

# In-Stream Online Video Boosts Brand Recall

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Pre-, mid- and post-roll best video ads for brand marketers

Interactive marketers can't help but look to online video to take advantage of branding potential richer than that for previous online display ad formats.

But like its static display counterpart, banner ads, online video advertising can appear in numerous ad sizes, placements and creative types, making it difficult for marketers to decide where to start.

Research from Yahoo! indicates certain video ad units are better at boosting advertiser and brand recall than others, providing marketers a tentative roadmap for increased online video advertising success.

In Yahoo!'s study, video viewers recalled seeing pre-, mid- and post-roll ads more often than any other display ad type. More than half (53%) of respondents who recalled seeing some advertising remembered viewing these in-stream ads.

However, the pervasiveness of an ad unit type can still have a large influence on recall. For example, 35% of viewers were able to recall seeing static banner ads, one of the most common display ad types. In contrast, only 13% of viewers remembered seeing seemingly more eye-catching video banner ads.

This seems counterintuitive when comparing the dynamic nature of video to static creative. But users are much more commonly exposed to standard banner ads than online video banner ads; users can hardly recall ads they rarely or never see.

The concept of exposure influencing recall is also echoed in the fact that in-stream units like pre-roll ads "the most recalled ad unit types" are also the most used video units by US marketers, according to Break Media.

Viewers not only remember seeing these in-stream units, they also recall the ads' subjects. Almost half (47%) of respondents said they remembered the brand or product advertised after viewing a pre-, mid- or post-roll video ad. This is not surprising given the often mandatory "and interruptive" viewing nature of these units.

Worth noting is the ability of expandable video banners and pop-up video ads to prompt user action: 39% of respondents reportedly acted after viewing an expandable video ad, compared to only 20% of pre-, mid- and post-roll video ad viewers.

Expandable and pop-up video ads were also more likely to aid users in purchase decisions than any other display ad type. Such findings hint at the potential use of these video ad units for direct response-related campaign objectives.

As the industry continues to mature and new formats undoubtedly emerge, video advertisers will be presented with new ways to engage viewers and enhance their brands. For now, brand marketers are best served leveraging the use of in-stream video ads and investing in the creation of professional, branded content to boost brand recall.

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