

CASE: PANDORA

OPTIMISING ADVERTISEMENTS FOR YOUTUBE PERFORMANCE

How do we optimise viewer attention
in YouTube advertisements?

PANDORA

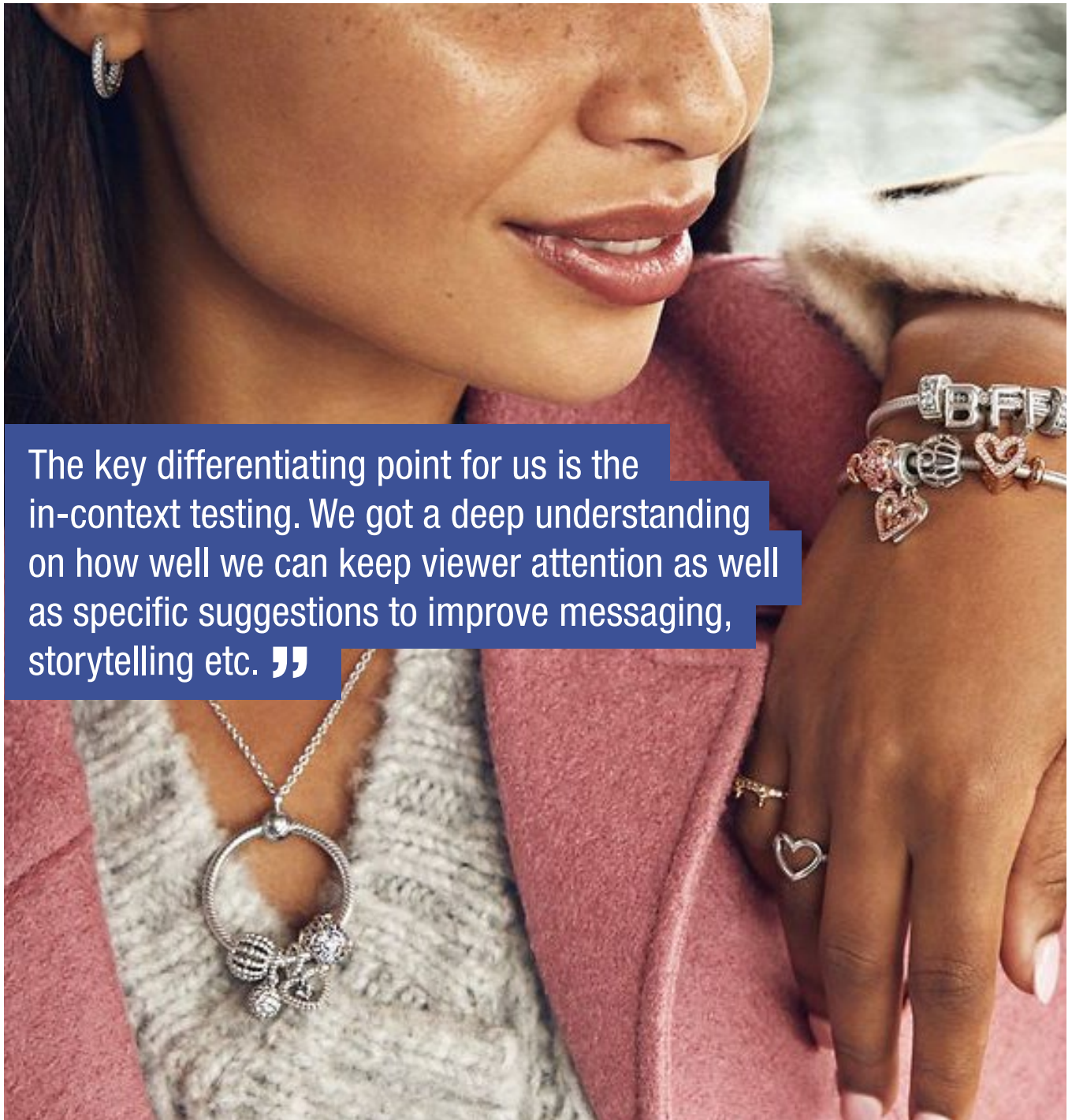


“

WE APPRECIATE AN AGENCY THAT IS NOT JUST FOLLOWING OUR TRAIN OF
THOUGHT, BUT DARE TO CHALLENGE US ON HOW TO GET THE MOST OUT OF
THEIR TESTING METHODOLOGY. IPSOS DID THIS.

Consumer Insights Manager, Pandora





The key differentiating point for us is the in-context testing. We got a deep understanding on how well we can keep viewer attention as well as specific suggestions to improve messaging, storytelling etc. ”

PANDORA CASE

YouTube is not only a powerful advertising media, but also a challenging commercial environment where users often chose the “opportunity to skip”. **Ipsos’ Creative|Spark Digital offers the opportunity to test commercials in an actual YouTube context, which is the backbone of many digital campaigns.**

In this case Pandora got a clear answer on whether to pay for the “un-skippable option” as well as unexpected strategic insights on how to optimise the mix of branding and selling messages with the holiday season. The latter thanks to a deep dive into Ipsos’ extensive benchmark of the performance of other seasonal campaigns.

THE CHALLENGE

To uncover specific and general optimisation possibilities to strengthen the performance of Pandora's holiday commercial. The project needed to answer:

- The strength of the commercial in order to trigger short-term stimulation of buying Christmas gifts and the long-term branding effects for Pandora?
- What are the emotional responses to the commercial and how does it appeal to consumers?
- How to place and target the commercial most effectively on YouTube?

THE PROCESS

The commercial was launched on YouTube and tested among a broad audience using Ipsos' Creative|Spark Digital with a real-life Youtube-environment. This helped clarify:

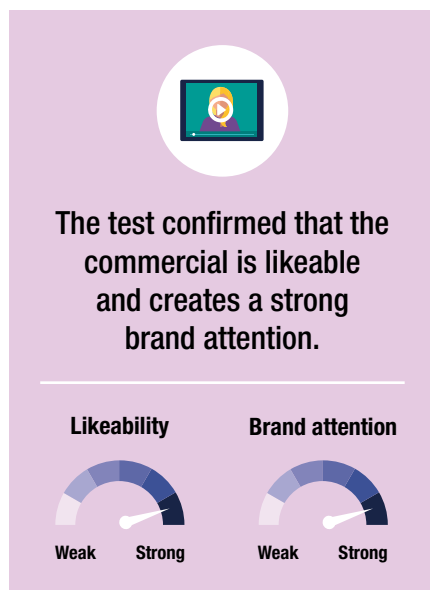
- **Brand Attention:** Does the ad break through the clutter and is the brand remembered?
- **Behaviour Change:** The ability to influence short-term choice intent.
- **Relationship Change:** The ability to influence long-term brand relationship/loyalty.
- **Skip rate and skip time:** Compared to Ipsos norms.

Accompanied with specific diagnostic questions and selected questions on purchase behaviour, which contribute to explanation of why the ad performs as it does.

Additionally, Ipsos used its global campaign benchmark database to compare test results with the performance of other Christmas campaigns to separate the seasonal bias on short-term and long-term brand effect.

THE RESULTS

Case result examples:



“The reporting connected the points across different diagnostics and elevated this to a coherent story. And Ipsos gave us something extra: truly valuable insights into the potentials and possible restraints from campaigning for the Christmas season.”

The test delivered a number of deep insights pointing to new tactical considerations when placing, timing and mixing messages for campaigns over the year.

“It has been a smooth cooperation. Ipsos' consultants have been really good guides for us, thus maximizing our outcome from the test. Overall, a really good experience.”

Consumer Insights Manager, Pandora

BE SURE. ACT SMARTER.

Creative|Spark Digital is part of Ipsos' Creative Excellence toolbox for advertising and campaign development, analysis and impact measurement. This online tool offers the possibility to test commercials live in the real-life environment of YouTube, Facebook, Instagram and TikTok.



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