



Insights.  
Inspiration.  
Impact.

# You Oughta Know:

The Advertising Factors That Increase Awareness





# Let's Get Started

One of the most exciting (and long-awaited!) innovations in advertising is the promise of true cross-platform video measurement - the ability to get aggregated impressions delivery across all screens, platforms and devices. But an inherent question in "tallying up" total video campaign impressions across a number of plan elements is this:

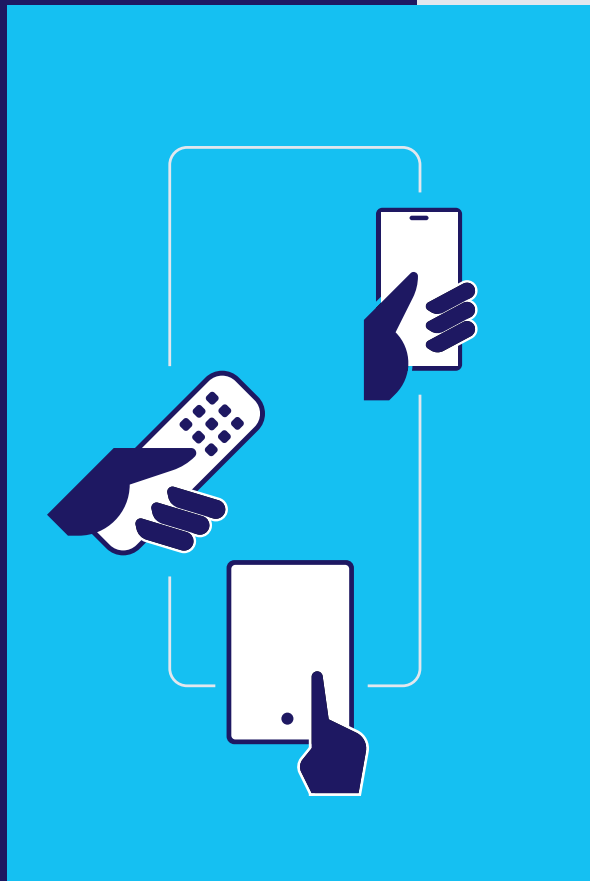
**Should all impressions be treated equally?**

## This Guide Will Help You to Better...

- ▶ **Select** business-driving marketing strategies and tactics
- ▶ **Evaluate** different platforms and channels for their effectiveness at each stage of the consumer journey
- ▶ **Understand** the impact many common advertising factors have on your brand, campaign, and in your holistic measurement strategy

# Why Unified Video Measurement Matters Now

As we move ever-closer to universal cross-platform measurement, the need to quantify the relative impact of an entire video campaign has taken on a heightened importance. Seeking a solution, marketers may consider measurement partners that homogenize video impressions, aggregating them equally regardless of platform, device, content types or environment. Although seemingly “fair,” research indicates that each media contributes differently, resulting in some impressions overdelivering their “value” versus others.



## Why this matters to you?

Marketers rely upon measurement to not only evaluate the success of their campaigns, but also to make future strategy and investment decisions, as well as report ROI to key stakeholders. If that analysis is based on incomplete inputs (i.e., ones that do not reflect the nuanced impact delivered across video platforms), the decisions made from it may negatively impact the brand.

## Why VAB?

VAB has been at the center of the conversation on video measurement, and we are working closely with all corners of our industry to help illuminate the discussion on quality impressions and what influences ad attention.

## Our goal?

To help both media buyers and sellers more fairly and accurately measure and assess the value of video campaign delivery at every stage of the consumer journey.

# Unified Video Measurement, Viewed from a Marketer's Perspective

We know what matters most to marketers is hitting their campaign KPIs, and so we look at cross-platform video measurement through that lens. In this guide, we'll show you that, throughout the purchase funnel, from Awareness down to Sales, multiple factors (specific platforms, devices, ad lengths and more) influence how well video ads drive the desired consumer response:

- **Awareness**

Potential consumers are introduced to the brand and begin to form perceptions that may predispose them to consider that brand later in their journey

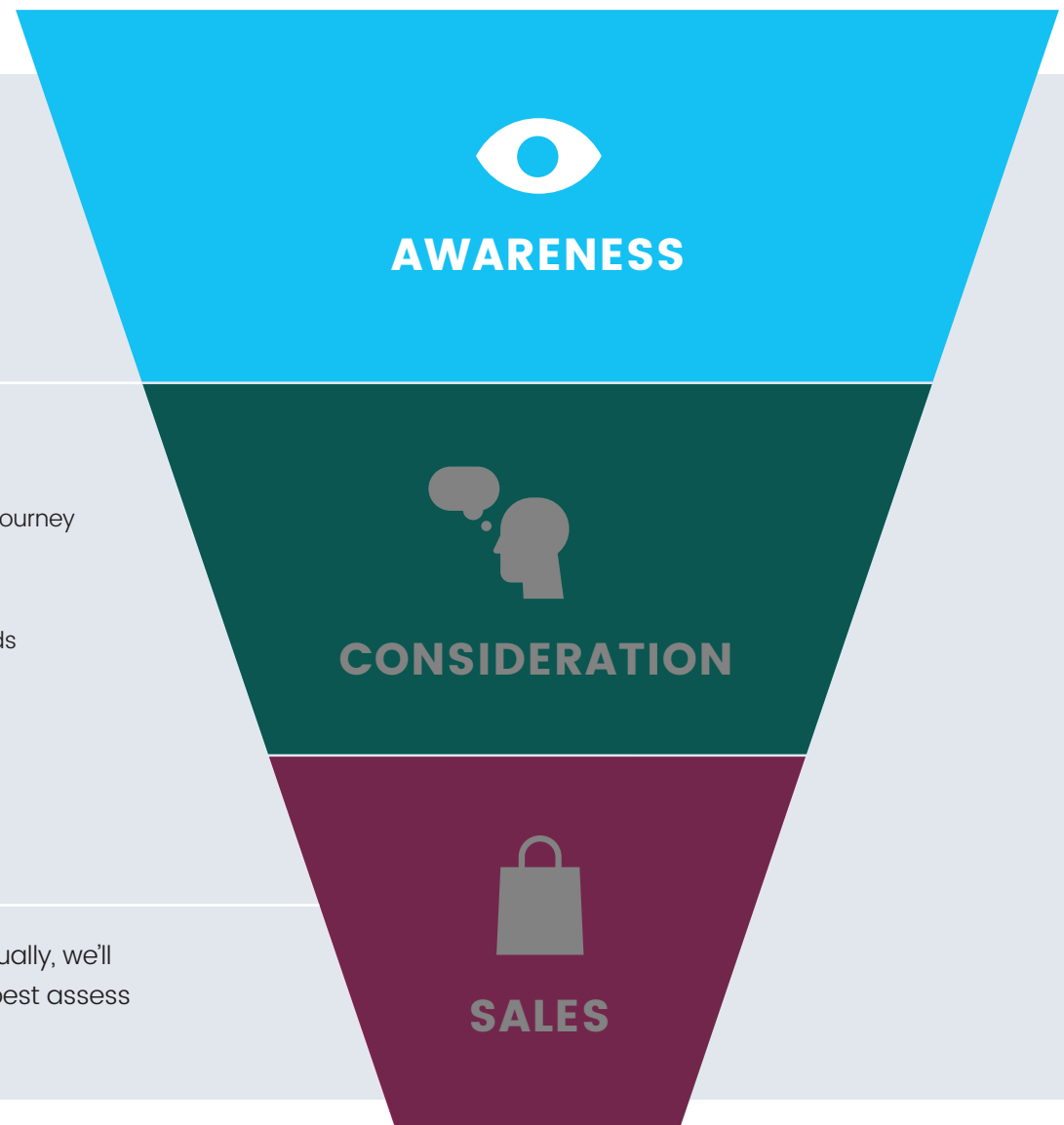
- **Consideration**

Consumers evaluate choices, drawing largely on their perceptions of brands and their emotional connection to them as well as rational messages and information to help inform their intentions

- **Sales**

As a result of emotional conditioning over time, as well as their current need state, consumers ultimately make a purchase decision

With the understanding that all impressions should *not* be treated equally, we'll discuss the considerations and metrics that truly allow marketers to best assess their campaign delivery and impact within each stage of the journey.





# Awareness

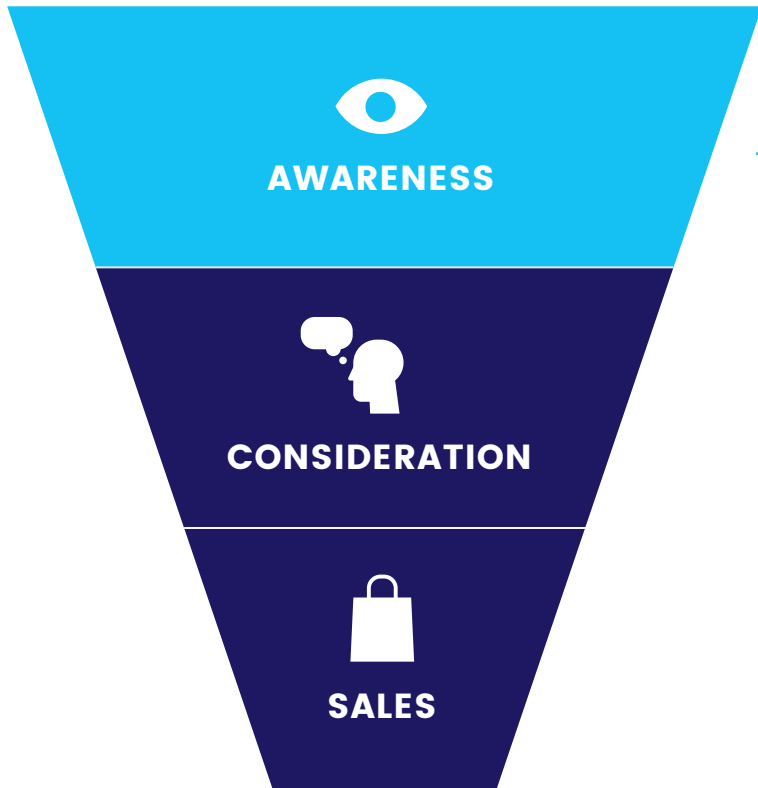
**Reach, frequency, GRPs and impressions are all common metrics in TV and video. Marketers rely on these metrics to quantify how many people saw or heard their advertising message. However, does simply being exposed to an ad mean it resonated enough to make someone aware of your brand?**



For a brand introduction to occur, an advertising message must be (at minimum) seen or heard. In assessing how well a campaign drives awareness, it's important to look beyond just how many people were exposed to the message and instead evaluate the impact of that exposure.



# Metrics That Matter: Quantifying Awareness



## Building 'Quality' Reach to Grow

AWARENESS

### METRICS THAT MATTER

- Attention •
- Ad Recall •
- Brand Recall •
- Message Association •

**To generate awareness and form perceptions, a basic level of impact – seeing or hearing an ad – is critical.**

**Media that transcend this base level and tap into consumers' memory are the most valuable.**

At any given moment, for any given category, most consumers exist in a “pre-need” stage. These potential buyers have not yet encountered their need, or “trigger,” for purchase. Reach-driving marketing elements are used to enhance the collective consumers' awareness of a brand and to provide a reminder as they sit in the pre-need stage of their journey. But are these elements actually garnering attention and driving awareness among consumers?

Platforms that garner attention drive **ad recall** and **message association**, which enables brands to form relationships with consumers. These relationships, even in early stages, predispose consumers in favor of a brand when they encounter their trigger and move out of the pre-need stage and into Consideration.

# Measuring Awareness:

## 3 Things You Oughta Know

1



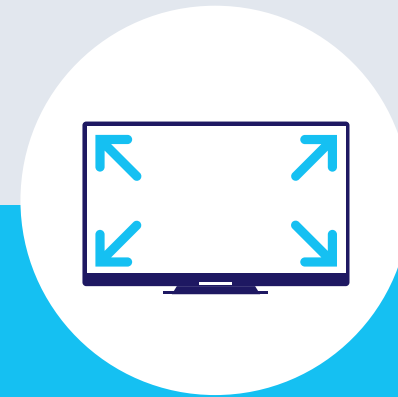
**Dwell time (amount of time an ad is watched) is a more accurate measure of an ad's ability to garner awareness than ad length, but it varies significantly by platform.**

2



**Channels that deliver greater attention levels, such as high-quality, premium video platforms, drive higher effectiveness and efficiency.**

3



**100% viewable ads with full coverage on larger screens with the sound on achieve greater attention and higher lifts in ad recall.**

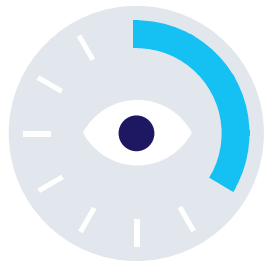
## Measuring Awareness: 3 Things You Oughta Know



:30

**The average :30 TV ad generates the same amount of attention as 1.5 YouTube Ads, 4.5 Facebook in-feed ads or 40 desktop display ads.**

# Measuring Awareness: 3 Things You Oughta Know



# 1

**Dwell time (*amount of time an ad is watched*) is a more accurate measure of an ad's ability to garner awareness than ad length, but it varies significantly by platform.**



In the TV and video realm, there's been a long-standing assumption that "more is more"—in other words, the longer the ad, the greater the impact. And while that can ring true, it's also more complicated than that.

As marketers know, viewability is important when it comes to TV and video. After all, if an ad is not seen, how can it influence a consumer? In that regard, platform and placement matter far more than ad length.

While TV ads of all lengths are typically played in their entirety, only a portion of in-feed and pre-roll mobile ads are typically played on average—less than 75% of the full length of longer-form pre-roll ads and less than half the length of in-feed mobile ads. In fact, for every :30 in-feed mobile ad served, only about 6.5 seconds of that ad typically even has a chance of being seen.<sup>1</sup>

## Average Played Seconds

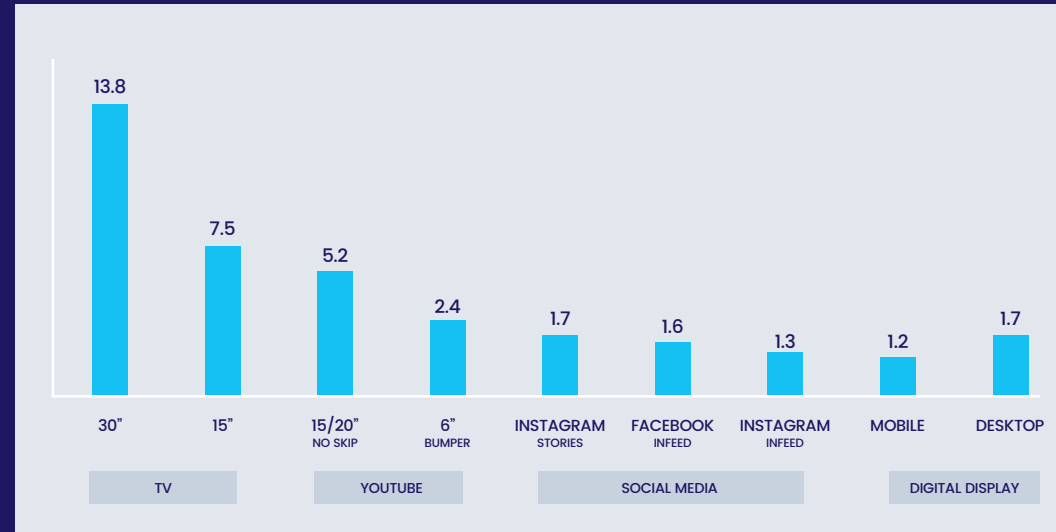
Ad Duration	In-feed mobile	Pre-roll mobile	TV (on TV)
:30	6.5	19.3	30.0
:15	6.0	11.0	15.0
:06	3.5	6.0	6.0

# Measuring Awareness: 3 Things You Oughta Know

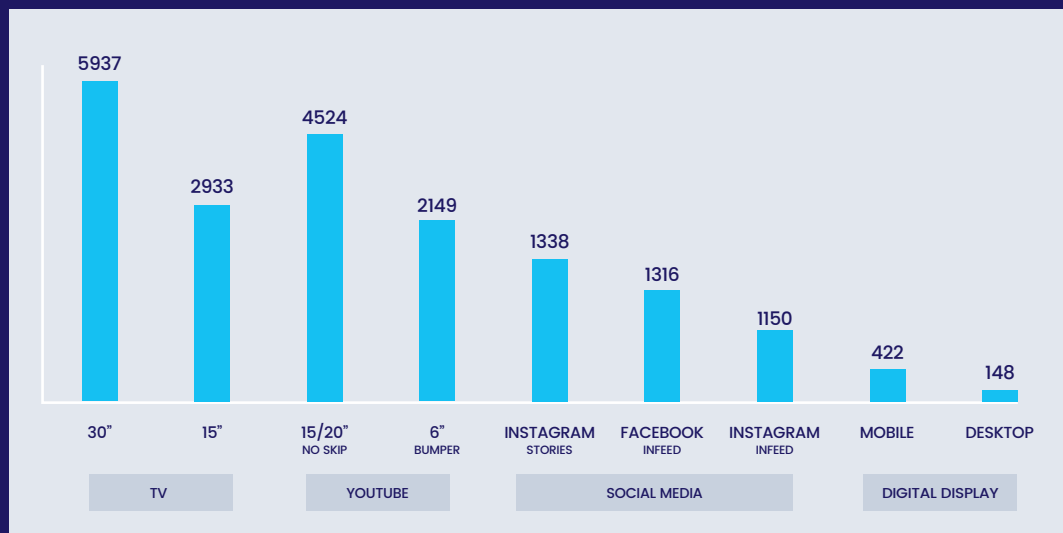
That said, the length of time an ad is played is also only part of the equation. What marketers really need to understand is **dwell time** – the average number of seconds someone actually looks at, or “watches,” an ad. After all, the amount of time an ad is actually watched is typically shorter than the amount of time it appears on screen.

When it comes to dwell time, TV ads perform better than ads on other digital video platforms, both in terms of the overall amount of time spent watching an ad and the percentage of the ad that is viewed. The average :15 TV ad is watched for 7.5 seconds (i.e., 50% of the full ad). Compare this to the average :15 no-skip ad on YouTube, which is on average watched for 5.2 seconds (i.e., 35% of the ad). The dwell time on other popular digital video ad formats goes down from there.<sup>2</sup>

## Average Eyes-on Dwell Time



## Attentive Seconds per 1000 Impressions



TV's greater dwell time means that viewer attention holds up better than on other platforms. For the most part, viewer attention to ads tends to wane after a few seconds across most platforms, which means only the first few seconds of an ad are likely to be delivered on most digital platforms. With TV, on the other hand, overall attention is higher because people don't limit their attention to the first few seconds. Unless they change the channel, they're likely to look back to the ad as it plays, due to the full-screen, largely un-skippable nature of live TV ads. Because of this, the average :30 TV ad generates the same amount of attention (that is, attentive seconds) as 1.5 YouTube ads, 4.5 Facebook in-feed ads or 40 desktop display ads.<sup>3</sup>

## Measuring Awareness: 3 Things You Oughta Know

➔ **MARKETING IMPLICATION:**

**To maximize your  
ad awareness,  
measure and  
optimize for  
dwell time.**



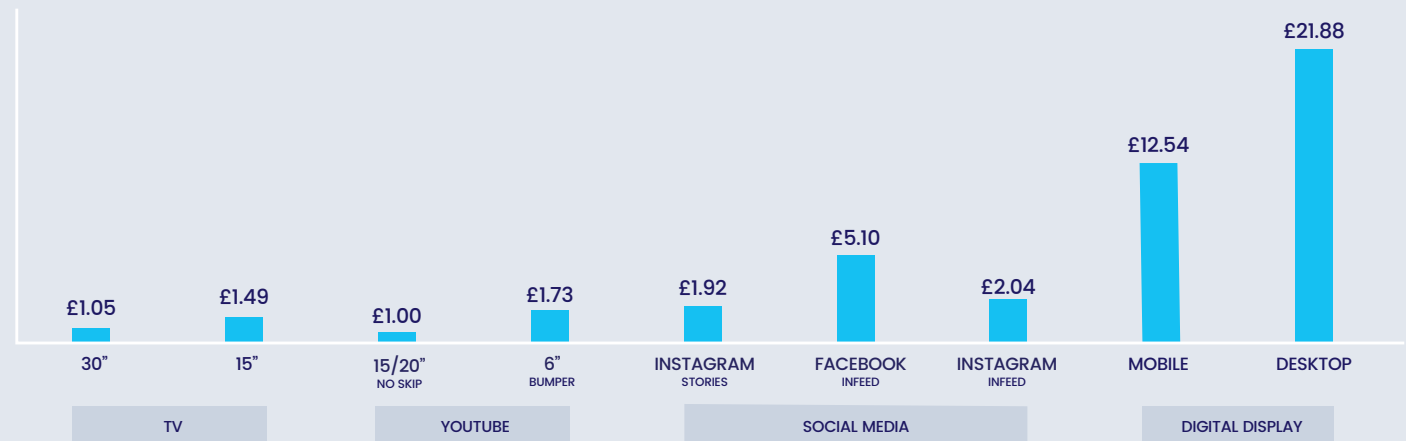
## Measuring Awareness: 3 Things You Oughta Know



# 2

Channels that deliver greater attention levels, such as high-quality, premium video platforms, drive higher effectiveness and efficiency.

### Cost per 1000 attentive seconds



The concepts of **dwell time** and **attentive seconds** enable marketers to go deeper in their understanding of TV and video ad effectiveness. But how does that translate to efficiency from a cost standpoint? Given the widely varying costs associated with advertising in different platforms, where are marketers truly seeing the biggest bang for their buck? Exclusively evaluating impressions and out-of-pocket cost, marketers may misinterpret their campaign delivery, thinking eyeballs equals impact. However, this ceases to be the case when ad buys are viewed through the lens of cost per thousand attentive seconds (aCPM), which combines attentive seconds per thousand impressions (aPM) with the cost per thousand impressions (CPM). From an effectiveness and efficiency standpoint, the aCPM of TV and video

ads fluctuates across ad durations and platforms depending on the varying **attention levels** of each. However, despite the fact that TV is one of the most expensive forms of media to buy on a CPM basis, the high-quality, premium video environment of TV generates the highest attention effectiveness and efficiency compared to other platforms. In fact, it generates so much more attention per thousand impressions that it is, in reality, a great deal.

On the other hand, desktop display represents a much "cheaper" form of media for advertisers from a CPM standpoint. However, when evaluated on an aCPM basis, desktop display isn't cheap at all (see chart)<sup>4</sup>. In fact, through the lens of attention, low-priced media can come at a very high cost.

# Measuring Awareness: 3 Things You Oughta Know

It's also worth noting the importance of considering **ad recall** when comparing video impressions. As in so many areas of the video spectrum, ad recall varies according to ad length. For example, people who watch 10 seconds of a shorter ad tend to demonstrate higher ad recall (51%) than people who watch 10 seconds of a mid-length ad (43%) or long ad (45%). This makes sense, given that shorter ads are typically designed to land their messaging more quickly compared to longer-form ads. However, longer-length ads ultimately deliver **greater ad recall** due to the longer amount of time they are watched overall (i.e., dwell times that typically exceed the full length of short ads).<sup>5</sup>



## ← Dwell Time (seconds) →

	0	0-2	2-5	5-10	10-15	15+
<b>Short Ads</b> (up to 10 seconds)	25%	29%	42%	51%	N/A	N/A
<b>Mid Ads</b> (11-20 seconds)	25%	27%	36%	43%	50%	65%
<b>Long Ads</b> (20+ seconds)	23%	27%	33%	45%	50%	63%

## ← Prompted Recall % →

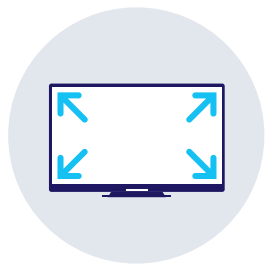
How to read above chart: Based on a Dentsu 'Attention' study, after watching 5-10 seconds of a :10-second ad, 51% of viewers could recall the ad (aided / prompted) compared to 43% of viewers recalling an ad after watching 5-10 seconds of a :20-second ad.

## Measuring Awareness: 3 Things You Oughta Know

### ➔ MARKETING IMPLICATION:

**To maximize ad efficiency and effectiveness, shift spend to the platforms and formats that can translate attention into greater ad recall.**

## Measuring Awareness: 3 Things You Oughta Know



# 3

**100% viewable ads with full coverage on larger screens with the sound on achieve greater attention and higher lifts in ad recall.**

Research has demonstrated the importance of considering platform and ad length when it comes to **unifying video impressions**. Now, let's consider the ad experiences themselves—yet another area where we see significant differences across devices and formats. Perhaps the most important differences in this regard are **screen coverage** (the extent to which an ad fills a screen) and **pixel visibility** (the quality and resolution of that ad within the viewable space).

As both a device and form of programming, TV offers 100% screen coverage. Whether viewed on a TV, computer or smartphone, TV content and its associated ads fill the entire screen. As a result, ad coverage on a TV screen (100%) is more than three times that of YouTube (32%) and Facebook (27%) on mobile, and that's not even taking into consideration the immense screen size disparity between a TV and a mobile device.<sup>6</sup>

When we look at pixels by media platform (i.e., the extent to which ads are rendered, or “served,” and viewable), TV similarly outperforms. As with screen coverage, TV as a device and form of programming






across other devices is fully rendered (i.e., “served” at high quality and resolution) and 100% viewable. Contrast this to Facebook and YouTube ads on computer screens, which are 51% and 66% viewable, respectively. On mobile, Facebook and YouTube ads are slightly more viewable at 58% and 82%, respectively<sup>7</sup>. But again, even this viewability must be considered in the context of a much smaller screen. Furthermore, most social media ads are not viewed in a full horizontal screen view, which is important when considering that attention is directly correlated to coverage.

# Measuring Awareness: 3 Things You Oughta Know

**Ad visibility**, as measured through screen coverage and pixel rendering, correlates strongly to **attention**. For this reason, TV ads appearing on TVs perform stronger than social video performs on even its best devices (mobile phones). And while attention for mobile ads is relatively high (54% for Facebook and 44% for YouTube), TV ads on mobile devices still perform best from an attention standpoint due to their 100% screen coverage, full pixel rendering and engaging premium video content.<sup>8</sup>

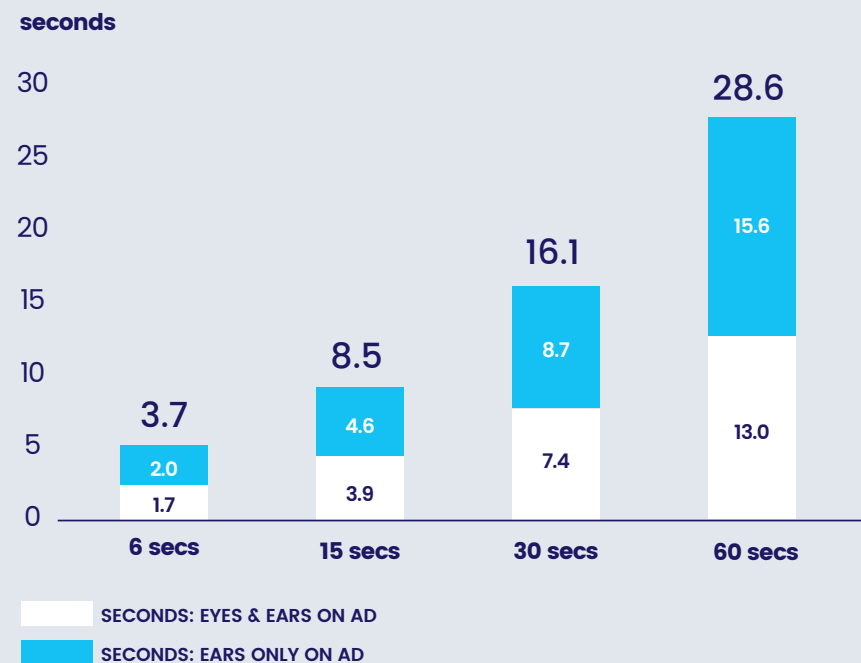
## Across media platforms TV commands more attention

			
Television	58	–	63
Facebook	–	20	54
YouTube	–	45	44

How to read above chart: in an average ad second, TV commands 58% attention (based on 'active,' 'passive,' or 'non' viewing)

Finally, it's important to acknowledge the role that sound plays in the viewer's ad experience. The reality is that a majority of ad seconds, regardless of ad length, will be heard and not seen.<sup>9</sup> Having "sound on" for an ad generally lifts **ad recall**,<sup>10</sup> and TV – more so than social platforms – offers an environment in which sound is an expected part of the viewing experience.

## Typical viewing break down by spot length



## Measuring Awareness: 3 Things You Oughta Know

➔ **MARKETING IMPLICATION:**

**Prioritize platforms  
and ad formats  
that offer audio  
and maximum  
viewability.**

# Nine Reasons Why All Impressions Aren't Created Equal

Quantifying your campaign impact along the consumer journey

## AWARENESS

1

Dwell time (amount of time an ad is watched) is a more accurate measure of an ad's ability to garner awareness than ad length, but it varies significantly by platform.

2

Channels that deliver greater attention levels, such as high-quality, premium video platforms, drive higher effectiveness and efficiency.

3

100% viewable ads with full coverage on larger screens with the sound on achieve greater attention and higher lifts in ad recall.

## CONSIDERATION

1

High-quality, premium content on a large screen increases ad engagement and heightens brand memorability.

2

The longer an ad is viewed, the longer the brand will stay in memory, which increases the likelihood a consumer will choose that brand.

3

Ad placements within contextual content can strongly increase emotional connections and brand memorability.

## SALES

1

Screen size, ad size and coverage are very influential in driving sales impact for brands.

2

The higher the viewability and the longer people look at an ad, the bigger the sales uplift.

3

Ads about humanity and community are most likely to drive long-term memory, brand fame and lasting sales effect.

# What does this all mean for your campaign?

It's clear that multiple factors impact the effectiveness of a campaign and each one should be a consideration in campaign development and measurement.

1.



**As campaigns are developed, consider the relative impact of your advertising at each stage of the consumer journey**

Develop campaign strategies, tactics, and measurement solutions that reflect the impact-driving principles of whichever stage(s) of the funnel you are targeting.

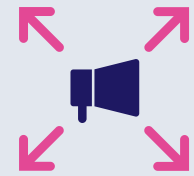
2.



**As you consider cross-platform measurement solutions, ask potential partners how the relative impact of different platforms and devices is reflected in their methodology.**

Are all video impressions treated equally, regardless of how much impact they generate? Or are impressions associated with proven ad formats, tactics and platforms given due credit for their outsized ability to drive engagement?

3.



**Does your marketing mix model (MMM) account for advertising impact?**

Many marketers rely on MMM output to make future strategy and investment decisions, as well as prove ROI to stakeholders. If such models do not take into consideration the varying impact across impressions, marketers are not getting a true picture of how their video campaign elements are delivering on their KPIs.

The background features a complex, abstract geometric pattern. It consists of various rectangular and trapezoidal shapes in shades of blue (from light to dark) and white, arranged in a way that creates a sense of depth and perspective, resembling a 3D architectural structure or a stylized grid.

# Notes

# Notes

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1. WARC – “Attention should be the new table stakes when it comes to media measurement” – article, June 2020, based on Dentsu Attention Economy Phase 1 research, June 2019
2. Ebiquty, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021
3. Ebiquty, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021  
**aPM (attentive seconds per thousand impressions):** combines the viewing percentage (how many people actually look at the ad) with the mean average eyes-on dwell time’ (the time they actually spend looking at the ad) and multiplying it by a thousand. For example, if you were to buy 1,000 30-second TV ad impressions, Ebiquty would predict that 430 of them would be viewed, but they would be viewed for about 14 seconds each on average, generating around 6,000 attentive seconds. Conversely, 860 of 1,000 YouTube non-skippable impressions might get looked at, but only for about 5 seconds on average, generating around 4,500 attentive seconds.
4. Ebiquty, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021  
**aCPM (cost per thousand attentive seconds):** combines attentive seconds per thousand impressions (aPM) with the cost per thousand impressions (CPM). This helps to understand the true cost of attention across media. The figures in the chart take into account that when an ad appears, people’s eyes often focus on it for little or no time and this varies by medium. Costs in this example are illustrative based on averages from one major advertiser.
5. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021
6. Karen Nelson-Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019
7. Karen Nelson-Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019
8. 2019 Amplified Intelligence – Karen Nelson-Field – Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness; ThinkTV Australia  
Chart reflects ‘**average attention score per ad second,**’ the algorithm is based on the mix of ‘full gaze’ (eyes on ad) and ‘peripheral gaze’ (eyes nearby an ad) attention which is then weighted by avoidance level (eyes off ad). The same creative executions were tested across all devices. Example: in an average ad second, TV commands 58% attention (based on ‘active,’ ‘passive,’ or ‘non’ viewing).
9. ARF, AUDIENCExSCIENCE 2020, “Attention by Spot Length: What Is The True Communication Value of Your Unit Length?,” with Dentsu and TVision
10. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021
11. Byron Sharp, How Brands Grow, 2010
12. Integral Ad Science, The Halo Effect: Ad Environment & Receptivity, July 2019
13. TiVo Video Trends Report: Finding Balance in the Great Rebundling, 4Q ’21
14. Karen Nelson-Field – Amplified Intelligence, Not All Reach is Equal, 2019  
**Short-Term Advertising Strength (STAS)** is calculated by determining the proportion of category buyers who bought a specific brand having not been exposed to that brand’s advertising and comparing this to the proportion of category buyers who were exposed to advertising and went on to buy the brand. STAS is built to capture short term effects, capturing impact up to a month after exposure. A STAS score of 100 indicates no advertising impact in that those who were exposed to the advertising were just as likely to purchase as those who were not. A score above 100 indicates that the advertising had an impact on sales. Indices based on % who were exposed to an ad that purchased a product divided by % who were not exposed to an ad that purchased a product.
15. VAB – ‘How might customized, targeted ads help create stronger campaign engagement?’ based on data from tvScientific, ‘How CTV Advertising Powers the Performance TV Revolution,’ September 2021.
16. WARC – “Understanding the ‘Triple Jeopardy’ Threat of Advertising Attention” with Dr. Karen Nelson-Field, Orlando Wood and Peter Field, Cannes Lions International Festival of Creativity, June 2022
17. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021

# Notes

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18. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021
  19. WARC – “Moving to a Positive Attention Economy with Attention Adjusted Net Reach,” Karen Nelson–Field, January 2021
  20. Magna Global, Media Economy Report, Vol. 15, The Medium is the Message: How Data and Technology Are Informing The Creative Process, June 2019
  21. Magna Global, Media Economy Report, Vol. 15, The Medium is the Message: How Data and Technology Are Informing The Creative Process, June 2019
  22. Integral Ad Science, The Context Effect: A biometric study on contextual advertising, September 2021
  23. Integral Ad Science, The Context Effect: A biometric study on contextual advertising, September 2021
  24. Karen Nelson–Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019
  25. Karen Nelson–Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019  
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  26. Karen Nelson–Field – Amplified Intelligence, Not All Reach is Equal, 2019
  27. ThinkTV Australia, The Benchmark Series, ‘Visibility: The Attribute That Really Matter,’ Karen Nelson–Field, 2019
  28. Dentsu – “The Attention Economy: Exploring the Opportunity for a New Advertising Currency,” Phase 1 Research, June 2019
  29. Dentsu – “The Attention Economy: Exploring the Opportunity for a New Advertising Currency,” Phase 1 Research, June 2019
  30. WARC – “Understanding the ‘Triple Jeopardy’ Threat of Advertising Attention” with Dr. Karen Nelson–Field, Orlando Wood and Peter Field, Cannes Lions International Festival of Creativity, June 2022
  31. WARC – “Understanding the ‘Triple Jeopardy’ Threat of Advertising Attention” with Dr. Karen Nelson–Field, Orlando Wood and Peter Field, supported by data and analysis from IPA (Institute of Practitioners of Advertising), Cannes Lions International Festival of Creativity, June 2022. Source: System1, How Right–brain campaigns are more likely to be thought to work through fame or emotions by authors, and more likely to achieve fame and buzz effects. Base: 43 IPA campaigns (137 ads) 2016–2020. Note that the ‘buzz effects’ field was only added in 2018, so the base is marginally lower for this analysis. Analysis available in ‘Look Out,’ by Orlando Wood, IPA 2021.
  32. WARC – Moving to a Positive Attention Economy with Attention Adjusted Net Reach,” Karen Nelson–Field, January 2021
- 



QUESTIONS?

**Jason Wiese**

SVP, Director of Strategic Insights, VAB

# VAB is at the center of the video marketing industry.

Supported by our members and trusted by a community of marketers, we are leading the conversation on critical topics such as cross-platform measurement, convergent TV, audience-based buying and multicultural marketing. We shape the industry narrative through our renowned thought leadership and advocacy work. Through our original content, curated leadership series and events, we provide marketers with actionable, best-in-class insights and analysis they can use to grow their business. We are fierce advocates for a more modern and innovative future for our industry. VAB is committed to leading this change and we continue to be inspired and energized by the community that supports us.

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