

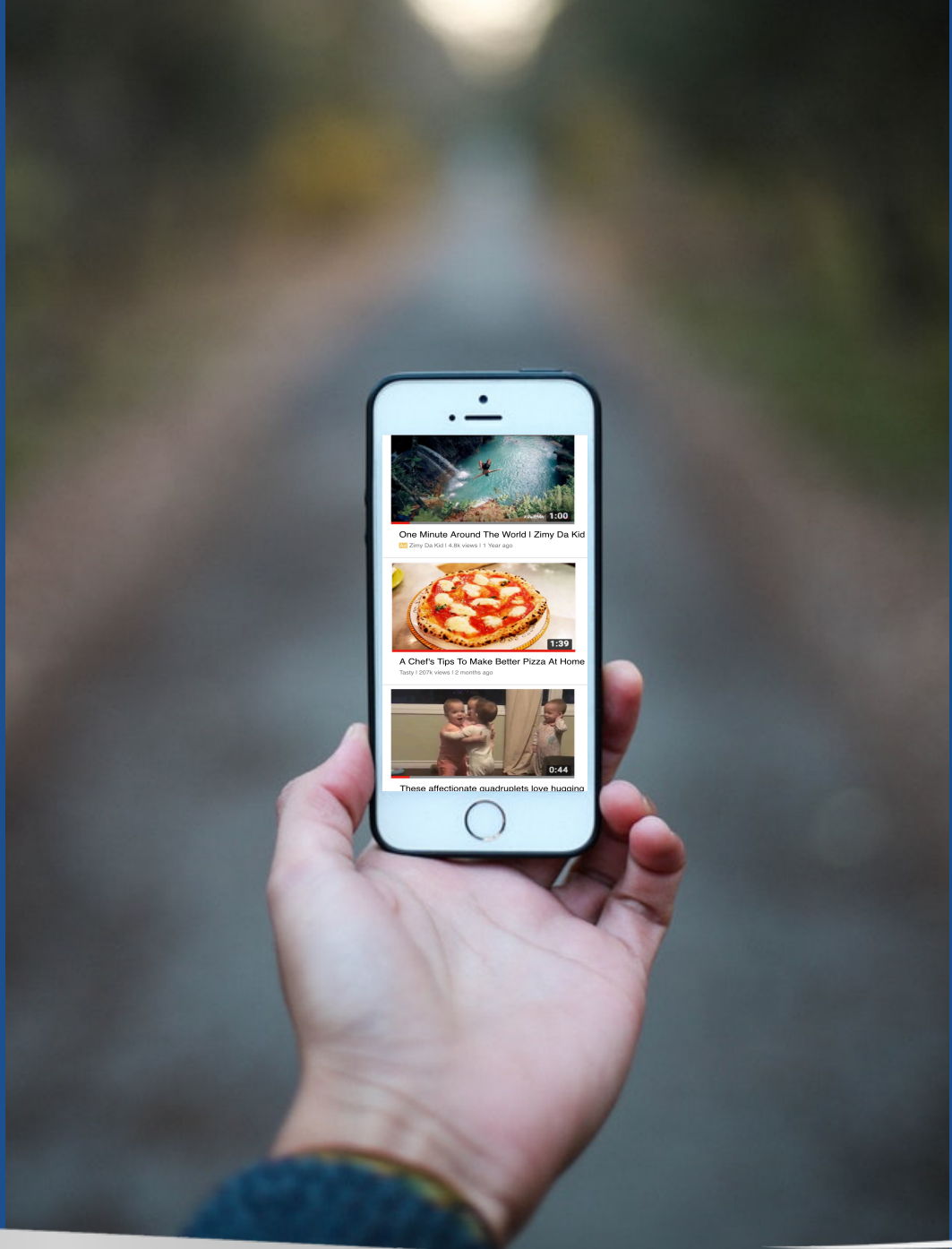


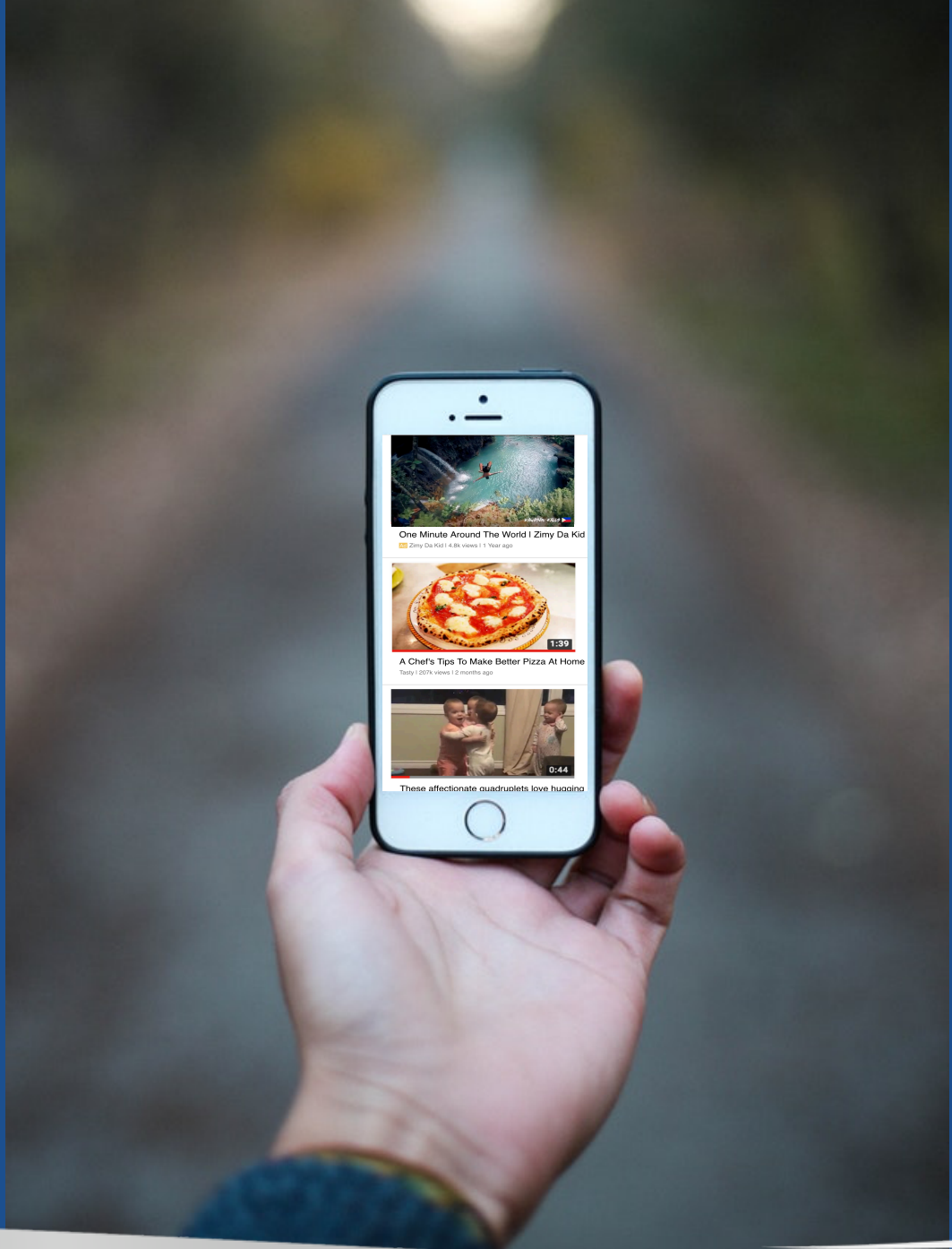
SIX-SECOND ADVERTISING

It's a Matter of Being in the
RIGHT PLACE
at the
RIGHT TIME

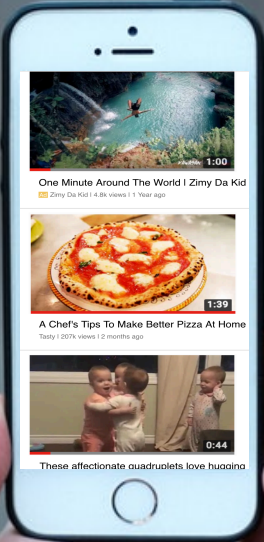
Ashley Shelley & Abby Asani







Let's talk about what we just watched.



96%

MENTION
YOUTUBE VIDEO

9%

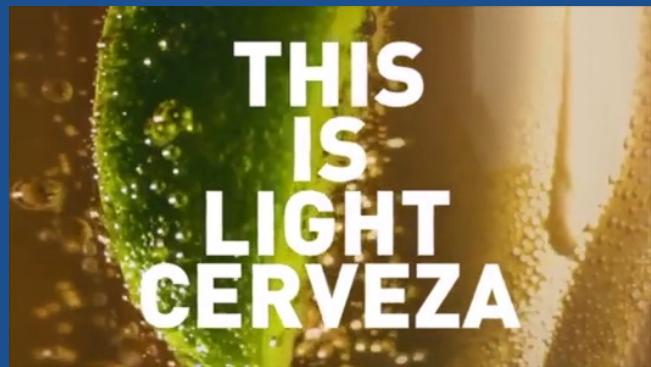
MENTION
:06 AD



Does this mean
that :06 ads are
not effective?

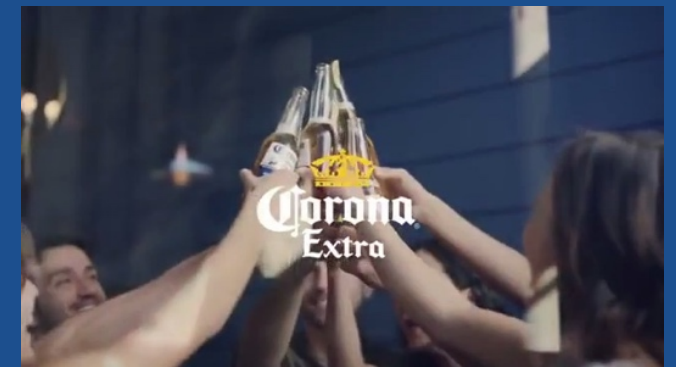


:06 ads sneak into our **long-term memories**,
even better than digital ads



52%

— AVERAGE —
IMAGE RECALL



52%

— AVERAGE —
IMAGE RECALL



39%

— AVERAGE —
IMAGE RECALL





They are also as **emotionally engaging**
as digital and TV ads





Average Positive Emotion: **46%**
Average Negative Emotion: **5%**



Average Positive Emotion: **49%**
Average Negative Emotion: **4%**



Average Positive Emotion: **47%**
Average Negative Emotion: **9%**

EMPLOY EMOTION!





Motivation is **not** where these ads shine:
Reinforce existing brand messaging and perceptions

25%

—— TOP 2 BOX ——
**BRAND
CONSIDERATION**

These ads are not
helping the brands...

...but are they
hurting them?

70%

— CONSIDERATION —
HAS NOT BEEN
AFFECTED





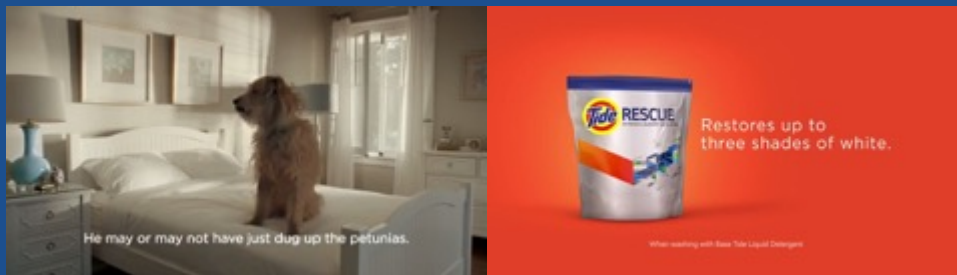
Six-second ads are more **distracting** and **disruptive**
in a mid-roll setting than in a pre-roll setting

23%

say the ad was distracting and/or disruptive in a **pre-roll** setting.

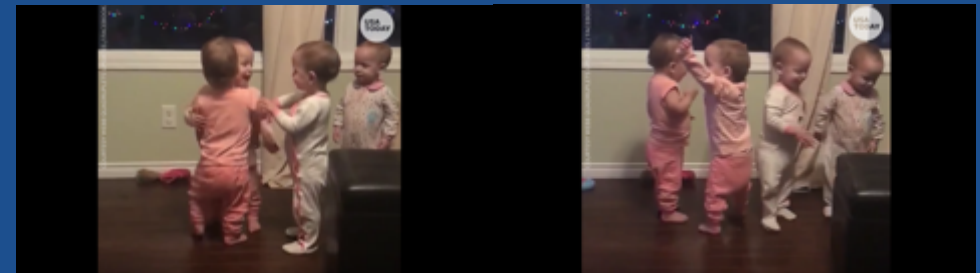
TIDE

— :06 Ad —



"AFFECTIONATE QUADRUPLETS LOVE HUGGING"

————— YouTube Video —————



37%

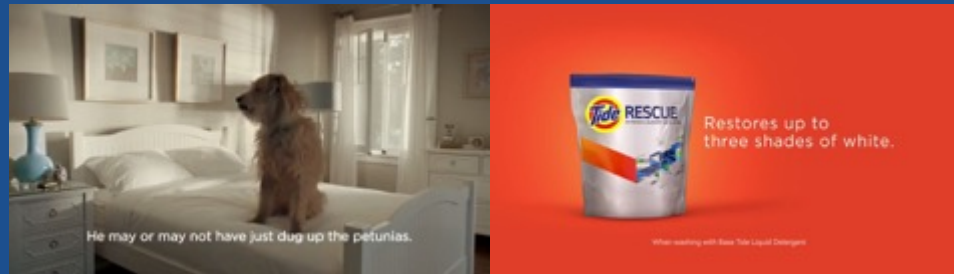
say the ad was distracting and/or disruptive in a **mid-roll** setting.

Goose Video



TIDE

— :06 Ad —



Goose Video





Leverage **brand assets** to efficiently
trigger brand recognition

“

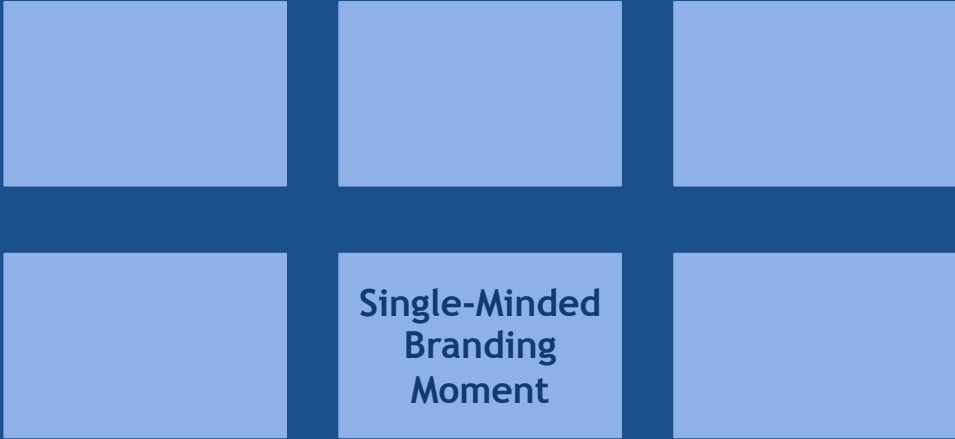
The key to effective branding is that for at least one clear moment in the ad, the brand is in the center of the field of viewer consciousness.

This is the branding image to which all the other thoughts and feelings created in the ad will be linked.

Chuck Young, Ameritest Founder

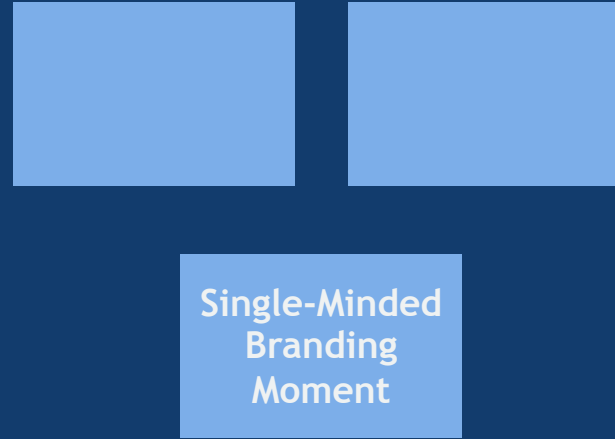
:60

— AVERAGE —
VISUAL PEAKS



:15

— AVERAGE —
VISUAL PEAKS



:06

— AVERAGE —
VISUAL PEAKS





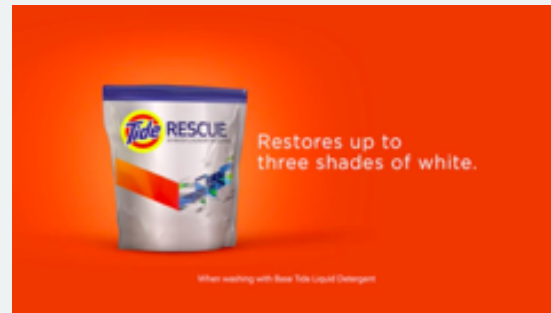
OLIVE GARDEN

— :06 Ad —



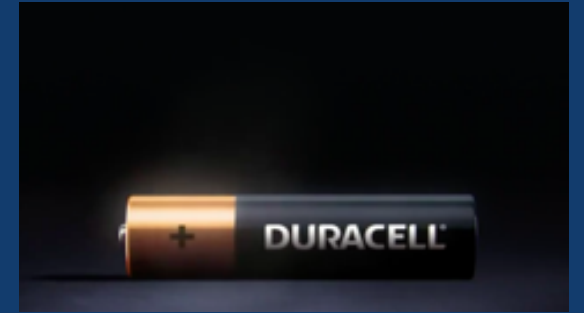
CORONA

— :06 Ad —



TIDE

— :06 Ad —



DURACELL

— :06 Ad —



SOUTHWEST

— :06 Ad —



SAVED BY THE SCAN

— :06 Ad —



AMAZON

— :06 Ad —



AIRBNB

— :06 Ad —



Visual imagery must do the heavy lifting



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.**

IHOP
— :06 Ad —



First Image Recall: **73%**
Average Image Recall: **71%**

SOUTHWEST
— :06 Ad —



First Image Recall: **29%**
Average Image Recall: **44%**

NORWEGIAN

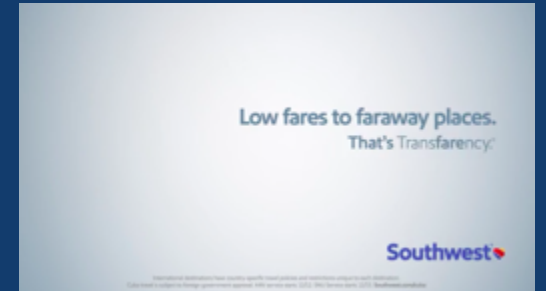
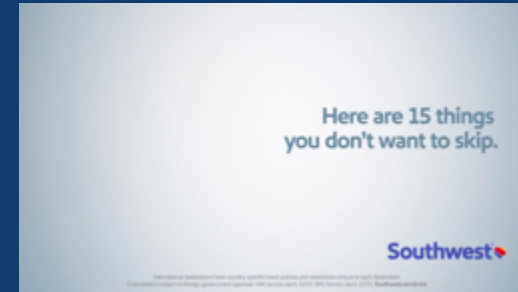
— :06 Ad —



Average Image Recall: **54%**
Average Positive Emotion: **56%**

SOUTHWEST

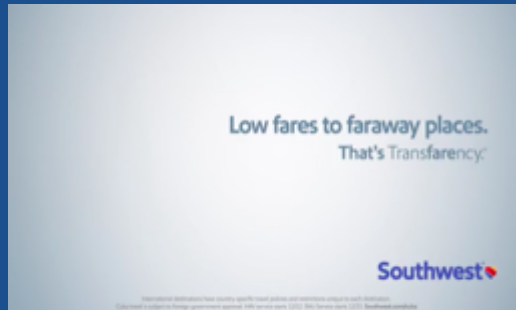
— :06 Ad —



Average Image Recall: **44%**
Average Positive Emotion: **42%**

SOUTHWEST

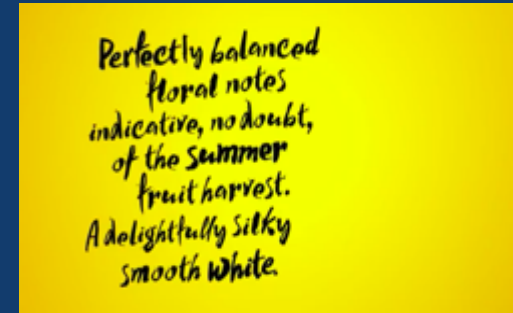
— :06 Ad —



Confusion: 5%

YELLOW TAIL

— :06 Ad —



Confusion: 15%



Context affects ad performance

“

"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

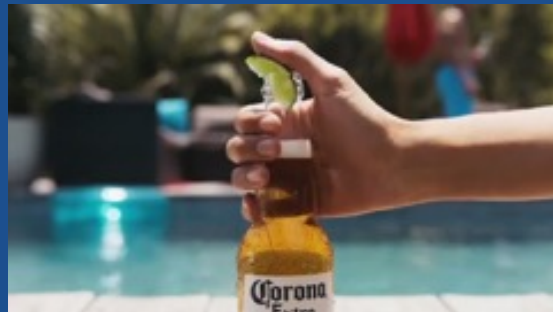
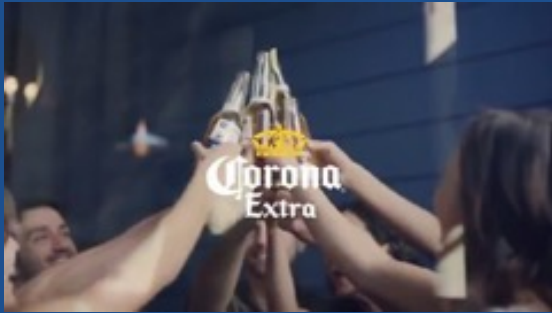
"Methods of Persuasion: How to Use Psychology to Influence Human Behavior"



When we are in a mission-based mindset, **congruency in content** can make an ad feel like less of an impediment to reaching our ultimate goal.



THEME



CORONA
— :06 Ad —

"AROUND THE WORLD IN ONE MINUTE"
————— YouTube Video —————

SUBJECT



OLIVE GARDEN
— :06 Ad —

"TIPS FOR MAKING BETTER PIZZA AT HOME"
————— YouTube Video —————

tone



HEFTY
— :06 Ad —



"AFFECTIONATE QUADRUPLETS LOVE HUGGING"
————— YouTube Video —————

~~STONE~~



SAVED BY THE SCAN

— :06 Ad —

"AFFECTIONATE QUADRUPLETS LOVE HUGGING"

————— YouTube Video —————

INTERRUPTING AN EMOTIONAL NARRATIVE



— :06 Ad —



OMG! Will the goose walk again?

SIX-SECOND ADVERTISING PRINCIPLES

Six-second ads can earn a place in long-term memory

Emotional engagement is as strong as in digital and TV ads

Reinforce brand messaging, rather than introduce new ideas

Six-second ads are more distracting in a mid-roll setting

Leverage brand assets to efficiently trigger the brand

Visual imagery must do the heavy lifting

Context can greatly impact ad performance



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