

Mobile Video Bumps Up Brand Health Metrics

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CPG video ads boost recall, favorability, purchase interest most on mobile

Evidence for the effectiveness of mobile advertising keeps rolling in—and goes beyond clickthroughs and any question of “fat fingers” vs. real engagement.

Research from video ad network AdColony and Nielsen found that mobile video ads for CPG brands were more effective across a variety of brand health metrics than ads on TV or videos online among US males. Recall, favorability and purchase interest were all significantly higher on mobile, according to the May research.

This echoes similar findings from other research firms. A late 2011 report by Dynamic Logic showed ad awareness levels for mobile display ads were nearly five times that of desktop display while purchase intent ratings were roughly four times higher and brand favorability measures were almost triple desktop norms.

June 2012 findings from InsightExpress were also favorable. The research firm released an analysis of data collected from nearly 550,000 respondents across 240 mobile ad campaigns deployed between November 2007 and June 2012 in the US.

Not only did the analysis show a high level of ad awareness for mobile ads, the ads clearly conveyed brand messages, raised the consumers’ intent to buy and left consumers with a more positive brand image.

The Dynamic Logic and InsightExpress research dealt with mobile display ads in general, not video in particular. AdColony and Nielsen’s findings indicate that brands can also count on mobile as an effective delivery channel for the most engaging, branding-oriented ad format available on digital platforms.

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