

Generating results on the small screen

A marketer's guide to
brand advertising

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The mobile challenge

Mobile is big and growing



Over 50% of time spent online in UK is via mobile

But barriers do exist

Objective = Mobile brand effectiveness



A collaborative study

Media owner

sky | MEDIA

Media agency

HAVAS
MEDIA GROUP



Research & insight agency

d.fferentology

Research & panel company

ondevice
research



3 client partner brands



Over 2,600 mobile app users









A variety of mobile ad formats tested

Advertising effectiveness

Standard banner		Expandable banner		Rich media banner	
Native ad					

Creative diagnostics

Interactive rich media		Interstitial		Adhesion banner	
Interstitial		Adhesion banner		Interactive rich media	

State-of-the-art 'ad re-targeting' methodology

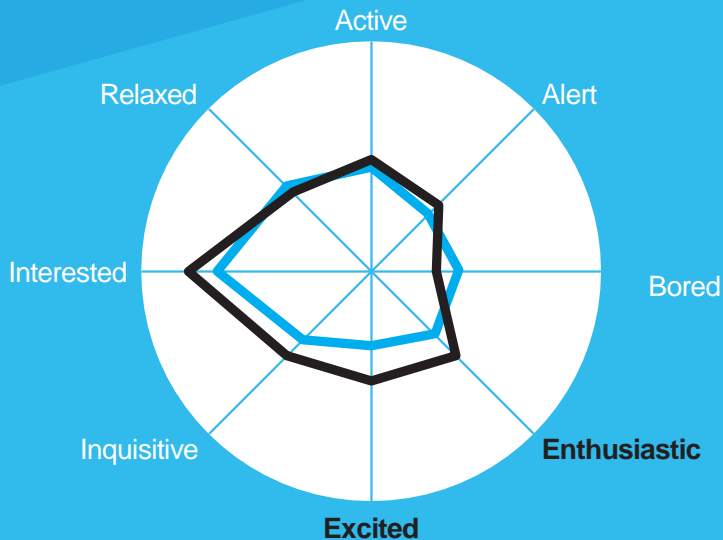


Insight > mood and mindset influences effectiveness

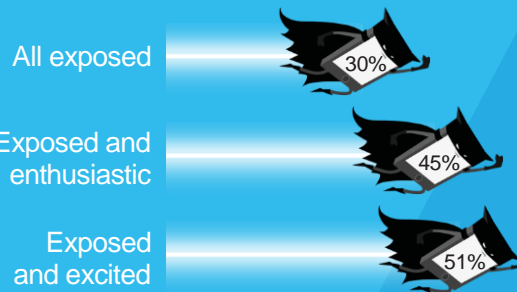
When in a Sports app environment, users are more 'enthusiastic' and 'excited'



More 'enthusiasm' or 'excitement' at the point of ad exposure can generate more brand action



Call to action:
buy a Birds Eye product



— Sports App — Average of different Apps
Lab mobile test 2014 – Birds Eye standard banner ad

Guidance > on how to optimise creative opportunities

The basics

Looking good and generating intrigue increases cut through

Ad recall



Standard banner ad – Birds Eye

The fun factor

Adding an element of fun can increase recall

Ad recall

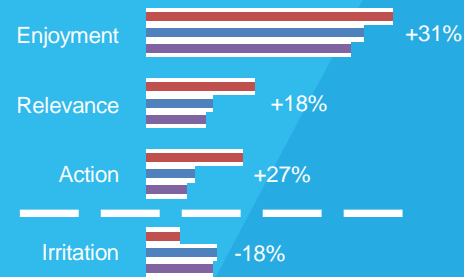


Standard banner ad – Birds Eye

The interactive effect

Interactive ads outperform other formats

Creative diagnostic



Interactive Rich Media
Interstitial
Adhesion

The future of Native mobile advertising looks bright

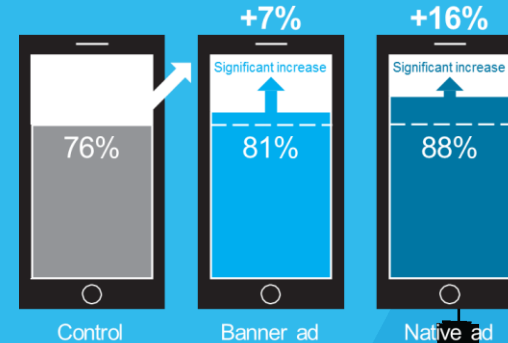
Native reduces irritation and intrusiveness...

...and enhances brand advertising even more

Creative diagnostic



'All agree'
"You can enjoy Birds Eye fish fingers at any time"



Birds Eye Lab mobile test 2014



Take away



- Brands can utilise mobile advertising as part of their comms strategy to influence both 'soft' and 'hard' brand metrics, moving consumers along their brand journey.
- Brands should look to tailor their communications to suit different consumer mindsets, in different app environments.
- Brands that make the best use of creative space will achieve greater standout, and generate the best results (don't be afraid to have fun!).
- Standard mobile advertising formats clearly work, but brands should consider more advanced 'interactive' formats to produce even greater engagement.
- Exciting new format opportunities like 'Native' can enhance brand metrics even further than standard mobile formats.