

Study:

# Perception of Online Advertising - France

Comparison of 13 different forms of online advertising

Report

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A large, abstract graphic on the left side of the slide. It features a blue film strip curving upwards, overlaid with various icons: a globe, a laptop, a smartphone, a document, and a hand. The background is a mix of blue and white, with a large teal circle containing the number "01".

01

# Methodology - Overview

# Methodology - Overview

## Background and Objectives



Eyeo's aim is to evaluate the perception of 13 different kind of online advertising formats from the internet users point of view.

## Method



The survey was carried out as an online ad hoc study based upon a quota sample representing the online population. Interviews were conducted by self-completion questionnaires.

## Target Group



A representative sample based on age, gender and region was drawn from the basic population.

Field time:  
13 to 24 November 2015

## Sample



A total of 2,000 French-speaking residents (aged 16 to 75) of France who are contactable by Internet were interviewed.

A large, abstract graphic on the left side of the slide. It features a blue film strip curving upwards, overlaid with various icons: a globe, a laptop, a hand holding a pen, a document, and a smartphone. The background is a mix of blue and grey tones with several overlapping circles in yellow, orange, and teal.

02

# Advertising Form under Examination

# Advertising Forms under Examination: Ad Banner



Ad Banner  
Conservative



Ad Banner  
Attention Grabbing



Ad Banner  
Animated Banner

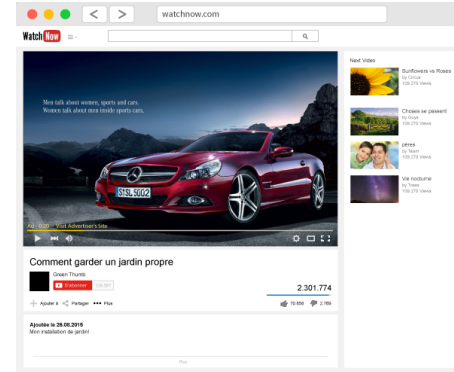


Ad Banner  
All Around

# Advertising Forms under Examination: Pop-up and Video Ad



Pop-up



Video Ad  
Unskippable Video

# Advertising Forms under Examination: Text Ad



Text Ad - Below



Text Ad - Between



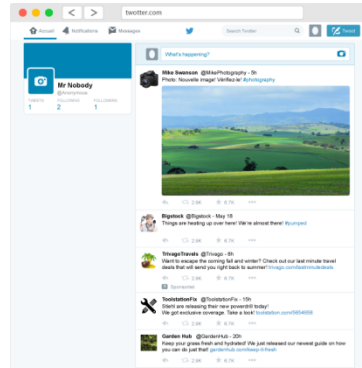
Text Ad - Next To



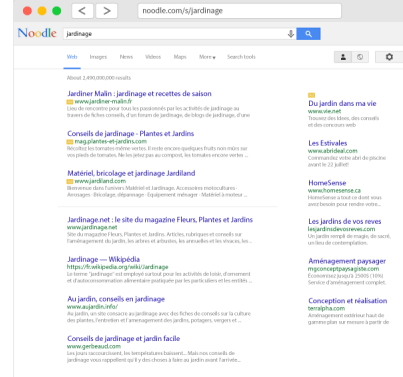
# Advertising Forms under Examination: Native Ad and Search Ad



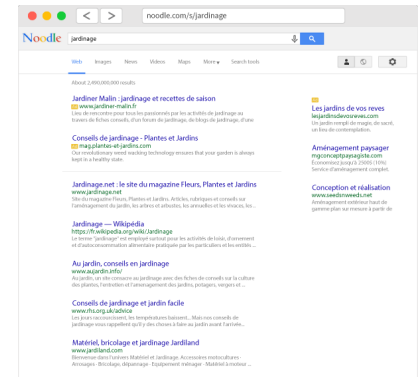
Native Ad



subtle Native Tweets



Search Ad  
High Quantity



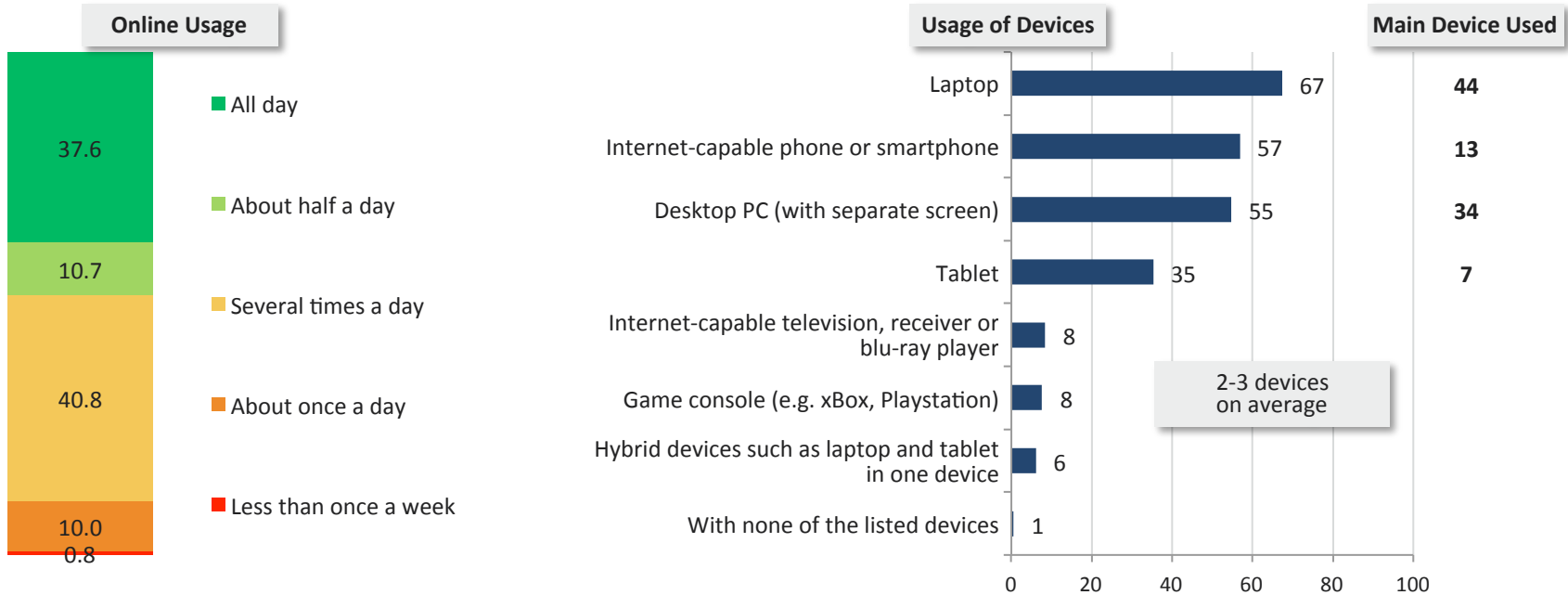
Search Ad  
Low Quantity

03

# Online behavior

# Online Usage and Usage of Devices

In France almost all respondents are at least once a in the internet and about more than a third of this all day long. The most used device is a laptop or a smartphone



Base: All respondents n=2.000, Results in %  
 Question OA1: How often do you go on the Internet?

Question OA2: Some devices that you can use to access the Internet are on the list. Which of these devices do you use to access the Internet - regardless if for work or private purposes? Question OA3: What is the device that you use the most to access the Internet, regardless if for work or private purposes?

A large, abstract graphic on the left side of the slide. It features a diagonal split between a light grey upper half and a white lower half. A dark blue semi-circle is positioned in the center, overlapping the split. To its right, a teal semi-circle is partially visible. Further right, a yellow circle and an orange semi-circle are placed. The background of the graphic is a collage of digital and media-related images: a film strip with numbers 3, 6, and 7; a white cruise ship; a laptop keyboard; a hand holding a pen; a yellow rose; a globe; a blue sky with clouds; a green landscape; a blue sky with a globe; and various icons like a globe, a magnifying glass, and a document. The overall theme is digital media and technology.

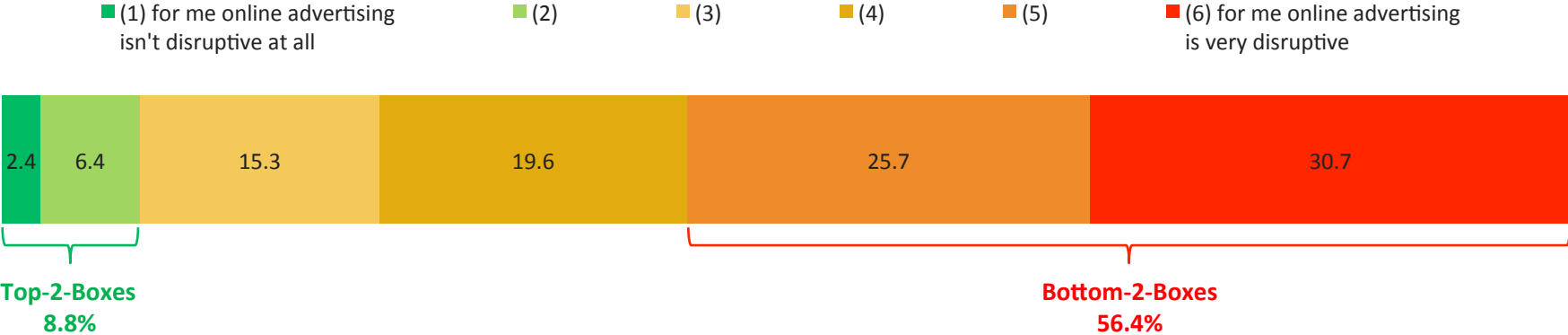
04

## Level of Disruption – Direct Questions

# Overall Assessment of Online Advertising

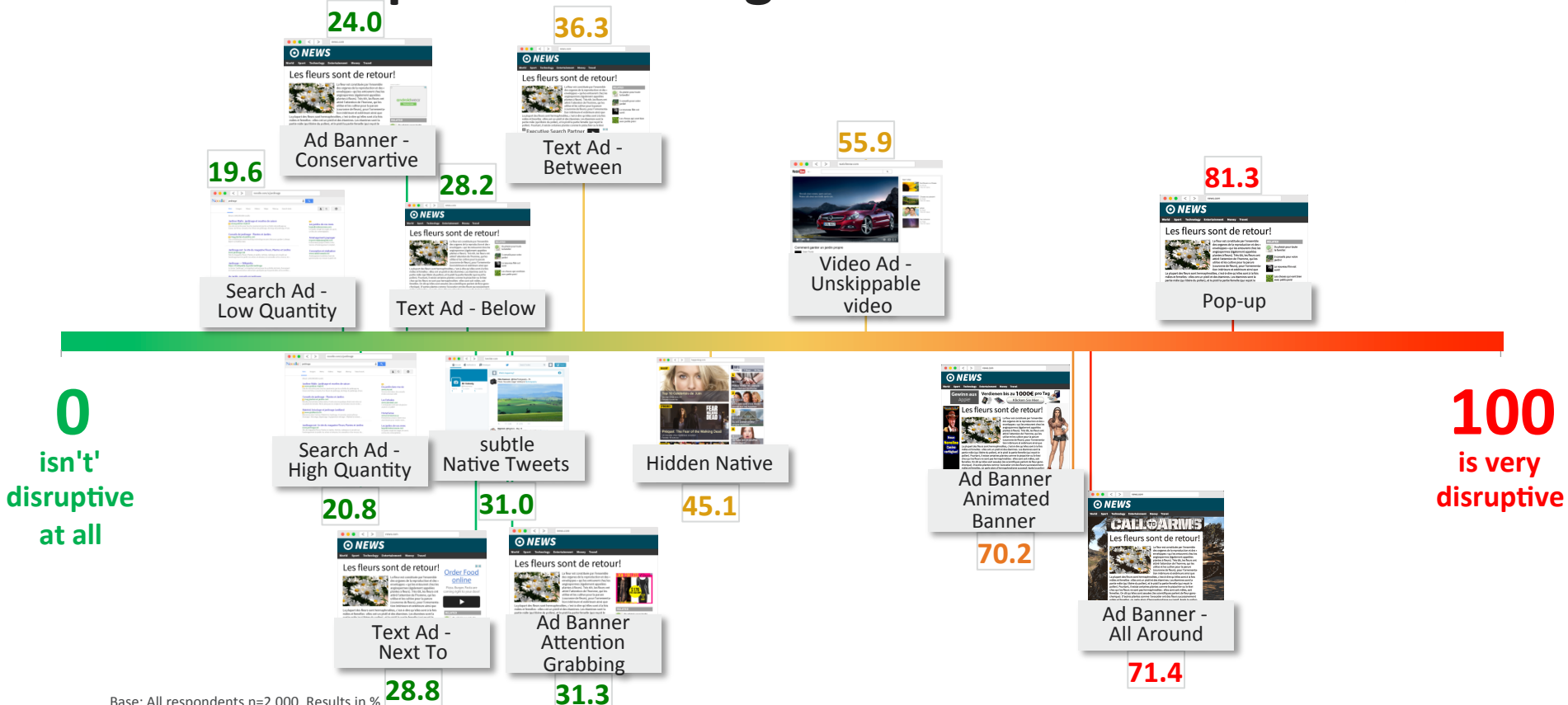


Significantly more than half of the respondents surveyed found this online advertising disruptive or very disruptive. Only almost one respondent in ten is hardly disturbed



Base: All respondents n=2.000, Results in %  
Question R1: Please take a moment to think of online advertising and the different types of online advertising that you come across on the Internet. How would you rate online advertising in general in comparison to advertising on television, in the movie theater, and in newspapers?  
On this scale 1 means for me online advertising isn't disruptive at all" and 6 means "for me online advertising is very disruptive".

# Level of Disruption - Ranking of all Forms - Overview



0 isn't disruptive at all

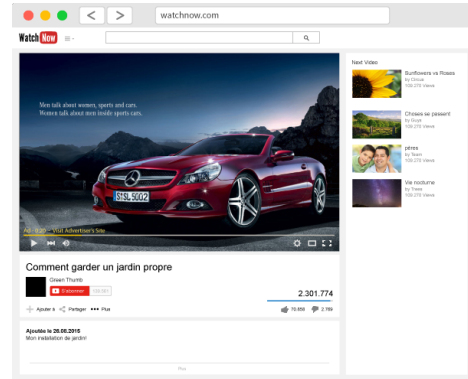
100 is very disruptive

Base: All respondents n=2.000, Results in %  
 Question R2: Next you will be shown different pictures of a website. The content of the website is the same in each picture. On each page, however, you will see different types of advertising. For each type of advertising shown, please indicate the level of disruption.  
 Data: Bottom-2-Boxes

# Level of Disruption in Detail Bottom-2-Boxes (1/3)



Most disruptive are Pop-up, Ad Banner (all around/ animated) and Video Ad



Pop-up

81.3



Ad Banner - All Around

71.4



Ad Banner - Animated Banner

70.2



Video Ad - Unskippable video

55.9



Base: All respondents n=2.000, Results in %

Question R2: Next you will be shown different pictures of a website. The content of the website is the same in each picture. On each page, however, you will see different types of advertising. For each type of advertising shown, please indicate the level of disruption.

Data: Bottom-2-Boxes

# Level of Disruption in Detail Bottom-2-Boxes (2/3)



Mean values were reached by native ads, Text Ad (between) and Ad Banner (Attent.



Native Ad

45.1

0  
isn't  
disruptive  
at all

100  
is very  
disruptive



Text Ad - Between

36.3

0  
isn't  
disruptive  
at all

100  
is very  
disruptive

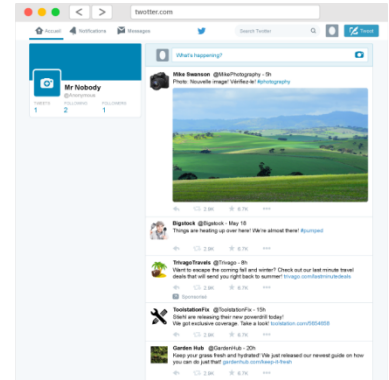


Ad Banner –  
Attention Grabbing

31.3

0  
isn't  
disruptive  
at all

100  
is very  
disruptive



subtle Native Tweets

31.0

0  
isn't  
disruptive  
at all

100  
is very  
disruptive

Base: All respondents n=2.000, Results in %

Question R2: Next you will be shown different pictures of a website. The content of the website is the same in each picture. On each picture, however, you will see different types of advertising. For each type of advertising shown, please indicate the level of disruption.

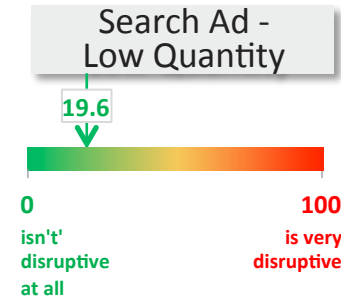
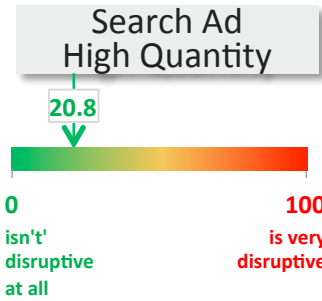
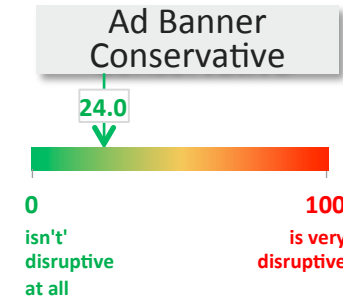
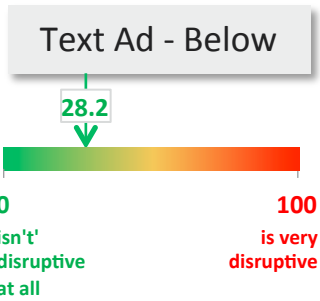
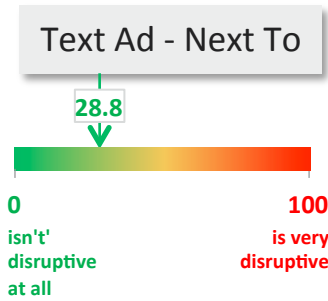
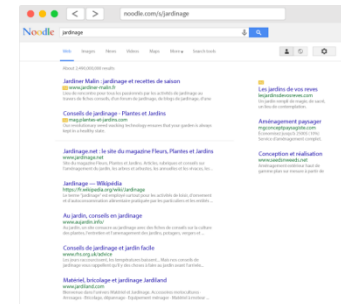
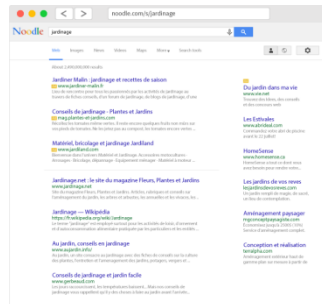
Data: Bottom-2-Boxes



# Level of Disruption in Detail Bottom-2-Boxes (3/3)



Comparatively low is the level of disruption for Text Ad, Ad Banner Conservative and Search Ad

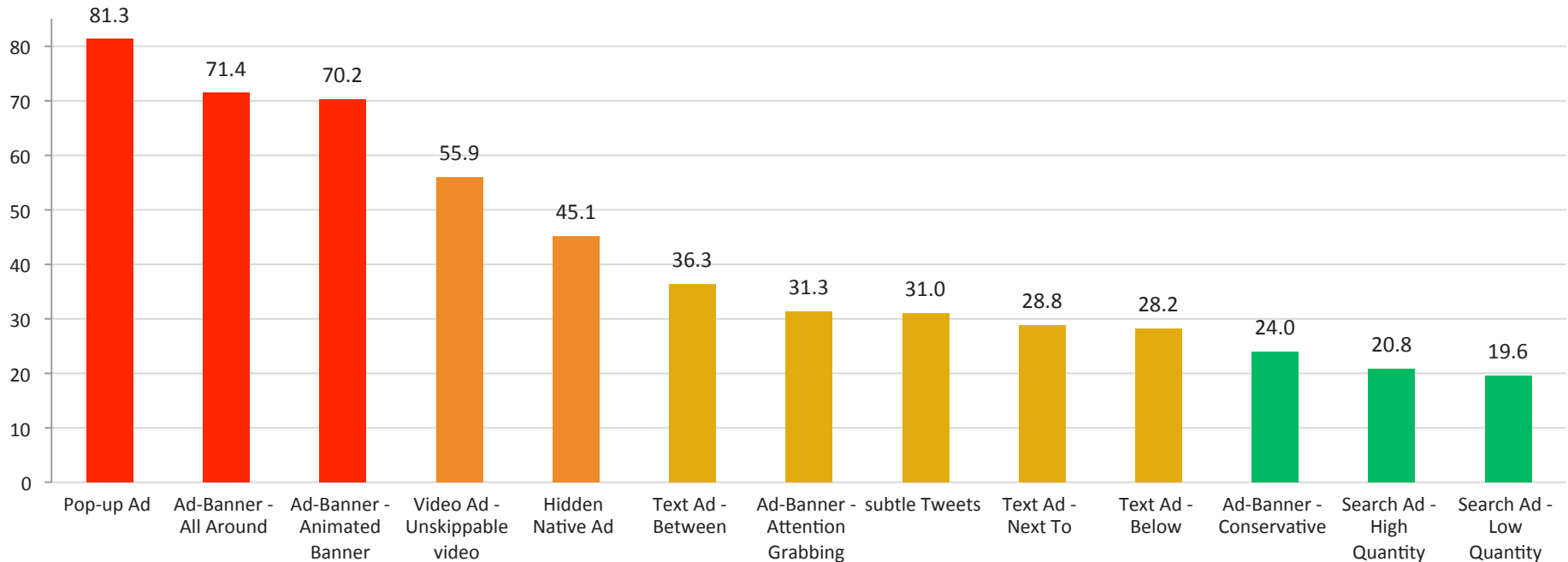


Base: All respondents n=2.000, Results in %  
 Question R2: Next you will be shown different pictures of a website. The content of the website is the same in each picture. On each page, however, you will see different types of advertising. For each type of advertising shown, please indicate the level of disruption.  
 Data: Bottom-2-Boxes

# Level of Disruption – Bottom-2-Boxes



The bottom-2-box indicates the level of disruption



Base: All respondents n=2.000, Results in %

Question R2: Next you will be shown different pictures of a website. The content of the website is the same in each picture. On each page, however, you will see different types of advertising. For each type of advertising shown, please indicate the level of disruption.

Data: Bottom-2-Boxes

04

# Level of Disruption - Calculation

# Level of Disruption -Calculation

## A score per respondent and advertising forms was calculated

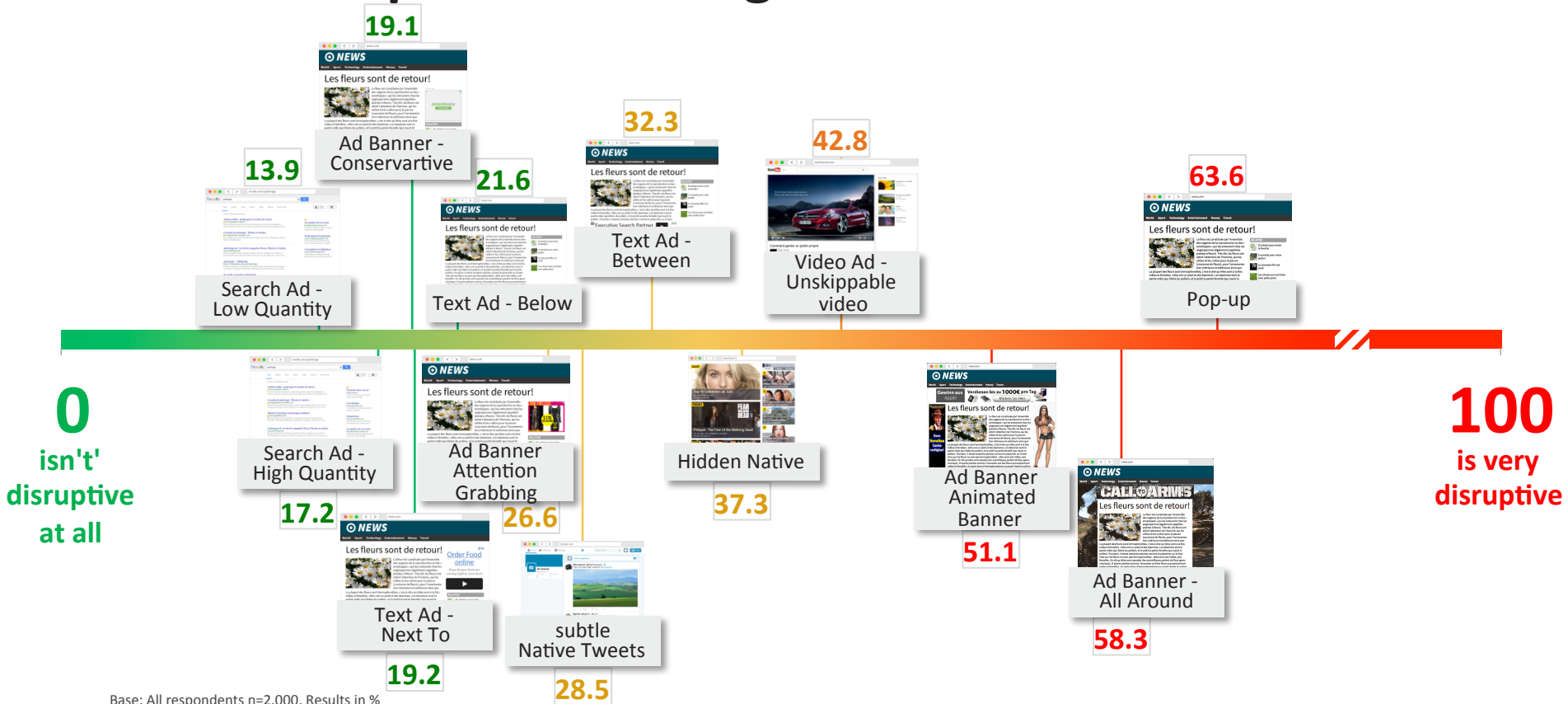
The calculation is based on different scaled questions as follows:

- Question R1: Overall assessment of online advertising
- Question R2: Level of disturbance (All advertising forms successively)
- Question R3: Ranking of the advertising forms (Comparatively testing of the advertising forms)
- Question R4: Level of Disturbance (Test of selected advertising forms depending on response behavior in question R3)

The score indicates the level of disruption. Possible is a value area from 0 (=isn't disruptive at all) to 100 (=very disruptive).



# Level of Disruption - Ranking of all Forms - Overview



0 isn't disruptive at all

100 is very disruptive

Base: All respondents n=2.000, Results in %  
 Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)  
 Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)  
 Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Level of Disruption in Detail (1/3)



Most disruptive are Pop-up, Ad Banner (all around/ animated) and Video Ad



Pop-up

63.6

0  
isn't  
disruptive  
at all

100  
is very  
disruptive



Ad Banner - All Around

58.3

0  
isn't  
disruptive  
at all

100  
is very  
disruptive

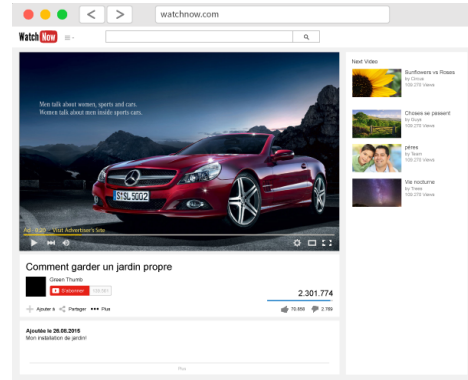


Ad Banner -  
Animated Banner

51.1

0  
isn't  
disruptive  
at all

100  
is very  
disruptive



Video Ad -  
Unskippable video

42.8

0  
isn't  
disruptive  
at all

100  
is very  
disruptive

Base: All respondents n=2.000, Results in %

Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Level of Disruption in Detail (2/3)



Mean values were reached by native ads, Text Ad (between) and Ad Banner (Attent.



Native Ad

37.3



0 isn't disruptive at all

100 is very disruptive



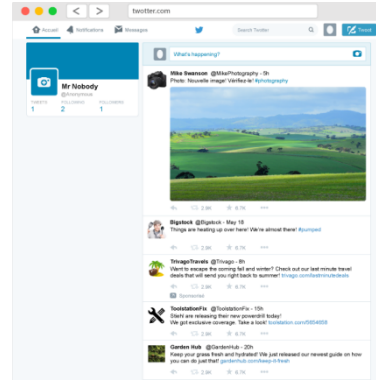
Text Ad - Between

32.3



0 isn't disruptive at all

100 is very disruptive



subtle Native Tweets

28.5



0 isn't disruptive at all

100 is very disruptive



Ad Banner – Attention Grabbing

26.6



0 isn't disruptive at all

100 is very disruptive

Base: All respondents n=2.000, Results in %

Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

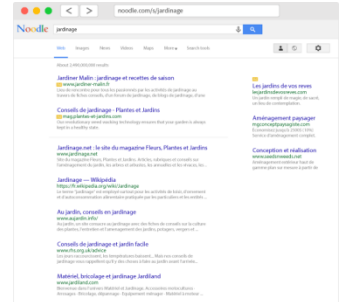
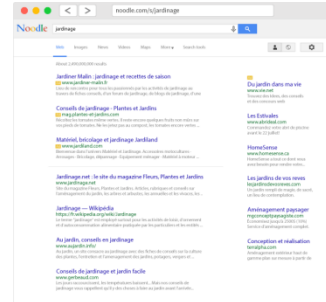
Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Level of Disruption in Detail (3/3)



## Comparatively low is the level of disruption for Text Ad, Ad Banner Conservative and Search Ad



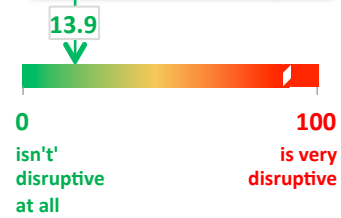
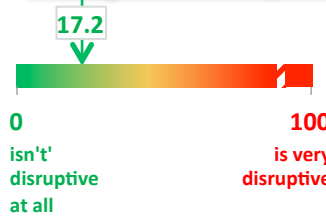
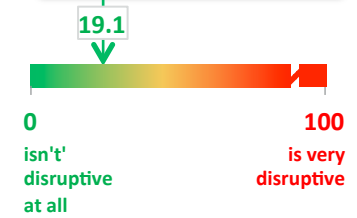
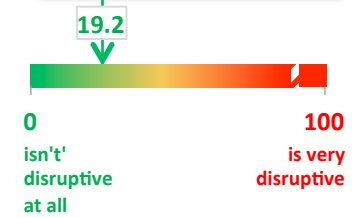
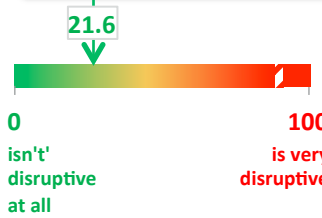
Text Ad - Below

Text Ad - Next To

Ad Banner Conservative

Search Ad High Quantity

Search Ad - Low Quantity



Base: All respondents n=2.000, Results in %

Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

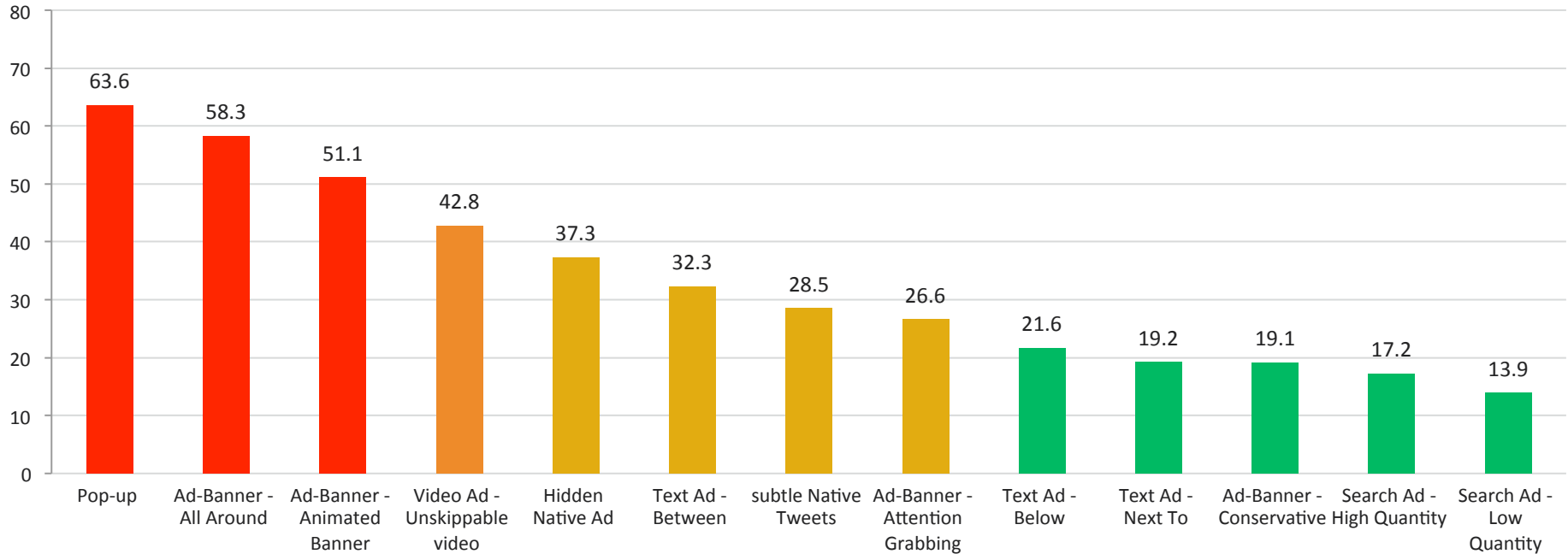
Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible



# Level of Disruption – Average Values of the Score



The score indicates the level of disruption



Base: All respondents n=2.000, Results in %

Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

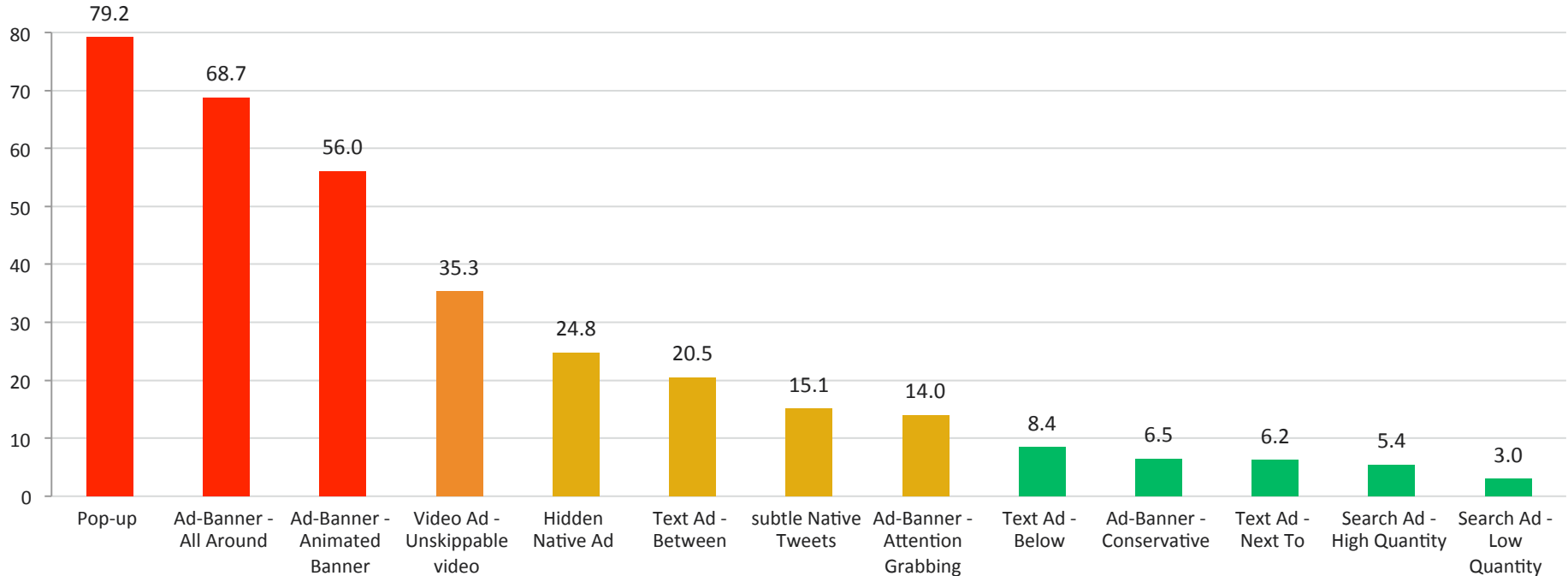
Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Level of Disruption – Median of the Score



The score indicates the level of disruption



Base: All respondents n=2.000, Results in %

Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

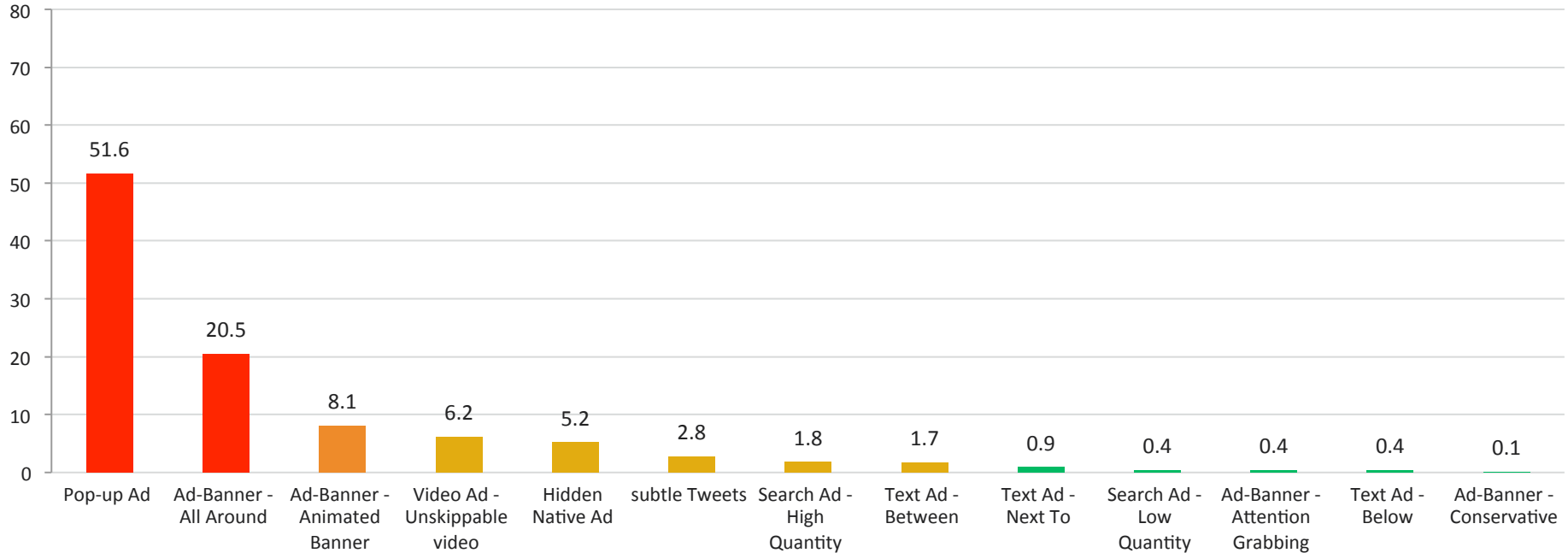
Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Top Ad



## Top-Ad: Percentage share of advertising forms that disrupt most in the individual case



Base: All respondents n=2.000, Results in %

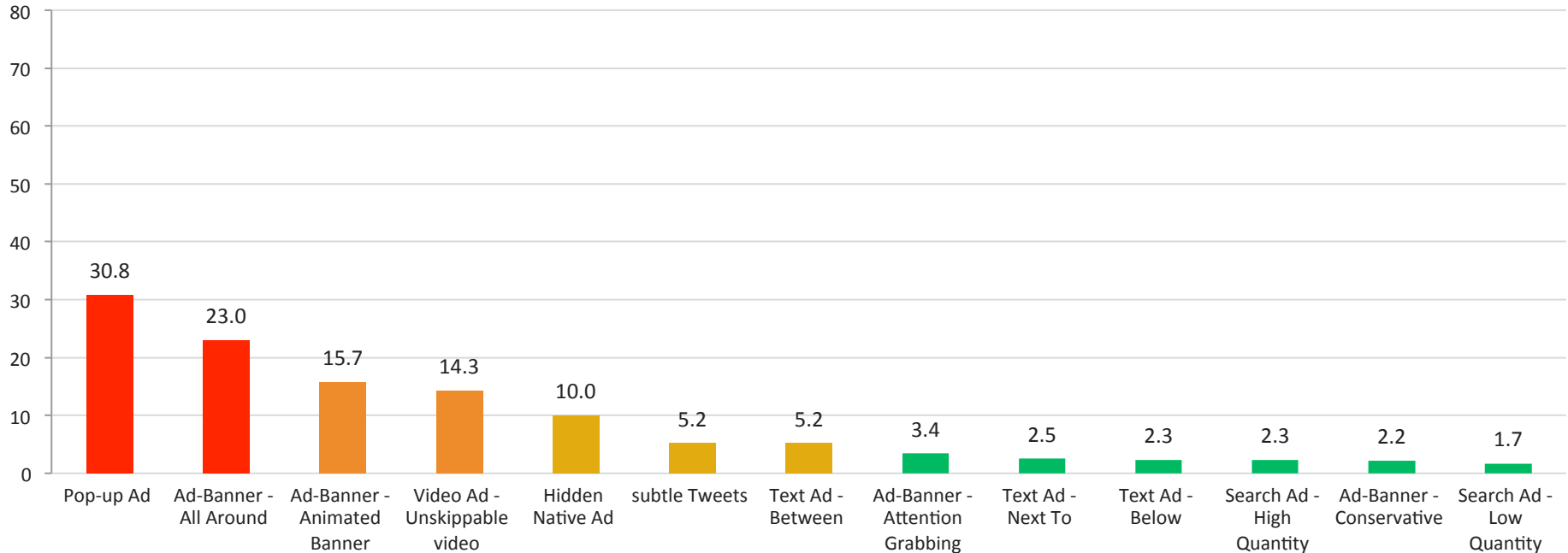
Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Very disruptive

disruptive impact: Frequency of each of advertising form with a score greater than 90 in the individual case



Base: All respondents n=2.000, Results in %

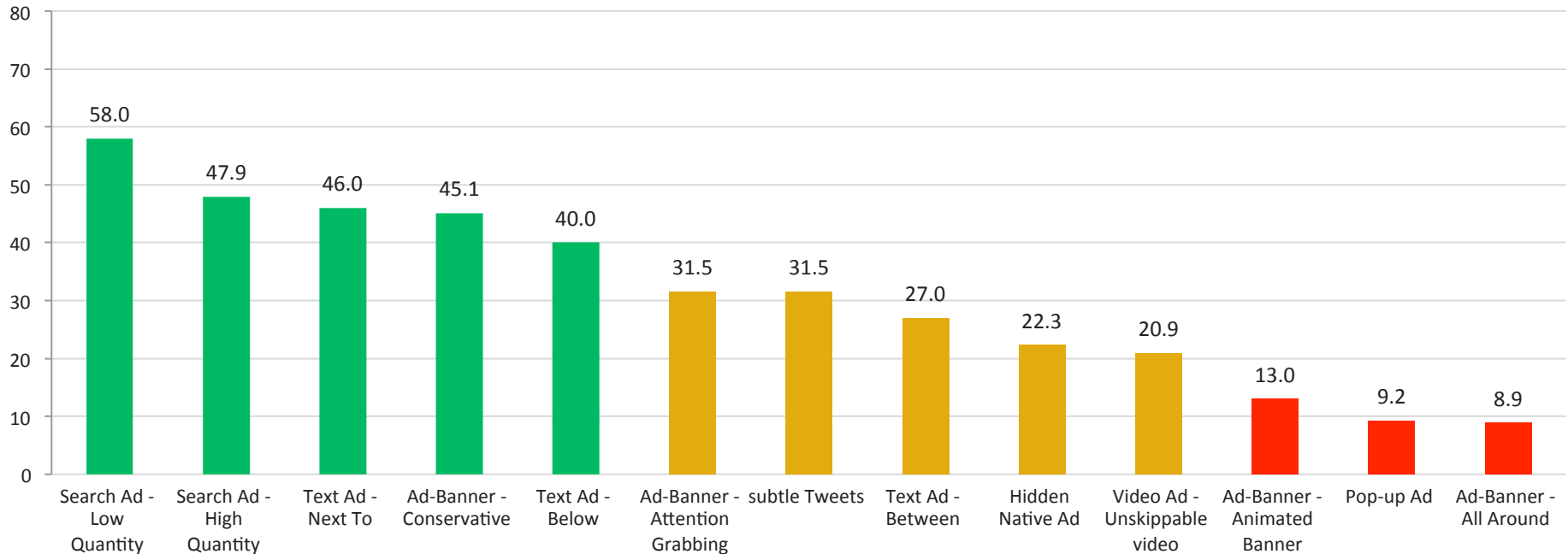
Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Not disruptive at all

Irrelevant: Frequency of each of advertising form with a score less than 5 in the individual case



Base: All respondents n=2.000, Results in %

Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)


Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

06


# Demography

# Demography

Values in percent




Gender (S1)	Total
Male	51
Female	49




Age (S2)	Total
16-34 years	32
35-54 years	37
55 and older	31




Educational Level (D2)	Total
Elementary school and below	5
High school diploma or GED	16
High school diploma with SAT/ACT score	27
University degree (bachelor, master, PhD)	52



Life stages (D1)	Total
Living alone/ own household	18
Living with partner/ one household	32
Living with family (partner and child/children)	35
Living with child/ children (single parent)	6
Sharing a household with friends/ roommates	1
Living with parents/ not have own household	9



Online Usage (OA1)	Total
All day	38
Several times/ half a day	52
Once a day	8
Less	3



Monthly Net Household Income (D3)	Total
bis zu € 499	2
€ 500-999	4
€ 1.000-1.499	10
€ 1.500-1.999	14
€ 2.000-2.499	6
€ 2.500-2.999	13
€ 3.000-3.499	13
€ 3.500 +	20
No answer	13