



DIGITAL VIDEO ADVERTISING INSIGHTS REPORT

First Half 2017

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Introduction

As Vietnam's leading video ad network Blueseed has access to several of the latest trends, benchmarks and naturally innovating all the time in the space of online marketing.

In this Rigel Insight Report we're looking to understand the way consumers engage with different video ad formats within the Blueseed network and how these formats can be used most effectively to reach campaign objectives.

There's no doubt that the fast moving world of digital video advertising is a huge area of opportunity for major brand marketers. Audiences are moving away from traditional media en masse towards digital media and technology is enabling deeper engagement, new data driven targeting capabilities.

The Increasing Difficulties of Digital Video Marketing

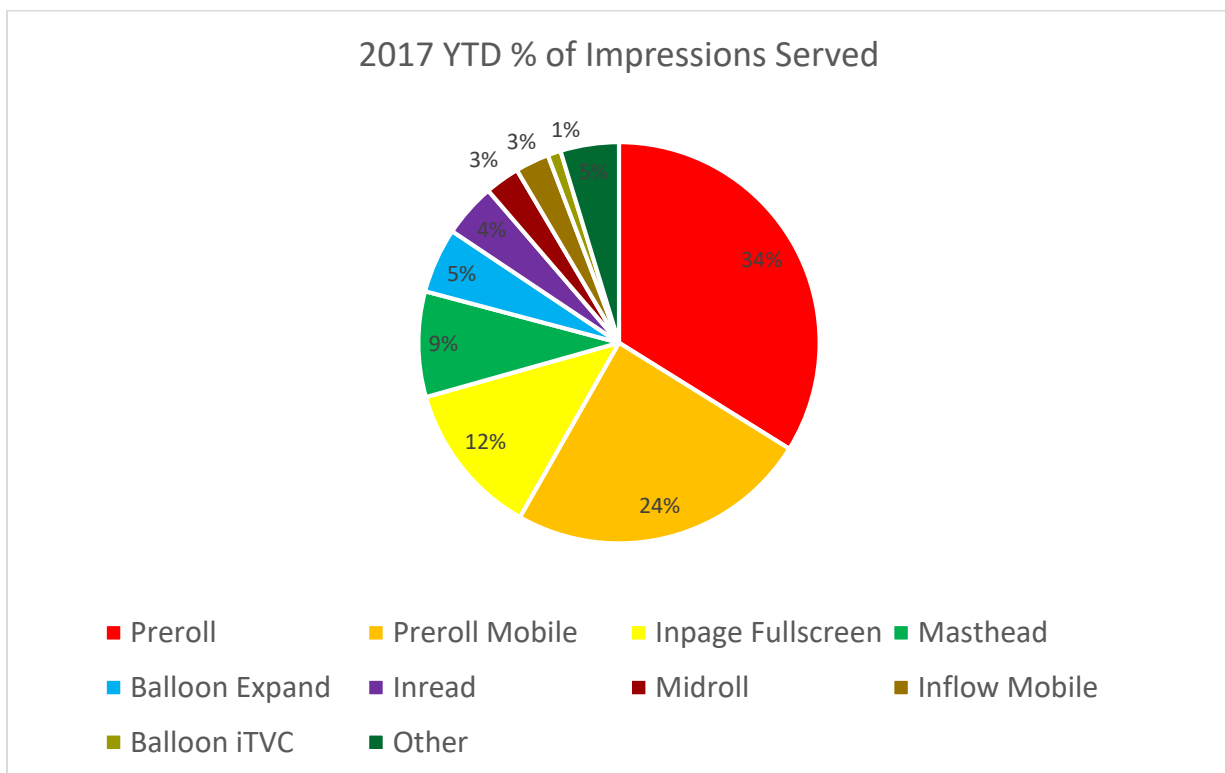
It's not just video but given the traditional TVC format has been the centerpiece of the advertising industry since its launch in 1941. Video is powerful but digital gives you the power to both enhance it and also creates some considerations you must consider to ensure maximum ROI on all brand marketing. Some things all marketers must consider are:

Considering results across platforms: Views aren't views and clicks aren't always a sign of campaign success. Carefully plan your campaign objectives and measure what matters to deliver those objectives. Don't let any agency, ad supplier or network try to convince you their specific metric is your key metric, focus on what drives your brand and measure everything for ongoing brand marketing performance.

Customizing your campaign: Your brand message must be delivered by the right creative in the right format on the right platforms. Simply reproducing the same materials across traditional and digital platforms will severely limit your campaign potential.

2017's Format Popularity

Bluseed Digital is the leader in video advertising formats in Vietnam in terms of user reach and format innovation. It's always interesting to take note of the latest trends in the market and Bluseed focus providing both in and out stream formats reaching across Vietnam's leading local publishers.



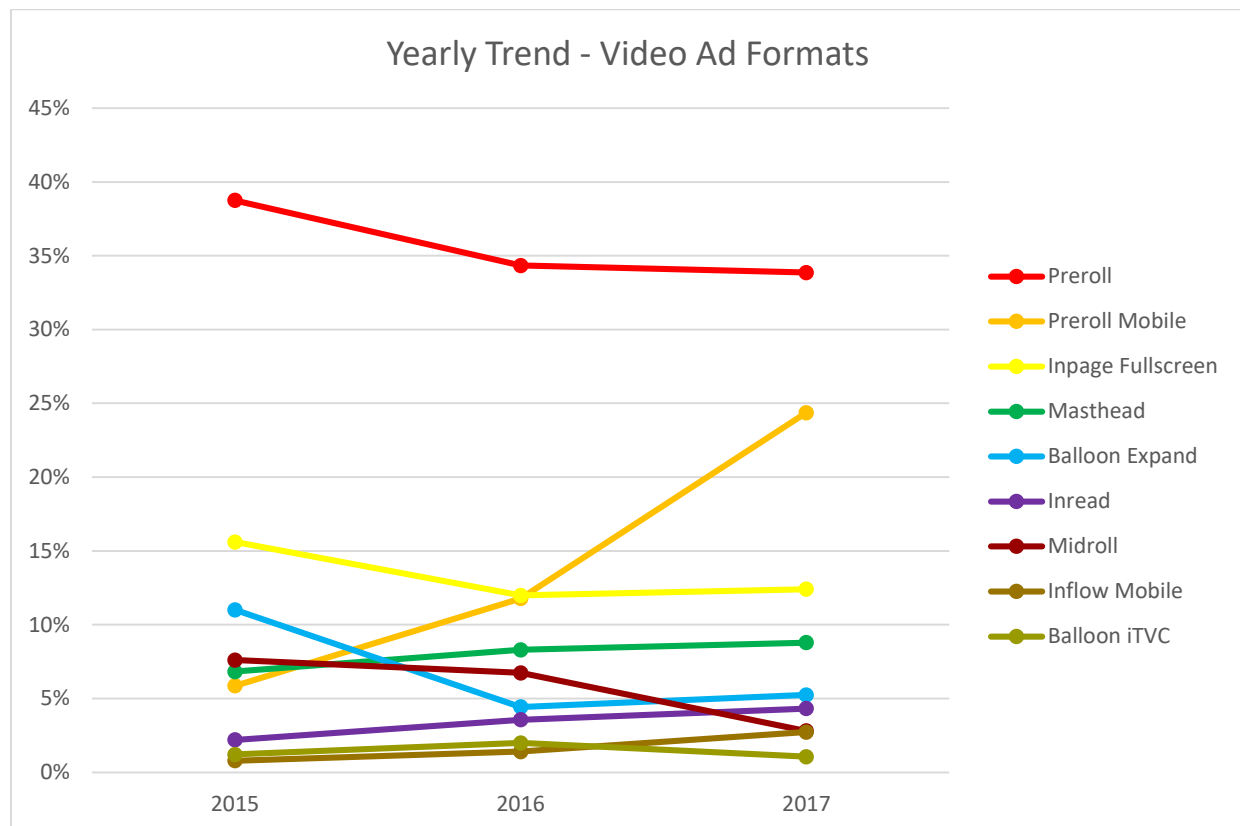
Obviously in stream formats remain extremely popular across both desktop and mobile devices but a range of out stream formats are now major tools in the most proactive online marketers campaign mix. High impact out stream formats like Inpage Fullscreen and Masthead are showing ongoing popularity due to their incredible ability to gain audience awareness within a range of online content.

Shift in Format Popularity

The evolution of video advertising is only getting started. As new formats enable engaging formats to create new exciting user experiences without negatively affecting user experience brands will be able to increasingly reach their target audiences bringing their brand message to users in the most effective possible way.

As we can see Preroll remains a key part of the video advertising industry and the growth of mobile usage has been reflected with Preroll Mobile becoming the second most popular video format in the marketplace. Some of the faster growing formats at the moment are those that bring new publisher inventory to high performance ad formats including the high impact Masthead format and the native video InRead Plus format.

Some of the more popular formats of years gone by like expandable and ITVC balloon formats have seen reduced popularity as new less invasive formats gain popularity.



Format Benchmarks (Video Ad Formats)

Performance is what it's all about! These benchmarks can be considered when planning campaigns and offer planners a great oversight of the type of objectives they are setting with their next campaign whether it be:

High impact brand awareness – Utilizing highly viewable formats like Inpage Fullscreen, Masthead or Inflow Mobile maximizes brand message view ability and ensures a memorable impact.

Brand message memorability – Focused on View Completion Rate delivered by in stream formats and notably the newly evolved InRead Plus format (new features include audible, native in stream format with full screen engage upon hover and complete in balloon if user continues scrolling – [check it out here](#)).

User response (click) – Several In and Out Stream formats gain both great view ability of a brand creative whilst delivering high click through rates. For brand marketers looking to drive traffic to brand assets formats on mobile like Inflow mobile and pre-roll mobile can deliver incredibly strong CTRs. On desktop several formats are successful in capturing user attention and delivering an extremely high CTR. Obviously the Page Takeover format is very effective in attracting user attention but several other formats also gain a great combination of brand exposure and click response including InFooter, Balloon Expand and the in stream formats of both Preroll and Midroll.

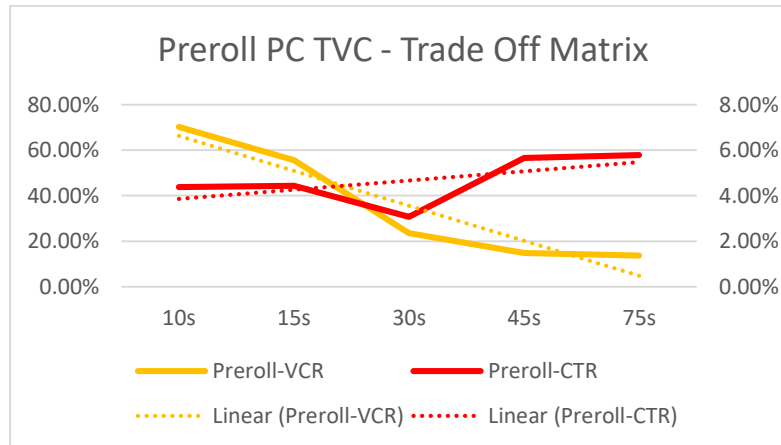
When designing your next campaign make sure to contact the Blueseed Sales team experts to discover the best possible formats to drive your next campaign performance.

Format	CTR	VCR%
Preroll	3.96%	42.21%
Preroll Mobile	7.36%	40.66%
Inpage Fullscreen	0.77%	8.58%
Masthead	0.31%	39.40%
Balloon Expand	2.16%	24.55%
Inread	1.17%	63.07%
Midroll	2.92%	74.66%
Inflow Mobile	8.03%	5.02%
Balloon iTVC	0.58%	36.33%
Balloon Standard	0.70%	27.39%
Infooter	2.41%	70.00%
Page Take Over	5.88%	15.81%

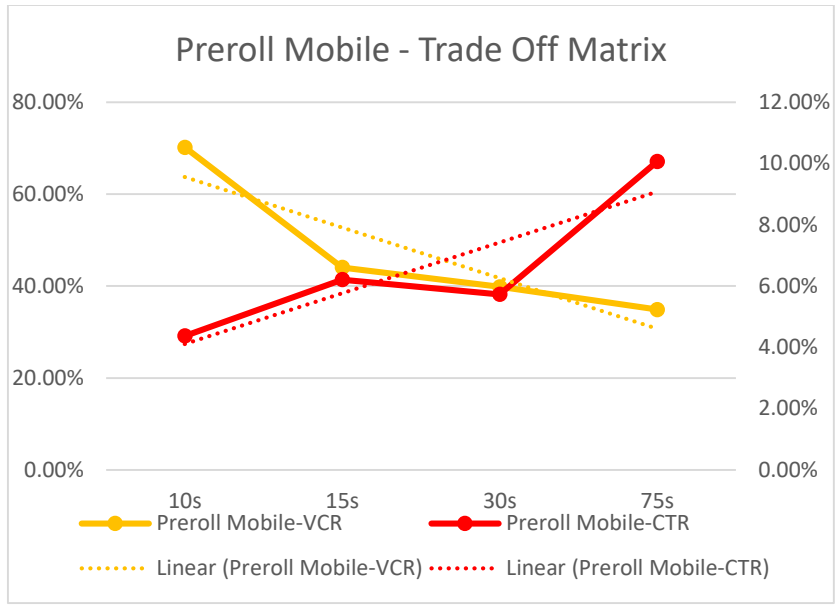
Deep Dive – The Trade-Off Matrix Attention vs Response

Undoubtedly marketers today are blessed with amazing technology to target audiences and digital platforms to deliver their brand message but they must consider the creative format from the early planning phases to ensure the best results. As logic would have it the shorter and more simple the brand message is the more likely a viewer will complete the creative.

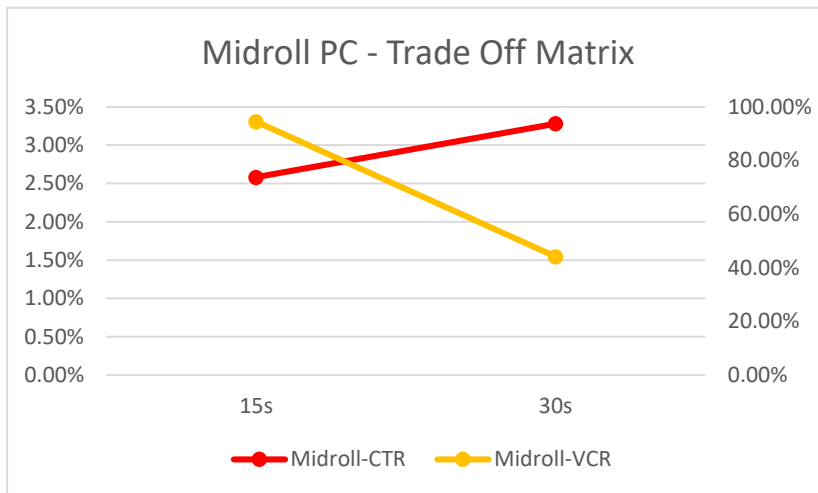
What's we've come to refer to as the Trade Off Matrix shows that generally the longer a TVC runs the more likely the user will skip it (not complete the view) however those that do view the longer TVC are more likely to be interested and seek more information (click). Brands should consider the type of message they want to convey when deciding how to approach this trade off matrix, when looking to convey a complex brand message they may consider longer format video creatives knowing that the viewer's completing the advertisement somewhat limited but the level of attention will be higher amongst those that do view through to completion.



One key insight from the above 6 months of PreRoll campaign tracking is that perhaps the traditional 30 second TVC format is less suited to digital than traditional TV advertising. Despite the CTR typically trending up the longer a TVC runs, 30 second TVC's on Blueseed's network in 2017 have seen lower CTR's than both 10 and 15 second TVCs. There is also a significant drop in CVR between 15 and 30 seconds with less of a fall away in the longer formats. A similar result was seen in mobile TVCs. This is something that should be deeply considered when planning a cross media campaign and digital specialization could see huge increases in effectiveness.



MidRoll campaigns represent a huge opportunity to deliver strong brand messages. It is less likely to be skipped and gives perhaps the closest traditional TV ad viewing experience possible coupled with the always evolving targeting and measurement benefits of digital platforms. Well worth considering on any future In Stream campaigns.



Key Insights

-Consider your objective – High Impact Brand Awareness, Strong Brand Message Memorability or User Response and focus on the formats which will optimize your results within these objectives.

-Focus your video creative content on style of message you're aiming to deliver considering the trade off matrix between attention and response based on duration.

-Find the metrics that matter to your brand. Some of the bigger international platforms deliver incredibly confusing (and low brand value) metrics and should be considered. Consider factors like viewability (is the TVC showing within the user's field of view (in stream, InRead, Balloon and full screen formats are great for this) and audibility - some of the most successful ever TVC's of all time are driven by audio elements, if your TVC may not be heard then you must consider how to maximize its efficiency or perhaps consider different digital platforms and formats.

-Measure everything! Every campaign delivers valuable brand insights. Beyond offering market leading effective advertising campaign solutions Blueseed can help you measure your brand marketing effectiveness across channels and collect user data in a single source to help understand your consumers and improve your marketing over future campaigns.

-Digital TVC formats don't necessarily perform the same as their TV counterparts. Make sure to consider and test all creative content on the channel it will be used on to ensure it performs well within that specific environment.

About Rigel Data

Rigel Data is Blueseed's in house custom Data Management Platform (DMP) creating value for both advertising campaigns and brand decision making.

With the customized ability to analyze all users across a single source of insight Rigel can't just improve targeting efficiency, campaign KPI achievement but can collect key brand insights over time creating ability to target the brand's most

Rigel's key brand campaign products are:

- ✓ Demography Prediction
- ✓ User Interest and Behavioral Content Consumption Targeting
- ✓ Custom Segmentation and Look-a-like Audiences
- ✓ Product Interest/Intent Tracking and Targeting