

EVALUATING THE EFFECT OF MOBILE DISPLAY ADVERTISING

GUIDELINES ON HOW TO ADVERTISE IN THE MOBILE CHANNEL

Method

During the time period between mid march and mid april 2015, ten different brands launched a total of 30 different campaigns on Aftonbladet's mobile website. Each brand advertised their product through a *Static Banner*, a *Rich Media Solution* and a *Video*. The products were categorized as either *Fast Moving Consumer Goods (FMCGs)* or *Durable Goods*.

All campaigns ran for one week's time and after they had been taken down, targeted questionnaires were sent out to the readers of Aftonbladet - depending on whether they had seen the Static Banner, the Rich Media or the Video. Further, cookies kept track of whether the reader had *engaged* with the rich media or the video, and how many times each campaign had been loaded on the reader's mobile device - called *frequency*.

The questionnaires evaluated the campaigns' performance with respect to how well they affected the consumer's *awareness*, *preference* and *purchase intention*.

In total, a number of 35,982 questionnaires were answered.

Findings

With support from the study's 35 982 answered questionnaires, the study has drawn a number of conclusions. First, regarding the product category, the findings suggest that it is easier to influence the consumer's preference and purchase intention when it comes to FMCGs. However, awareness is easier influenced for durable goods. As awareness, preference and purchase intention increased for both product categories, the study concludes that they are both suitable for the mobile channel.

Static Banner has shown to be a powerful format to use, as it shows the greatest effect on preference and purchase intention. The assumption is that the message is easily comprehended by the reader, as the Static Banner campaign presents the full content at once. Video shows the greatest increase when it comes to awareness.

When it comes to engagement, there is a clear correlation between increased awareness, preference and purchase intention, and those who have engaged with the Rich Media campaign and the Video campaign. However, it is not necessarily solely a matter of cause and effect - as those who engage may do so because they are very familiar with the brand.

Last, the number of times a campaign has loaded on the reader's mobile device is positively correlated with an increase in awareness, preference and purchase intention. Presenting a campaign for a reader an additional time has the greatest effect on purchase intention - meaning that if the advertising strategy is to drive sales, targeting a number of users repeatedly can be worthwhile.

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This is a popular scientific summary of the master thesis with the same title: Olivensjö, A. and Sundberg, G., 2015 *Evaluating the Effect of Mobile Display Advertising - Guidelines on how to Advertise in the Mobile Channel*. Lund University.