

Revisiting the Inner Workings of Digital Video

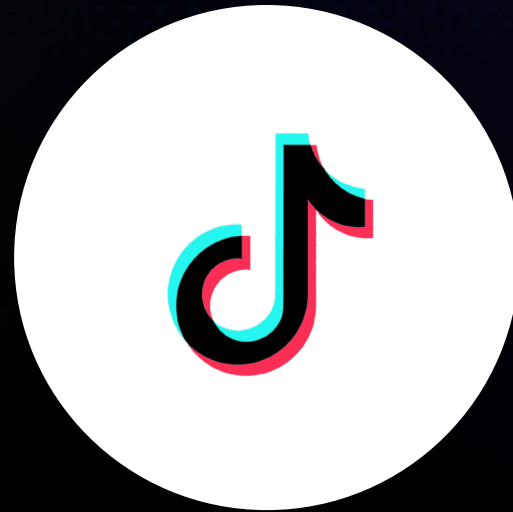
The content halo, user control, and beyond

Skip Ads

M/GNA MEDIA TRIALS

TikTok

Given newer platforms like TikTok, it's time to revisit...



**WHAT
MAKES
DIGITAL
VIDEO
TICK?**

1

Recruitment

Recruited participants ages 18-54 from a representative global online mobile panel

Total	n=12,655*
United States	2,561
United Kingdom	2,540
Australia	1,822
Canada	1,860
Germany	1,919
France	1,953



2

Sample Definition

Demographic + media consumption survey to ensure regular usage of at least 1 of 3 tested platforms

3

Media Experience

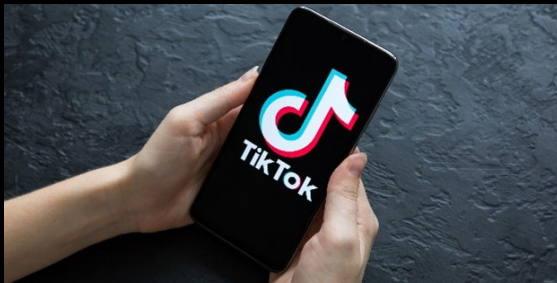
Participants randomized to a media experience based on consumption habits, then driven to a controlled version of the platform to explore the platform. Test or control ads were served within content



4

Brand KPI Measurement

Post-exposure survey to measure impact on brand KPIs



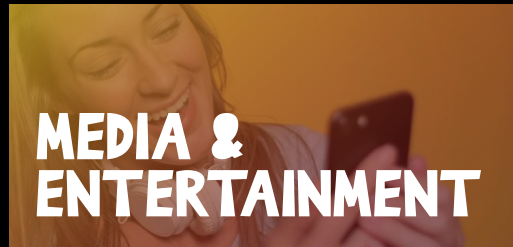
*Weighted gender 50/50 for analysis

Who we tested and where

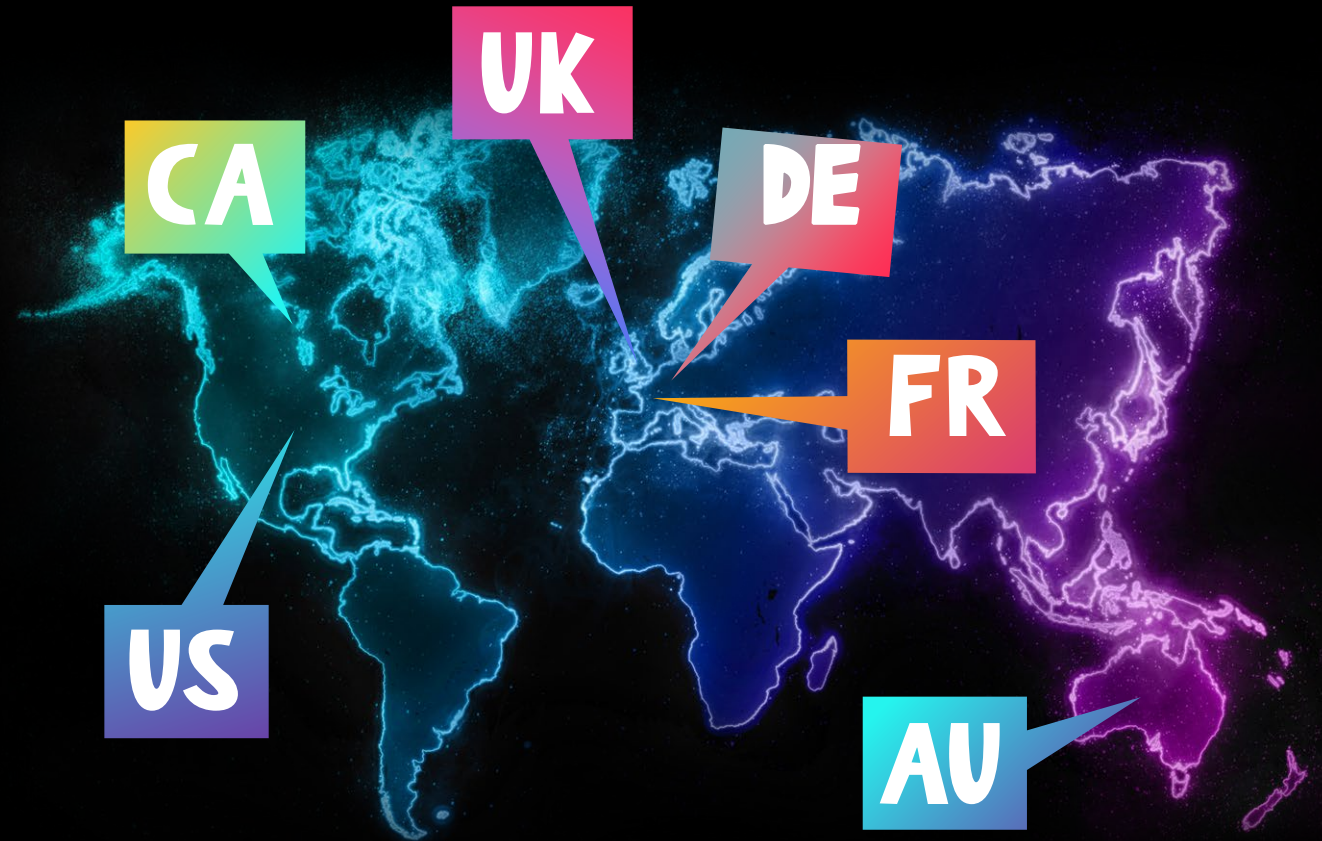
BRANDS

36
TOTAL

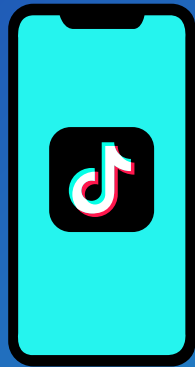
INDUSTRY VERTICALS



TESTED IN 6 COUNTRIES:



The Platforms



TIKTOK

Mobile TikTok app

TEST AD = VIDEO CARD

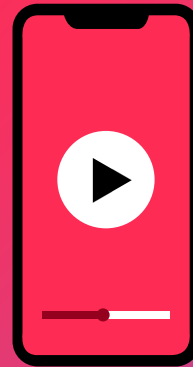
- Served within the feed
- 100% skippable

TWO FORMATS:

- Standard TikTok (typical in-feed ad)
- TikTok Pulse (ad delivered within trending contextual content)

MARKETS: All

AD LENGTH: :29s Average ad length



ONLINE VIDEO PLATFORM

Mobile app of popular video sharing platform

TEST AD = PRE-ROLL

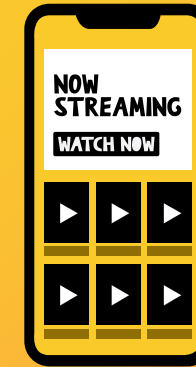
- Served prior to the content
- Ad skippable after 5 seconds

FORMAT:

- Premium, contextual version of online video platform

MARKETS: US, UK, CA, DE, FR

AD LENGTH: :15-30s Ad length



VIDEO ON DEMAND (VOD)

Mobile app of video platform with on-demand TV content

TEST AD = PRE-ROLL

- Served prior to content
- All ads 100% forced view

FORMAT:

- Mobile version of popular streaming platform

MARKETS: US, UK, AU

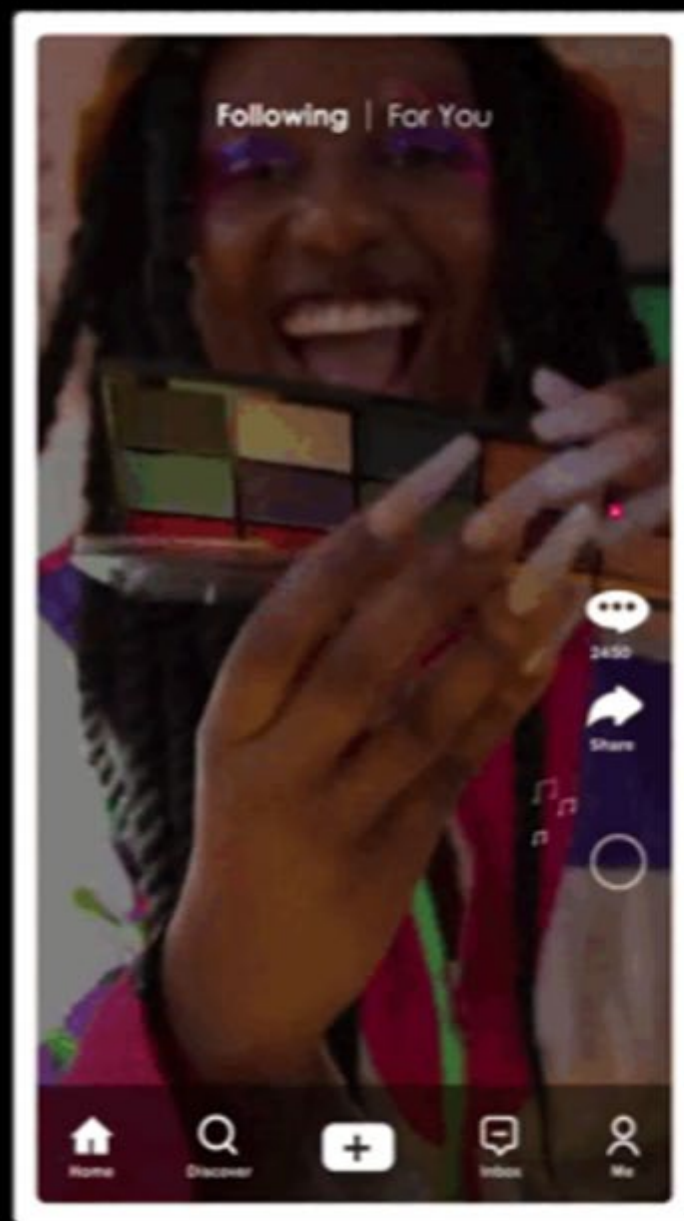
AD LENGTH: :15-30s Ad length

The Truth About the Content Halo



We know the content halo is real

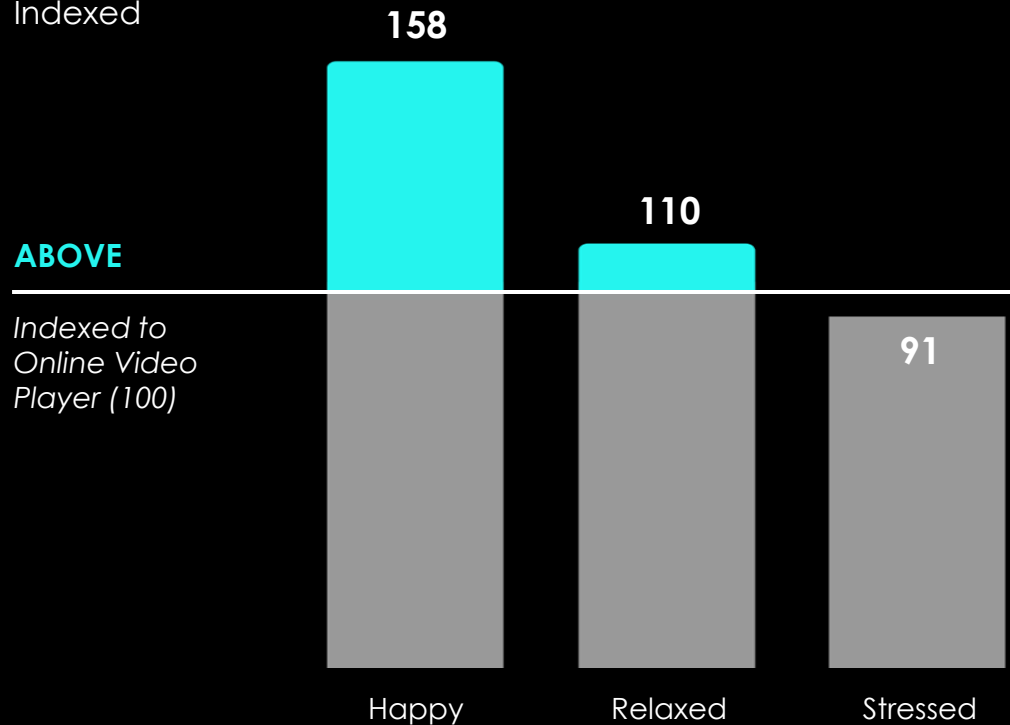
Countless research studies
have shown this, with a
strong focus on high-quality
content



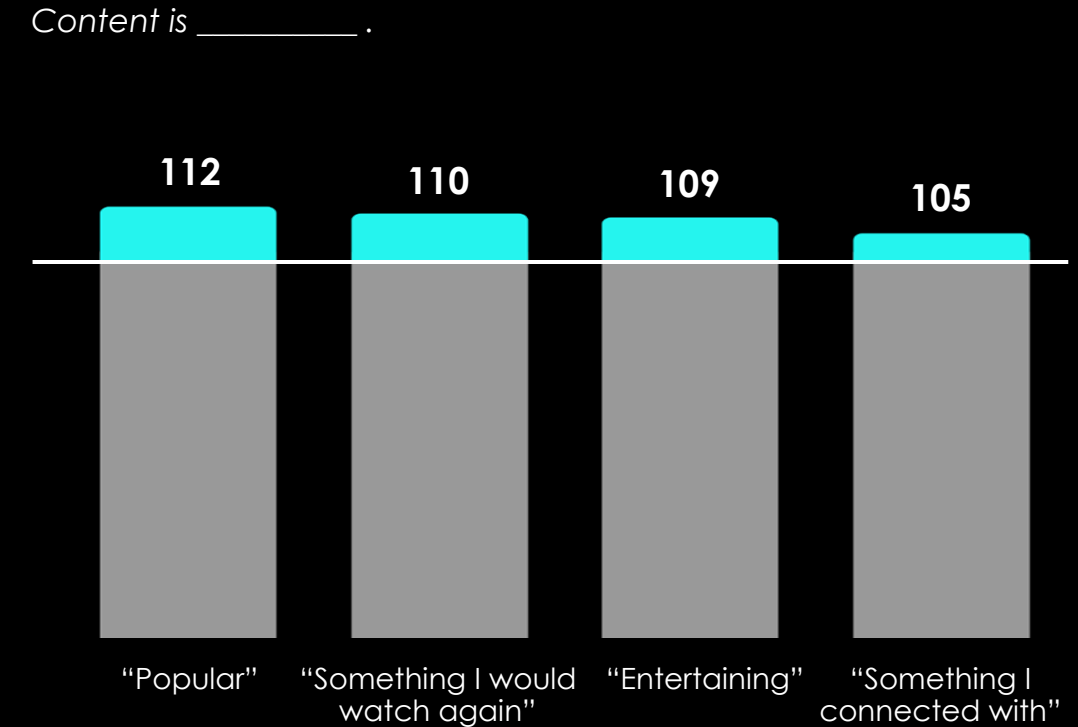
TikTok content uplifts viewers' mood, delivering a more enjoyable experience than similar platforms

Standard TikTok vs. Online Video Player - Indexed

Mood While Viewing Content - Standard TikTok vs. Online Video Player: Indexed



Content Opinion - Standard TikTok vs. Online Video Player: Indexed



Q: What was your mood during today's experience? | Countries Included: US, UK, CA, DE, FR

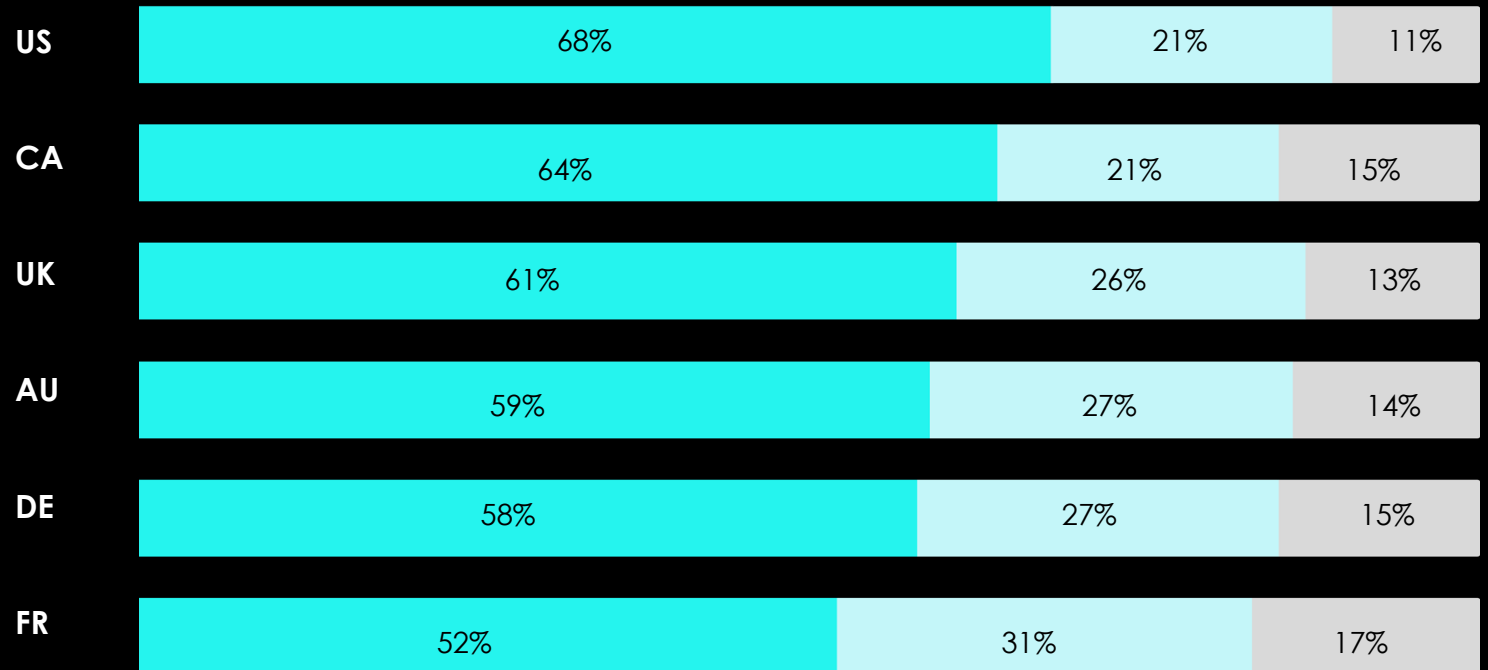
Q: Thinking specifically about this video, how much do you agree or disagree with the following statements?

Mood: Standard TikTok N = 7,342; Online Video Player N = 3,570 | Content Opinion: Standard TikTok N = 7,342; Online Video Player N = 3,768

Viewers across the globe agree - TikTok content is high quality

Standard TikTok Content is "High Quality", By Country

- Strongly/Somewhat Agree
- Neutral
- Strongly/Somewhat Disagree

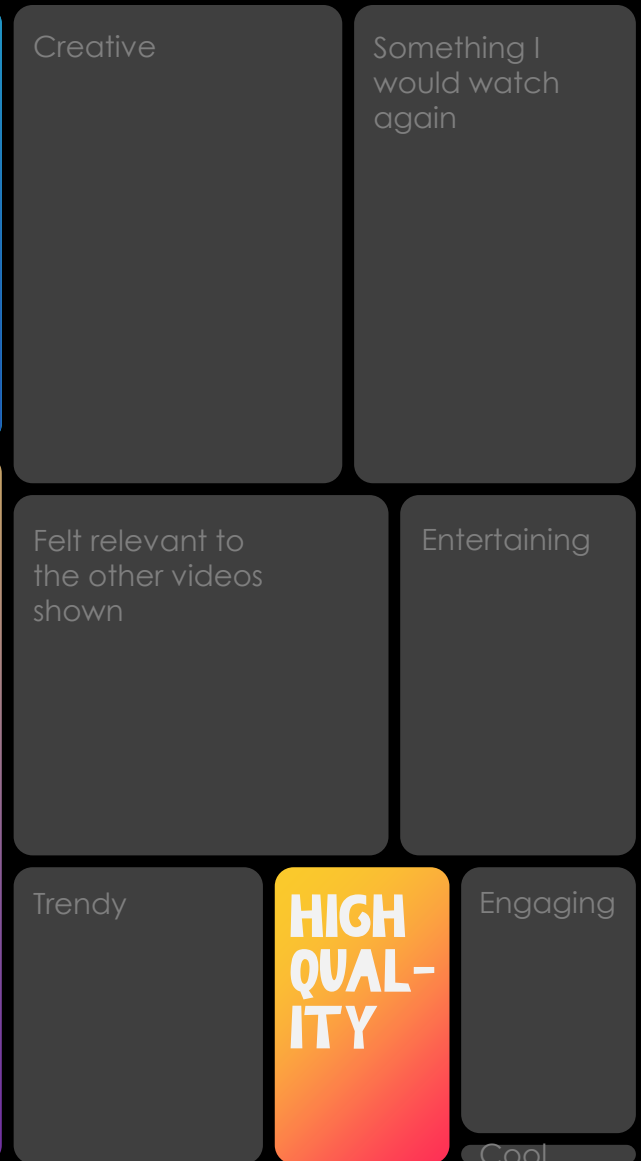


While quality content is important, popular, suitable content alignment has the strongest positive halo

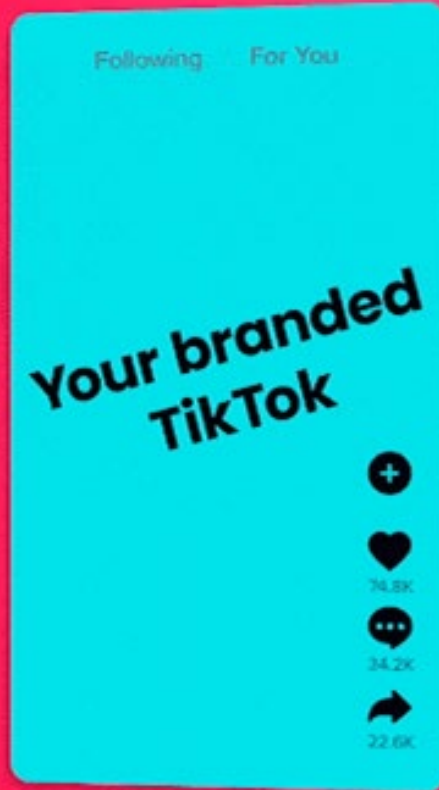
For amplification, brands should prioritize beyond high quality alone

Top Drivers

Drivers of purchase intent on Standard TikTok:
Impact modelled based on content perceptions



Pulse enters the chat



Features

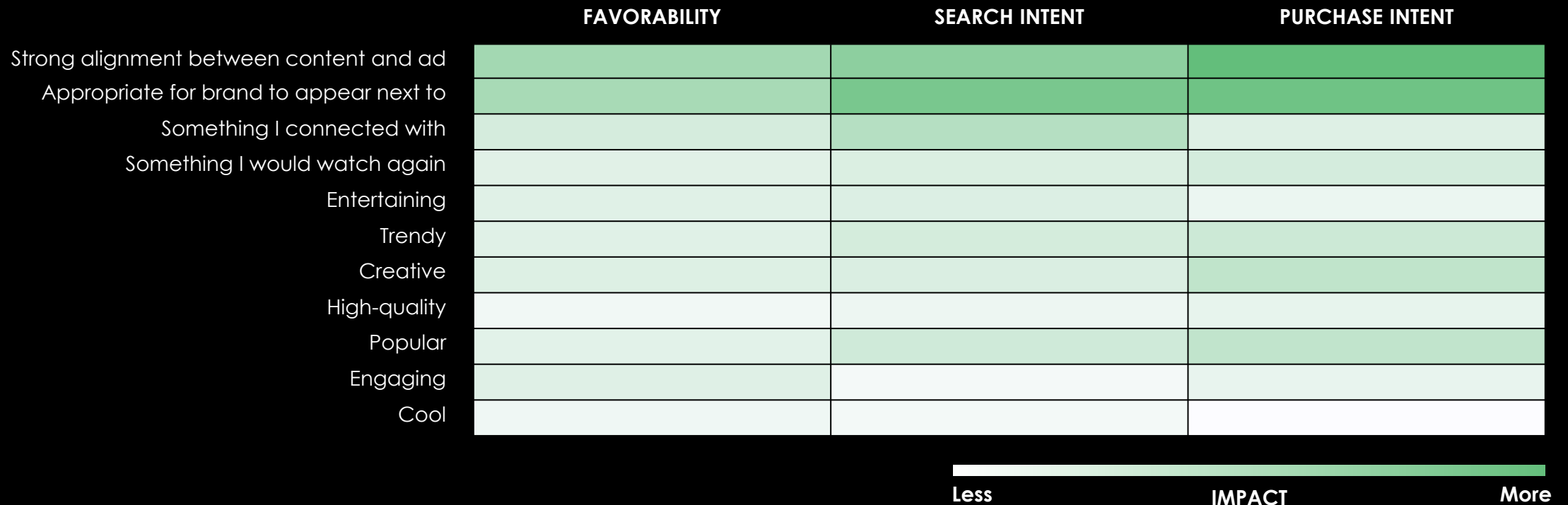
Places brands alongside **trending content** that is driving conversation and action

- Appears next to **top 4% of all videos** on TikTok, which are the hottest, most viewed videos each day
- Offers 12 categories that brands can place their ads next to the **most culturally relevant content**
- Ensures ads run adjacent to verified content with the **highest level of brand suitability** applied on the platform

Brand metrics thrive when placed next to contextual, relevant and brand-suitable content

The contextual component offered on Pulse enables brands to see a higher return on investments

Impact of TikTok Pulse Content Attributes on Brand Metrics, Total Audience:
Impact Modelled Based on Content Perceptions

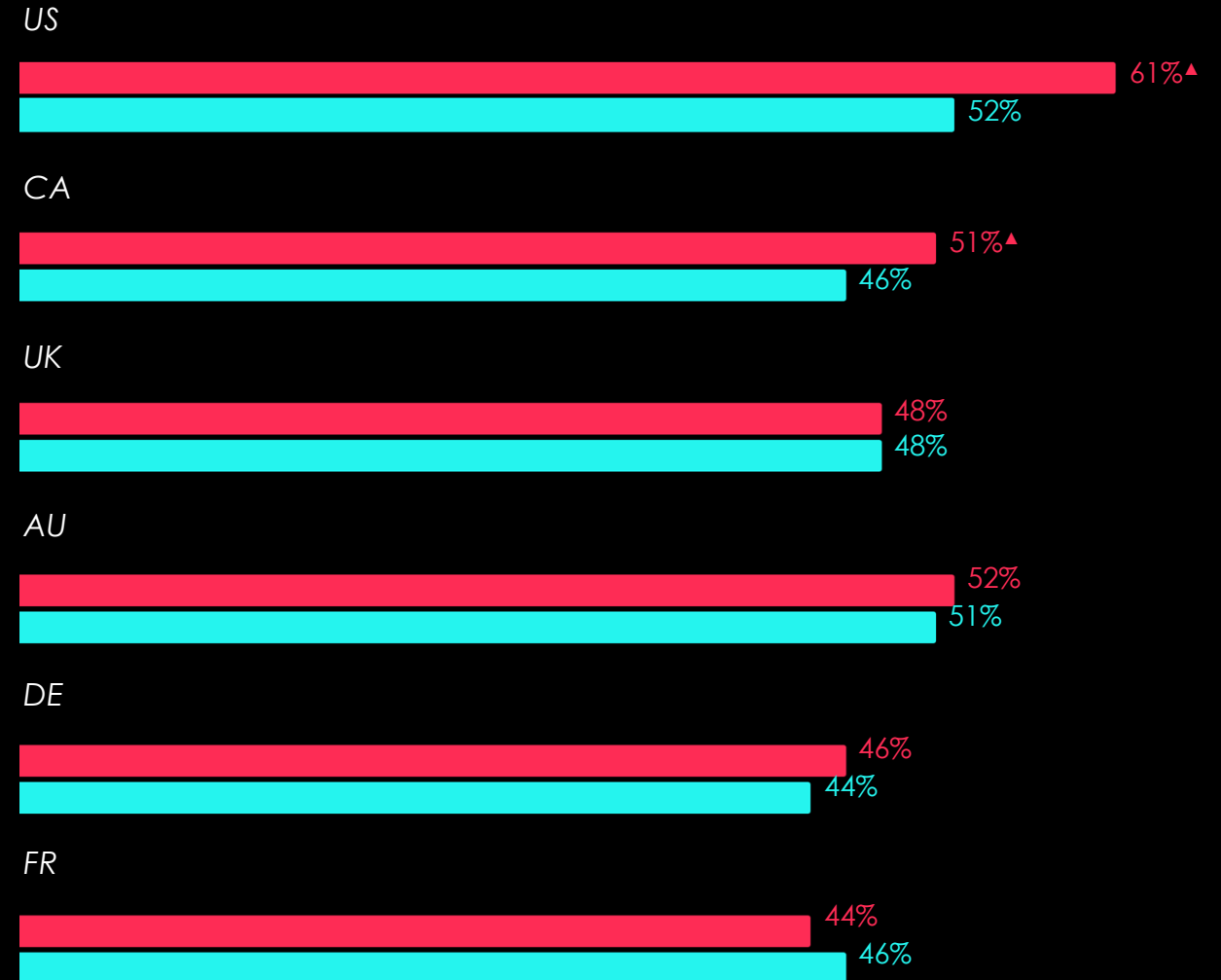


And when served next to trending content, the same ad becomes even more relevant to viewers

Ad Opinion, By Country: % Strongly/Somewhat Agree

- TikTok Pulse
- Standard TikTok

Relevant To Me And My Interests



Q: How much do you agree or disagree with the following statements about the video?
TikTok Pulse: US N = 620; UK N = 609; CA N = 609; AU N = 100; DE N = 610; FR N = 618
Standard TikTok: US N = 618; UK N = 610; CA N = 610; AU N = 101; DE N = 615; FR N = 612
▲ = Statistically significant difference between exposed/control at ≥90% confidence

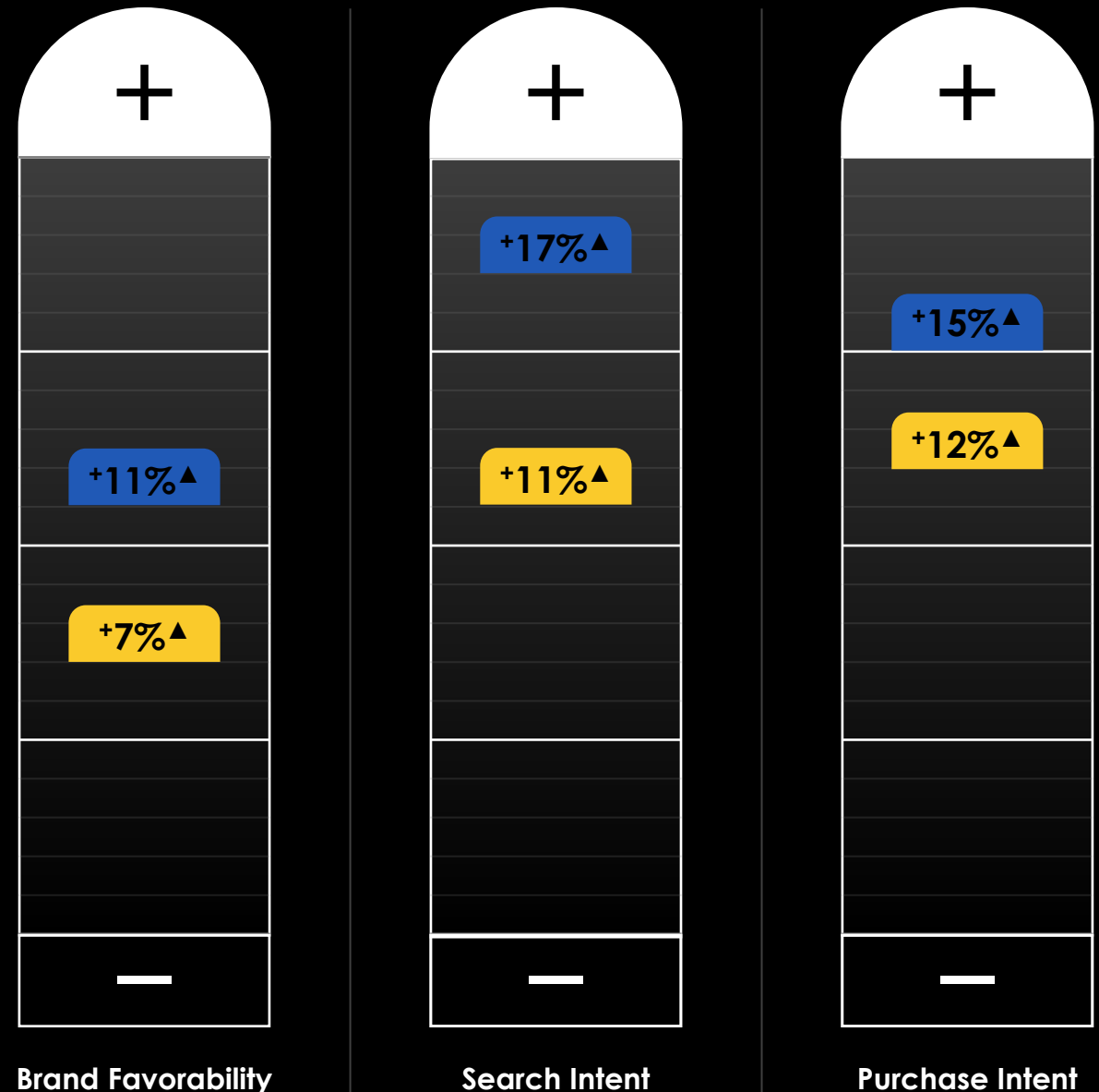
Contextual adjacency can wield even greater outcomes than audience targeting

Controlling for everything else, when you have contextual alignment, you would expect your brand favorability to be 11% higher

Impact of Targeting vs. Strong Contextual Alignment on TikTok Pulse:
Modelled Impact

TikTok Pulse

- Contextual alignment between ad and content
- In-market for advertised product



Values were modelled using regressions to determine the impact of ad perceptions on brand metrics. All regression coefficients significant at ≥90% confidence.
▲ = Statistically significant difference between exposed/control at ≥90% confidence
Modelled impact: The estimated effect or influence of predictor variables (i.e., input variables) on responses (i.e., output variables)

Suitability is critical regardless of past brand experience

For potential new customers, contextual alignment is more important; however, entertainment matters more for existing customers

Drivers of Brand Favorability on TikTok Pulse: Impact Modelled Based on Content Perceptions

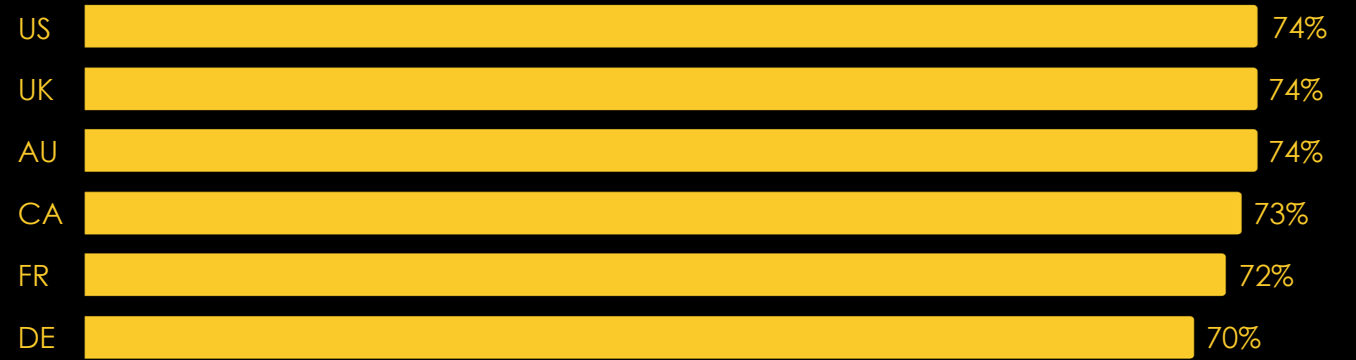


The Truth About Forced View

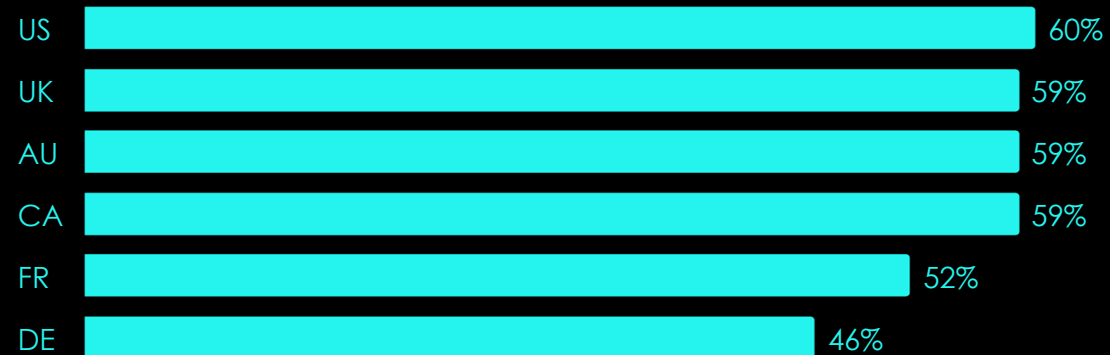
Forced views don't command engagement – in fact, they can hinder it

Platform Perceptions: % Strongly/Somewhat Agree

Having the ability to skip videos **makes me more engaged in the experience**



I am more likely to watch videos sponsored by a brand when I have the option to skip



Forced view isn't needed to create meaningful impact

While TikTok ads aren't forced like VOD, they still perform on par or better than forced view offerings

Impact on Brand Metrics Among In-Market Audiences, By Vertical

Delta (Exposed – Control)

- Standard TikTok (100% skippable)
- VOD (100% forced view)



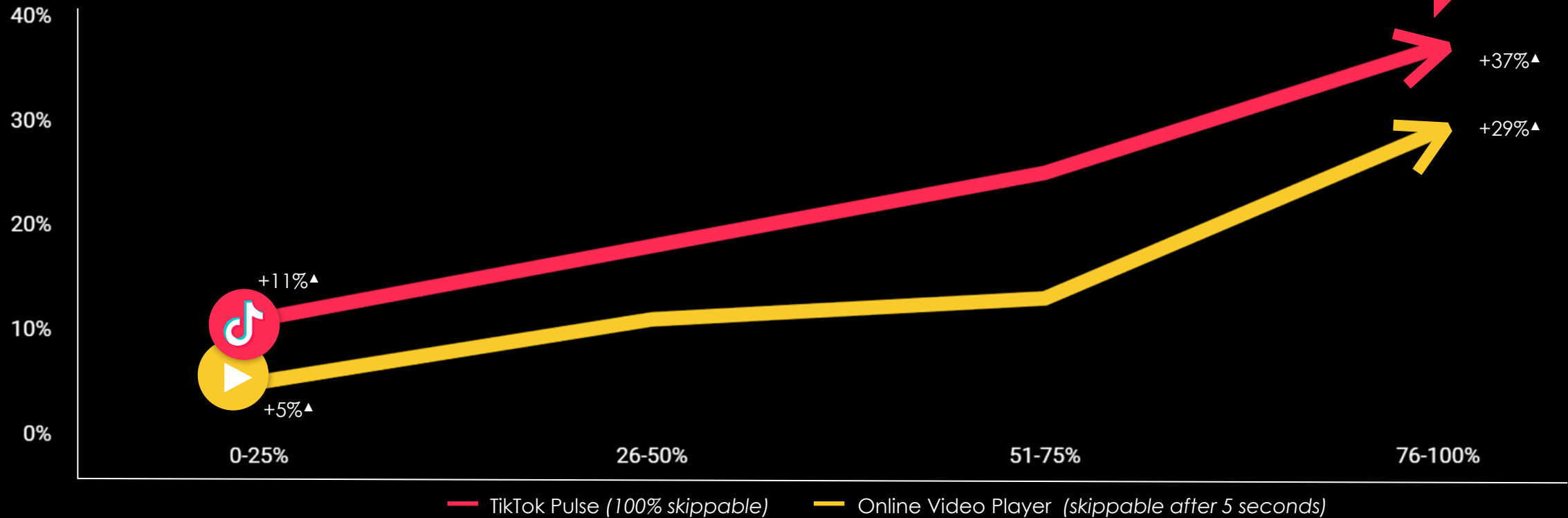
	CPG	MEDIA & ENTERTAINMENT
Brand favorability	<ul style="list-style-type: none"> Standard TikTok: +12%▲ VOD: +9%▲ 	<ul style="list-style-type: none"> Standard TikTok: +6%▲ VOD: +9%▲
Brand knows how to connect with me	<ul style="list-style-type: none"> Standard TikTok: +12%▲ VOD: +7%▲ 	<ul style="list-style-type: none"> Standard TikTok: +5%▲ VOD: +2%
Is a brand I would recommend to others	<ul style="list-style-type: none"> Standard TikTok: +8%▲ VOD: +3% 	<ul style="list-style-type: none"> Standard TikTok: +8%▲ VOD: +6%
Purchase intent	<ul style="list-style-type: none"> Standard TikTok: +8%▲ VOD: +5%▲ 	<ul style="list-style-type: none"> Standard TikTok: +3% VOD: +1%

When users choose to watch, fully skippable ads leave a more lasting impression at every step

Just glimpsing the brand on TikTok is enough for people to remember it

Impact On Unaided Ad Recall (Any Mention) by Ad Completion Time:
Delta (Exposed – Control)

LASTING IMPRESSION



Countries Included: US, UK, CA, DE, FR

TikTok IFV: 0-25% Control N = 1,360 Exposed N = 1,368; 26-50% Control N = 282 Exposed = 279; 51-75% Control N = 120 Exposed N = 119; 76-100% Control N = 266 Exposed = 265

Online Video Aggregator: 0-25% Control N = 1,165 Exposed N = 1,176; 26-50% Control N = 578 Exposed N = 620; 51-75% Control N = 274 Exposed N = 282; 76-100% Control N = 1,190 Exposed N = 1,233

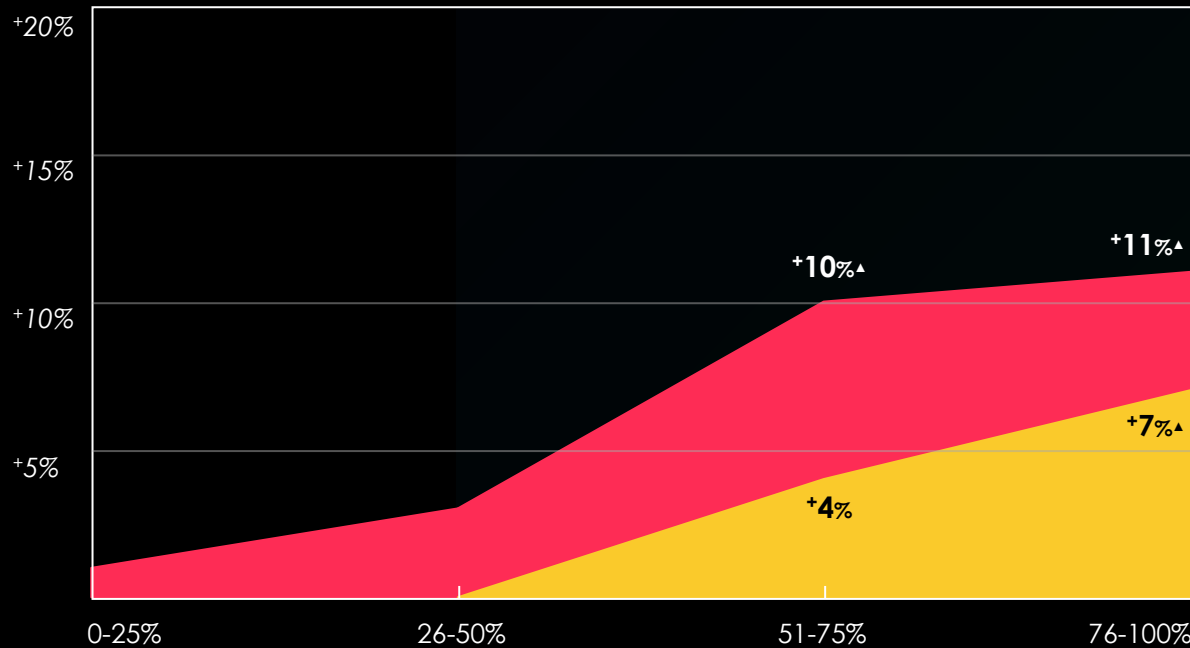
▲ = Statistically significant difference between exposed/control at ≥90% confidence

For persuasion, fully skippable ads are most effective at higher levels

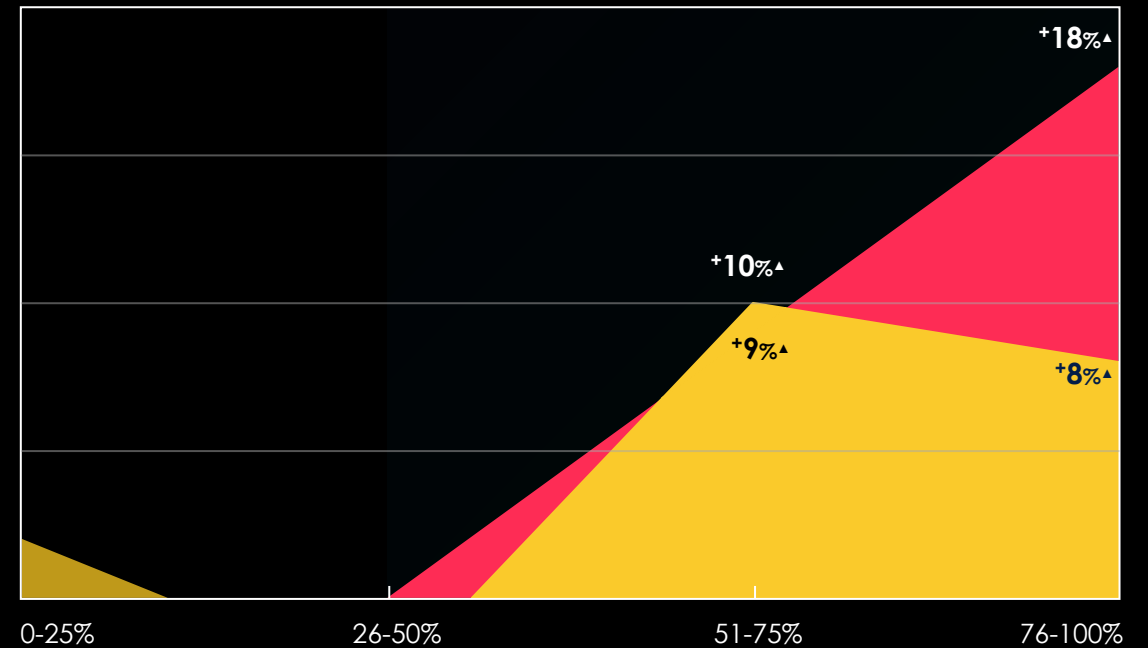
Impact on Brand Metrics By Ad Completion Time: Delta (Exposed – Control)

■ TikTok Pulse (100% skippable) ■ Online Video Player (skippable after 5 seconds)

Search Intent



Purchase Intent



Countries Included: US, UK, CA, DE, FR

TikTok Pulse: 0-25% Control N = 1,317 Exposed N = 1,317; 26-50% Control N = 265 Exposed = 265; 51-75% Control N = 126 Exposed N = 126; 76-100% Control N = 200 Exposed = 200

Online Video Player: 0-25% Control N = 1,165 Exposed N = 1,176; 26-50% Control N = 578 Exposed N = 620; 51-75% Control N = 274 Exposed N = 282; 76-100% Control N = 1,190 Exposed N = 1,233

▲ = Statistically significant difference between exposed/control at ≥90% confidence

Fully skippable ads are so effective, they surpass VOD with just 1/4 of the viewing time

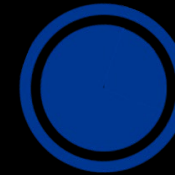
Ad Length

- TikTok Pulse: 29 seconds
- VOD: 15-30 seconds







Impact of Ads Among Those In-Market For The Advertised Product, By Platform:
Delta - (Exposed - Control)



TIKTOK Pulse
0-25% of ad watched,
fully skippable



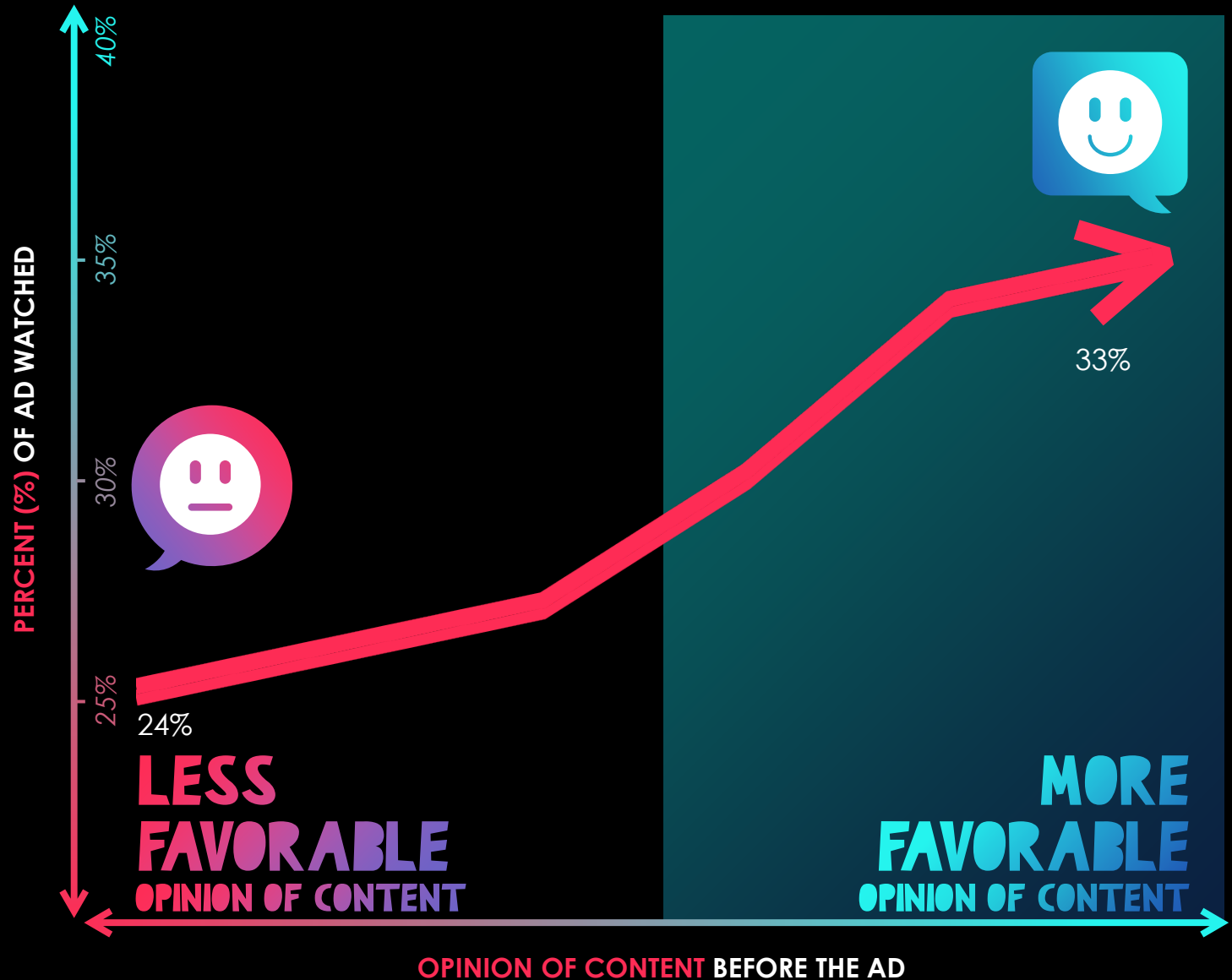
VOD
100% of ad watched,
fully forced

Purchase intent	 +8%▲	 +4%▲
Brand has something unique to offer	 +6%▲	 +3%
Brand is "fun"	 +8%▲	 +3%

Brands are more likely to have higher completion rates when appearing next to enjoyable content

TikTok Pulse Content

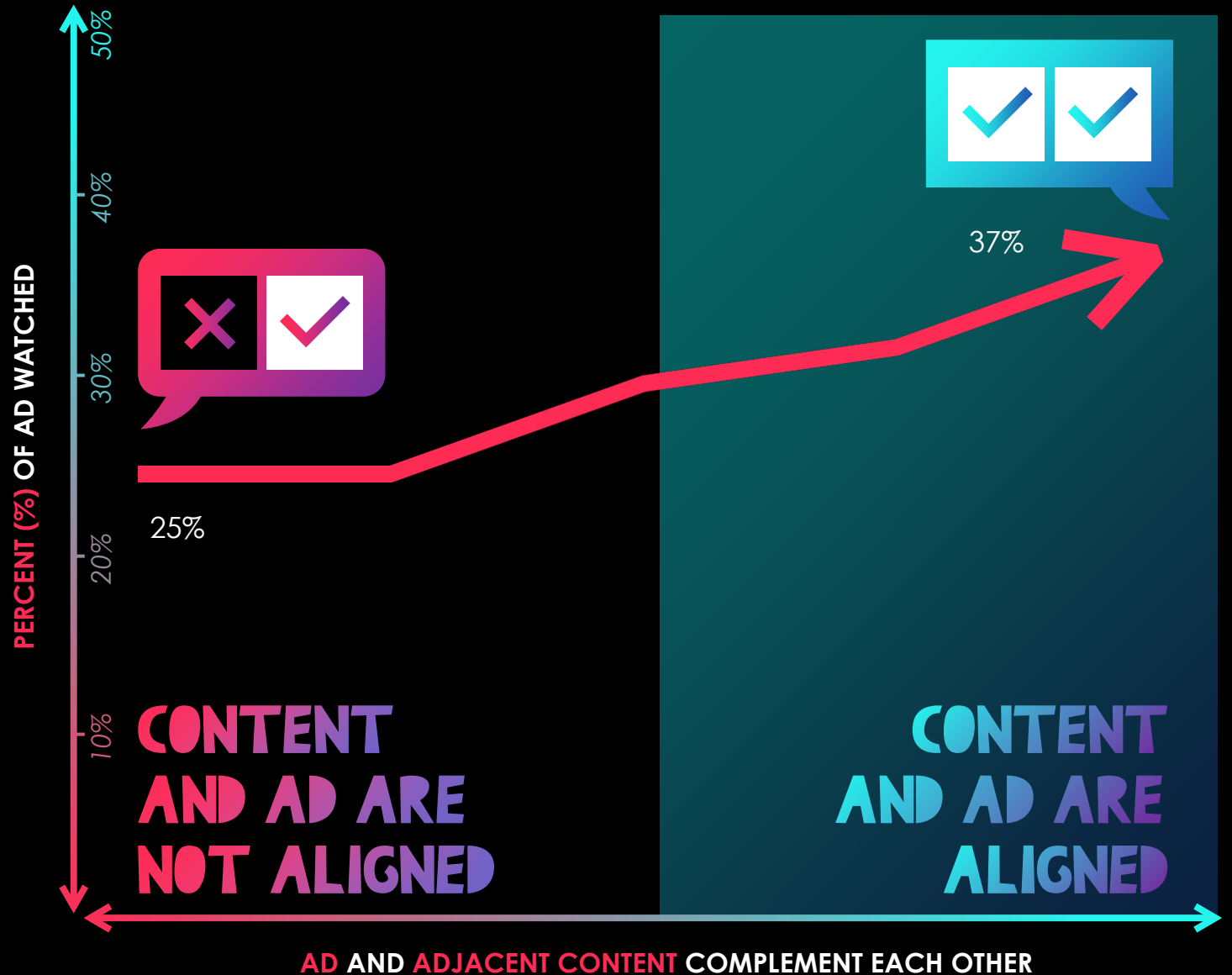
Content Perceptions By Ad Completion



Also, better alignment equals more ad completion among in-market potential new customers

TikTok Pulse Content

Impact of Contextual Alignment Perceptions on Ad Completion, In-Market Non-Past Purchaser Audience: Correlations



Busting the myths of digital video

MYTH

Nothing beats audience targeting when it comes to optimizing key metrics

VS

Contextual alignment can be an even stronger driver of key metrics compared to audience targeting

FACT

MYTH

Alignment with quality content should be the goal

VS

High-quality content should be a focus; however, to amplify actions such as purchase intent, brands should consider leveraging the power of the content halo effect, placing ads next to **hot, relevant, brand-suitable content**

FACT

MYTH

Forced views are needed to maximize impact on key metrics

VS

Powerful impact can be achieved in **less time** by giving viewers autonomy over their experience, making them more likely to engage and connect with content

FACT

ADVERTISER TO-DOS

Consider contextual placement for acquisition

Contextual placement and brand suitability are key when running acquisition campaigns, both for existing and potential new customers

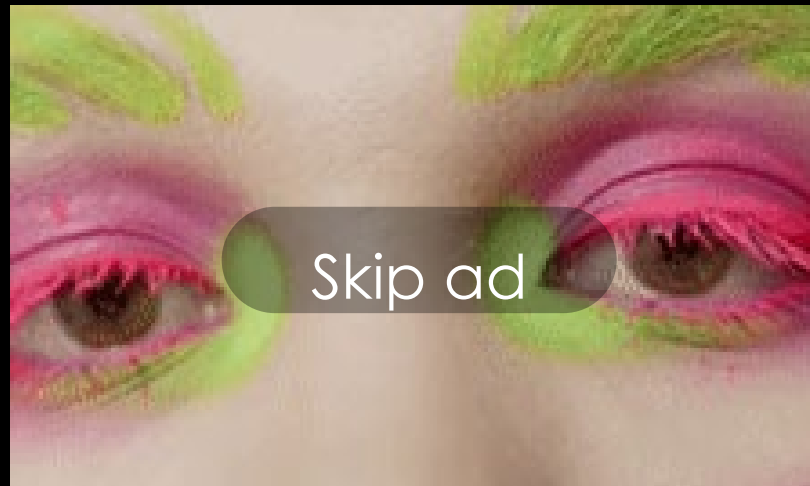


Leverage contextual placement for longer ad view time

Brands striving for higher ad completion rates should strive for placement next to enjoyable content, as this content primes viewers to be more receptive to adjacent ads and encourage them to stick around longer to watch the ad

Think beyond high quality content

Brands looking to optimize ad performance should explore contextual placement next to hot, relevant and suitable content



**Thank
You**