

# Online Video Adverts : the influence of context

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*As Head of the Connect team in Taiwan, Darren specializes in advertising, media, brand, & touchpoint research.*

*The brand strategy, the big idea behind the campaign, the creative quality, the communication, are all absolutely critical to the success of a brand campaign ... but with the rise of digital & more specifically online video content & advertising, there is a genuine need for brand advertisers to truly understand what other factors need to be considered when ensuring that the right context is achieved for online video ad exposures.*

*All data & insights within this POV article are Taiwan-specific.*

*Why* is it important to write a POV article about online video advertising?

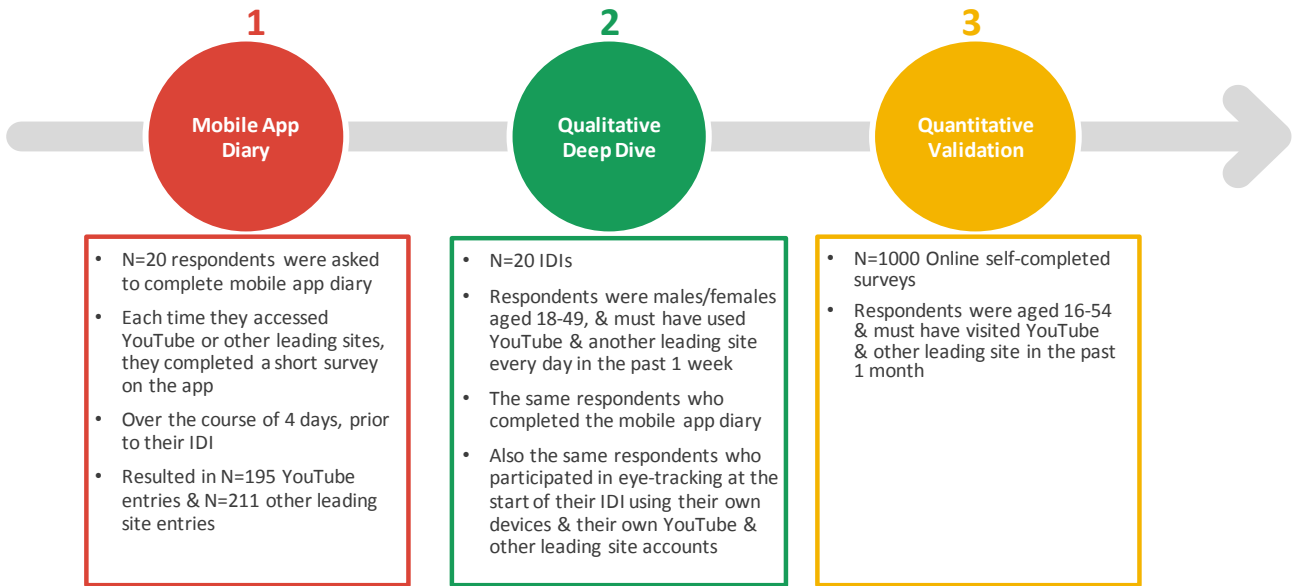
Online video growth has been hugely dramatic in the last few years, rising from US\$ 16b in 2015 to an estimated US\$ 24b in 2017. Because of this strong growth, it has been a hot topic of discussion amongst brand marketers in Taiwan, even though there seems to be a lack of deep understanding of how to truly optimize this growing touchpoint.



# *How* did we uncover the viewer's receptivity towards online video adverts in Taiwan?

In 2015, Ipsos conducted a research study in Taiwan which was uniquely designed by adopting an integrated multi-phase research program.

A mobile app diary for moment-of-truth insights, followed by qualitative in-depth interviews involving natural browsing on their own device ( with eye-tracking neuro-science technique ), and then validated by a large-scale quantitative survey:



With this unique and powerful combination of qualitative and quantitative, claimed behavior and observed behavior, as well as leveraging the innovative neuro-science technique of eye-tracking, we were able to capture the viewer's eye attention and depth of their viewing engagement, as well as uncover the nuanced reasons behind their online video ad attention and engagement.

In essence, we were able to connect online video ad engagement levels with motivation & behavior. We answered one of the most important questions in online advertising today: how context influences viewer attention.

There were three areas of interest when designing this project: how visitors to an online platform would behave ( visit motivation, skipping-swiping-scrolling behavior, what device is used, etc... ), what attention do visitors have to online video ads, and also how do online platforms influence visitor's engagement level with brands.



This synergistic design has since been adopted in a number of other countries in APAC and other regions.

*What* was discovered through this research?

A number of fascinating insights were uncovered, which will be delved into later in this POV article, but the key take-outs shows us that:

4. **Context matters for all forms of media** : so understanding the motivations behind media habits becomes especially important
5. **The ad exposure does not always result in an actual view** : and the attention level on content with each media means a lot
6. **Deeper viewer engagement is an achievable goal** : if brands can ensure focus on the specific role that each media represents & how best to leverage this

*Let's* focus on the more specific insights that were discovered · starting with which online platform do Taiwanese people express a preference towards when seeking video content.

YouTube is the top choice for video content in Taiwan with 6-in-10 preferring YouTube for online video, which is far above any other leading sites.

**YouTube is the top choice for video content in Taiwan**

**58%** of Taiwanese netizens prefer YouTube for online video, compared with only **22%** who prefer other leading sites<sup>1</sup>

There are clear reasons why Taiwanese people turn to YouTube for their video content. A large proportion believe that YouTube has a positive combination of high quality and unique video content · and it is this content that encourages viewers to change their TV viewing behavior by switching to YouTube for their video content needs. Overall · YouTube's better viewing experience enables stronger enjoyability & higher memorability. This is also aided by YouTube being viewed significantly more so on larger screen devices · which aids a clearer visual take-out.

**Taiwanese people turn to YouTube for their preferred content**

**69%**

agree that YouTube has high quality video content<sup>2</sup>

**55%**

agree that YouTube has content that they can't find elsewhere<sup>2</sup>

**57%**

agree that watching video content on YouTube can replace TV<sup>2</sup>

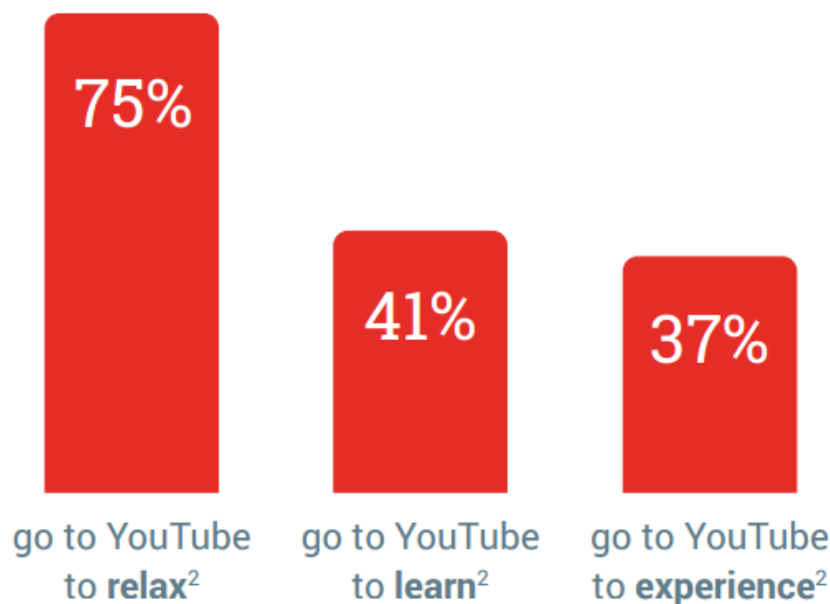
So · it is clear that YouTube attracts visitors thanks to its video content. But · there is another contextual-related insight: motivation.

For every media · context matters. YouTube visitors have a purpose.

Relaxation is a strong motivation · but what really makes YouTube unique is that visitors go to YouTube for learning and experiencing.

YouTube is considered more as a platform that provides abundant information to learn · fitting into several moments when people want to research and enrich themselves with new knowledge. YouTube is close to people's intent · and this therefore enables stronger viewer focus and creates more engaging behavior on YouTube.

## YouTube visitors come with a purpose



This should be compared to why people visit other leading sites: social connection or simply to kill time are the top drivers · both of which are not focused nor brand related.

By leveraging eye-tracking technology · further platform differences were uncovered.

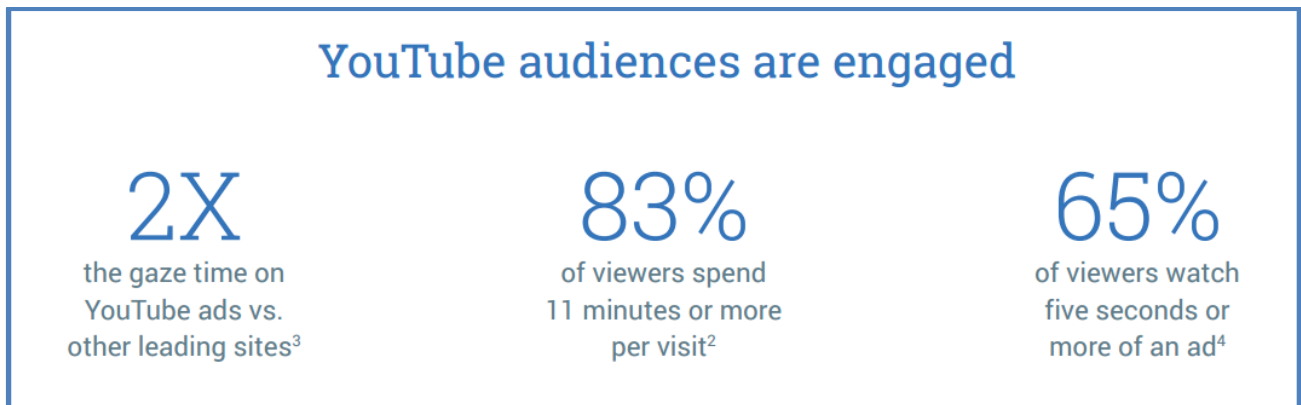
YouTube's ad attention focus was double the level when compared to other leading sites.

On other leading sites · eye attention was scattered due to complex screen dynamics and interface · thanks to the amount of different stimuli competing for viewer attention · which requires the viewer to utilize significant processing energy. YouTube does not make the viewer work hard · whereas other leading sites

do.

This was also compounded by fast-scrolling behavior which does not lend itself well to noticing or stopping for brand advertising. Additionally, advertising is more likely to be far more impactful if both the visual & audio senses are stimulated. But, on other leading sites, the sound is usually turned off. All of which means a greater effort is required to grab attention from visitors. The eye-tracking results recorded a diluted attention and a lower receptive ability towards ads on the other leading sites.

Whereas, YouTube audiences are more highly engaged.



The aforementioned findings related to context, greatly impact purchase journeys.

It was discovered that YouTube is an information source before purchase, coupled with providing 'how-to' decision-making reassurance post-purchase. As one of the key motivations to visit YouTube is for learning reasons, it is of no surprise that YouTube visits occur within the 'I-want-to-know' moments during the purchase journey.

Specifically, user generated content is highly referred to, and this is because consumers were keen to obtain so much information from YouTube during their purchase journey, such as Search for detailed product information & also to understand how to use the product. In another words, YouTube plays a trusted helping-hand role by reassuring soon-to-be shoppers. It also validates that YouTube is a unique platform for consumers to learn.

## YouTube influences viewers across their purchase journeys

75%

of users go to YouTube to look for ratings, reviews, or product information<sup>5</sup>

83%

of users purchase or decide to buy more products after watching YouTube video<sup>5</sup>

*Lastly* ,

it is clear that the key findings uncovered from this research focus on several areas of

interest:

6. YouTube is the top choice for video content in Taiwan
7. Taiwanese people turn to YouTube for their preferred content
8. YouTube audiences are engaged
9. YouTube visitors come with a purpose
10. YouTube influences viewers across their purchase journeys

What this research very clearly tells us , is that sensory engagement to an online video advert differs by which platform it is seen on. And this difference occurs because of the context during the ad exposure.

YouTube is Taiwan's top destination for online video content , because the context mirrors what advertising needs to be successful: focused motivation , suitable and relevant behavior , does not make the viewer work hard , engages the viewer , and offers unique content.

YouTube is the first place digital Taiwanese turn to for the video content they love. Whether they're looking for entertainment , for product information , or to learn something new , their top choice is YouTube. This makes YouTube the perfect medium for brands to engage with their consumers , thanks to the relevant , engaging context that visitors to YouTube experiences , and that should be a critical consideration for advertisers when deciding where to place their ad dollars.

### The Video Ad Impact study - sources



6. Google/Ipsos · Quantitative study · Computer and mobile assisted web interviews · n=1809 · a representative sample of total Taiwanese netizens aged 16–54 who have accessed different websites in the past month · September 2016.
7. Google/Ipsos · Quantitative study · Computer and mobile assisted web interviews · n=1037 respondents who accessed both YouTube/other leading sites in the past month. September 2016.
8. Google/Ipsos · Qualitative study including natural eye tracking observation and in-depth interviews · n=20 males/females aged 18–49 who have used YouTube and the other leading site every day in the past week. Gaze time calculation was based on 57 video-ad exposures from YouTube ( PC and mobile ) and 67 from the other leading site ( PC and mobile ) · fieldwork conducted June–July 2016.
9. Google/Ipsos · Quantitative study · Computer and mobile assisted web interviews · n=674 respondents who accessed YouTube in last one day and did not block ads · September 2016.
10. Google/Ipsos · Quantitative study · Computer and mobile assisted web interviews · n=114 respondents who chose YouTube as their information source during purchase journey · September 2016.



**GAME CHANGERS**

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