Mobile video ad formats drive attention. With more than 10B mobile videos viewed per day, and ad spend growing at a rate of 47% year over year, it's clear mobile video is a significant investment for brands.

**WHAT THE RESEARCH FOUND**

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<td>Can skip ad immediately</td>
<td>Can scroll past ad immediately</td>
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**WHAT THE MEASURES FOR MARKETERS**

Marketers should continue optimizing ads for campaign goals, but going forward, it may be worthwhile to look beyond view duration to capture a campaign's total value. Attention is the real currency of impact as partial-screen ad formats compete with adjacent content.

Mobile video is growing - and not just in consumption, where Snapchat mobile video views have grown over 4x in the past year to 10B videos viewed per day. It's also growing in importance to marketers. eMarketer estimates 2016 mobile video ad spend will grow 47% year over year. But as marketers turn more to mobile video ads, they are learning that not all mobile video ad formats equally deliver attention to their brands.

### The Lab Test

Marketers turned to MediaScience, an industry-leading consumer neuroscience research company with extensive experience evaluating all forms of video advertising. Their lab test was designed to understand how ad formats drive consumer attention. Participants were selected to participate in either one or two monthly user of one or more of the following platforms: Facebook, Instagram, YouTube, Snapchat and TV. MediaScience utilized eye-tracking and biometric equipment for each participant, who were selected to participate in either one or two 10-minute sessions. Each participant was instructed to freely navigate around the platform(s) for the duration of a session. As they navigated, participants received a pre-selected subset of the six ads. For each participant in the Facebook or YouTube cell, a video ad was delivered during a pre-selected subset of the six ads. In the Snapchat cell, participants received the ad as a pre-roll (the ad appeared prior to the video the participant selected to watch). In the Facebook or YouTube cell, participants experienced the video ad during an otherwise-standard ad pod. During free navigation, if a participant received less than 30 seconds of ad exposure, they were randomly selected to complete a brand effectiveness survey about the brands in the respective ads they experienced the video ad during.

### The Findings

#### Visual Attention

- **WHAT**: Snapchat video ads and TV ads - the two ad formats with 100% share of screen - were statistically similar to each other in terms of visual attention.

- **HOW**: Among the major video ad formats today, TV ads are one of the most effective at delivering visual attention. TVs command over twice the visual attention of Facebook, over 1.5x the visual attention of Instagram and 1.3x the visual attention of YouTube. Snapchat video ads and TV ads - the two ad formats with 100% share of screen - were statistically similar to each other in terms of visual attention.

- **FOR**: View duration may soon become a red herring as the evolution of mobile video ad formats widens the definition of mobile video ad format. Ad length, ad choice and ad on screen time define mobile video ad formats change effectiveness.

#### Emotional Response

- **WHAT**: Snapchat video ads delivered significantly higher emotional response than Facebook and Instagram.

- **HOW**: Snapchat commanded over twice the visual attention of Facebook, over 1.5x the visual attention of Instagram and 1.3x the visual attention of YouTube. Snapchat video ads and TV ads - the two ad formats with 100% share of screen - were statistically similar to each other in terms of visual attention.

- **FOR**: Emotional response to mobile video ads can vary widely depending on three key factors of the mobile video ad format: ad length, ad choice and ad on screen time.

#### Attention Time Looked

- **WHAT**: Snapchat video ads delivered over 2x the lift in purchase intent compared to the other ad formats.

- **HOW**: Snapchat video ads and TV ads - the two ad formats with 100% share of screen - were statistically similar to each other in terms of visual attention.

- **FOR**: Emotional response to mobile video ads can vary widely depending on three key factors of the mobile video ad format: ad length, ad choice and ad on screen time.

### The Creative

The creative was cut and formatted to the following specifications:

- **WHAT**: Six video ads were created - and one video ad per brand - across the following advertising verticals: Automotive, Beauty, CPG, CPG Retail, Entertainment and Technology.

- **HOW**: For each ad, a combination of video and audio was leveraged. The creative was cut and formatted to the following specifications:

- **FOR**: The creative was cut and formatted to the following specifications:

### Conclusion

As mobile ad formats evolved, Share of Screen, Ad Length and Ad Choice have emerged as key factors to drive achievement in attention, emotional response and intent to purchase. Marketers should continue to experiment with full-screen, shorter ad creative to drive value for their brand, keeping in mind that significant value can be achieved in giving consumers choice to watch their ad. Marketers should continue optimizing ads for campaign goals, but going forward, it may be worthwhile to look beyond view duration to capture a campaign's total value. Attention is the real currency of impact as partial-screen ad formats compete with adjacent content.