Dynamic Logic’s Emerging Media Lab
MOBILE DISPLAY EFFECTIVENESS AND BEST PRACTICES
FEBURARY 2012
@alirana

MillwardBrown

Dynamic Logic
Our Story

Pioneers of evaluating brand impact of digital advertising:

- MarketNorms®
- Brand & Media Experts
- Streamlined Processes
- Custom Research Group
- Research Quality
- Data Integration
Mobile Advertising Expertise

We have completed 300+ mobile advertising effectiveness studies across a broad range of industry verticals.
Mobile Display Creative
Mobile Rich Media Creative – Audi iAd

2,000 Engineered to make 2,000 decisions a second.
Mobile Rich Media Creative – Audi iAd
Mobile Rich Media Creative – Audi iAd

The new Audi A6 is here.

We’re on a mission to smarten up the roads. So we engineered a car that makes 2,000 decisions a second.

The new Audi A6.
The road is now an intelligent place.
How it Works

Mobile ads are measured with the same approach as online ads:

**CONTROL GROUP** (n=300)

Control Cell fielded one to two weeks prior to campaign launch. Banner invite included on mobile page inviting respondents to participate in a survey.

**EXPOSED GROUP** (n=300)

Test Cell collected during campaign. Banner invite residing in same area as mobile ad invites respondents to participate in survey.

Both groups surveyed about attitudes toward brand; responses compared
Mobile works! The average campaign has an impact on all 5 traditional brand metrics

<table>
<thead>
<tr>
<th>Percent Impacted: Δ</th>
<th>Aided Brand Awareness</th>
<th>Ad Awareness</th>
<th>Message Association</th>
<th>Brand Favorability</th>
<th>Purchase Intent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>+5.9</td>
<td>+19.9</td>
<td>+12.1</td>
<td>+3.9</td>
<td>+4.7</td>
</tr>
</tbody>
</table>

Source: Dynamic Logic’s AdIndex for Mobile Norms through Q3/2011; Overall Mobile N=165 campaigns, n=125,471 respondents

Δ = Exposed-Control
Mobile Outpaces Online Ads
Average Brand Metric Deltas for Mobile and Online Campaigns

MOBILE

Aided Brand Awareness: +5.9
Ad Awareness: +19.9
Message Association: +12.1
Brand Favorability: +3.9
Purchase Intent: +4.7

ONLINE

Aided Brand Awareness: +2.1
Ad Awareness: +4.2
Message Association: +2.2
Brand Favorability: +1.4
Purchase Intent: +1.2

Source: Dynamic Logic MarketNorms for Online, last 3 years through Q1/2011, N=2,437 campaigns, n=3,259,336 respondents; AdIndex for Mobile Norms through Q3/2011, N=165 campaigns, n= 125,471 respondents. Delta (∆)=Exposed-Control
There may be a novelty factor at play, but mobile still bests both early online and early video

Percent Impacted:  \( \Delta \)

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</thead>
<tbody>
<tr>
<td>Aided Brand Awareness</td>
<td>+4.1</td>
<td>+7.8</td>
<td>+5.9</td>
</tr>
<tr>
<td>Mobile Ad Awareness</td>
<td>+9.1</td>
<td>+18.9</td>
<td>+19.9</td>
</tr>
<tr>
<td>Message Association</td>
<td>+5.8</td>
<td>+11.3</td>
<td>+12.1</td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>+2.3</td>
<td>+4.5</td>
<td>+3.9</td>
</tr>
<tr>
<td>Purchase Intent</td>
<td>+2.1</td>
<td>+4.0</td>
<td>+4.7</td>
</tr>
</tbody>
</table>

Source: Dynamic Logic’s MarketNorms; Online (2000-2002), N=616 campaigns; Online Video MarketNorms (2002-2004), N=34 campaigns; AdIndex for Mobile Norms through Q3/2011, N=165 campaigns, n=125,471 respondents

\( \Delta = \text{Exposed-Control} \)
A few different factors contribute to mobile’s effectiveness as a medium
Mobile brands metrics are trending down...

Source: Dynamic Logic, AdIndex for Mobile Norms through Q4/2011
Delta (Δ)=Exposed-Control
Creative matters more than ever: There’s a large variation in the best and worst performing ads

Percent Impacted:  *Delta* (Δ)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Mobile Best Performers</th>
<th>Overall Mobile Performers</th>
<th>Mobile Worst Performers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aided Brand Awareness</td>
<td>+18.1</td>
<td>+5.9</td>
<td>-2.7</td>
</tr>
<tr>
<td>Mobile Ad Awareness</td>
<td>+44.4</td>
<td>+19.9</td>
<td>+2.4</td>
</tr>
<tr>
<td>Message Association</td>
<td>+29.8</td>
<td>+12.1</td>
<td>-1.3</td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>+14.5</td>
<td>+3.9</td>
<td>-4.9</td>
</tr>
<tr>
<td>Purchase Intent</td>
<td>+16.3</td>
<td>+4.7</td>
<td>-4.0</td>
</tr>
</tbody>
</table>

Source: Dynamic Logic’s AdIndex for Mobile Norms through Q3/2011
Overall Mobile N=165 campaigns, n=125,471 respondents. Delta (Δ)=Exposed-Control
What differentiates the best and worst mobile creative?

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<tbody>
<tr>
<td>1</td>
<td>The location of a brand name or logo within a mobile ad can have a strong impact on advertising recall</td>
</tr>
<tr>
<td>2</td>
<td>Clear and persistent branding is important for brand awareness</td>
</tr>
<tr>
<td>3</td>
<td>Encouraging interactivity and engagement are advantageous for mobile campaigns</td>
</tr>
</tbody>
</table>
What does successful and unsuccessful mobile creative look like?

**Three characteristics** in particular are associated with high impact:

1. **Left-side brand placement**

2. **A strong call-to-action**

3. **Clear branding throughout the creative**
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