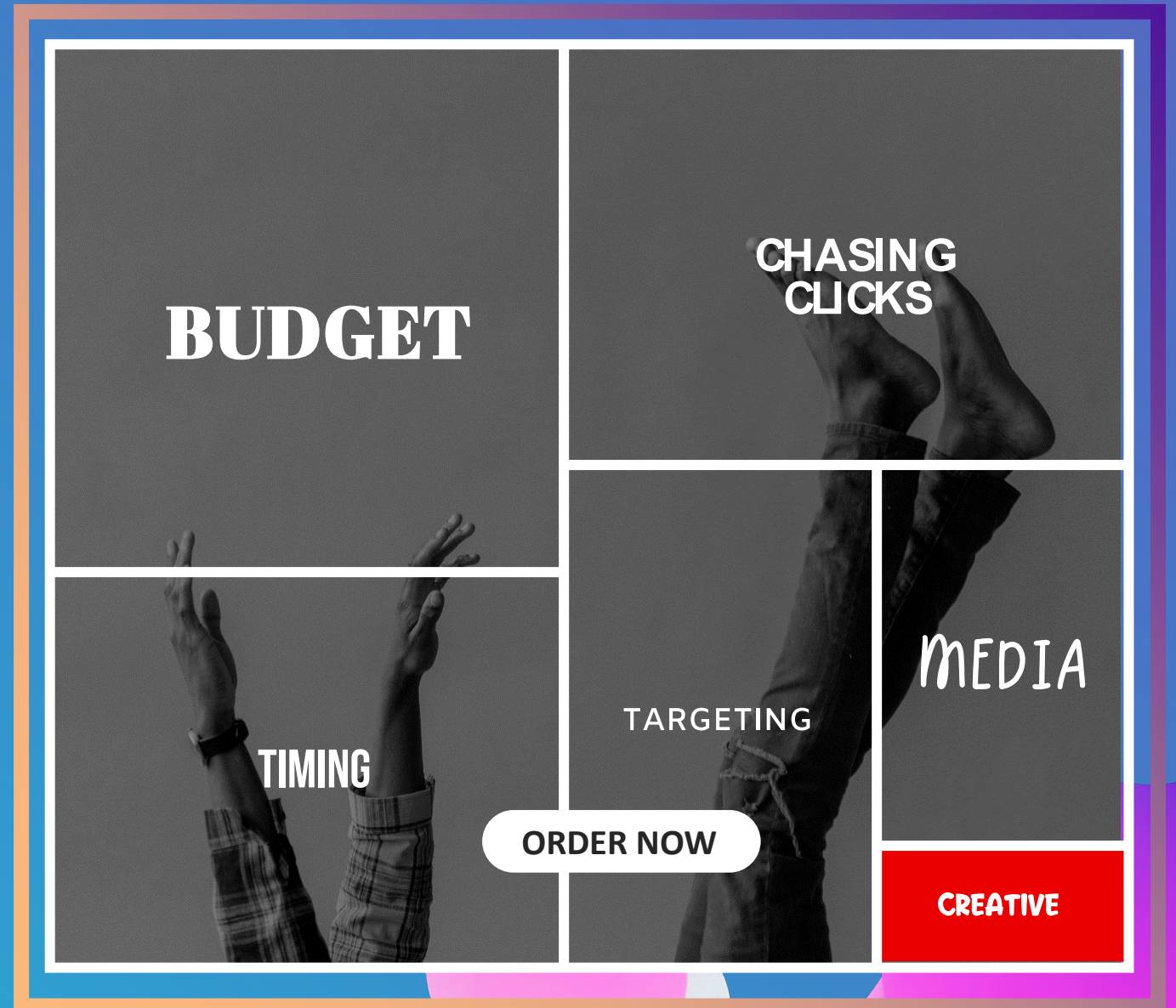


CREATIVE,

# THE PERFORMANCE POWERHOUSE

M/GNA MEDIA TRIALS + yahoo!

LET'S FACE IT,  
**CREATIVE  
EXECUTION  
CAN OFTEN  
FALL BY THE  
WAYSIDE**



# QUESTION 1

What role does creative quality play in ad effectiveness?

# QUESTION 2

What elements contribute to 'quality creative'?

# Methodology

## What

Randomized, controlled experiments testing the effectiveness of display ads with a variety of attributes across devices

## Devices

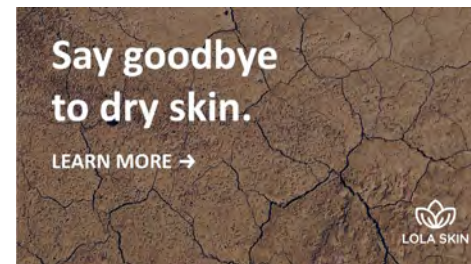


## Types of Ads Tested Per Brand

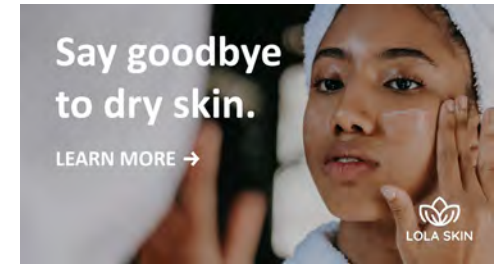
Control Ad\*



Base Ad



Enhanced Imagery



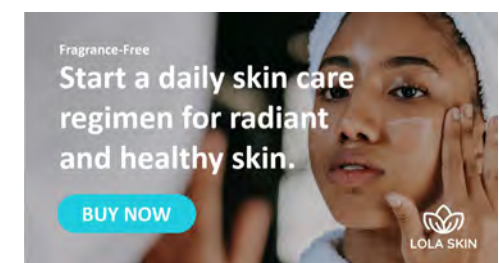
More Informative Messaging



More Direct Call-To-Action



All Enhancements



Ad sizes

# tested

970 x 250

yahoo!life

### John Stamos created a 'Heartthrob Cobb' sandwich, inspired by his love of a Disney World salad. Get the recipe.

Terri Peters · Senior Lifestyle Editor  
October 19, 2022, 4:32 PM 5 min read

In this article:

- John Stamos  
American actor and musician

John Stamos' 'Heartthrob Cobb' is a play on his favorite salad, the Cobb salad served at Disney's Hollywood Studios in Florida, and dished about a bone he has to pick with Disney. He'd like a drink named after him, similar to the way fellow actor Neil Patrick Harris created a tequila-based

It's no secret that actor John Stamos is a big fan of Disney Parks. In a recent interview with Yahoo Life, the 59-year-old shared that one of his favorite meals is the Cobb salad served at the Hollywood Brown Derby at Disney's Hollywood Studios in Florida, and dished about a bone he has to pick with Disney. He'd like a drink named after him, similar to the way fellow actor Neil Patrick Harris created a tequila-based

**TRENDING**

- Hurley says it's 'taboo to publicly talk about breasts'
- Why this photographer keeps turning her lens on post-mastectomy breast cancer...
- Kid's Covid vaccine: CDC group says add vaccine to routine immunization schedule
- 'Changed my life': Trans teen testifies against nation's first ban on gender-affirming care
- Lindsay Czarnik: Trying to get my small back after long COVID

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Stamos hasn't forgotten about his mission to get his own Disney drink. "What's going on with these people?" he asks. "Neil, I get, he's a great Disney guy. But I love Disney, too."

Stamos loves Disney so much, he's been seen

300 x 250

# The research in **numbers.**



Sample Size  
**4,114**



Ads Tested  
**108**



Metrics  
**61**



Industry Verticals  
**3**

SIZING THE

# CONTRIBUTION OF CREATIVE



# How much does media and creative contribute to ad effectiveness?

We used advanced modelling to uncover the drivers of branding KPIs

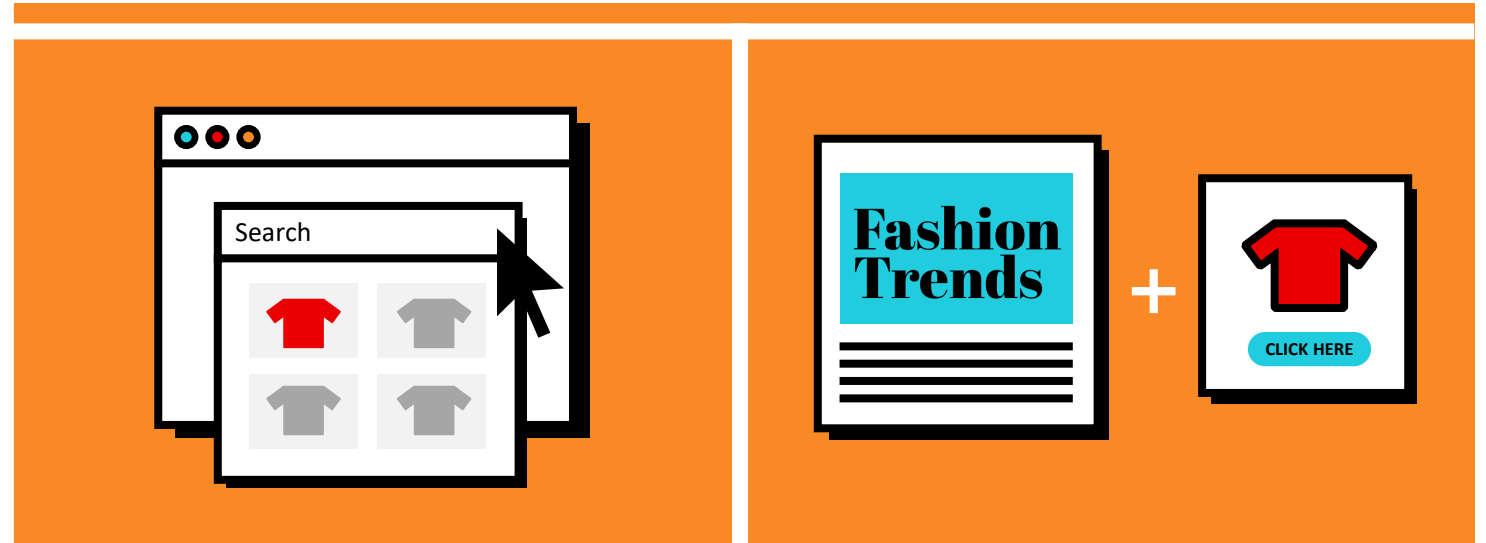
## CREATIVE QUALITY



### Quality of Ad

User perceptions of ad\*

## MEDIA PLACEMENT



### Targeting Effectiveness

Whether the person is in-market for the advertised product

### Contextual Alignment

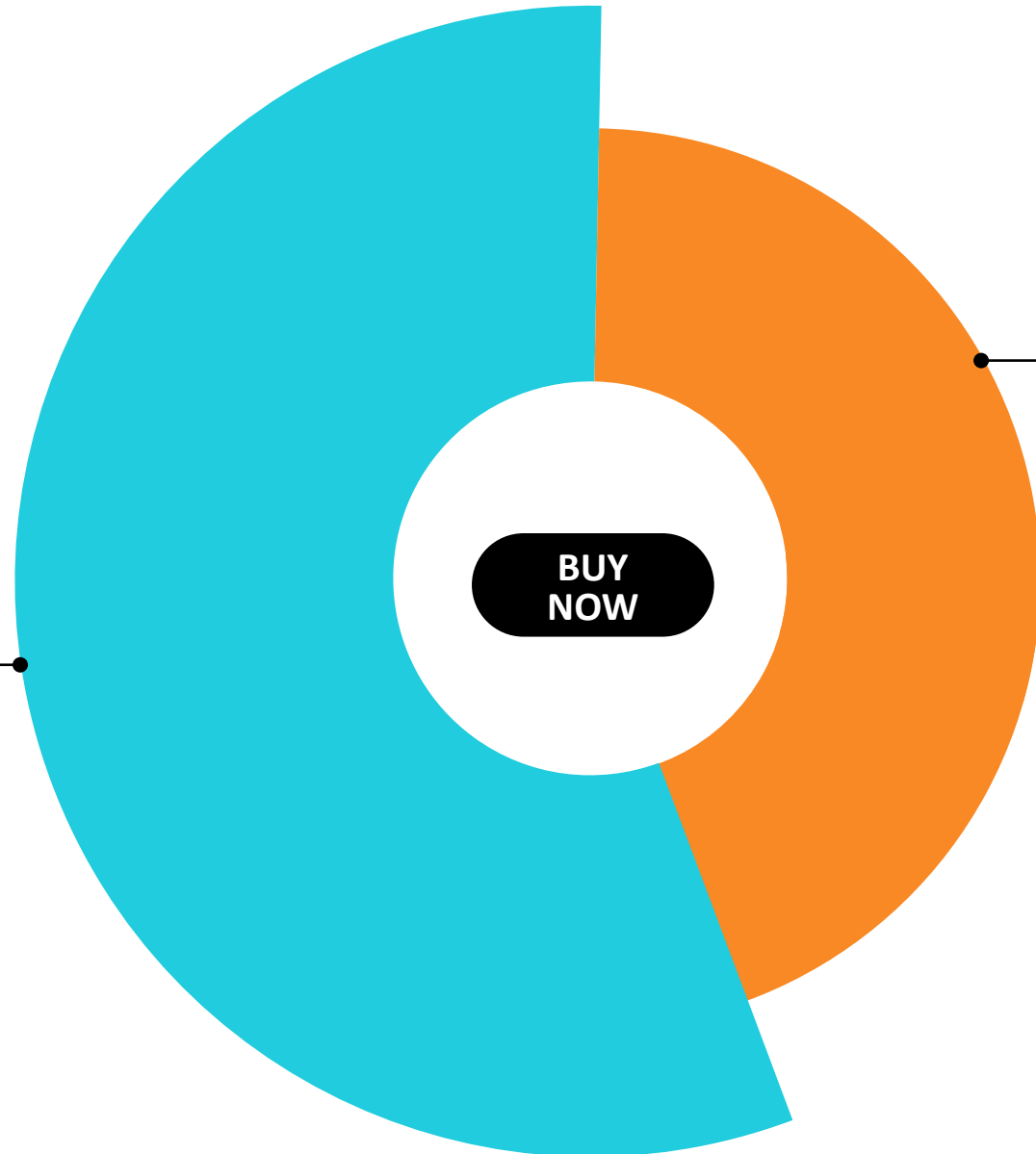
Perceived alignment between the ad and content



# Creative quality drives 56% of impact on purchase intent

Drivers of Purchase Intent  
- Relative Contribution (%)

**56%**  
Creative  
Quality



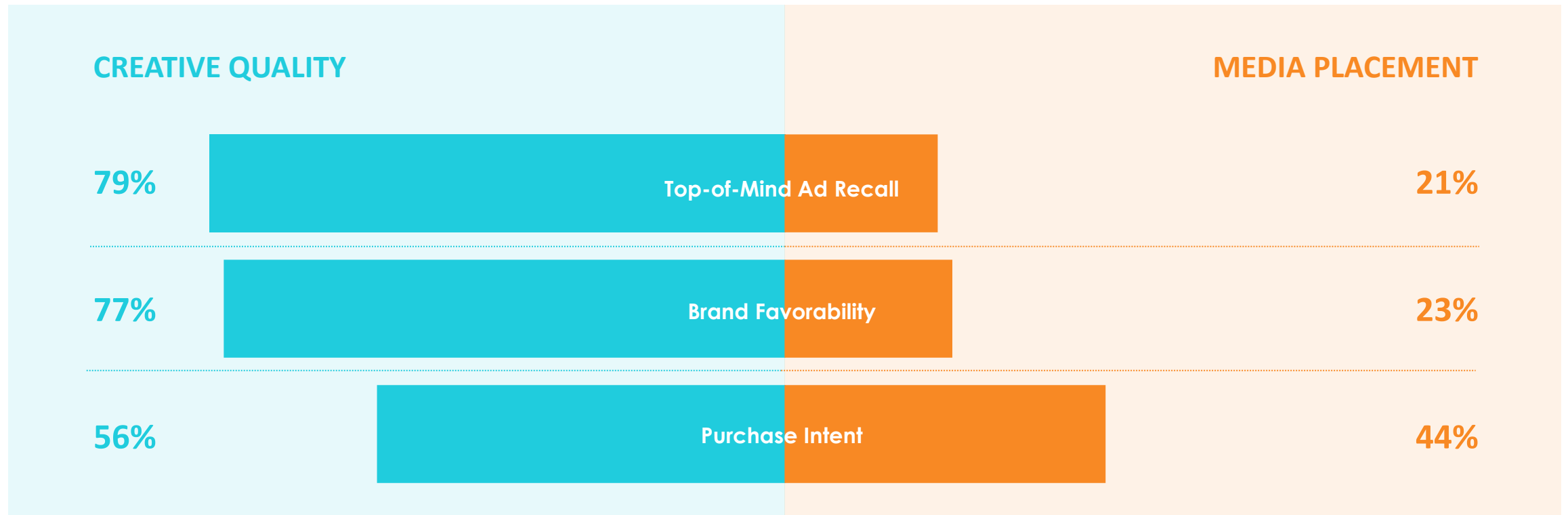
**44%**  
Media  
Placement

Values are modelled using logistic regressions to determine the impact of creative quality and media placement on purchase intent. All regression coefficients significant at  $\geq 90\%$  confidence. Total N= 4,114  
Nielsen et al. likewise reported creative as having a 47% contribution to sales. NCS and Nielsen. *The Five Keys to Advertising Effectiveness*. Case Study Report, 2017.

# Quality creative is critical across the purchase funnel, particularly for driving awareness and shaping brand opinions

Naturally, good media placement plays a critical role as well, especially for driving purchase intent

Drivers of Brand KPIs - Relative Contribution (%)



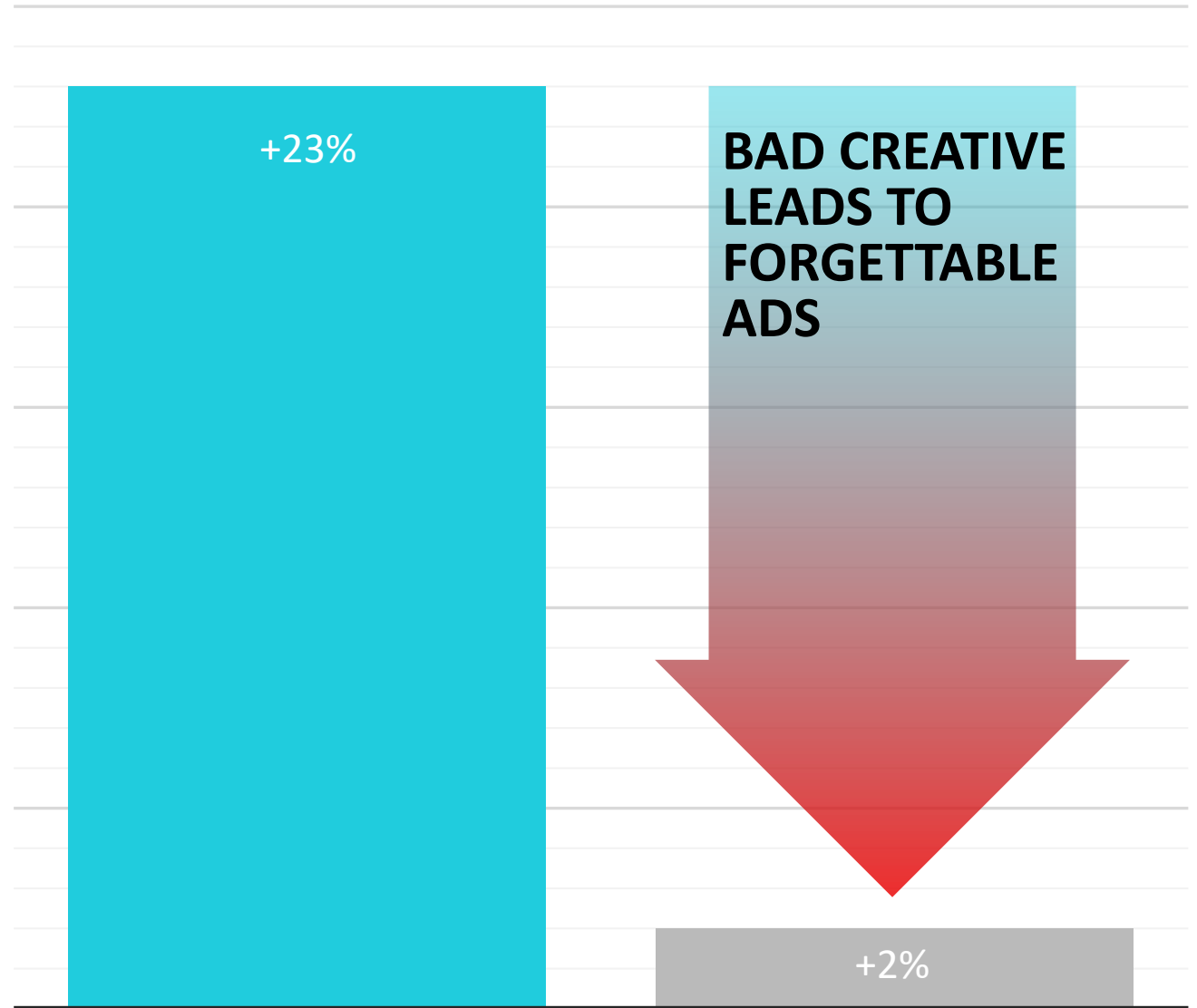
# Poor creative can mean wasted impressions

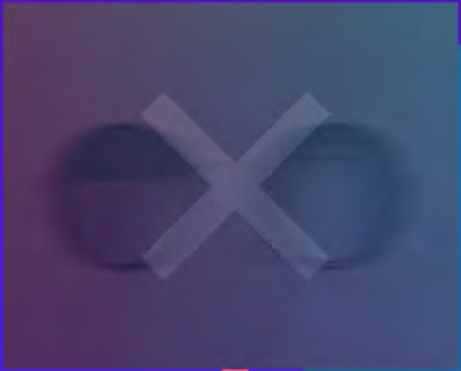
## Impact of Creative Quality on Aided Ad Recall

- Delta (Exposed – Control)

■ Average Impact of All Ads

■ Impact With Poor Creative Quality





**MASTER**

**CREATIVE QUALITY**

LOGO

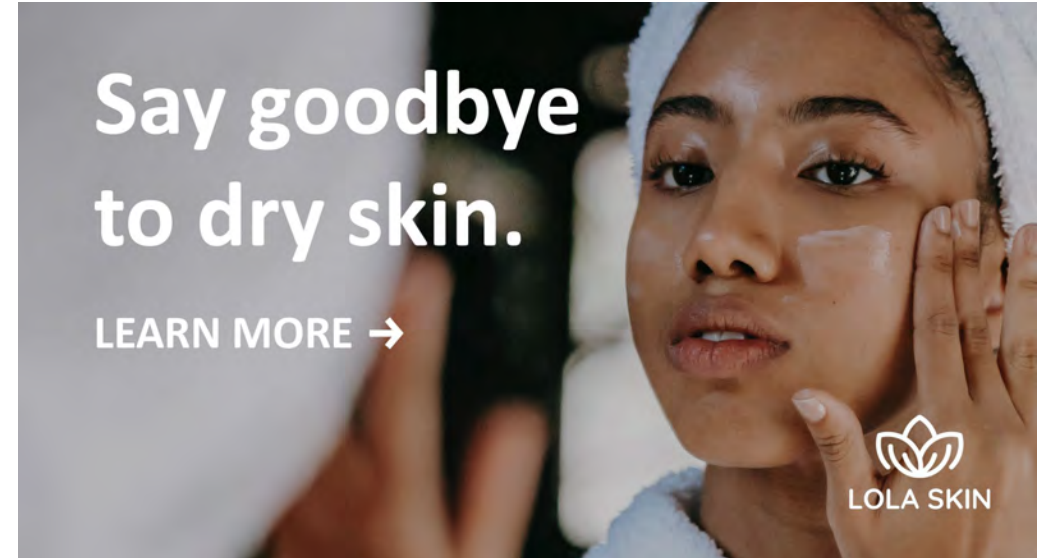
**BUY NOW**

# Tactic #1: Enhancing creative imagery



## Base Ad

Ads with limited visuals (no humans; brand logo in bottom righthand side)



## Ad with Enhanced Imagery

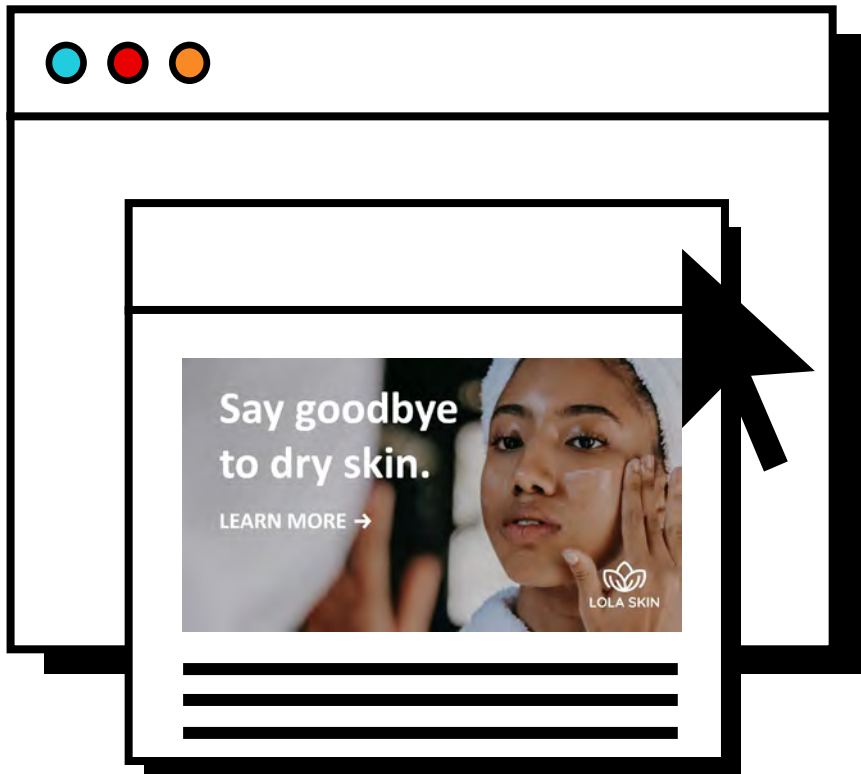
Ads with human presence, product images, or more prominent logo placement (not shown)

# Strong visuals draw in those with the propensity to buy

Those in-market for the product are much more likely to notice and enjoy ads with improved imagery

## Impact of Enhanced Imagery

■ Base Ad ■ Ad with Enhanced Imagery



## Noticed Ad – % Selected

Total Audience



In-Market for Product



## Ad Was Fun To Look At – % Strongly/Somewhat Agree

In-Market for Product



# More prominent logo placement has the power to drive transactional momentum

Impact of Enhanced Imagery: Logo Placement  
In-Market for Product - % Very/Somewhat Likely

■ Base Ad ■ Ad with More Prominent Logo Placement



## Search Intent



+24%  
Lift

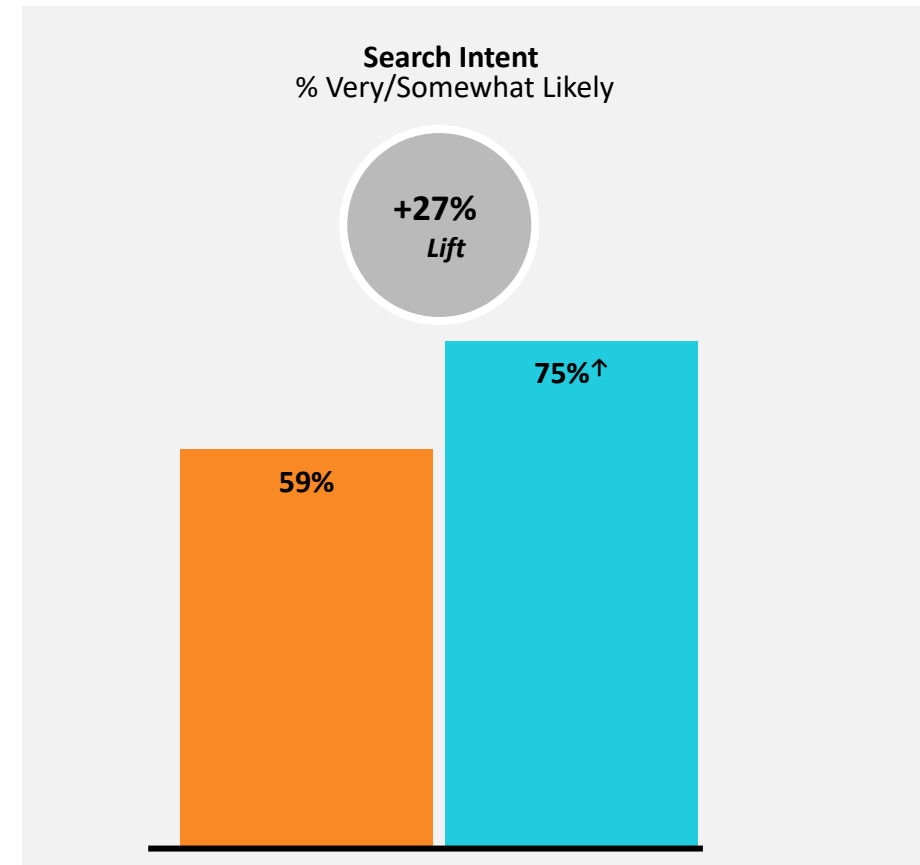
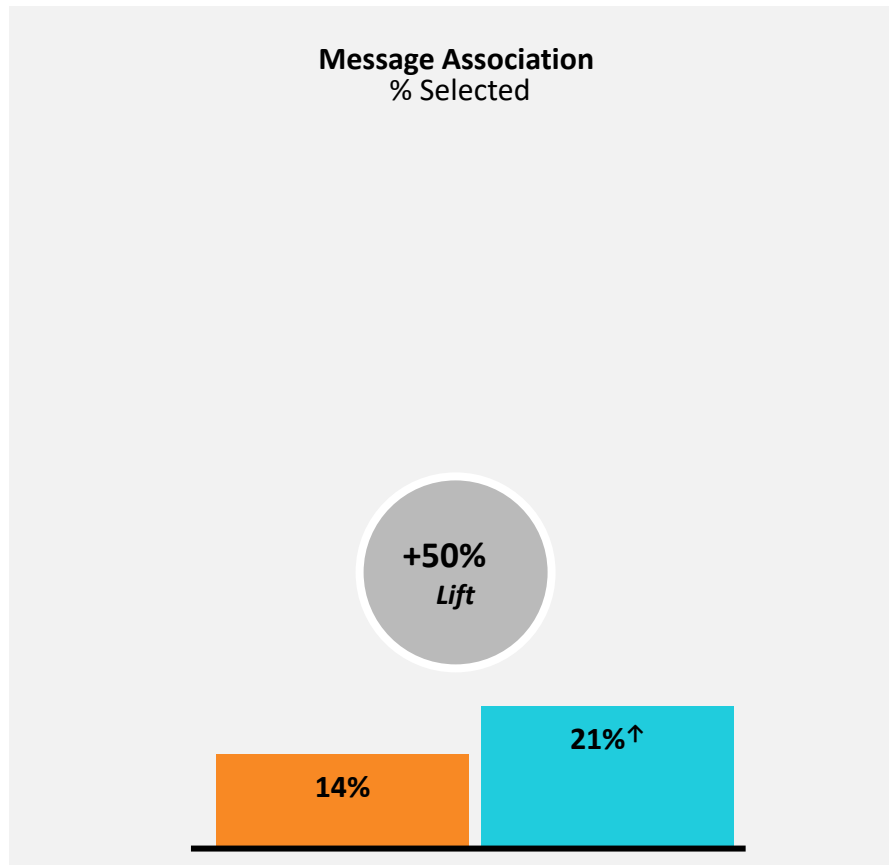
# Larger canvas of desktop benefits by improved imagery

Stronger visuals on desktop help drive home the message and encourage next steps

## Impact of Enhanced Imagery on Desktop/Laptop Devices

Those In-Market for Product

■ Base Ad ■ Ad with Enhanced Imagery



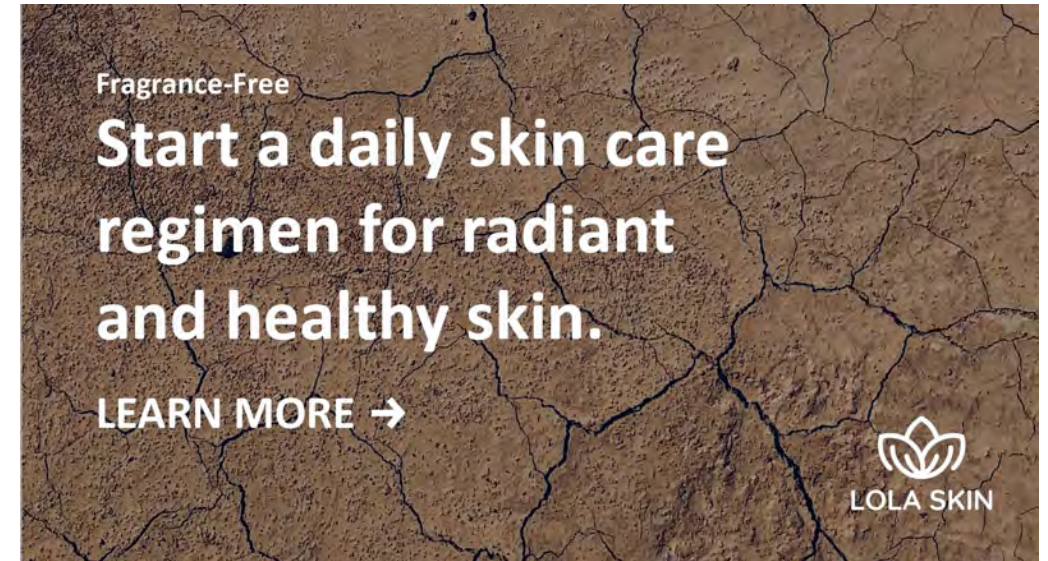


# Tactic #2: Providing more informative messaging



## Base Ad

Ads with limited information in text



## Ad with More Informative Messaging

Ads with strong brand propositions included in text

# Ads with explicit brand propositions stay on screen longer

Impact of More Informative Messaging  
Total Audience - Average Time on Screen



**+8** ↑ SECONDS  
ON SCREEN  
COMPARED TO  
BASE AD

# Acquisition audiences are persuaded by explicit communication of brand perks

Impact of More Informative Messaging  
Those Who Haven't Purchased Brand Before  
- % Strongly Agree

“Brand Offers Good Perks”



**13%<sup>↑</sup>**  
Improved  
Messaging



**5%**  
Base Ad

**+160%  
Lift**



## Why did you like the ad?

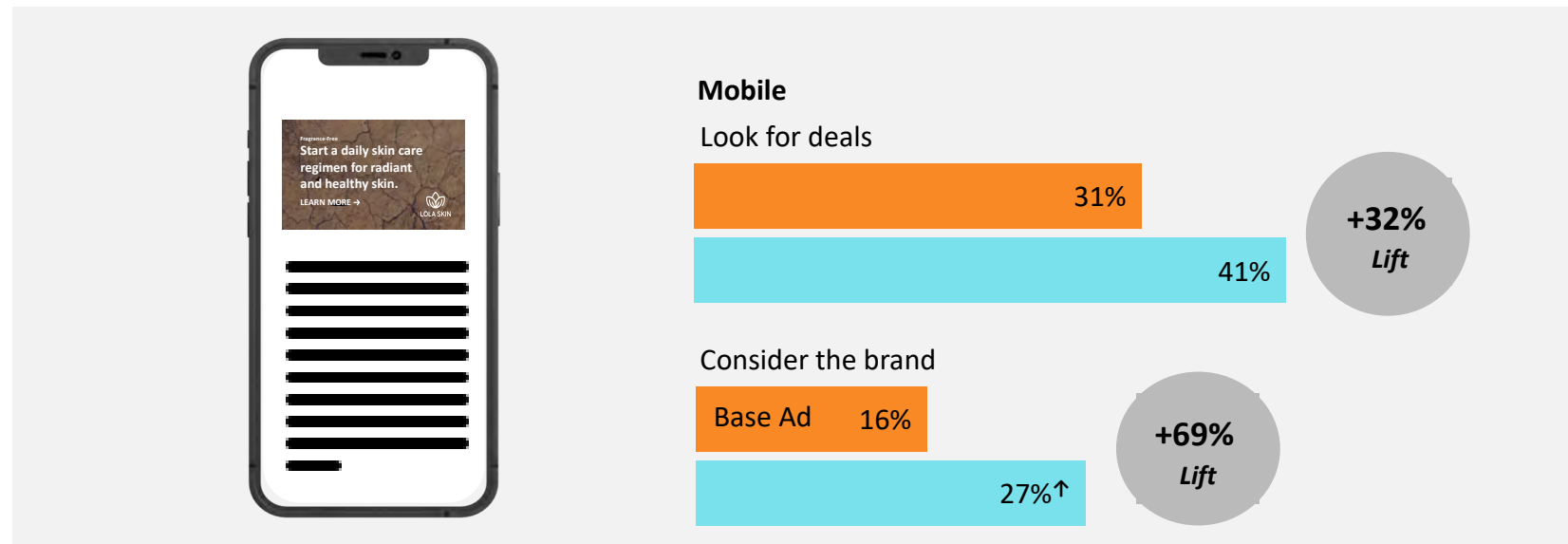
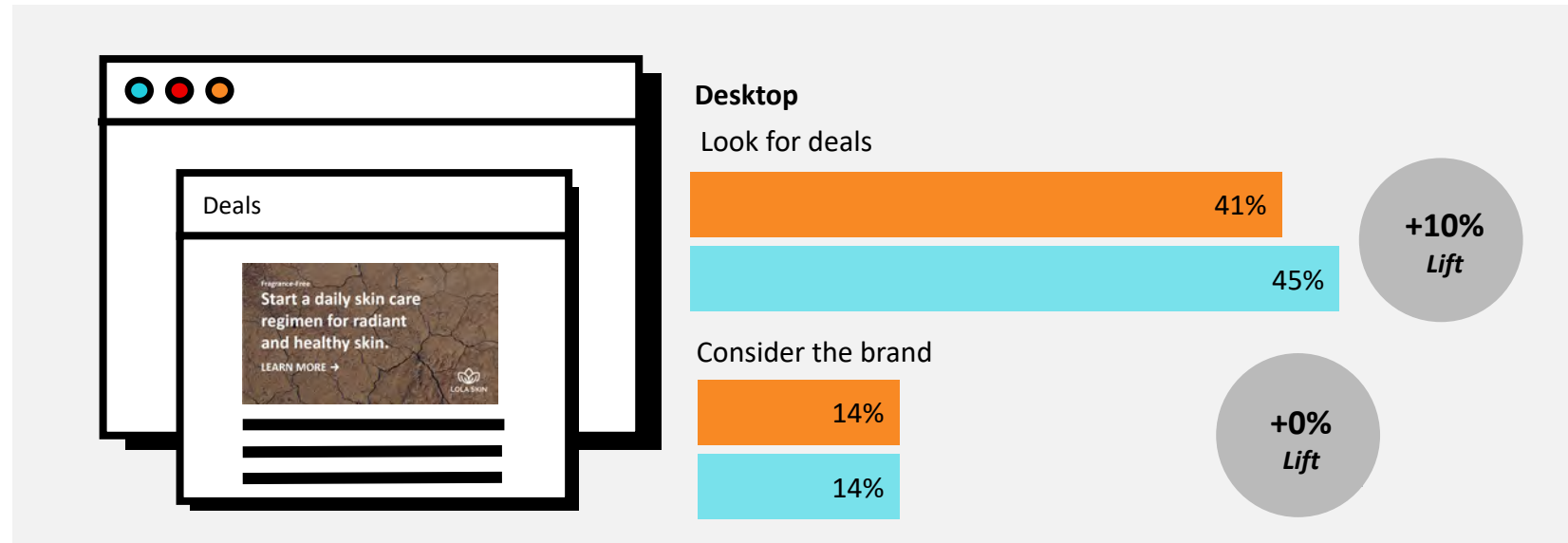
- Approve of fragrance free and dermatologist tested
- Because it is a nice incentive
- Dermatologist testing makes it sound better
- Gave information about the lotion
- Great tag line
- I liked the informativeness of it

# Clear brand propositions prompt next steps on mobile

Brand ads work hard by motivating consumers to dig deeper into the brand

**Impact of More Informative Messaging By Device**  
Those In Market – % Selected

■ Base Ad ■ Ad with More Informative Messaging



Desktop: Base Ad N= 123 ; Ads with More Informative Messaging N= 133  
 Mobile: Base Ad N= 140 ; Ads with More Informative Messaging N= 128  
 ↑ = Statistically significant difference between groups at ≥90% confidence

# Tactic #3: Leveraging a more direct call-to-action (CTA)



## Base Ad

Ads with a vague call-to-action that doesn't stand out



## Ad with More Direct CTA

Ads with a call-to-action that stands out (e.g., has a different color around it, larger font) and is more direct/relevant (e.g., "see offers")

# Improving the call-to-action drives interest and action

Impact of More Direct CTA  
Those In-Market for Product



All In Market

Based Ad N= 263; Ads with More Direct CTA N=261

Visit Brand's Website: Brand 1; Base Ad N= 63; Ads with Enhanced Direct CTA N=64

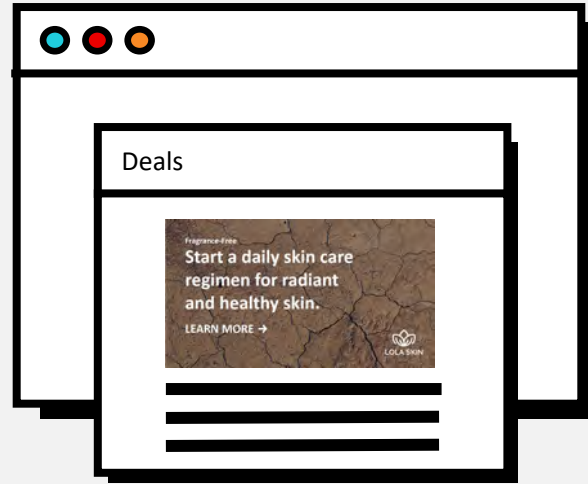
Look for offers/deals: Brand 2; Base Ad N= 140 Ads with More Enhanced CTA N= 134

<sup>↑</sup> = Statistically significant difference between groups at ≥90% confidence

# Clear, direct CTAs are critical on mobile and drives action

Impact of More Direct CTA by Device  
Those In-Market for Product -% Selected

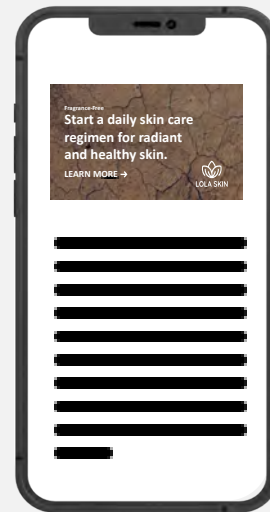
## AD ACTION: LOOK FOR OFFERS/DEALS



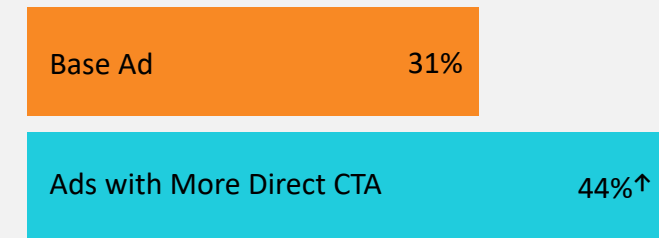
### Desktop



+0%  
Lift



### Mobile



+42%  
Lift

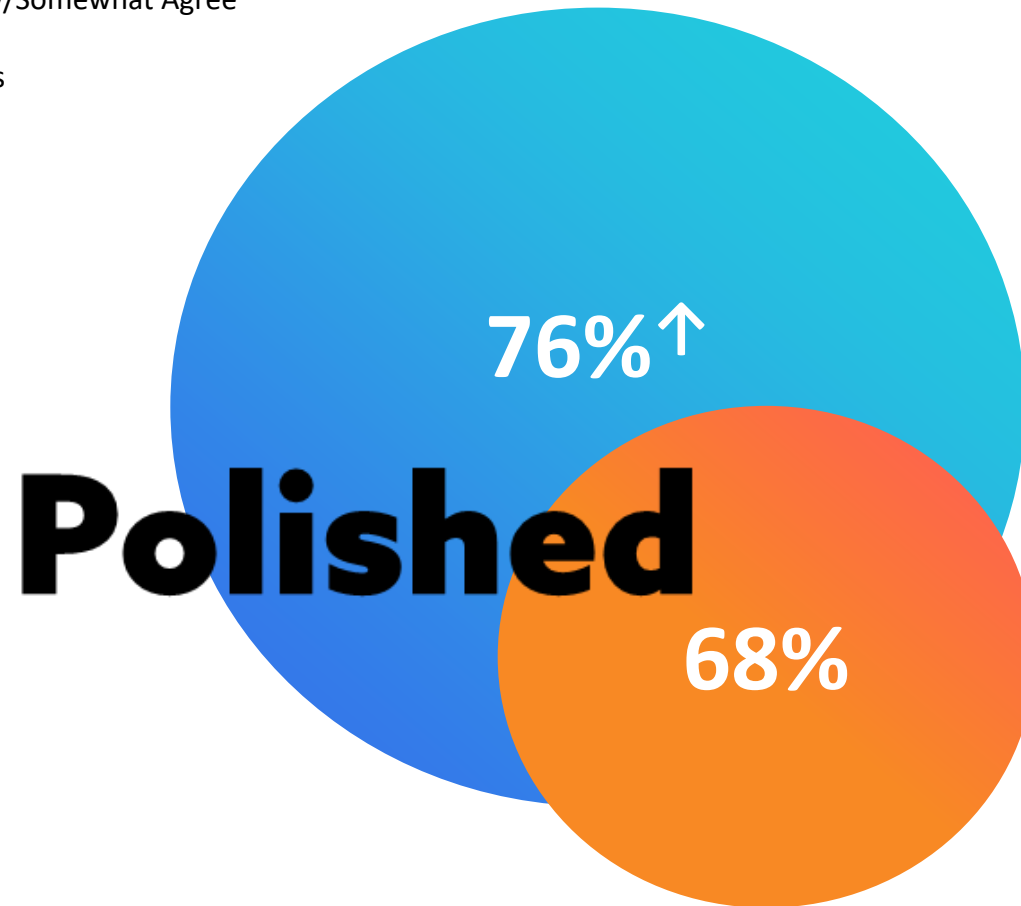
Desktop: Base Ad N= 123; Ads with More Direct CTA N= 138  
Mobile: Base Ad N= 140; Ads with More Direct CTA N= 123  
↑ = Statistically significant difference between groups at ≥90% confidence

# All improvements help brands put their best foot forward

## Impact of All Enhancements

Those in Market for Product - % Strongly/Somewhat Agree

■ Base Ad ■ Ad with All Enhancements

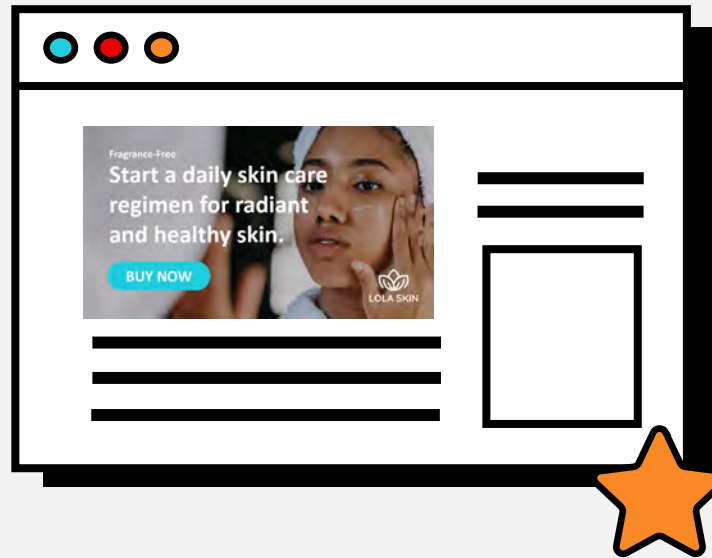




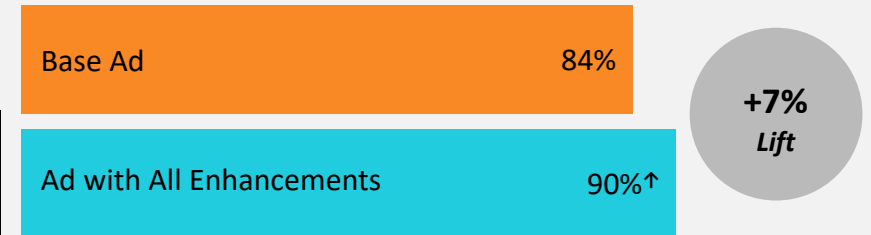
# Simple changes to images and text can drive brand quality and trust

Low quality creative had no impact on brand perceptions, while enhanced quality creative delivered a positive brand impact

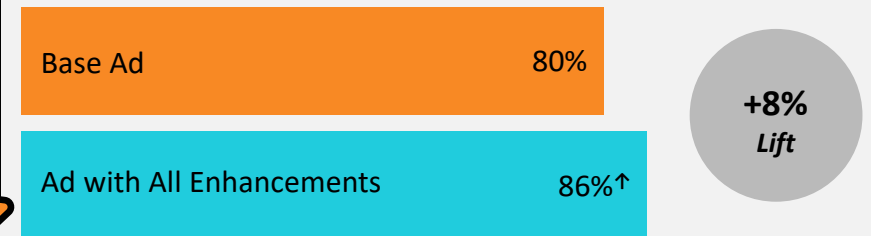
**Impact of All Enhancements**  
Those in Market for Product  
- % Strongly/Somewhat Agree



## Brand is **High Quality**



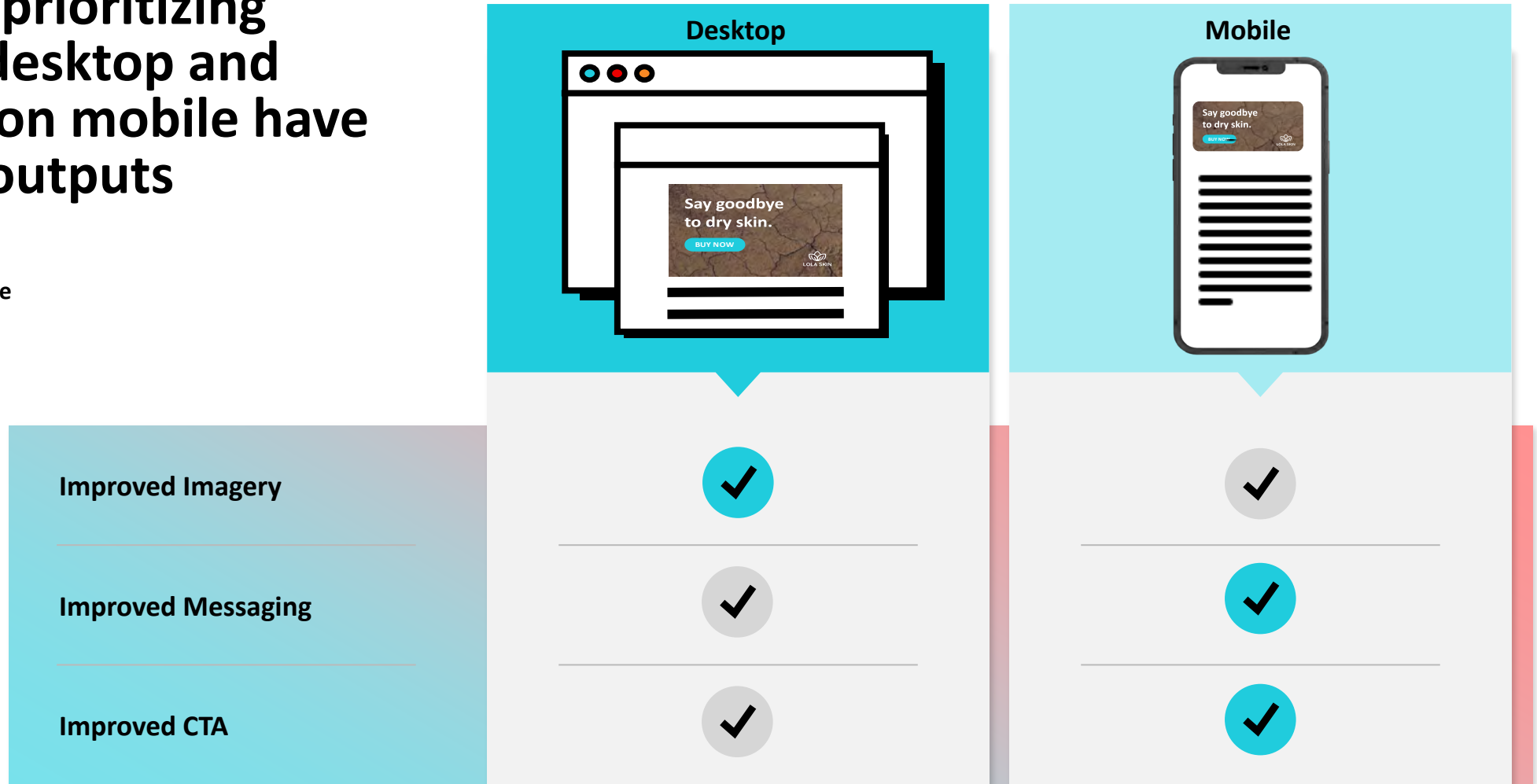
## Brand is **Trustworthy**



All In Market:  
Base Ad Control N= 259; Exposed N= 263  
Ad with All Enhancements Control N= 259; Exposed N= 2556  
↑ = Statistically significant difference between groups at ≥90% confidence

# While optimizing all elements across devices is important, prioritizing visuals on desktop and messaging on mobile have maximum outputs

Creative Changes By Device



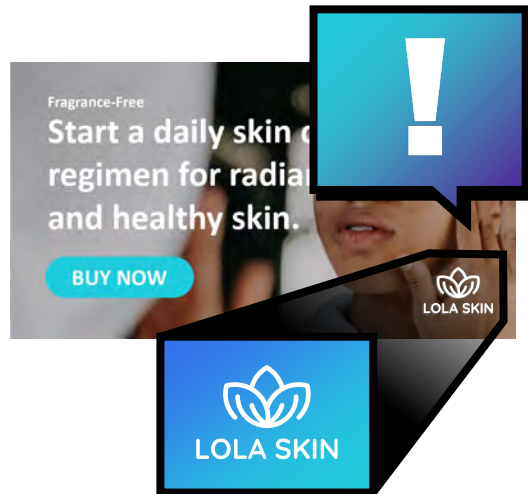


# MARKETER GO-DOS

# Marketer Go-Dos

## Don't let creative fall by the wayside

- Creative plays an integral role in helping brands stand out and shaping opinions
- Small changes in creative can make a huge difference in performance



## Optimizations are important across platforms, but tailor approach to the needs of the device



### Mobile

- Take advantage of the leaned in mindset of mobile, compelling brand propositions and CTAs



### Desktop/Laptop

- Prioritize imagery to attract attention on this larger screen size
- Consider including human presence

**THANK  
YOU**