



VITAMIN

Executive Summary

Specific VITAMIN is a comprehensive video insight project, measuring consumers evaluation of formats and the effectiveness of video advertising. It was conducted in partnership with Decipher in November 2011 and surveyed over 2,400 consumers testing 12 different format / content cells. It also included four depth focus group studies of key consumer groups. Top line findings include:

- **Video works:** All video advertising formats boosted brand metrics including favourability, association and purchase intent when compared to a control group.
- **Content length irrelevant:** There is no premium to long form TV Catch Up content – Short Form content is equally effective at driving brand metrics.
- **OP is King:** Original Programming was consistently the top performing content format tested.
- **Tolerance:** Consumers were equally tolerant of advertising around Short Form content as they were TV Catch Up when measured against a range of format evaluation metrics.

Format Evaluation

Consumers were asked to evaluate the advertising formats they had viewed against a range of Evaluation Metrics:

- **TV Synergy:** 55% of respondents who viewed Short Form said the advertising reminded them of TV advertising for the brand, compared to 52% for TV Catch Up.
- **Attention:** For Original Programming, 62% gave the advertising their whole attention, compared to 57% for Short Form and 56% for TV Catch Up.
- **Context:** 40% of respondents felt the advertising fitted with the content when viewing Short Form, compared to 35% for TV Catch Up. Not surprisingly, this figure was 83% for Original Programming. When asked whether the advertising was suited to the type of video shown, a similar pattern was seen, with 39% agreeing for Short Form, 32% for TV Catch Up and 70% for Original Programming.
- **Experience:** Across all formats, the overall viewing experience was comparable to a television experience, with 64% of TV Catch Up, 66% Short Form and 63% Original Programming respondents agreeing the overall viewing experience was similar to watching content on television.
- **Intrusion:** Respondents viewing TV Catch Up were more likely to agree that they found advertising intrusive to their overall viewing experience (34%) compared to Short Form (29%) and Original Programming (24%).

Unprompted Brand Recall

- Unprompted advertising recall for TV Catch Up (13%) and Short Form (14%) were similar.
- Unprompted advertising recall for Original Programming was significantly higher (26%).
- Unprompted latent recall significantly higher for Original Programming (88% when asked two weeks later) vs TV Catch Up (31%) and Short Form (21%).
- UGC was worst performing content type for unprompted advertising recall (11%) and for latent recall (9%).

Brand Favourability

- All video advertising formats performed strongly, with those exposed to advertising around any format more likely to be favourable to a brand vs an unexposed control group.
- Advertising around Short Form content led to 57% favourability towards a brand, compared to 55% for TV Catch Up. Within the control group, 48% were favourable to brands.
- Original Programming drove the highest level of brand favourability at 69%.

Brand Association

- All video advertising formats performed strongly when we examined association with key brand statements. Compared to a control group (48%) TV Catch Up saw 61% associate the advertised brands with statements, and Short Form 57%.
- Original Programming content drove the deepest level of brand association, with 71% of those exposed to advertising associating the advertised brand with key statements.

Post View Behaviour

- 18% of those exposed to advertising around Short Form said they intended to investigate the brand further, compared to 12% for TV Catch Up. Original Programming prompted 24% of exposed consumers to say they would investigate the brand advertised further.
- When measured 2 weeks later 19% of those exposed to Original Programming had investigated the brand further, compared to 6% for Short Form and 5% for TV Catch Up.
- Original Programming also drove social interaction, with 7% exposed to advertising indicating they would join or like the brand in a social environment. When measured latently, 3% had actually done this.

The Anticipation Index

- Within the study consumers were asked to indicate how highly they were anticipating watching the forthcoming content. This had a tangible impact on the advertising effect.
- When looking at purchase intent, overall 65% of those who had a high anticipation claimed they were likely to purchase the brand advertised in the future, compared to 39% who had a low anticipation. This figure rose to 77% for Original Programming.
- Brand association was 1.4x higher when consumers were highly anticipating the content, and there was a 1.6x uplift in brand favourability.

The Enjoyment Index

- Within the study, consumers were asked to rate to what extent they had enjoyed the content they had just watched. This had a tangible impact on the advertising effect.
- When looking at brand favourability, overall 74% of those who enjoyed the content were favourable to the brand advertised, compared to 38% who did not enjoy the content. This figure rose to 90% for original programming.
- Brand association was 1.9x higher when consumers enjoyed the content, and there was a 2.2x uplift in purchase intent when consumers enjoyed the content.

Pre Roll Multiplier on Original Programming

- Running a relevant pre roll prior to Original Programming had an uplift effect on all the key advertising metrics.
- Purchase intent was 76% with a pre roll, 51% without. Brand favourability was 13 points higher at 77% with a pre roll, and brand association 12 points higher at 78%.

Purchase Behaviour

- Video advertising was likely to drive both claimed purchase intent and actual purchase behaviour – measured two weeks after advertising exposure.
- Compared to a control group of 43% who said they were likely to purchase the product in the future, 52% of those who saw advertising around Short Form content indicated likelihood to purchase, marginally greater than the 51% who saw advertising around TV Catch Up.
- Original Programming drove a deeper intent to purchase, with 61% exposed saying they were likely to purchase the product advertised in the future.
- When measured two weeks later, 1 in 5 (19%) of those exposed to Original Programming had purchased the product advertised – compared to 12% for Short Form and 10% for TV Catch Up. The latent figure for UGC was 5%.