

Volvo Across Screens

An ad effectiveness test to show that it's better together

Google/Nielsen Multi-Media Labs
U.S., Sept 2011



the multi-screen consumer

all devices used but in different contexts

PC



Admin Workhorse

- At home or office
- Task-oriented
- Solitary experience

Tablet



Couch Companion

- Web surfing & shopping
- Entertainment
- Shared experience

Mobile



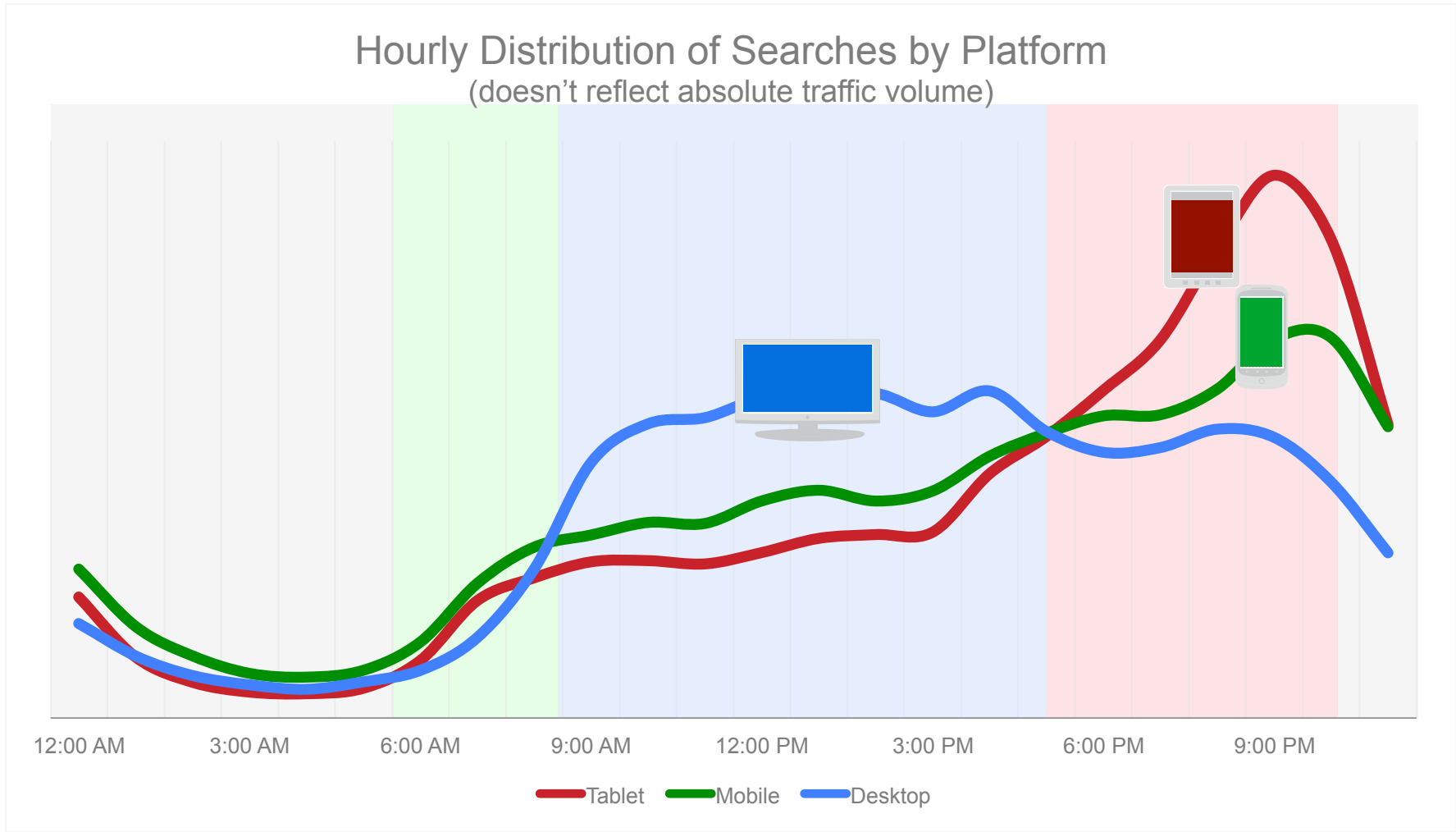
Constant Companion

- Always with you
- Location-specific
- In store
- Personal



Source: Google, *Understanding Table Users, US, March 2011*. n= 1,430, all members of the Google Mobile Display Network.

tablet, phone & pc – complementary contexts



Source: Google Internal Data, 2011. % of each platform's traffic shown hourly for one day.
Does not indicate absolute or relative traffic volumes.

groundbreaking cross-screen research

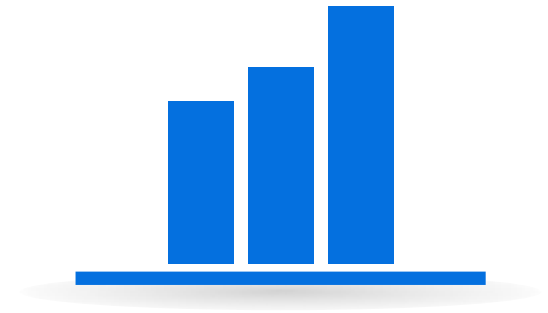
measuring incremental impact of tv, pc, tablet & smartphone ads



Multi-screen Testing



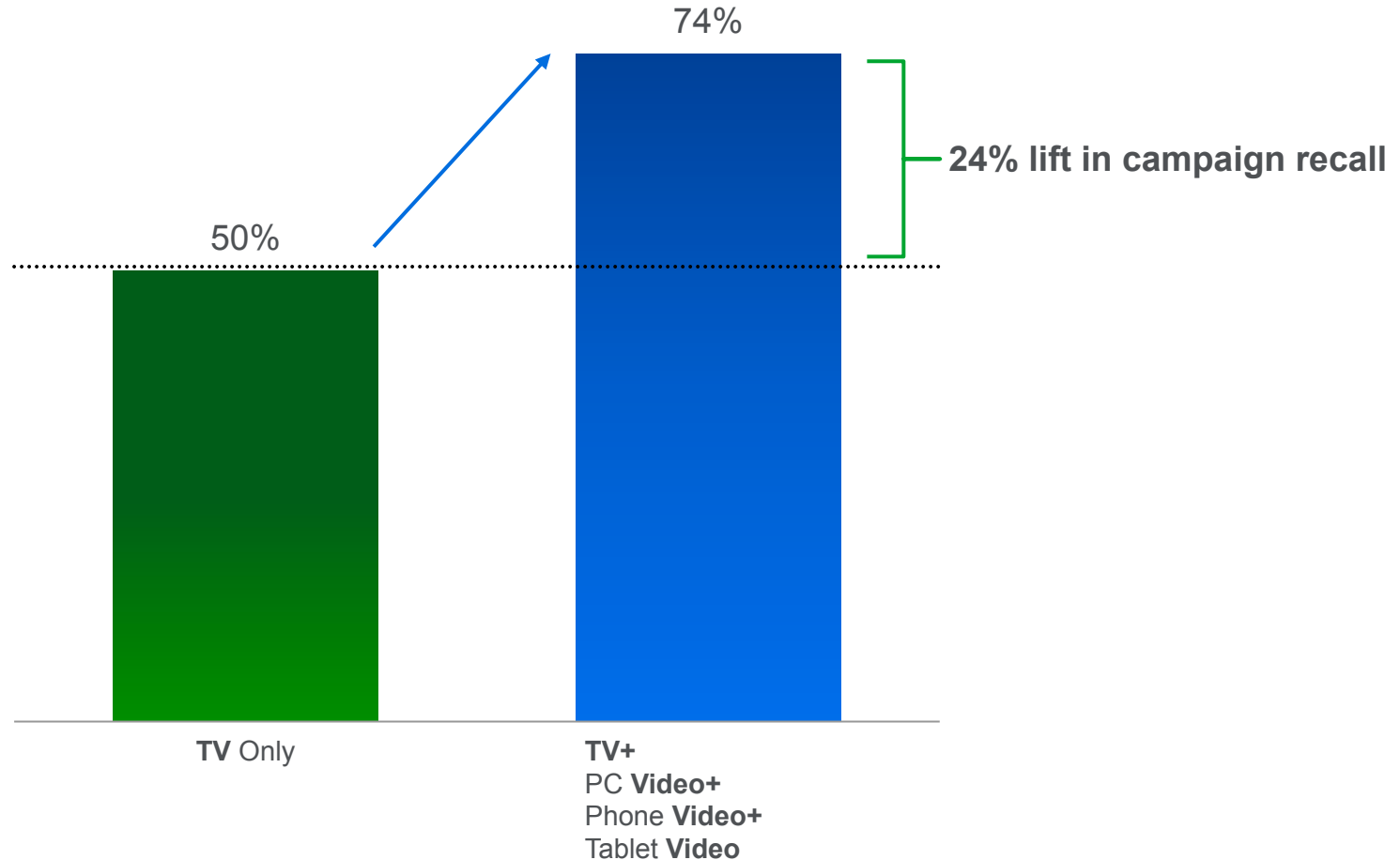
Innovative Media
Lab Measurement



Ad Impact

multi-screen ads more effective in driving brand awareness

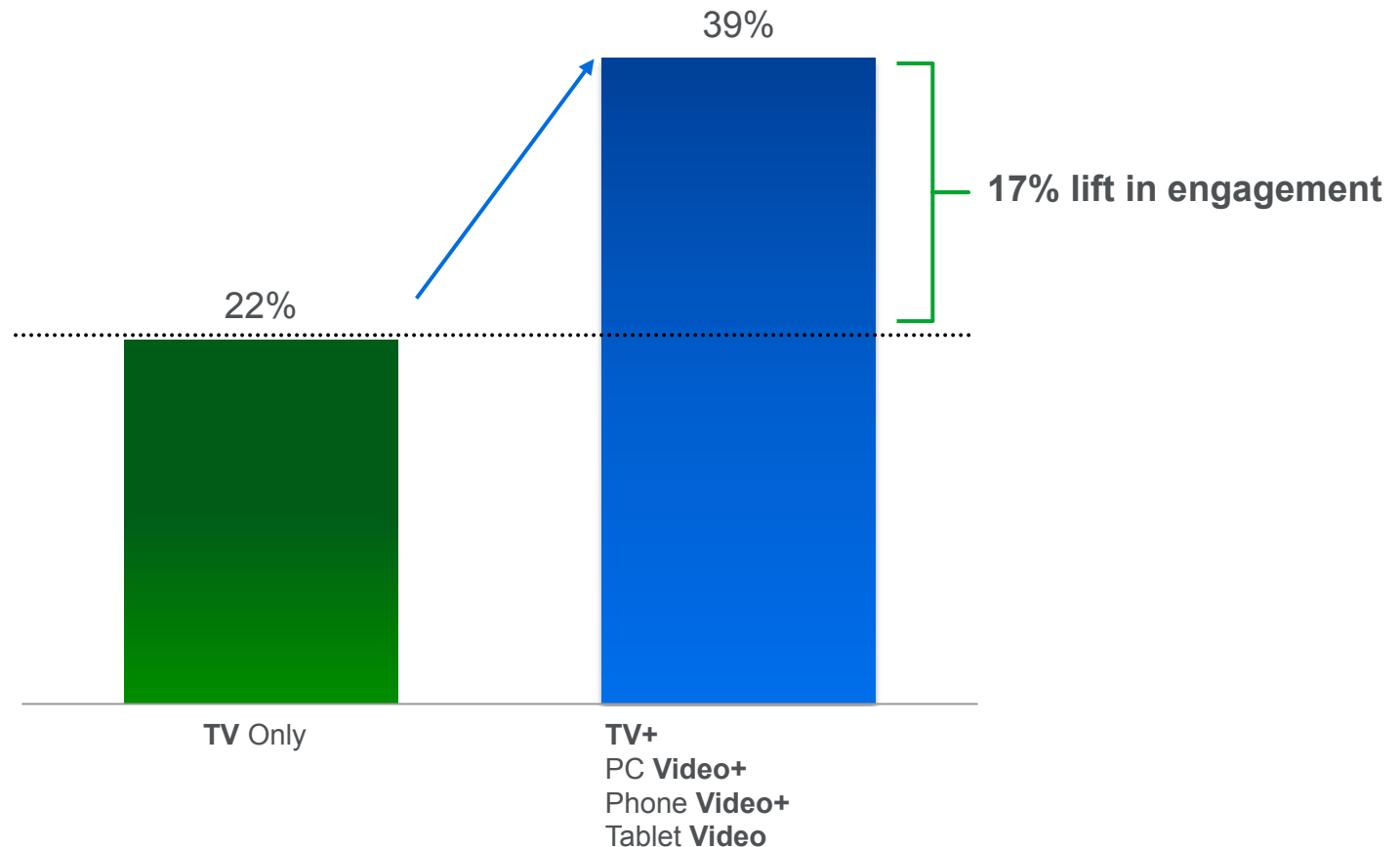
% correctly recalling Volvo as brand advertised



source: Google/Nielsen. Volvo Multi-Screen Media Lab Study, Sep'11

multi-screen ads more effective in driving brand engagement

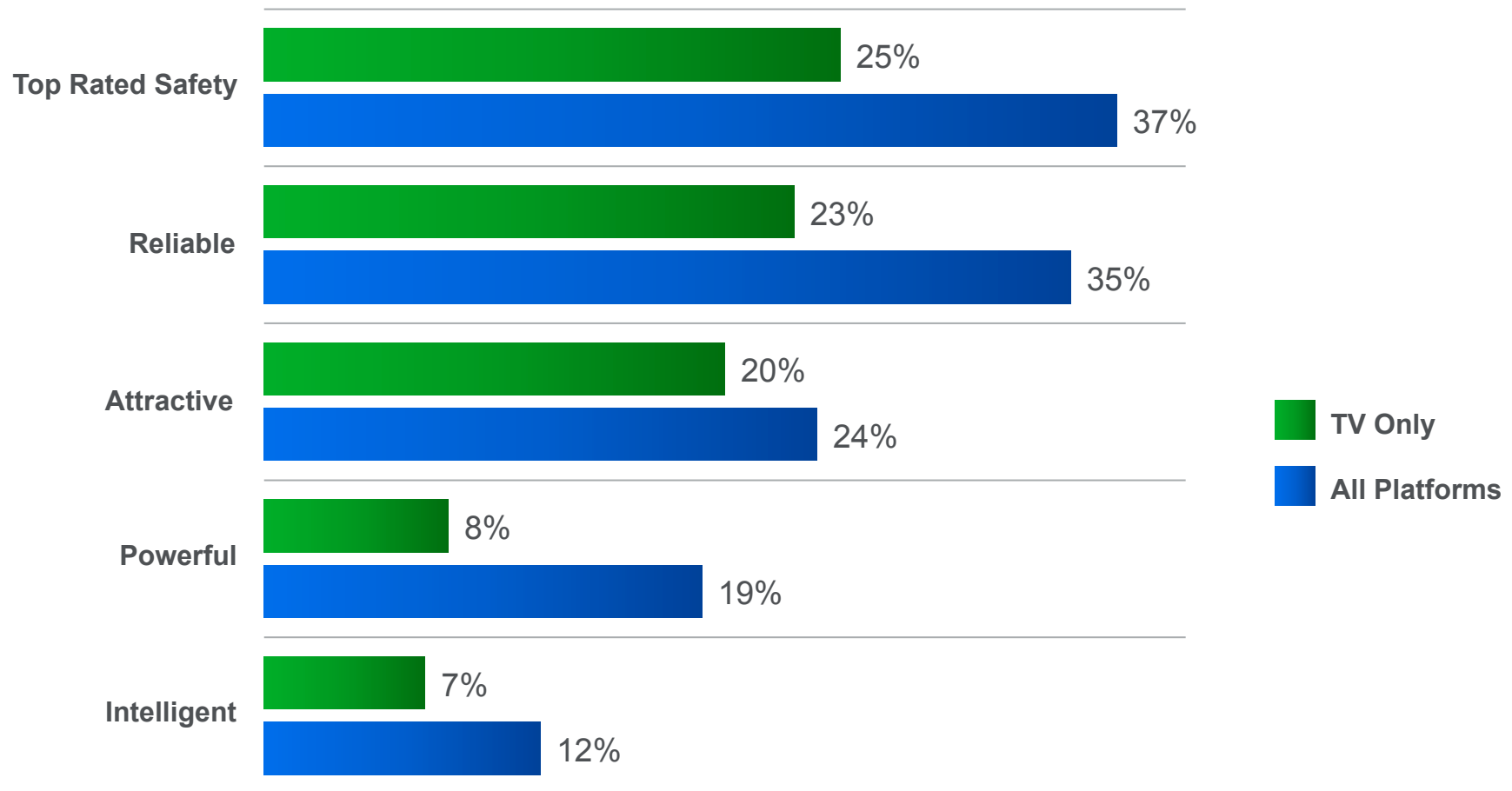
% recalling that ad featured a four-door sedan



source: Google/Nielsen. Volvo Multi-Screen Media Lab Study, Sep'11

multi-screen ads more effective in driving brand perceptions

% attributing Volvo to specified traits



source: Google/Nielsen. Volvo Multi-Screen Media Lab Study, Sep'11

Summary: Volvo ads were more effective at raising brand metrics when showed across screens.

Brand Metric	TV Only	TV + PC Video + Phone Video + Tablet Video	Incremental Lift
% correctly recalling Volvo as brand advertised	50%	74%	+24 pts
% recalling that ad featured a four-door sedan	22%	39%	+17 pts
% attributing Volvo brand to top safety	25%	37%	+12 pts
% attributing Volvo brand to reliable	23%	35%	+12 pts
% attributing Volvo brand to attractive	20%	24%	+4 pts
% attributing Volvo brand to powerful	8%	19%	+11 pts
% attributing Volvo brand to intelligent	7%	12%	+5 pts

source: Google/Nielsen. Volvo Multi-Screen Media Lab Study, Sep'11

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