

# Mobile Creative Best Practices

The Key Learnings

Research conducted by On Device

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DATE:

March 2017



**Experts in mobile ad effectiveness research, supported by Celtra**

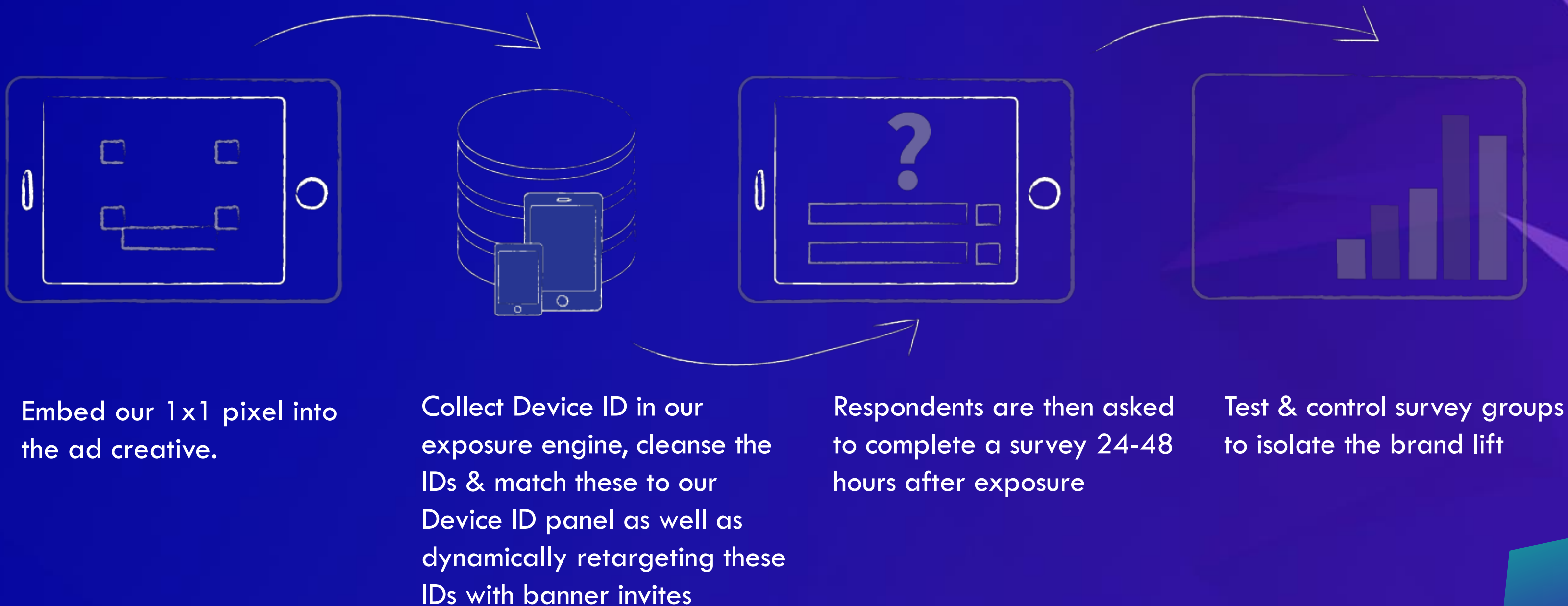
**On Device Research and Celtra have come together to share these new insights into mobile creative best practice**

# All mobile campaigns are not built equal

An analysis of On Device Research's database of 200 mobile ad effectiveness studies highlights a considerable disparity between the best and worst performing mobile ads

- The **top 20%** of mobile ads in terms of ad recall record an average uplift between the exposed and control group of **+20% points**. The **remaining 80%** of mobile ads achieve an average percentage point uplift of just **+3%**.
- Similarly the **best performing 20%** of mobile ads in terms of purchase intent are **six times** more effective than the remaining 80%.
- An analysis of the creative attributes of each of the mobile ads tested enables us to unpick what it is about the best performing ads that drives performance at the top and bottom of the branding funnel.
- **These findings have been summarised in to ten key mobile creative best practice learnings.**

# An unrivalled database of mobile ad impact studies based on a unique methodology



# Mobile ads often get a bad press

**60%**

**of clicks on mobile banner ads are by accident**

**71%**

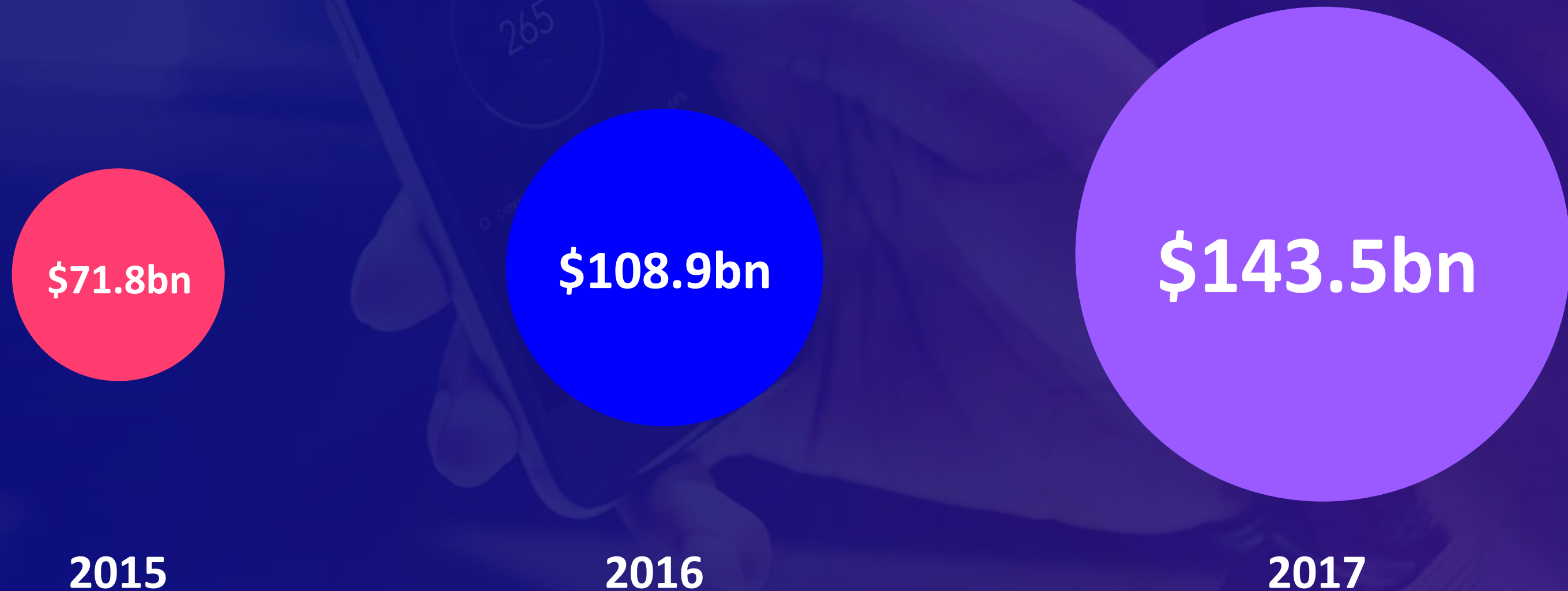
**say that at least half the ads they see a day disrupt their mobile experience**

**69%**

**say that mobile ads obscure screen content**

# Yet as a marketing channel mobile continues to go from strength to strength

Global mobile ad spend (\$ billion)



And when mobile display ads perform well, they perform really well: The most recalled mobile ads are over six times more effective than the rest of the pack.

Average % point difference in **ad recall** between control and exposed groups: Top 20% vs bottom 80%



At the bottom of the branding funnel, the picture is very similar with a 6x multiplier in purchase intent for the best performing ads

Average % point difference in **purchase intent** between control and exposed groups: Top 20% vs bottom 80%





# So how do we create mobile ads that really resonate with consumers?

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**The top performing ads adhere to six of these principles on average**

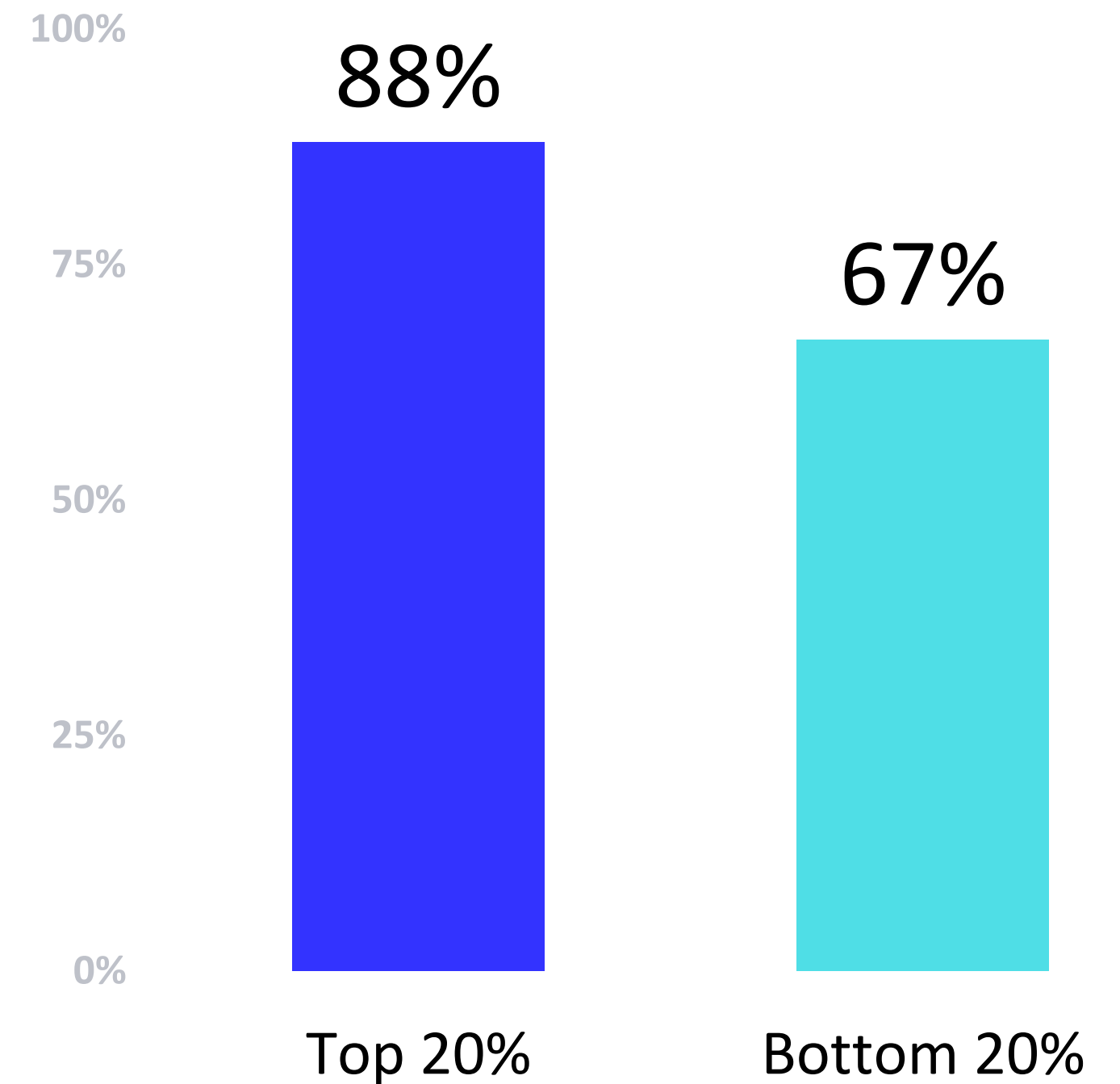
1. Logo presence on every frame is crucial
2. A human presence can engage
3. Product shots catch the eye
4. Placing branding at the top of the creative boosts ad recall
5. Be cautious with dual branding as it can distract and confuse
6. A single clear message beats a text heavy ad overloaded with information
7. Video grabs the user's attention
8. Inject a little humour in to your creative
9. A bit of interactivity hold's the user's attention
10. If you want to drive purchase, then unsurprisingly having a strong call to action helps

# 1. Logo presence on every frame is crucial

CASE STUDY: Whether you see the ad for half a second or twenty, you know it's for Selfridges



Top performing ads in terms of ad recall that have a brand logo in every frame

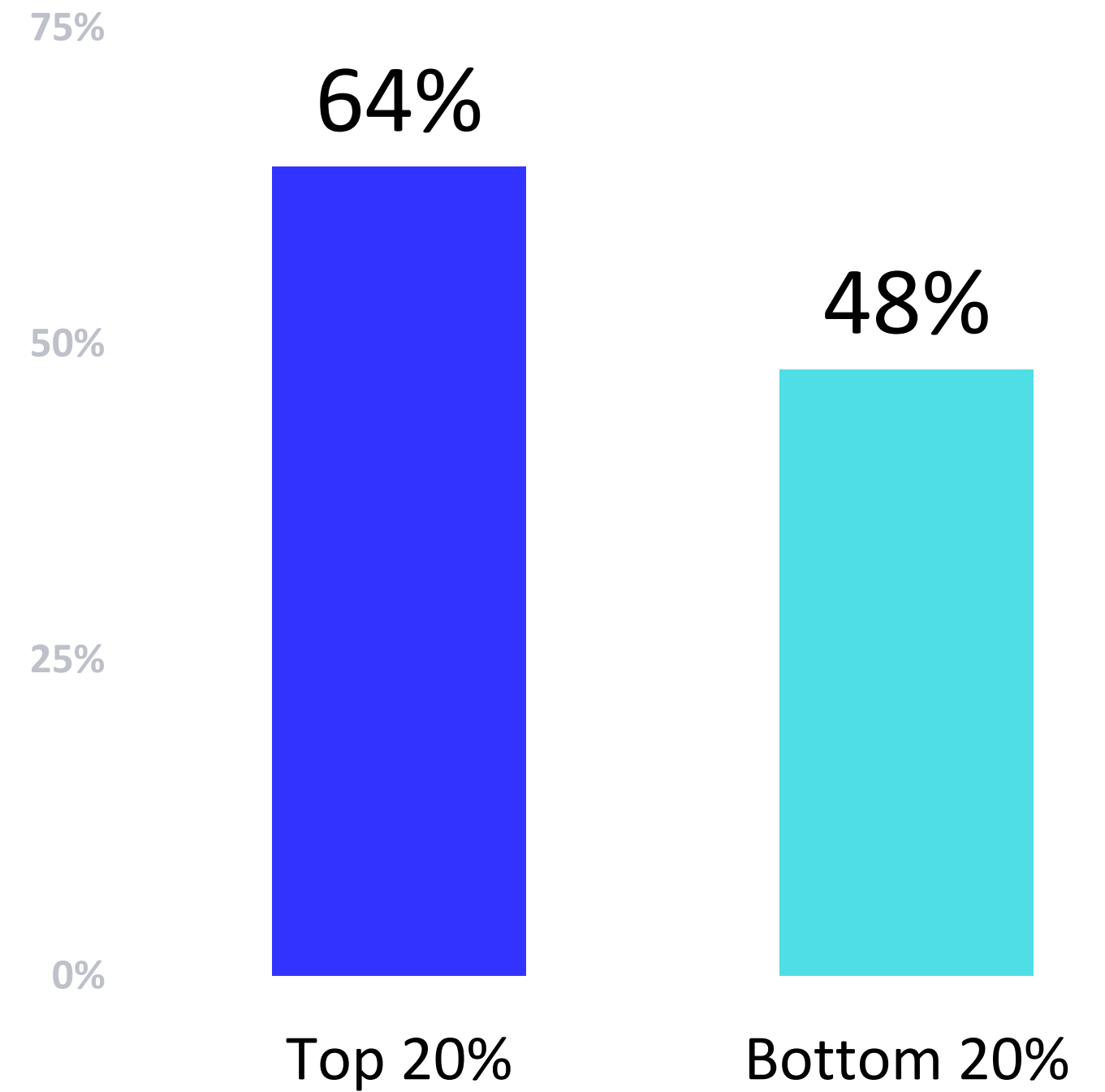


## 2. A human presence can engage

CASE STUDY: The more the merrier?

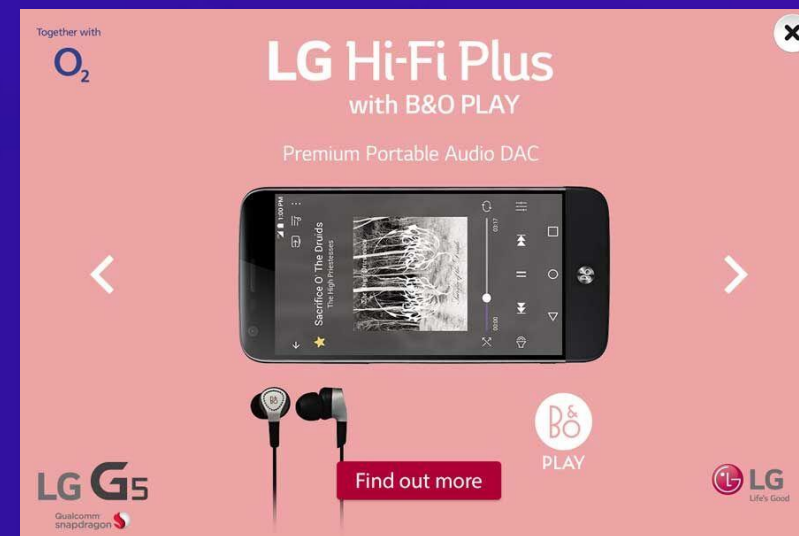


Top performing ads in terms of ad recall that contain a human presence



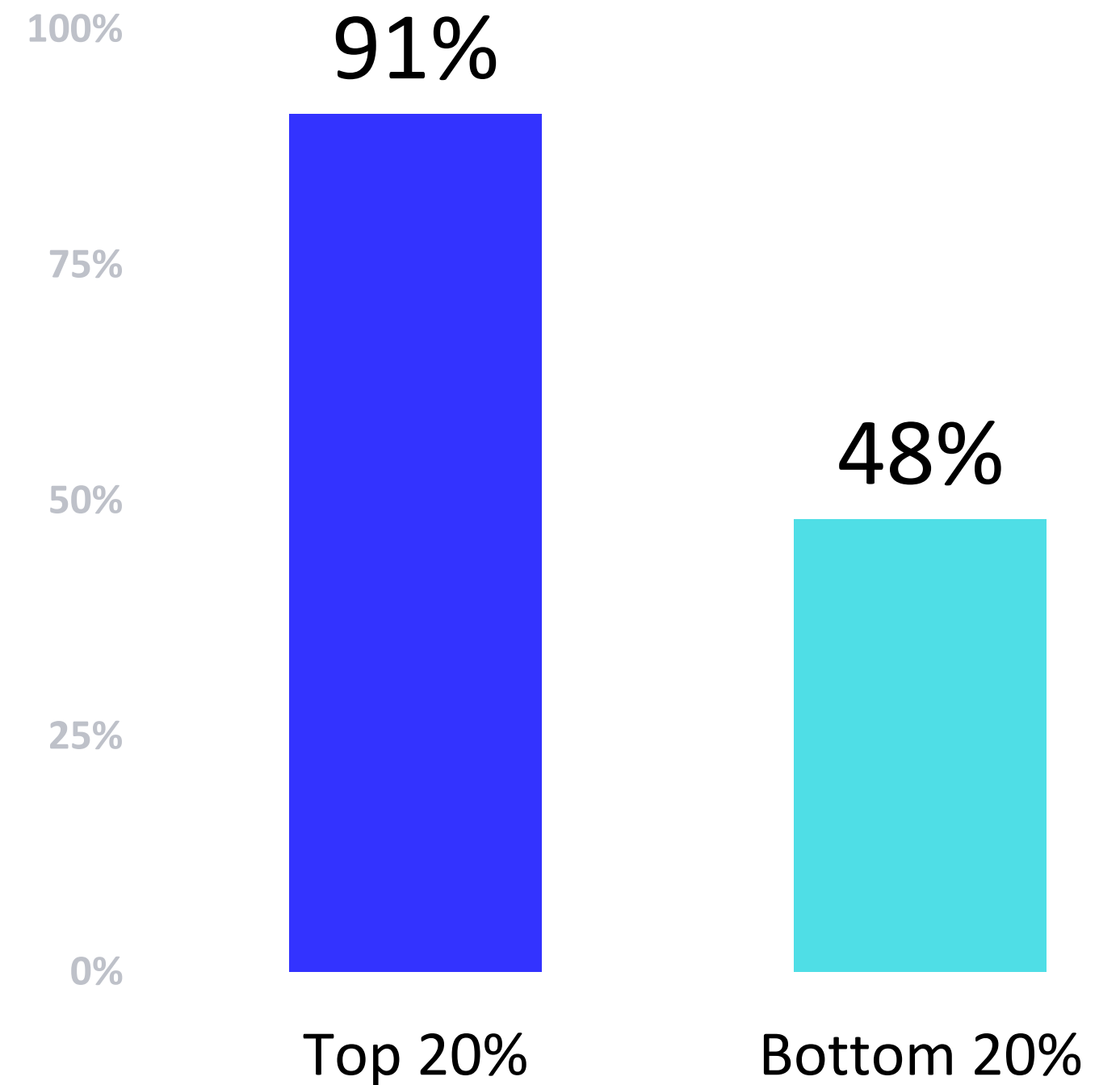
# 3. Product shots catch the eye

CASE STUDY: A product shot AND a human presence



Multiple products

Top performing ads in terms of ad recall that contain a product shot

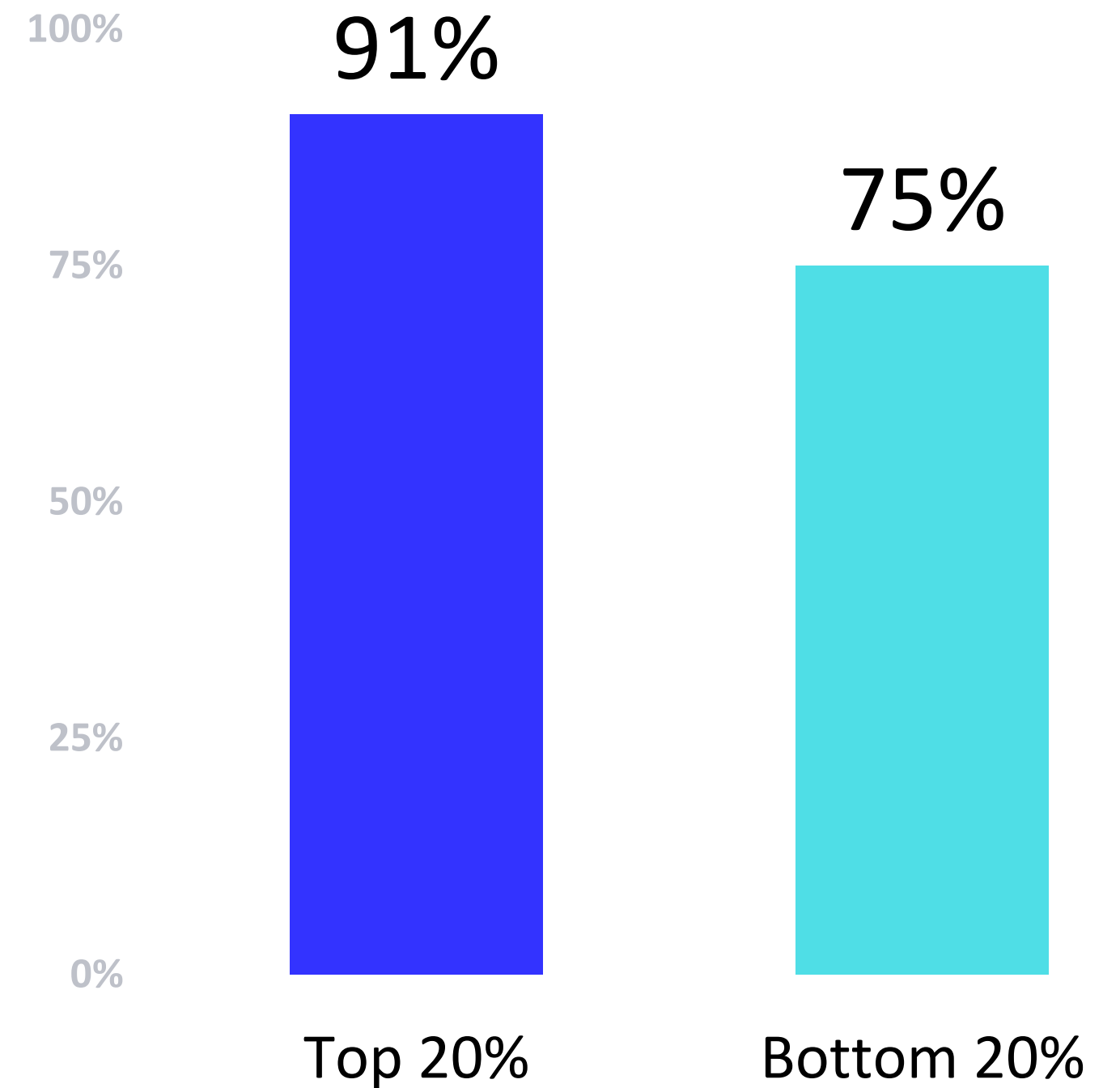


# Product shots are also key for driving purchase

CASE STUDY: There's not much doubt as to what you're buying here



Top performing ads in terms of purchase intent that contain a product shot



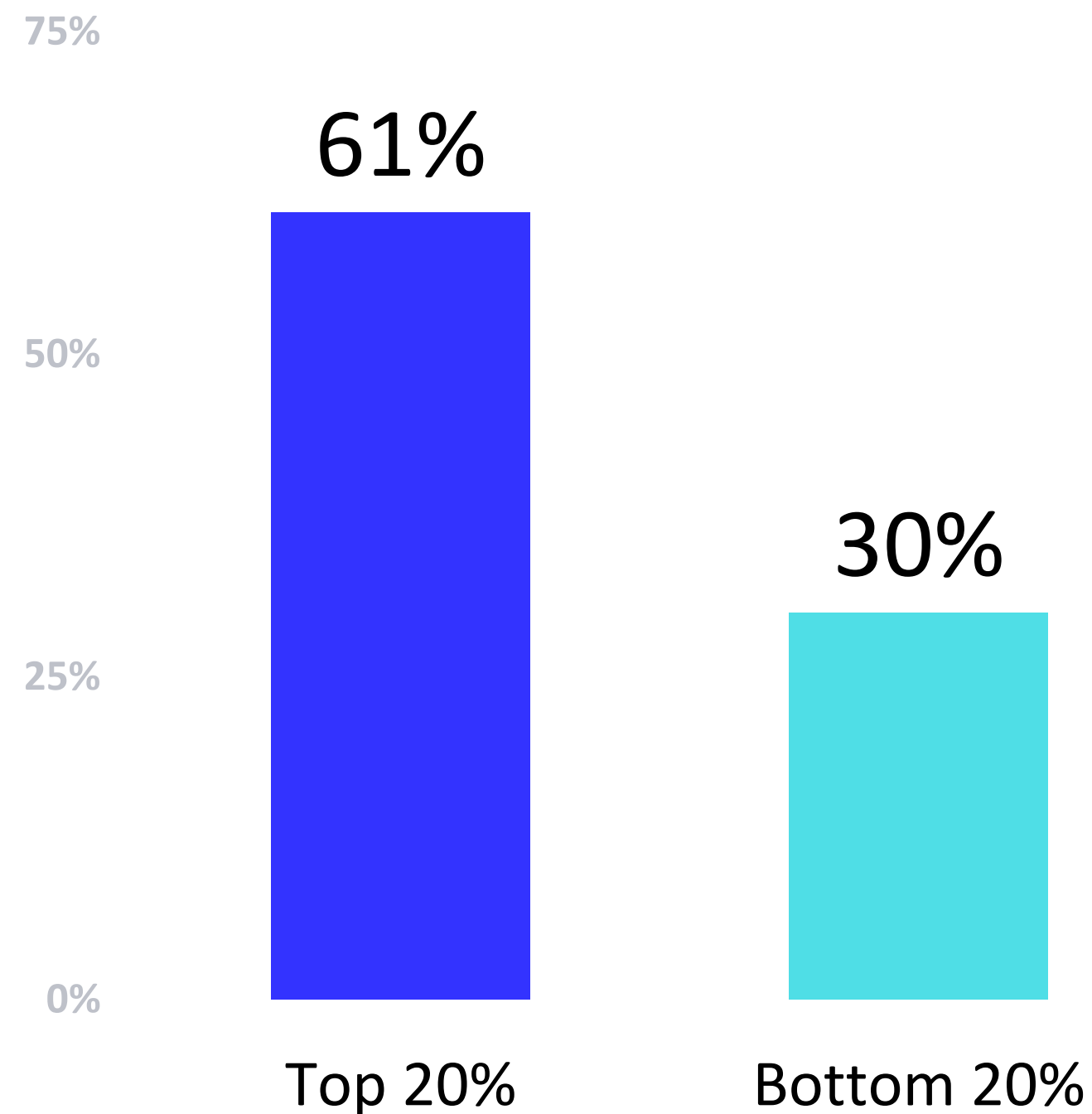
# 4. Placing branding at the top of the creative boosts ad recall

CASE STUDY: Which logo do you look at first?



Mocked up creative

Top performing ads in terms of ad recall that contain a logo at the top of the creative

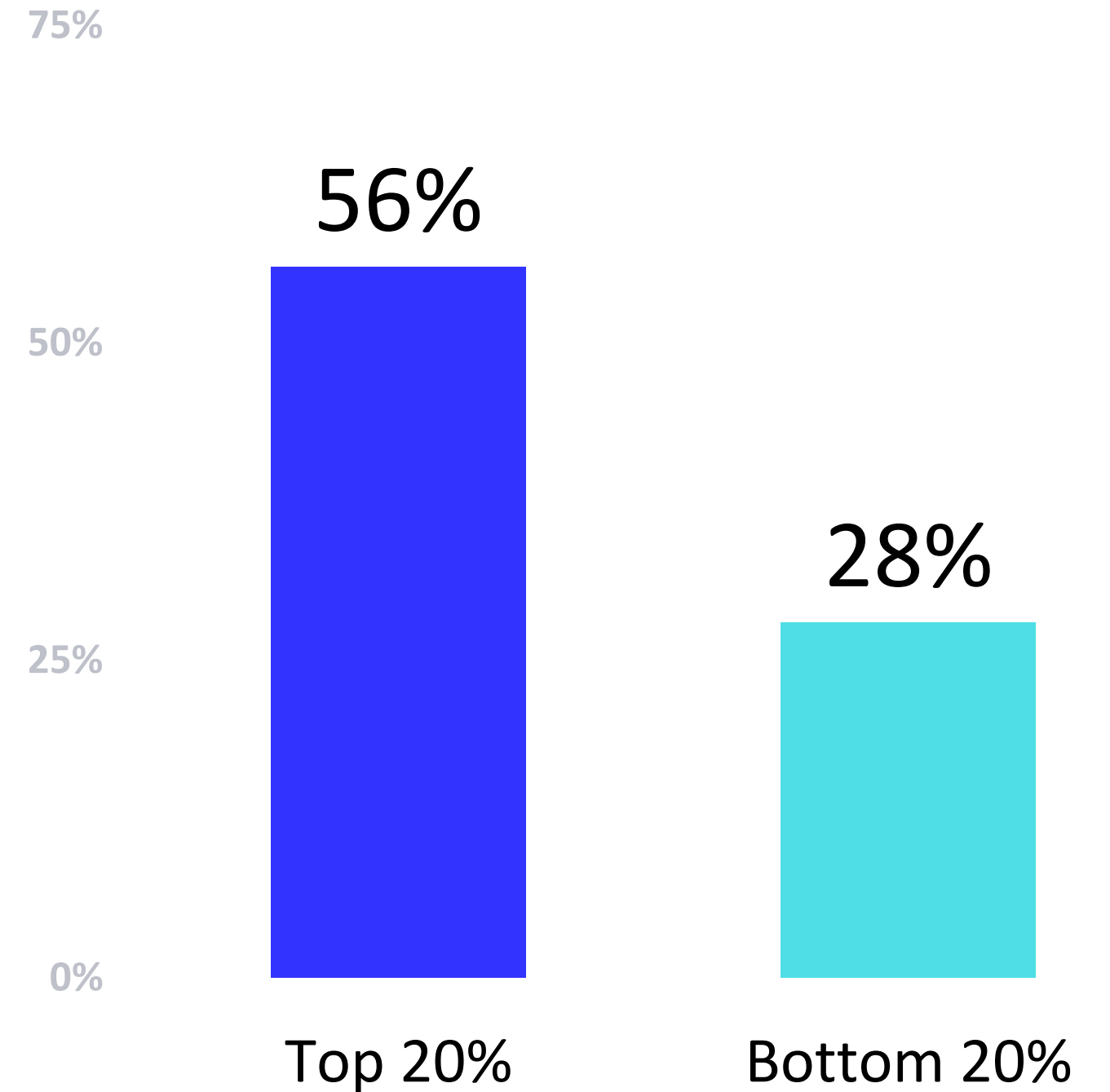


# Prominent branding will also have a positive impact on purchase

CASE STUDY: Combine prominent branding with prominent call to action

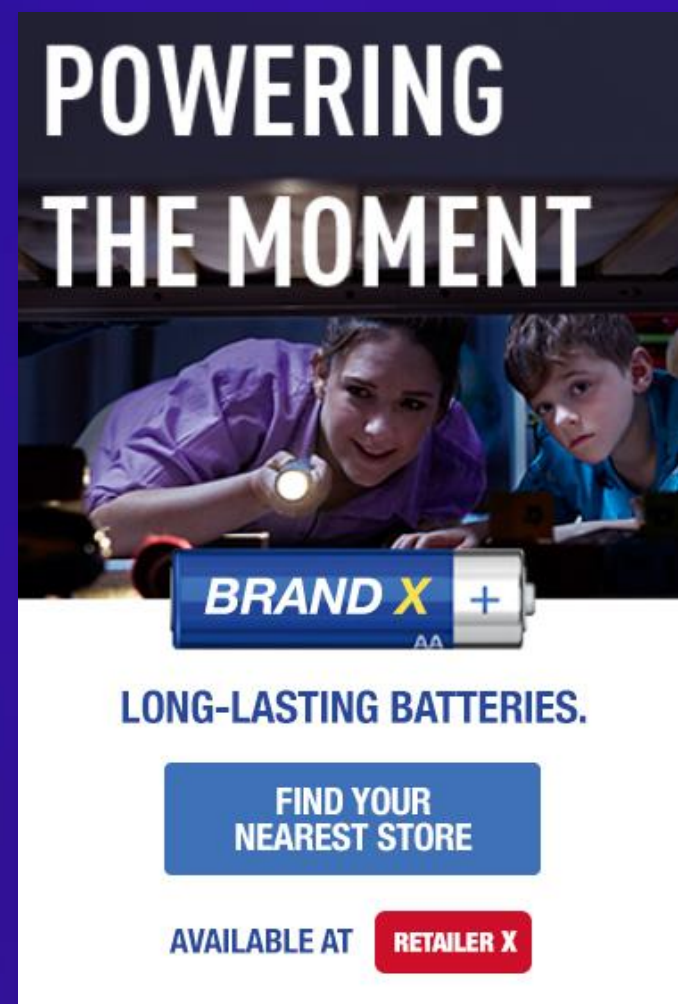


Top performing ads in terms of purchase intent that contain a logo at the top of the creative

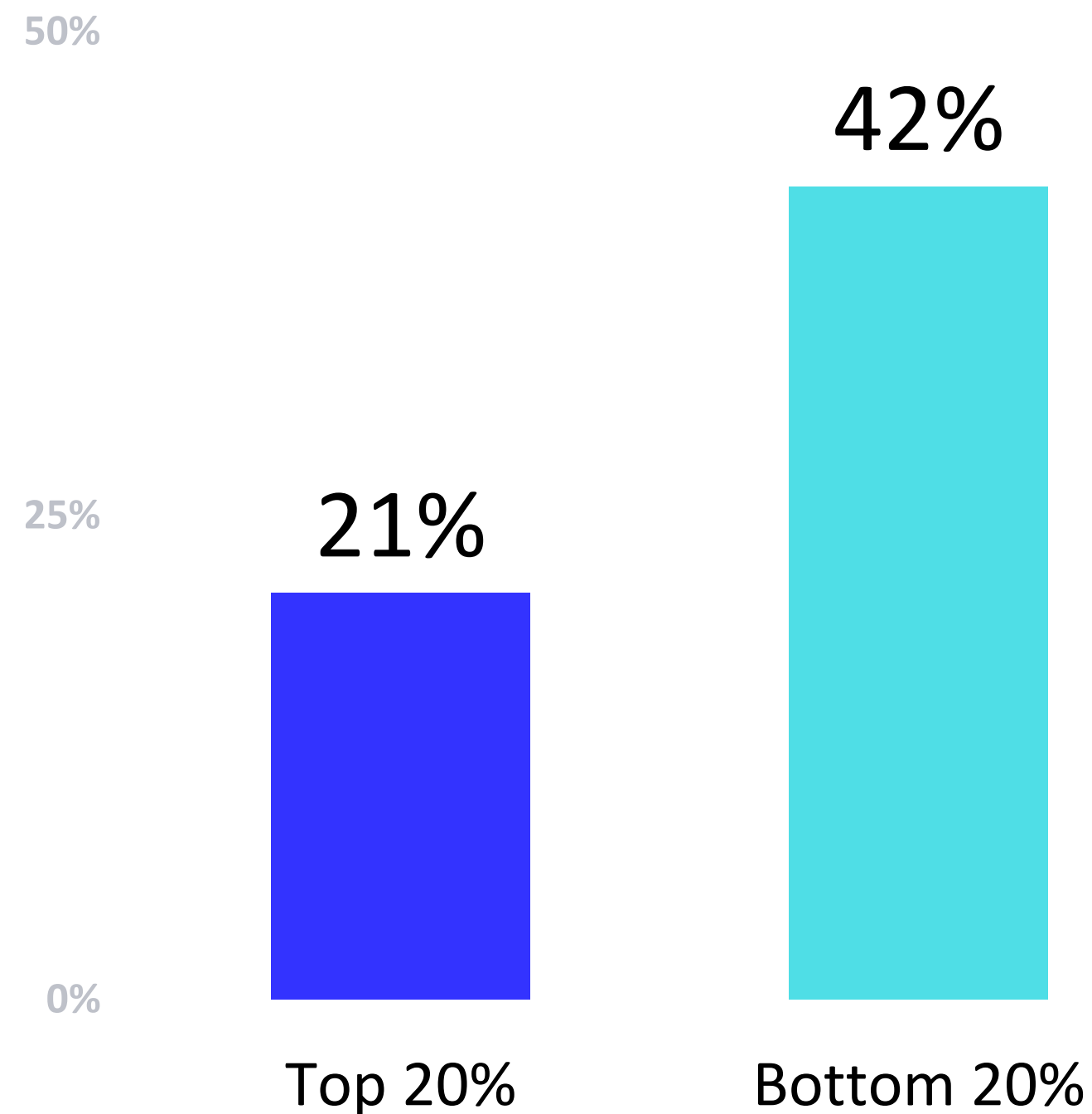


# 5. Be cautious with dual branding as it can distract and confuse

CASE STUDY: Which brands are being advertised here?



Top performing ads in terms of ad recall that contain multiple advertiser brands



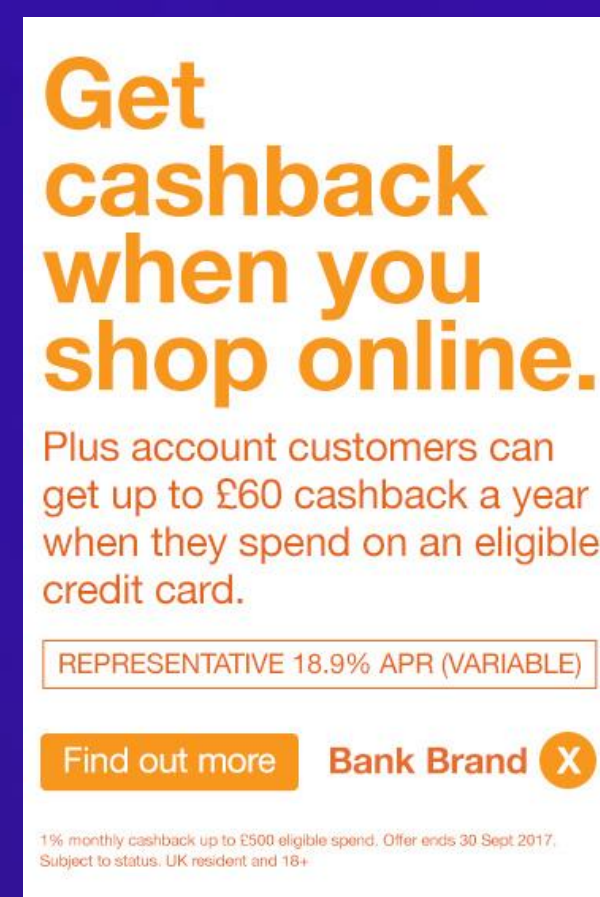


# 6. A single clear message beats a text heavy ad overloaded with information

CASE STUDY: What are the key messages here?

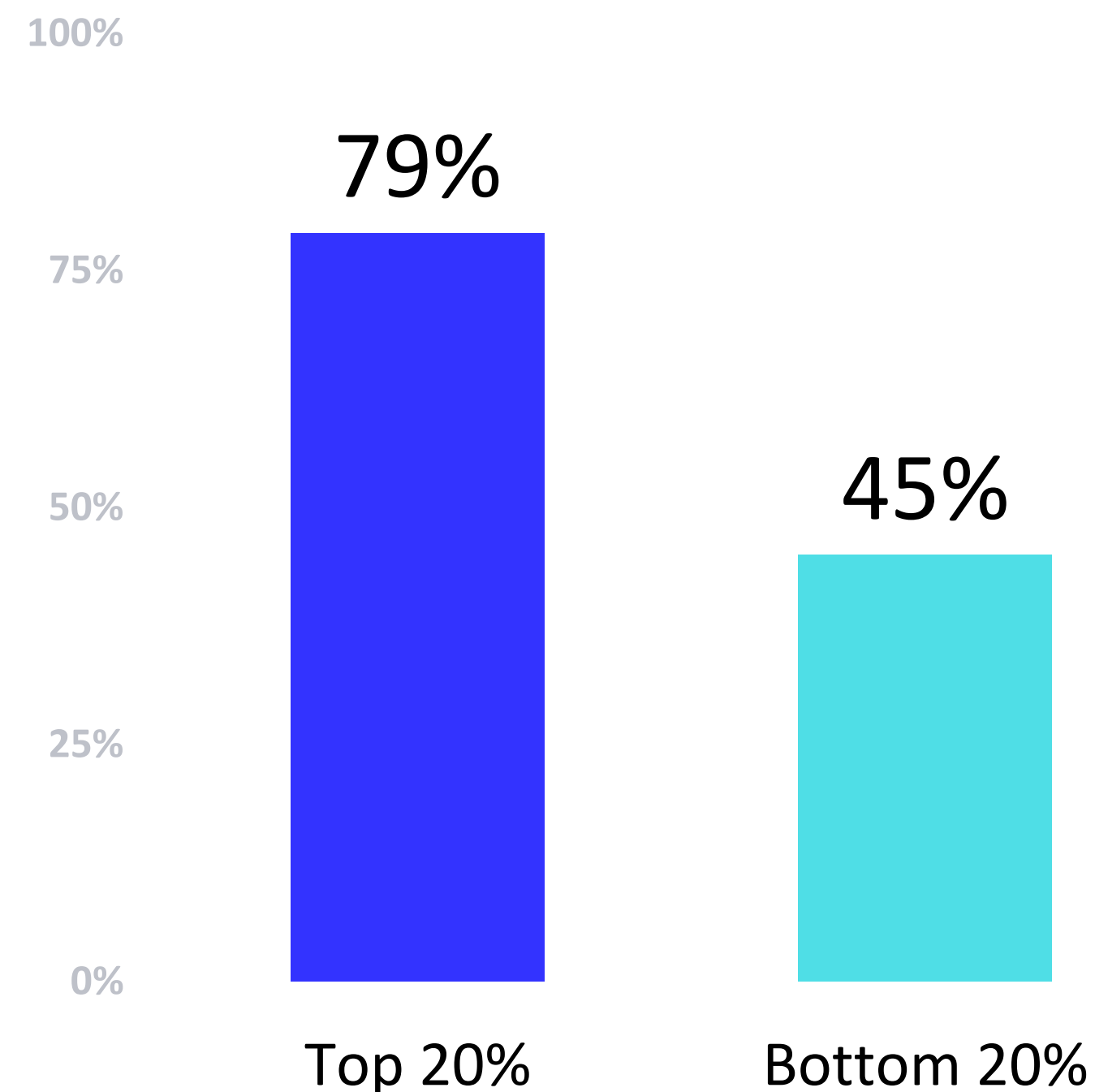


One key message



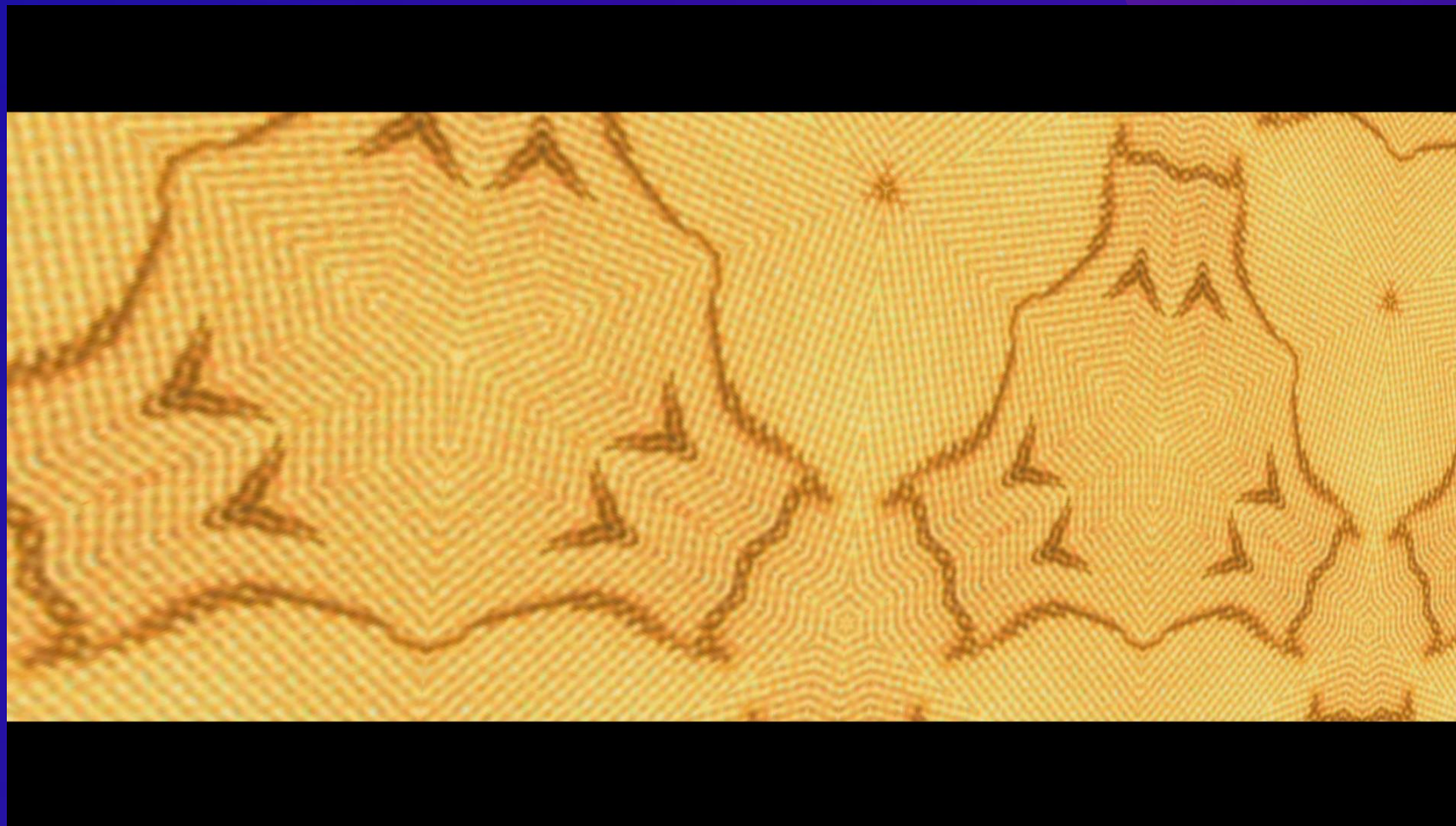
Multiple messages

Top performing ads in terms of ad recall that contain one single clear message

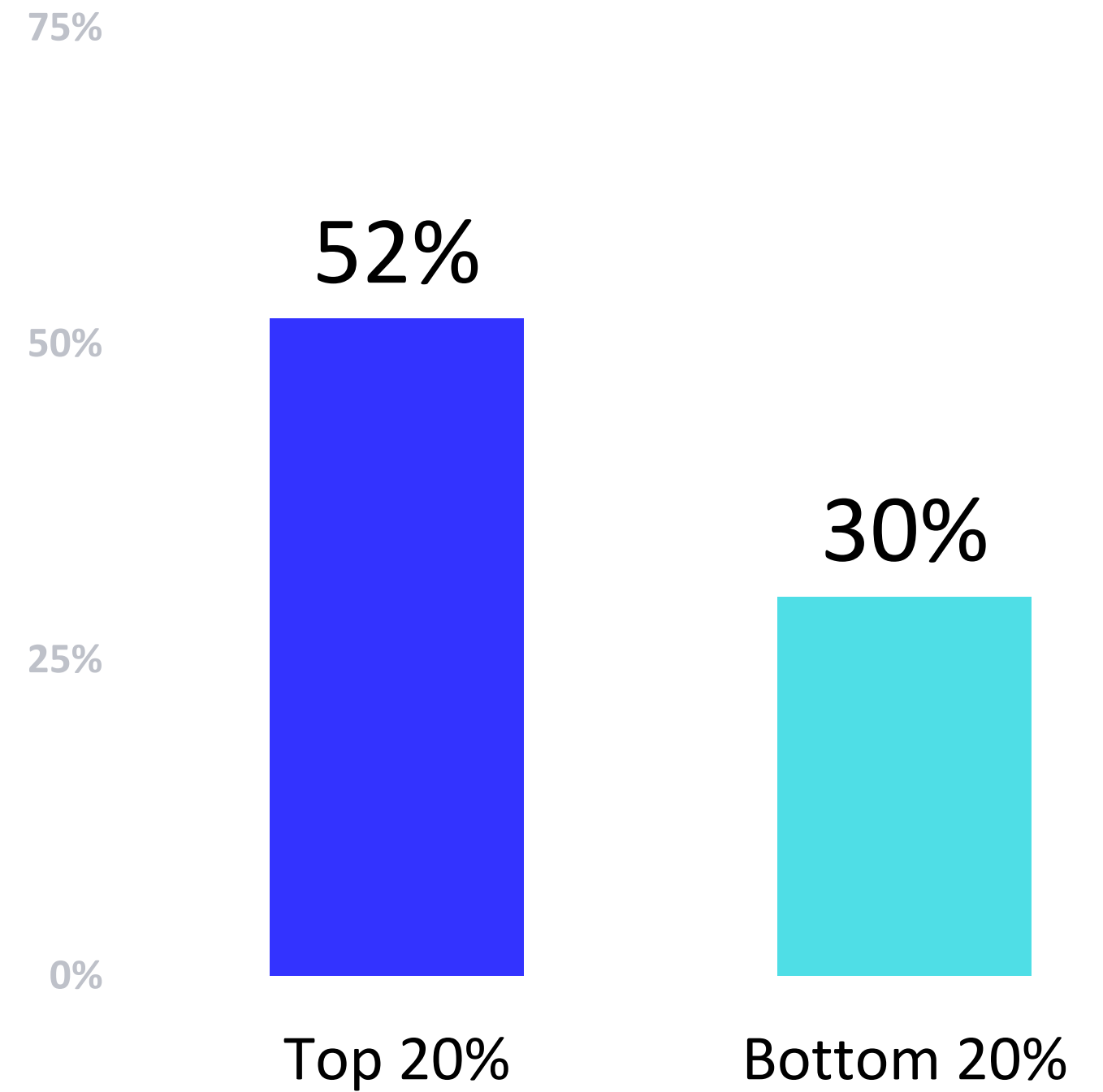


# 7. Video grabs the user's attention

CASE STUDY: Doctor Strange

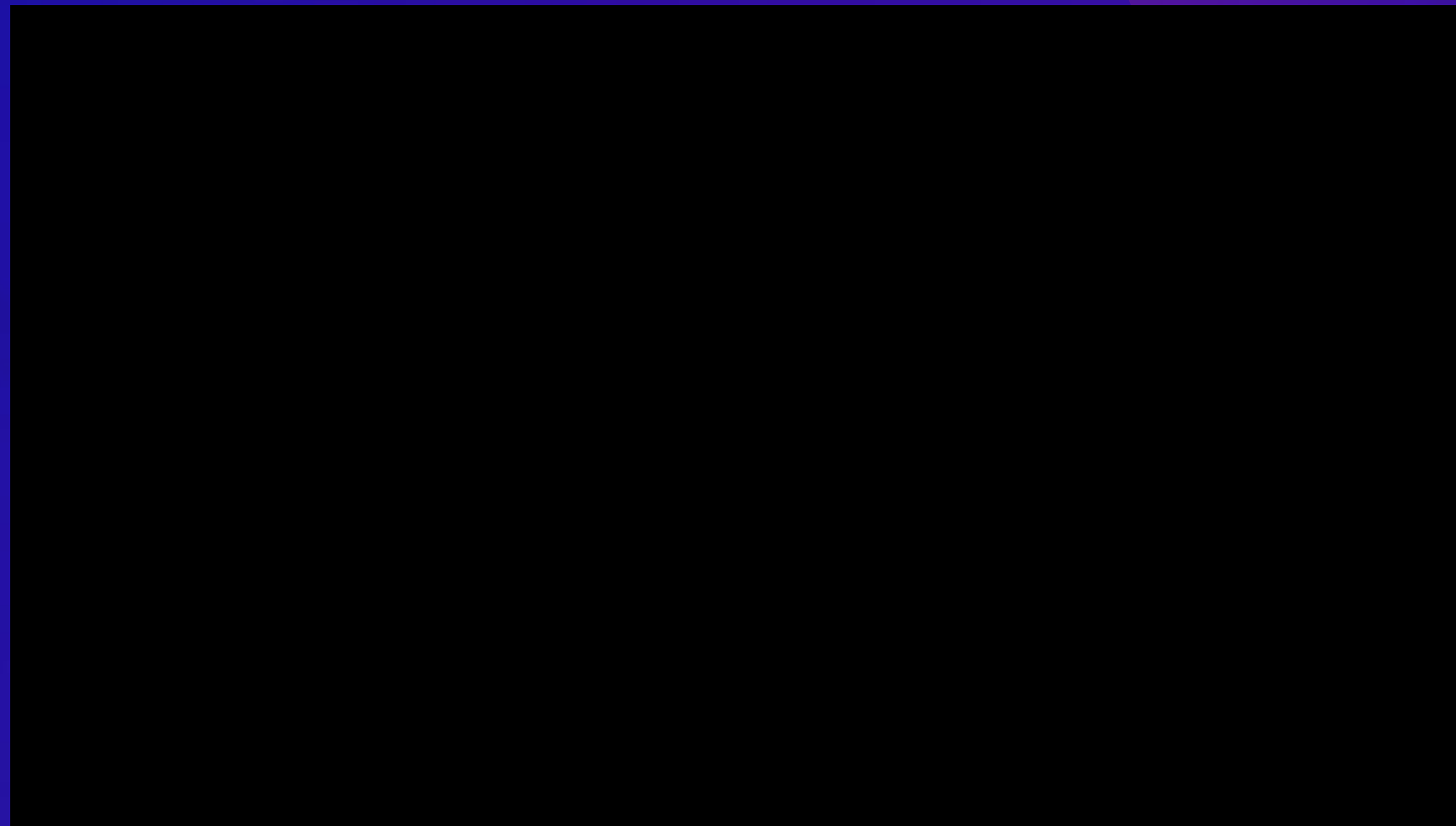


Top performing ads in terms of ad recall that employ video

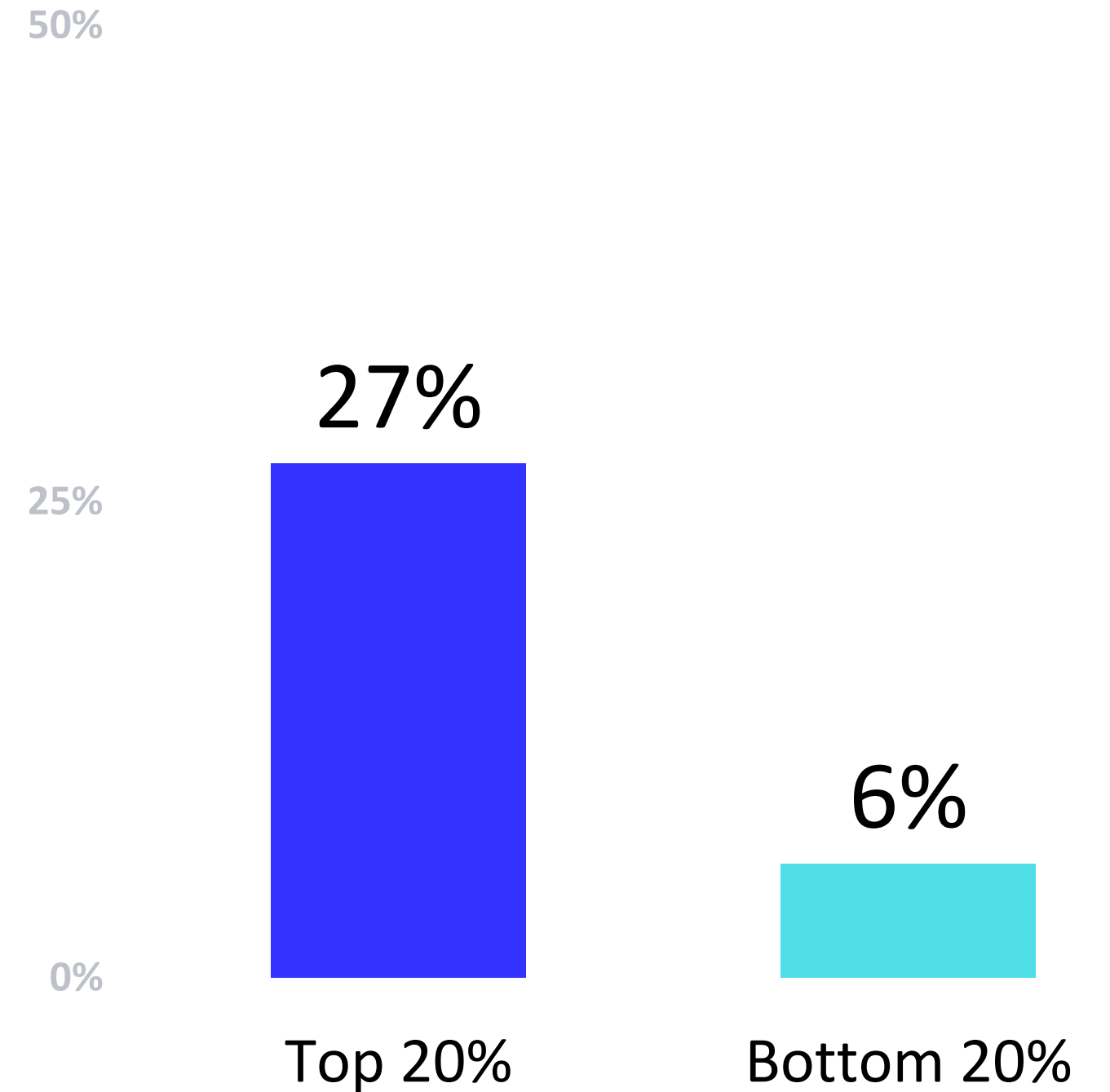


# 8. Inject a little humour in to your creative

CASE STUDY: Right Guard

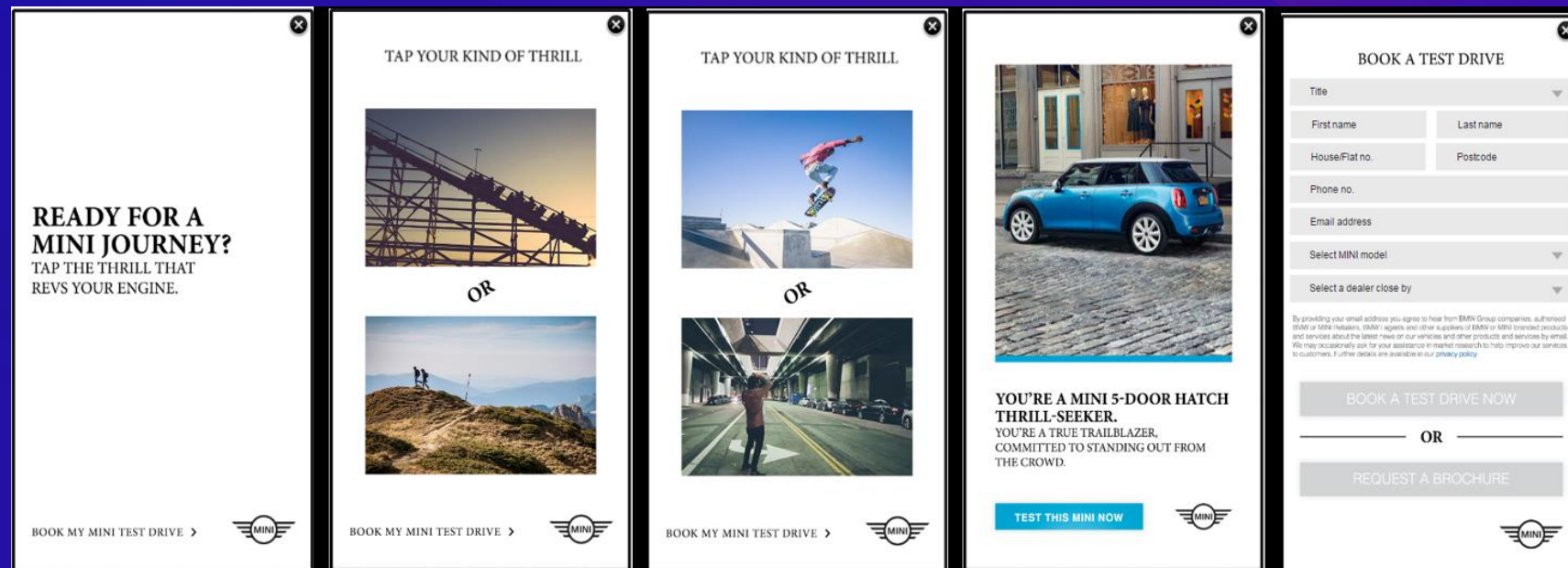


Top performing ads in terms of ad recall that employ humor



# 9. A bit of interactivity holds the user's attention

CASE STUDY: Interactivity to provide entertainment and utility



Top performing ads in terms of ad recall that contain interactive elements

50%

25%

27%

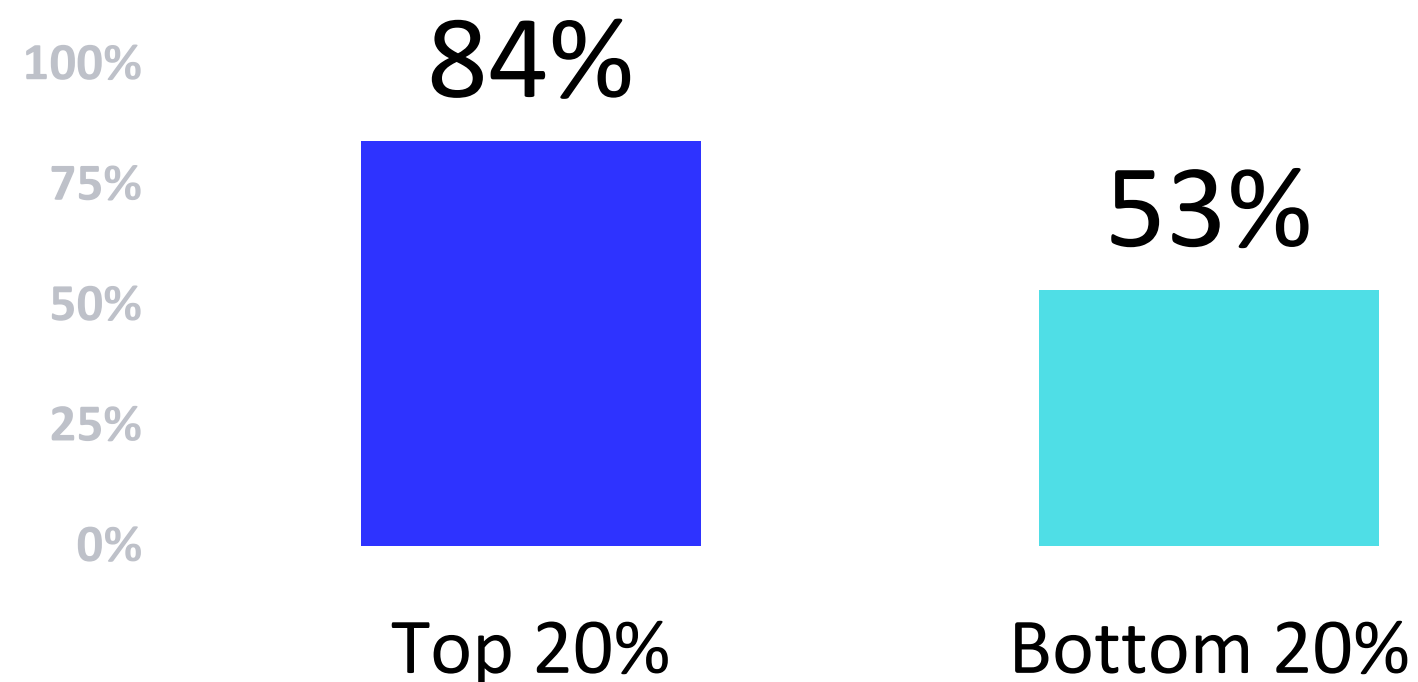
6%

Top 20%

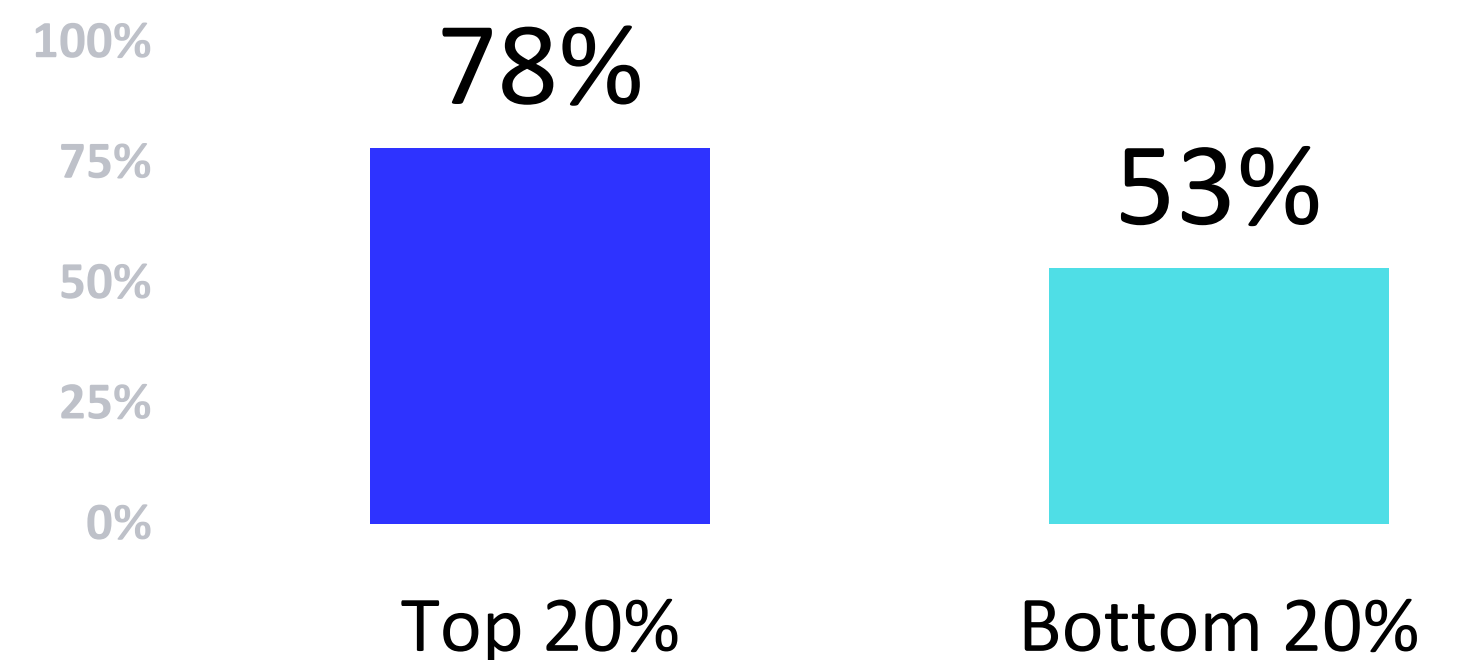
Bottom 20%

# 10. If you want to drive purchase, then unsurprisingly having a strong call to action helps (if it's linked to a clarity of message than all the better)

Top performing ads in terms of purchase intent that contain a call to action



Top performing ads in terms of purchase intent that contain a single clear message



# A call to action and a clarity of message.

There's little ambiguity about what this ad wants you to do:



# The ten guidelines

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**The top performing ads adhere to six of these principles on average**

**By applying these guidelines to the entire ODR database we know that only one third of ads adhere to at least six of these principles**

1. Logo presence on every frame is crucial
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3. Product shots catch the eye
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5. Be cautious with dual branding as it can distract and confuse
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**Additional insights**  from our  
**mobile effectiveness database** 

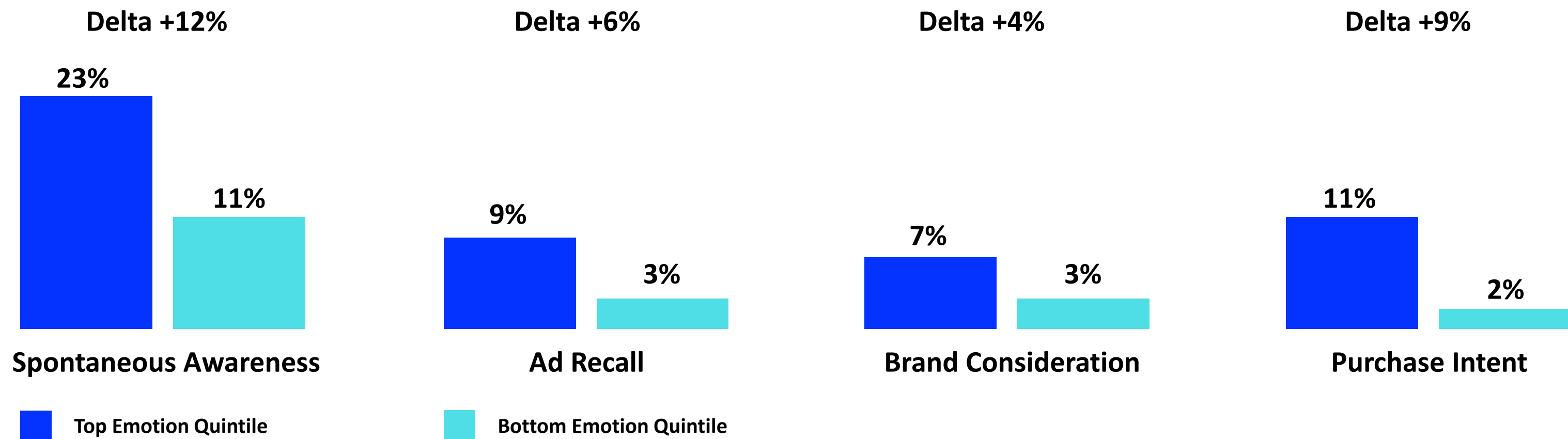




# Mobile ads that resonate with consumers on an emotional level, outperform the norm at all stages of the branding funnel

## The impact of emotion in mobile advertising on brand metrics

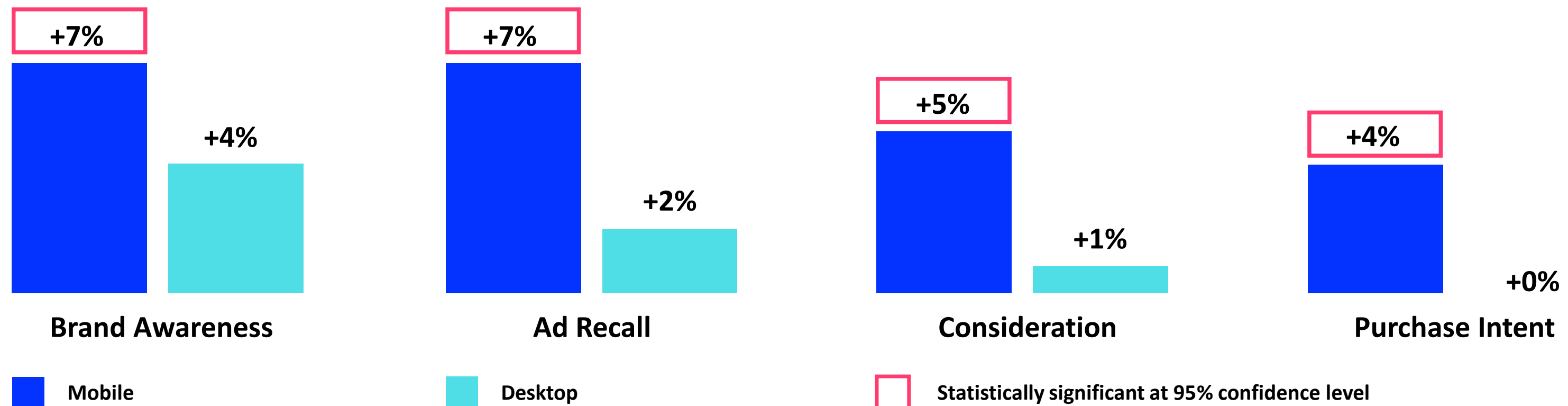
Average % delta between control and exposed groups: top vs bottom performing ads by emotional resonance



# Mobile ads that resonate with consumers on an emotional level, outperform the norm at all stages of the branding funnel

**% point difference / delta between control and exposed groups by platform:**

Average of five cross platform campaigns



# More Information

For more Research Insights

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To find out how you can maximise  
the full potential of your creative

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[celtra.com](http://celtra.com)

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