



Visual Effectiveness Research YouTube October 2011

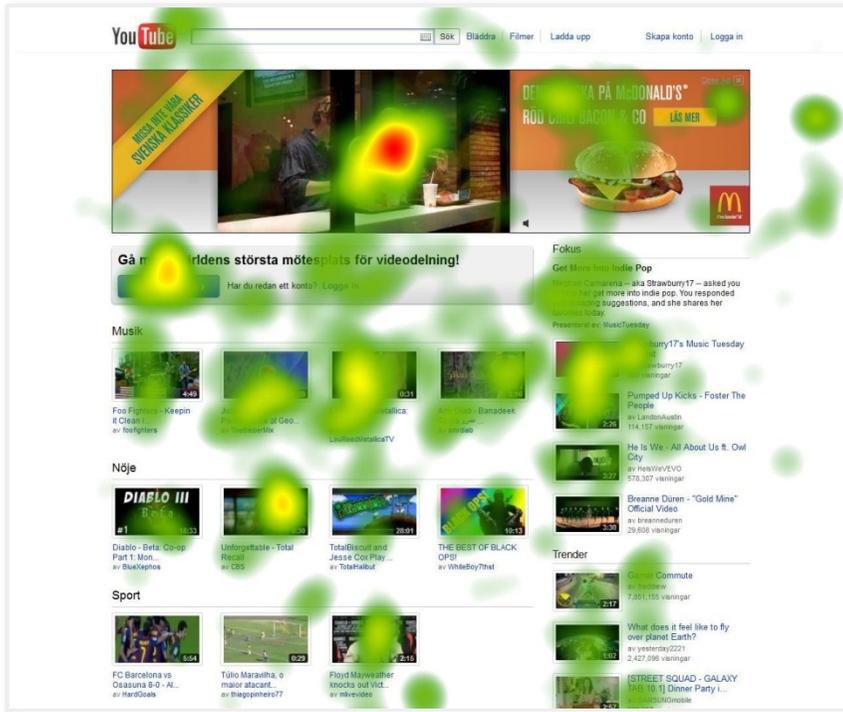
Report consist of two parts

Full page analysis (slide 3-5)

Ad analysis (slide 6-8)

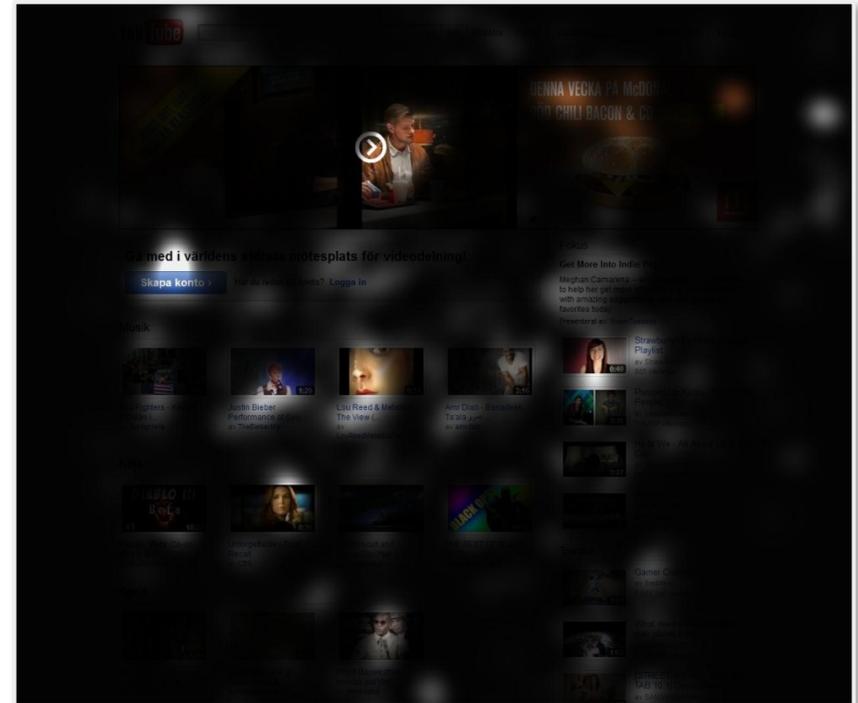


Visual Attention Pattern Heat map



Less attention  More attention

Visual Attention Pattern Opacity



Less attention  More attention

Visual Statistics Web Page

More attention

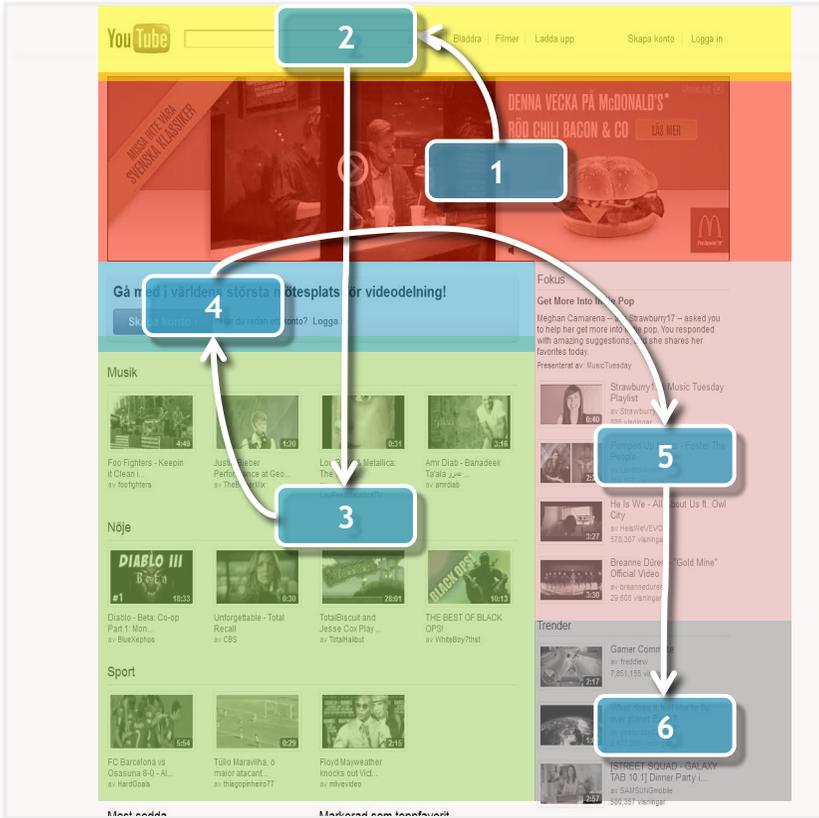


Less attention



	AOI A	AOI B	AOI C	AOI D	AOI E	AOI F
SEEN AOI	40 %	83 %	97 %	100 %	87 %	43 %
YT Benchmark	48 %	82 %	99 %	98 %	55 %	60 %
TIME ON AOI	0.4 s	1.0s	2.5 s	1.85 s	1.0 s	0.9 s
YT Benchmark	0.6 s	0.9s	2.8 s	1.99 s	0.9 s	0.8 s

Web Page Fixation Order



Average Time to First Fixation

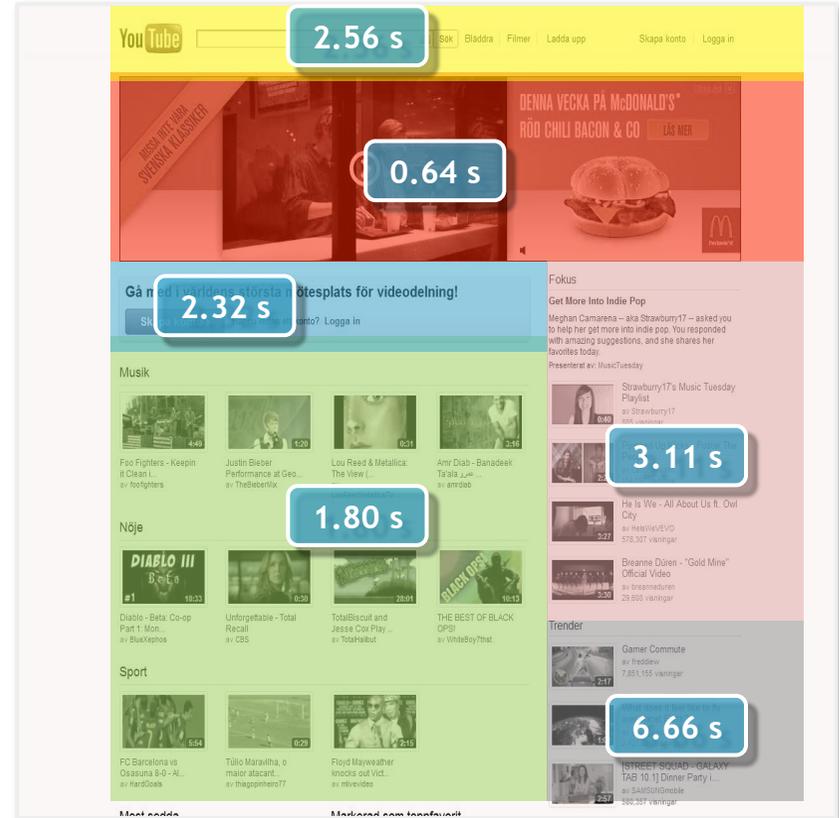
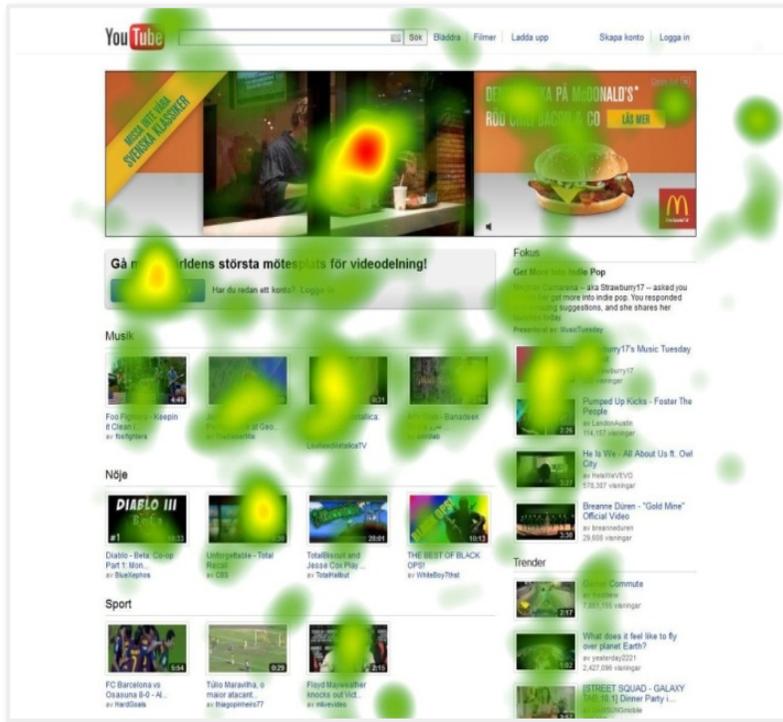


Illustration show average time to first fixation. 1 is the area respondents look first at, 2 is the second and so on

Illustration show average time to first fixation in seconds

Visual Attention Pattern



Less attention  More attention

Statistics For Ad



Eye Tracking

	Benchmark *	Result	
SEEN AD	61 %	100 %	😊
AVERAGE TIME ON AD <i>-out of those who saw the ad</i>	1.02 s	1,85 s	😊
TIME TO FIRST FIXATION <i>-out of those who saw the ad</i>	2.72 s	0,65 s	😊

Questionnaire

	Benchmark *	Result	
AD RECALL	31 %	60 %	😊
BRAND RECALL	58 %	97 %	😊

* Benchmark, see method.

Areas Of Interest



Ad Fixation Order



Illustration show average time to first fixation. 1 is the area respondents look first at, 2 is the second and so on

Statistics

Logotype

	Benchmark *	Result	
SEEN LOGOTYPE	18 %	3 %	☹️
AVERAGE FOCUS ON LOGOTYPE	12 %	1 %	☹️

Message

	Benchmark *	Result	
SEEN MESSAGE	42 %	43 %	😊
AVERAGE FOCUS ON MESSAGE	49 %	18 %	☹️

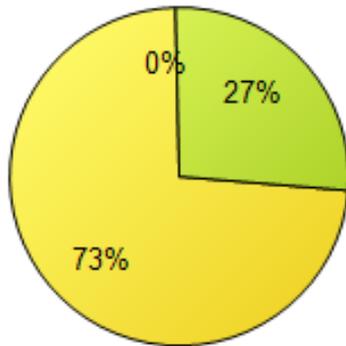
Picture

	Benchmark *	Result	
SEEN PICTURE	42 %	100 %	😊
AVERAGE FOCUS ON PICTURE	38 %	68 %	😊

* Benchmark, see method.

Opinion

(Have you changed your opinion about the advertiser after seeing this ad)



Opinion change

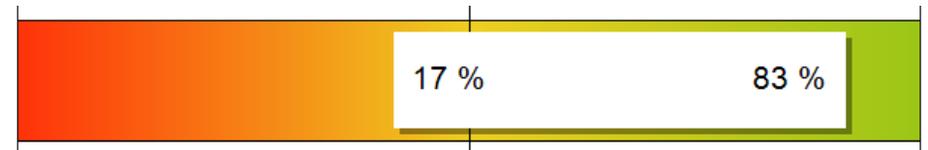
Benchmark * Result

Yes, in a positive way	24 %	27 %
Yes, in a negative way	7 %	0 %
No	71 %	73 %

* Benchmark, see method.

Intention

(What is your relation to the product/ service in this ad)



Non buyers

Buyers

Relationship to content

Benchmark * Result

I have bought it before and will do so again	25 %	73 %
I have bought it before but will not do so again	7 %	13 %
I have not bought it before but will definitely do so	6 %	0 %
I have not bought it before but might do so	31 %	10 %
I have not bought it before and will not do so	40 %	3 %

* Benchmark, see method.

Method

Study details

Media:	Youtube
Advertiser:	McDonalds
Stimuli time:	10.00 s
Benchmark category:	SubChannel: Web Ad Search
Benchmark amount:	272
Research date:	2011-09-22
No participants:	30

Age

-18	9 %
19-24	30 %
25-34	20 %
35-49	31 %
50+	10 %

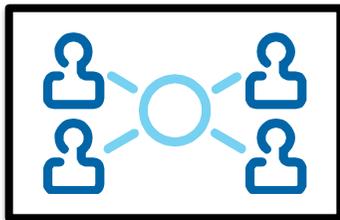
Gender

Male	47 %
Female	53 %

Sample - through panel exchange companies

Eye Tracking - in the respondents own environment

Stimuli - shown on the respondents computer



Respondents are recruited from web panels and represents the target group. Respondents are rewarded for their participation by the panel company.



In the survey respondents are asked permission to access their web camera. Thereafter the respondents eye/web camera is calibrated. During the test the respondents gaze is tracked through the web camera.



Stimuli are shown at the respondents computer screen and respondents looks at them spontaneously. Stimuli are followed by a questionnaire where respondents answers by clicking in their answer.