Incentivized Advertising

Incentivized Brand Advertising Works to Capture the Active Attention of 91 Percent of People Who Interact with a Brand’s Message
OBJECTIVES & METHODOLOGY

KN Dimestore and SocialVibe designed a study to understand the value of incentivized marketing as it relates to brand perception. We gathered data from over 30,000 survey respondents who engaged with brand advertisements. Based on the results, we can demonstrate the value of incentivized engagement advertising and can ascertain its effect on brand perception.

WE SET OUT TO FIND THE FOLLOWING

1. Why do people engage with incentivized ads and what do they do when they engage?
2. How does an incentivized advertisement affect a consumer's perception of a brand?
3. What is the effect on secondary actions (i.e., visiting a website, telling a friend) from within SocialVibe brand engagements?

HOW WE FOUND IT

To capture control, SocialVibe served an unbranded call to action within promo spots across each of SocialVibe's partner sites (Zynga games, Pandora, Causes.com and others). Each unbranded ad gave consumers the opportunity to either A. “Take a Survey” or B. “Do a Brand Activity” in order to earn something of value relevant to the site on which they were engaged (e.g., Farm cash on FarmVille, timeout-free listening on Pandora, free micro-donation to charity on Causes.com).

Participants were then divided into Control and Exposed groups based on their choice.

Study participants in the Control Group are people who chose to “Take a Survey.” These consumers received an in-line series of survey questions from KN Dimestore without leaving the engagement unit. Upon completion of the questions, a regular brand ad engagement launched.

Study participants in the Exposed Group are those people who chose to “Complete a Brand Activity.” Participants then completed engagements from brands participating in the study.

Exposed Group participants were then given the opportunity to click on a “Take a Survey” button placed alongside the standard “Share on Twitter” and “Share on Facebook” buttons on the last frame of the brand engagement. Consumers who chose to take the survey were then served the same questions from KN Dimestore as the Control Group.
WHAT IS AN ENGAGEMENT?

SOCIALVIBE’S ENGAGEMENT AD UNIT
Throughout this study, we reference the SocialVibe engagement ad unit, a robust 750 x 500 flash-enabled ad unit that houses multiple levels of consumer interaction and lives across SocialVibe’s partner sites. A consumer chooses to trigger an engagement by deliberately opting in to the experience on one of SocialVibe’s partner sites, and the unit hovers directly over the page without ever taking the consumer away from their original experience, such as playing a game or listening to live music.

AN ENGAGEMENT AD UNIT MUST BE:

1. **Consumer initiated** (100% opt-in)
2. **Load in full** (no X-outs or false loads)
3. **Interactive** (e.g., polls, open-ended questions, mini-games, video content)
4. **Provide a valued benefit to the consumer in exchange for their active attention** (e.g., virtual currency, free music access, exclusive content, charity donations, free WiFi access)
5. **Can be shared across social media**
METHODOLOGY: CONTROL

1. INITIAL ENGAGEMENT

PARTICIPANT LAUNCHES AD UNIT BASED ON UNBRANDED CALL TO ACTION

They are then given the option to either take a survey OR complete a brand activity

2. CONTROL SURVEY

PARTICIPANT Chooses “TAKE A SURVEY” AND BECOMES PART OF THE CONTROL GROUP

These consumers receive an in-line series of survey questions from KN Dimestore without leaving the engagement unit
METHODOLOGY: EXPOSED

1. BRAND ACTIVITY

Participant chooses to complete a brand activity.
Participant is placed into the Exposed group.

2. SURVEY OPTION

Participant is given an option to take a survey.
Survey option appears after completion of brand activity, along with “Share on Facebook” and “Share on Twitter” buttons.

3. EXPOSED SURVEY

Participant chooses to take the survey.
Consumers served an in-line, unbranded experience with a series of survey questions from KN Dimestore (with the same survey questions as the control group).
Research Highlights
CONCLUSIONS

INCENTIVIZED BRAND ADVERTISING WORKS TO CAPTURE THE ACTIVE ATTENTION OF 91 PERCENT OF PEOPLE WHO INTERACT WITH A BRAND MESSAGE

- 48% interact because of the incentive...but end up paying attention to the brand
- 31% interact because of the brand and the incentive equally
- 12% interact because of the brand itself
- 9% interact because of the incentive

GIVING CONSUMERS SOMETHING OF VALUE IN EXCHANGE FOR THEIR ATTENTION CREATES A SIGNIFICANT IMPACT ON CONSUMER PERCEPTION AND PURCHASE INTENT

Value-exchange engagements create an average lift in brand perception of 38%, ranging between 18%-77%. The average point lift was 11 across all categories.
IMPLICATIONS

1. INCENTIVIZED ADVERTISING DRIVES ACTIVE ATTENTION TO A BRAND MESSAGE

KN Dimestore saw that 91 percent of people look for or pay attention to the brand message when interacting with incentivized engagements, meaning that consumers aren’t simply interacting with an ad just to reap the rewards of a value-exchange. Notably, 48 percent reported that while they may initially opt-in to a brand engagement for the incentive, they end up staying and paying attention to the brand message.

2. INCENTIVIZED ADVERTISING INCREASES BRAND PERCEPTION

The study revealed an average increase in brand perception of 38 percent, ranging from 18 to 77 percent, across the eight different brands participating in the study. For instance, positive brand perception of a packaged good product rose 22 points, or 77 percent, after consumers completed an incentivized engagement from the brand. The overall study showed that regardless of vertical – financial services, CPG, entertainment or technology—consumers are likely to have a more positive perception of a brand as a result of interacting with a brand-delivered incentivized engagement.

3. PEOPLE WHO ENGAGE WITH INCENTIVIZED BRAND ADVERTISING ARE MORE LIKELY TO CONSIDER THE BRAND DURING THE PURCHASE PROCESS

Respondents to the study revealed that after completing the engagement, purchase consideration against competitive brands increased. For example, when participants were asked, “Which of the six brands are you most likely to consider buying the next time you’re at the store?”, a category-leading CPG product saw a 23 point lift, or a 56 percent increase over the control group. Furthermore, when survey participants were asked about intent to purchase a brand, another CPG product in the study showed a lift of 32 points—or a 110 percent increase. A similar lift was seen in the entertainment category, in which the intent to view a specific television show increased 32 points.

4. INCENTIVIZED ADVERTISING DRIVES WEBSITE AND IN-STORE TRAFFIC

Consumers exposed to an incentivized engagement were 161 percent more likely to visit the brand’s website and 36 percent more likely to shop for the brand at the store location after completing the engagement. For example, people exposed to a brand engagement from a leading snack brand were 42 percent more likely to look for the brand at the store after completing an engagement.

5. INCENTIVIZED ADVERTISING ALSO WORKS TO DRIVE PURCHASES AND CONVERSIONS

As part of the KN Dimestore study and for the premiere of a recent blockbuster film, a major movie studio ran a value-exchange campaign through SocialVibe that offered Zynga game players the opportunity to earn virtual currency in exchange for interacting with the movie’s engagement ad. KN Dimestore then surveyed consumers who had both interacted, as well as not interacted, with the ad, asking if they had gone to see the movie in theaters. The study revealed that 32 out of every 100 people exposed to the engagement had bought tickets and seen the movie, a 22 percent lift over those who had not completed the brand engagement.
INCENTIVIZING POSITIVE BRAND PERCEPTION: CPG BRAND

91% of people paid active attention to the brand message, and brand perception rose an average of 22% after completing the incentivized brand engagement.

22% of consumers had a “far more positive” perception.

91% pay active attention to the brand during engagements.

Source: KNDisernore, June 2011
INCREASING CONSIDERATION & PURCHASE INTENT: CPG BRAND EXAMPLE

People who engage with incentivized brand advertising are more likely to consider the brand during the purchase process.

- **23%** increase in consideration against the competition for consumers who engaged.
- **32%** increase in likelihood to buy the product for consumers who engaged.

Source: KN Dimestore, June 2011

Legend:
- Gray: Non-exposed Consumers
- Blue: Consumers who engaged

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CONSUMER LIKELIHOOD TO LOOK FOR THE PRODUCT: CPG BRAND EXAMPLE

Consumers exposed to an incentivized CPG engagement were 161% more likely to visit the brand’s website and 42% more likely to look for that product at the store.

VISITS THE WEBSITE

ACTIVELY SEEKS OUT PRODUCT AT STORE

Source: KN Dimestore, June 2011
Thank You!