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AUTO BILD tablet study 2014 - a cross-media comparison of ad effectiveness

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AUTO BILD
Tablet Study 2014

Depth effect in cross-media comparison

General Online Research
March 2014
The AUTO BILD Tablet Study: The latest information on the effectiveness of tablet advertising

An overview of the AUTO BILD tablet studies

2011

User survey on positive ad response and effectiveness including Ford case study

2012

Basic study on the effectiveness of interactive tablet ads

2014

Cross-media comparison of the advertising effect of online, print and tablet apps
Method mix of diagnostic tools, qualitative and quantitative surveys.

What was measured?

1. **Eye tracking**
   Recording of eye movement

2. **Facial emotion tracking**
   Measuring emotions by looking at face muscle movement.

3. **Reaction times**
   Recording of reaction times when attributing qualities and images to the brands

4. **Qualitative survey**
   Open questions on ad recall and brand associations

5. **Quantitative survey**
   Closed brand and ad rating

150 AUTO BILD READERS / USERS
Facial expression as the universal mirror reflecting emotions

Facial Expression Tracking (FET)

1971

2013
### Test Design

**What was the setup?**

Mixed within-between design

High efficiency and validity

<table>
<thead>
<tr>
<th>GROUP</th>
<th>CHANNEL</th>
<th>TEST BRANDS</th>
<th>CONTROL BRAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><img src="image1.png" alt="Test Channel" /></td>
<td><img src="image2.png" alt="Audi" /> <img src="image3.png" alt="Mazda" /></td>
<td><img src="image4.png" alt="Ford" /></td>
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<td><img src="image8.png" alt="Audi" /></td>
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<td><img src="image12.png" alt="Mazda" /></td>
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<td>5</td>
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<td><img src="image36.png" alt="Mazda" /></td>
</tr>
</tbody>
</table>
Test Setting

What was the setup?

Participants were asked to use one of the AUTO BILD media channels.

Thereby it was not disclosed that the research is about advertising. The participants were instructed to use the respective media channel as usual.

The use of a contactless remote eye tracker ensured a minimum of intrusiveness.
## Overview: Measurements and associated parameters

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<table>
<thead>
<tr>
<th>Eye tracking</th>
<th>Attention</th>
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<tr>
<td>Facial emotion tracking</td>
<td>Emotional response</td>
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<tr>
<td>i² BRANDCONNECT</td>
<td>Depth of processing</td>
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<tr>
<td>i² BRANDREACT</td>
<td>Implicit image</td>
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<tr>
<td>Qualitative survey</td>
<td>Explicit image</td>
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<tr>
<td>Quantitative survey</td>
<td>Evaluation of advertising media</td>
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</table>
AUDI campaign about touch operation in the new A3 – teaser and storytelling on the tablet.

AUDI advertising media

Print

IN-APP

Online

Storytelling campaign with teaser to trigger curiosity
Eye-catcher to trigger user interaction
Rather onobtrusive branding

Just click on the picture to start the video!
Mazda campaign about the new Mazda 6 focusing on the Kodo design – strong branding

Mazda advertising media

Print

IN-APP

Online

Branding campaign with high visual noticeably
Complete attention on the new model
Trigger for user interaction delayed

Click on the picture to play the video!
Ford campaign about the new B-Max – focus on product benefit and price

Focus on communicating the benefits as well as price and product information

A number of interactive elements

Just click on the picture to start the video!
IN-APP grabs the user's attention

Time viewed (in s)

**Print**

7 sec. time viewed

**Online**

2 sec. time viewed

**IN-APP**

26 sec. time viewed

PRINT (initial contact) N = 46, ONLINE N = 43, IN-APP N = 39
IN-APPS generate high interest in 85% of users

Participants in different stages of engagement

- 97%: „There is something.“ (min. 1 fixation)
- 95%: „What is it?“ (min. 0.5s)
- 85%: „Hm, worth a second glimpse.“ (min. 2.5s)
- 62%: „Wow, I will go through this!“ (min. 5 seconds)

Engagement Threshold
IN-APP makes almost everyone smile
Participants exhibiting positive emotions

Print
57%
Participants exhibiting positive emotions

Online
59%
Participants exhibiting positive emotions

IN-APP
92%
Participants exhibiting positive emotions

Positive emotions: PRINT (initial contact) N = 46, ONLINE N = 43, IN-APP N = 39
How much information "sticks" with them?

Average amount of information recalled

- **PRINT**: 2.7
- **ONLINE**: 2.3
- **IN-APP**: 3.2

Average amount of information recalled: PRINT N = 49, ONLINE N = 49, IN-APP N = 50

- "You sat in the car."
- "You could press the multifunctional button."
- "There was a video."
- "In the video a male driver takes home a woman."
Findings

26 seconds viewed: IN-APP ads

Strongest emotional engagement through IN-APP

Positive implicit image changes in all channels

IN-APP ads are fun

IN-APP ads received the best scores
The convergence of content and ads will trigger a renaissance of implicit measurements

Discussion & Outlook

Holistic research along the reception process
- The path to purchase: more complex than ever before.
- Tracking of ad perception: as seamlessly as never before.
- Holistic approaches challenge the classic measurements like recall, liking etc. Emotional activation will become a more important KPI

Need for implicit measurements
- New forms of advertising like native advertising and in-app advertising are accepted by consumers because they are being perceived as content
- These forms of advertising have a strong implicit impact, thus implicit methods will (again) become more important

FET: Need for standardization
- FET has become an affordable and feasible approach, even through webcam. But: Expectations towards and usage of the method vary greatly
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