ABCD Auto

Vertical Specific Guidance, powered by ML

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What will we cover

A comprehensive view of the levers of auto creative effectiveness powered by an innovative method that combines vertical-specific attributes, Filming Techniques elements and Machine Learning models.

How does this help?

It provides a data driven framework that maps the creative elements that influence the performance of brand metrics, customized for the Auto vertical. This is not a prescriptive model, it is a contribution to identifying the elements that are present in over and under performing auto ads in YouTube. This needs to be considered in the context of your brand, geo and market segment. Additionally, we have identified grey areas that need to be explored in partnership with your brand and creative agency.

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The 2019

ABCDs for Auto

The good, the surprising and the invisible

Six months of machine learning and human coding have helped us understand which creative elements are propelling brands forward and which are holding them back.

It's now easier than ever for brands to find their best, most effective path forward. Included too are some creative and tactical surprises, and our recognition that some specific insights will remain invisible to us all until we test their value further.

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How does it work?

We analyzed 2K of the best and worst performing Auto Global Ads. In order to isolate and understand the effect that each element has, we built an Auto-specific codebook that combines vertical attributes, Filming Techniques and codes detected via Machine Learning models.

Finally, we partnered with **IPSOS**, in coding for the ads and with the **GTech Data Scientist Team** to build the final correlations.

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What does coding mean and how does it work?

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What does coding mean and how does it work?

It is a standard techniques used to identify objective creative elements in ads.
Performed by human coders (IPSOS) and a Machine Learning model (Google)

Human Reviewer (IPSOS)	Machine Learning (Google)
No human/car in the first frame. Car+Human in the first 5 seconds There are Kids and Teens present in the ad The brand appears as an overlay in the 16-30s The brand appears as an overlay in the last frame The ad mentions/showcases features portraying Towing Capacity and Comfort The supers augment the VO. The narrator is a VO of someone who is not in the ad. The majority of the frames are tight The narrative structure is traditional	Logo size # of shots Seconds per shot % of frames with humans % of frames with cars Second in which the car appears for the first time.

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Codebook & Coders

Human Coders   **Machine Learning**

Auto Codes	Filming Techniques Codes	Machine Learning Codes
Contributed with	Contributed with	Contributed with
Interior Features Exterior Features Performance Features Safety Features Driving Behaviour People Scenery Branding Competitive Claims Promotions/Dealers Messages	Framing Pacing Supers+VO Shots Narrative Structure Brightness Contrast Hue/Saturation	Seconds per Shot Number of Shots % of frames with People % of frames with Cars Size of Logo Car first appearance

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How does it all come together?

CODING → **MODELING** → **INSIGHTS**

CODING

Identifying objective creative elements in ads

Currently human coded (provided by Ipsos) + ML

Our goal: Build a scalML-coded (based on Google and Ipsos data)

MODELING

Analysis of the correlation between the creative elements and ad effectiveness using Brand Lift & VTR

Uses a rule based learning model (RuleFit, based on work by Friedman & Popescu)

INSIGHTS

Associations between objective creative elements and ad performance.

Creative Directors input Data curation & packaging.

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What does the **ABCD for Auto include?**

The ABCD for Auto
Which elements allow auto brands to breakthrough? How to brand effectively? Which elements help you to connect with the consumer? How can we direct them to take action?

Assessment Matrix
Beyond the elements that help brands to influence brand metrics, what is hurting brands? How often? What are the opportunities or baseline choices? What should we avoid and what are bad choices?

A framework for actionability
When are these insights relevant? What are the key windows of optimization? What should my client/agency know and when?

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ABCD
Auto 2019

ABCD Framework

ATTRACT

See the car.
See the people.
Hear the car.
Want the car.

A

BRAND

Logo size matters.
Avoid overlays.
Flash the badge.
Power of audio.

B

CONNECT

Features work.
Safety best.
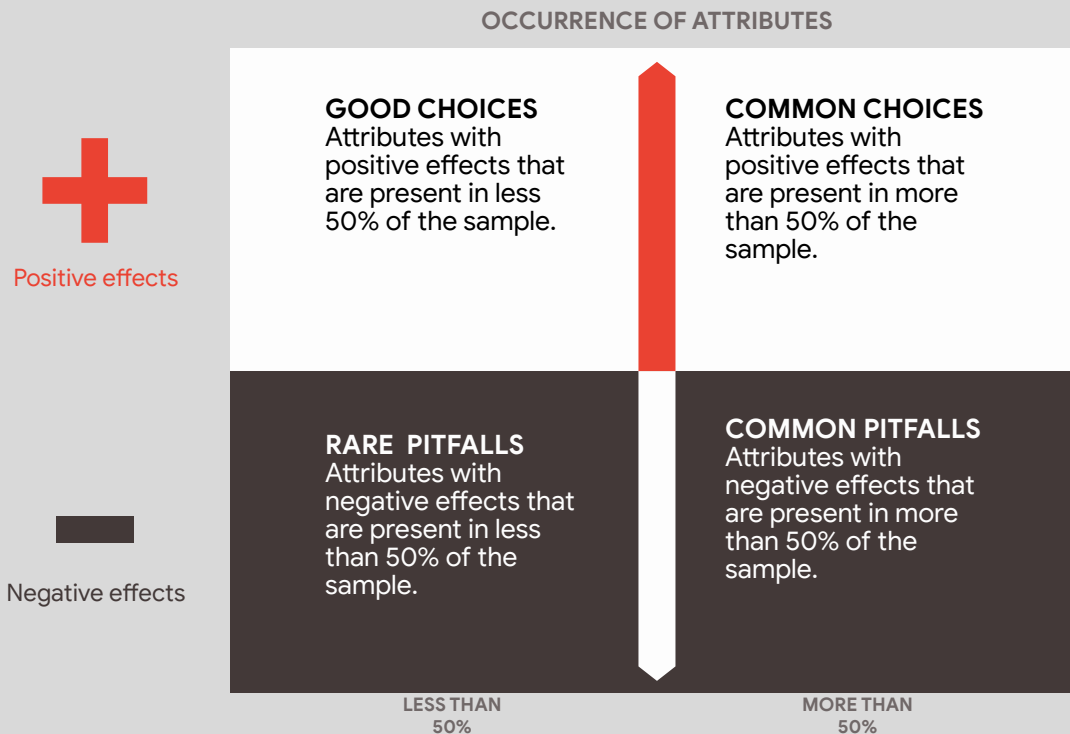Entertainment console.
Performance driving.

C

DIRECT

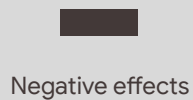Show the showroom.
VO the deal.

D

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The Assessment Matrix

+

Positive effects

—

Negative effects

GOOD CHOICES
Attributes with positive effects that are present in less 50% of the sample.

COMMON CHOICES
Attributes with positive effects that are present in more than 50% of the sample.

RARE PITFALLS
Attributes with negative effects that are present in less than 50% of the sample.

COMMON PITFALLS
Attributes with negative effects that are present in more than 50% of the sample.

LESS THAN 50%

MORE THAN 50%

See the car.
See the people.
Hear the car.
Want the car.

Opening with a vehicle in-frame is good;
Opening with a **vehicle and person** is better;
Opening with a vehicle and two people even better;
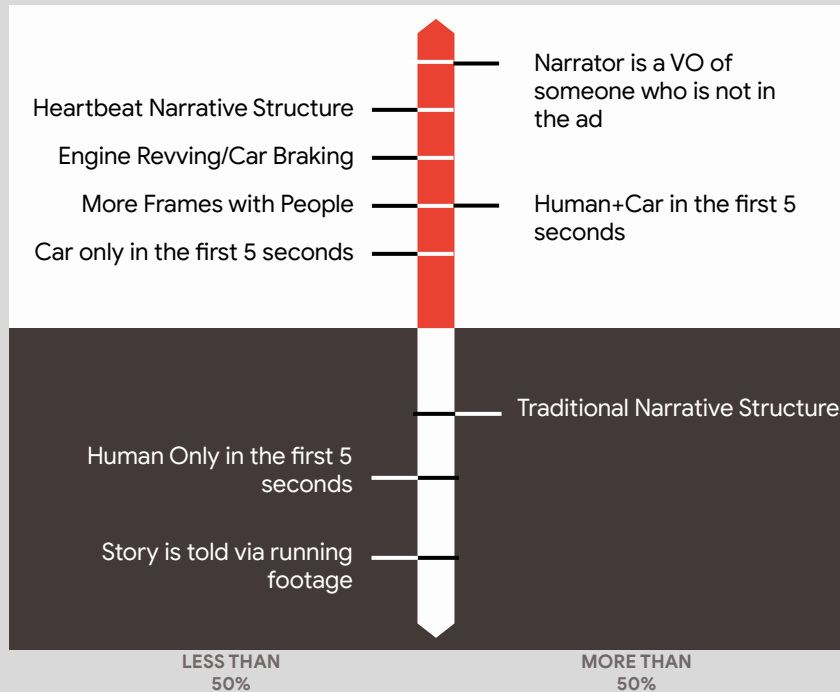Opening with *only* people can be challenging;

Auto-related audio (engine sounds and braking noises) hold viewer attention; Voice-overs work better than on-screen spokespeople; A fast paced, 'heartbeat' narrative structure far outpaces a 'traditional' auto narrative.
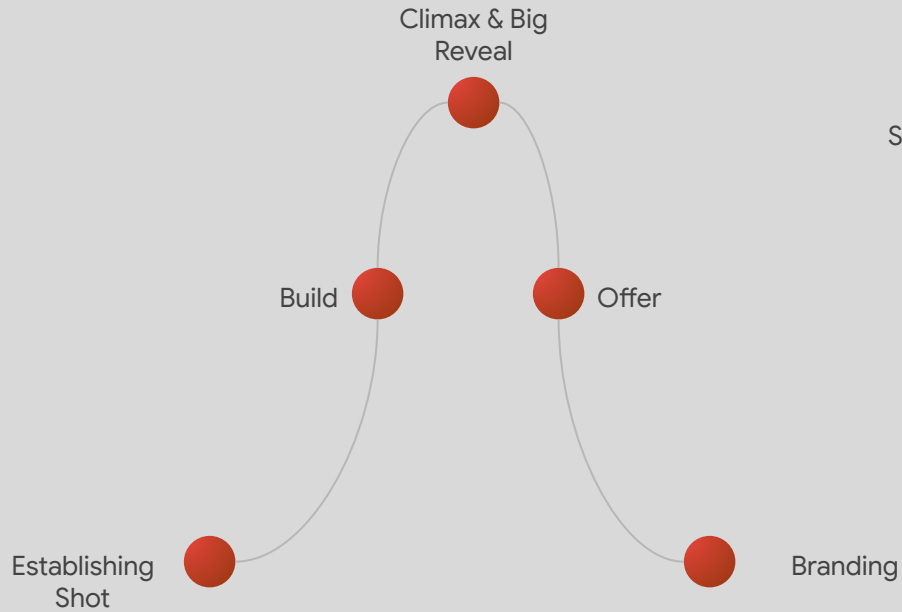
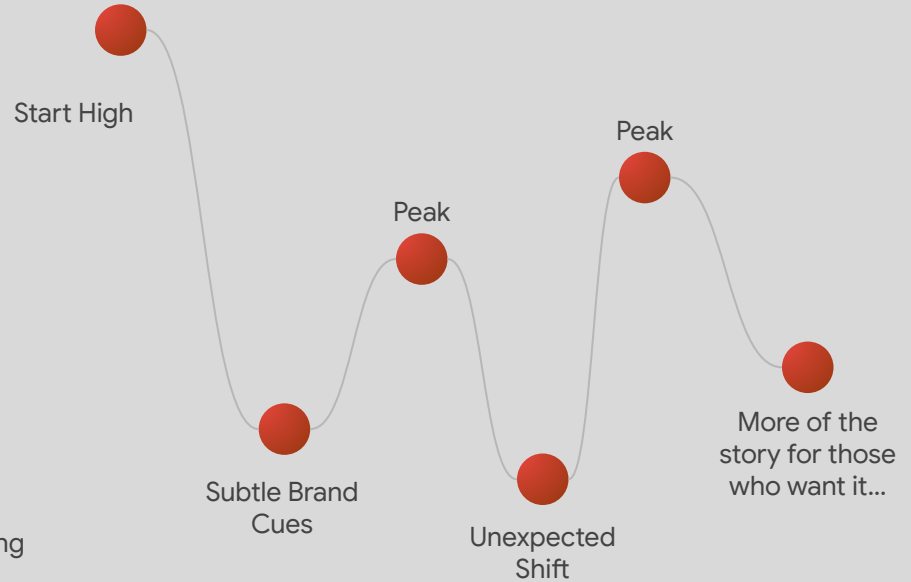UnskippableLabs

ATTRACT

OCCURRENCE OF ATTRIBUTES

+

Positive effects

—

Negative effects

Narrator is a VO of someone who is not in the ad

Heartbeat Narrative Structure

Engine Revving/Car Braking

More Frames with People

Human+Car in the first 5 seconds

Car only in the first 5 seconds

Traditional Narrative Structure

Human Only in the first 5 seconds

Story is told via running footage

LESS THAN 50%

MORE THAN 50%

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Example of an ad with a
Traditional Story Arc

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Example of an ad with a
Traditional Story Arc

[INTERNAL ONLY]
Please remove before sharing.
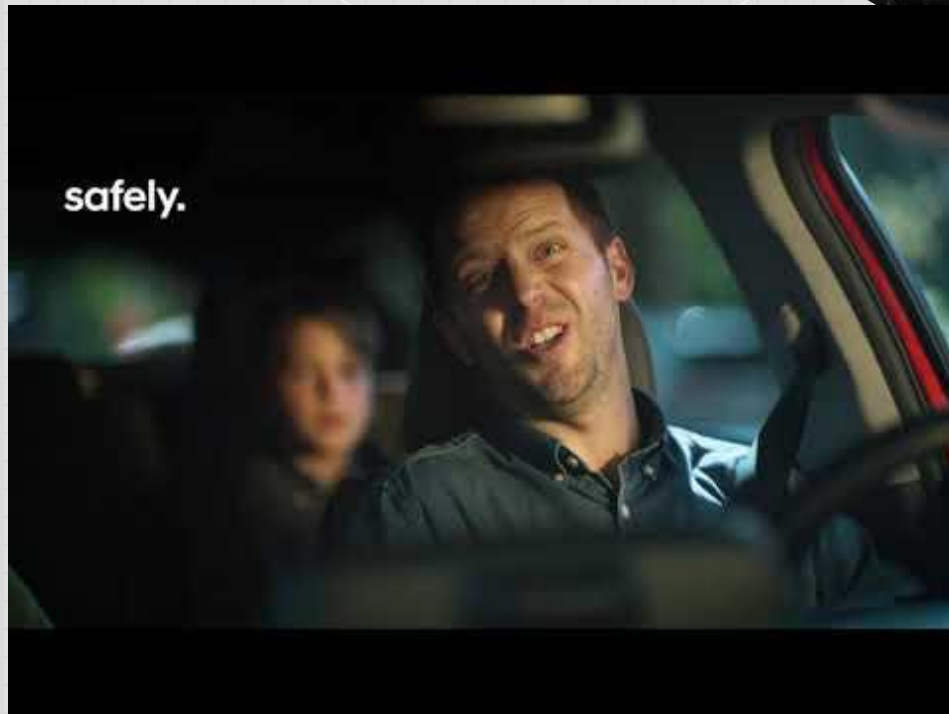Sellers can choose from the gallery of examples to customize presentation for their geo/brand.

UnskippableLabs

Example of an ad with a
Heartbeat Story Arc

UnskippableLabs

ATTRACT

Example of an ad with a
Heartbeat Story Arc

[INTERNAL ONLY]
Please remove before sharing.
Sellers can choose from the gallery of examples to customize presentation for their geo/brand.

Nissan Micra N-Sport
With Intelligent Key

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Example of a bumper with a
Heartbeat Story Arc

[INTERNAL ONLY]
Please remove before sharing.
Sellers can choose from the gallery of examples to customize presentation for their geo/brand.

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ATTRACT

Example of an ad showcasing

Engine Revving

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BRAND

Logo size matters.
Avoid overlays.
Flash the badge.
Power of audio.

It's true. There is a statistical correlation between logo size and brand awareness. **Big really is better;**

Avoid early branding overlays. Opt instead for **audio mentions** of the manufacturer and brand name together in opening 5 seconds;

Beauty shot of badge on car more effective than brand overlay at the end of the spot;
Audio 'sting' or 'mnemonic' works well in support of final shot.

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Warning: Handle the slide that follows with care

What follows is a very useful and informative *timeline view* of positive and negatively correlated effects.

While the timeline could prove valuable to brands and agencies alike, left unexplained, it could be misconstrued as a creative roadmap for auto ads across multiple platforms. It is not. It's quite simply our best information as it relates specifically to auto ads on YouTube.

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BRAND

Big Logo / Audio Sign Off

Mention brand/model

Mention brand/model

Mention brand

Brand on the actual car

FIRSTFRAME	0-5 sec	6-15 secs	16-30 secs	LASTFRAME

NEGATIVE EFFECT

No mention or display brand

Car brand as an overlay.

Brand on the actual car.

Brand as an overlay

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Size matters.
Build for Mobile

Globally, more than 70% of YouTube watchtime happens on **mobile devices***

Only 25% of the videos analyzed showcased a logo bigger than 4% of the screen

Learn more at Ford.com

YouTube Internal Data for Watchtime of YouTube by device, April 11, 2018 - June 10,2018

Size matters.
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YouTube Internal Data for Watchtime of YouTube by device, April 11, 2018 - June 10, 2018

BUILT *Ford* PROUD

CONNECT

Feature(s) work.
Safety best.
Entertainment consoles not so entertaining.
Performance driving.

* Top Performing 0:06 Bumpers focus on a single feature.

All ads should showcase **at least one feature***, directly shown on-screen or implied (*eg* driving in adverse weather);

Multiple features are better than one;
Safety features including traction and handling connect best;
Entertainment consoles don't drive interest;

'Performance driving' is more appealing;
A fast paced, 'heartbeat' narrative structure far outpaces a 'traditional' auto narrative.

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CONNECT

Positive effects

Negative effects

4+ Features*
Landscape Suburban/Residential
Challenging Terrain/Off- road
Safety Features
Trunk Storage
Traction/Stability/Handling
Snow/Rain/Hail - Performance Driving Behaviour

Connectivity

No mention specific feature

Entertainment Console

Rural/Farmland Landscape

* Top Performing 0:06 Bumpers focus on a single feature.

LESS THAN 50%

OCCURRENCE OF ATTRIBUTES

MORE THAN 50%

UnskippableLabs
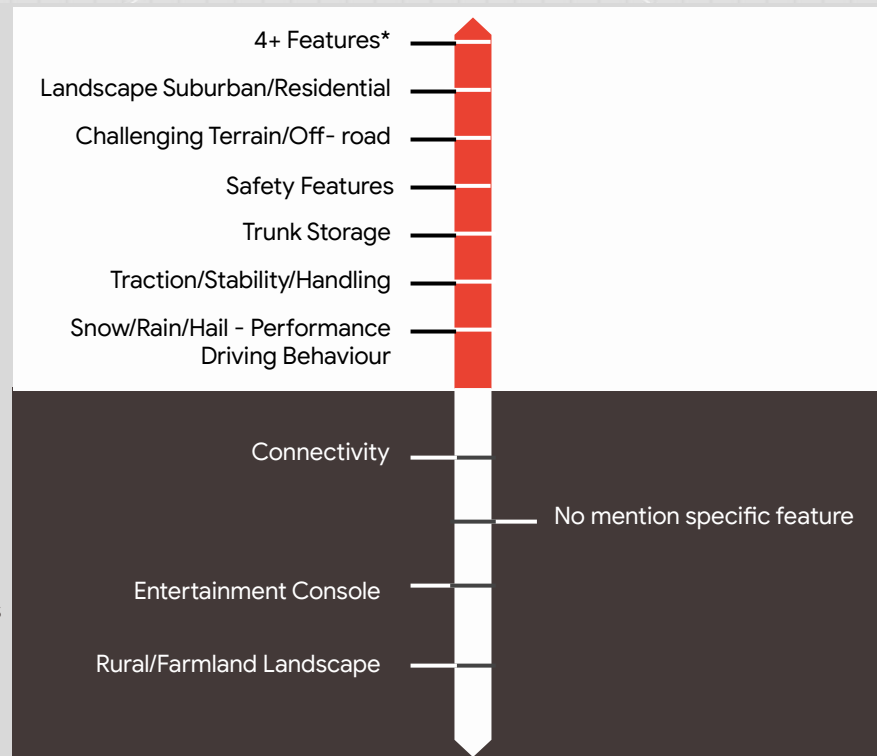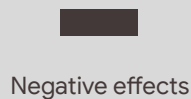
For 0:06 Bumpers:

One feature, one thought, one pitch.

Top performing 0:06 bumpers focus on a **single** feature

Examples from Ford Focus 'Active' Campaign

Heads-up Display

Seat Styling

Capacity

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CONNECT

Example of an ad
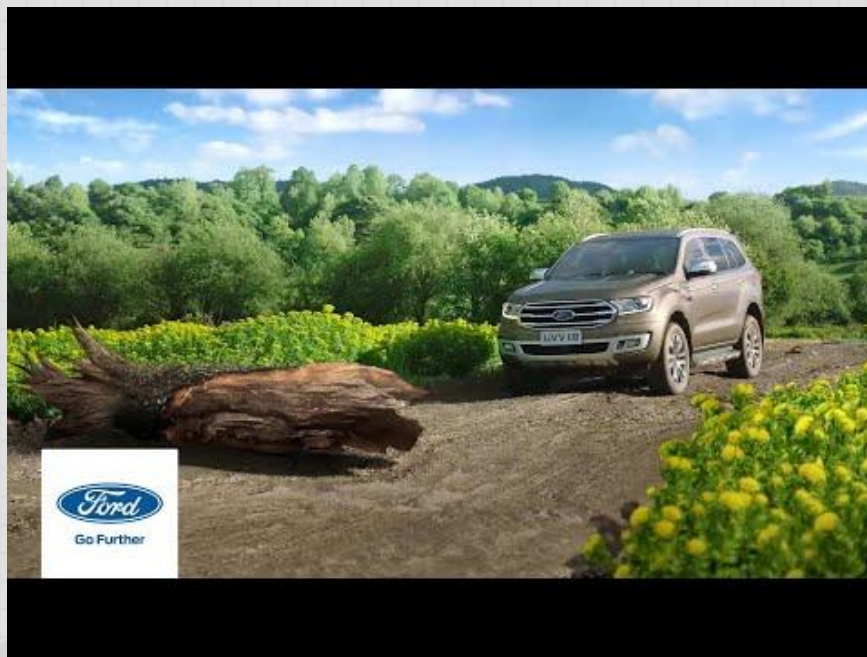
Features+Driving Conditions

[INTERNAL ONLY]
Please remove before sharing.
Sellers can choose from the gallery of examples to customize presentation for their geo/brand.

CONNECT

Example of an ad
Features+Driving Conditions

[INTERNAL ONLY]
Please remove before sharing.
Sellers can choose from the gallery of examples to customize presentation for their geo/brand.

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Example of an ad
Showcasing 4+ Features

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CONNECT

Example of an ad
Features in Bumpers

Extra-wide rear gate

The all-new Subaru Forester. **SUBARU**
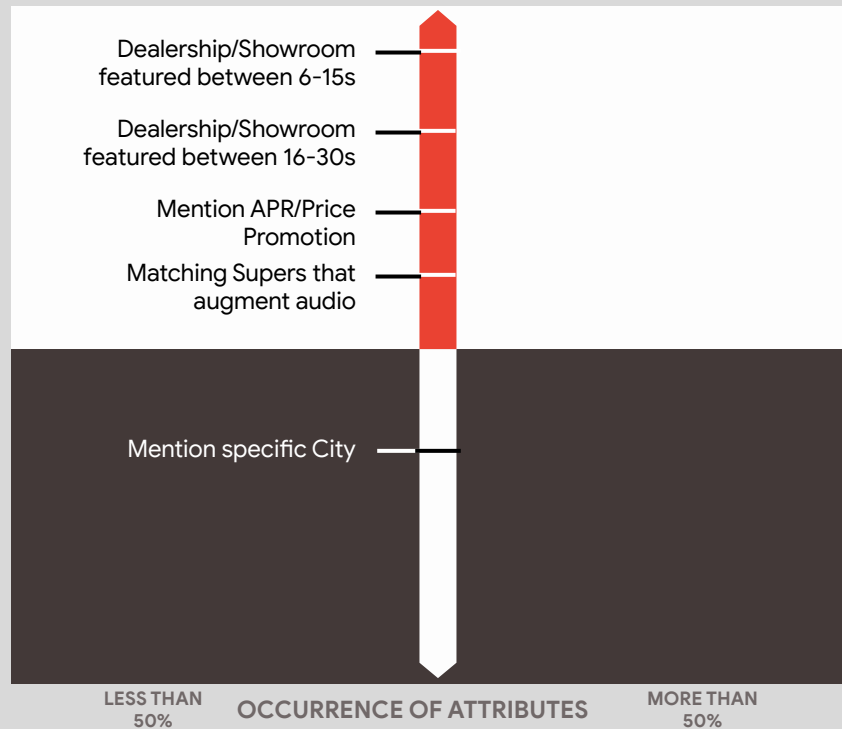
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**Show the showroom.
VO the deal.**

'The Showroom' is **effective visual shorthand** and does slightly better earlier in the spot;

APR/Price promotion should be **'see-and-say'**; voiced-over with matching supers.

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WHAT MATTERS & WHEN

Knowing when in the process the ABCD's are most helpful is as important as the insights themselves.

If it hasn't been shot, it's no help in post production.

Now we are familiarized with the attributes that help/hurt brands and how often. How do I use this information to go upstream? How can we package insights and map them to the different stages of the creative development process?

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Mapping to the Creative Development Process

BRIEF & PRE-PRODUCTION   **PRODUCTION**   **POST-PRODUCTION**
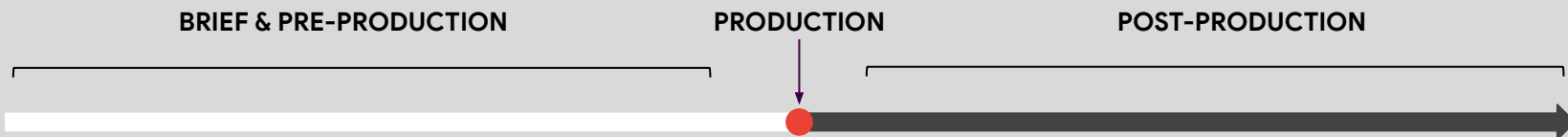
WHAT YOU NEED TO KNOW:
- Feature-driven spots work harder than pure brand spots;
- People 'in frame' with vehicle hold viewer attention longer;
- Suburban/residential or challenging off-road most effective running footage;
- Performance driving is more appealing;
- Consider VO instead of on-screen spokespeople;
- Badging on car with audio support works hard as a final shot.
- Plan for a heartbeat.

WHAT YOU NEED TO KNOW:
- Pacing is 'heartbeat' fast, but not frenetic;
- A mix of short and longer shots works best;
- Bigger logos help awareness;
- Audio 'sting' or mnemonic works well in support of final shot.

The Good, the Surprising & the Invisible

THE **GOOD**

By including both positive and negatively correlated data, it's now easier than ever for brands to avoid common pitfalls and find their best, most effective path forward.

The opportunity to improve is big. There are more things that brands could be doing with positive effect, but they are not implementing them as often.

THE **SURPRISING**

An audio mix that includes engine sounds and driving/braking are a surprisingly powerful and often underused additive;

Top performers showcase at least one feature - a reason to buy. More traditional 'pure branding' spots held less attention.

Filming Techniques are a huge lever for creative effectiveness. 40% of the correlated attributes correspond to the creative craft.

THE **INVISIBLE**

While features like legroom, engine power, navigation, dash, fuel efficiency and seat design, certainly play a role, further experimentation is needed to truly uncover the relative value.

Experimentation is the key to understand which creative elements help you to move the needle of the brand metrics that matter.
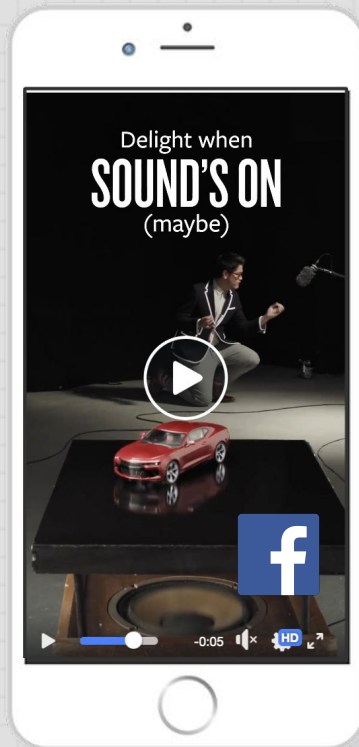
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Don't leave value on the table

Facebook's **Play with Cars** provides creative guidance on how to build Auto assets that work in their platform.

FB's axiom '*Design for sound off (But delight with sound on!)*' is built under idea that the use of sound is there 'to *delight rather than to inform*'.

Our research has showcased that primordial role that Audio plays in Attracting, Branding, Connecting and Directing consumers. YouTube's ad formats provide a platform for creatives to bring in the complete sensory experience and maximize the impact of your ads. No need to leave brand and creative value on the table!

Link to full Facebook Study

Delight when
SOUND'S ON
(maybe)

-0:05

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ABAT

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ABCD Auto 2019
Bumpstart Kit
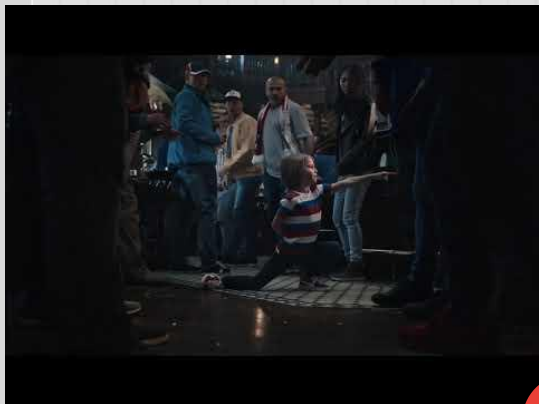
In-Market Experiments

Validating the ABCD's in driving incremental impact

Experimentation is the best way to understand the levers of creative effectiveness for your client.

On the next two slides you will see the results of two experiments with BMW and Nissan to test the impact of the ABCDs for Auto in-market.

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Case Study: ABCD-optimized ad drove 2X Ad Recall as the Control for BMW
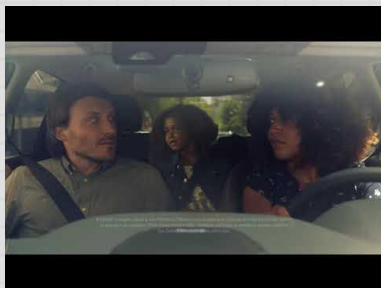
Control vs **Megacut (Brand + Attract)** vs **Feature-Focused (Connect)**

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Case Study: ABCD-optimized outperformed control by 2.2x for Nissan

Control Ad

vs
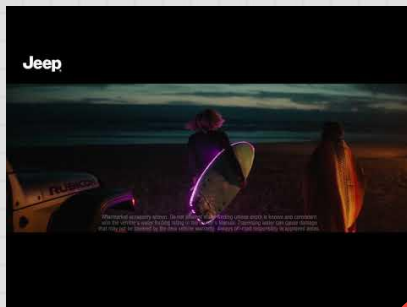
Multi-feature Spot

vs

Creative Best Practice Spot

vs

Audio Spot

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Case Study: ABCD-optimized feature assets drove 2x lift vs. the control ad.

Control Ad

VS

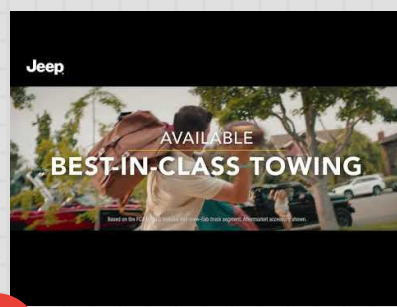**Multi-feature Spot ***

VS

Single feature Open Air Spot *

VS

Single feature Towing Spot *

Looking Forward

Experimentation is the best way to understand the levers of creative effectiveness for your client.

ABCD Auto insights fueling **vertical specific Experimentation Agendas:**

- How does my client specifically stack up against these learnings?
- Testing the relevancy of elements that did not drive positive/negative correlations for your market segment, brand or geography.
- Byron Sharp exploratory. What are the elements of branding that help/hurt when looking to influence consideration or purchase intent? Audio+Visual? Audio only? Visual only? How and when?
- Triggers of vehicle consideration. Are the attributes that are moving the needle of Ad Recall and Brand Awareness also working towards driving action?

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Looking Forward

Customized knowledge via experimentation.

You are not alone. Let us help you in your path towards experimentation

Don't know where to start? Check out our Experimentation DIY platform at [*go/unskippableDIY*](go/unskippableDIY)

Already have an Experiment Running or about to launch? Consult our [*Unskippable Army*](Unskippable Army) *or come to our* [*Office Hours*](Office Hours)*!*

Need expert vertical specific insights? The NYC Unskippable Team is here to help and check out the customizable [*Media Insight section of The Unskippable Auto narrative*](Media Insight section of The Unskippable Auto narrative)

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Looking Forward

Submit Request

Need an evaluation of existing assets or advisory + creative direction for an upcoming campaign, submit a request for Unskippable Labs via go/sva.

Creative Consulting

Unskippable Labs team provides recommendations via a consultation on creative in progress based on the Auto ABCDs or delivers a ½ day workshop built around a specific client challenge

Production Support

Unskippable Labs provides integrated consulting to whichever partners our clients use, from gTech, Ignition Labs to in-house and agency. We don't do any direct production management ourselves.

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ABCD Auto 2019

Bolts & Nuts

How we built the model

Robust Methodology validated by AMT and academic research.

To determine the correlation between creative features and ad effectiveness (using Brand Lift metrics such as Ad Recall and Brand Awareness), we used a RuleFit model

A RuleFit model combines the predictive power of tree-based models with the interpretability of tree-based methods. This is based on the work of Friedman & Popescu and originally implemented at Google by AMT.

Premium Services

ABCD Auto & Laserdog

	ABCD Auto	Laserdog
PERFORMANCE METRIC	Brand lift (+VTR)	Retention
UNIT OF ANALYSIS	**Vertical Level** *Auto (HPC, FBR, Tech and M&E)* ***Video Only***	**Sub-Category Level** *Lipstick, chocolate, luxury SUV, toys, breakfast sandwiches, web services* ***Video Only***
INTENDED AUDIENCE	GCAS/LCS (Vertical Level learnings) GCAS (SVA Client Specific Analysis).	LCS / Category Level learnings and client specific (DVIP)
SOURCE OF TRUTH	Vertical Level Correlation: Heidi + human coders	Heidi
OUTPUT	ABCD Vertical Guidance & Assessment Matrix	Category guidance and creative considerations

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ABCD Auto 2019
Thank You