



PHOENIX

Are Quick Hit Ads a More Effective Way to Spend Advertising Dollars?

February 12, 2019

Introduction

- Global advertising impact is challenged by an increasingly cluttered and fragmented media landscape.
- In the UK we regularly see :15's and :05 break-bumper sponsorship ads, and in the US we see a trend for really short form :05-:07 ads used alongside traditional length ads.
- As really short ads increasingly play in media plans, using US TV campaign insights we ask the questions:



Are short form “Quick Hit” ads effective?



Can “Quick Hit” ads done right deliver effective Marketing ROI?



Did you know...

1 out of **4**

ads are remembered within
24 hours of viewing them



Source: Phoenix Brand Effect 2017-18

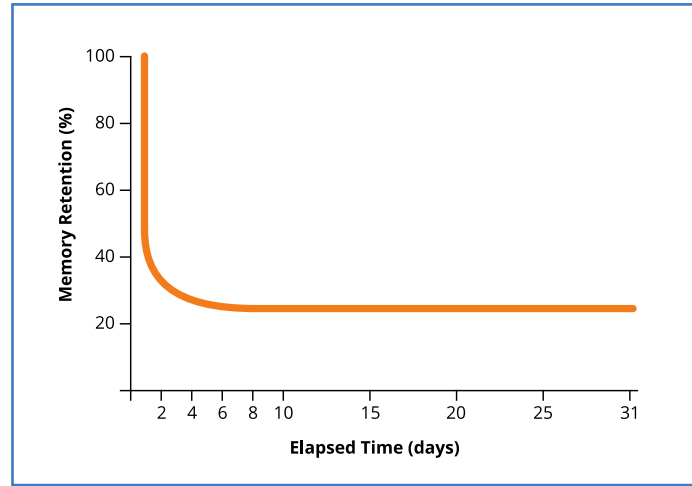
Today's media landscape is complex

THEREFORE,
it's crucial for brands
to optimize and measure
effectiveness in real-time



More platforms
More media partners
More segmentation
More metrics

Factors impacting ad memorability



DISTRACTED VIEWING

Media multitasking has taken viewer distraction to a new level

LIMITED MEMORY

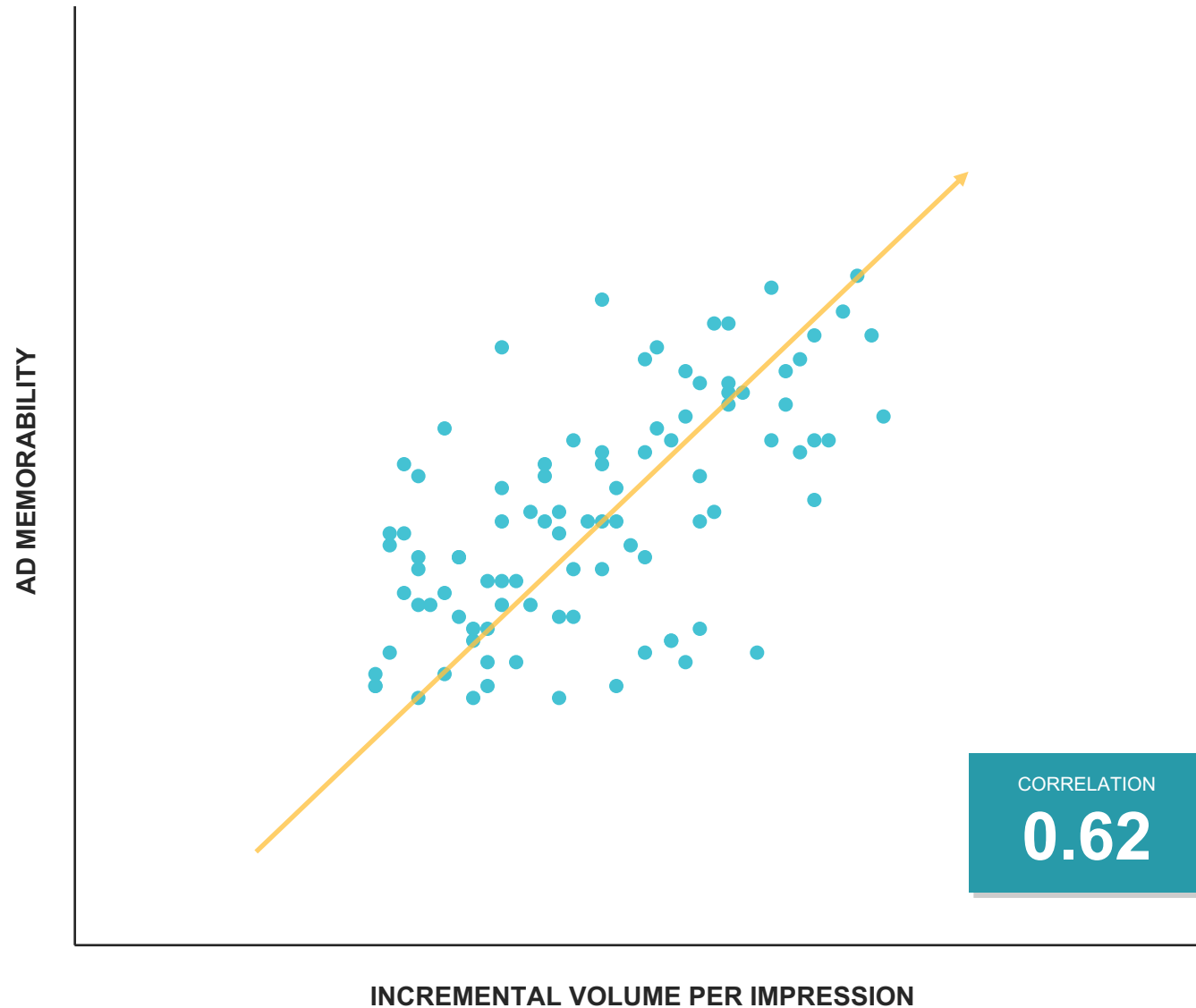
Consumers may forget advertising at a dramatic rate shortly after exposure

MORE CLUTTER

Viewers are exposed to an increasing number of ads

However...
**Ad memorability
shows a strong
correlation to sales**

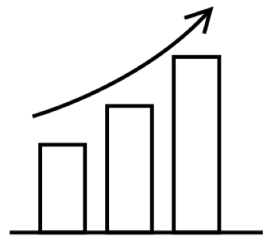
Phoenix Brand Effect metrics have been continuously validated in marketing mix analyses by strong sales correlations



Source: Phoenix Brand Effect

Sales results measured as Marketing Effectiveness from various Marketing Mix analyses.

We know multiple factors contribute to in-flight advertising performance



Drivers of Performance



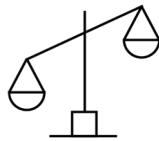
Creative Quality



Media Support + Flighting



Program Quality / Synergy



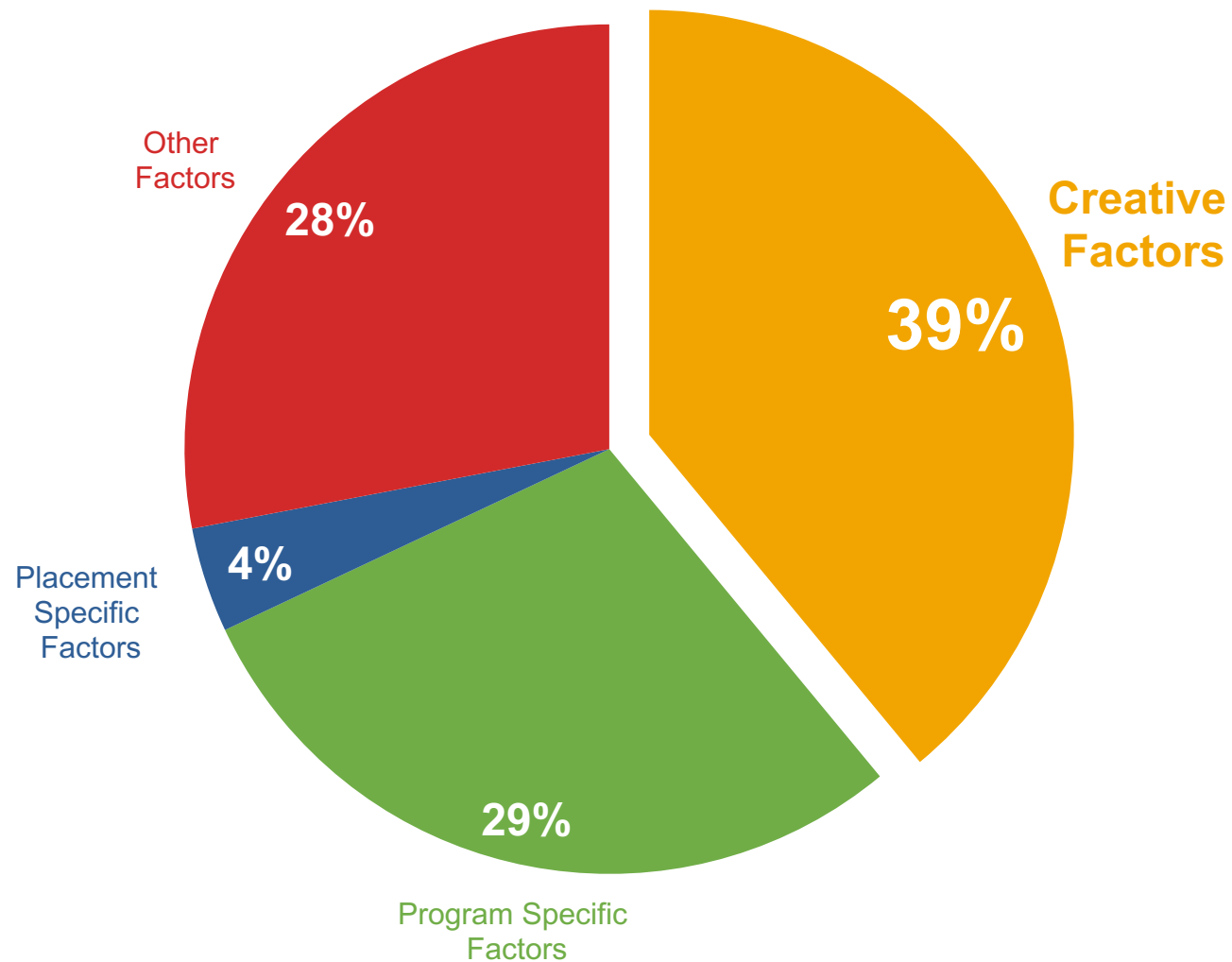
Competitive Interaction

And...

Creative factors drive up to 40% of ad memorability

Multivariate modeling identified each attribute's relative contribution to Ad Memorability

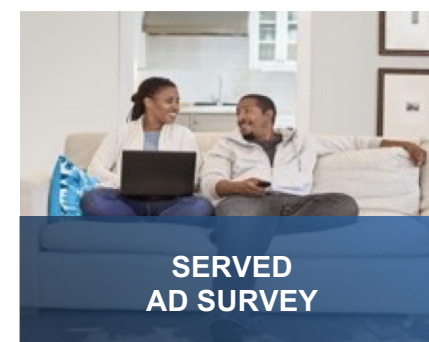
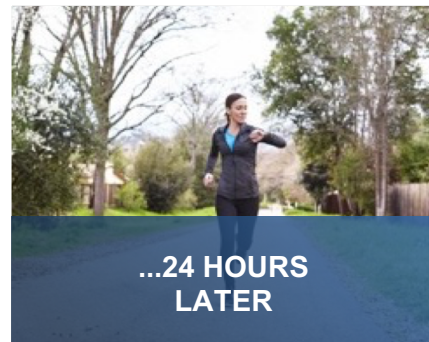
Factor Contribution to Ad Memorability



Source: Phoenix Brand Effect

We use real world TV & digital ad exposure to measure day after ad memorability

USER
EXPERIENCE



PHOENIX BRAND EFFECT

CAPTURE TV SHOWS +
DIGITAL ADS VIEWED



WRITE TV &
DIGITAL AD SURVEYS



SERVE ON
POPREWARDS

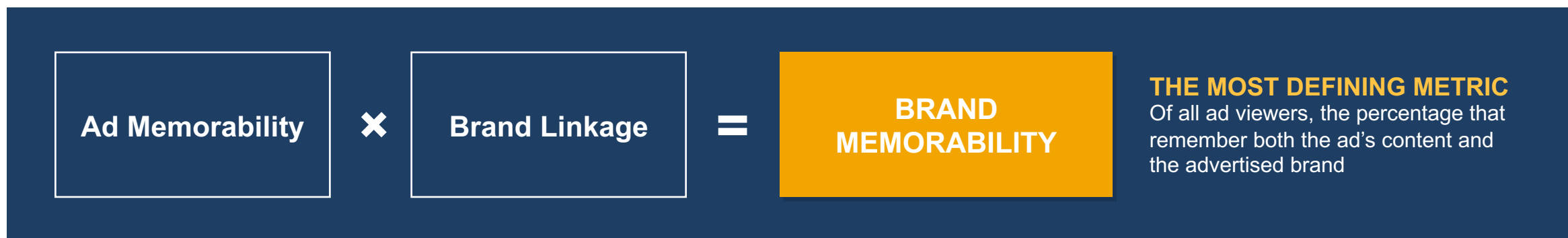
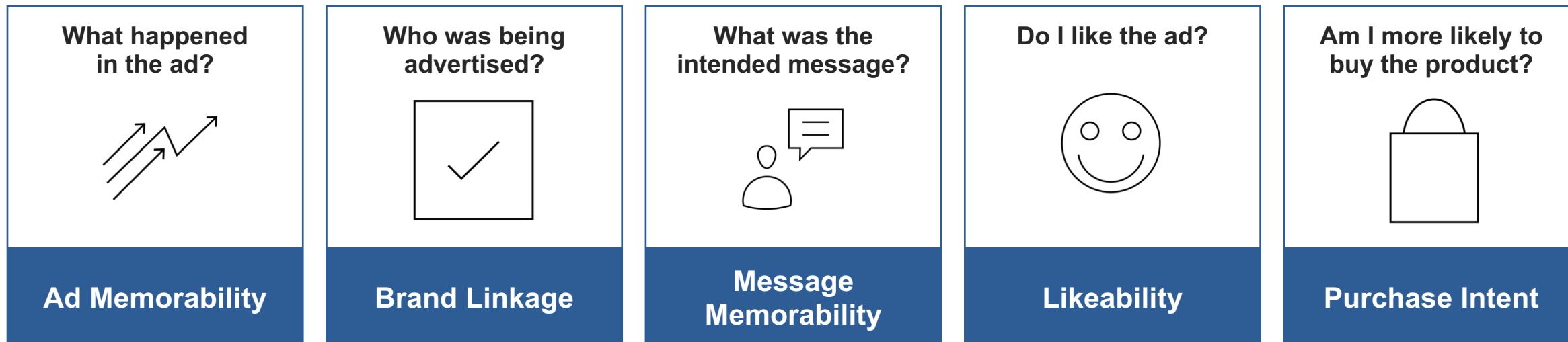



24 HOURS LATER..
SURVEY RESULTS AVAILABLE



And capture key in-flight ad performance metrics

Campaign strength is determined by how last night's ad viewers answered **five** simple questions

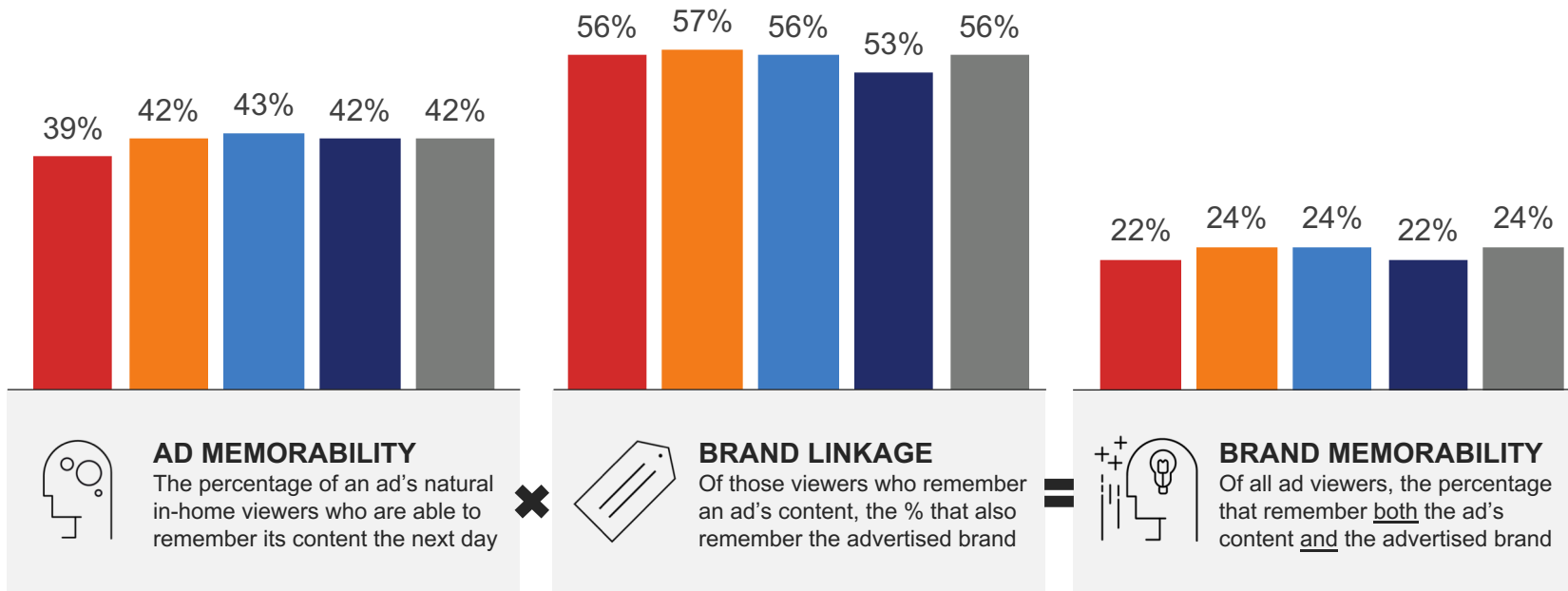




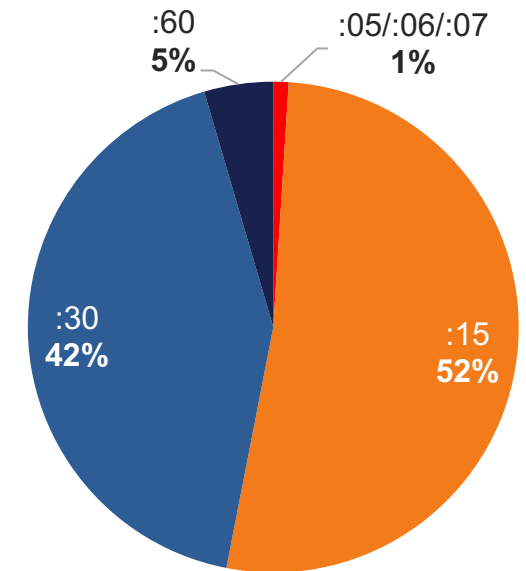
Emerging Quick Hit Ad Performance

Over the last 2 years emerging Quick Hit ads have been almost as successful at breaking through and delivering the brand as :15's and :30's

Ad Memorability and Branding by Ad Length All Categories (2017-2018)



SOV by Ad Length

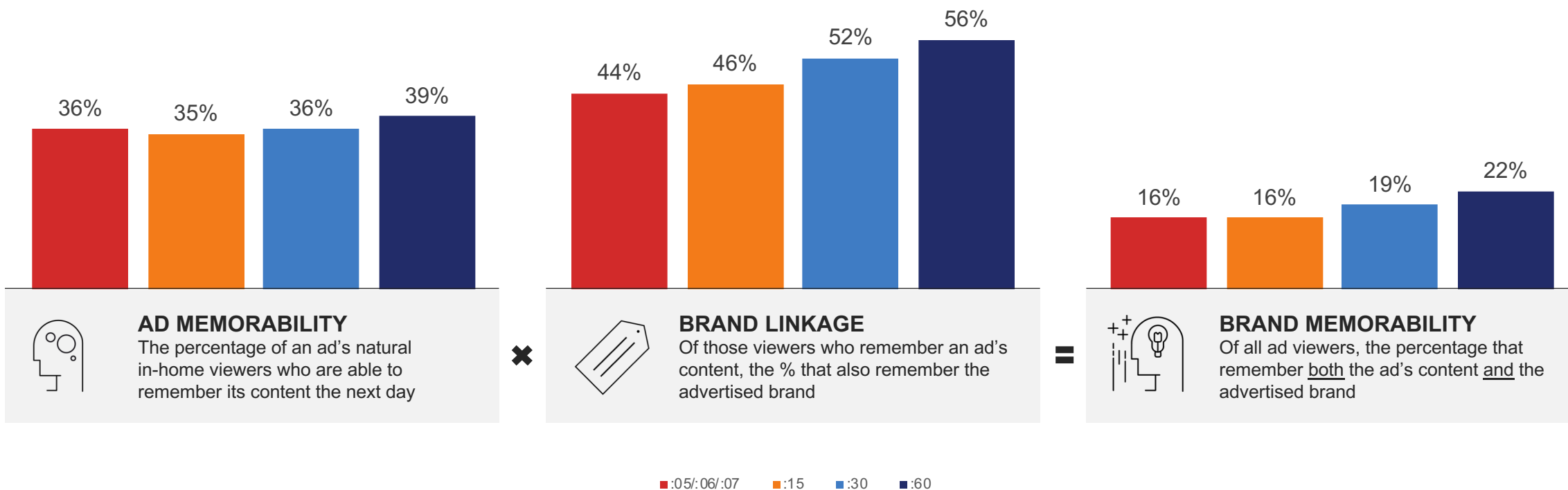


Source: Phoenix Brand Effect

■ :05/:06/:07 Ads ■ :15 Ads ■ :30 Ads ■ :60 Ads ■ 2017-2018 All Advertising Norm

When controlling for media weight, Quick Hit ads saw a comparable performance to :15 ads

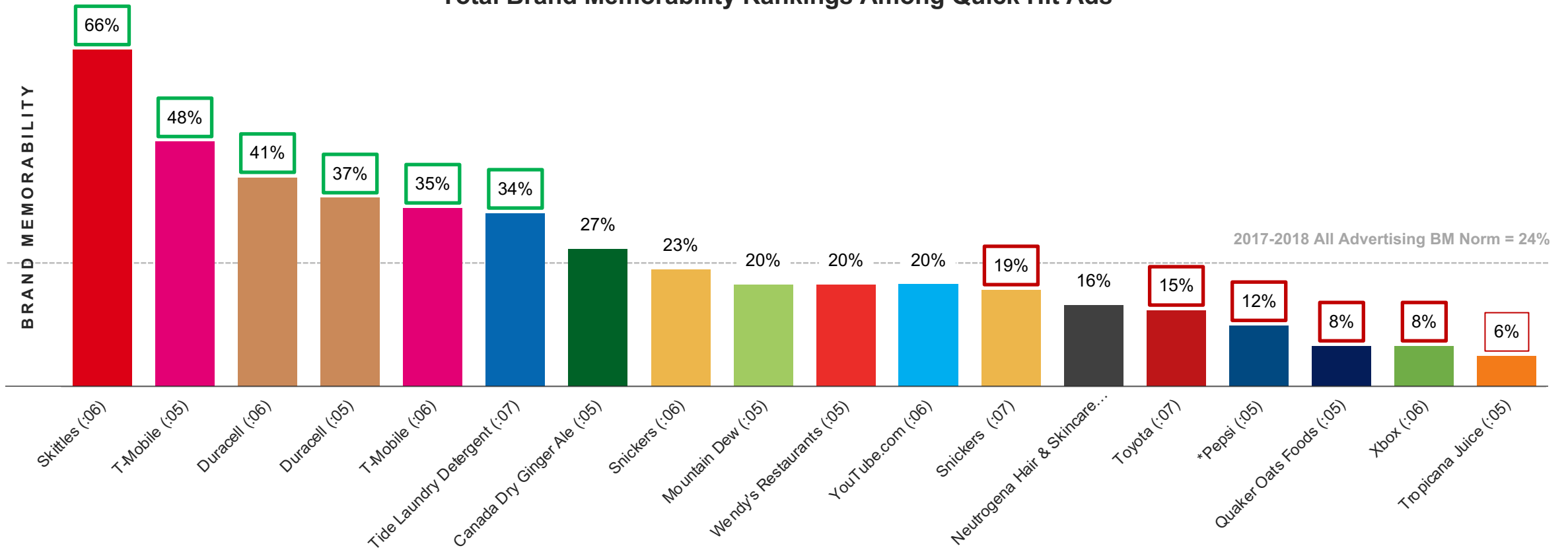
Performance by Ad Length at 10 GRPs All Ad Categories (2017-2018)



Source: Phoenix Brand Effect

However... we have seen a wide range in Quick Hit ad scores over the last 2 years

Total Brand Memorability Rankings Among Quick Hit Ads

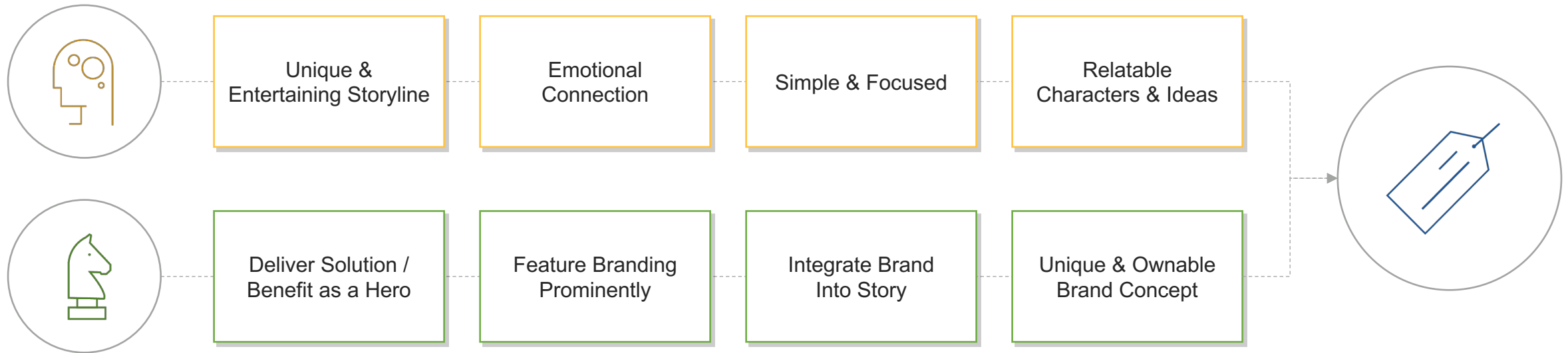


Source: Phoenix Brand Effect

 Indicates score is significantly above/ below the 2017-2018 All Advertising norm

Brand Effect creative engagement & brand integration best practices

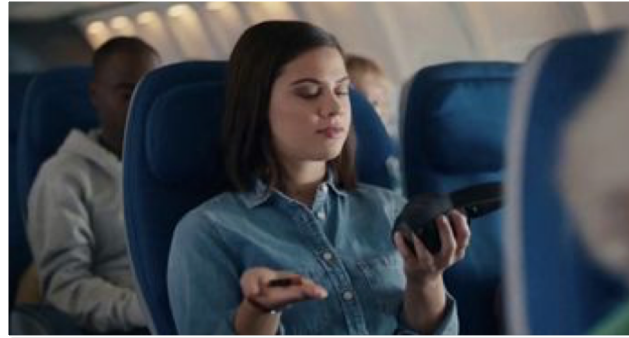
Based on analysis of thousands of ads we have identified several common characteristics of high performing ads:



▶ **RESULT: BETTER ADVERTISING** ◀

Case Study: Duracell

Duracell has been an active and successful advertiser across ad lengths



:15



:30



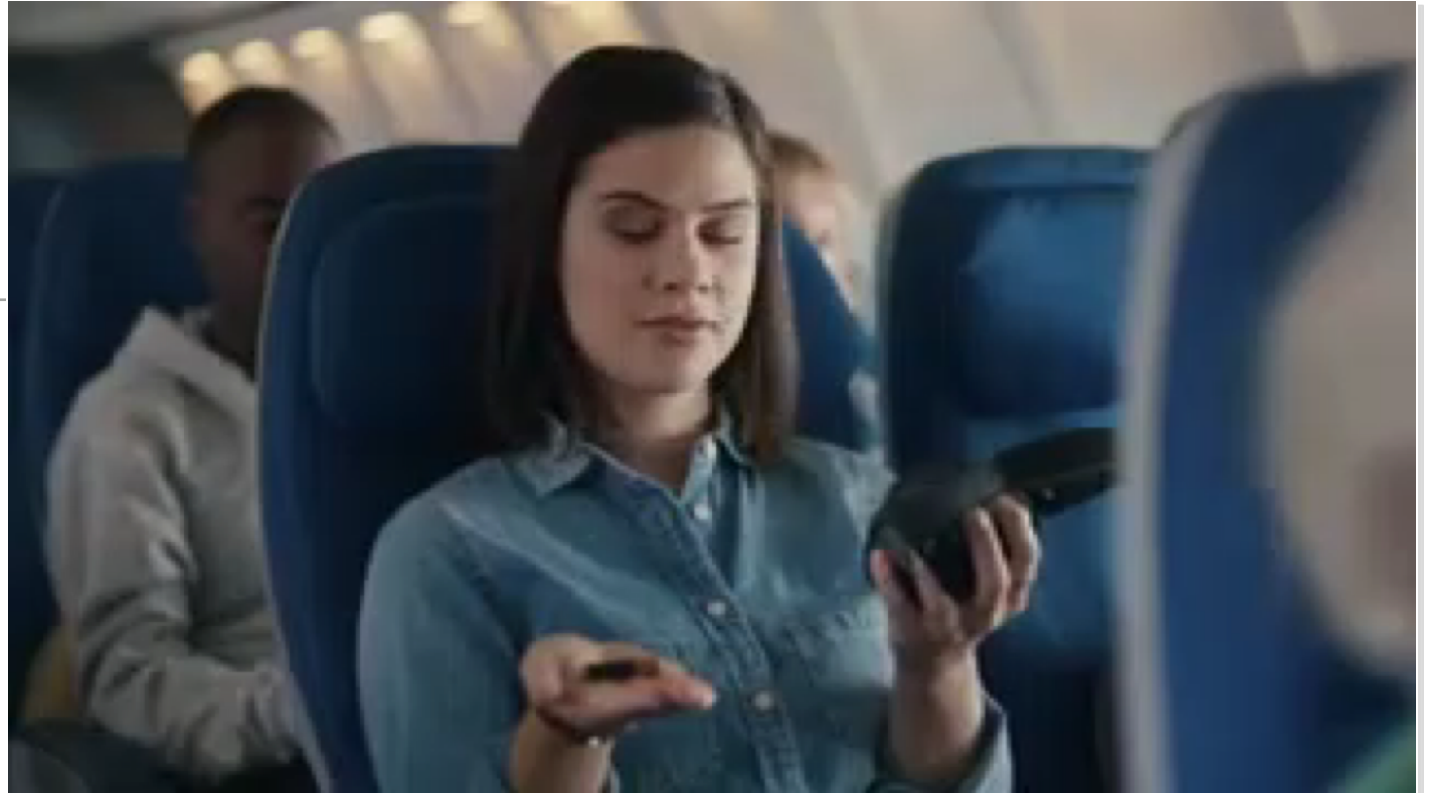
:05



:06

Source: Phoenix Brand Effect

Duracell :15



Source: Phoenix Brand Effect

Duracell :30



Source: Phoenix Brand Effect

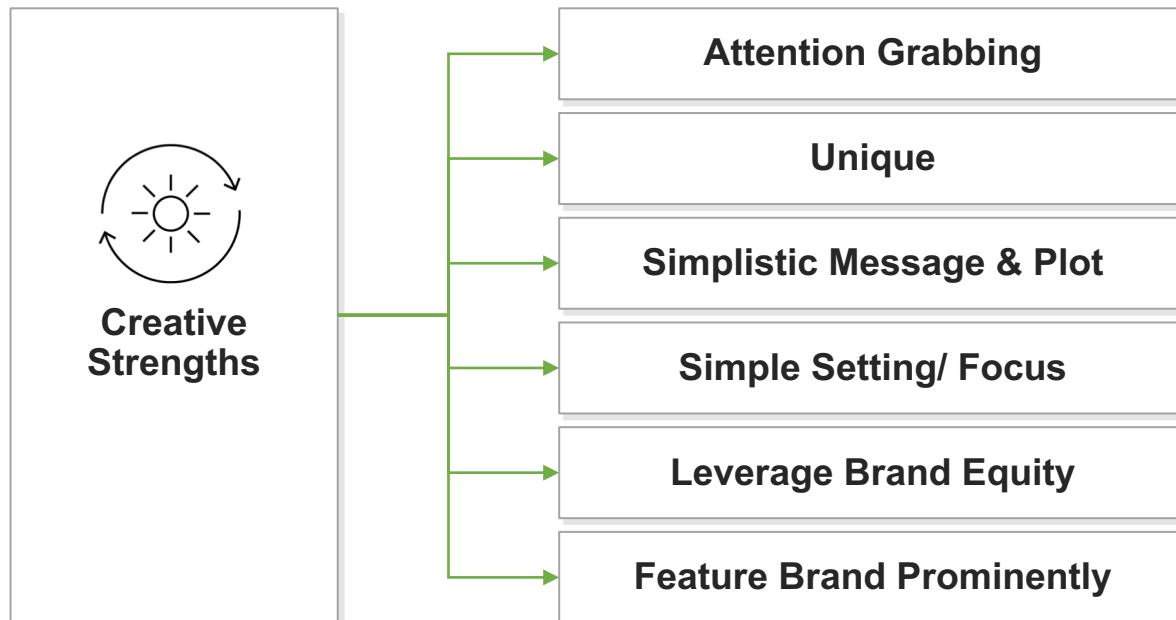
Duracell :06



Source: Phoenix Brand Effect

Success was driven by creative consistency across ads

- The brand highlighted one simple concept and setting by focusing on a single battery across short form ads and at the end of :15 and :30 spots
- The imagery in these ads focused on branding, while the voiceover leveraged Duracell's brand equity as the "#1 Trusted Brand"

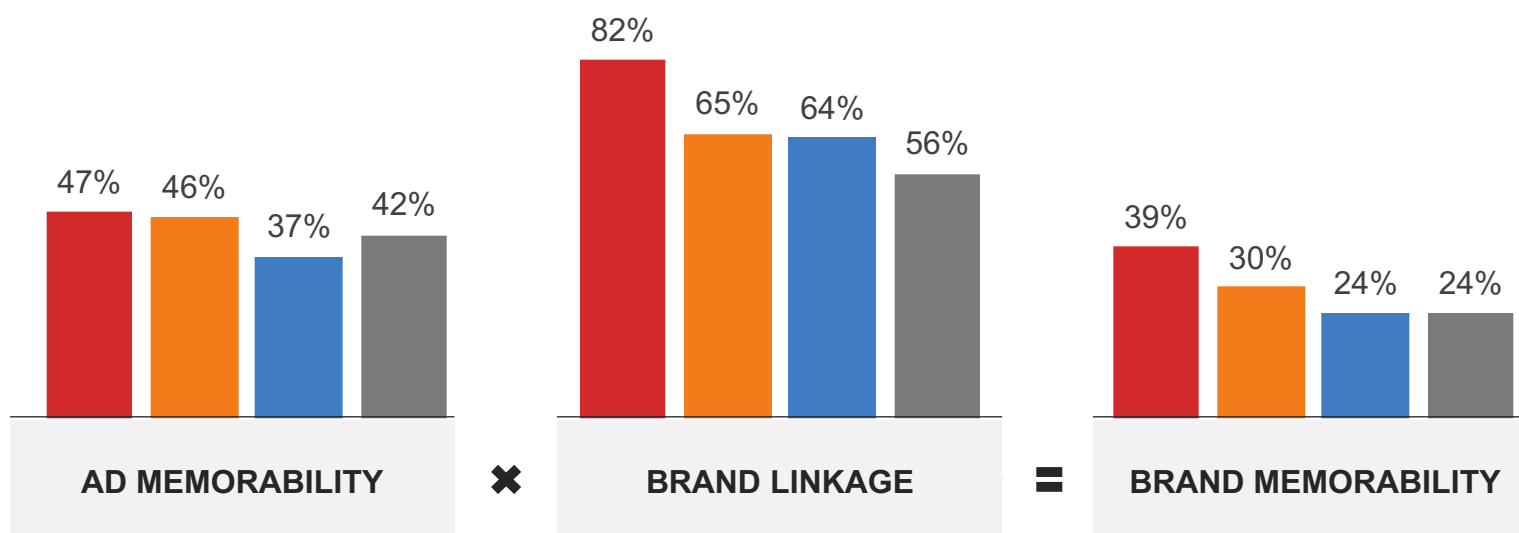


Source: Phoenix Brand Effect

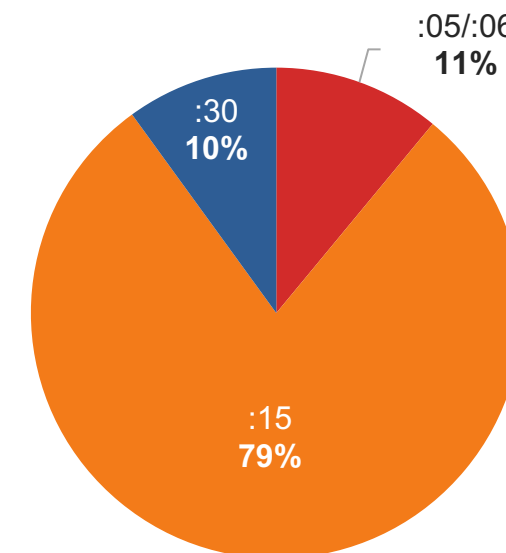
Branding was significantly stronger for Duracell's short form ads compared to longer :15s and :30 ads

The :30 spots likely struggled more than the shorter ads because they had many scenes, making it more difficult for viewers to remember the ad and the brand if not paying attention

Breakthrough and Branding by Ad Length (2017-2018)



SOV by Ad Length



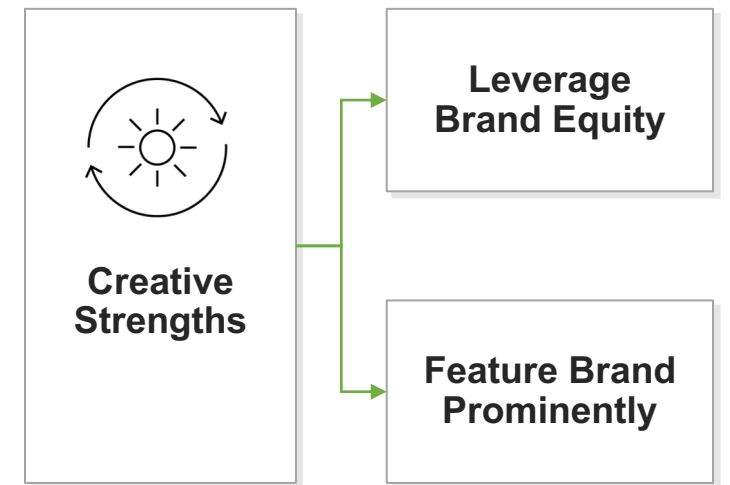
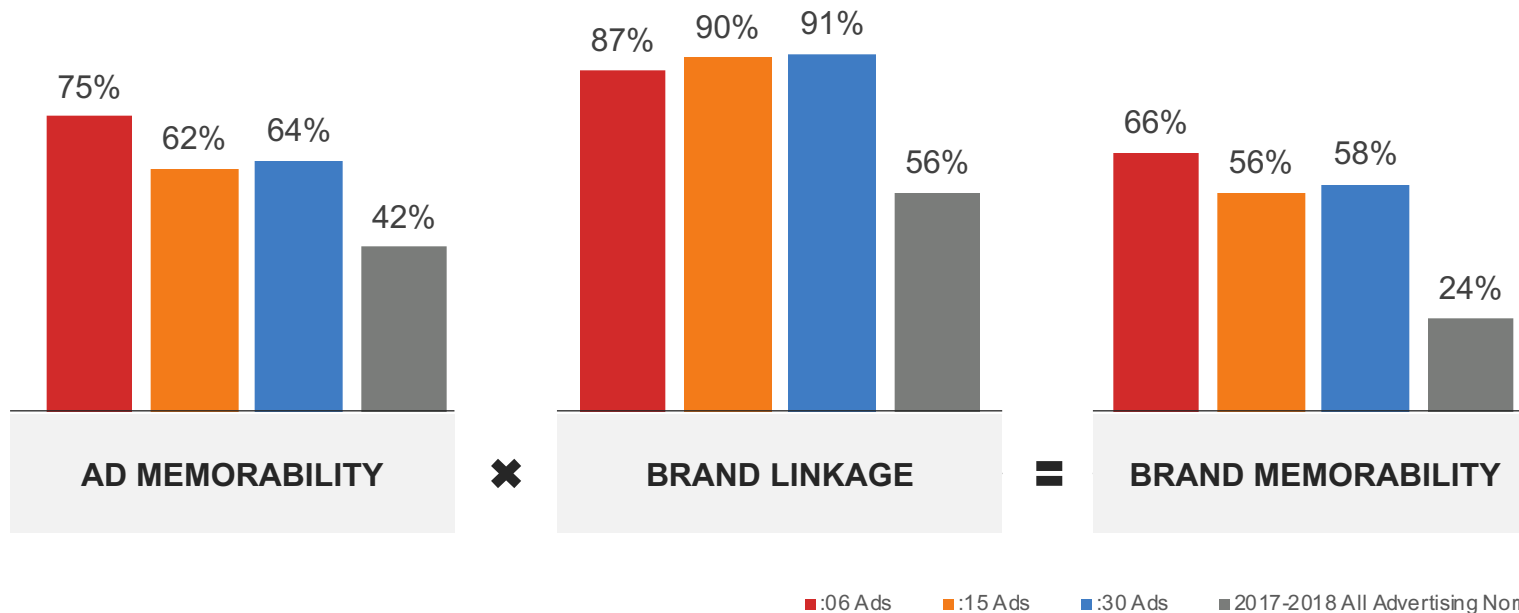
Source: Phoenix Brand Effect

■ :05/:06 Ads ■ :15 Ads ■ :30 Ads ■ 2017-2018 All Advertising Norm

Case Study: Skittles

- Skittles was the top performer among short form ads
- Skittles' :06 ad was a cut-down of the :15 version, likely creating a halo effect
- Both ads prominently featured the product and brand, aiding overall performance

Breakthrough and Branding by Ad Length (2017-2018)



Source: Phoenix Brand Effect

Skittles :15



Source: Phoenix Brand Effect

Skittles :06

Skittles :06

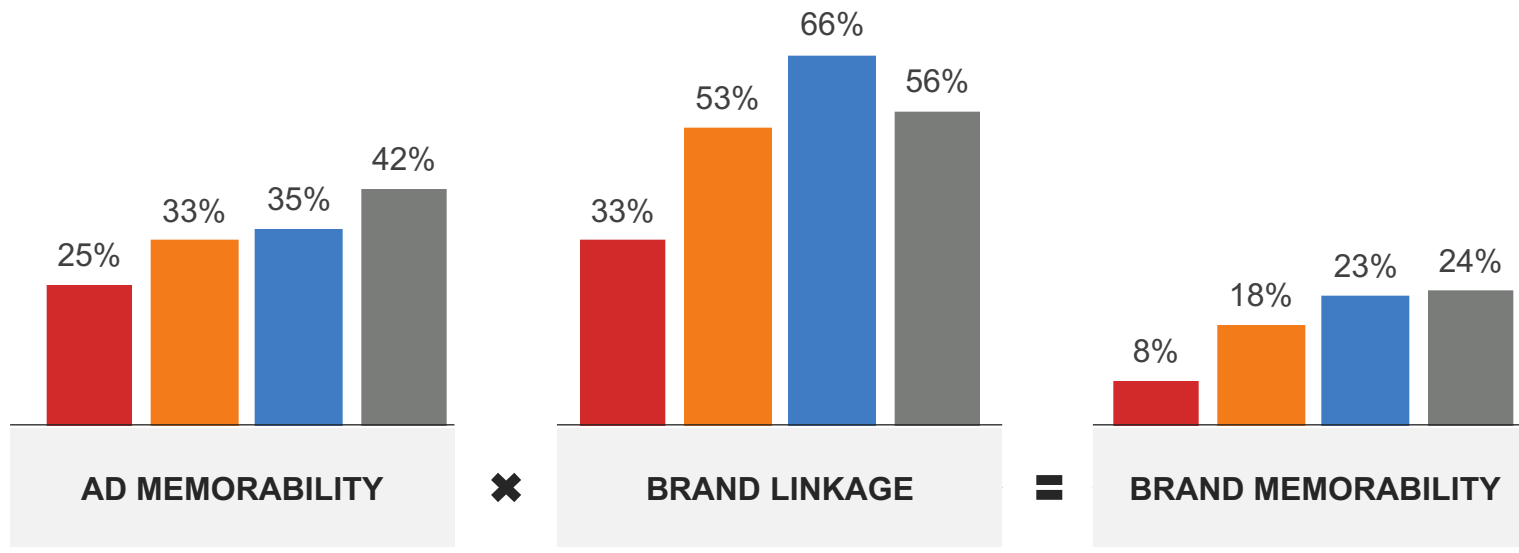


Source: Phoenix Brand Effect

Case Study: Quaker Oats

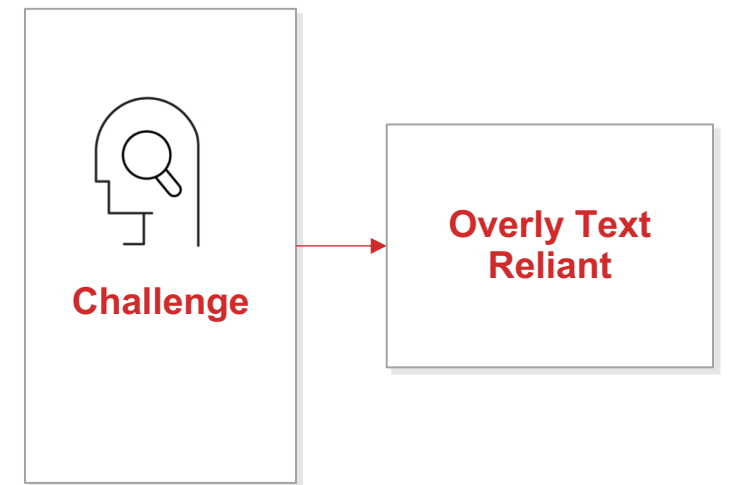
- Quaker Oats' :05 ads were cut-downs of longer versions of the ad, but they did not appear to benefit from a halo effect
- The :05 ads likely saw softer performance because they relied solely on text and background music, unlike the longer :15 and :30 versions which were aided by a voiceover

Breakthrough and Branding by Ad Length (2017-2018)



Source: Phoenix Brand Effect

■ :05 Ads ■ :15 Ads ■ :30 Ads ■ 2017-2018 All Advertising Norm



Quaker Oats :15



Source: Phoenix Brand Effect

Quaker Oats :05



Source: Phoenix Brand Effect

Key Takeaways



To determine how effective Quick Hit ads are it is important to measure performance in-flight, and consider the context within which the ads air



Creative Quality is an important determinant of Quick Hit ad performance, both in terms of Ad Memorability and Brand Communication



Quick Hit ads can be just as effective as :15 and :30 ads in terms of Brand Memorability



It is too soon to tell whether Quick Hit ads can drive sales impact



THANK YOU

For more information, contact:

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