





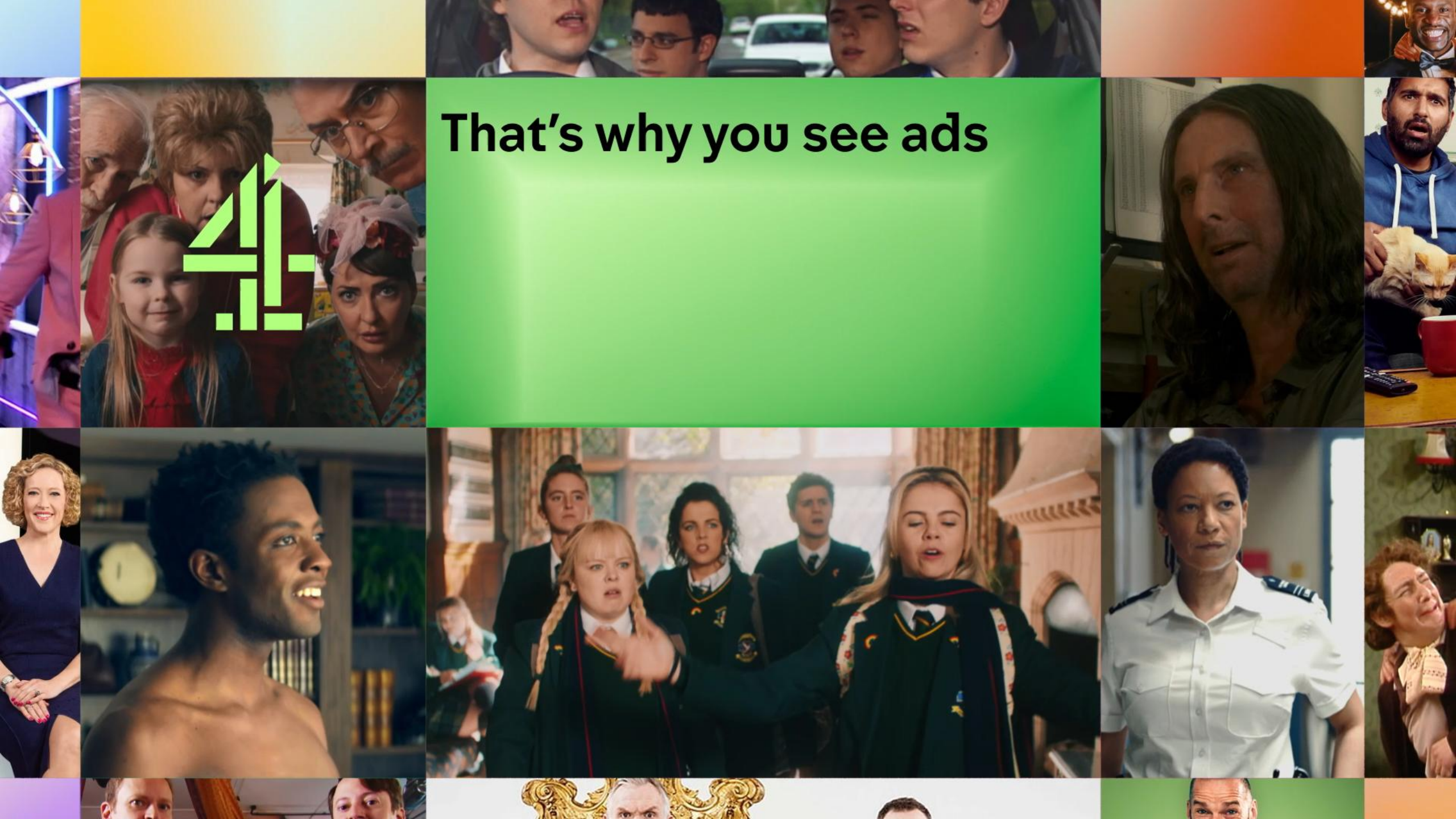
# Channel 4 Ad Experience:

## Measuring the impact of reduced ad loads on campaign performance

**QUIRK'S**  
MEDIA



That's why you see ads





“Channel 4 ads are probably more entertaining than normal TV ads as they’re usually tailored to a younger audience.”



“[Ads] don't really bother me, and I would rather watch adverts and not have to pay licence fee; I understand why adverts are there.”



“I sit through ads because that’s what you do. Channel 4 still streams in that way, and I understand why...”



**36%**



of Channel 4 viewers say TV ads improve the viewing experience



# New premium advertising concepts for advertisers

Focus on ad load.



## Hypothesis:

Reduced ad load for viewers streaming on Channel 4 will result in higher campaign effectiveness.

# Three stage approach

## 1. Qual exploration



An online forum amongst Channel 4 streamers

## 2. Force-Exposed Quant



All exposed to 30m episode of Gogglebox on a large screen but were split into numerous groups served different ad combinations

## 3. Live Evaluation



Recruited via mix of email and QR code

# Over 40 advertisers involved – thank you!



# Phase 1:

# Testing the hypothesis

Qualitative exploration and Quantitative forced exposed lab test

# Five ad load groups



- ❖❖❖ Unexposed
- ❖❖❖ Standard ad load:  
60"/ 210"/ 210"
- ❖❖❖ Medium ad load:  
60"/ 150"/ 150"
- ❖❖❖ Light ad load:  
60"/ 90"/ 90"
- ❖❖❖ Lightest ad load:  
30"/ 60"/ 60"

**01.**

**Viewers enjoy watching ads  
more in breaks with lighter  
ad loads.**



“Much prefer that ad break compared to the [standard] one, it is so much shorter... you're so much more **engrossed** and **engaged** in it, the whole way through.”



“I did like the succinctness of the ad break I must say, just having two, it was **great**. I **loved** the first one.”

Those exposed to the lightest ad break were

**39%**



less likely to say the ads **detracted** from their viewing experience

**75%**



of all viewers find ads **more appealing** in a lighter ad load break

**02.**

**Viewers are less inclined to  
ad-avoid ads in breaks with  
lighter ad loads.**

**72%**  
**are less likely to avoid  
ads in a lighter ad load  
break.**



**03.**

**Viewers pay more attention to the ads in breaks with lighter ad loads.**



# 69%

find ads more **interesting**  
when there are fewer in the  
break

# 71%

pay more **attention**  
to ads when there are  
fewer in the break

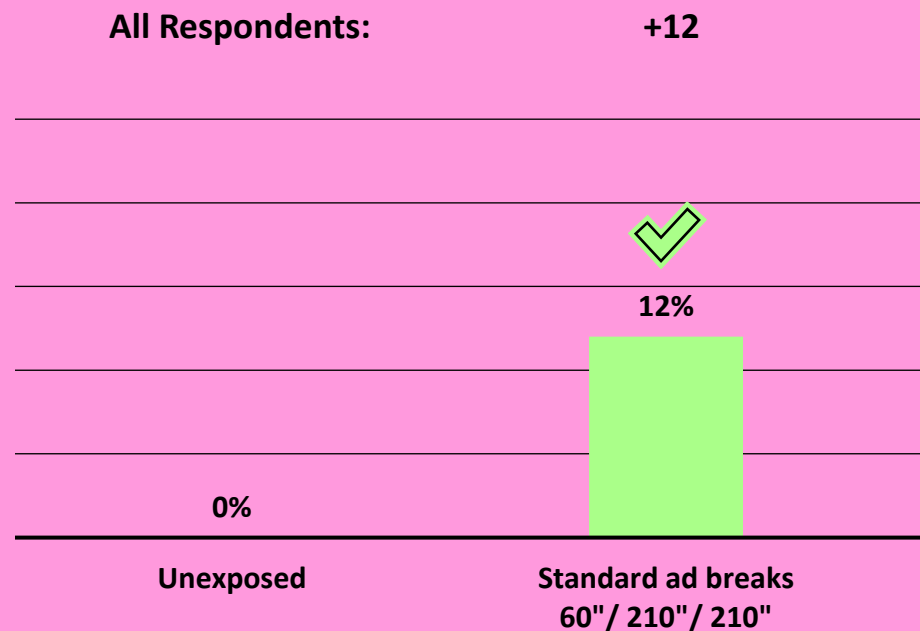


**Paying more attention  
to shorter ad breaks**

**04.**

**Viewers are more likely to remember ads in breaks with lighter ad loads.**

# Spontaneous ad recall: the standard ad break proves highly effective



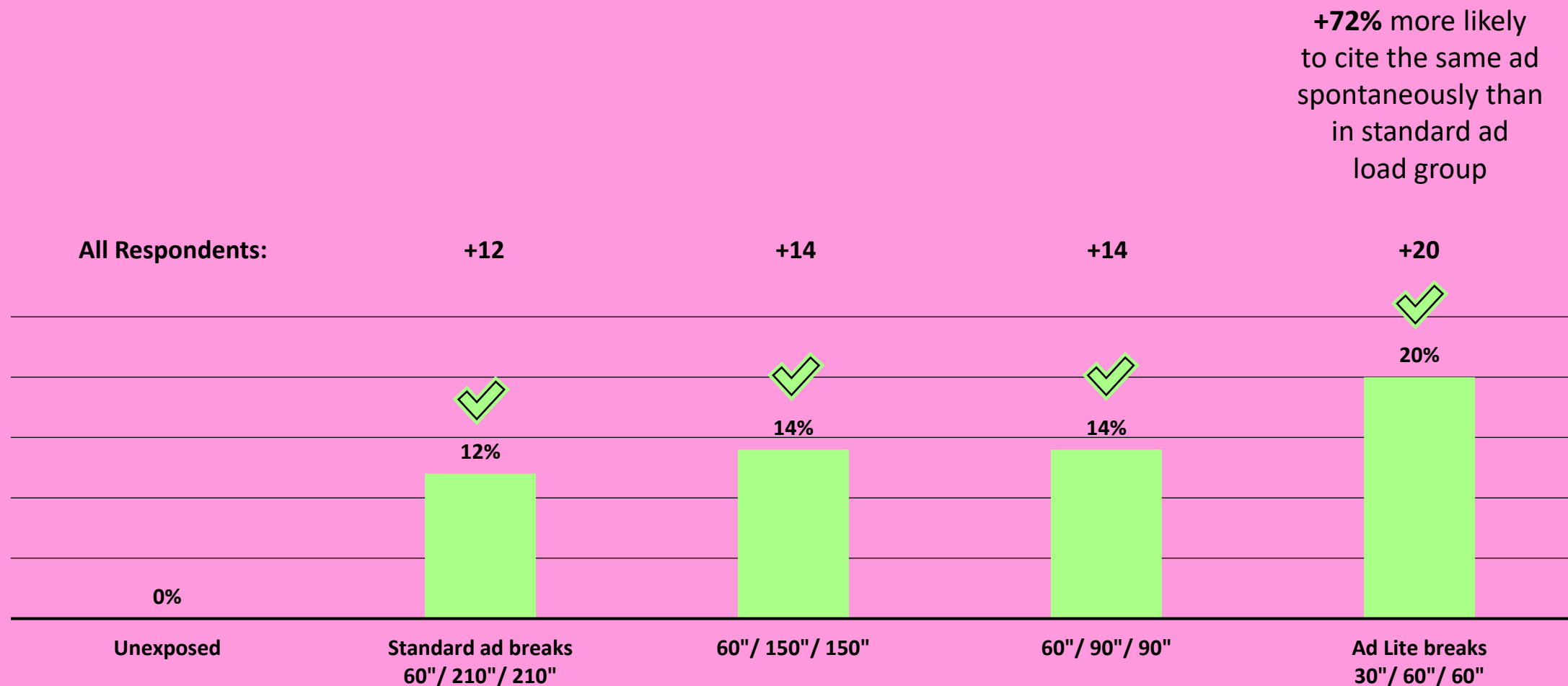
Base: effective bases: 1,521, 1,440

*And which brands, if any, do you remember seeing advertising for recently?*



= significantly higher than Unexposed at 95% confidence

# Spontaneous ad recall: the standard ad break proves highly effective



# 72%

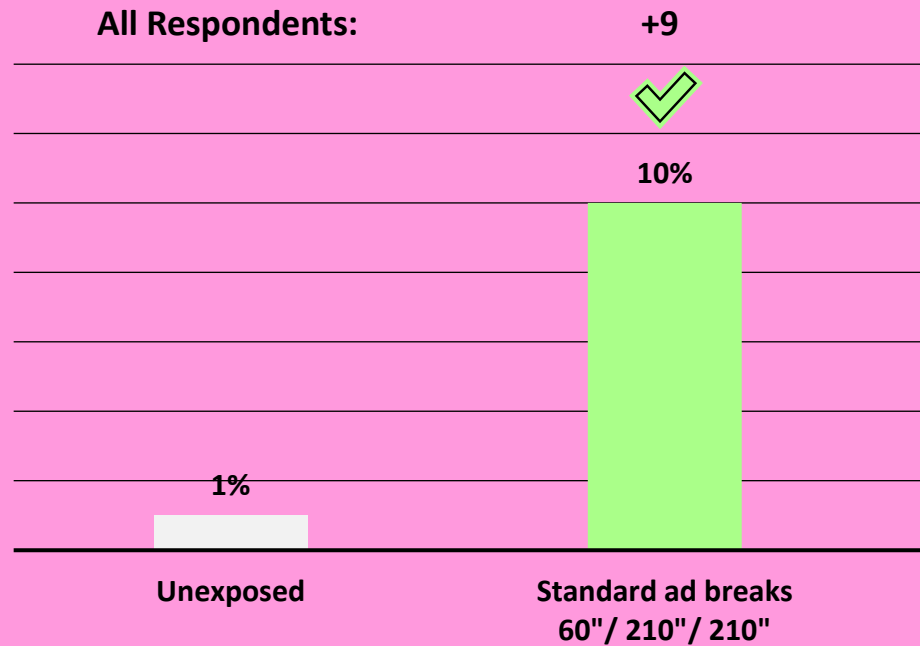
**remember ads more  
when there are fewer in  
the break.**



**05.**

**Lighter ad loads directly benefit brand KPIs – particularly top-of-mind awareness.**

# Spontaneous brand awareness: the standard ad break proves highly effective



Base: effective bases: 1,521, 1,440

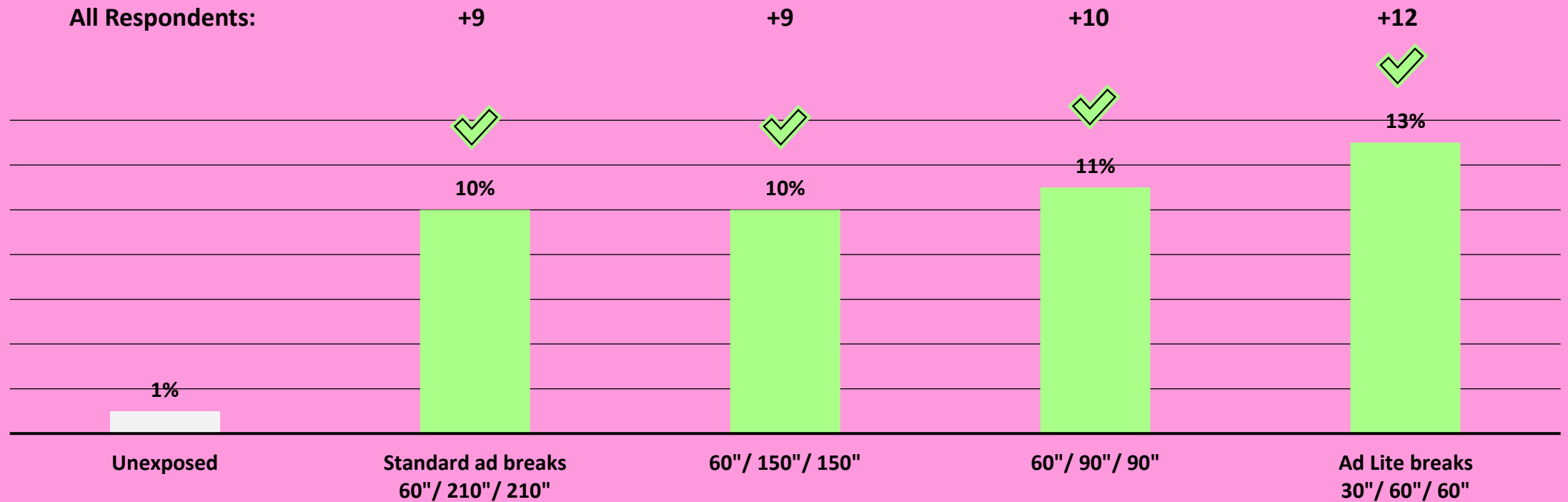
*If you were to think generally about brands of products or services, which brands spring to mind?*



= significantly higher than Unexposed at 95% confidence

# Spontaneous brand awareness: the standard ad break proves highly effective

**+33%** more likely to cite  
the same brand  
spontaneously than in  
heaviest ad load group



Base: effective bases: 1,521, 1,440

*If you were to think generally about brands of products or services, which brands spring to mind?*



= significantly higher than Unexposed at 95% confidence

64%



think a brand looks more  
premium when shown in a  
lighter ad break

# Testing the hypothesis

## Five Key Findings



Viewers **enjoy watching ads more** in breaks with lighter ad loads.



They are **less inclined** to ad-avoid.



They **pay more attention** to the ads.



They are **more likely** to remember the ads.



**Direct benefits** to brand KPIs – particularly top-of-mind awareness.

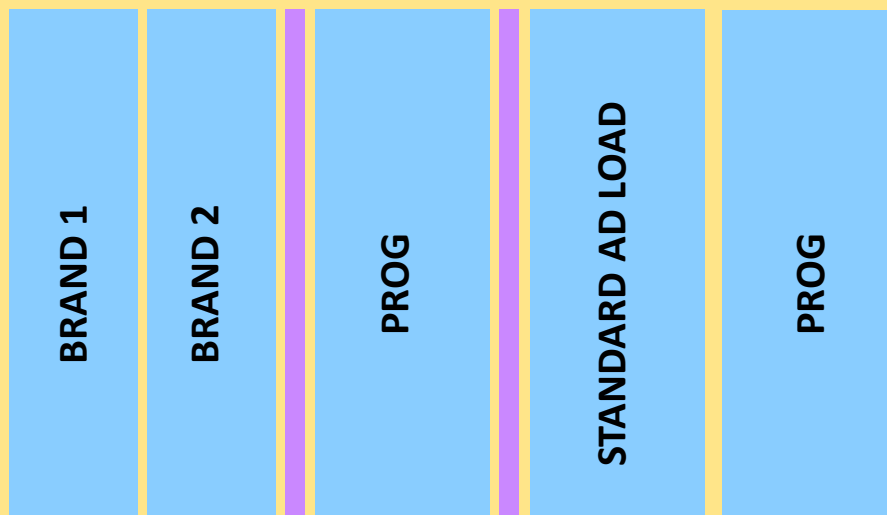
# Phase 2:

# Trialing new ad concepts

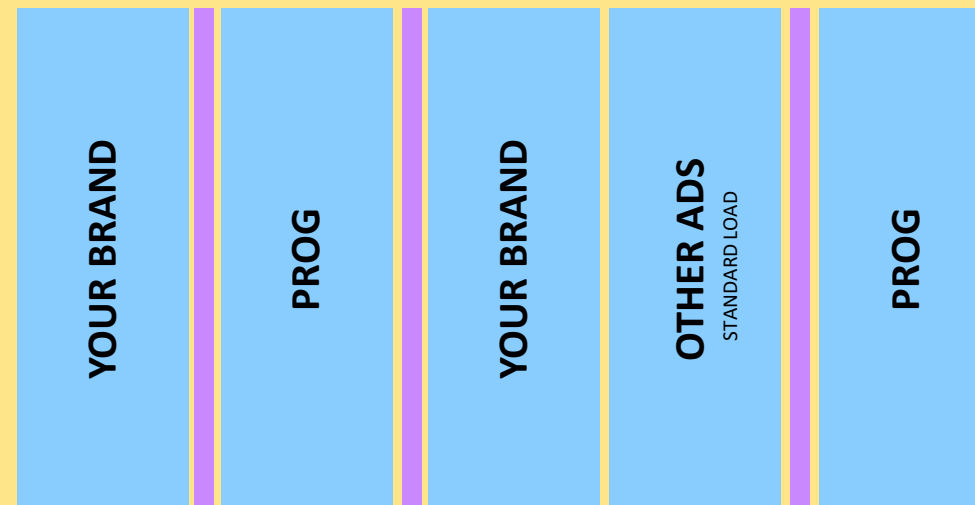
Quantitative live ad evaluations

# Two new concepts developed for live trial

## 1 'Lite'



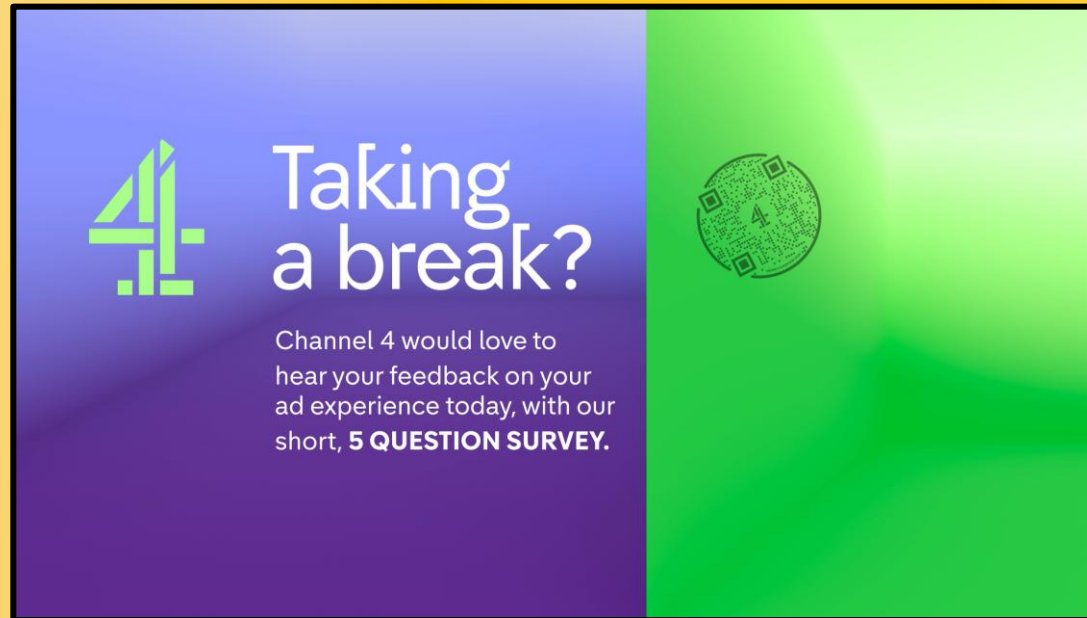
## 2 'Solus'





# Channel 4 managed data collection

## QR Code invite

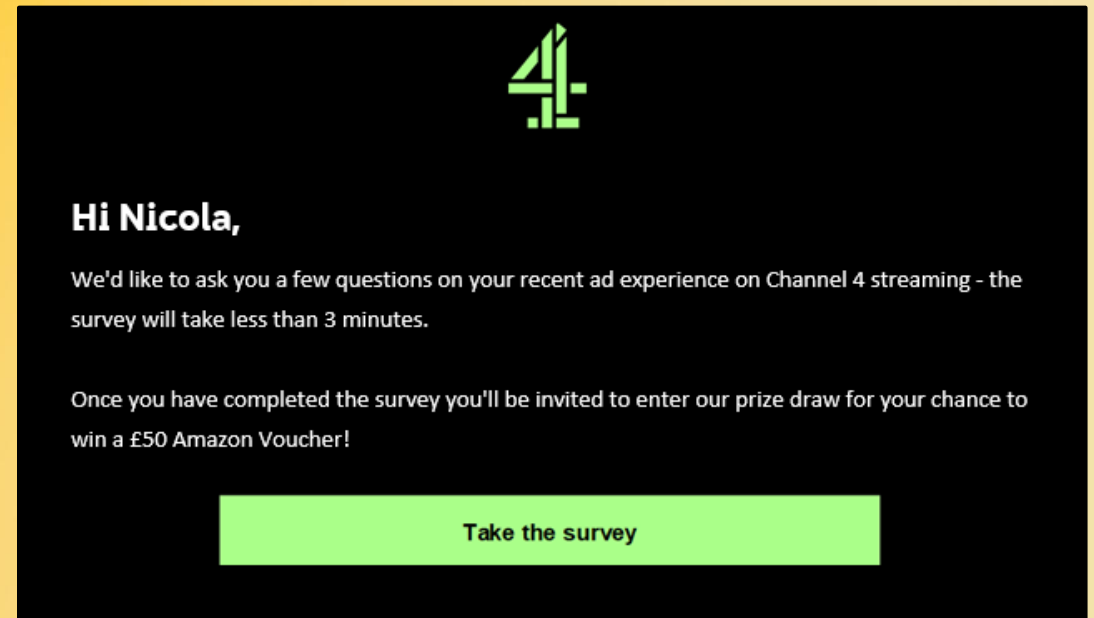


2,200 C4 viewers invited immediately after viewing

Short questionnaire

Captures **initial** impact

## Email invite



1,819 C4 viewers emailed within 24 hrs of viewing

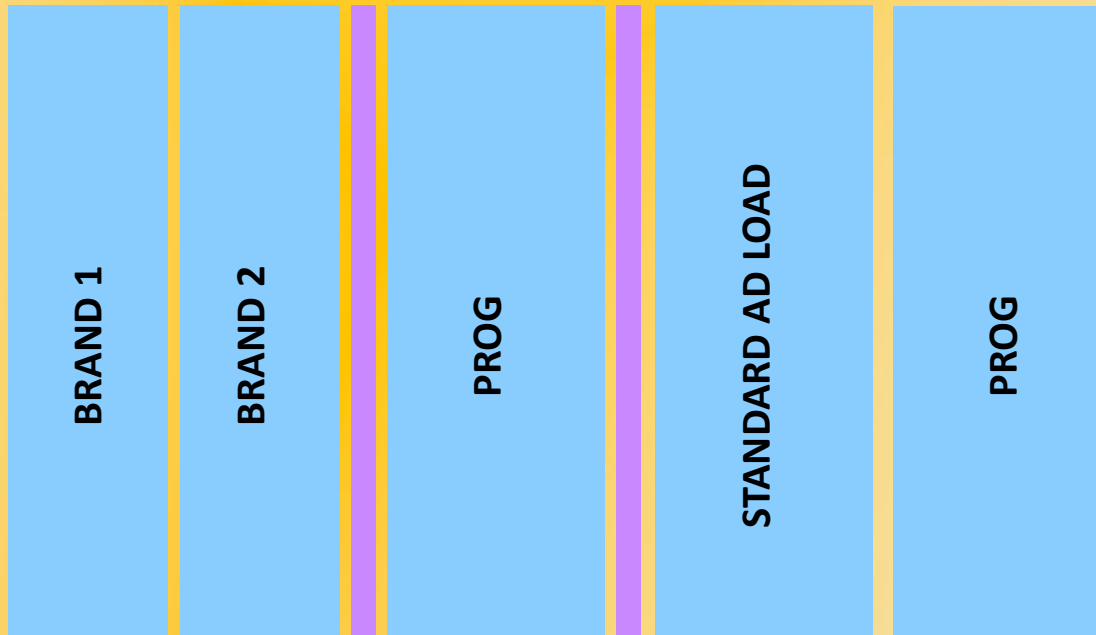
Longer questionnaire

Captures **longtail** of impact



# Ad format 1: 'Lite'

Lite: Your ad will never be in a break that lasts longer than 60 seconds.



## Included in test

**6 advertisers**

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### Split by

- Test: exposed to ad in Lite break
  - Control: exposed to ad in regular ad break
- 

### Data aggregated

**2614 completes**

- 1,335 via QR code
- 1,279 via email

# Ad format 1: 'Lite': A great all rounder...

Compared to a regular break, Lite generates



**+44%**

increase in **ad recall**



**+23%**

increase in **brand affinity**  
(very positive)



**+15%**

increase in **consideration**  
(first choice)

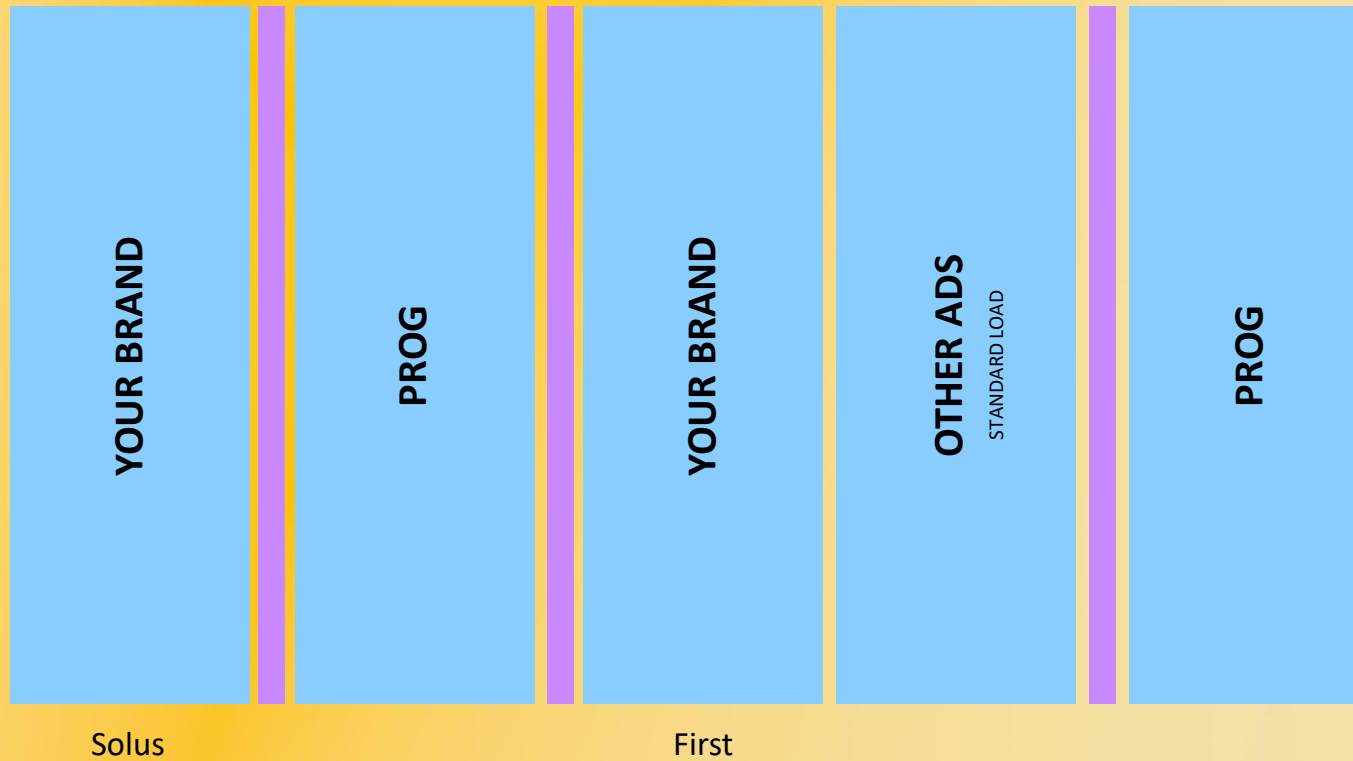


**-12%**

ads **detracted** from viewing  
experience

# Ad format 2: 'Solus'

Solus: Solus Ad in pre-roll followed by first in break mid roll 1



Included in test

5 advertisers

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Split by

- Test: exposed to ad in Solus break format
  - Control: exposed to ad in regular ad break
- 

Data aggregated

1,709 completes

- 991 via QR code
- 718 via email

# Ad format 2 'Solus': Great for stand out and branding...

Compared to a regular break, Solus generates



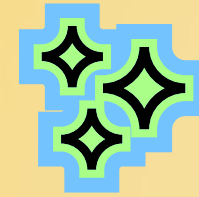
**+73%**

significant  
increase in immediate  
**ad recall**



**+81%**

significant  
increase in long  
term **ad recall**



**+35%**

increase in **brand  
affinity**  
(very positive)

# Summary



# Summary

1

**Lighter ad loads** are enjoyed more, benefit from greater attention from viewers and – as a result – are 72% more likely to be spontaneously remembered.

2

**More premium:** Brands are seen to be more premium by viewers when shown within a lighter ad load environment.

3

**QR code invites** prove to be a viable and highly effective data collection tool (if you have a large and engaged audience). Consider a voice-over and strong call to action.

4

**An actionable study:** Channel 4 now has two successful commercial ad product, with research embedded at every stage in the process from concept to commercial roll-out.



# Thank you!

## Channel 4

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**Come and meet us at booth 704!**

**Scan the QR code to share  
your feedback and sign up for  
the one pager**

