



DYNAMIC EFFECTIVENESS



OUR APPROACH

STAGE 1: DYNAMIC AD TESTS

5 AD LAB TESTS WITHIN ALL 4 VIEWING ENVIRONMENT ACROSS 5 CATEGORIES:

TELECOMS, AUTOMOTIVE, ENTERTAINMENT, PHARMACEUTICAL AND TRAVEL & TRANSPORT

600 ONLINE RESPONDENTS
(REPRESENTATIVE AND MATCHED SAMPLE)

COMPARED 3 GROUPS:

DYNAMIC AD EXPOSED / REGULAR AD EXPOSED / UNEXPOSED



STAGE 2: DYNAMIC AUDIO

1 DYNAMIC AUDIO AD EFFECTIVENESS STUDY

PRE-STAGE:
250 NON-EXPOSED

POST-STAGE:
250 DYNAMIC AD EXPOSED
250 REGULAR AD EXPOSED

AT **STAGE 1** OUR INDEPENDENTLY COMMISSIONED STUDY MEASURED KEY METRICS ACROSS **5 CATEGORIES** IN A **LAB TEST** SCENARIO. COMPARING DYNAMIC AND NON-DYNAMIC AD COPY, AS WELL AS THE **PERCEPTION OF DYNAMIC ADS**.

AT **STAGE 2** WE MEASURED A LIVE **DYNAMIC AUDIO** AD VIA A **PRE/POST EFFECTIVENESS STUDY**. THIS ENABLED US TO MEASURE THE IMPACT OF THIS LATEST DYNAMIC INNOVATION IN ACTION.



STAGE 1: DYNAMIC TEST SCORES

AVERAGE UPLIFTS **ACROSS STAGE 1** OF THOSE EXPOSED TO DYNAMIC ADS VS. REGULAR ADS



AD RECALL

+6%

(NET SCORE: 8-10)



RELEVANCY

+13%

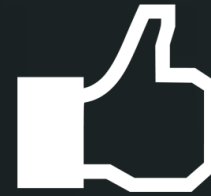
(NET SCORE: 8-10)



TALKABILITY

+54%

(NET SCORE: 8-10)



BRAND POSITIVITY

+5%

(SCORE: VERY POSITIVE)



CONSIDERATION

+4%

(PROMPTED 1ST CHOICE)

Source: BVA BDRC Dynamic TV ad tests (stage 1) across 5 dynamic ads, covering 5 different categories. N= 600 respondents
Campaigns accrued out in a lab test environment (not live) within an All 4 viewing experience



**NEXT WE MEASURED THE
IMPACT OF A **LIVE DYNAMIC**
AUDIO CAMPAIGN IN ACTION**



DYNAMIC AUDIO SCORES

STAGE 2 UPLIFTS BETWEEN THOSE EXPOSED TO DYNAMIC AUDIO AD VS. REGULAR AD



AD RECALL

+56%

(PROMPTED)



RELEVANCY

+25%

(NET SCORE: 8-10)



TALKABILITY

+55%

(NET SCORE: 8-10)



BRAND POSITIVITY

+46%

(SCORE: VERY POSITIVE)



CONSIDERATION

+25%

(PROMPTED 1ST CHOICE)

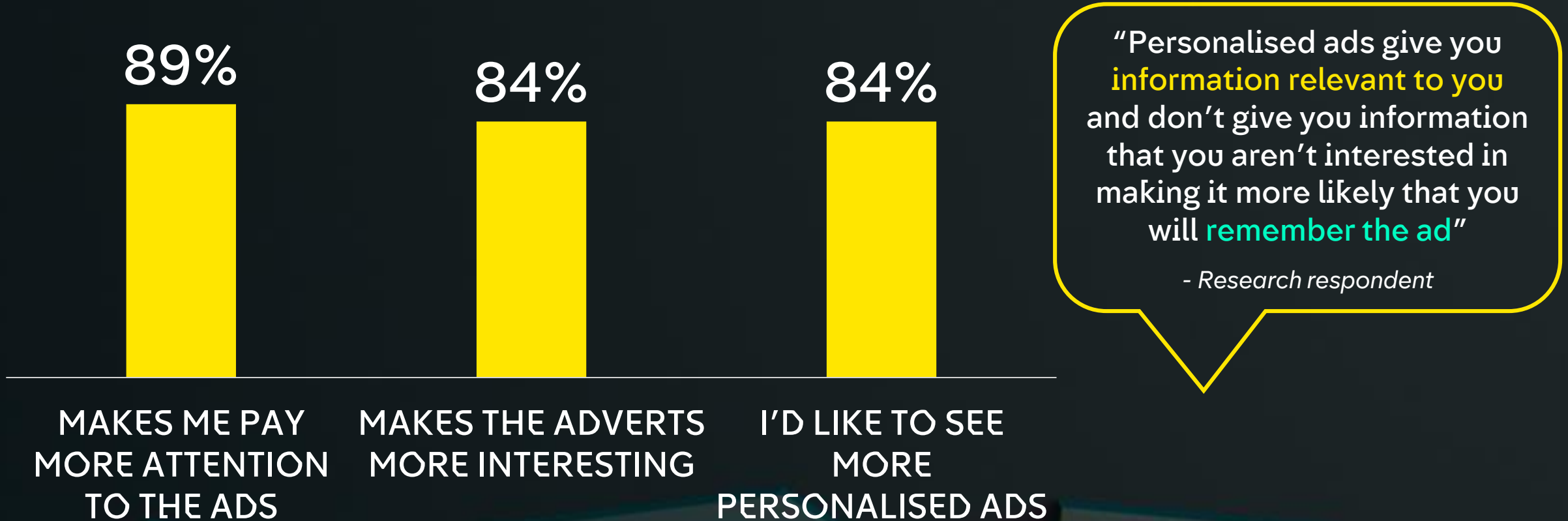


PERCEPTIONS ON DYNAMIC ADVERTS



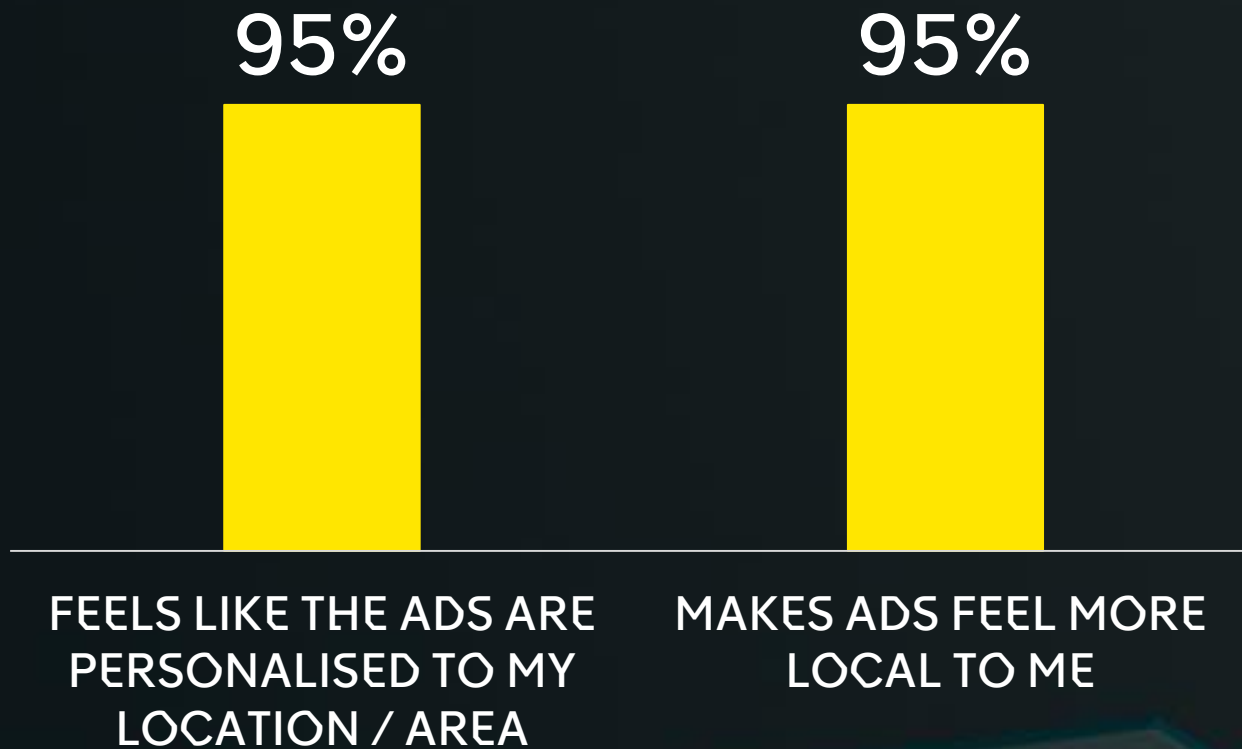
DYNAMIC IS ENGAGING & ATTENTION GRABBING

FROM **STAGE 1** – % CHOOSING DYNAMIC VS REGULAR ADS FOR AGREEMENT WITH EACH STATEMENT



IT CREATES A MORE PERSONALISED EXPERIENCE

FROM **STAGE 1** – % CHOOSING DYNAMIC VS REGULAR ADS FOR AGREEMENT WITH EACH STATEMENT



"It's different, feels like they are **speaking to you directly**"

- Research respondent

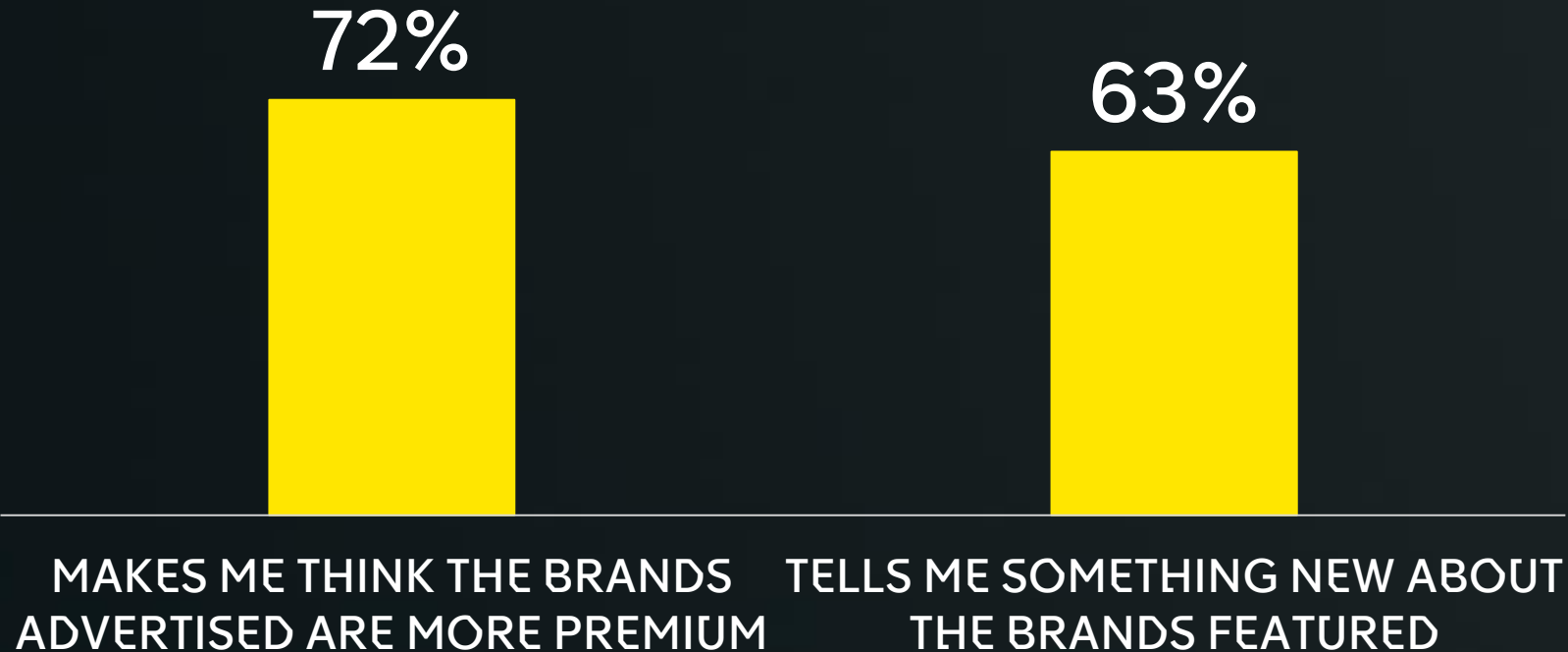
"It **makes it feel more relevant** having that personalised touch to it"

- Research respondent



...AND COMMUNICATES MORE ABOUT THE BRAND

FROM **STAGE 1** – % CHOOSING DYNAMIC VS REGULAR ADS FOR AGREEMENT WITH EACH STATEMENT



"Like that it gives
relevant local info"

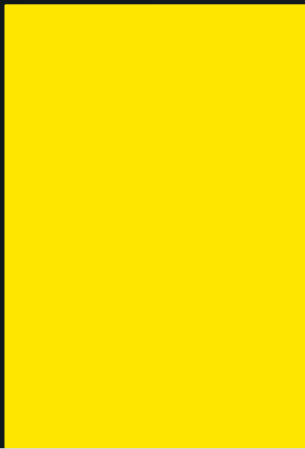
- Research respondent



DRIVING GREATER INTEREST IN THE BRAND

FROM **STAGE 1** – % CHOOSING DYNAMIC VS REGULAR ADS FOR AGREEMENT WITH EACH STATEMENT

80%



GETS ME MORE INTERESTED IN THE
BRANDS ADVERTISED

"I think that it **feels more personal** to me and
I would be **more likely to buy the product**"

- Research respondent

"It showed me things that are
relevant to me and about
products/services **that I'm an
very likely to use**"

- Research respondent



LAB TEST BEST IN PRACTICE



BEST PRACTICE

THE DYNAMIC FEATURE HAS TO INCLUDE **RELEVANT INFORMATION** TO THE USER

THE DYNAMIC MESSAGE NEEDS TO BE **COMMUNICATED CLEARLY** AND BE THE **FOCAL POINT** ON THE SCREEN

THERE NEEDS TO BE A **CONNECTION BETWEEN THE DYNAMIC FEATURE AND THE BRAND**

WORDING AND **DESIGN** ARE KEY, MAKE FULL USE OF THE **SPACE AVAILABLE**

MAKING THE AD LOCAL **INCREASES RELEVANCY**

INCLUDING **COSTS** AND **SERVICES** WORKS WELL



BEST IN CLASS SCORES

OPTIMUM UPLIFT BETWEEN AD LAB TEST SCORES FOR DYNAMIC AD VS. REGULAR AD



AD RECALL

+17%

(PROMPTED)



RELEVANCY

+83%

(NET SCORE: 8-10)



TALKABILITY

+175%

(NET SCORE: 8-10)



BRAND POSITIVITY

+41%

(SCORE: VERY POSITIVE)



CONSIDERATION

+50%

(PROMPTED 1ST CHOICE)



LAB TEST CASE STUDIES



CASE STUDY: ENTERTAINMENT

UPLIFT BETWEEN SCORES FOR DYNAMIC AD VS. REGULAR AD



TALKABILITY

+27%

(NET SCORE: 8-10)



BRAND POSITIVITY

+19%

(SCORE: VERY POSITIVE)



CONSIDERATION

+50%

(PROMPTED 1ST CHOICE)



Source: Dynamic Online Lab Test with agency BVA BDRC. Sample 600 across 5 dynamic campaigns across 5 categories.

CASE STUDY: TRAVEL & TRANSPORT

UPLIFT BETWEEN SCORES FOR DYNAMIC AD VS. REGULAR AD



RELEVANCY

+11%

(NET SCORE: 8-10)



TALKABILITY

+43%

(NET SCORE: 8-10)



BRAND PERCEPTIONS

+10%

(SCORE: 6-10)



Source: Dynamic Online Lab Test with agency BVA BDRC. Sample 600 across 5 dynamic campaigns across 5 categories.

CASE STUDY: PHARMACEUTICALS

UPLIFT BETWEEN SCORES FOR DYNAMIC AD VS. REGULAR AD



AD RECALL

+17%

(PROMPTED)



BRAND AWARENESS

+14%

(SPONTANEOUS)



TALKABILITY

+44%

(NET SCORE: 8-10)



Source: Dynamic Online Lab Test with agency BVA BDRC. Sample 600 across 5 dynamic campaigns across 5 categories.

CASE STUDY: AUTOMOTIVES

UPLIFT BETWEEN SCORES FOR DYNAMIC AD VS. REGULAR AD



RELEVANCY

+83%

(NET SCORE: 8-10)



TALKABILITY

+175%

(NET SCORE: 8-10)



BRAND POSITIVITY

+41%

(SCORE: VERY POSITIVE)



CASE STUDY: TELECOMS

UPLIFT BETWEEN SCORES FOR DYNAMIC AD VS. REGULAR AD



RELEVANCY

+10%

(NET SCORE: 8-10)



BRAND AWARENESS

+9%

(SPONTANEOUS)



BRAND PERCEPTIONS

+4%

(SCORE: 6-10)



Source: Dynamic Online Lab Test with agency BVA BDRC. Sample 600 across 5 dynamic campaigns across 5 categories.