

CASE STUDY - PRE-TEST DIGITAL: CHOOSING THE BEST DIGITAL AD FORMAT

BUSINESS CHALLENGE

Understanding which format is best suited to generate brand impact and generate traffic to the campaign website.

RESULTS

This study tested the same digital ad in three different formats: rectangle, leaderboard and skyscraper. The creative and content was similar for each format, to isolate the effects of the format on brand and activation. The results showed a clear winner, the skyscraper was noticed the most and had the highest click intention.

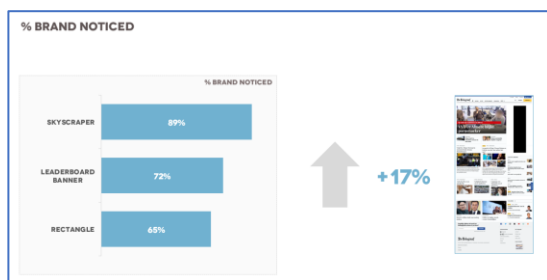


Figure 1: % Brand noticed for all digital formats

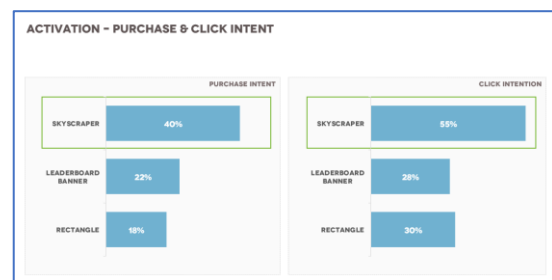


Figure 2: Activation scores for all digital formats

KEY TAKE OUT

By testing three digital ad formats monadically the client was able to make a clear choice on which format was best able to activate traffic to the campaign website. The skyscraper format was best able to generate attention, resulting in a significantly higher score on brand noticed. Also, the click through intention was significantly higher than the other formats. The client used this digital ad format in their new campaign and there was a direct increase in traffic to the campaign website in the first week this ad was placed (+20% one week after placement).