MMA FORUM VIETNAM
NOVEMBER 3, 2017 | HO CHI MINH, VIETNAM

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MOBILE MARKETING ASSOCIATION

The Role of Platform Context in How Consumer's Respond to Video Creatives

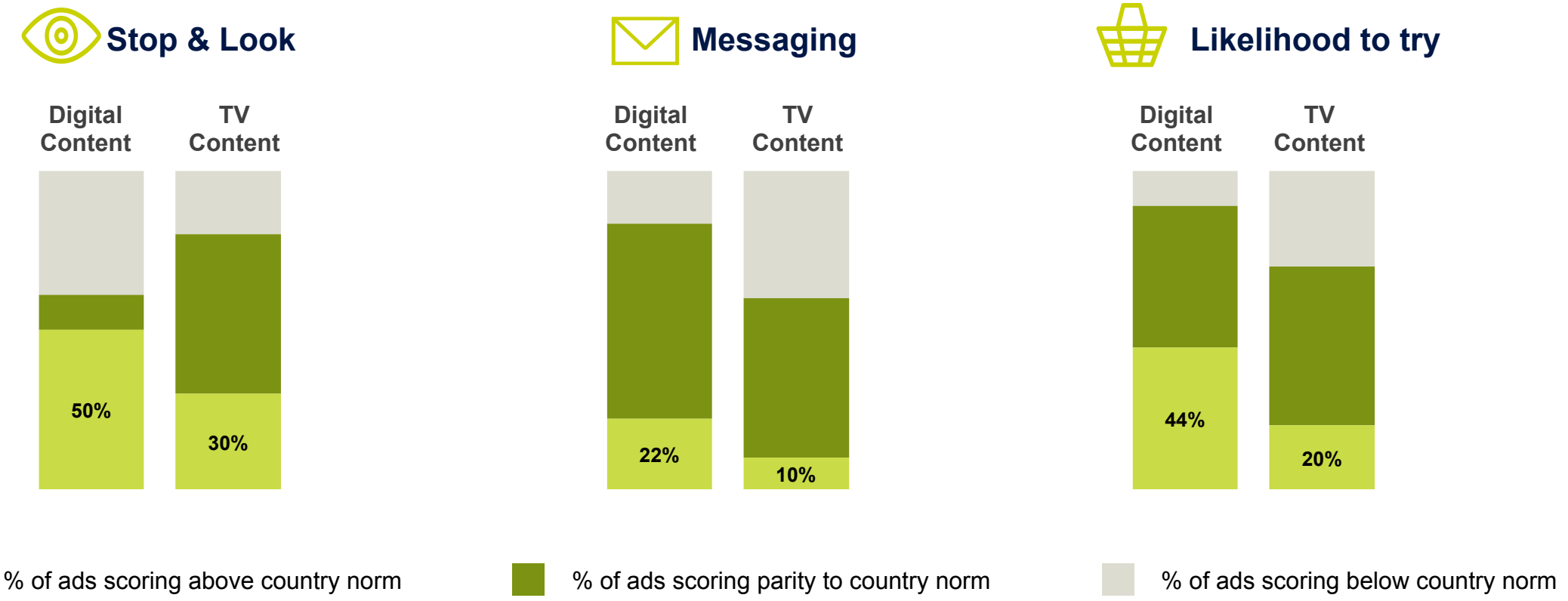
Phil Worthington

Managing Director

KANTAR MILWARDBROWN



You can’t take a TV ad and blindly put it on Facebook newsfeeds or YouTube

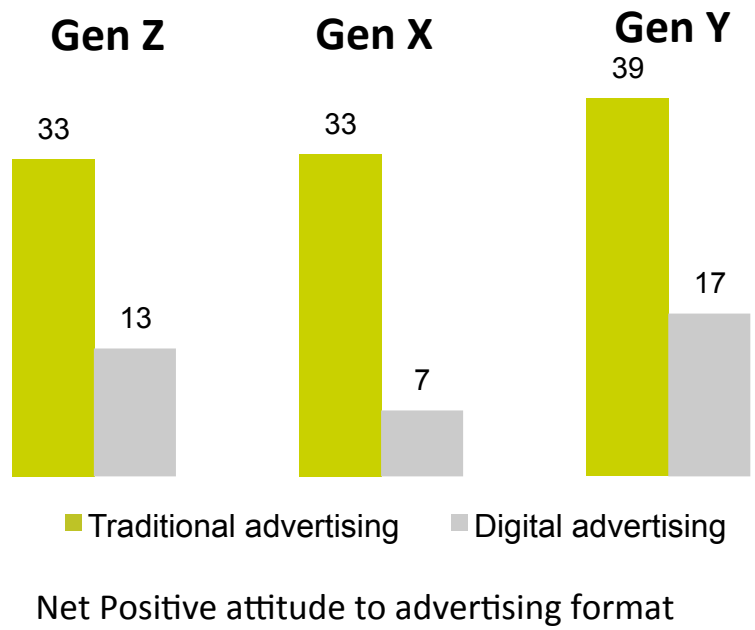


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Even though consumers now spend an average of over 4 hours/day on devices in Vietnam, they are generally less receptive to digital advertising, with many taking action to avoid it

People are less accepting of digital advertising



People use technology to avoid ads (e.g. ad blockers) as well as skipping and engaging in other activity

72% skip or pay to avoid ads

47% use tech to block ads

40% don't watch/ do something else

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But does response to video creatives vary by platform?

The ‘Reverse Parking’ Case

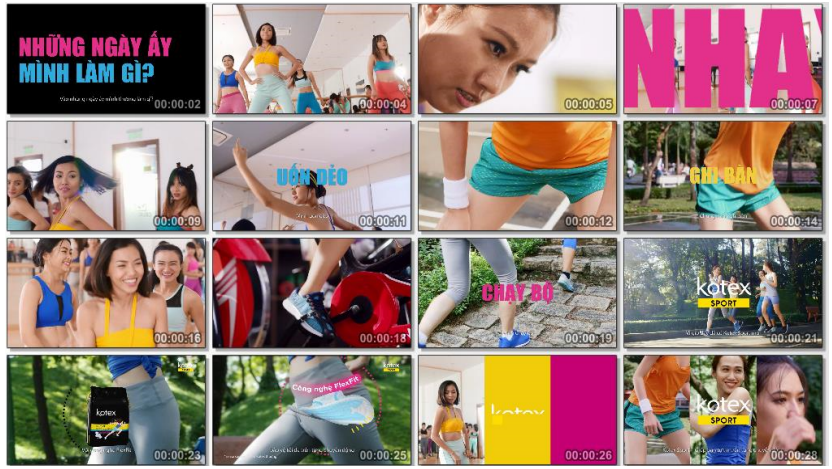


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We wanted to see if this held true in Vietnam

Kotex



30 sec. Active Engagement

Dr.Thanh



1min. Humour

TLC



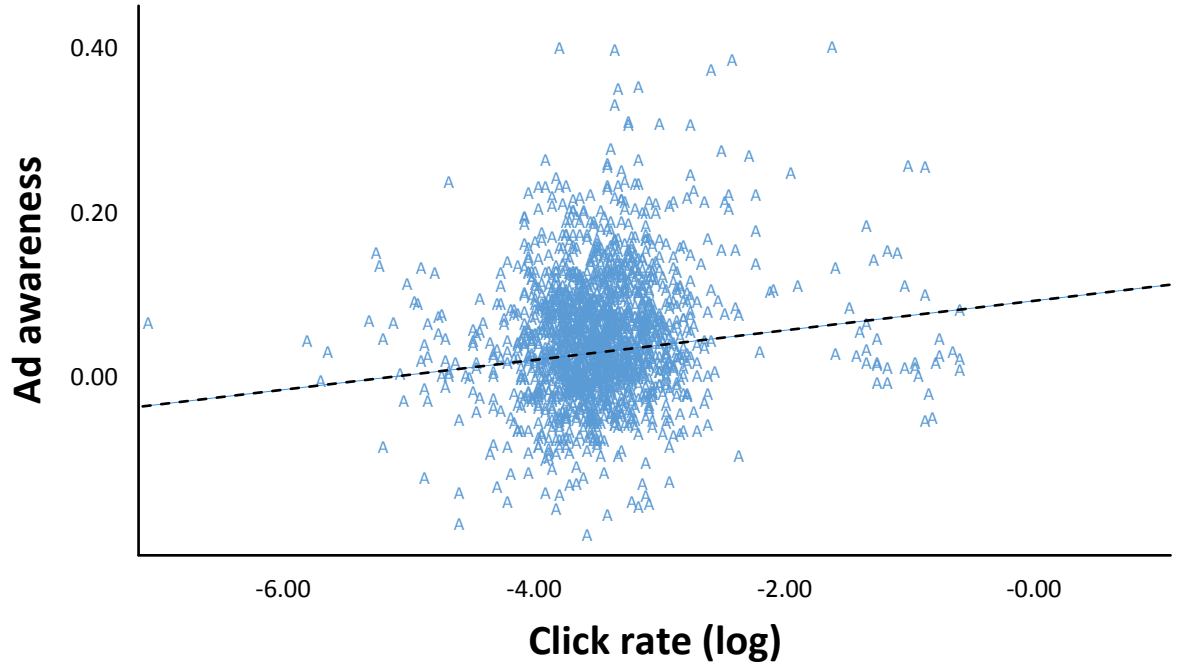
Long form. ‘Edutainment’

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We focused on brand impact, not GRPs, nor impressions served, nor clicks, hover rates etc.

Clicks ≠ Brand impact



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How did we conduct the survey?

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HOW RESPONDENTS PARTICIPATED IN THE SURVEY?

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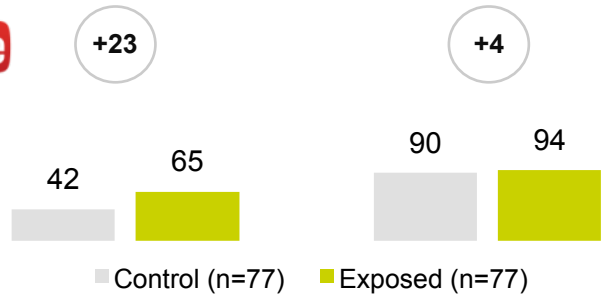
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Brand Awareness increases for all ads across both platforms, except the longer form ad for Con Bo Cuoi

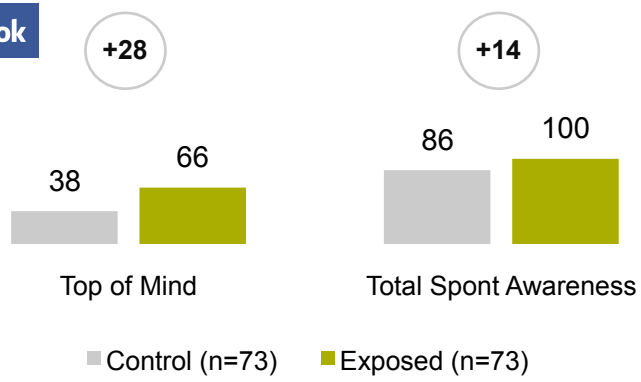
Sports Ad - Kotex



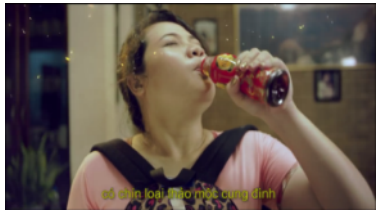
YouTube

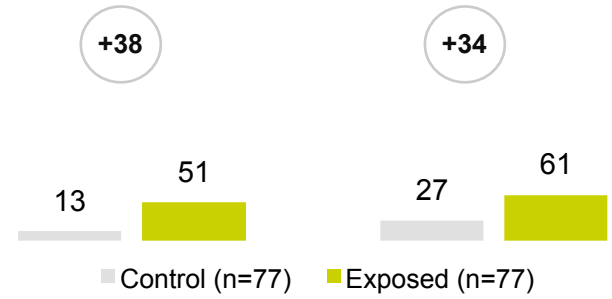


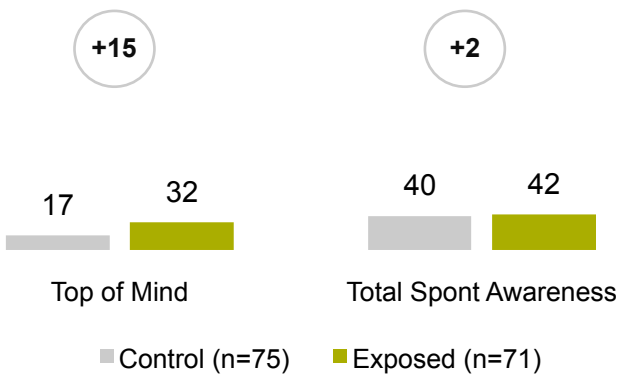
facebook



Trang Ad – Dr.Thanh

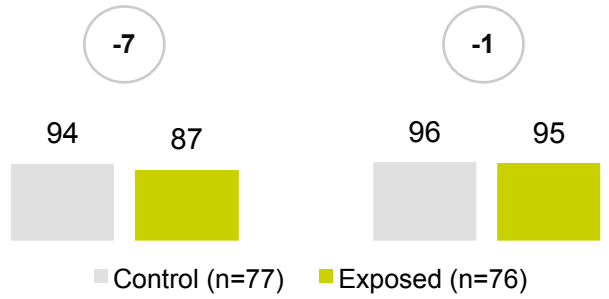


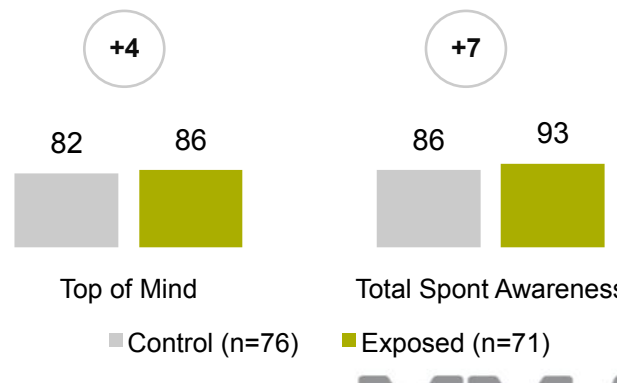




3xCalcium Ad – TLC







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Messaging stronger on YouTube, but not Con Bo Cuoi

Sports Ad - Kotex



YouTube

+16 | +21

61 | 77 | 22 | 43

Control (n=77) Exposed (n=77)

facebook

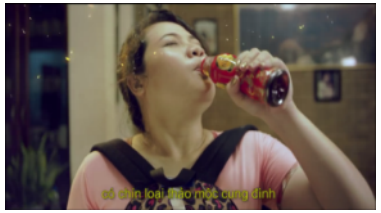
-10 | -3

74 | 64 | 37 | 34

Confident To Show My Own Personality | Is a brand that meets my needs better than other brands

Control (n=73) Exposed (n=73)

Trang Ad – Dr.Thanh



+8 | +14

73 | 81 | 16 | 30

Control (n=77) Exposed (n=77)

-3 | +2

85 | 82 | 30 | 32

Purify The Body, Do Not Worry About Getting Hot | Is a brand that meets my needs better than other brands

Control (n=75) Exposed (n=71)

3xCalcium Ad – TLC



+7 | 0

64 | 71 | 50 | 50

Control (n=77) Exposed (n=76)

+6 | +15

66 | 72 | 47 | 62

Bring Joy To Family | Is a brand that meets my needs better than other brands

Control (n=76) Exposed (n=71)

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ASS. Which of the following brands of [[category_name]], if any, uses the following message in its advertising?
ATT. Please indicate how strongly you agree or disagree with the following statements about [[brand_name]].

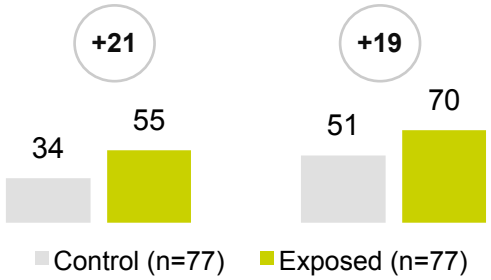
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Brand Impact increases more strongly on YouTube except Con Bo Cuoi

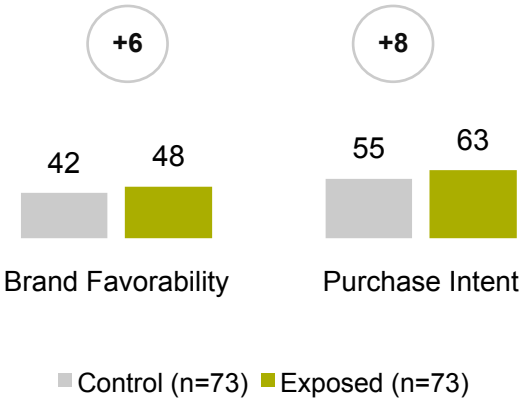
Sports Ad - Kotex



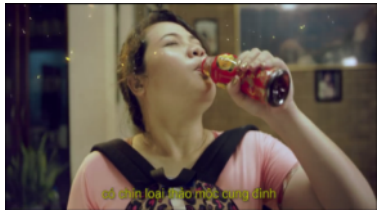
YouTube

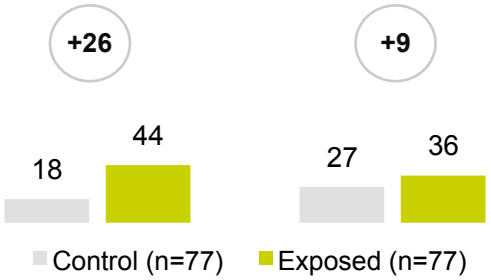


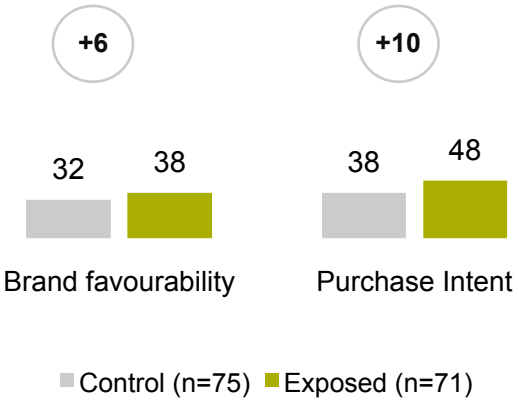
facebook



Trang Ad – Dr.Thanh

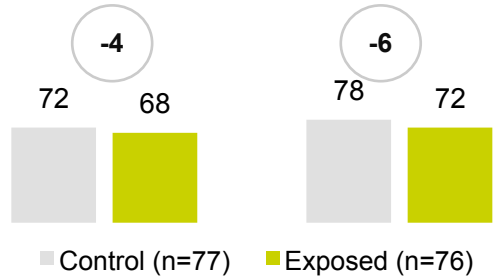


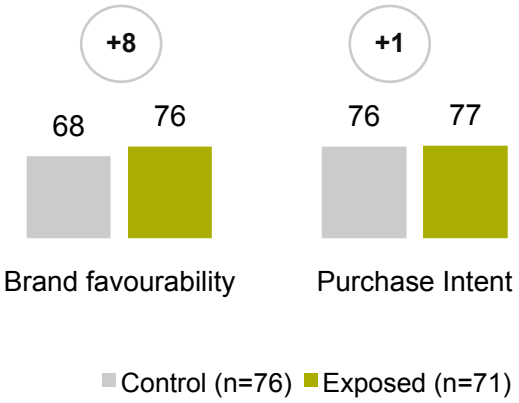




3xCalcium Ad – TLC





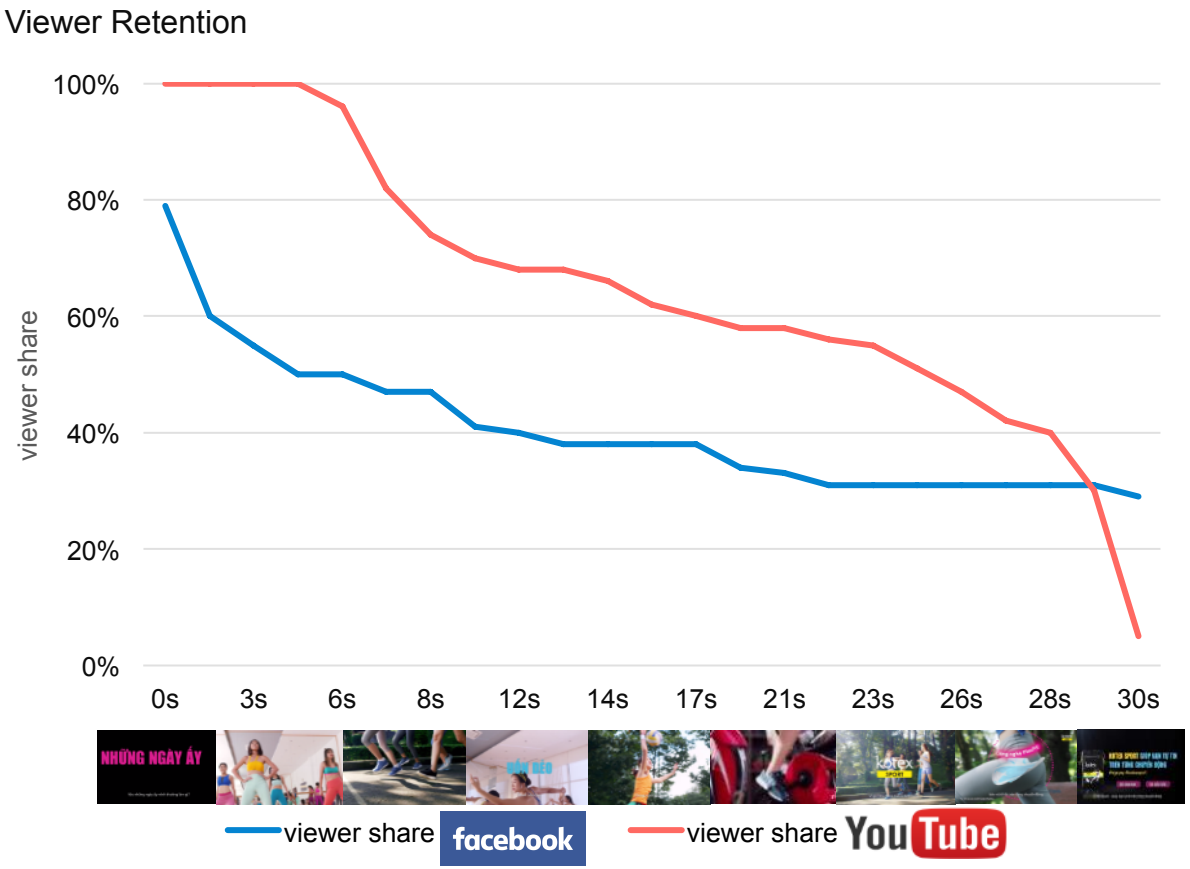


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BE4. How would you describe your overall opinion about the following brand(s) of [[category_name]]?
INT. How likely are you to purchase/consider/apply to/visit the following brand(s) of [[category_name]]?

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Behavioral Data – Kotex Sports Ad

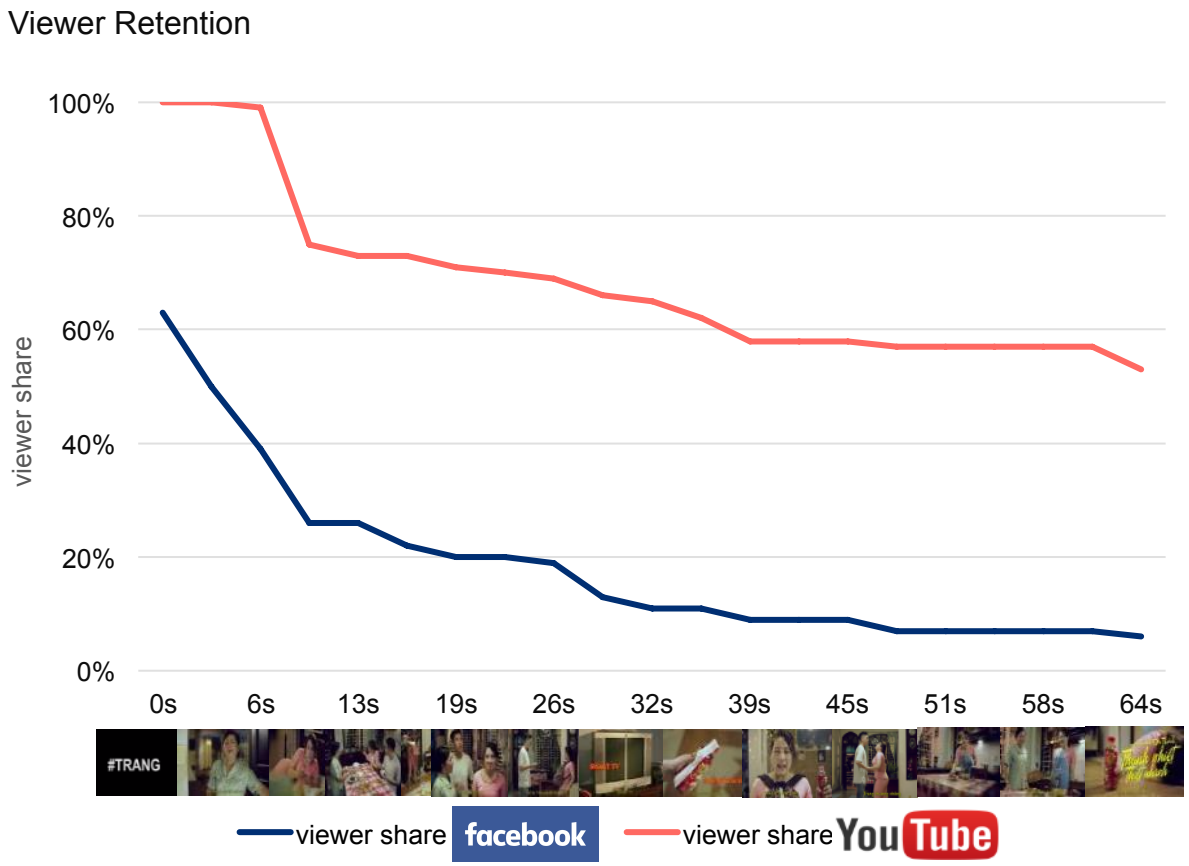


	facebook	YouTube
% respondents Play whole ad	29%	1.3%
Average % of ad viewed	39%	65%
Skip time	N/A	7.9s
% respondents skipped Ad	N/A	36.4%
Comment	1.7%	N/A
Post Like	6.9%	N/A
Clicked Unmute Button	2.9%	N/A
Page like	1.7%	N/A
Base	(58)	(77)

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Behavioral Data – Trang Ad

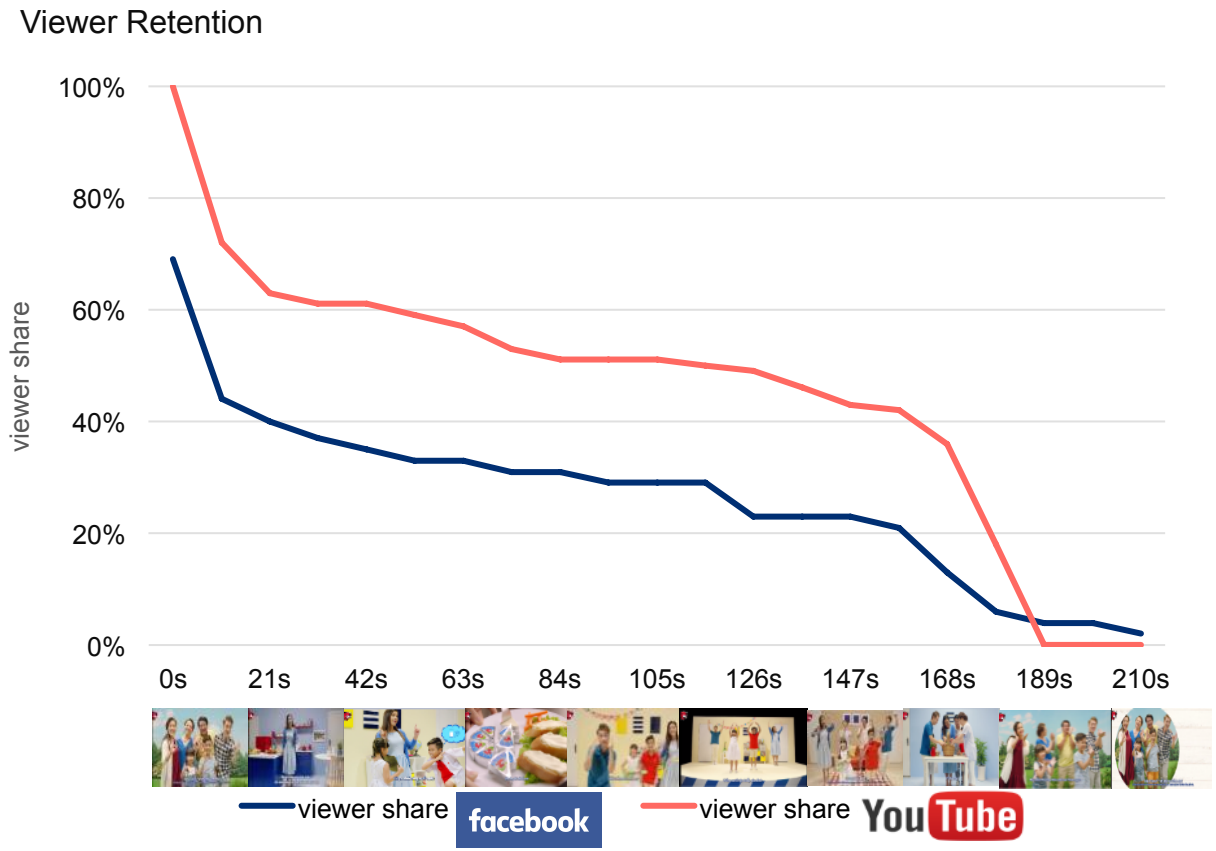


	facebook	YouTube
% respondents Play whole ad	5.5%	53%
Average % of ad viewed	15%	66%
Skip time	N/A	14.1s
% respondents skipped Ad	N/A	36.4%
Comment	0%	N/A
Post Like	1.9%	N/A
Clicked Unmute Button	3.7%	N/A
Page like	0%	N/A
Base	(54)	(77)

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Behavioral Data – 3xCalcium Ad



	facebook	YouTube
% respondents Play whole ad	1.9%	0%
Average % of ad viewed	24%	44.6%
Skip time	N/A	27.8s
% respondents skipped Ad	N/A	51.3%
Comment	3.8%	N/A
Post Like	1.9%	N/A
Clicked Unmute Button	11.5%	N/A
Page like	5.7%	N/A
Base	(52)	(76)

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Key Take-out

1 

Measuring impact on your brand for a digital video campaign is available

2 

Video format advertising on mobile works and works across different platforms

3 

Performance does vary by platform depending on mindset of the viewer

- **Youtube**: can beat the click if entertaining, active and of course you have the first 5 secs anyway
- **Facebook**: more open to edutainment given they are more likely to be scanning newsfeed to kill time. Be aware the ad is likely to be played with the sound turned down

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THANK YOU

