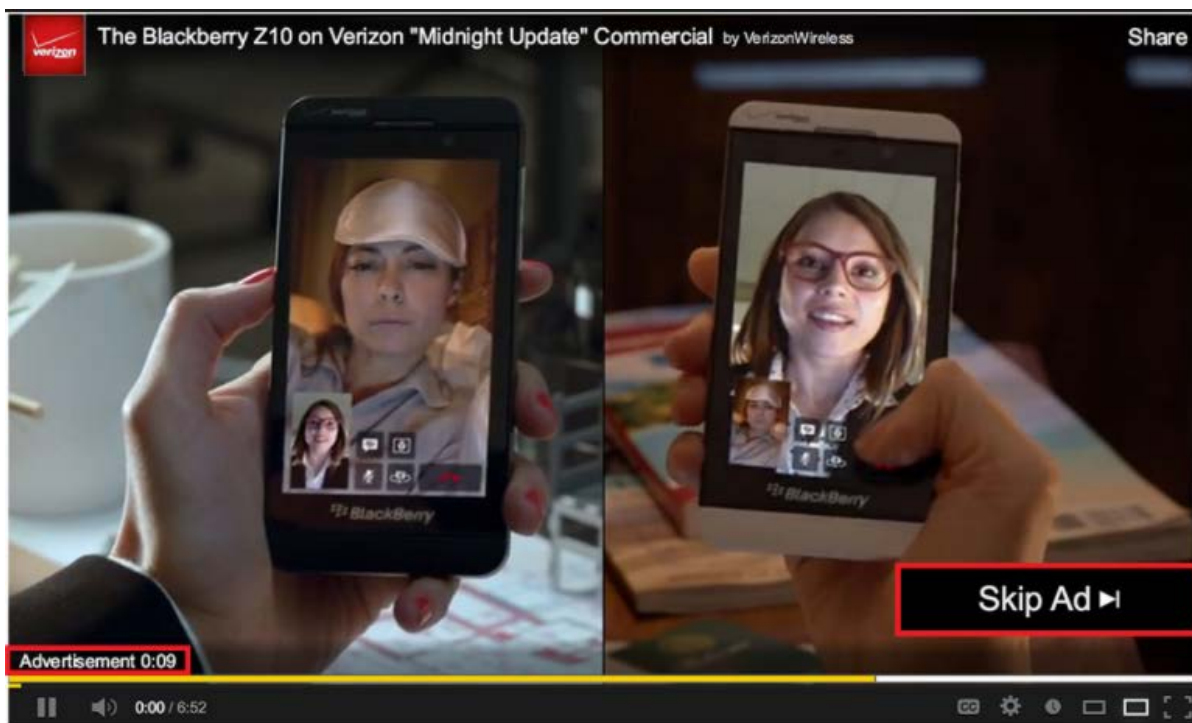

Watch it! The Influence of Forced Pre-Roll Video Ads on Consumer Perceptions

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Introduction

- Internet has been the fastest growing advertising segment
 - Online video advertising
 - Grows rapidly among all of online ad.
 - Various form of online video ad.
 - Pre-roll
 - Mid-roll
 - Post-roll
- Also vary in length, skip button, and content



A study indicates that online video ad has **higher impact** on recall and ad likeability than TV ads (Science daily, 2013).

Intrusiveness of online video ad.



- Despite of the booming market of online video ad.
 - Viewers encounter opposition and avoidance
- Why? -> Internet users are usually more goal oriented
 - Just want to watch what they searched
- Result -> Cause negative effect on the ad. as well as brand and product

Purpose of the study

- To investigate how the following features of pre-roll ads:
 - Skipping control
 - Length} Functional features – Experiment 1
 - Emotional appeal
 - Contextual overlap} Content-related features – Experiment 2

influence the perception of viewers.
- Fact check: banners, interstitials, and pop-ups has been found to negatively affect viewers' attitudes (Rettie, 2001).
- As the goal of the advertising is to interrupt the flow of content and attract the attention of users.
 - To know whether which function **influences positively** to viewers

Methodology – Experiment 1

- The goal of experiment 1 was to investigate how the length and control of video-ads can be applied and create the most positive effects on the experience of the viewer.
- The 'positive effects' in this experiment were measured by:
 - the responses of the respondents to intrusiveness
 - the attitude toward the ad
 - the attitude toward the brand
 - the skipping of the ad.
- To investigate this, the responses of respondents were measured after being confronted with an unannounced pre-roll video-ad that preceded an online video they were planning to watch.

Respondents

- There were 136 fully filled-in and useable questionnaires. From these final 120 respondents, 61 were men and 75 were women ranging in age from 15 to 99 ($M= 40.59$, $SD= 15.88$)

Theoretical Framework - Experiment 1

- Study of McCoy et al. (2008) indicates that the control to remove an ad reduces perceived intrusiveness.
- By offering a skip-button users regain their feeling of control.
- To test the affect of functional features to the viewers perception, the authors set the following hypotheses:
 - H1a: The opportunity of skipping a pre-roll video ad leads to lower perceived intrusiveness than a pre-roll ad that cannot be skipped.
 - H1b: The opportunity of skipping a pre-roll video ad leads to a higher attitude towards the ad than a pre-roll ad that cannot be skipped.
 - H1c: The opportunity of skipping a pre-roll video ad leads to a higher attitude towards the brand than a pre-roll ad that cannot be skipped.

Theoretical Framework - Experiment 1

- Longer exposure to an online ad creates longer interruption and thus higher intrusiveness is found in the study by Cho and Cheon (2004).
- To minimize the negative effects, a shorter pre-roll video ad seems to be favorable compared to a longer version. Hence they propose following hypotheses:
 - H2a: A long pre-roll video-ad leads to higher perceived intrusiveness than a short video ad.
 - H2b: A short pre-roll video ad leads to a higher attitude towards the ad than a long video ad.
 - H2c: A short pre-roll video-ad leads to a higher attitude towards the brand than a long video ad.

Short pre-roll ads = 15 secs.

Long pre-roll ads = 60 secs.

Pretest for Experiment 1

- A group of 12 respondents participated in this pretest ($M=34$, $SD=14.70$). They received an e-mail with a short introduction to watch an online video and rate this video on length.
- The respondents could rate the video on a scale ranging from 1 (short) to 7 (long). An independent-samples t-test was conducted to compare the perceived length of the 15-second and the 60-second video-ad.
- The results show that there was a highly significant difference in perception of length between the 15-second video ($M=2.50$, $SD=0.84$) and the 60-second video-ad ($M=5.17$, $SD=0.41$; $t(10)=7.02$, $p<0.001$).

Procedure of Experiment 1

Dear respondent,

You are on the internet looking for a video of a summary of the soccer match between The Netherlands and Turkey. The video you are looking for you will find by clicking on the link below. After watching this video, close the window in which you watched the video and fill in the questionnaire

[Click here for the video!](#)

Samenvatting Nederland-Turkije



(Sluit na het bekijken van het filmpje dit venster en vul de enquête in!)

Condition 1: 60-second video-ad with control

Samenvatting Nederland-Turkije



(Sluit na het bekijken van het filmpje dit venster en vul de enquête in!)

Condition 2: 15-second video-ad with control

Samenvatting Nederland-Turkije



(Sluit na het bekijken van het filmpje dit venster en vul de enquête in!)

Condition 3: 60-second video-ad without control

Samenvatting Nederland-Turkije



(Sluit na het bekijken van het filmpje dit venster en vul de enquête in!)

Condition 4: 15-second video-ad without control

Methodology – Experiment 2

- Experiment 2 focuses on the effect of the content of pre-roll video-ads.
- The content of pre-roll video-ads in this research is determined by:
 - The emotional appeal of the video-ad
 - The overlap between the content of the video-ad and the final video the viewer gets to see.

Respondents

- A total of 185 respondents participated in experiment 2. Of the 185 filled-in questionnaires, 120 were useable for research. From the final 120 respondents, 47 were men and 72 were women (1 item missing) from the age 17 to 73 ($M = 40.13$, $SD = 14.27$).

Theoretical Framework - Experiment 2

- Emotional appeals are widely used in advertising
 - Brings positive effect on viewers reaction
- Applying the emotion appeals to pre-roll ads can be activates the goal to continually expose the ads. They propose following hypotheses:
 - H3a: A pre-roll video ad with a higher positive emotional appeal leads to less perceived intrusiveness than a video ad with a less positive emotional appeal.
 - H3b: A pre-roll video ad with a higher positive emotional appeal leads to a higher attitude towards the ad than a video ad with a less positive emotional appeal.
 - H3c: A pre-roll video ad with a higher positive emotional appeal leads to a higher attitude towards the brand than a video ad with a less positive emotional appeal.

Theoretical Framework - Experiment 2

- Studies in the context of online advertising show that website congruent ads are perceived as less intrusive and result in more positive attitudes towards these ads (Edwards et al., 2002; Moore et al., 2005).
- Ads that are congruent with current expectations and cognitive activities are perceived as positive social influences and therefore offer value to the viewer. Hence, they propose:
 - H4a: A pre-roll video ad with a higher contextual overlap leads to less perceived intrusiveness than a video ad with less contextual overlap.
 - H4b: A pre-roll video ad with a higher contextual overlap leads to a higher attitude towards the ad than a video ad with less contextual overlap.
 - H4c: A pre-roll video ad with a higher contextual overlap leads to a higher attitude towards the brand than a video ad with less contextual overlap.

Pretest for Experiment 2

- A group of 12 respondents participated in this pretest ($M=32$, $SD=15.06$). They received an e-mail with a short introduction to watch an online video and rate this video on emotional appeal.
- The first video was a 30-second version of the WWF video-ad from experiment 1, the second video was a 30-second Adidas soccer ad.
- The question was: "Specify 21 on the following scale what feeling you experienced while watching the video-ad:" followed by a seven-point semantic differential scale with bipolar adjectives pleasant-unpleasant and happy-sad.
- An independent-samples t-test showed that the WWF video ($M=5.67$, $SD=0.41$) was perceived as significantly more positively emotional appealing than the Adidas video-ad ($M=4.58$, $SD=0.97$)

Procedure

Dear respondent,

You are on the internet looking for a video of **a summary of the soccer match between The Netherlands and Turkey / the African savanna**. The video you are looking for you will find by clicking on the link below. After watching this video, close the window in which you watched the video en fill in the questionnaire

[Click here for the video!](#)

Samenvatting Nederland-Turkije



(Sluit na het bekijken van het filmpje dit venster en vul de enquête in!)

Condition 1: Adidas video-ad with soccer match

De Afrikaanse savanne



(Sluit na het bekijken van het filmpje dit venster en vul de enquête in!)

Condition 2: Adidas video-ad with African savanna

Samenvatting Nederland-Turkije



(Sluit na het bekijken van het filmpje dit venster en vul de enquête in!)

Condition 3: WWF video-ad with soccermatch

De Afrikaanse savanne



(Sluit na het bekijken van het filmpje dit venster en vul de enquête in!)

Condition 4: WWF video-ad with African savanna

Result – Experiment 1

- Hypotheses were tested by using multivariate analyses of variances. Means and standard deviations of the two experiments are summarized in Table 1.
- The respective F-values and p-values of the main effects as well as the interaction effects are found in Table 2.

Table 1: Means and standard deviations of the experiments

Table 2: Results of the main effects and interactions of the MANOVA

Experiment 1	Short ad (15 sec)	Long ad (1 min)	With control	Without control
Intrusiveness	3.62 (1.48)	4.21 (1.74)	3.92 (1.58)	3.92 (1.71)
Attitude towards ad	4.76 (1.52)	4.60 (1.56)	4.56 (1.67)	4.81 (1.39)
Attitude towards brand	5.75 (1.14)	5.69 (1.14)	5.83 (1.15)	5.60 (1.11)

Experiment 1	Length	Control	Length x Control
Intrusiveness	F = 4.46 p = .03	F = .00 p = .99	F = .42 p = .52
Attitude towards ad	F = .37 p = .55	F = .90 p = .34	F = .29 p = .59
Attitude towards brand	F = .12 p = .73	F = 1.43 p = .23	F = .38 p = .54
Wilk's Λ (partial η^2)	.96 (.41)	.97 (.38)	.99 (.14)

- The results of experiment 1 show that the longer a video ad, the more intrusive it is perceived, therefore **H2a is confirmed**.
- There was **no other main effect** of length and control on attitude towards the ad or attitude towards the brand therefore H1a, H1b, H1c, H2b, and H2c are not confirmed.
- Furthermore, **no significant interaction** effects of length and control are found.

Result – Experiment 2

Experiment 2	High emotional appeal	Low emotional appeal	With overlap	Without overlap	Experiment 2	Appeal	Overlap	Appeal x Overlap
Intrusiveness	3.42 (1.30)	4.39 (1.42)	3.60 (1.42)	4.20 (1.41)	Intrusiveness	F = 15.51 p < .001	F = 5.33 p = .02	F = .50 p = .48
Attitude towards ad	5.06 (1.03)	4.05 (1.46)	4.76 (1.19)	4.36 (1.48)	Attitude towards ad	F = 19.29 p < .001	F = 2.65 p = .11	F = 4.51 p = .04
Attitude towards brand	5.73 (0.90)	5.39 (1.05)	5.60 (0.89)	5.52 (1.08)	Attitude towards brand	F = 3.73 p = .06	F = 0.24 p = .62	F = .75 p = .39
					Wilk's Λ (partial η^2)	.83 (.99)	.95 (.53)	.93 (.67)

- The results of experiment 2 show a main effect of appeal on intrusiveness and attitude towards the ad. Therefore, hypotheses H3a and H3b are confirmed.
- Further, a main effect of contextual overlap on perceived intrusiveness was found, therefore H4a confirmed.
- No significant difference was found between contextual congruence and incongruence for attitude towards the ad and attitude towards the brand, therefore H4b and H4c cannot be confirmed

Confirmed hypotheses

- H2a: A long pre-roll video-ad leads to higher perceived intrusiveness than a short video ad.
- H3a: A pre-roll video ad with a higher positive emotional appeal leads to less perceived intrusiveness than a video ad with a less positive emotional appeal.
- H3b: A pre-roll video ad with a higher positive emotional appeal leads to a higher attitude towards the ad than a video ad with a less positive emotional appeal.
- H4a: A pre-roll video ad with a higher contextual overlap leads to less perceived intrusiveness than a video ad with less contextual overlap.

Interesting findings

- The length of the video ad did not influence viewer's attitude towards the ad or attitude towards the displayed brand.
- No effect of skipping control was reported.
 - skip button does not influence viewers' perceived intrusiveness, attitude towards the ad or attitude towards the brand.
- The content of a pre-roll video ad has major influence on viewers' perceptions.
 - Contextual overlap: if the ad contents are congruent with the main video, the viewers' perceived less intrusive.
 - Emotional appeal: if the viewers' feel the emotion of the ads, their attitude toward ads become positive.

Thank you

Q&A