



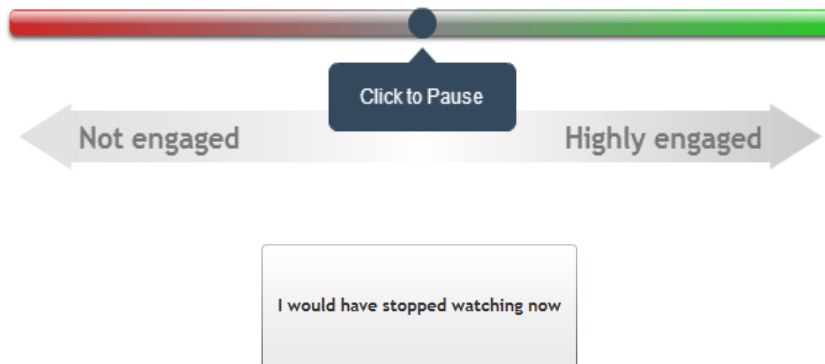
YouGov[®]
What the world thinks



Advertisement dial testing.

Do you stand out from the crowd?

Dial testing capabilities.



Respondent moves the widget in real time as the video is playing

Respondent can press 'I would have stopped watching' at any time – but continue to rate the advert

Respondent can pause the video at any point

Experience of conducting dial tests from 30 seconds to 1 hour long, both qualitatively and quantitatively

Steps are taken to ensure video content is secure

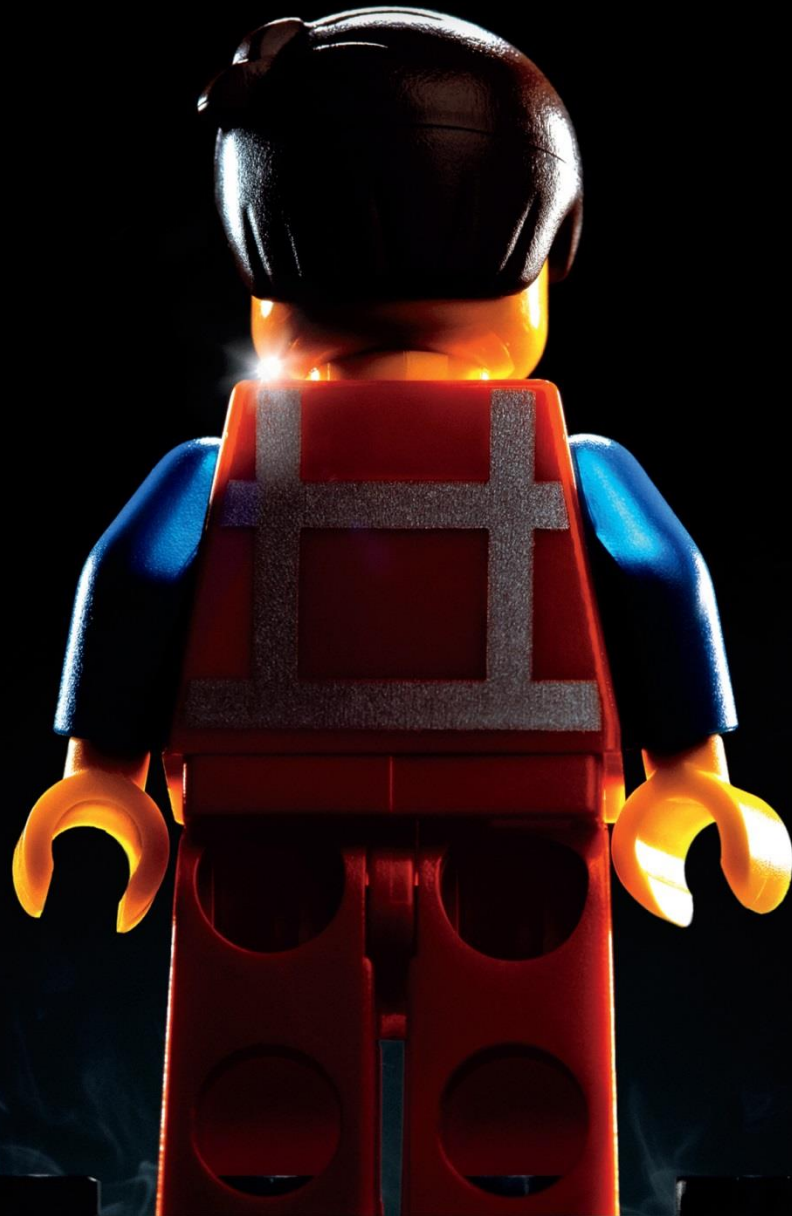
Also the potential to test engagement in real-time using the 'LiveView' app

Benefits of dial testing.

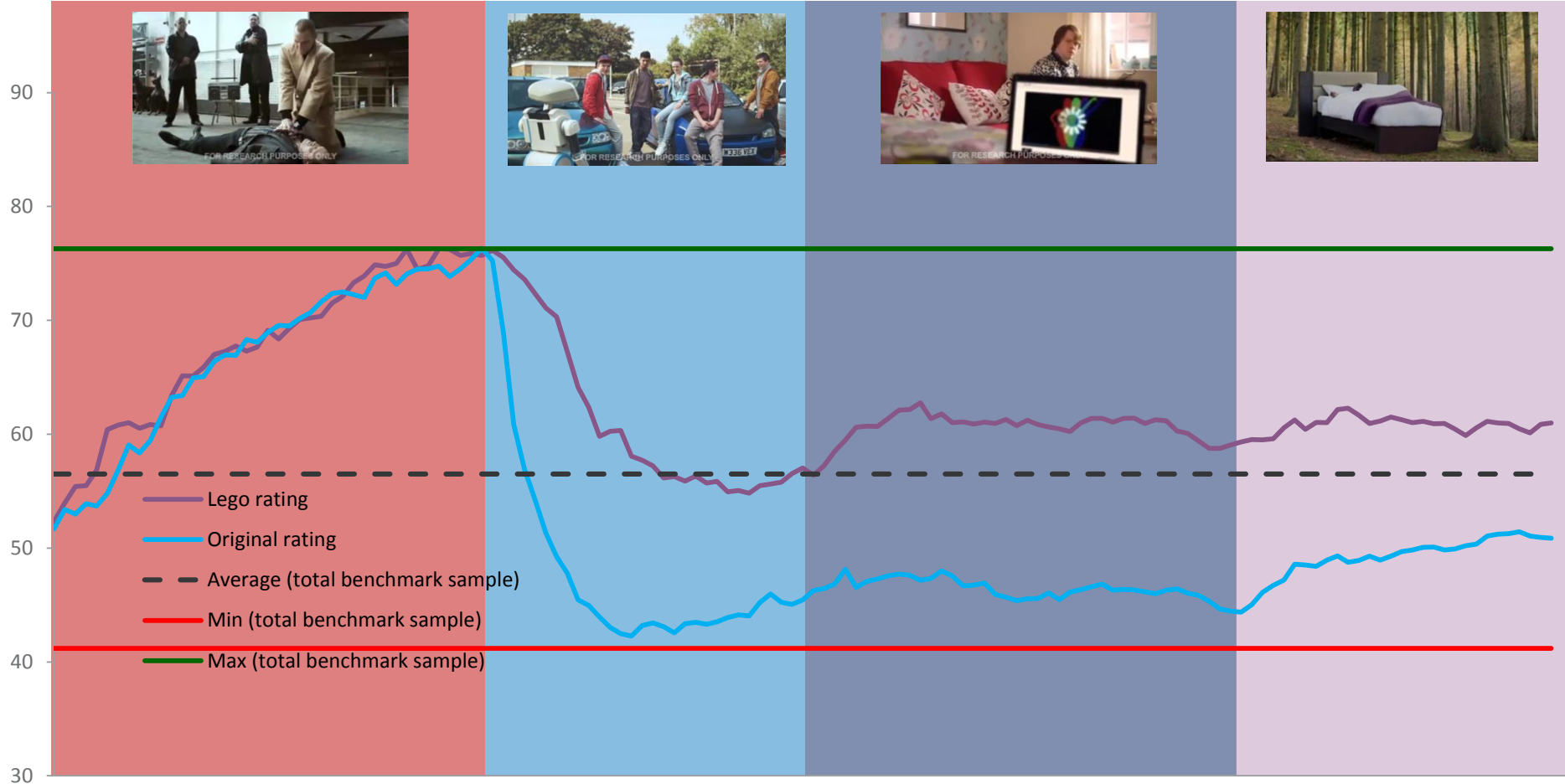
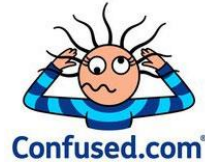
- Scale – large quantitative sample sizes on what is traditionally a qualitative methodology
- Granular – allows detailed data analysis on 2 levels:
 1. *Analyse dial test data by demographics, network preferences and many other variables*
 2. *The dial test allows us to look at ½ second intervals to really understand what triggers increases and decreases in engagement*
- Naturalistic – respondents rate adverts in their home uninfluenced by the environment and other respondents.
- No mediation – prevents any interviewer bias, allowing respondents to answer honestly and uninfluenced

THE LEGO
MOVIE

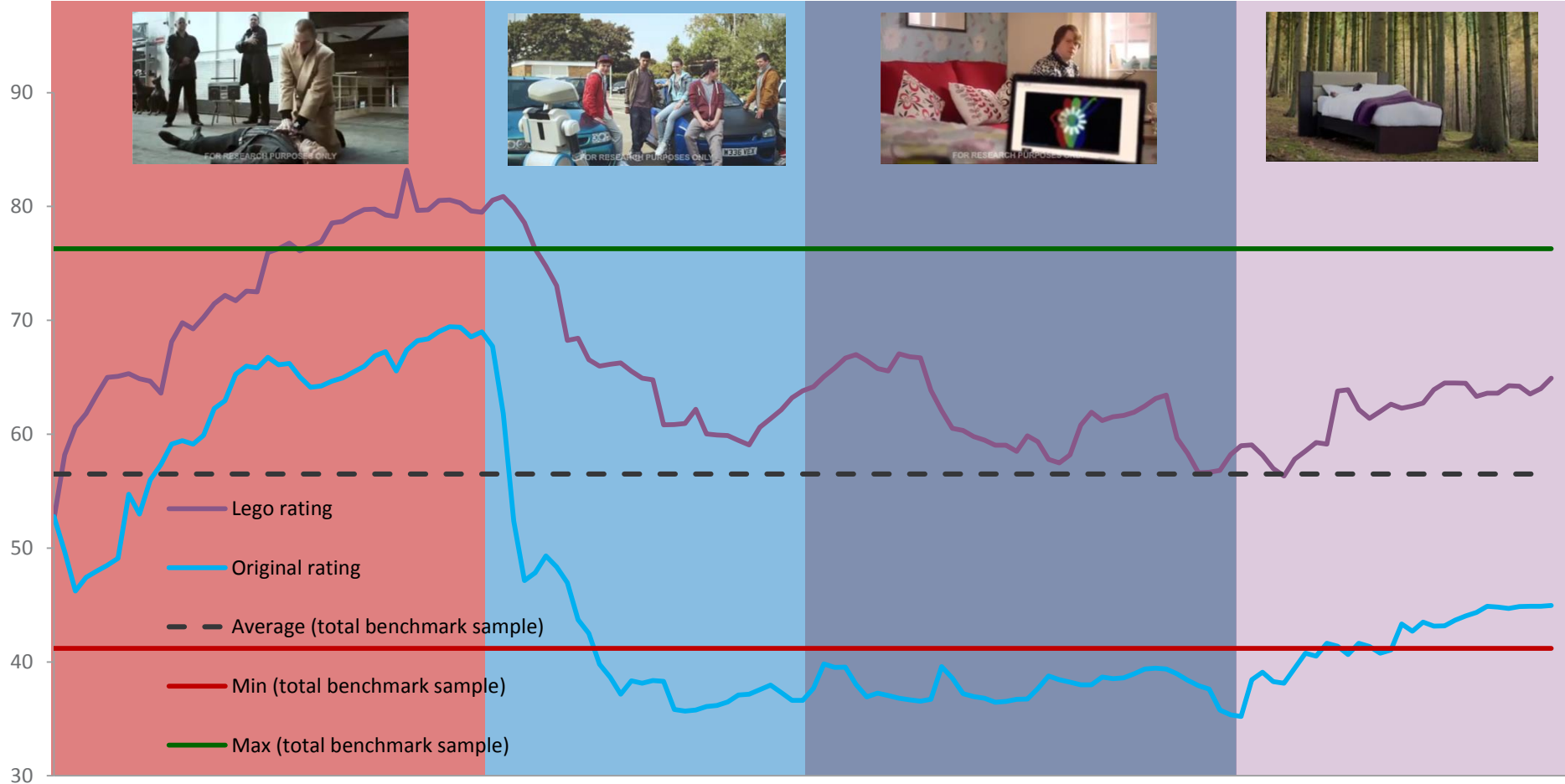
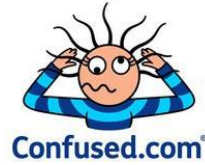
Ad-break dial testing
comparison data



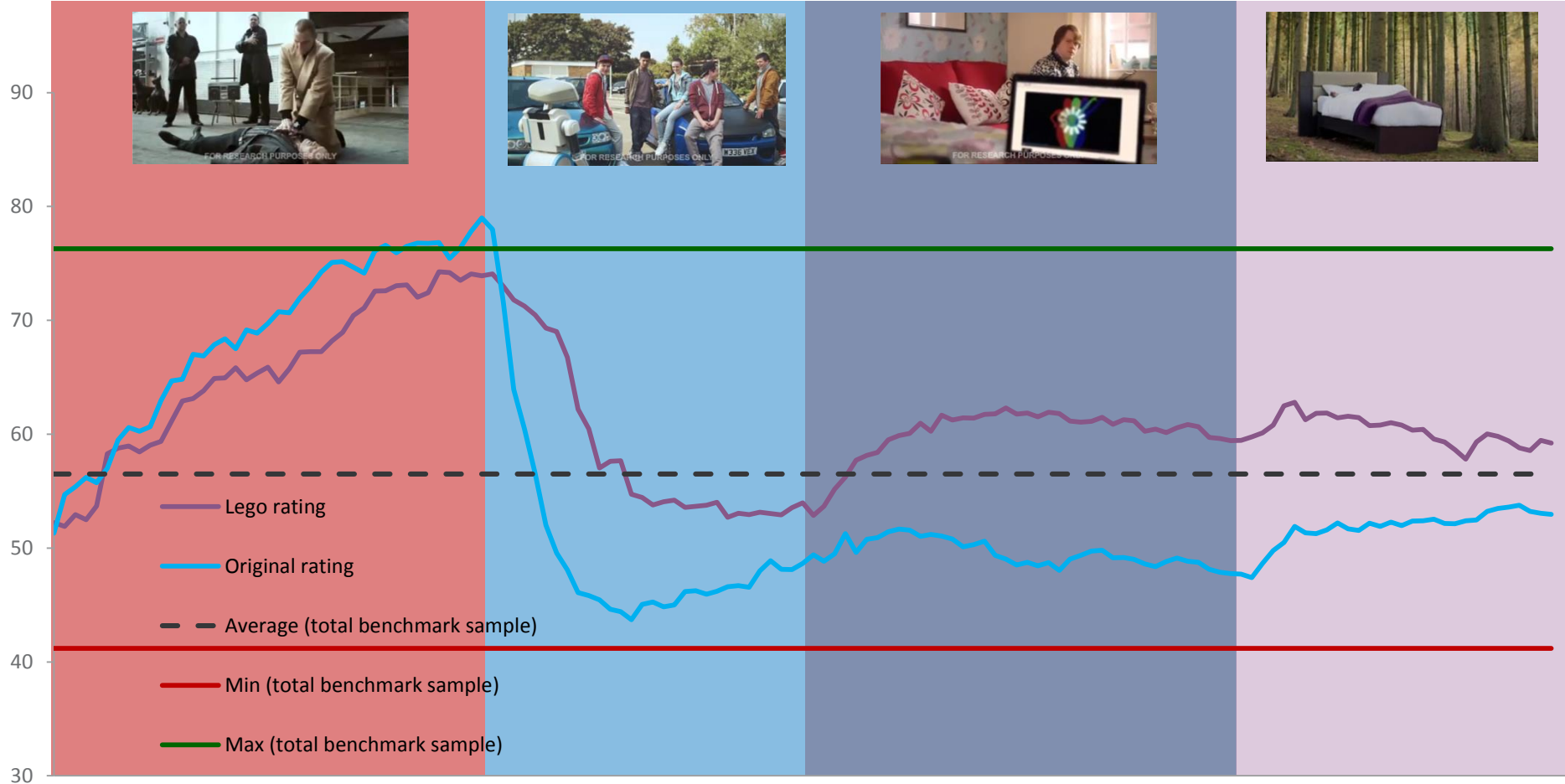
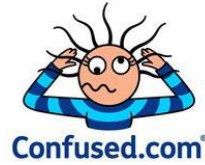
Lego movie and original advert dial test – overall rating.



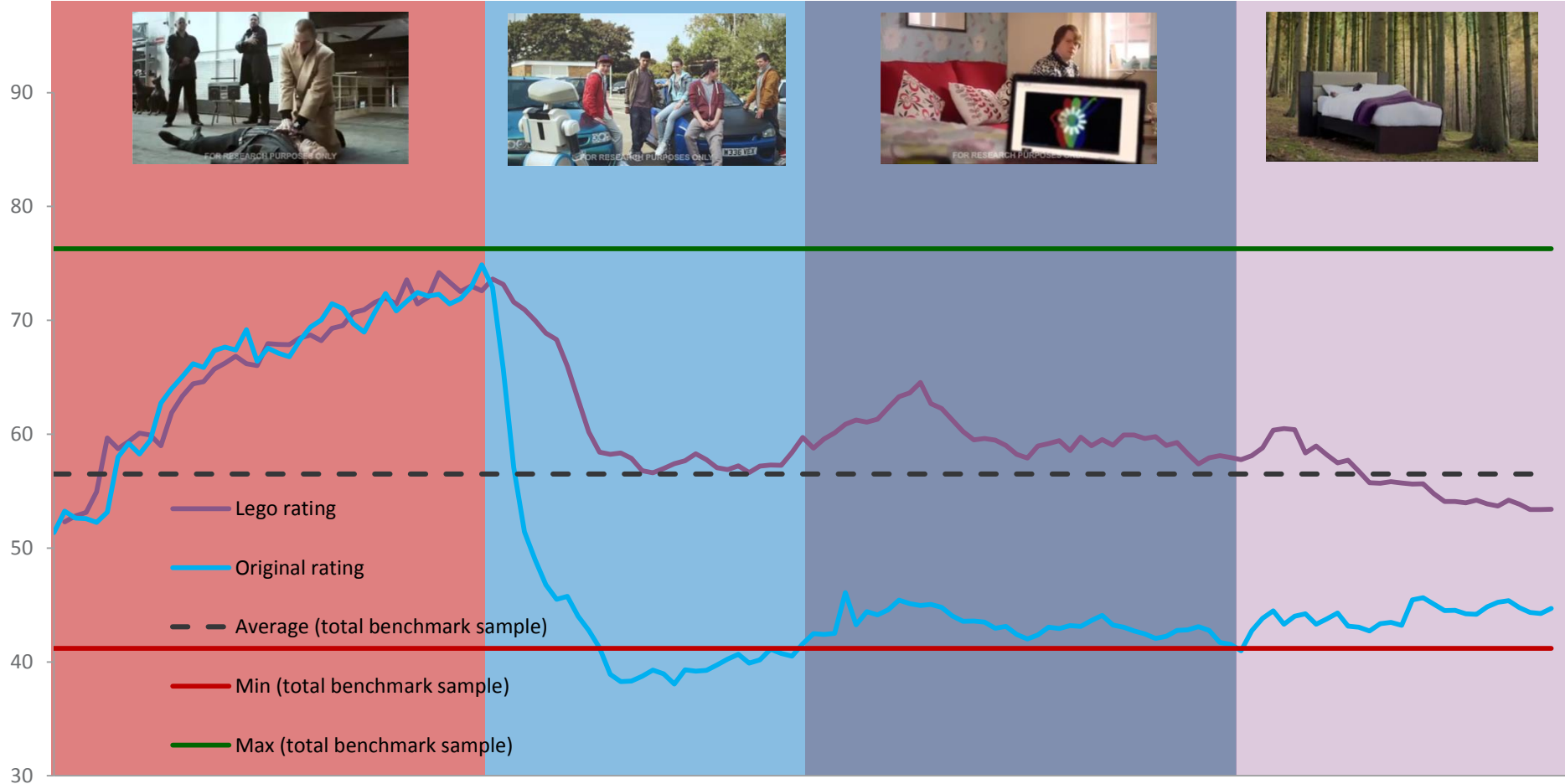
Lego movie and original advert dial test – 16-34's.



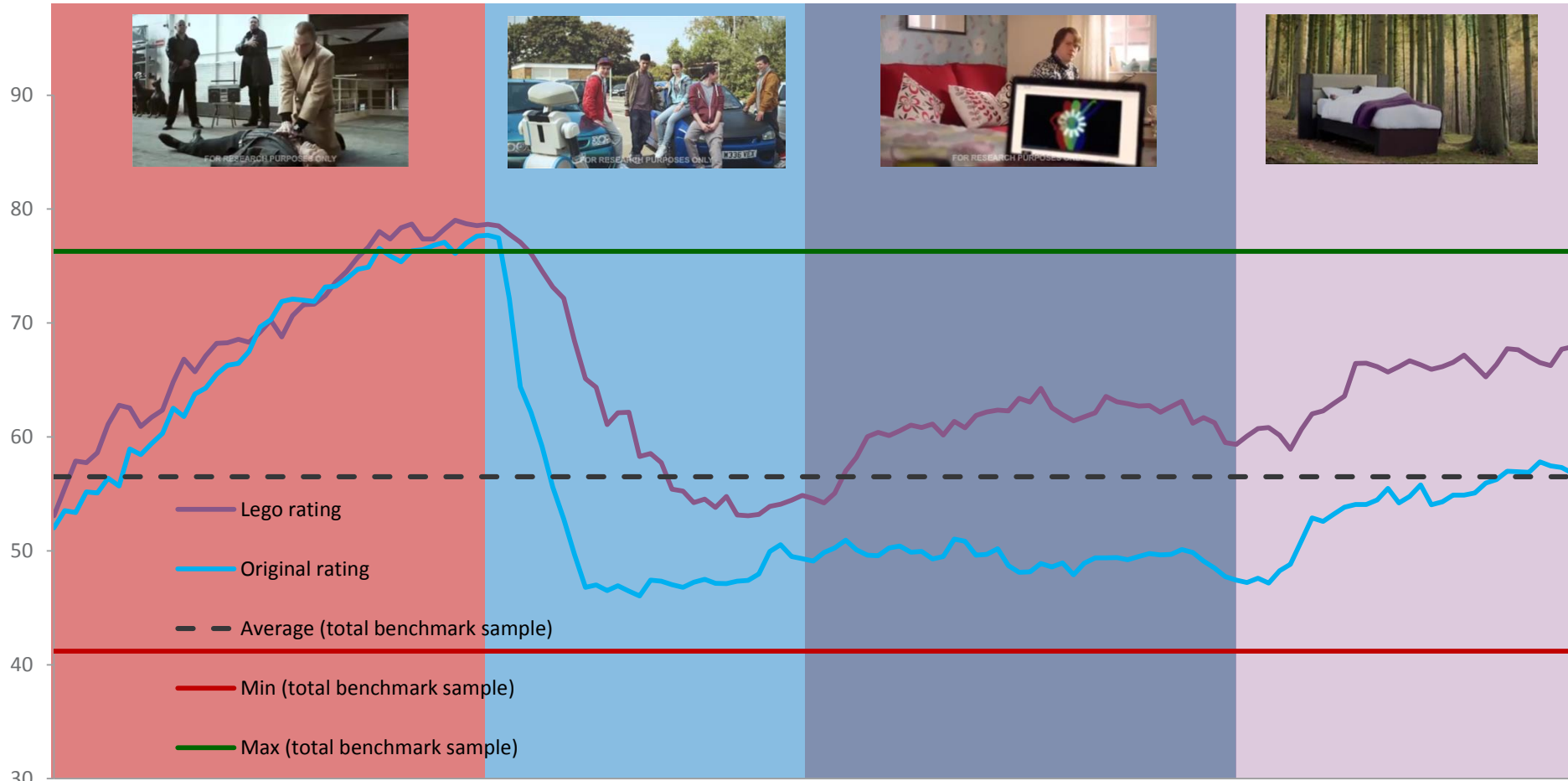
Lego movie and original advert dial test – 35+.



Lego movie and original advert dial test – male.



Lego movie and original advert dial test – female.



Watch Us On YouTube

YouTube views and likes of the Lego adverts mirror findings from the dial testing, with the exception of Confused.com.



153,288 views

 339 likes



43,936 views

 62 likes



2,441 views

 13 likes

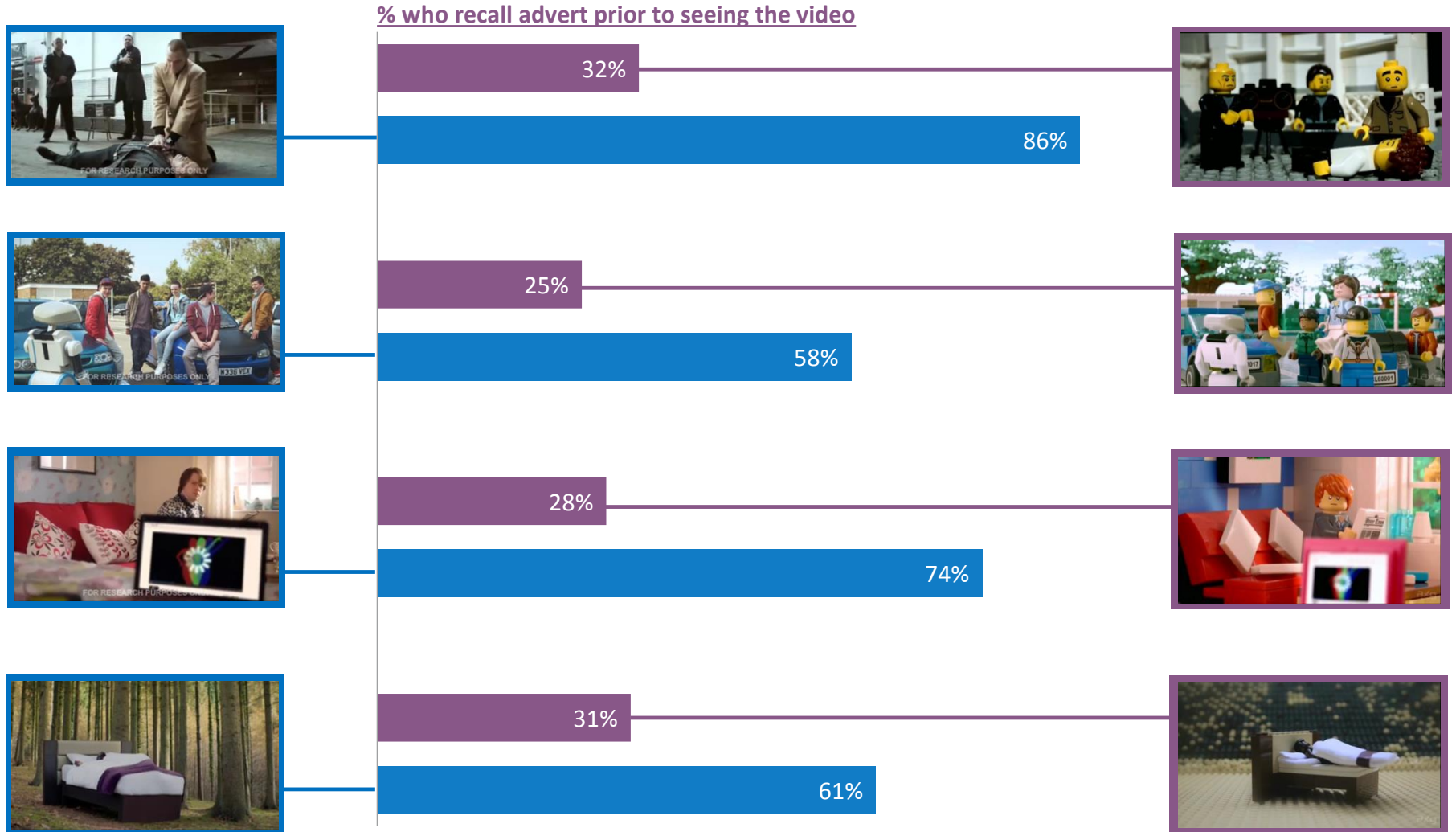


7,653 views

 42 likes

Figures taken from brands official YouTube channel Feb 2014

Both the original and Lego BHF adverts show the greatest level of recall.



The British Heart Foundation featuring Vinnie Jones is the clear favourite.



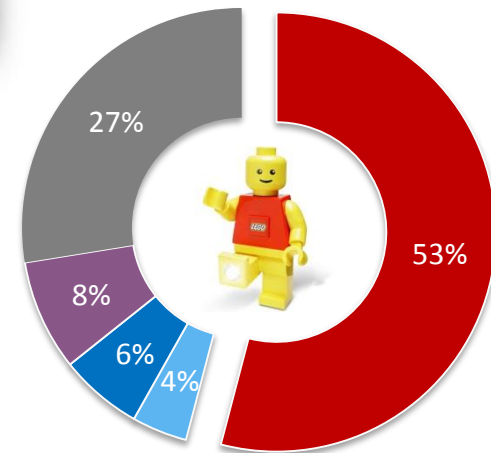
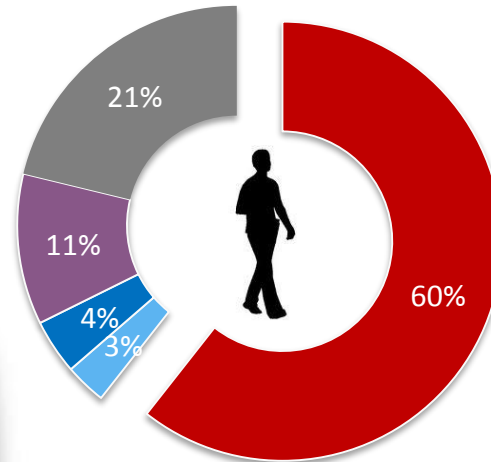
60%



Interestingly those adverts with a celebrity are more likely to be chosen as peoples favourite



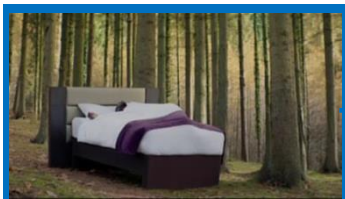
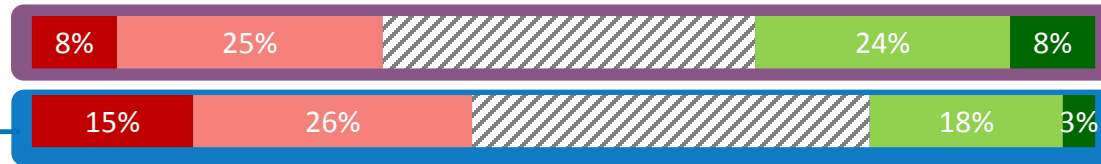
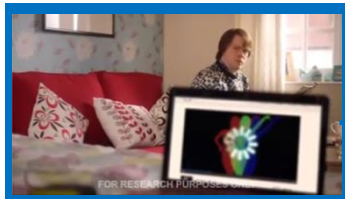
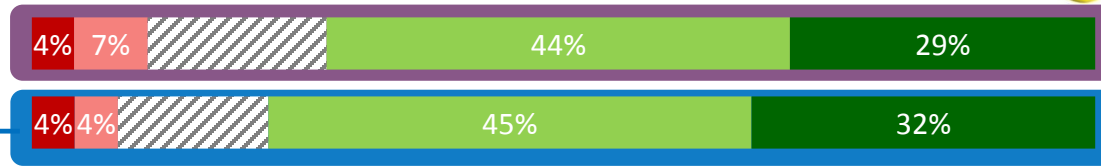
53%



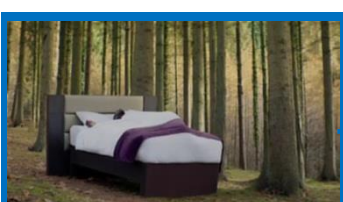
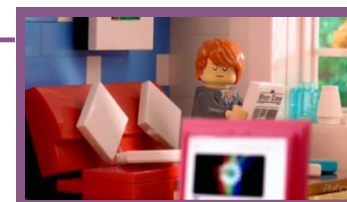
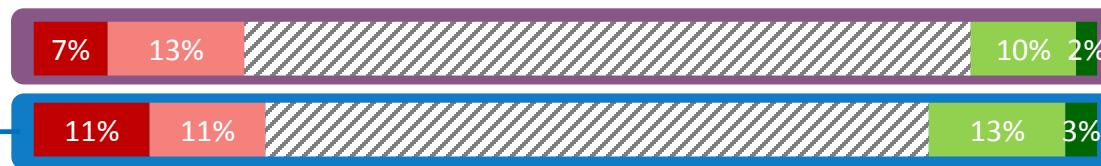
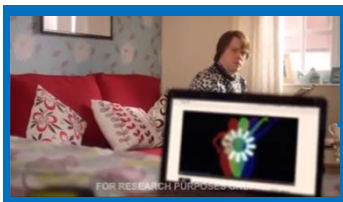
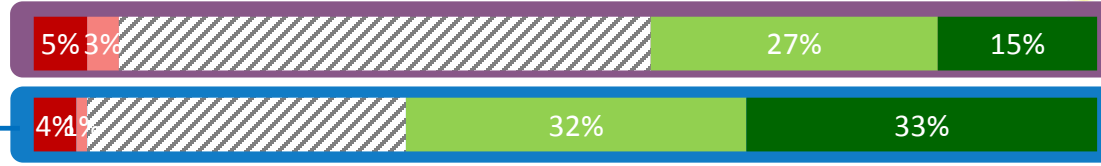
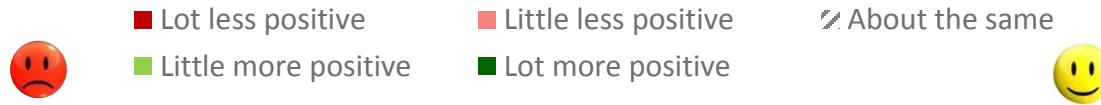
-  British Heart Foundation
-  Confused.com
-  BT
-  Premier Inn
-  None/Don't know

On the whole the Lego adverts were preferred to the originals, with the exception of British Heart Foundation

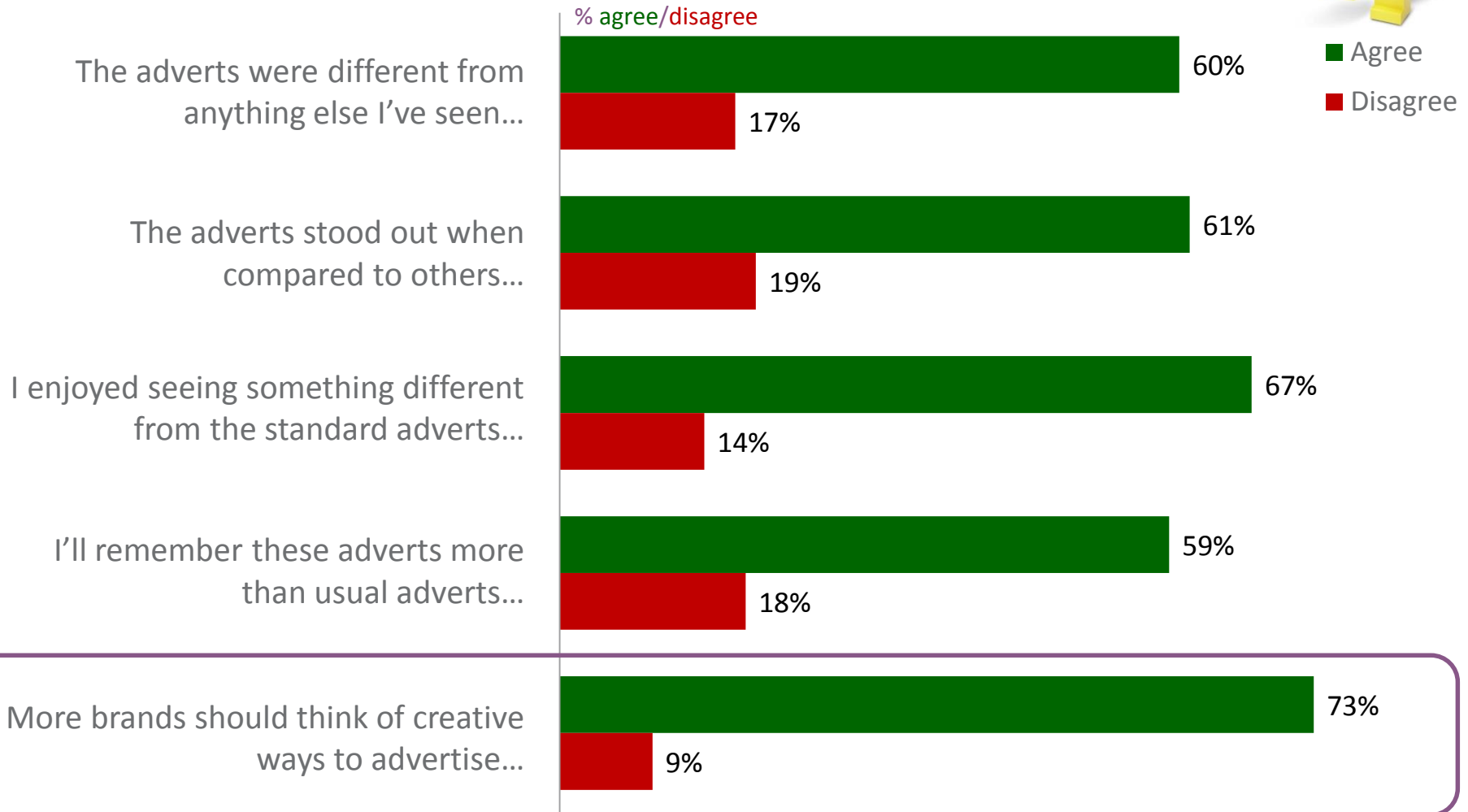

■ Hated it
 ■ Disliked it
 ▨ No strong feelings
 ■ Liked it
 ■ Loved it
 



The BHF was the most successful at making people feel more positive towards the charity



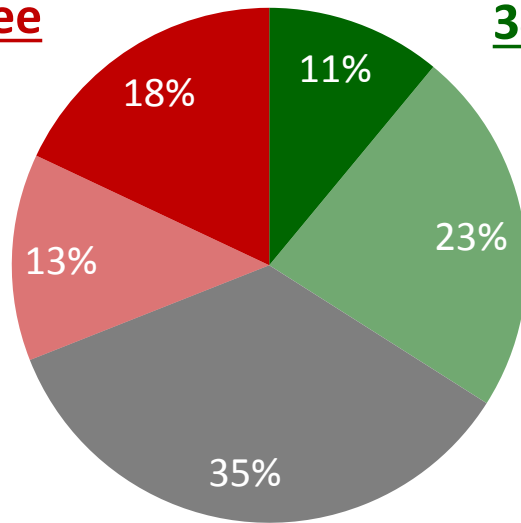
Almost three quarters of people agree that more brands should think of creative ways to advertise.



Opinion split on whether people would share the Lego adverts with others.

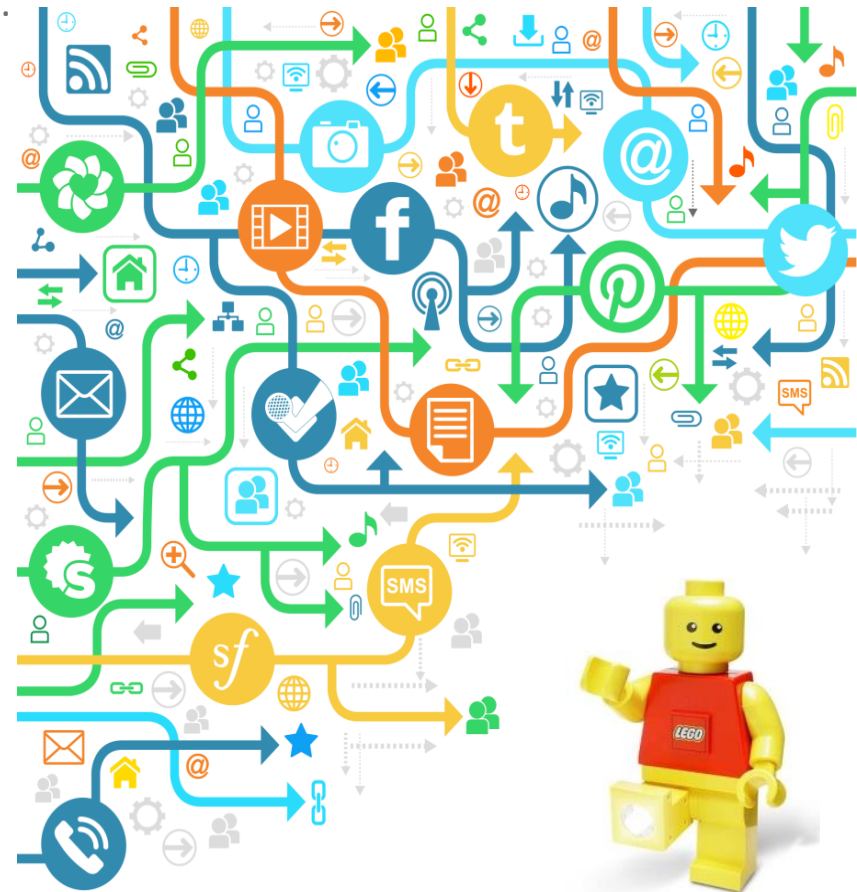
I would talk about/share these adverts with other people...

31% disagree



34% agree

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree



More information

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