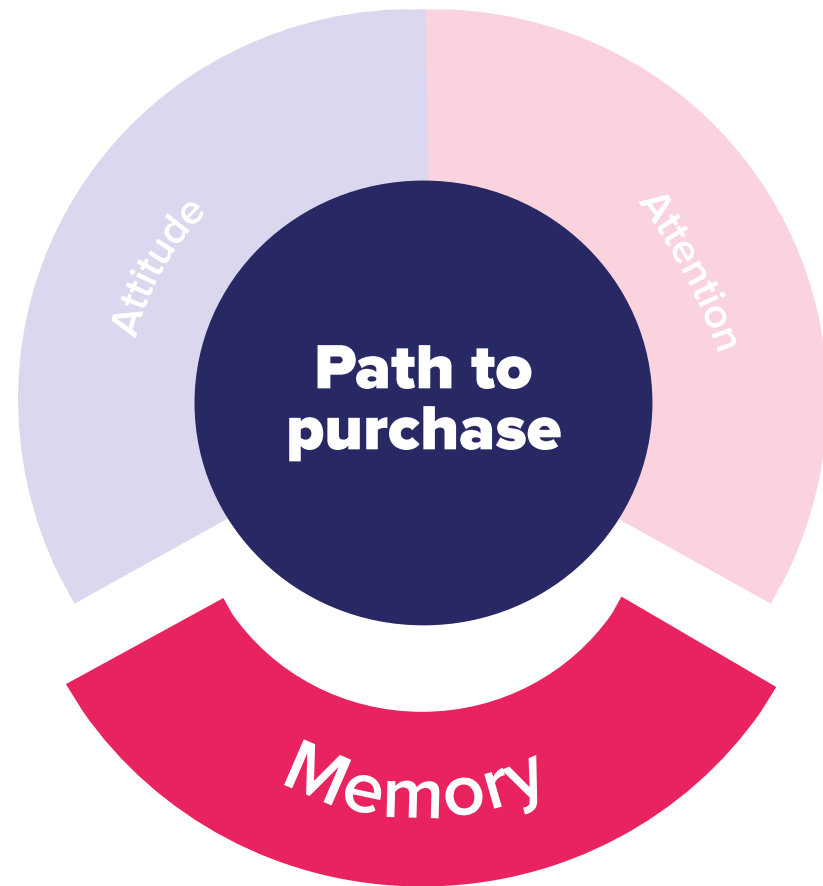


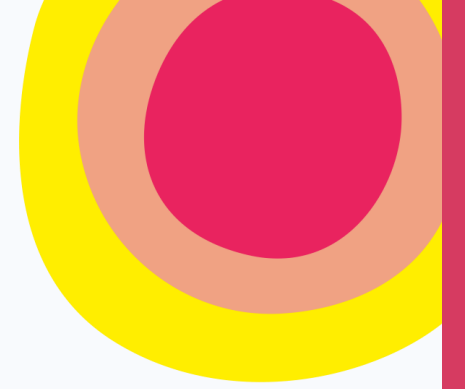
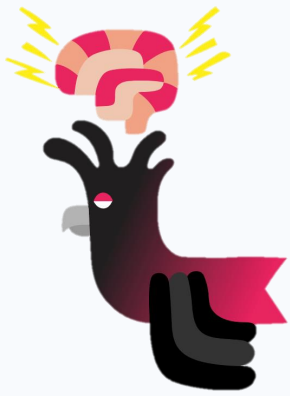
In a cluttered
digital world
memory
is the key to
effectiveness.



The path to purchase has 3 main factors: attention, memory and attitude.

Ads that command attention become embedded in memory. When consuming information and entertainment, attitudes and decisions are influenced along the path to purchase.





The 3 stages of **memory**.

Encoding

Storage

Retrieval

Recognition

Prompted recall

Unprompted recall

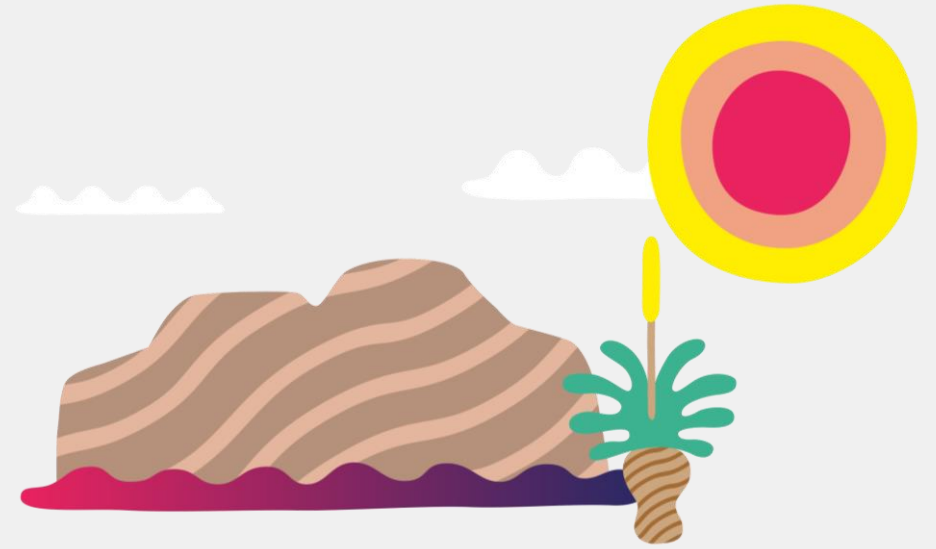


The study: how did we get here?

We took 5,350+ respondents including seven research cells across 252 websites and served 6,037 unique experiences. Simple!



Source: 'The premium world of digital'. ThinkPremiumDigital, 2021



+5,350
Respondents

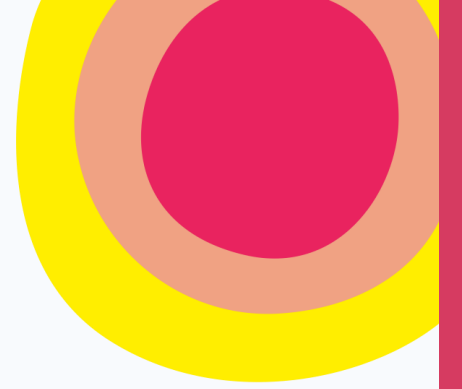
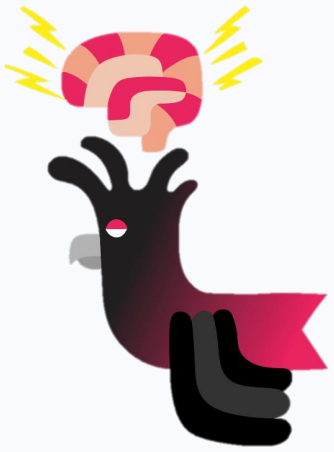
SEVEN RESEARCH CELLS ACROSS

252
Websites



6,037
Unique experiences





The competitive set.

Premium display vs
Facebook display

Premium display vs
run-of-internet display

Premium short-form vs
run-of-internet

Premium short-form
vs Facebook video

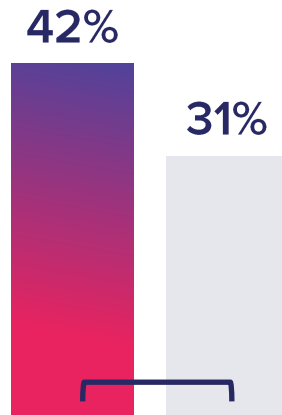
BVOD vs
YouTube



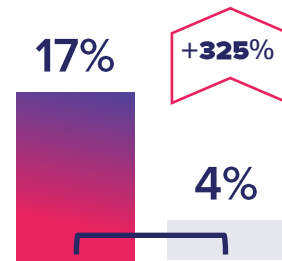
Premium display vs longtail websites

Premium display delivers significantly higher unprompted recall than run-of-internet.

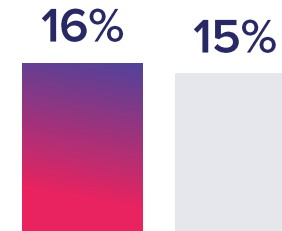
RECOGNITION



UNPROMPTED RECALL



BRAND LIFT



Premium display Longtail display

p < .05

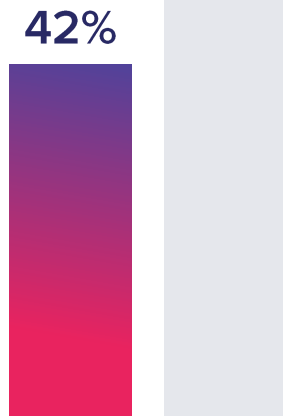
.05 < p < .10

Source: 'The Premium World of Digital', ThinkPremiumDigital, 2021

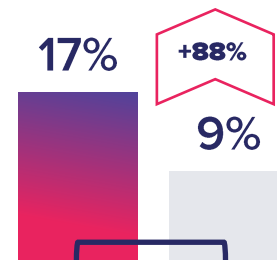
Premium display vs Facebook

Whilst Facebook starts strong it does not maintain the saliency to be remembered.
Delivers significantly higher unprompted recall.

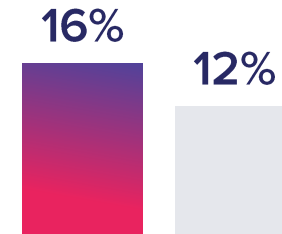
RECOGNITION



UNPROMPTED RECALL



BRAND LIFT



Premium display Facebook display

p < .05

.05 < p < .10

Source: 'The Premium World of Digital', ThinkPremiumDigital, 2021

Pre-roll in premium short-form content vs pre-roll on longtail sites

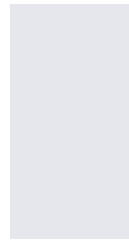
Pre-roll in premium editorial environments outperform pre-roll on long tail sites in all stages of memory.

RECOGNITION

51%



28%



UNPROMPTED RECALL

22%



+83%

12%

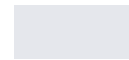


BRAND LIFT

14%



5%



Premium video

Longtail video

p < .05

.05 < p < .10

Source: 'The Premium World of Digital', ThinkPremiumDigital, 2021

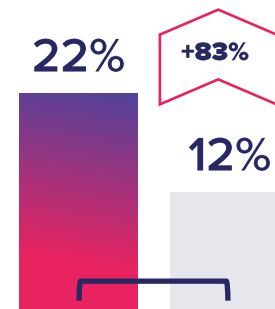
Pre-roll in premium short-form content vs Facebook video

The decay in memory is even greater for Facebook video with pre-roll in premium editorial environments providing 1.8X better unprompted recall than Facebook video.

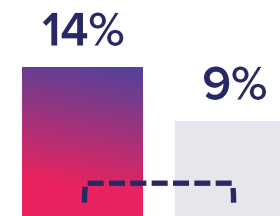
RECOGNITION



UNPROMPTED RECALL



BRAND LIFT



Premium video Facebook video

p < .05

.05 < p < .10

Source: 'The Premium World of Digital', ThinkPremiumDigital, 2021

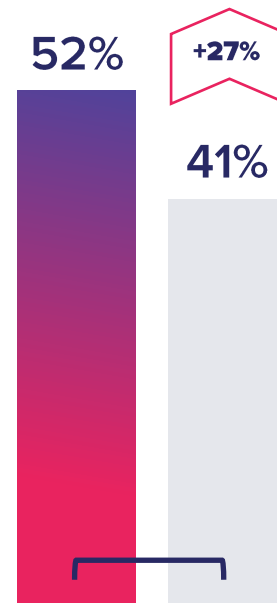
BVOD vs YouTube overall

Stronger memory recall than any content form of YouTube video advertising.

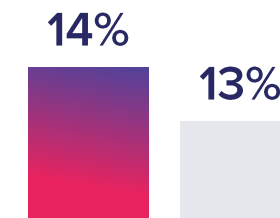
RECOGNITION



UNPROMPTED RECALL



BRAND LIFT



— p < .05

- - - .05 < p < .10

Source: 'The Premium World of Digital', ThinkPremiumDigital, 2021

 BVOD  YouTube

BVOD vs YouTube*

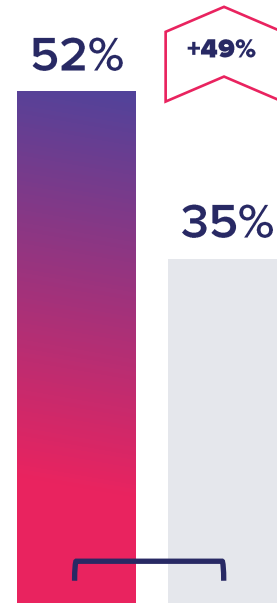
(*video shorter than 9 mins)

BVOD content provides stronger memory opportunity than longer length YouTube content (greater than 9mins)

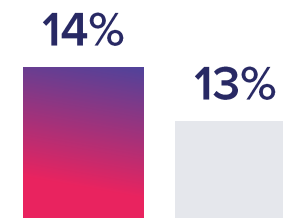
RECOGNITION



UNPROMPTED RECALL



BRAND LIFT



Source: 'The Premium World of Digital', ThinkPremiumDigital, 2021

 BVOD  YouTube (short-form)

 $p < .05$

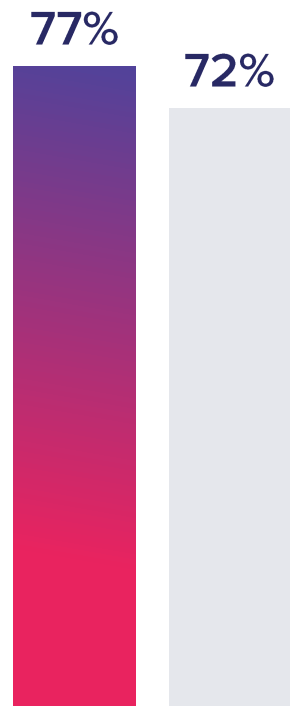
 $.05 < p < .10$

BVOD vs YouTube*

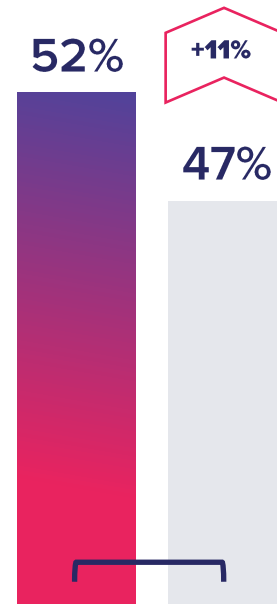
(*video longer than 9 mins)

BVOD content provides stronger memory opportunity than longer length YouTube content (greater than 9mins)

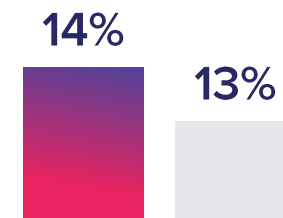
RECOGNITION



UNPROMPTED RECALL



BRAND LIFT



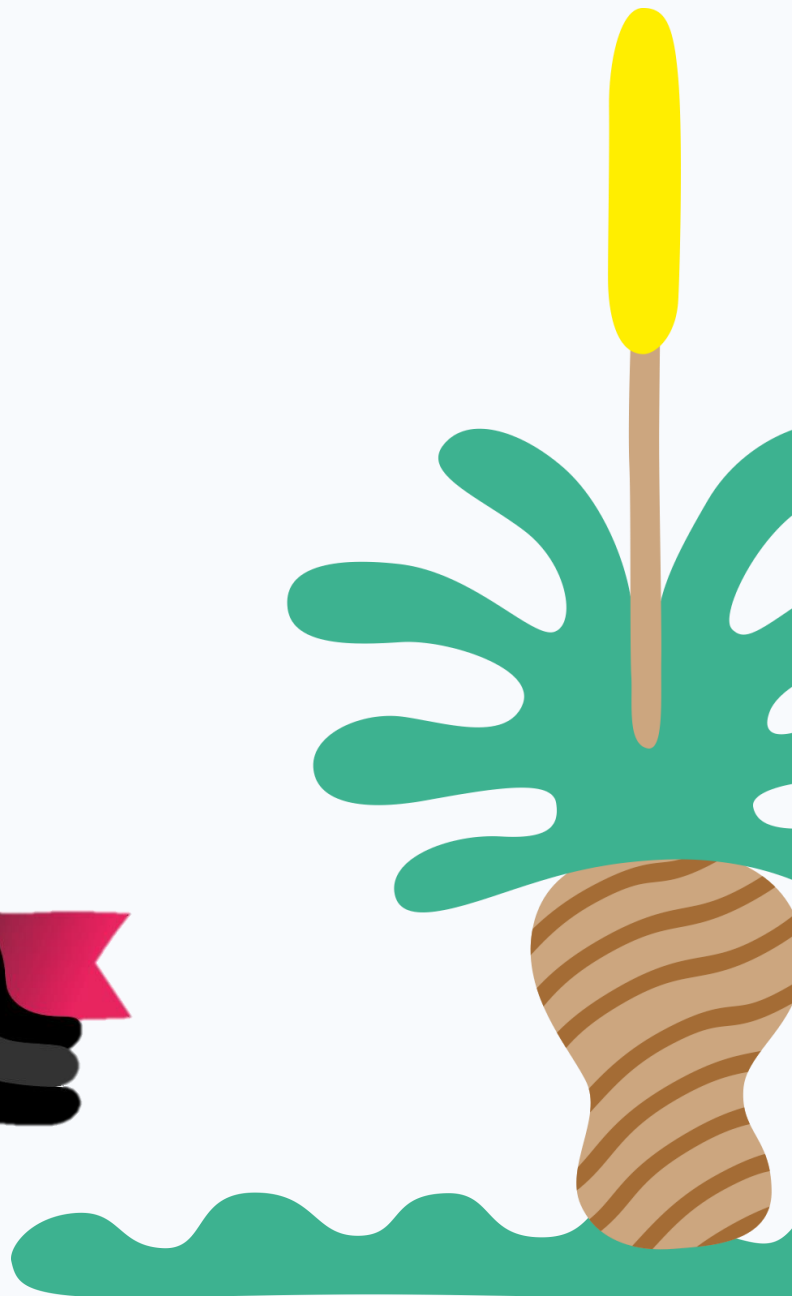
Source: 'The Premium World of Digital', ThinkPremiumDigital, 2021

 BVOD  YouTube (long-form)

 $p < .05$

 $.05 < p < .10$

When you want your brand remembered, advertising in premium digital editorial and BVOD environments outperform Facebook and YouTube.





think
premium
digital