



# **Do You Recognize Its Brand?**

**The Effectiveness of Online  
In-Stream Video Advertisements**

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**Original paper:**

**Do You Recognize Its Brand? The Effectiveness of Online In-Stream Video Advertisements.** Li, H., & Lo, H.-Y. (2015). *Journal of Advertising*, 44(3), 208–218. doi:10.1080/00913367.2014.956376

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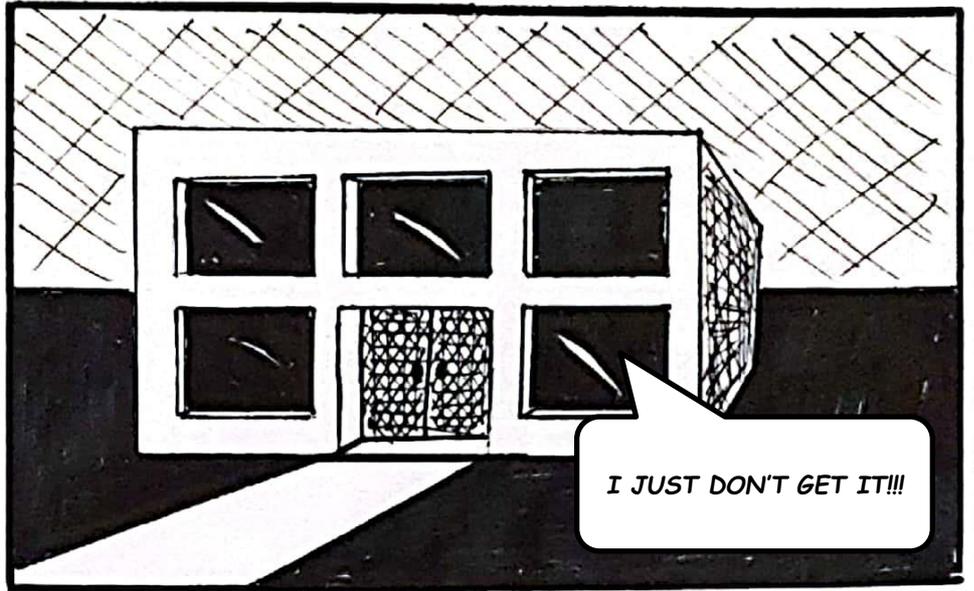
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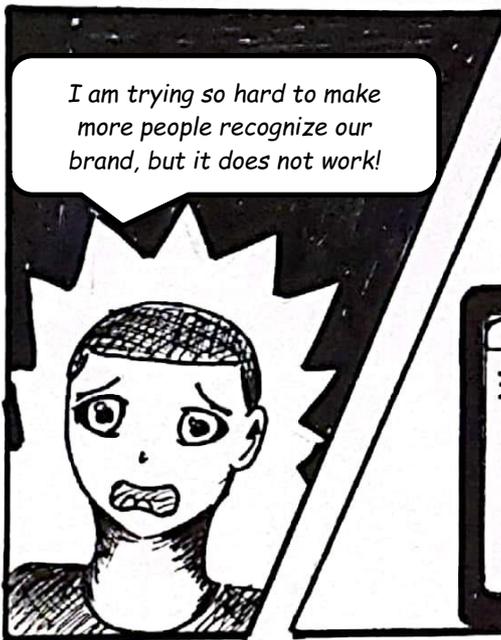
Website: [www.visuallanguagelab.com](http://www.visuallanguagelab.com)

ON A  
REGULAR  
MONDAY  
MORNING

....



I JUST DON'T GET IT!!!



I am trying so hard to make more people recognize our brand, but it does not work!



For example, I put our video ad at the beginning of congruent videos, so everyone sees the ad immediately



BUT STILL, NO ONE RECOGNIZES OUR BRAND!!



You have to try better, John! You only have one job to do, and that is **TO LET PEOPLE RECOGNISE OUR BRAND!!** I am not asking for more.



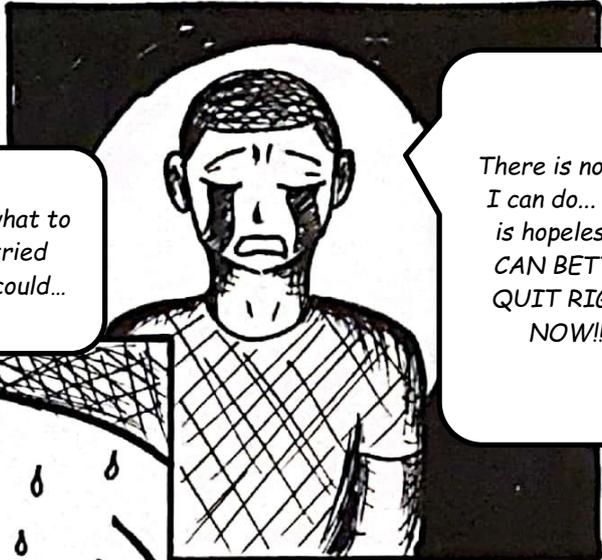
You have until tomorrow to find a solution, **OR ELSE YOU WILL GET FIRED!**

I L I A P I M

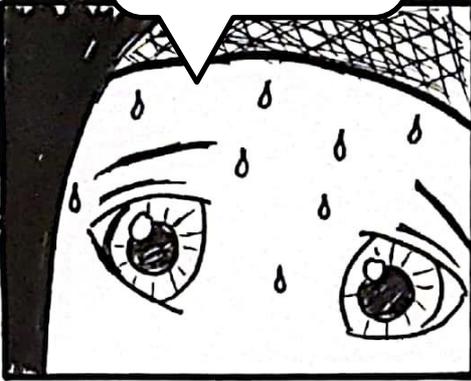
Poor John was starting to sweat nervously...



I don't know what to do now... I tried everything I could...



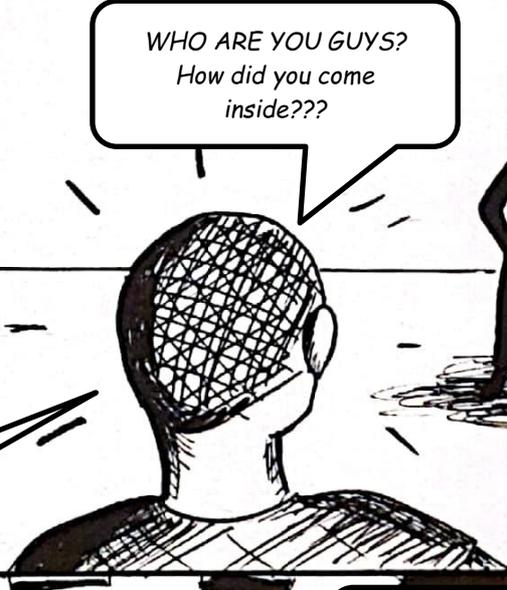
There is nothing I can do... This is hopeless. I CAN BETTER QUIT RIGHT NOW!!!



So we had to interfere....!!

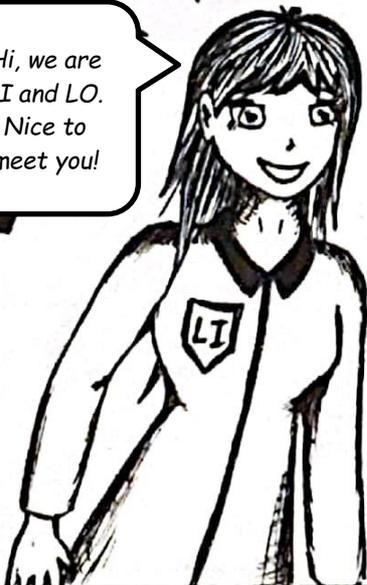
# HOLD ON!

WHO ARE YOU GUYS?  
How did you come inside???



Wait, WHAT.....??

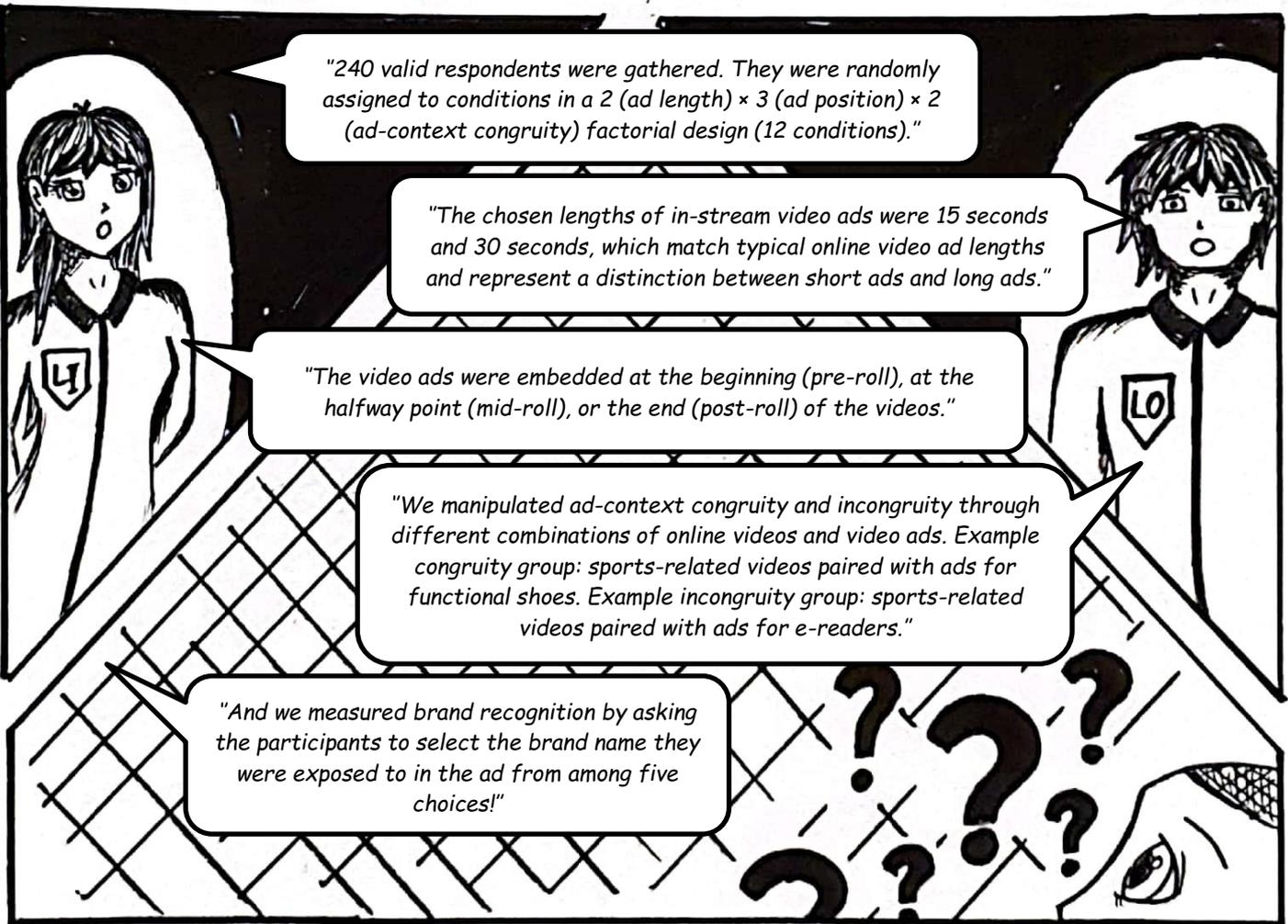
Hi, we are LI and LO.  
Nice to meet you!



We wrote a paper called "Do You Recognize Its Brand? The Effectiveness of Online In-Stream Video Advertisements".



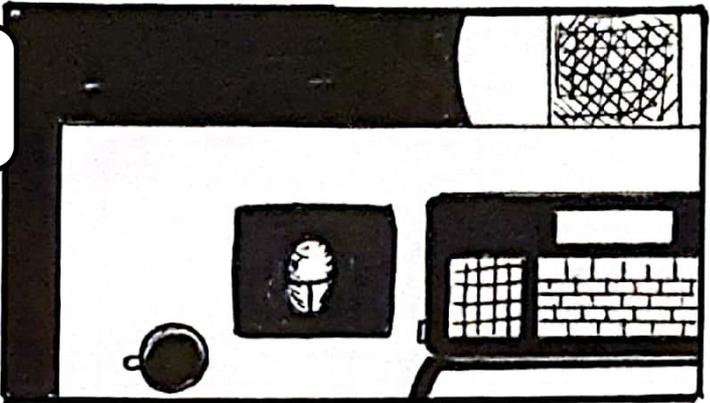
We investigated the effects of ad length, ad position, and ad-context congruity on brand recognition in online in-stream video advertisements. So we know a lot about video advertising within online videos.



Sorry if it is going too fast for you... Let's dive into the results of our study!



Here is a figure from our paper. Here we show how many people recognized the brand successfully among ad-context congruity x ad position conditions.



"Mid-roll ads were more effective for creating brand recognition than post-/pre-roll ads when the context of the ad was consistent with the video."

"For pre-roll ads, incongruent context resulted in stronger brand recognition than congruent context (OR = 5.34,  $p < .05$ ). The same was true for post-roll ads (OR = 7.77,  $p < .01$ )."



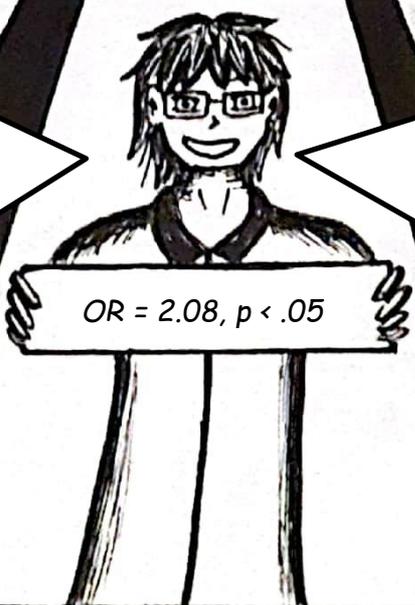
In this case: your ad is congruent to the video. You put it at the beginning of the video, but you should better insert your ad in the middle of the video!

REAAAALLY? That was literally it??



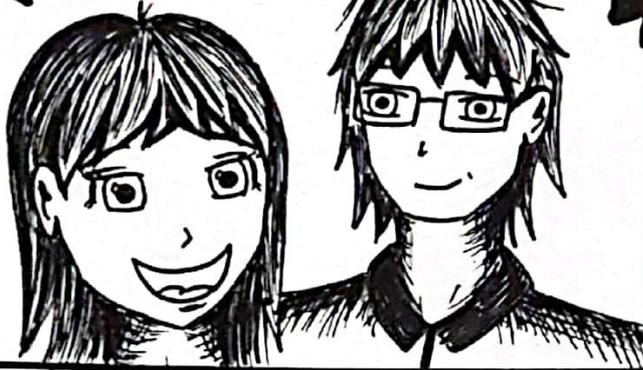
Hold on, we are not done yet...

We also told you that we tested the ad length on brand recognition. The participants saw either a 15 seconds or a 30 seconds ad.



"The 30-second ads have a significantly higher odds of being recognized than the 15 seconds ads (OR = 2.08,  $p < .05$ ). This indicates that the longer the video ads are, the higher the likelihood of recognition is."

Like most studies, our study also has some limitations, but if you follow our advice, the chance is big that you will succeed!



And why should I believe two strangers who just broke into my office and think that they are smarter than me???



**JUST TRY IT, OR LOSE YOUR JOB FOR SURE!!!**

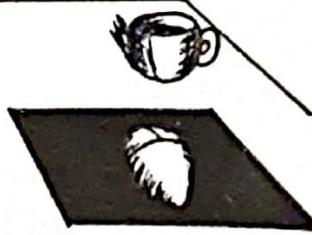
OK, OK, OK.....



There goes nothing.. This better work or else I can kiss my job goodbye!

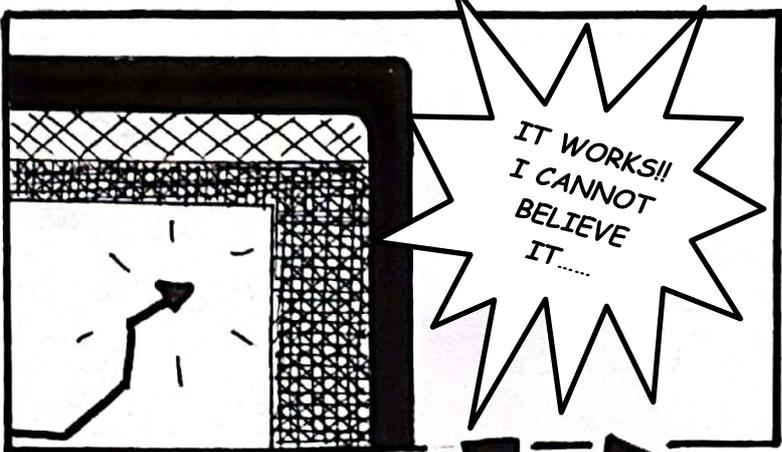


Creating a  
• Congruent ad  
• Mid-roll ad  
• (+/-) 30 sec ad

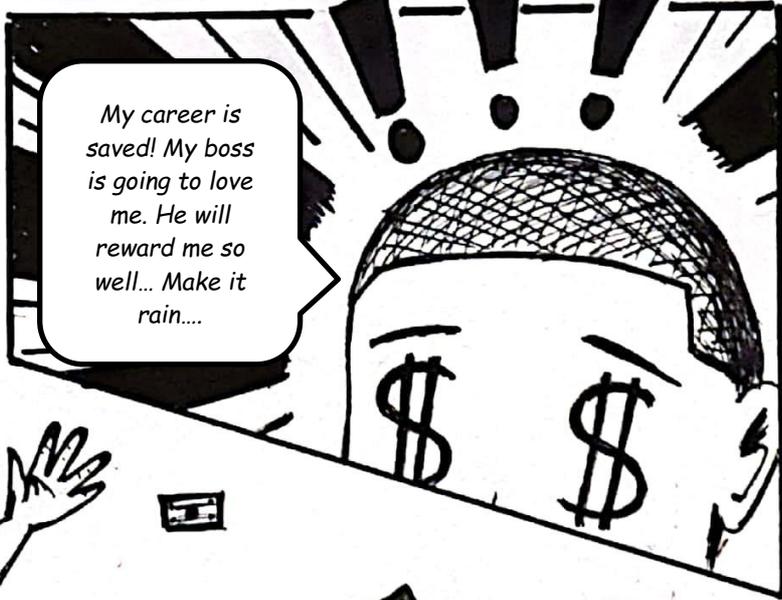




Wait.. what? It works??



IT WORKS!!  
I CANNOT  
BELIEVE  
IT.....



My career is saved! My boss is going to love me. He will reward me so well... Make it rain....



...MAKE IT RAIN!!!!



We told you it will work!

Our job is done 😊