

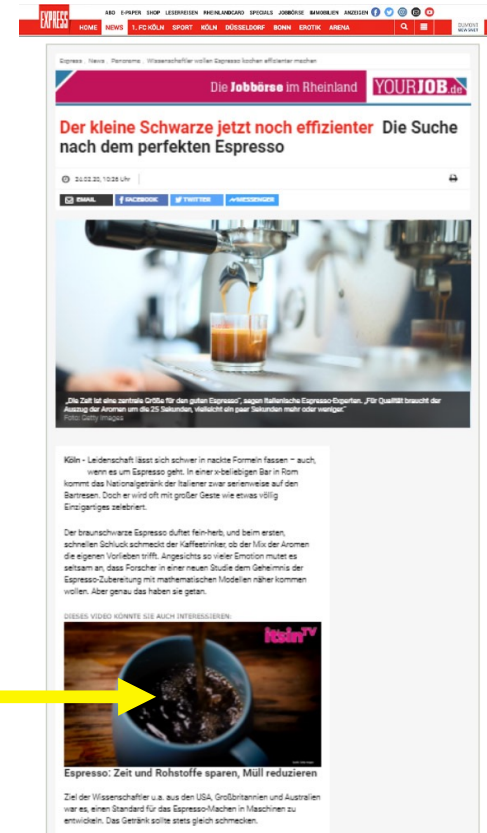


The test

We wanted to find out if contextually relevant pre-roll ads, and video content, improved **consumer engagement**.

320 German adults who owned a coffee machine, were recruited. They were split across **three scenarios**, each with the Café Royal [coffee] pre-roll ad.

And undertook **eye-tracking** monitoring and a survey.



Scenario	Article	Pre-roll	Video
All coffee related			
Article & pre-roll coffee related			
Only pre-roll coffee related			

Coffee related
 Not coffee related

Placing Café Royal ads in context: a study

We used eye-tracking and surveys to find out if contextually relevant pre-roll ads, and video content, improved **consumer engagement**.

When seen in context...

...+**16.8%** more people viewed the ad.

ATTENTION

...+**20%** more people recalled the **Café Royal brand**.

BRAND RECALL

...+**15-20%** more people thought the brand was of **high quality**, had a **great range**, **tasted great**, and was **value for money**.

**BRAND
PERCEPTION**





Context improves attention

More attention was paid to the Café Royal ad when it was placed contextually.

16.8% more people viewed the ad when in context.



79%

Only pre-roll coffee

85%

Article & pre-roll coffee related

95%

All coffee related

Eye tracking data: % that viewed the Café Royal ad



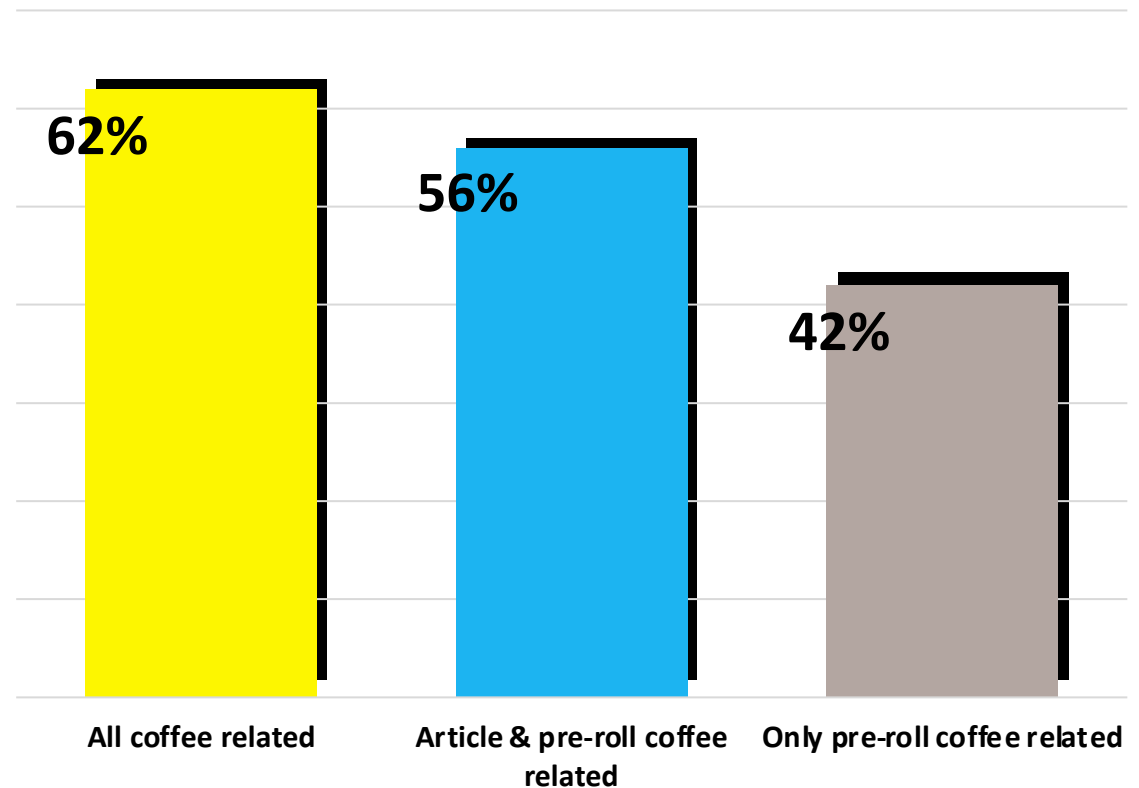
Context improves brand recall

Overall recall of Café Royal was higher on the contextual page than the non-contextual page.

+20% more people recalled the **Café Royal brand** after seeing it in a contextual environment.

BRAND RECALL

“What were the videos about?”
Answers that mentioned Café Royal:





Context improves brand perception

More people thought the brand was of high quality, had a great range, tasted great, and was value for money when they saw the ad in context.

**BRAND
PERCEPTION**

“Please indicate the extent to which you agree or disagree with the following statements about the brand Café Royal. Café Royal ...”

