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Advertising
Bureau
UK

Tablet Ad Formats Study

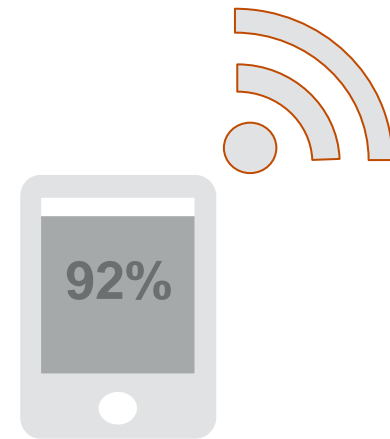
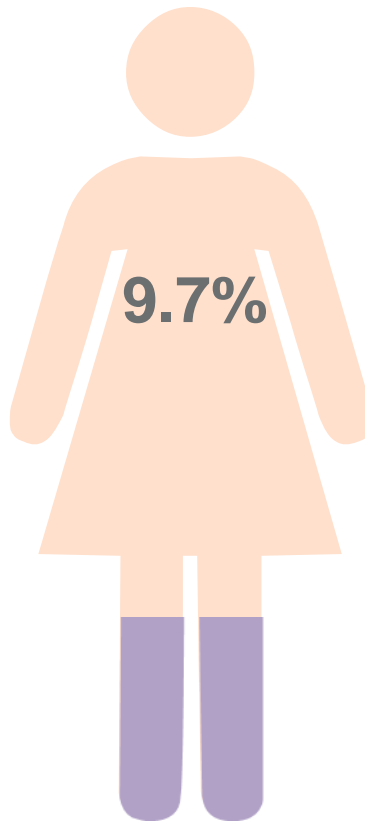
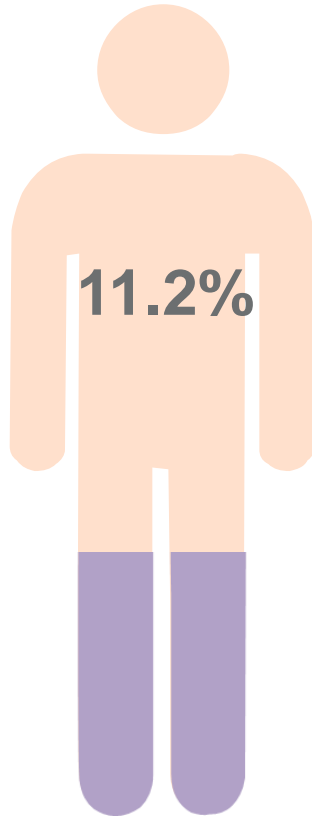


Agenda

- Market Stats
- Methodology
- Consumer expectations of tablet advertising
- Interactivity rocks
- Context, context, context
- Implications



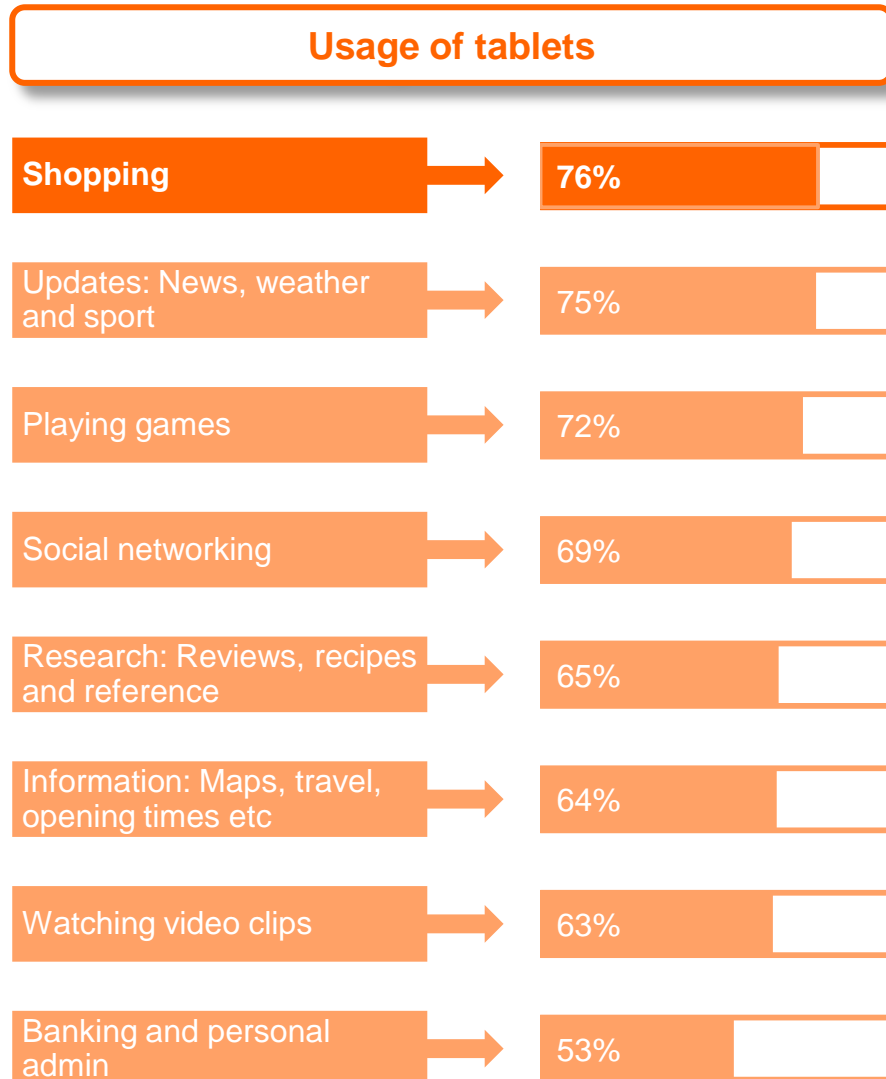
10.4% of the UK population now own a tablet computer



...and 9 in 10 of them connect their tablet to the internet



Tablet usage continues to differ from PC/Smartphone usage



Three
Device
Lives

MOJO





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Methodology

iab Quantitative Methodology

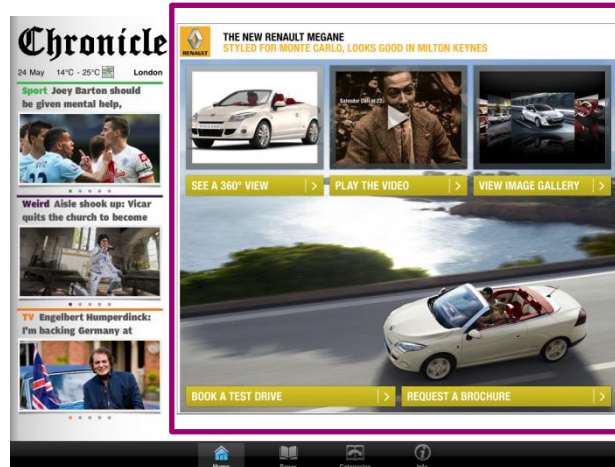
- Ipsos ran a survey of 1,000 respondents completed on their tablet
- 9 ad formats embedded in a mock newspaper page from Celtra platform

MPU



- Static
- Dynamic
- Interactive

Full Page



- Static
- Interactive
- Interactive II

Leaderboard



- Static
- Dynamic
- Interactive



PUBLICIS

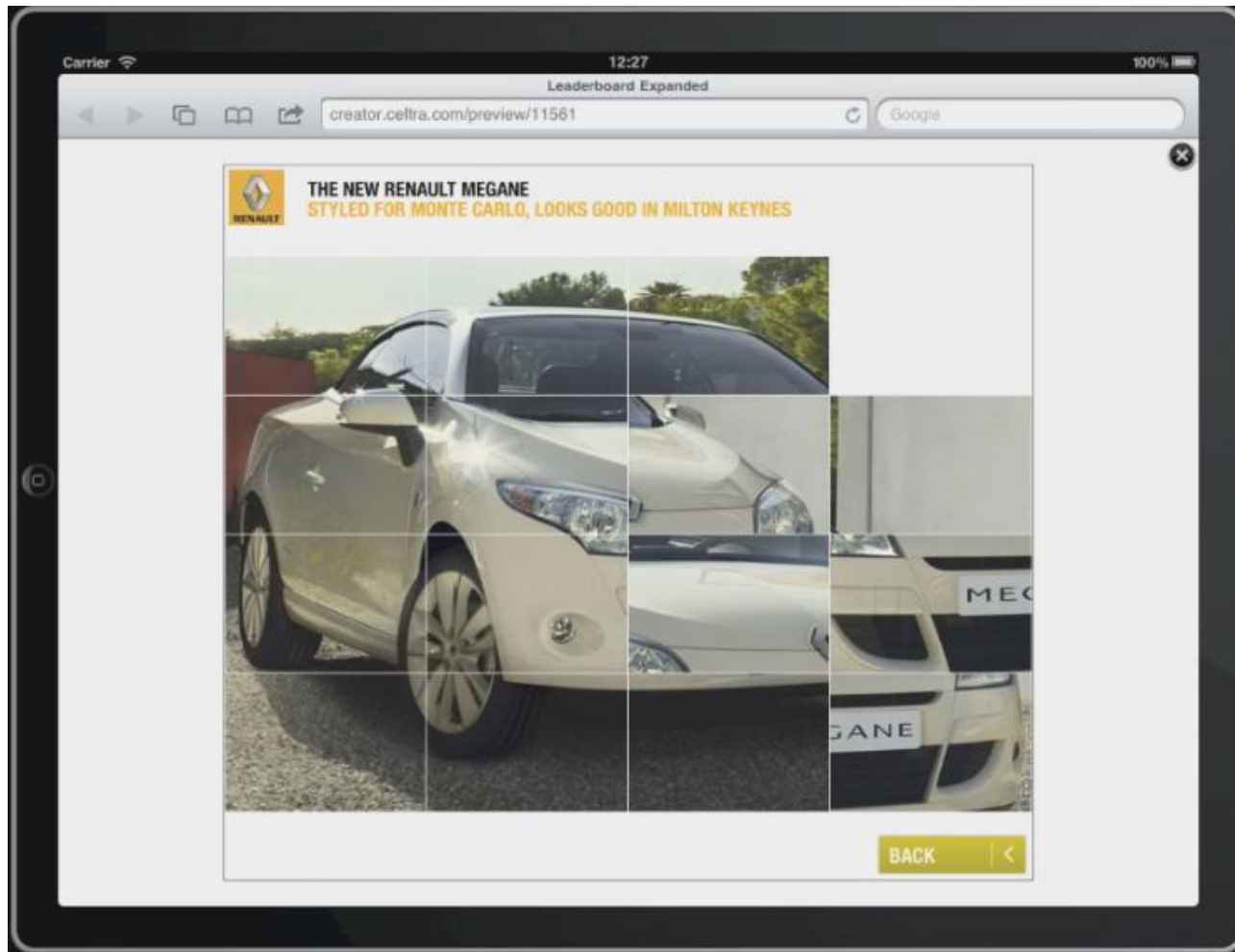


RENAULT





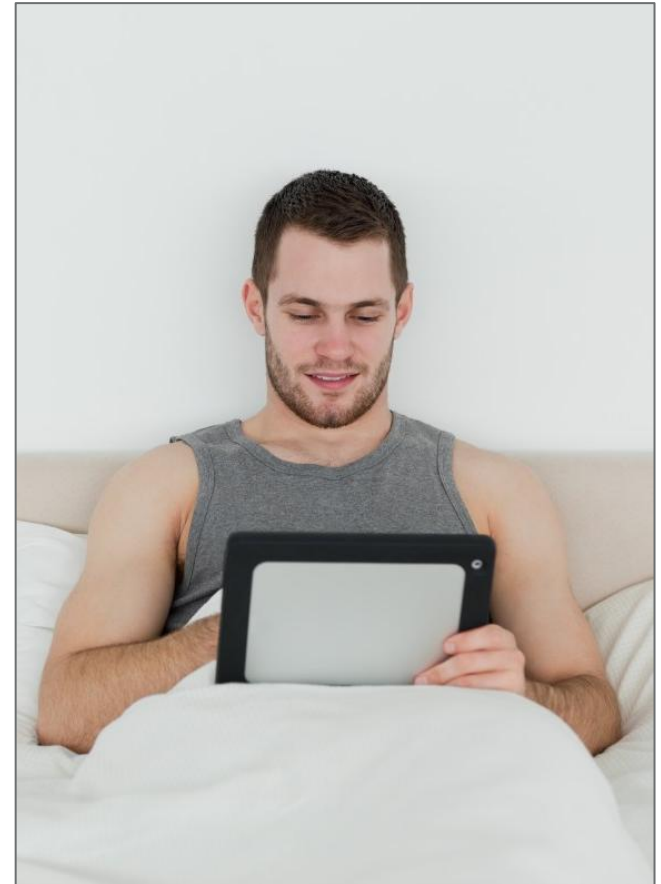






Qualitative methodology

- 4 day blogging exercise with 8 tablet owners.
- Respondents asked interact with a range of static, animated and interactive ads on their tablets from publications including Wired, Vogue and Vanity Fair.



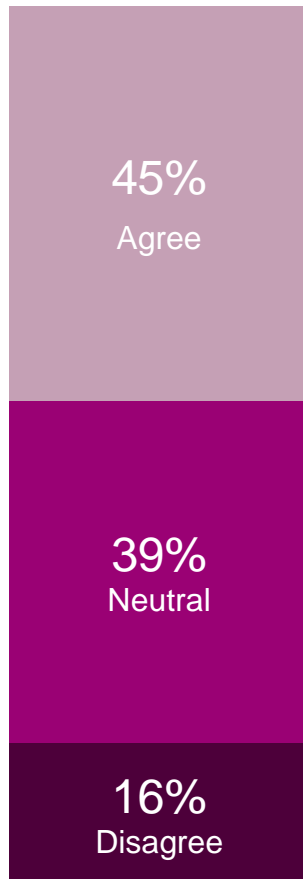


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Consumer expectations of tablet advertising



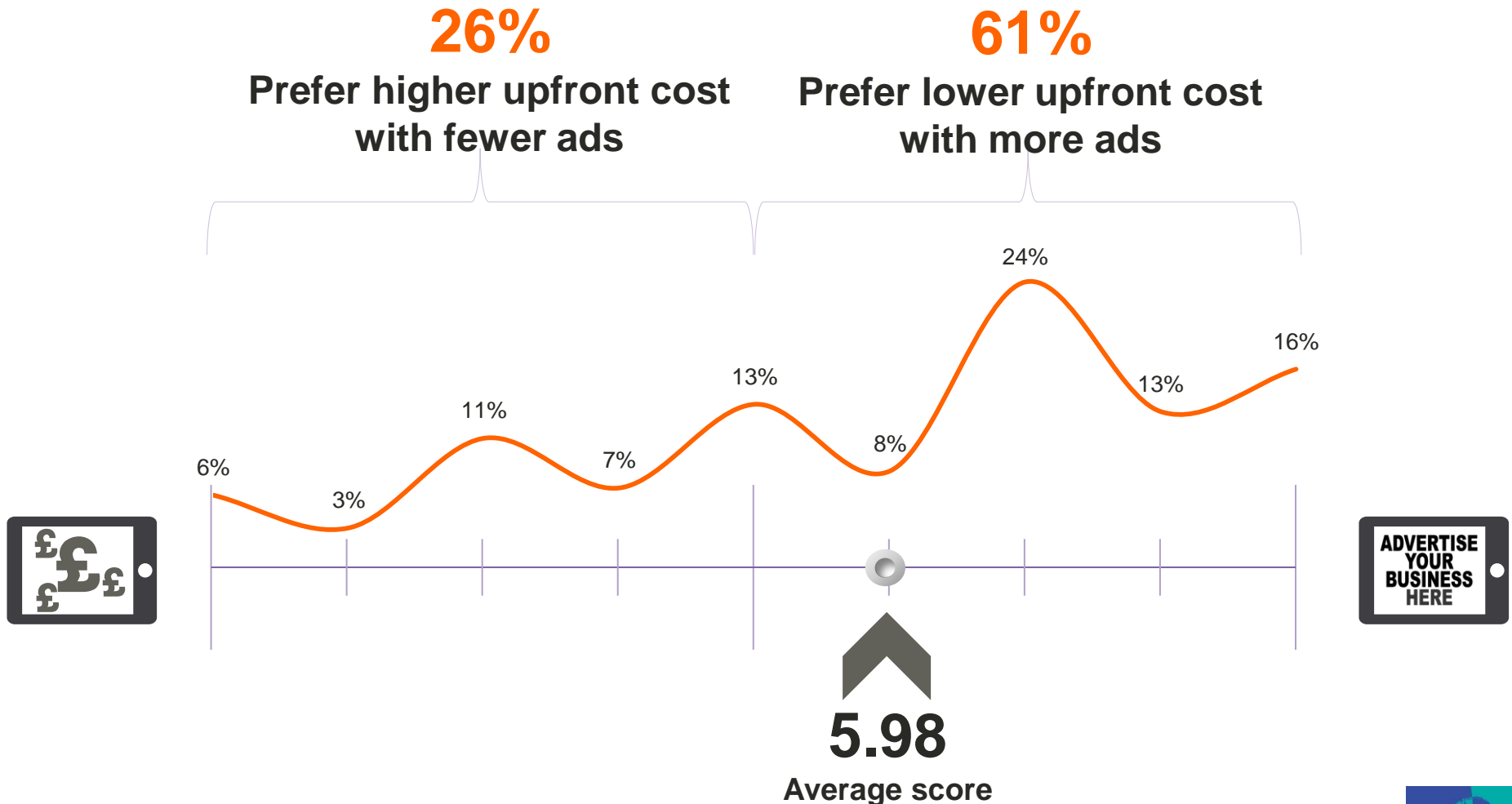
There is an expectation for advertisers to be on tablets



“I expect my favourite brands to be advertising on tablet computers”



The majority would rather have ad funded content





Expectation of advertising to match the high quality functionality of tablet

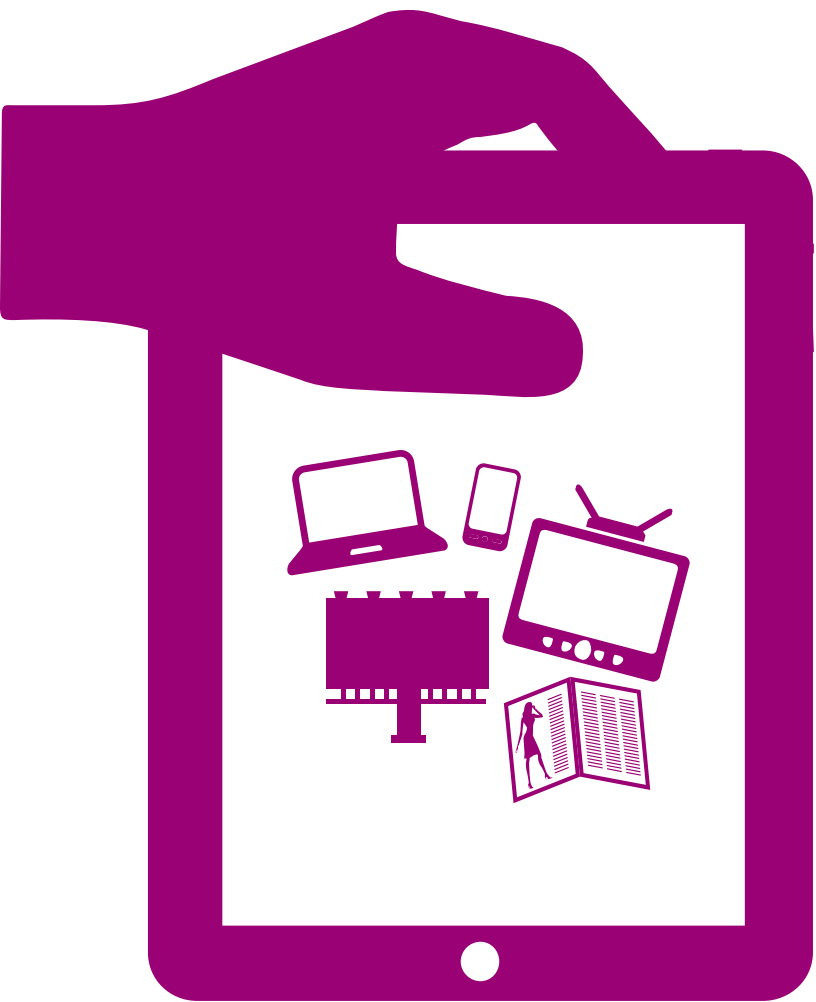
**Tablet users expect
advertisers to make
the most of the
interactive
opportunities on a
tablet**



Consumers like novelty and new things - especially, by definition, people who spend money on new-fangled gadgets such as iPads. So a great ad [on a tablet] has to feel like ...‘Wow! Why has nobody ever thought of that before?’

Jo





55%

Agree that advertising on tablets can do things that advertising on other media can't





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Interactivity



Interactivity drives positive opinion of tablet advertising

54%
POSITIVE

Over half of respondents exposed to the **INTERACTIVE** ads had a positive overall opinion of them

vs. **27%** for **STATIC** ads





Interactive tablet ads have more impact

INTERACTIVE ADS

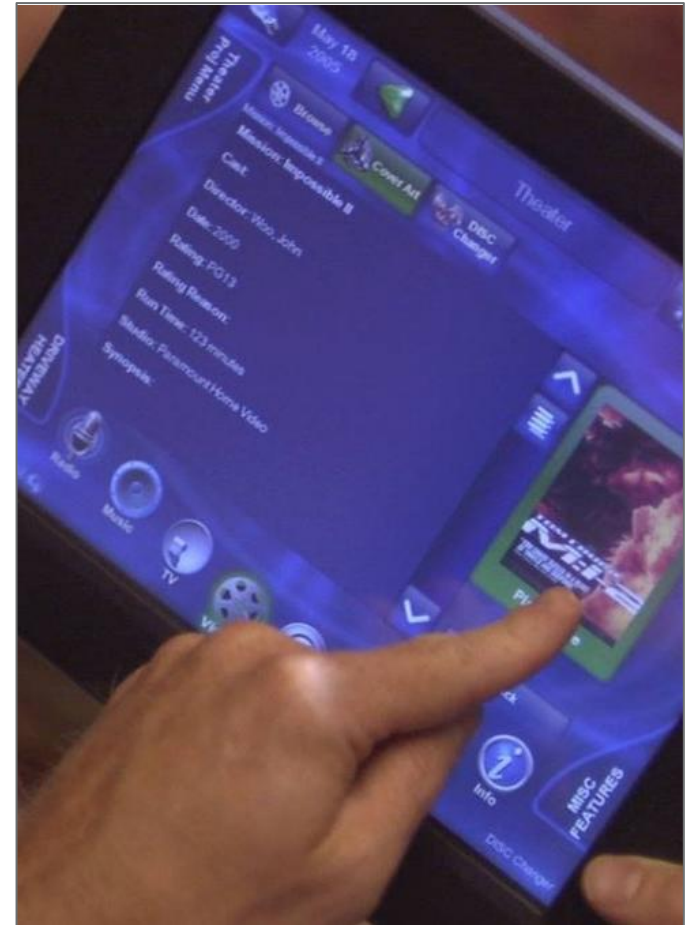
23% said adverts like these would **increase their enjoyment** of and app/webpage

25% said they would be **likely to click an advert** like this if they saw one in the future

STATIC ADS

10% said adverts like these would **increase their enjoyment** of and app/webpage

11% said they would be **likely to click an advert like** this if they saw one in the future





The more dynamic & interactive the tablet ad, the better they perform

Interactive 48%
Animated 42%
Static 20%

Engaging

Interactive 44%
Animated 39%
Static 13%

Innovative

Interactive 40%
Animated 33%
Static 21%

Memorable

Interactive 19%
Animated 21%
Static 32%

Boring

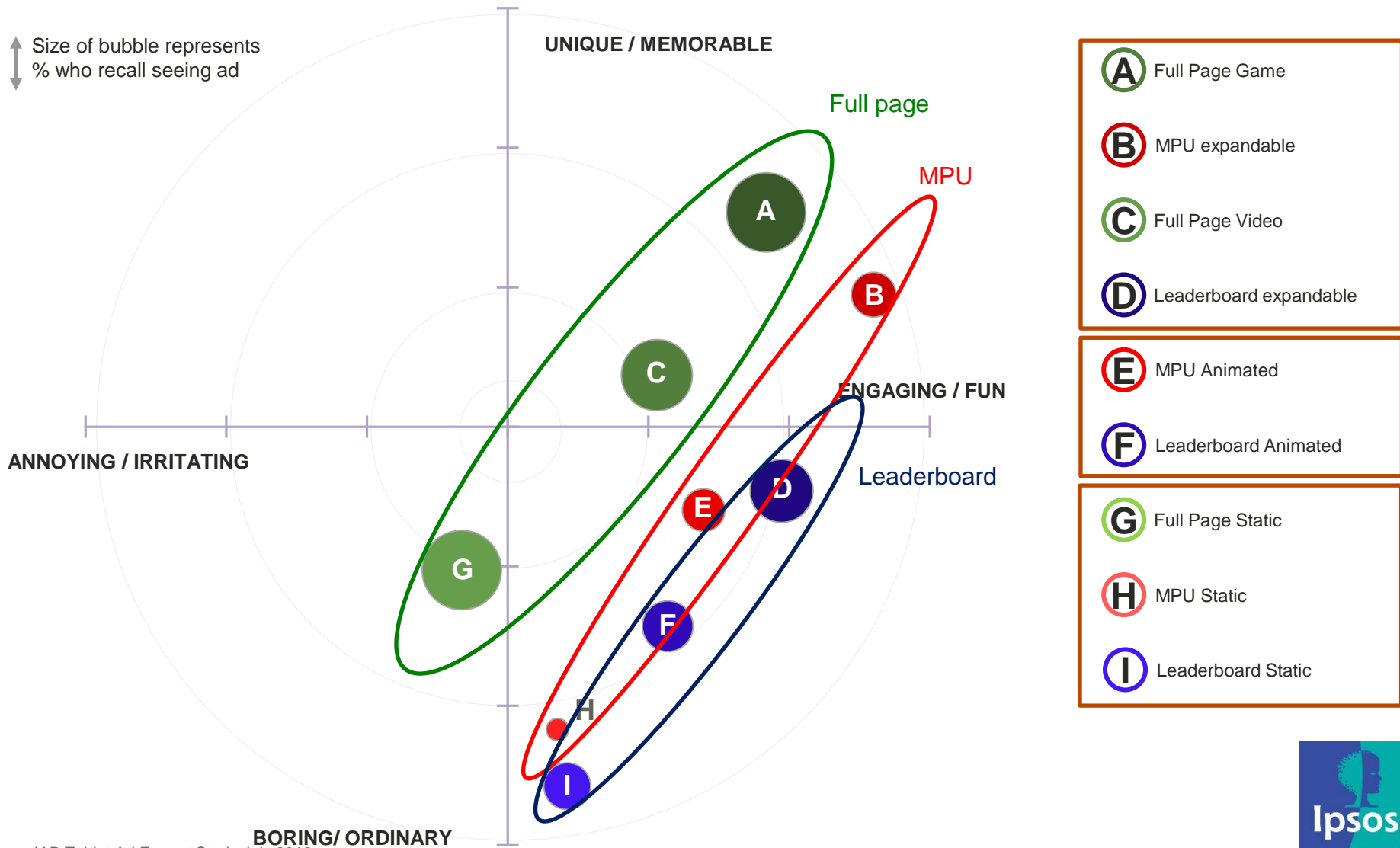
Interactive 32%
Animated 36%
Static 56%

Ordinary





Different formats have different strengths





Respondents exposed to the interactive ads stayed on the page 31% longer



24.6 Seconds
INTERACTIVE

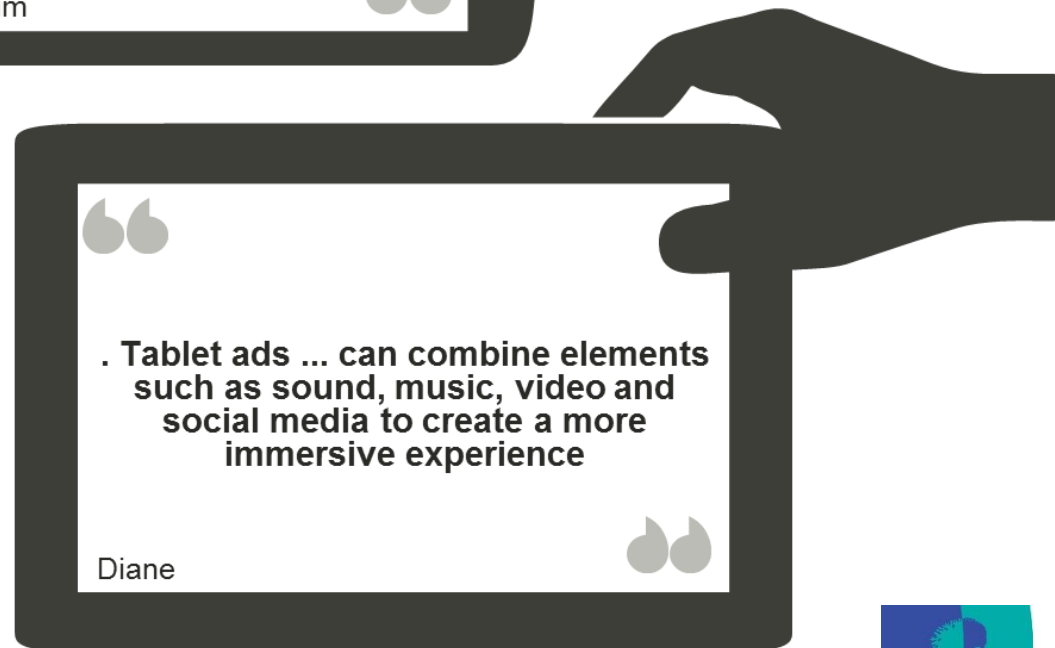
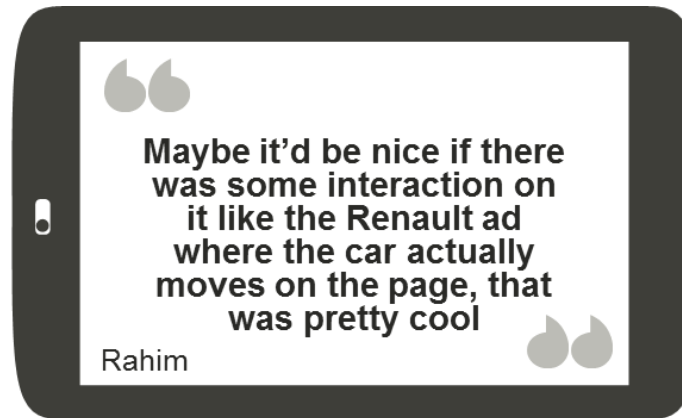
17.5 Seconds
DYNAMIC

18.8 Seconds
STATIC





Creative and interactive formats are appreciated





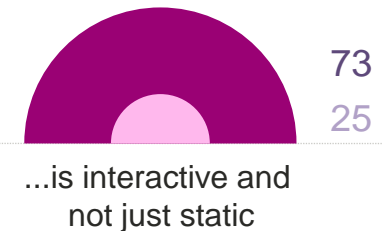
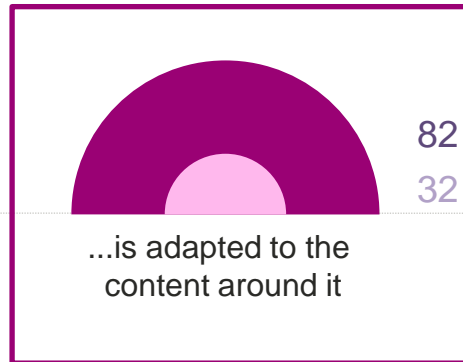
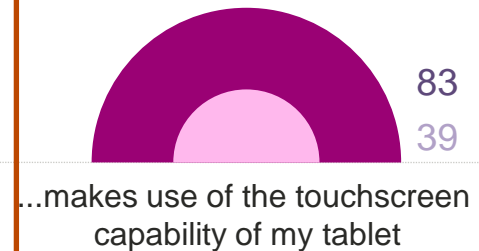
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Context, context, context



Interactivity is not the entire answer

The advert...



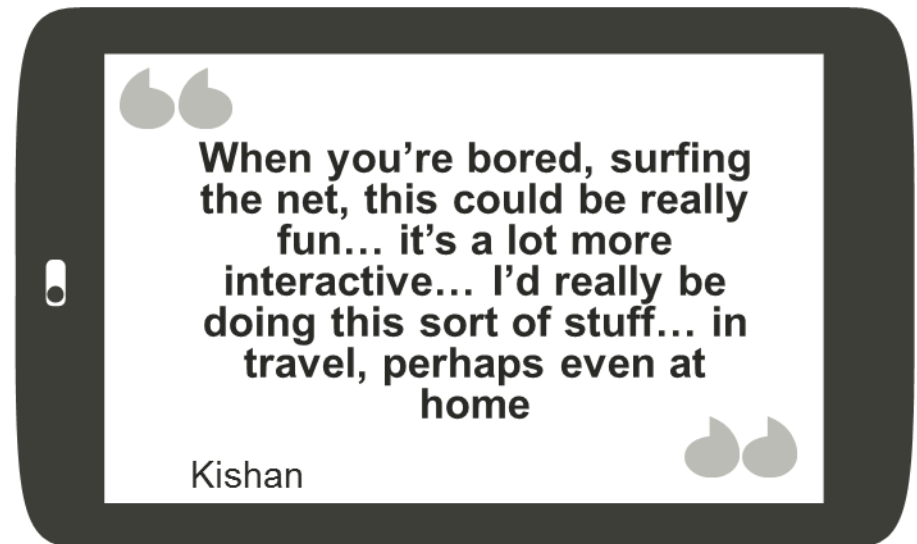
% NET Important (Somewhat/Very)

% Very Important



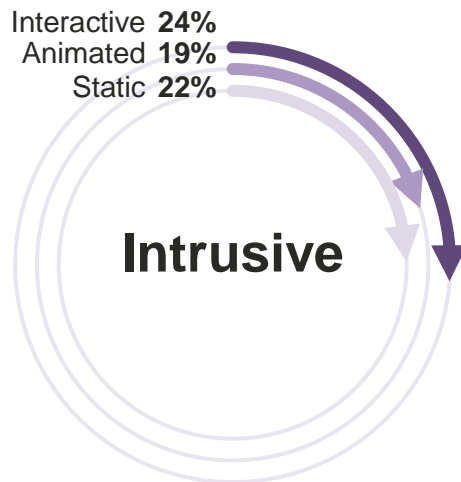
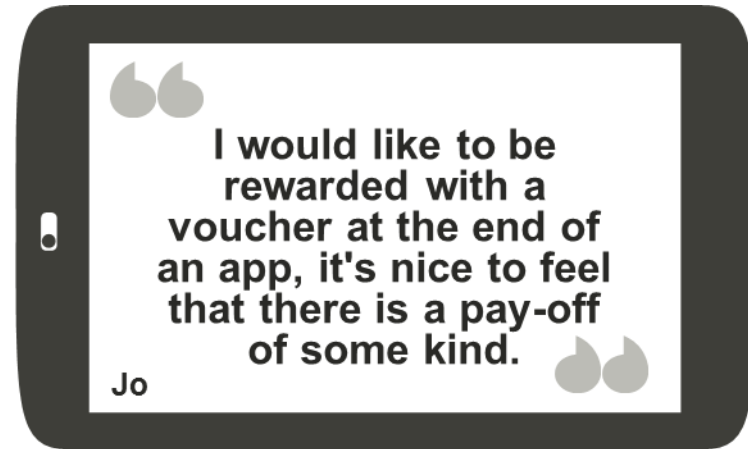
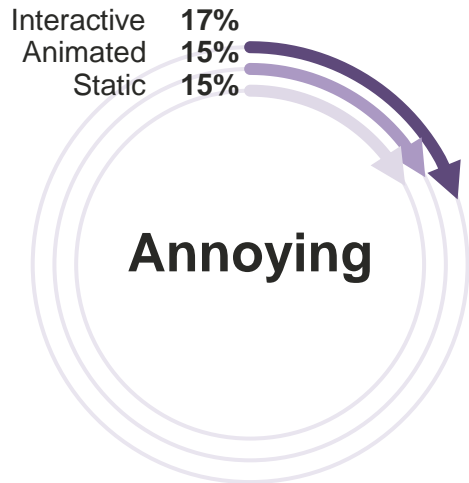


The importance of where & when





There still has to be a user benefit





Tablet advertising has not lived up to consumer expectation to date

30%

have a negative overall opinion of adverts they have seen on tablets in the past



iab The 'back up GIF' problem



Copyright ©2012 Womble 121. Figures sourced from Subscription.com, the Mobile Price comparison site, National Mobile Register published April 2010. This is based on recent data available on phone data usage.

“

Some ads didn't move or you couldn't interact with them e.g. the Carphone Warehouse ad with the Womble moved on my laptop, but it was a still advert on the tablet

”

Diane

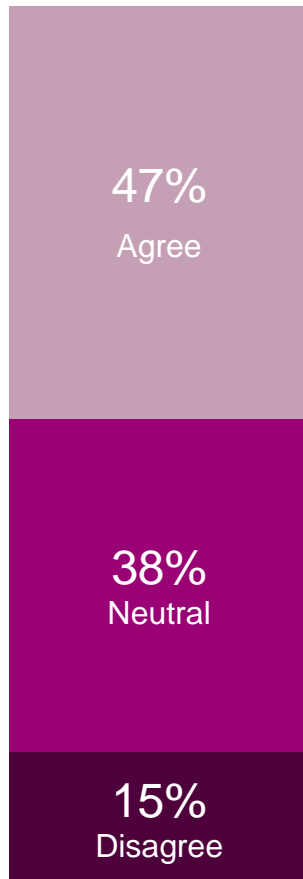


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Implications for brands & publishers



Consumers see it as the future



Advertising on
tablet computers
is the future of
advertising



To conclude

- High expectations of tablet advertising, to match high functionality
- Tablet users like getting their hands dirty
- Still need to offer something in return
- Back up gif is no longer good enough
- Interactivity alone is not enough, context as important as ever