

Understand why engagement matters and listen to what real audiences have to say about VDX

Introduction

Much has been said about the death of the standard banner ad, and the rise of online video advertising due to it being more effective for brand advertisers at creating impactful, interactive experiences that contribute to brand success. Interactive video has many valuable attributes such as providing an opportunity for viewers to click, swipe, seek information and engage via call-to-action features.

Objective

The objective of both Exponential and Microsoft in conducting this video based study was to determine if an interactive video ad, specifically Exponential's proprietary VDX interactive pre-roll, served as a better canvas for telling brand stories when compared to a standard pre-roll ad. The study also sought to determine whether interactivity improves brand perception, providing a deeper connection.

Execution

In a qualitative, ethnographic study conducted in Australia, 30 participants were exposed to a 2015 Microsoft advertising campaign and were asked to describe their thoughts and emotions when interacting with different video based advertising formats. The study was conducted by research organisation Mindswarms (video mobile surveys).

Participants were exposed to a standard pre-roll ad and Exponential's VDX interactive pre-roll ad format. They were given sufficient time to explore the video ads, within their own environments, e.g. home, office, etc.

At the end of the exercise, each participant was then asked to document their emotions and thoughts when engaging with the two video ad formats by talking into their webcam.

They were asked the following questions:

- Which advertising format did you prefer? Why?
- Which advertising format are you more likely to remember? Why?
- Which advertising format improved your perception of the Microsoft brand? Why?
- Which type of ad are you more likely to interact with again?



Results

The results and outcome were clear – the VDX interactive pre-roll ad format was better received, allowing consumers the time to explore the advertiser’s content available to them at ease. Consumers also emerged with an improved perception of the brand running the advertisement – in this case, Microsoft.

Some consumer reactions on interactive video ads include:

“It gives the viewer more control on what it is that they want to see and explore instead of just showing them an ad and not engaging them”

“I appreciate that I can access it when it suits me rather than having it shoved down my throat”

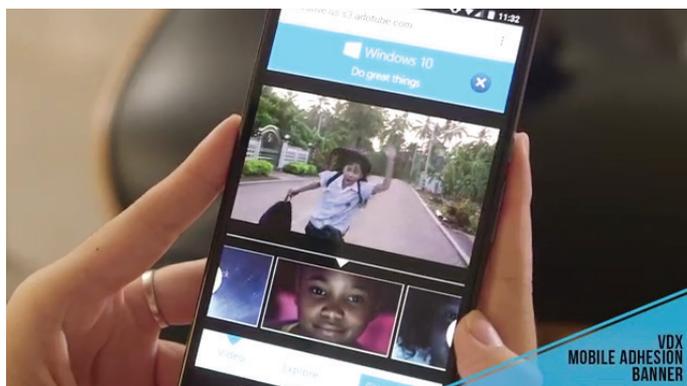
“This type of ad made me feel more favourable towards the brand”

“It feels like you’re really in there with the product, instead of seeing an ad which could be targeted to 1000s of people, it kinda felt like it was personal to me”

“They really absolutely got another Windows 10 fan on board”

A consumer reaction on standard pre-roll ads:

“If a video starts playing in the background without me clicking a button or clicking play, my automatic inclination is to immediately close out of that window because I don’t appreciate it when noise happens or something starts playing without my control.”



THE
INTERACTIVE AD FORMAT
IMPROVED PERCEPTION
OF THE MICROSOFT BRAND



USERS WANT CONTROL
OF THEIR ADS

INTERACTIVE AD
FORMATS IMPROVE
BRAND PERCEPTION

VDX ADS CAPTURE
AUDIENCE ATTENTION
AND DRIVE DEEPER
ENGAGEMENT