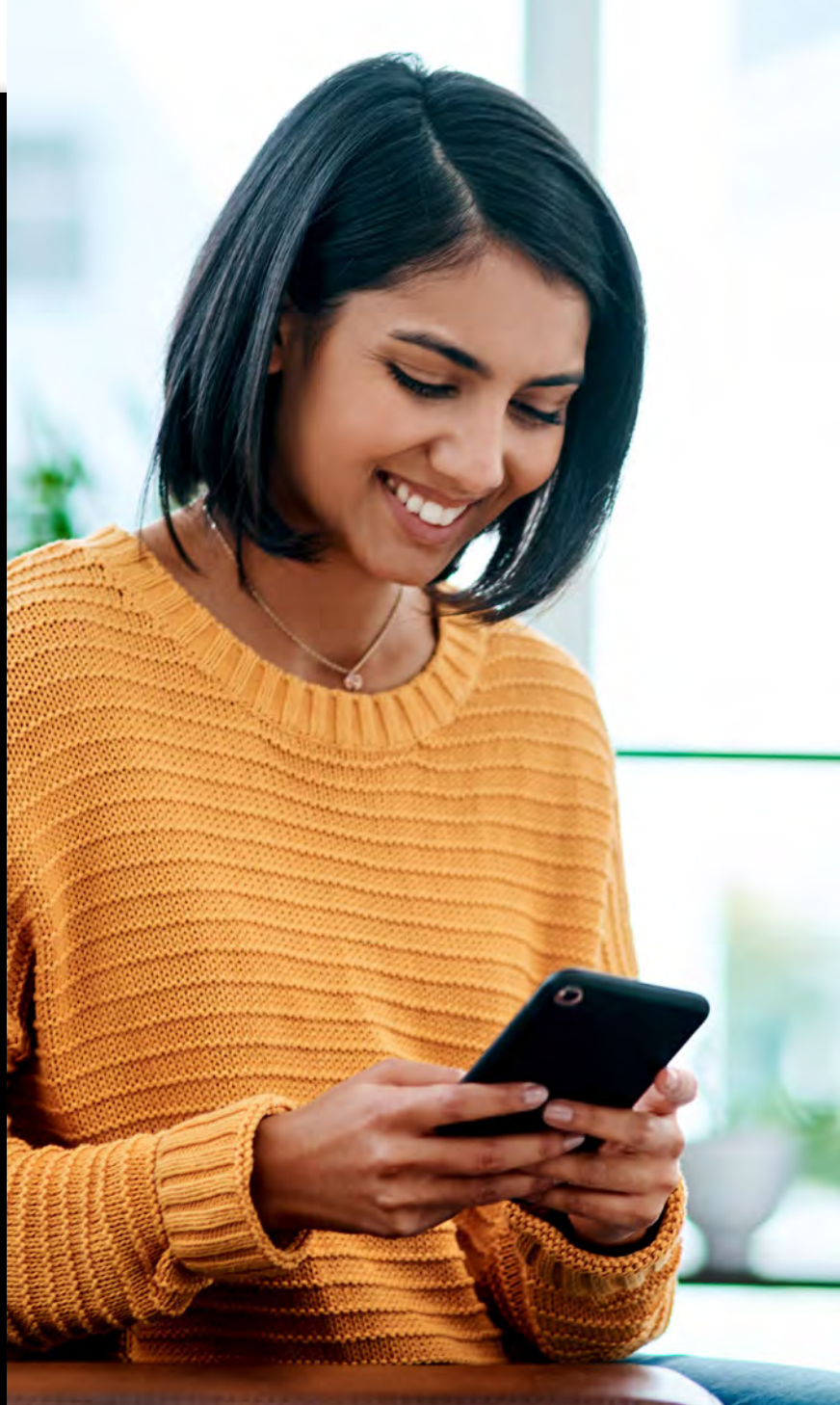


THE BIGGER PICTURE

WHY EFFECTIVE VIDEO ADVERTISING
REQUIRES A SYNERGY ACROSS
CONNECTED TV, DESKTOP
& MOBILE DEVICES



vdx.tv



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INTRODUCTION

TODAY'S DIGITAL WORLD PROVIDES CONSUMERS WITH AN ARRAY OF OPTIONS FOR VIEWING CONTENT.

From computers, to mobile devices, to connected TVs, screens have become the primary mechanism for communicating and absorbing messages in the modern era. This proliferation of digital screens has provided advertisers with the unprecedented opportunity to reach audiences with brand messaging wherever they are, and on whatever device they are on.

But going beyond the ability to reach consumers, is there a greater purpose that each screen can serve? Do different screens play distinct roles in communicating to people? If so, what are these roles and how can advertisers better leverage this to make meaningful connections with consumers?

VDX.tv commissioned research firm MediaScience on a study to answer these questions and better understand how the synergy of video advertising across connected TV (CTV), desktop & mobile devices can drive brand outcomes.



EXECUTIVE SUMMARY

FUNDAMENTALS

- Connected TV is a lean-back, emotionally driven, atmospheric, relatable, immersive ad experience.
- Desktop and mobile are lean-forward, interactive, exploratory, compelling, action-driven ad experiences.

KEY TAKEAWAYS

- Ad effectiveness metrics like brand awareness, opinion, and purchase intent increase when using video advertising across the combination of CTV, desktop and mobile screens.
- CTV, desktop and mobile can work together to activate consumers at each stage of the buying journey, with each screen playing a unique role.
- Marketers need to embrace the roles CTV, desktop and mobile play in their media strategy, as each screen provides another touchpoint to connect with target audiences and deliver a unique brand experience.

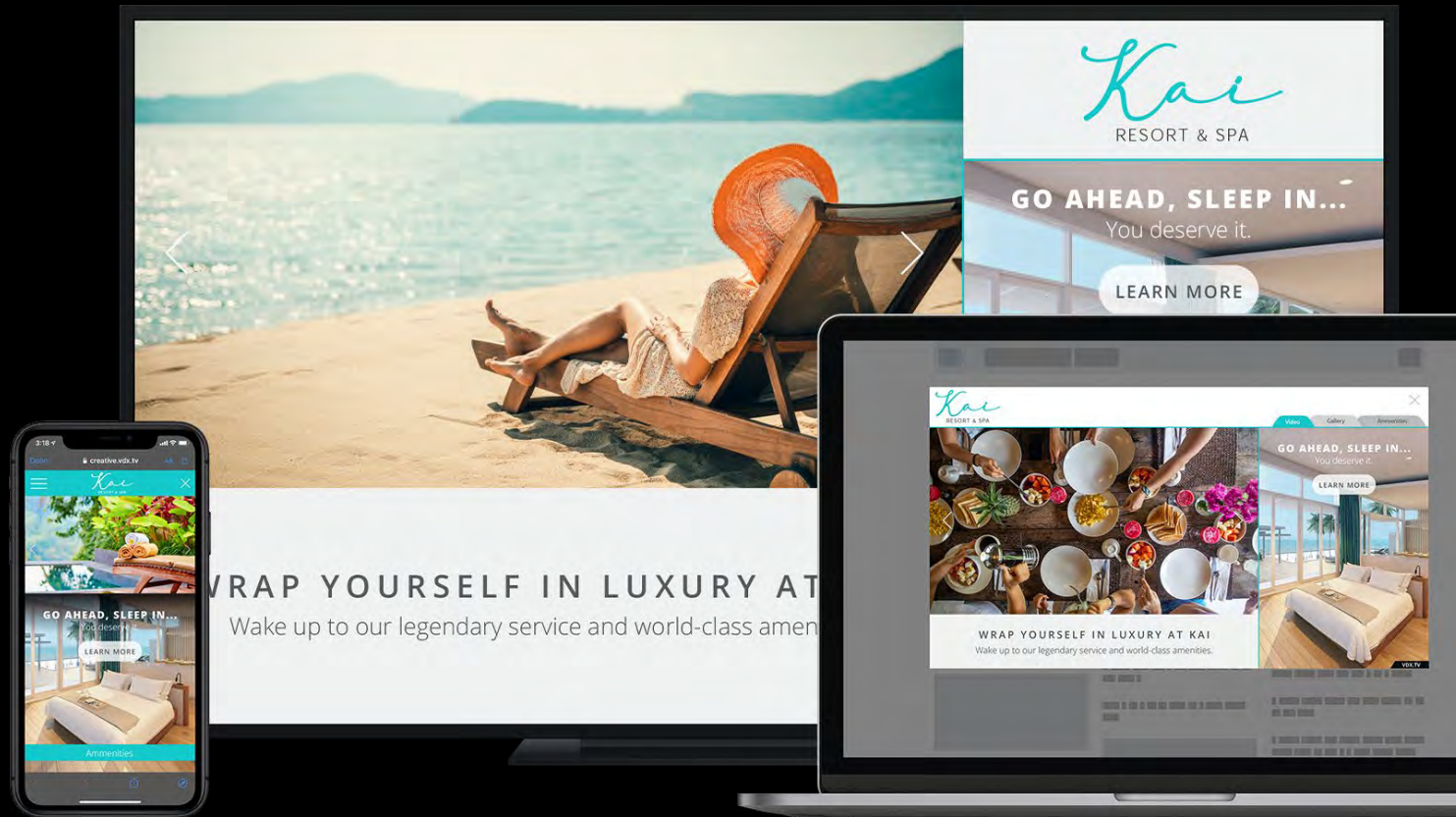


METHODOLOGY

480 RESPONDENTS | 8 BRANDS | 445 MEASUREMENTS

AD EXPOSURE

Participants in the study were exposed to web pages, television content, or a combination of the two. The viewing experience was at the participant's own pace, in their own home, and using their own devices. Eight ad exposures, representing eight different brands, were embedded into the viewing experience for each treatment type.

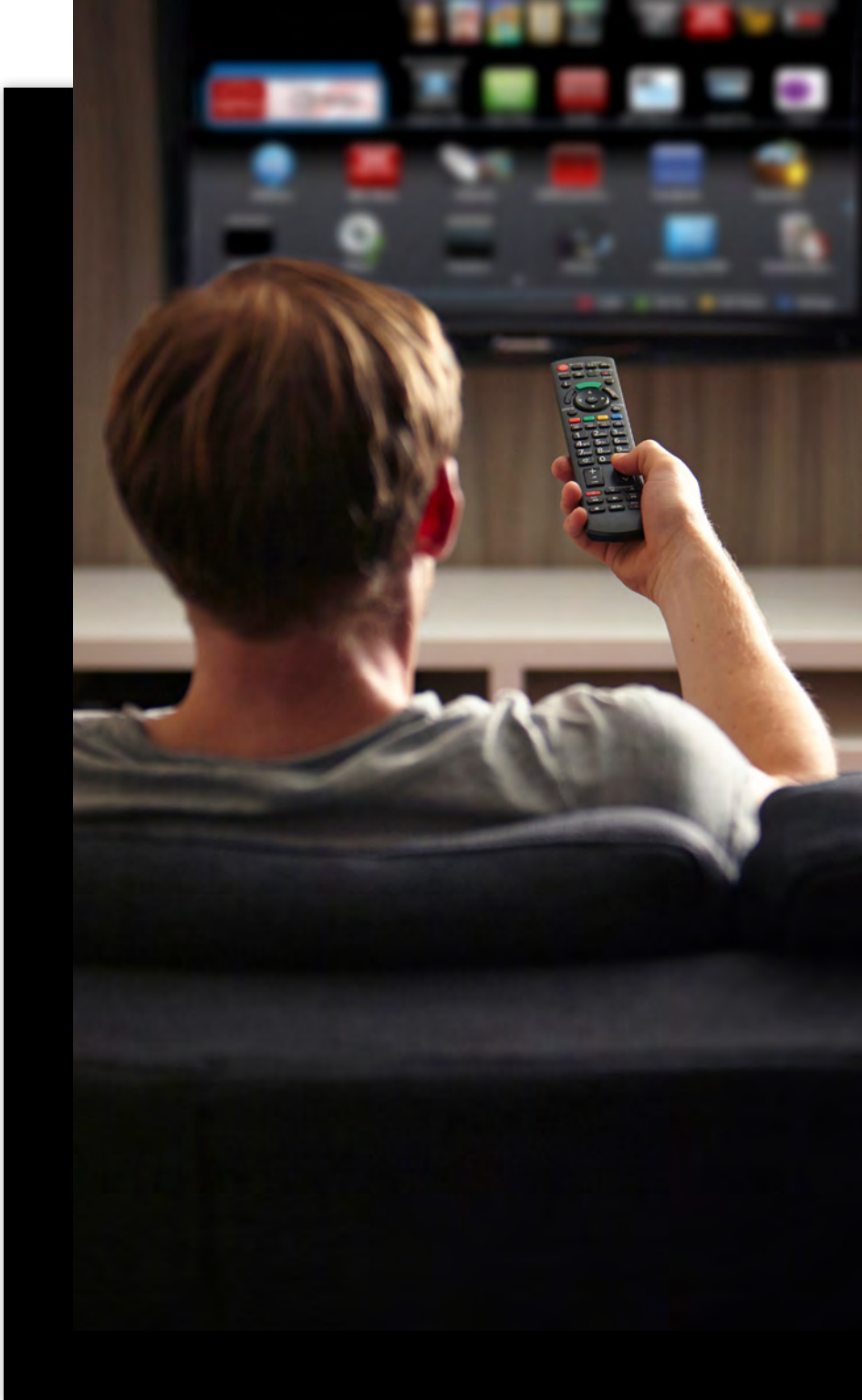


AD FORMATS

The advertisements featured eight different brands and varied in format based on the screen. On the CTV screen, audiences received a standard VDX in-stream advertisement. On desktop and mobile, the in-page VDX ad units provided an opt-in interactive experience that enabled viewers to explore additional content beyond the main video.

SURVEY & ANALYSIS

Post-viewing, participants were presented with a survey assessing ad effectiveness in categories such as awareness, brand opinion, and purchase intent. 445 variables were observed from each of the 480 participants who were surveyed.



FINDINGS

OVERALL AD EFFECTIVENESS

THE STUDY FOUND THAT THE ADDITION OF CONNECTED TV TO A BRAND'S DIGITAL MEDIA STRATEGY CAN HELP DRIVE BOTH UPPER FUNNEL AWARENESS AND DOWNSTREAM ROI.



INCORPORATING CONNECTED TV INTO YOUR VIDEO ADVERTISING STRATEGY CAN HELP DRIVE THE RIGHT OUTCOMES, FROM CONSUMER AWARENESS TO RESPONSE.

BRAND AWARENESS = 149.6% LIFT WITH CONNECTED TV

DESKTOP + MOBILE

15.9%

DESKTOP + MOBILE + CTV

39.7%

BRAND OPINION = 36.9% LIFT WITH CONNECTED TV

DESKTOP + MOBILE

35.0%

DESKTOP + MOBILE + CTV

47.9%

PURCHASE INTENT = 24.8% LIFT WITH CONNECTED TV

DESKTOP + MOBILE

33.6%

DESKTOP + MOBILE + CTV

42.0%



FINDINGS

BRAND LEARNINGS

A MULTISCREEN STRATEGY CAN HELP BRANDS
ACHIEVE THE RIGHT OUTCOMES AT EVERY STAGE
OF THE CONSUMER JOURNEY.

A photograph of a woman with long dark hair sleeping peacefully in a bed. She is lying on her side, facing left, with her eyes closed and a slight smile. Her hands are resting on her head. The bed is covered with white linens, and the background is a soft, out-of-focus white. The overall mood is calm and serene.

BRAND AWARENESS

D2C MATTRESS RETAILER

A D2C mattress retailer needed to raise awareness with consumers. Many were either unaware of the brand or thought it was only available online. Having recently partnered with a traditional retailer, the D2C mattress brand chose to focus on an in-store trial option to reach consumers who were interested in new mattress technology but unwilling to purchase without having seen the product.

WHAT ROLE DID EACH SCREEN PLAY?



CONNECTED TV

The CTV ad, using a large format video featuring close-ups of people enjoying the comfortable mattress, emphasized the sensory characteristics of the product. These evocative scenes were paired with a sales event message, adding a sense of urgency. The lean-back, emotion-driven communication simultaneously conveyed a desirable experience and that immediate action was needed before the experience would be lost.



DESKTOP & MOBILE

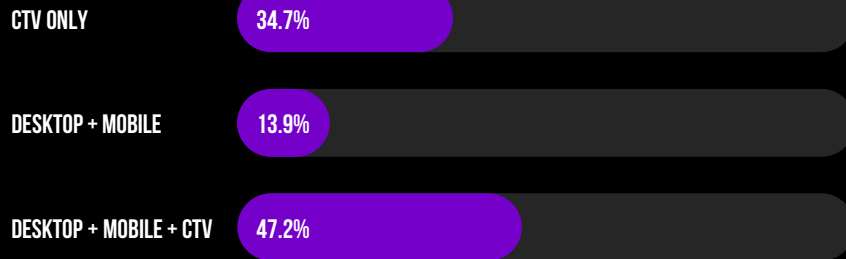
The desktop and mobile units opened with the same video to remind the viewer of the emotional message that was established on the big screen, setting the stage for information that was to follow. After the video, the ad visually showcased the technological innovations in the mattress. Finally, the ad included an interactive map showing the nearest retail location where the mattress could be tested. The brand's compelling video, combined with interactive product features and a dynamic map, set the mattress retailer's advertising apart from the competition.



RESULTS

The combination of all three screens drove awareness within the target audience for the D2C mattress retailer.

UNAIDED AD RECALL: CONSUMERS WITH A HHI OF \$25K+



239.1%

Lift adding Connected TV

36.2%

Lift adding Desktop and Mobile

WHY IT WORKED

The VDX ad units for the D2C mattress retailer were highly rated for being "entertaining" and "informative", especially with the addition of connected TV. These high-scoring attributes help explain why the advertisements were able to capture and sustain attention – a difficult feat for home furnishing brands, where a small percentage of consumers are considering purchase at any given time.

AD OPINION*	ENTERTAINING	INFORMATIVE
DESKTOP MOBILE	9.1%	18.2%
DESKTOP MOBILE CTV	23.5%	52.2%
LIFT ADDING CTV	158.8%	187.0%

*STUDY PARTICIPANTS WHO RECALLED SEEING THE MATTRESS AD WERE ASKED TO RATE IT ON A SEVEN POINT SCALE. MEASURES SHOW PERCENTAGE OF STUDY PARTICIPANTS WHO "AGREE" OR "STRONGLY AGREE" WITH THE ATTRIBUTE.

BRAND OPINION

VIDEO GAME COMPANY

A video game company needed to challenge the conception that video games are often played alone by young men. The gaming company wanted to highlight that video games can be a social activity that brings people together, and that games can be enjoyed by the entire family regardless of age. VDX.tv was tasked with showing consumers that the brand's newest gaming console could provide a fun, social, portable, casual pastime that enhances family life.



WHAT ROLE DID EACH SCREEN PLAY?



CONNECTED TV

The CTV units set the scene with two short videos about parents playing the new gaming console. The narratives of both videos highlighted that the gaming console was portable, could be played casually, and strengthened personal bonds. The desired shift in opinion centered around use case and appropriateness, rather than product attributes or product value. In other words, the opinion shift was on what the brand is suited for – so consumers needed to see themselves as part of the story. The immersive nature of the full screen experience enabled viewers to identify themselves within the video narrative and thus, more immediately understand the relevancy of the ad’s messaging.



DESKTOP & MOBILE

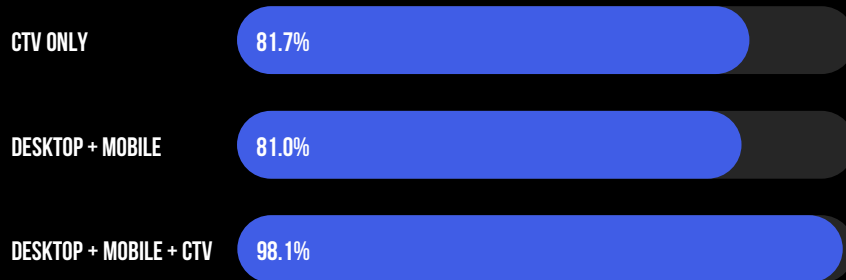
The desktop and mobile units were similar to the CTV experience, but brought the big screen message into the browser context of discovery, choice, and consumption with interactive tabs that enabled users to explore product features and game titles. It brought a more informative element to the ad, which made the message feel real and actionable.



RESULTS

A balanced approach to CTV, desktop and mobile created a meaningful connection with the target audience and improved opinion for the video game company.

HIGH BRAND OPINION: CONSUMERS AGE 18-49



21.0%

Lift adding Connected TV

20.1%

Lift adding Desktop and Mobile

WHY IT WORKED

The VDX ad units for the video game company were effective because they were viewed as both "relevant" and "informative". That the ad was considered "relevant" by a broad audience segment, particularly with the addition of CTV, speaks to how a story-based video format can connect with viewers who may not be naturally receptive to a brand message. The high rating for "informative", especially with the addition of desktop & mobile, underscores how the ad unit helped consumers explore the features of the console and the various game titles available.

AD OPINION*	RELEVANT	INFORMATIVE
CTV ONLY	56.0%	36.0%
DESKTOP MOBILE	40.0%	40.0%
DESKTOP MOBILE CTV	83.3%	63.2%
LIFT ADDING CTV	108.3%	57.9%
LIFT ADDING DESKTOP + MOBILE	48.8%	75.4%

*STUDY PARTICIPANTS WHO RECALLED SEEING THE VIDEO GAME AD WERE ASKED TO RATE IT ON A SEVEN POINT SCALE. MEASURES SHOW PERCENTAGE OF STUDY PARTICIPANTS WHO "AGREE" OR "STRONGLY AGREE" WITH THE ATTRIBUTE.



PURCHASE INTENT

AUTOMOTIVE MANUFACTURER

An automotive manufacturer needed to inspire consumers with a vision of freedom, enthusiasm and exhilaration for a compact vehicle model more often described as reliable, fuel-efficient and affordable. At the same time, it needed to address the many practical concerns that arise during a long consideration process.

WHAT ROLE DID EACH SCREEN PLAY?



CONNECTED TV

The CTV creative delivered an upbeat, 15 second message that portrayed the compact vehicle model as a car with no compromises – aggressive styling, advanced technology, a powerful engine, safety features, and an extended warranty. The ad provided plenty of inspiration, but necessarily left many details out.



DESKTOP & MOBILE

The desktop and mobile units anticipated and preempted concerns that an auto buyer would have. An interactive unit enabled the user to explore the car's features and find the location of a nearby dealer.

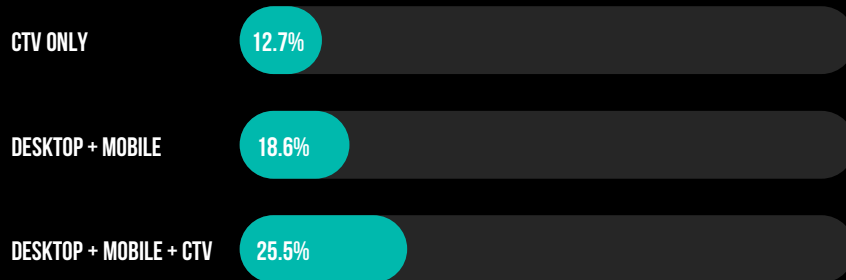


RESULTS

The combination of CTV, desktop and mobile helped drive purchase intent. In particular, desktop and mobile helped inform the consumer about the features and benefits of the car.

PURCHASE INTENT:

CONSUMERS WITH A HHI OF \$50K+



37.3%

Lift adding Connected TV

100.9%

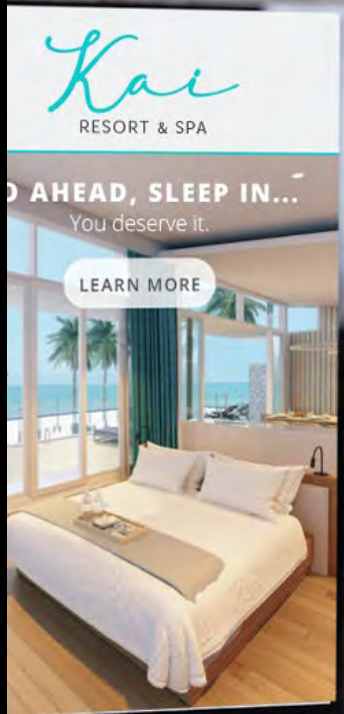
Lift adding Desktop and Mobile

WHY IT WORKED

The VDX ad units for the automotive manufacturer were successful because they were viewed as "cutting edge" and "engaging", particularly with the addition of desktop and mobile units to the mix. That consumers found the ad to be "cutting edge" was important because that was how the vehicle itself was positioned - as an advanced, capable, and versatile car. The ad being seen as "engaging" validates the approach of showing additional product and buyer information using interactive elements within the ad unit.

AD OPINION*	CUTTING EDGE	ENGAGING
CTV ONLY	8.3%	25.0%
DESKTOP MOBILE CTV	20.0%	29.6%
LIFT ADDING DESKTOP + MOBILE	140.0%	18.5%

*STUDY PARTICIPANTS WHO RECALLED SEEING THE AUTOMOTIVE AD WERE ASKED TO RATE IT ON A SEVEN POINT SCALE. MEASURES SHOW PERCENTAGE OF STUDY PARTICIPANTS WHO "AGREE" OR "STRONGLY AGREE" WITH THE ATTRIBUTE.



CONCLUSION

Video advertising across CTV, desktop and mobile not only enables advertisers to reach consumers wherever they are and on whatever device they are using, but also allows advertisers to build a brand presence on each screen and leverage the inherent strengths of each channel to make the greatest impact.

When communicating complex messaging that comprises of multiple values or dimensions, video advertising across all screens can effectively reach consumers in varying content consumption modes and with varying levels of receptivity. The synergy of screens working together effectively activates consumers at all parts of the buying journey and will benefit brand awareness, brand opinion and consumer purchase intent.

ABOUT VDX.TV

VDX.tv is a global advertising technology company that is transforming the way brands connect with relevant audiences in today's converging video landscape. We create video-driven experiences that integrate a brand's TV and digital messages and empower marketers to captivate viewers, compel action, and convert awareness into response. We connect the dots between people, devices and households to deliver a more consistent, relevant, and meaningful brand experience across connected TVs and personal devices. Our multidimensional approach to household targeting provides visibility into the entire consumer journey, allowing brands to amplify their message and turn consumers into customers.

VDX.tv is a division of Exponential Interactive, Inc.

FOR MORE INFORMATION, PLEASE CONTACT SALES@VDX.TV OR VISIT WWW.VDX.TV.

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