RESULTS OF A BASIC RESEARCH STUDY ON THE PERCEPTIONS AND IMPACTS OF IPAD INTERACTIVE ADVERTS

RESEARCH DESIGN AND METHODS

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IPAD: A TOOL WITH MANY NEW POSSIBILITIES– PERHAPS EVEN FOR ADVERTISING?

How exactly do iPad interactive adverts work?

Are they similar to print adverts?

Or are we dealing with a completely new kind of reception behaviour?

This study should create an understanding for user interaction with iPad advertising:

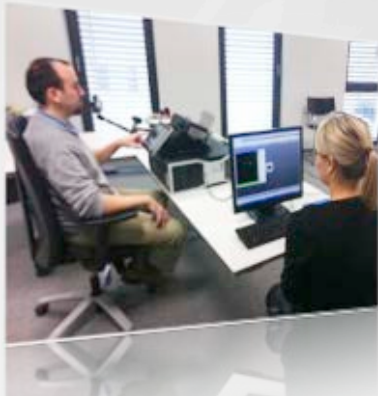How do users notice these adverts?

How do users interact with the adverts?

How do users rate them or what triggers them?

COMPREHENSIVE ANALYSIS

ON THREE LEVELS

PERCEPTION LEVEL

BEHAVIOURAL LEVEL

COGNITIVE LEVEL

Eye tracking

Eye movement and interaction analysis during free activity time

Behavioural protocol at the time of interaction

Documentation of (non) verbal reactions of the user during the activity

Targeted use-case with 'thinking aloud' as well as follow-up survey

Documentation of the recall capacity, processing and evaluation

TEST MATERIAL:
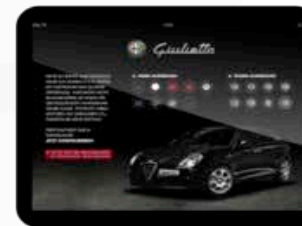## INTERACTIVE ADVERTS

VW Tiguan

Audi A6

Ford Mondeo

Alfa Romeo Giulietta

Opel Meriva

Peugeot 508

Citroën DS4

Hyundai i10-i30

Mini Cooper S

TEST MATERIAL:
STATIC ADVERTS

VW Tiguan

Audi A6

Ford Mondeo

Alfa Romeo Giulietta

Opel Meriva

Peugeot 508

Citroën DS4

Hyundai i10-i30

Mini Cooper S

Comprehensive Results:

10 LESSONS ON EFFECTIVE APP ADVERTISING

CHANCE 1: THE ACTIVITY PERIOD IS SIGNIFICANTLY LONGER THAN WITH STATIC ADVERTS

Static adverts | 3,3 secs
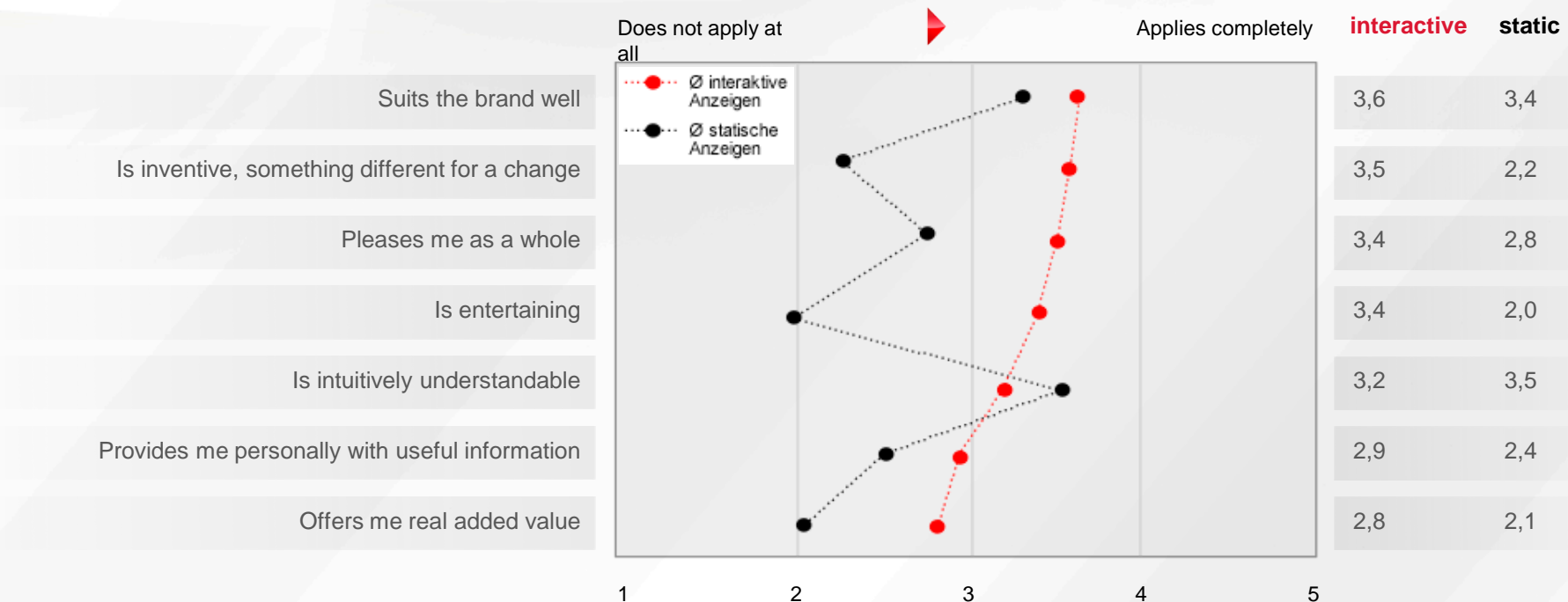
Interactive adverts | 15,9 secs

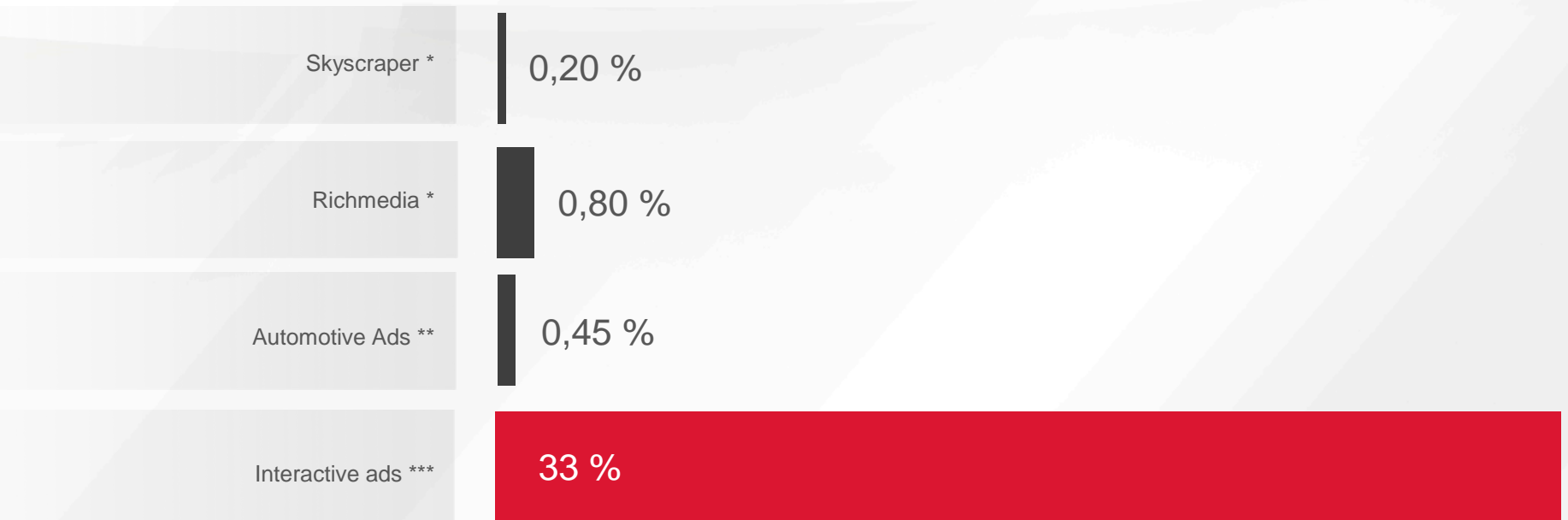Data in seconds, Ø for all 9 interactive or static adverts

CHANCE 2: INTERACTIVE ADVERTS GENERALLY TEND TO HAVE GREATER APPEAL

"Please rate to what extent the attribute or statement does or does not fit the advert in your opinion."

	Does not apply at all ▶ Applies completely	interactive	static
	Ø interaktive Anzeigen		
	Ø statische Anzeigen		
Suits the brand well		3,6	3,4
Is inventive, something different for a change		3,5	2,2
Pleases me as a whole		3,4	2,8
Is entertaining		3,4	2,0
Is intuitively understandable		3,2	3,5
Provides me personally with useful information		2,9	2,4
Offers me real added value		2,8	2,1

1   2   3   4   5

5 tier scale from 1 (does not apply at all) to 5 (applies completely)

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CHANCE 3: INTERACTIVE ADVERTS OBTAIN IMPRESSIVE CLICK RATES

Skyscraper *	0,20 %
Richmedia *	0,80 %
Automotive Ads **	0,45 %
Interactive ads ***	33 %

*   Average click rate AXEL SPRINGER MEDIA IMPACT, Jan – Dec 2011
**   Ø Click rate from 11 online campaigns in the automobile industry with various advertising formats, AXEL SPRINGER MEDIA IMPACT
*** Ø from all 9 interactive adverts, at least 1 interaction intiated

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MANY CHANCES, BUT RISKS TOO

Interactive adverts do not automatically lead to success

10 lessons about effective iPad in-app advertising

10 LESSONS ABOUT EFFECTIVE
APP ADVERTISING (I)

1   **Only adverts with obvious branding pay off**

2   **Not everyone uses interaction:**
Even the fleeting observer should absorb a brand message

3   **Interactive adverts can only unleash their full potential if**
they are properly visible

4   **Interactive adverts can only unleash their full potential if they are**
intuitively understandable

5   **Less is more: Too many elements (interactive + static) overexert**
the absorption capacity

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10 LESSONS ABOUT EFFECTIVE
APP ADVERTISING (II)

6 Forced interaction irritates, annoys and in extreme cases can lead to rejection

7 Poorly-conceived display features compromise the experienced technical competence of the automobile brand.

8 The contextual and artistic harmonisation of advert and landing page facilitate the information flow and support the brand image

9 Videos do not work magic: they also need to "offer something"

10 Interactive adverts that have no relation to automobiles push the brand out of the spotlight

LESSON 1

Only adverts with obvious branding pay off.

1 Interactive adverts offer a multitude of stimuli which needs to be processed

2 There is the danger that an unclear message may negatively affect the brand and will not leave a lasting and desired impression. Confusion and false associations could result

3 An obvious message should immediately identify the brand. This means that it has to be big enough, or it has to be centrally located in the visual field or set in the corporate design

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EXAMPLES: MINI & ALFA ROMEO GIULIETTA

Interactive Advert Mini

Eye tracking:
Brand performance **57% (46%)***

Subsequent survey:
Reminder **74% (55%)***

Interactive Advert Alfa Romeo

Eye tracking:
Brand performance **63% (46%)***

Subsequent survey:
Reminder **75% (55%)***

In brackets: Average from all 9 animated test adverts

% Eye tracking: Proportion of users that have focused on the display element

EXAMPLES: HYUNDAI & CITROEN DS 4

Interactive Advert Hyundai

Interactive Advert Citroen

Eye tracking:
Brand performance **17% (46%)***

Eye tracking:
Brand performance **26% (46%)***

Subsequent survey:
Reminder **19% (55%)***

Subsequent survey:
Reminder **32% (55%)***

In brackets: Average from all 9 animated test adverts

% Eye tracking: Proportion of users that have focused on the display element

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LESSON 3

Interactive adverts can only unleash their full potential if they are visible

1   iPad users have fun with this interactive medium and are generally more open to interaction even with advertising content

▼

2   Many interactive adverts cannot unleash their full potential because they are not the focus of attention and are often overlooked

▼

3   Graphic call-to-interaction elements (icons, symbols) should therefore be particularly emphasised
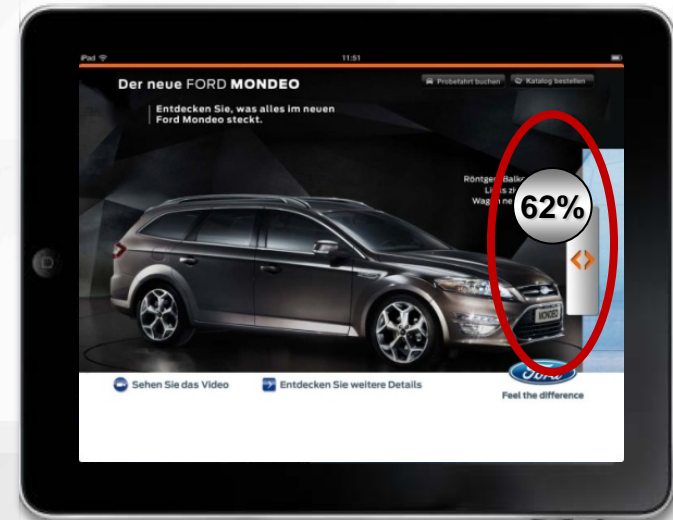
EXAMPLES: ALFA ROMEO & FORD MONDEO

Interactive Advert Alfa Romeo

Interactive Advert Ford Mondeo

Eye tracking:
Observation of individual
elements with interaction hints
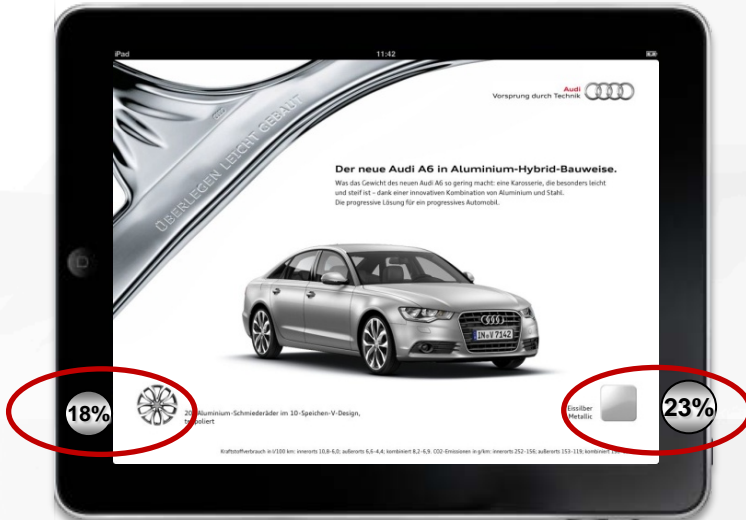Colour configurator **88%**

Wheel rim configurator **58%**

Eye tracking:
Observation of individual
elements with interaction hints

X-ray bars **88%**

EXAMPLES: AUDI A6 & CITROËN DS 4

Interactive Advert Audi

Interactive Advert Citroën

Eye tracking:
Observation of individual elements with interaction hints

Wheel rim configurator **23%**

Colour configurator **18%**

Eye tracking:
Observation of individual elements with interaction hints

Start button middle **23%**

Start button left **18%**

Start button right 4%

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LESSON 4

Interactive adverts can only unleash their full potential when they are intuitively understandable

1 Not every interaction offer is interesting to everyone. To make the relevance evaluation easier, the user requires simple information about the content and form of the interaction offers

2 There are currently no universal symbols or icons for the multitude of interactions which enable an immediate decoding. Failed expectations and failed operation simply frustrate the user

3 Icons and symbols needs to fast and intuitive which means they need to have a destinct code or be explained with additional textual information

EXAMPLES: HYUNDAI & FORD MONDEO

Interactive Advert Hyundai

Interactive Advert Ford Monde

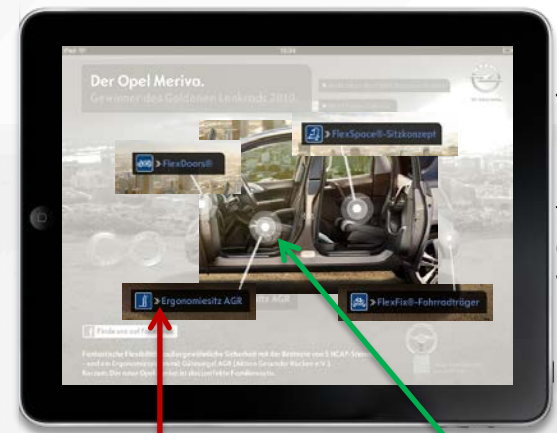For Ford I would add a small film here with the movable bar.

EXAMPLES:
🔴 MINI COOPER & OPEL

"Move Ad"

The video linking is not obvious. Many users try to activate the videos by clicking on the white circles instead of using the blue links.

Design Element

Videos

Thank you for your attention.

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