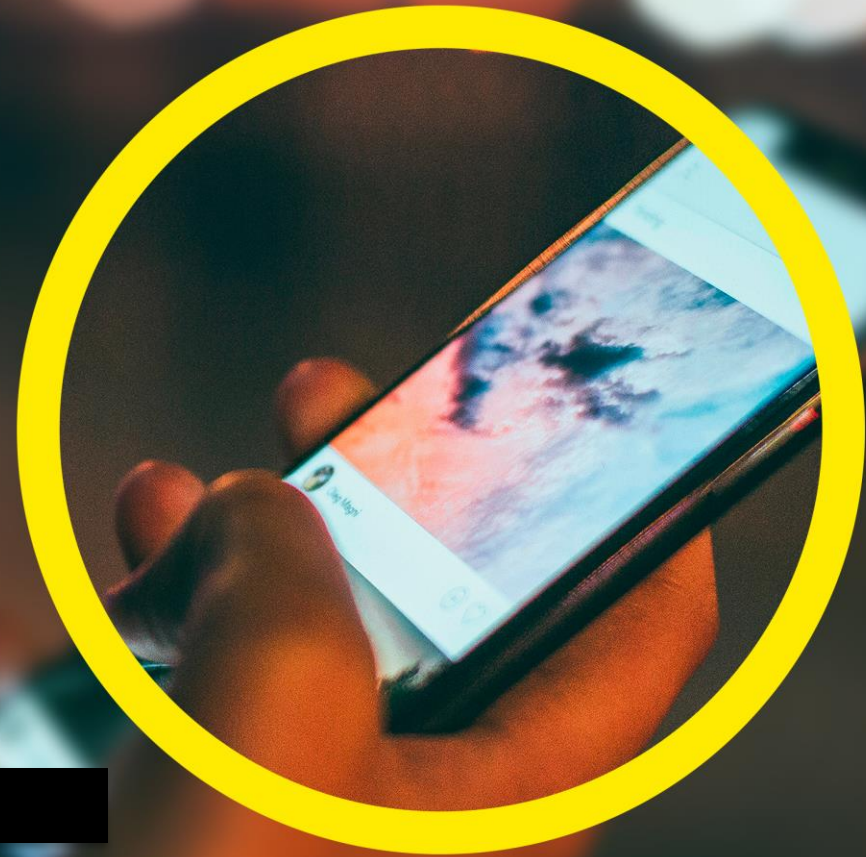


video intelligence

Lumen x Coffee Brand

Measuring contextual vs. non-contextual Video





This research shows that content really is king. Ads served next to relevant, interesting content get noticed by more people. This extra attention means that they are also significantly more likely to be remembered than the same ads served next to standard content.

Mike Follet, MD, LUMEN Research

Context is everything,

Contextual vs. Non-contextual video.



+
+
+
+
+
▶ We wanted to find out what influence contextual video has on viewers

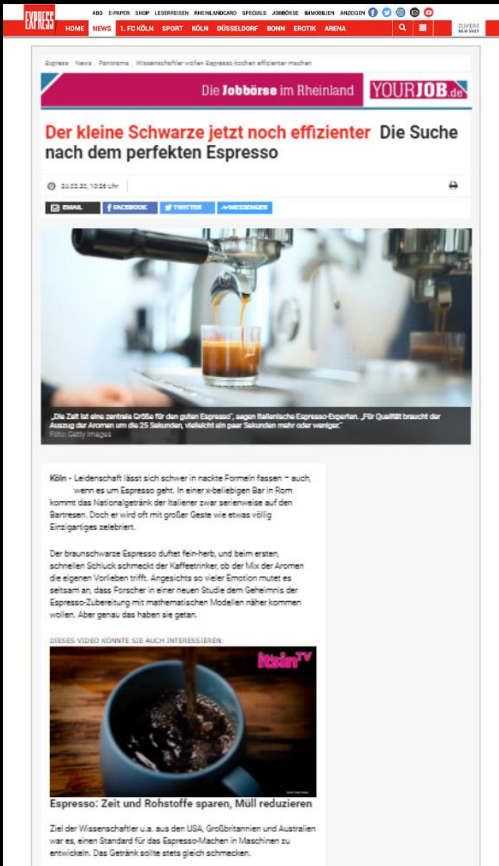
▶ 320 adults who own a coffee machine were recruited

▶ The test subjects were divided into three groups, the effect was measured by eye tracking & survey

The Test

Inventory & Distribution

Inventory



Scenario	Article	PreRoll	Video
All coffee related			
Article & PreRoll coffee related			
Only PreRoll coffee related			

Context improves
ATTENTION

95%
all coffee related

85%
Article & PreRoll coffee related

79%
Only PreRoll coffee related

More attention was paid to the brand ad when it was placed contextually.

16.8% more people viewed the ad when in context.

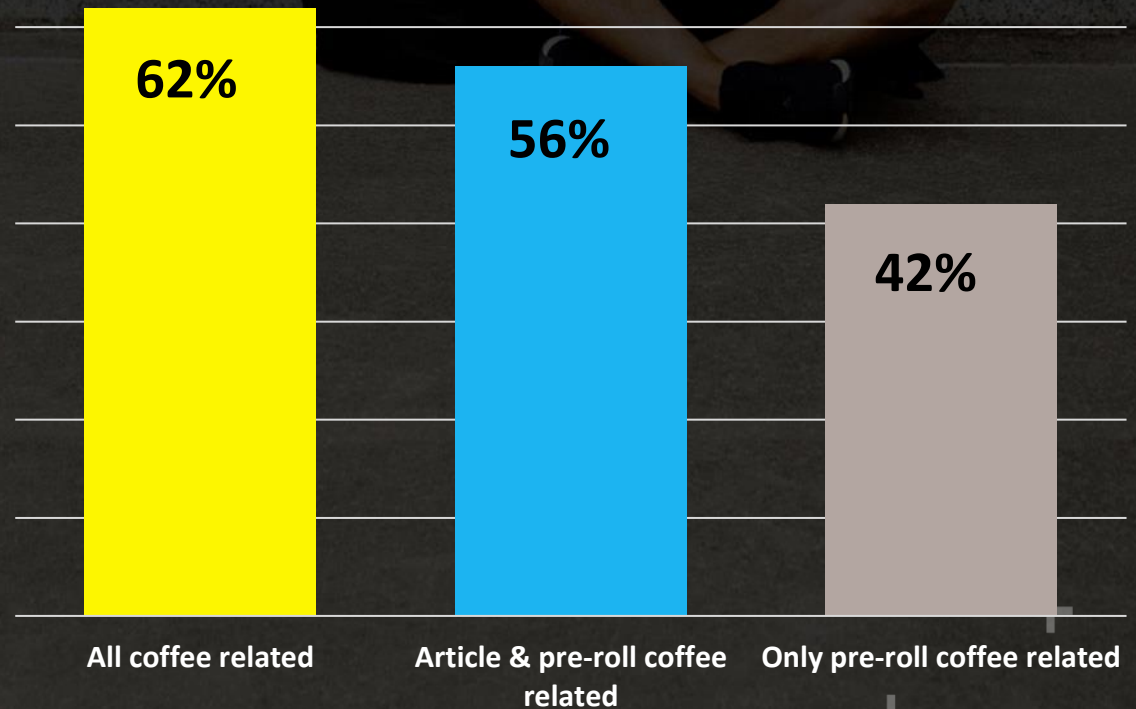
Context improves **BRAND RECALL**

52%

more people recalled seeing
the PreRoll when matched
contextually

32%

more people recalled the brand
after seeing it in contextual
environment



Context improves **BRAND PERCEPTION**

“Please indicate the extent to which you agree or disagree with the following statements about the brand...”

