

What makes vertical video ads a success?

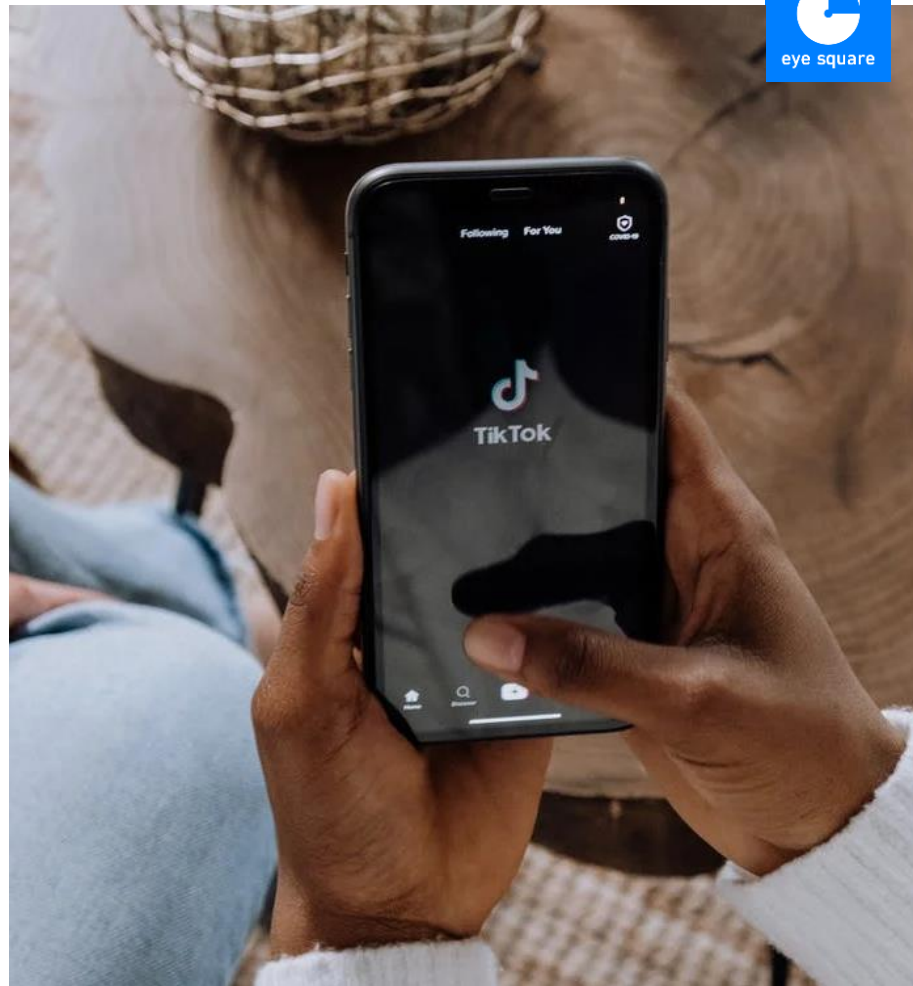
The dos and don'ts of ads on TikTok, Instagram and YouTube

QUIRKS event New York 2023

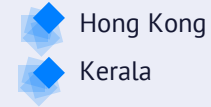
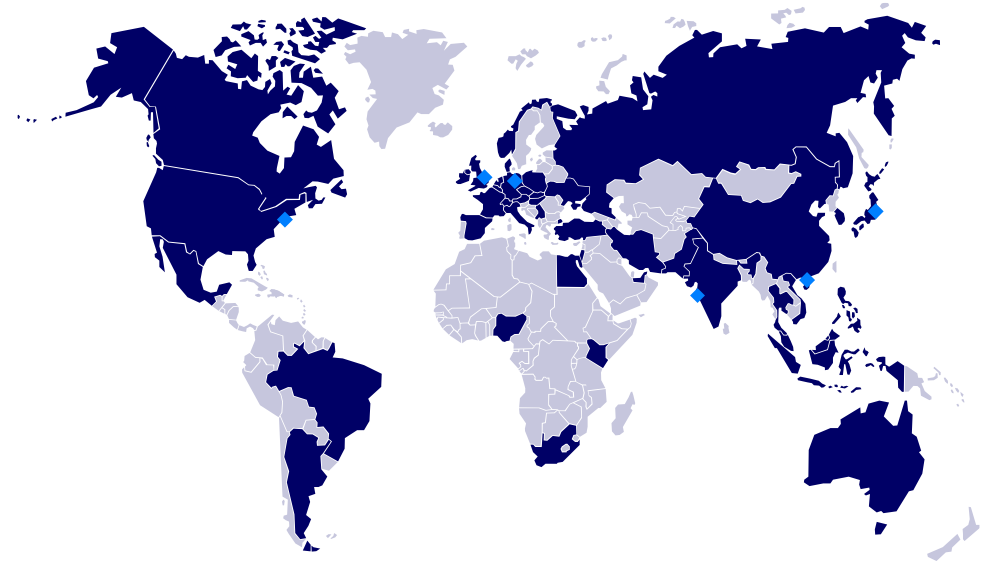
Speaker:
Florian Passlick
Associate Director

eye square

NYC, July 19th, 2023



- User, Brand & Media, Shopper Experience Research since 1999
- Offices in 7 countries
- 82 Consultants
- 300+ clients across the globe
- Extensive global benchmarks on ad effectiveness data
- 11 research awards won
- US-patented software solutions



WHAT IS IN CONTEXT TESTING?

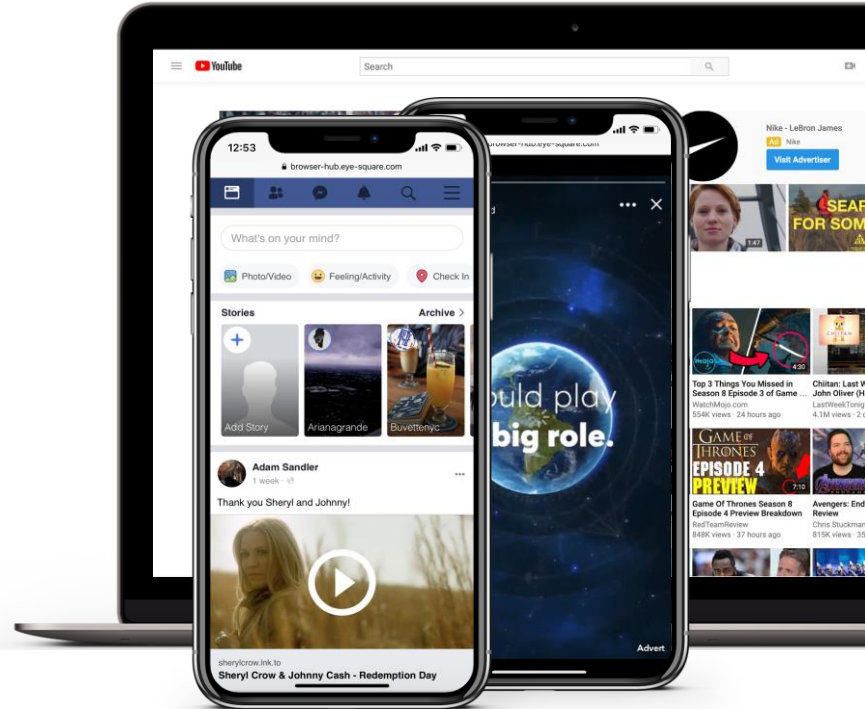
Authentic environment for natural behaviour

In Context Testing allows panel users to browse and use media as they normally would, while we test out new ad campaigns in their natural media platform environment.

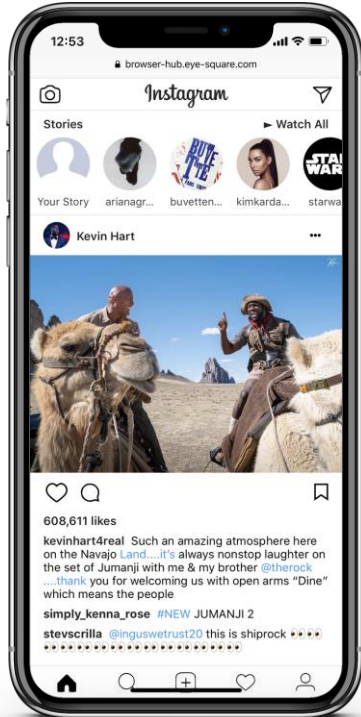
- Ads can have vastly different effects depending on their surroundings. An autoplay video must stand out and hold attention on Facebook while many other competing elements are visible and fighting for the users' attention.

Optimize your creatives for each platform

- Creatives must be suitable and appropriate for the platform, a TV ad might not be as effective as a Facebook or Instagram Stories ad.



INSTAGRAM STORY ADS



Respondents can browse a replication of Instagram feed and stories section.

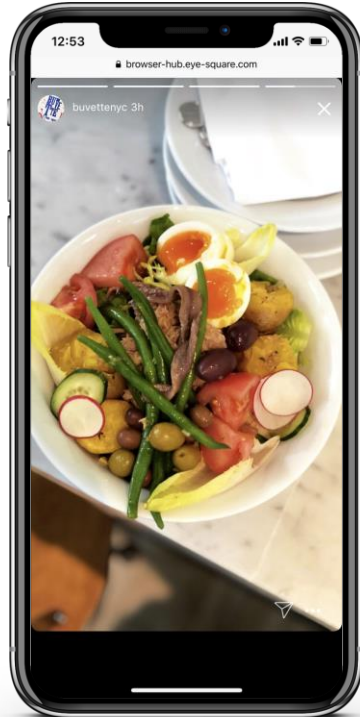


Image and video stories play fullscreen.

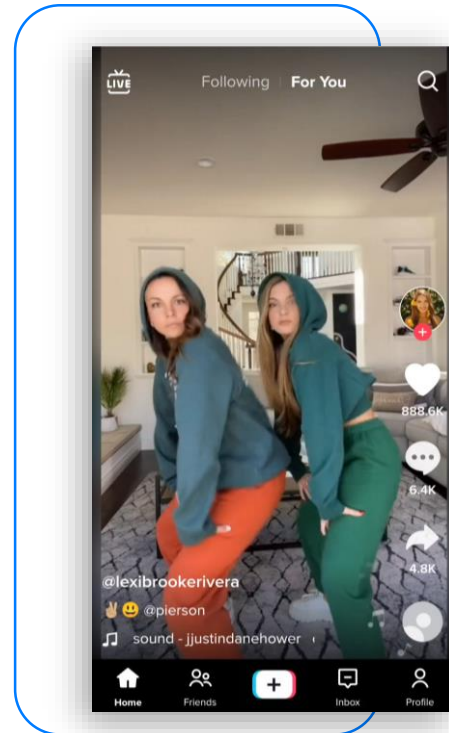
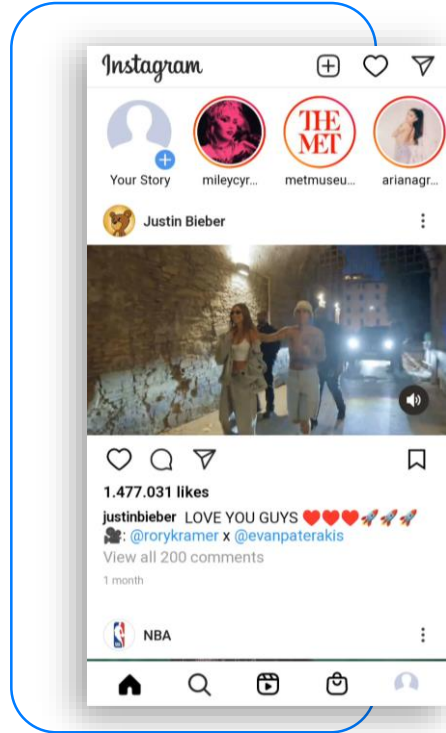


The Instagram stories ad is shown between the first and second story.



Call to action features as swipe up to open webpage are supported.

Our case study on TikTok and Instagram



- **Cover Story**
Media reception
- Low-involvement
Natural advertising
reception
- Live advertising
simulation Integration
of the original
advertising in an
individualized,
interactive environ-
ment

InContext for Instagram Stories & TikTok ForYouPage

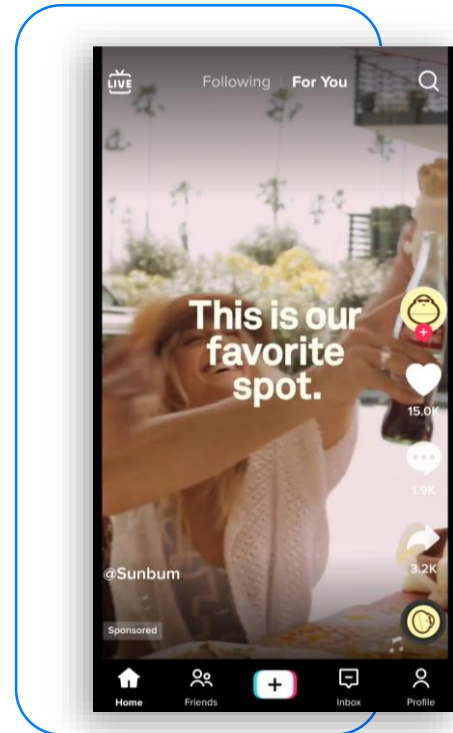
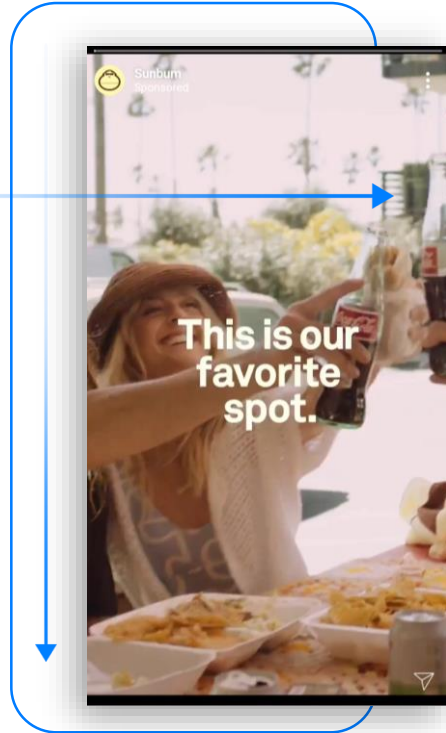


Insta Stories

Insta Feed




Very similar format:

- Fullscreen
- Sound on
- Mostly video

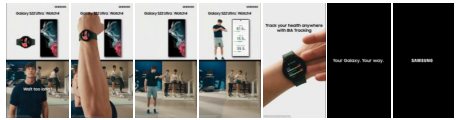
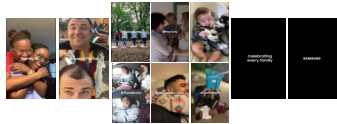


TikTok vs. Instagram

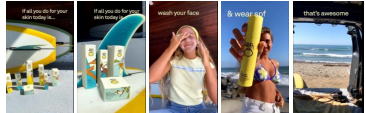
Methods and study details

<p>How does usage behavior differ between TikTok and Instagram? What impact does this have on brand perception and online shopping behavior on Amazon (Ad to Store Effect)?</p>	
Brands	<p>Branding/Image ads vs. Performance/Product ads:</p> 
Advertising Platforms	
Shopping Platform	
Fieldwork	<p>22.06 – 05.07.2022</p>
Sample	<p>N= 1247 Country: USA 16-39 years old TikTok and Instagram Users</p>

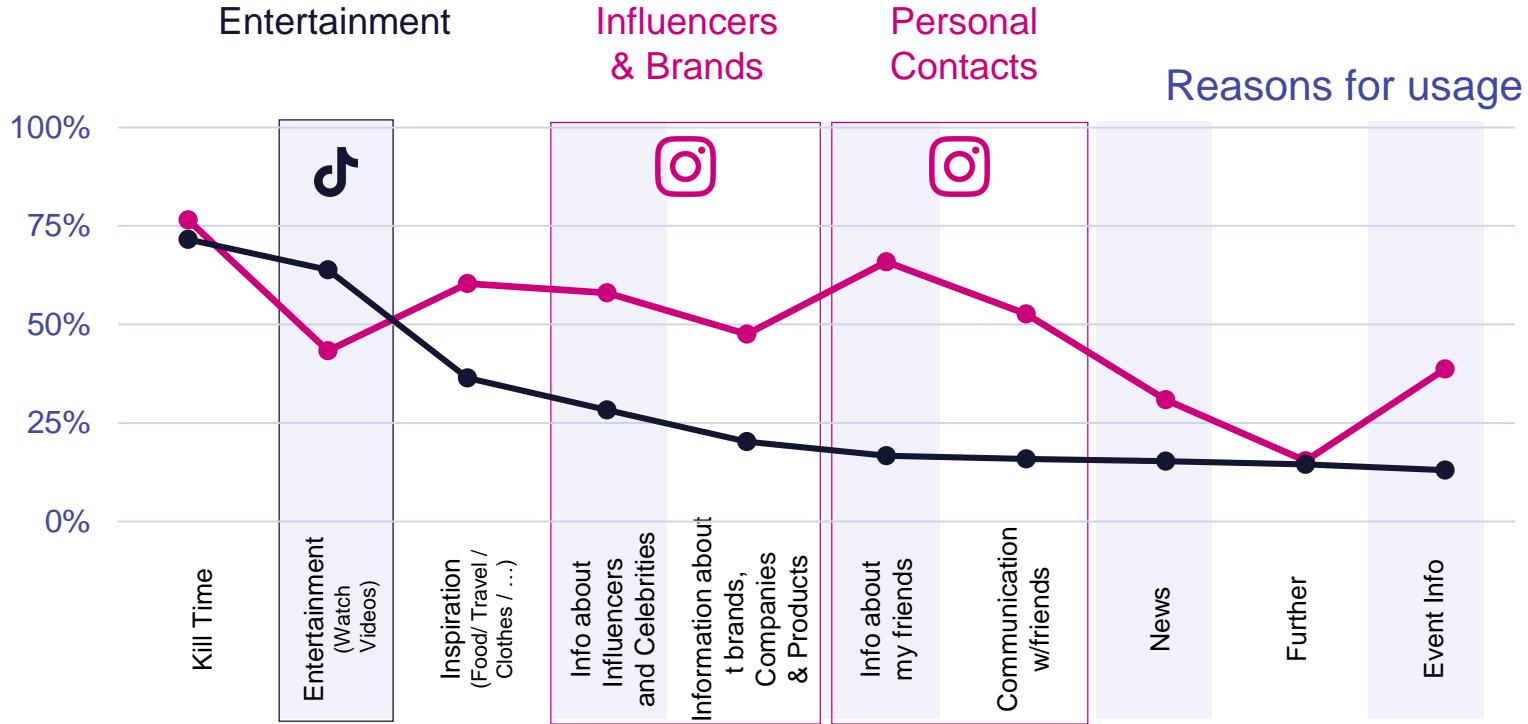
SAMSUNG



SUN BUM



What do users want from these platforms?



N(Instagram)=1617, N(TikTok)=745

And now...

Attention
please!

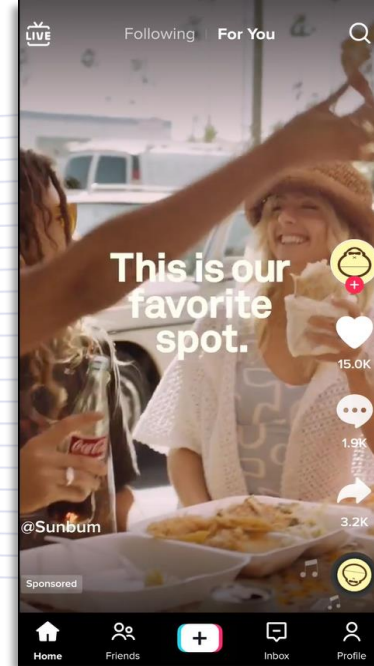
Instagram offers the larger attention span



7.4 sec



5.9 sec



PLAYBACK
DURATION

N(Instagram)=328,
N(TikTok)=404

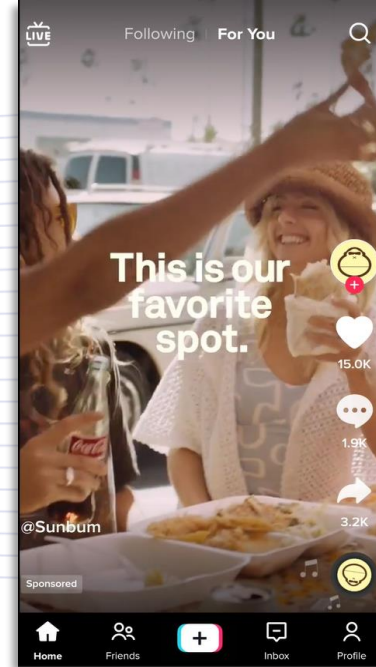
But: Attention is not linear!



20%
60%



27%
73%



FREE AD RECALL &
RECOGNITION

N(Instagram)=328,
N(TikTok)=404

Background attention \neq attention



PLAYBACK
DURATION

10.6 sec

7.4 s

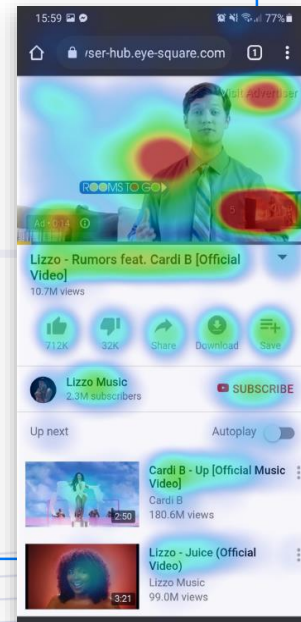
5.9 s

RECOGNITION

45%

60%

73%

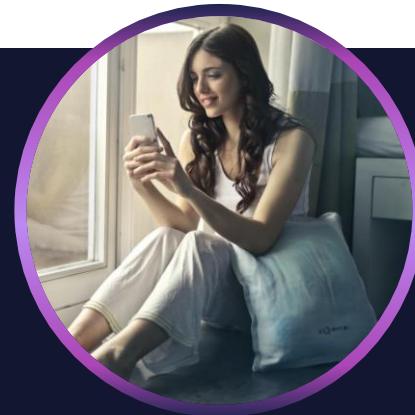




THE EXPECTED

Known content (friends & influencers)
Advertising and brand are immediately recognized

Less intense engagement with advertising



SURPRISES

Sequence of videos is rather random and unknown
Advertising often has to be decoded first

At first intense examination of the creatives

Branding vs. Performance

The 1x1 of advertising strategy



Branding / Image Ads

- Brand not directly recognizable
- Neither the brand nor the product are at the center of attention
- Seemingly universal theme is addressed



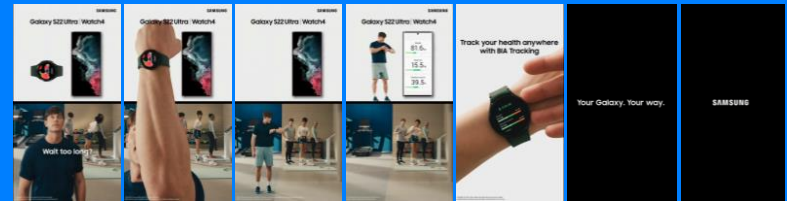
SAMSUNG



SUNBUM

Performance / Product Ads

- Brand is clearly shown
- Product takes center stage
- A story around the product incl. product features is told



Storytelling makes people curious: Branding ads capture attention



Branding ads

PLAYBACK DURATION

7.7 sec

Performance ads

PLAYBACK DURATION

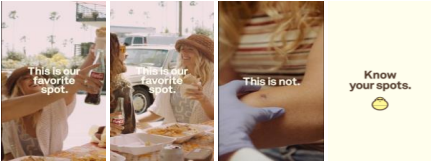
5.4 sec



N(Branding)=464,
N(Performance)=471

Performance ads create a direct link to brand and product

FREE AD RECALL



BRANDING ADS

PERFORMANCE ADS



22%

- Product and brand clearly in focus
- Brand shown multiple times
- Better free ad recall

32%

N(Branding)=464,
N(Performance)=471

Branding Ads draw attention towards story & details

RECOGNITION



BRANDING ADS

PERFORMANCE ADS



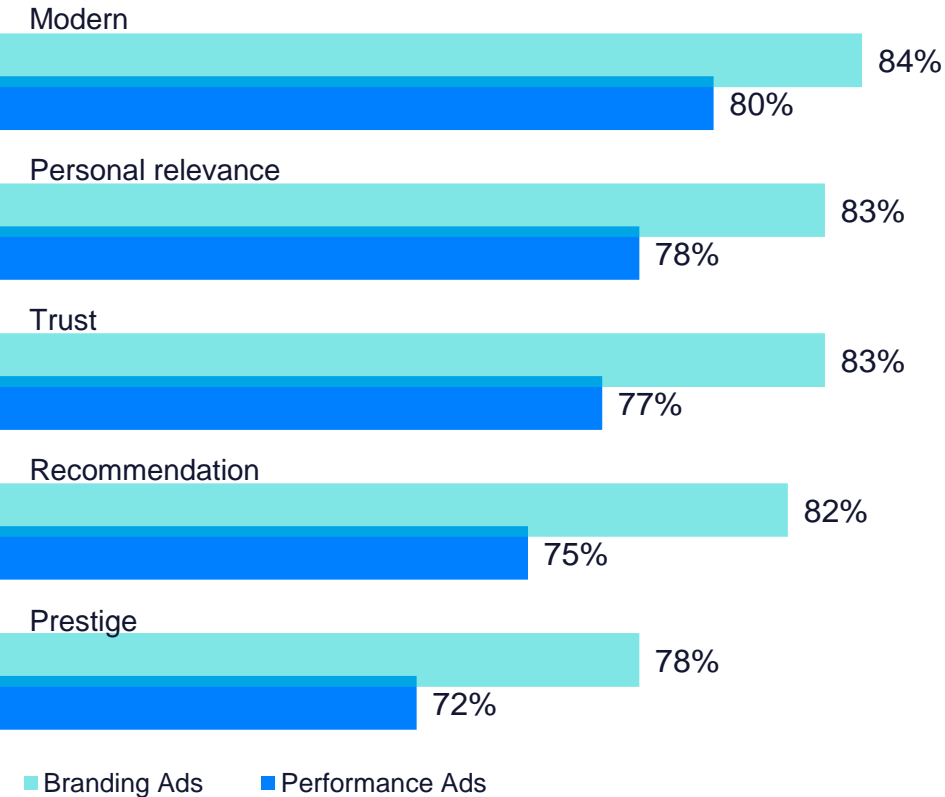
79%

- Longer view times
- Special story makes it unique, more details
- Creative itself is easier to recognize

65%

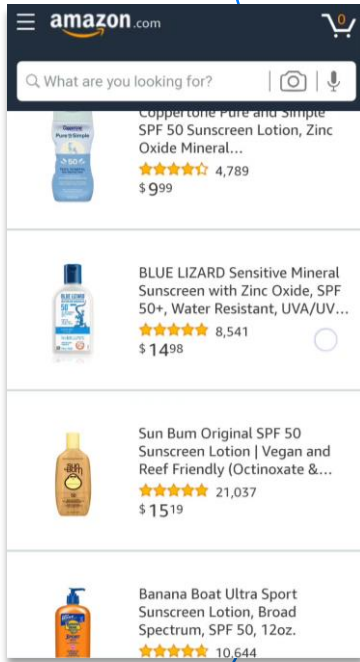
N(Branding)=464,
N(Performance)=471

Explicit brand image

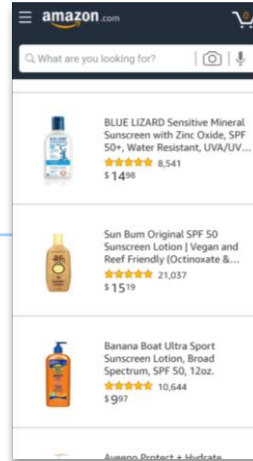


Successful storytelling through branding ads strengthens liking and trust in the brand.

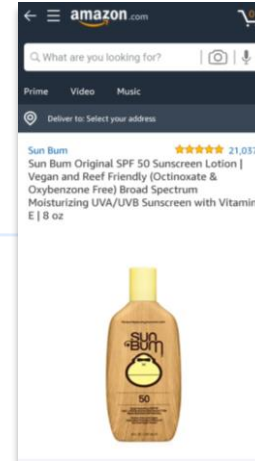
From advertising contact to purchase: Ad2Cart



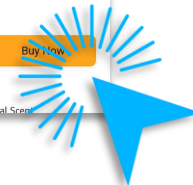
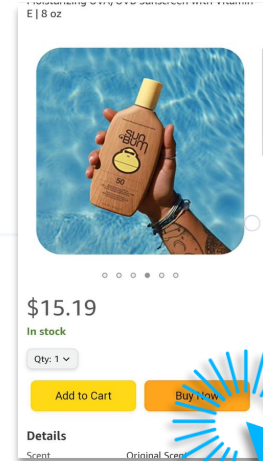
SEARCH RESULT PAGE



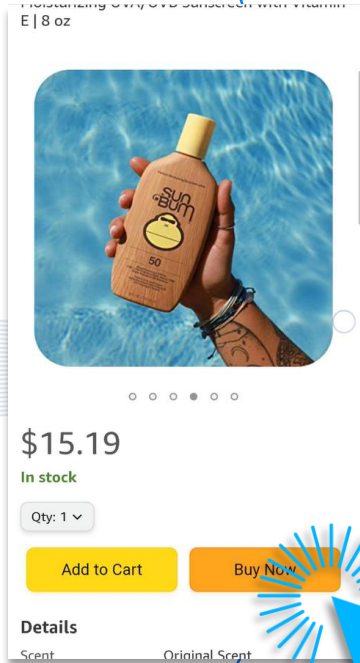
PRODUCT DETAIL PAGE



CALL TO ACTION



Performance Ads increase sales



PRODUCT PURCHASE

9%

BRANDING ADS



PERFORMANCE ADS

14%

Due to the higher interest within the shopping funnel, performance ads ultimately lead to more purchases by more users

Percentage of users who added the product to their shopping cart

N(Instagram)=328,
N(TikTok)=404

Branding vs. Performance

The platforms in comparison

Branding ads on TikTok are recognized better....



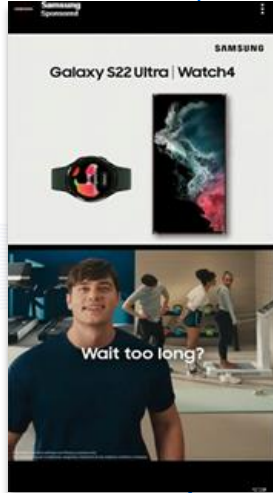
BRANDIN
G

65%



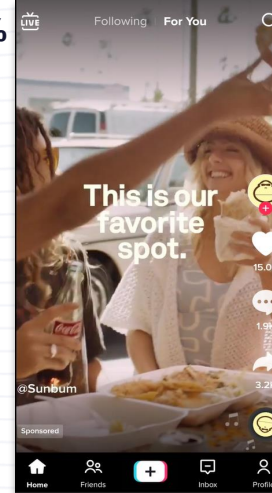
PERFORMAN
CE

64%



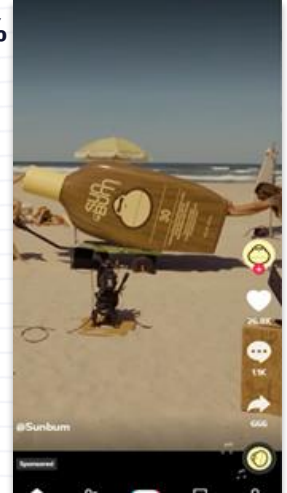
BRANDIN
G

85%



PERFORMAN
CE

62%



RECOGNITION

N(Instagram)=328,
N(TikTok)=404

... and strengthen trust & emotionality of the brand!



BRANDIN
G

PERFORMAN
CE

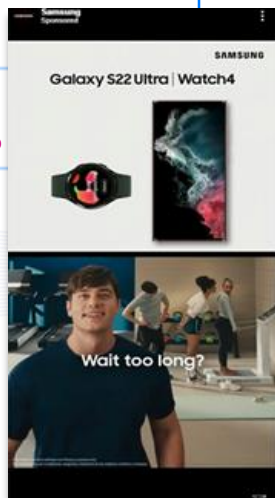
76%

45%



76%

51%



TRUST &
EMOTION

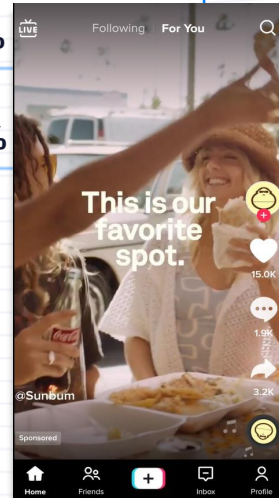


BRANDIN
G

PERFORMAN
CE

84%

62%



76%

54%



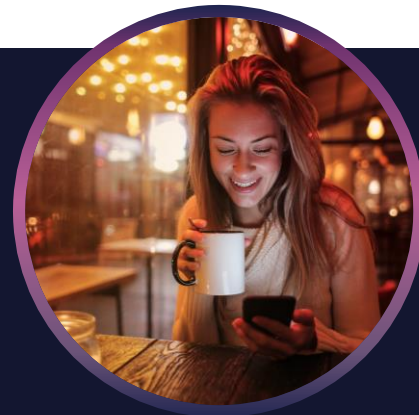
N(Instagram)=328,
N(TikTok)=404



ORIENTATION

Usage Scenario: How's my peer group doing? What's new?
Advertising is part of entertainment, product info
and news are accepted alongside stories, humour & glamour
- influencers do it after all!

Product information is more accepted and effective



OPENNESS

Usage Scenario: Let's see what TikTok has in store for me today.
It's the surprise that counts! Advertising with funny stories, pictures
and settings fit into this scenario, product information only
leads more quickly to disappointment.

Branding ads fit better into the TikTok world

Key Takeaways

1. Attention is not linear! Despite its speed, TikTok is an efficient advertising channel.
2. Branding and performance campaigns also play out their specific strengths in the social media cosmos.
3. TikTok in particular is a branding channel -it's all about the beauty of advertising!
4. On Instagram, both strategies work - branding for the brand and performance for sales.



Thank you!

eye square GmbH
Schlesische Straße 29 – 30 D
D – 10997 Berlin

+49 - 30 - 698144-0
eye@eye-square.com



Florian Passlick
Associate Director
Brand & Media Research
+49 30 698 144-58
passlick@eye-square.com