

Applying lessons learned from TV ads to online video

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Online video has the potential to extend media reach, influence consumer behaviour and build brands. In this article, we look at what makes an effective online ad and how we can apply knowledge gained from TV advertising to derive the most value for money from online video.

We'll see that while the fundamentals of creating ads that engage and communicate effectively are the same for both TV and video, to simply run a TV ad online is, at best, a missed opportunity, and is potentially an inefficient use of valuable ad spend.

Although online video only accounts for a fraction of most media budgets, according to eMarketer, this year — 2007 — will show the greatest year-over-year growth for online video advertising spend. Over the next four years the US growth rate is predicted to remain at or above 40% and reach an estimated US\$4.3 billion, which may indicate a bigger opportunity for video revenue globally. Given this growth, it is important for marketers to understand how to best leverage this platform to effectively communicate to and engage in a dialogue with, rather than annoy, their customers.

Exploring the differences

As we'll see later, a large amount of what we have learned from TV also applies to online video. However, some key differences need to be addressed.

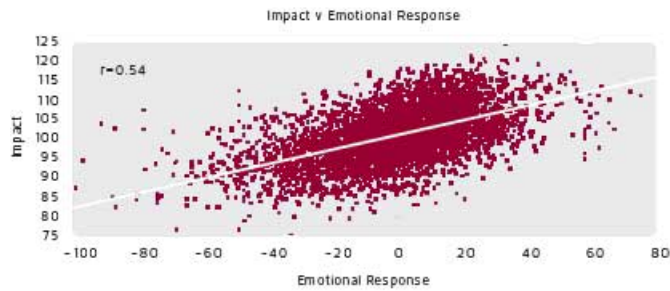
What makes online video ads different from TV campaigns is the very nature of the medium. Online is more immediate and interactive, and, unlike any other, it is a media platform that effectively combines other types of media within it.

The best performing online video ads use the unique features of the Web to create an interactive experience with their brand are synergistic with other media being used often include a companion ad near the player that constantly displays the brand, keeping it top of mind as consumers watch the video

The length of time and format of the video ad is different from the TV platform. A recent Dynamic Logic* survey among US consumers found that the longer the video clip or content that a person is watching while online, the longer the accompanying video ad spot they would be willing to watch.

Online video can also be far more agile than TV advertising in terms of targeting to reach relevant audiences, who may also be closer to the point of purchase.

CHART 1



Getting the most from online video

By using the strengths of the Internet, and by learning more about where and when consumers are most receptive, video ads can obtain a further level of utility beyond even the most effective branded memory generating, attention grabbing TV adverts.

Striking similarities

Effective video campaigns often include some of the same elements that are characteristic of effective TV ads. Dynamic Logic data show that online video has the power to positively shift all branding metrics compared to overall MarketNorms®, which benchmark online ad performance.

However, there are some dramatic differences in the results of the most memorable and least memorable video campaigns. By applying what we know about effective TV ads, it may be possible to raise people's perceptions of online advertising while also improving the creative quality of video ads.

As with TV, in order for online video ads to raise awareness for a brand, communicate a message and persuade consumers to buy, they must:

- Be closely linked to the brand
- Break through the clutter
- Engage the viewer
- Be enjoyable and entertaining

Learning from TV

We already know from our Link™ copy testing database the value of emotion in TV advertising. Of the ads in the database, over half (53%) of those most likely to generate awareness have an emotional message, whilst 12% focus only on rational messages. The value of an emotional approach can be seen in Chart 1.

These emotional responses span a diverse range; from excitement to thought provoking, from shocking to charming. The key is to generate the appropriate positive emotional response for the brand.

Although a positive emotional response is important when creating memories, it is pointless unless the memories are clearly linked to the brand. Consumers rarely remember an entire ad, but will recall those parts that have most engaged them. This "creative magnifier" effect is as important to online video as it is to TV. If only a small portion of an ad is recalled, in order to impact purchase, it is essential for the creative to be tightly linked to both the brand and the key messages.

The power of humour is certainly notable in both TV and online video ads. While humour alone does not guarantee an effective advert, it is certainly a common theme that can help the advertising stand out. Video ads that are genuinely enjoyable and entertaining generally perform well.

Repeated brand mentions and large product shots do not guarantee a well-branded TV campaign. A question marketers should ask themselves is whether the story of an ad can be told without mentioning the brand or a significant brand cue. If it

These ads perform worst

These ads perform best

Passive/Active

Article by Richard Heath, Account Manager, Millward Brown and Christina Goodman, Director of Global Marketing, Dynamic Logic. *Dynamic Logic is a Millward Brown company leading research with expertise in measuring marketing effectiveness. Dynamic Logic's research includes AdIndex® to test and analyze online advertising, CrossMedia Research™ to evaluate multimedia campaigns, MarketNorms®, a syndicated ad effectiveness planning and benchmarking database, and Link™ for Digital, an online copy-testing solution developed jointly with Millward Brown.