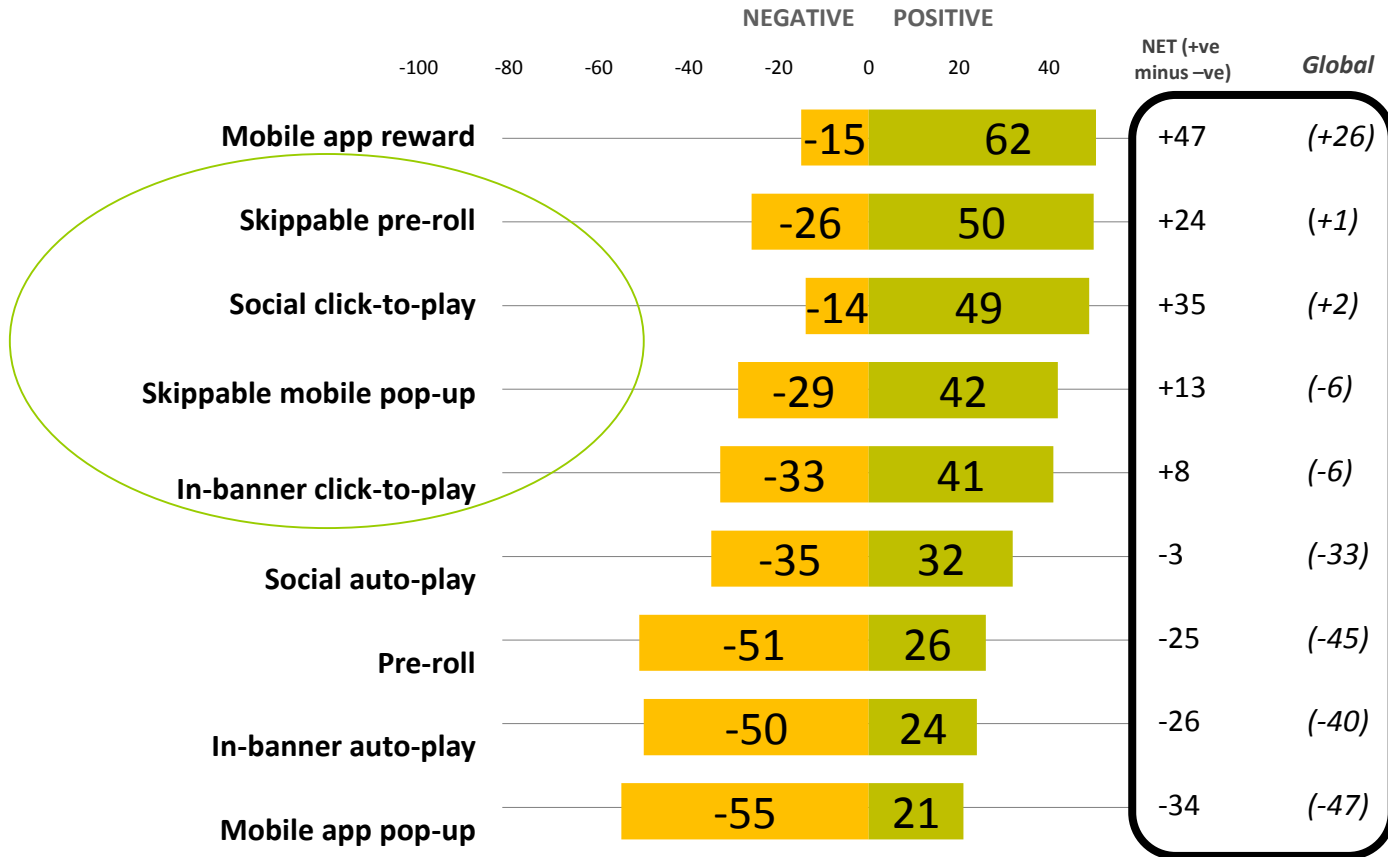
## 2. Control



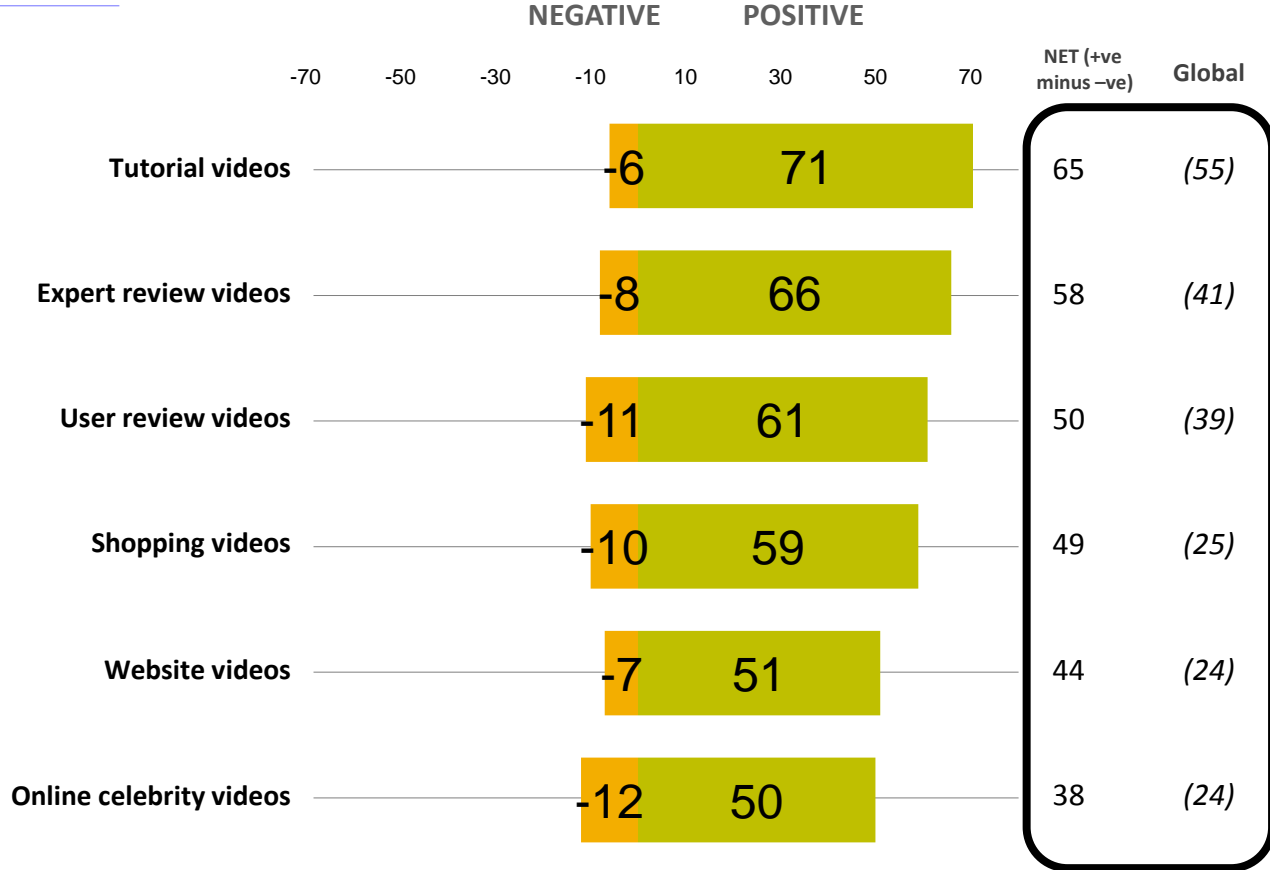
# CONTROL IS THE MAIN DRIVER OF AD RECEPTIVITY



# GIVEN IMPORTANCE OF CONTROL, IT MAKES SENSE THAT SKIPPABLE VIDEO FORMATS ARE PREFERRED



# PEOPLE ARE MORE RECEPTIVE TO BRANDED VIDEOS THAT ARE NOT ADVERTISING



Q: Beyond advertising, how would you characterize your attitude towards the following formats of online video?

( )Global average



## ADBLOCKALYPSE NOW!

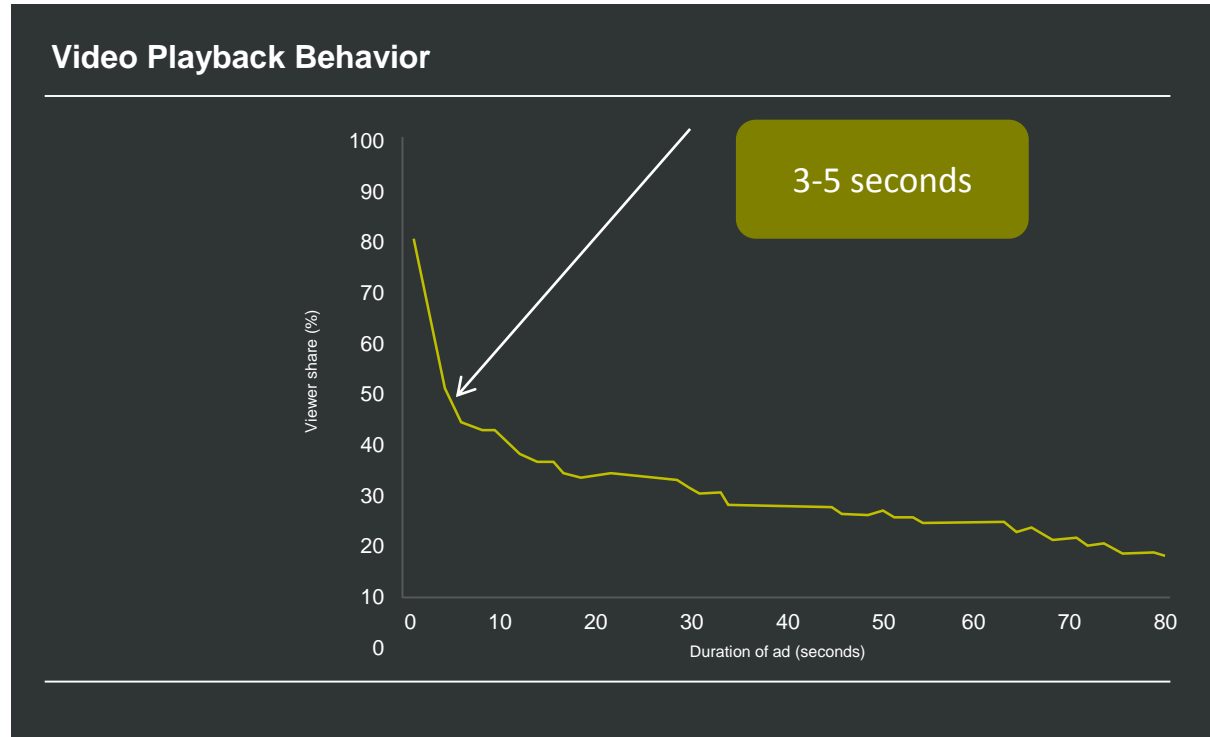
Ad blockers  
Monthly active users, m



Sources: Pagefair; Adobe

## EVEN WITH HIGHLY ENGAGING ADS, MANY SKIP AWAY AS SOON AS THEY CAN

- Front load or give audiences a compelling reason to continue within the first 3 seconds of a video ad.



AND, BASED ON LATEST FINDINGS, PREFERRED AD  
LENGTH TENDS TO DECREASE



**16-19 y.o.**

10 seconds or less



**20-34 y.o.**

11 to 20 seconds



**35-49 y.o.**

11 to 20 seconds

Video ad length

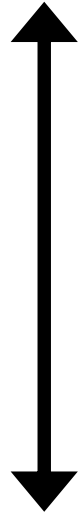


How can I take the opportunity of digital and make my ad viral?

THE POWER OF CREATIVE ACCOUNTS FOR OVER HALF OF THE  
VARIATION WE SEE IN VIRAL PERFORMANCE

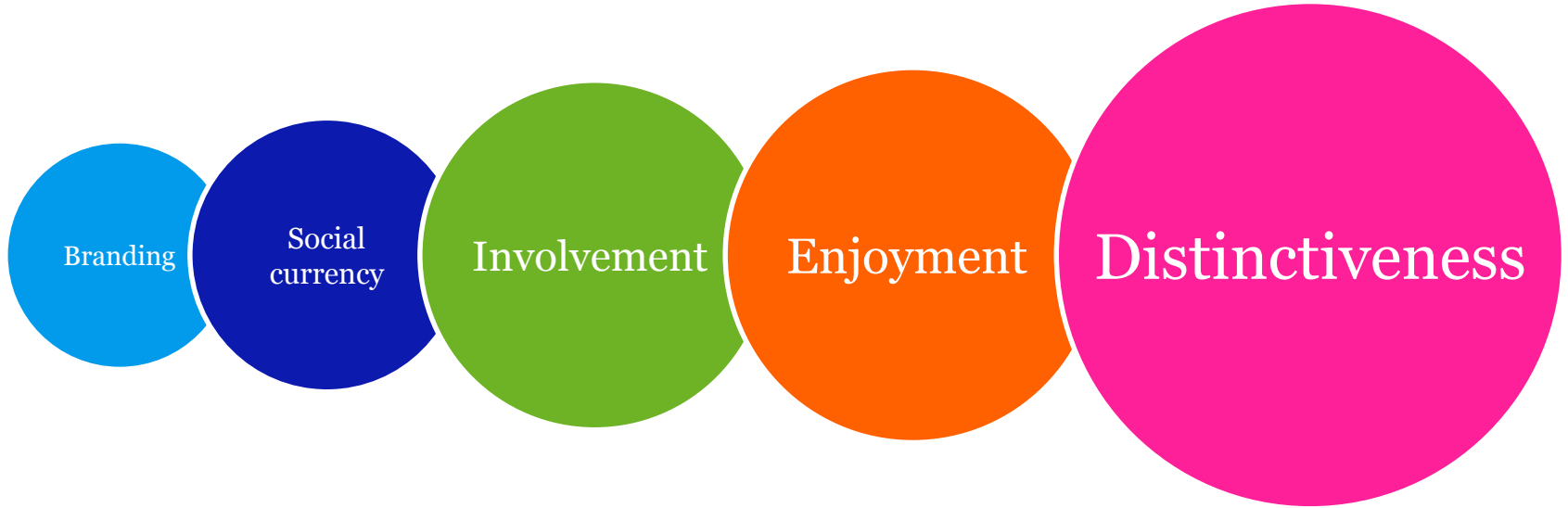


Control



No  
control

# INVOLVEMENT, ENJOYMENT AND PARTICULARLY DISTINCTIVENESS HAVE THE STRONGEST INFLUENCE ON THE NUMBER OF ONLINE VIEWINGS



WHILE NOT A RECIPE FOR SUCCESS AND NOT PERFECT FOR ANY BRAND,  
IT HAS BEEN PROVEN THAT **L.E.G.S** INCREASE AN AD'S CHANCES OF  
BECOMING VIRAL

**L**aughing out loud

**E**dgy

**G**ripping

**S**exy



*\*Through validation of pre-testing ad results based on ads in which these words were asked in the associations question vs ads' performance in Youtube*

# LAUGHING OUT LOUD



*Amusing and original, you find you are waiting for the next face to come along*

*I thought it was very creative, fun and interesting to watch. I thought it promoted the Pampers message well.*

Percentile scores in Link Now test, UK online

Branding

97

Enjoyment

97

Active involvement

97



Percentile scores in Link test, Germany online. Tested as skippable Youtube ad

Involving

99

Distinctiveness

83

*...but also rated as Unpleasant and Irritating to a high degree*

# EDGY

Viewer retention considerably higher for an ad of this length



29% overall average for 45 second tubeads







*The tone is good, it is dynamic, it is young, it is flamboyant, incredible story*

*Original and different advertising of the brand. There was a great atmosphere*

Percentile scores in Link test, France online

Branding

Enjoyment

Active involvement

86

91

89

**THANK YOU!**