eye square

BOSE

BOSE FRAMES

Digital advertising for a new kind of product

Case Study

Imagine, you invented a car that is at the same time a digital camera.

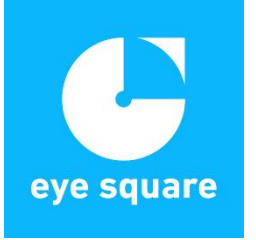How would you advertise such a product?

Imagine, you invented sunglasses that also function as headphones.

How would you advertise such a product?

Bose developed **Frames** – sunglasses and bluetooth headphones in one.

Which advertising strategy is the best for such a new product?

Influencer unboxing video

Short
Funny
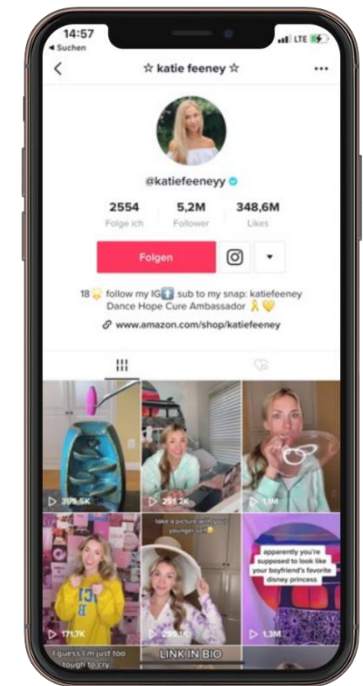Creative

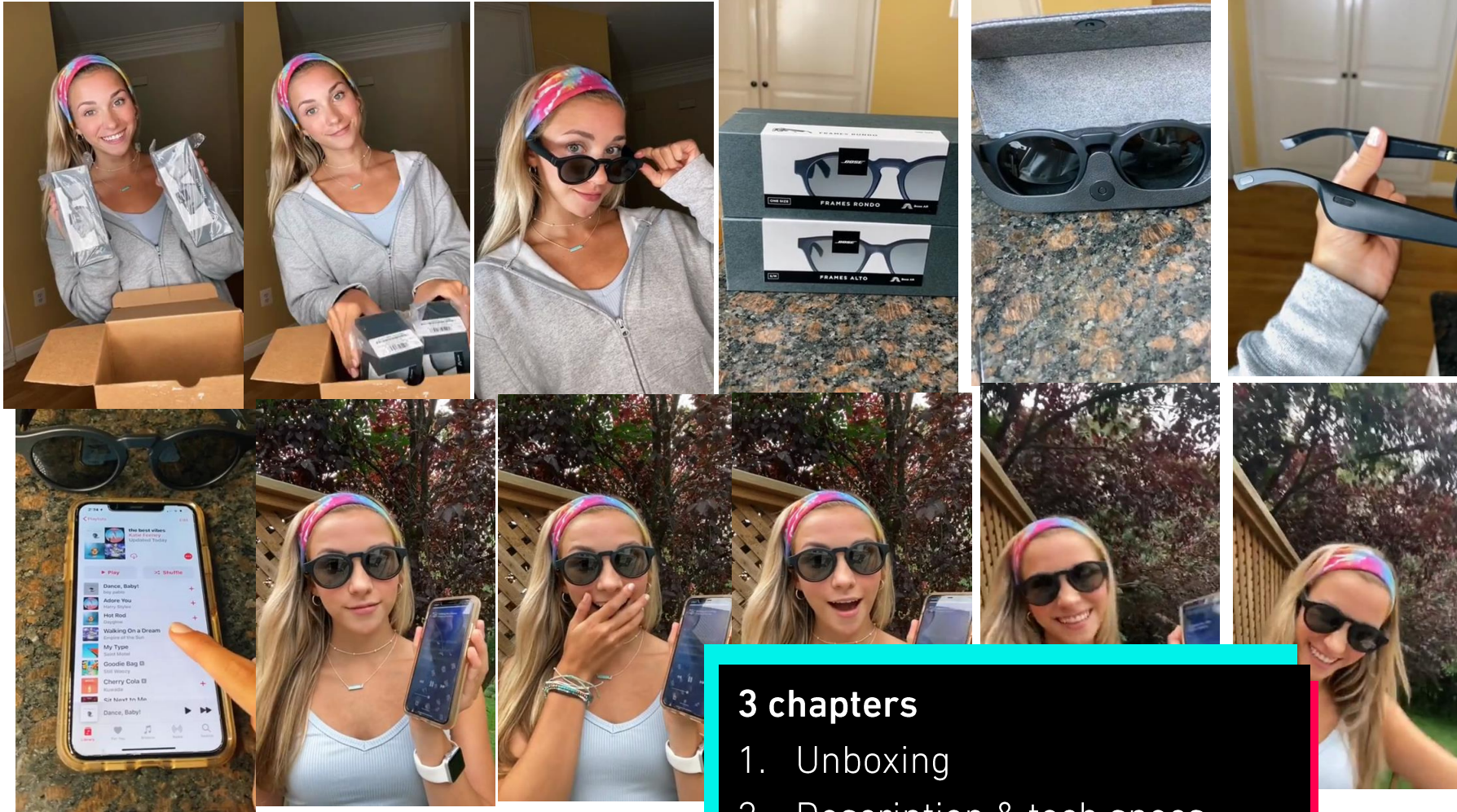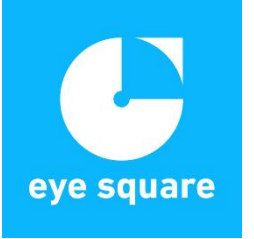**Classical USP demo as a preroll**

Professional
Comprehensive
Specs

TikTok: Katie Feeney

3 chapters
1. Unboxing
2. Description & tech specs
3. Awe and dancing party

Who is Katie Feeney?
A dancer who earned a verification crown on her katiefeeneyy TikTok account. Since joining the app, she has earned 5.2M followers and over 369M likes. She's known for dance, lip sync, and comedy videos
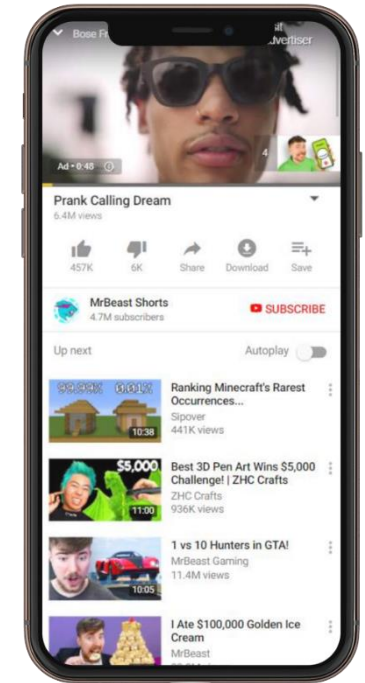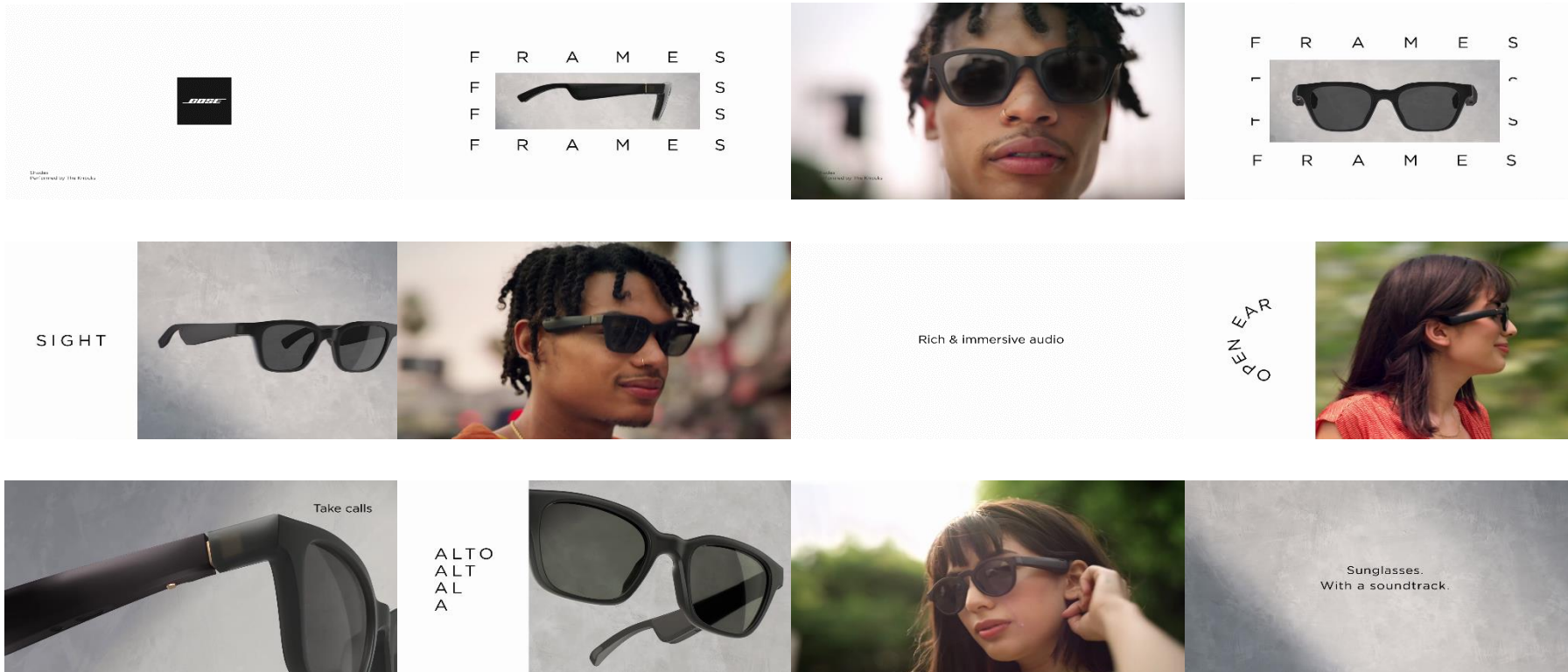
YouTube: professional specs & music video

Two model actors demonstrate the coolness of wearing and listening to the music

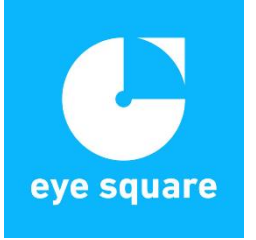Laid-back background music

No voice over, but occasional text displays

Eye square InContext Testing

Authentic Environment for Natural Behavior

InContext Testing allows panel users to browse and use media as they would normally, while we test out new ad campaigns in their natural media platform environment.
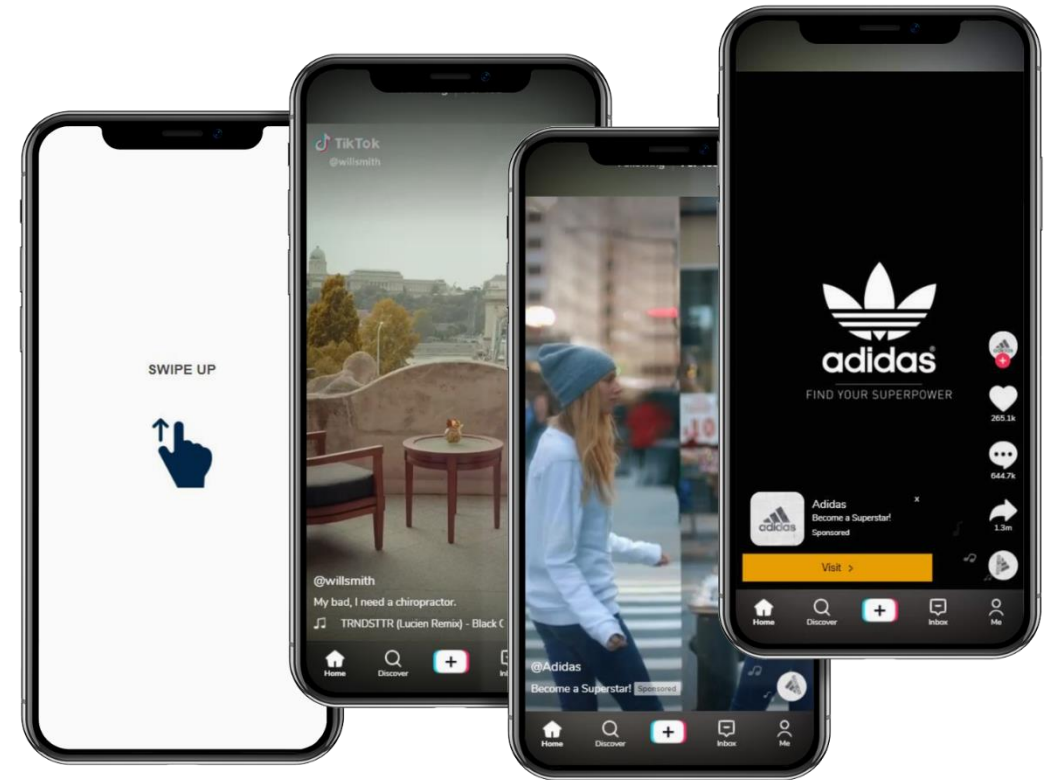
Example: Adidas ad injection on TikTok

VIDEO
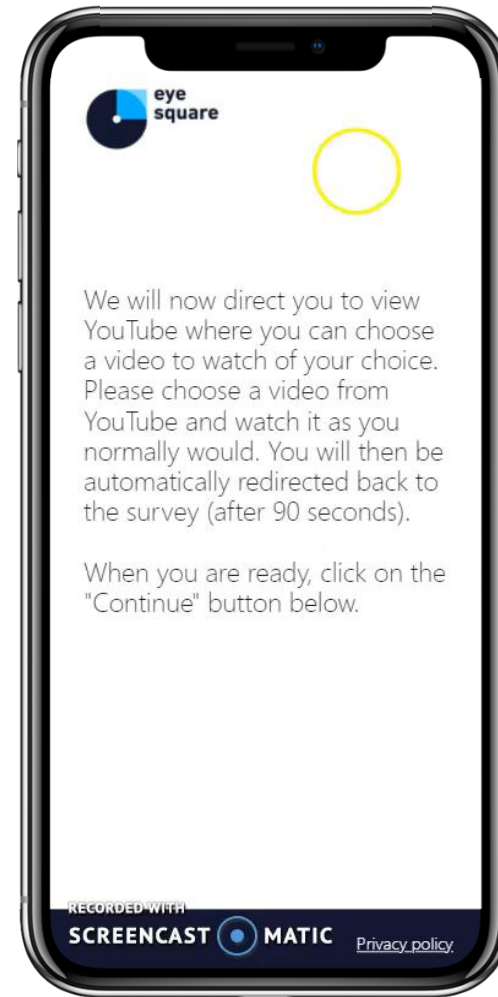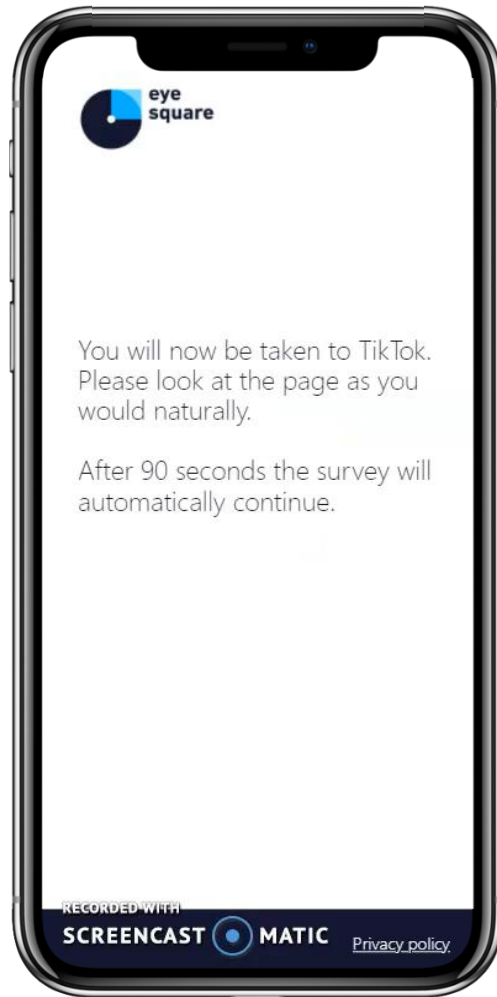
RESULTS

PLAYBACK

RECALL

BRAND IMAGE

Method:
- Market: U.S.
- 100 consumers 18-29 on YouTube
- 100 consumers 18-29 on TikTok
- 100 consumers 18-29 on no platform (control)
- 15 min online study:
  screening >> ad exposure >> post task survey

Viewer retention is stronger on TikTok than on YouTube

Most YouTube viewers skip the PreRoll ad immediately after the skip function is enabled

On TikTok viewers stay much longer, and more viewers watch the clip until the end (27sec)

TikTok ■■■ YouTube ■■■

PLAYBACK
Eye square TikTok vs. YouTube case study (2021). Percentage of viewers who watch longer than the specified duration in seconds. N=100 (TikTok) / N=100 (YouTube)

Recall

48%

22%

13%

■ ctr ■ TikTok ■ YouTube
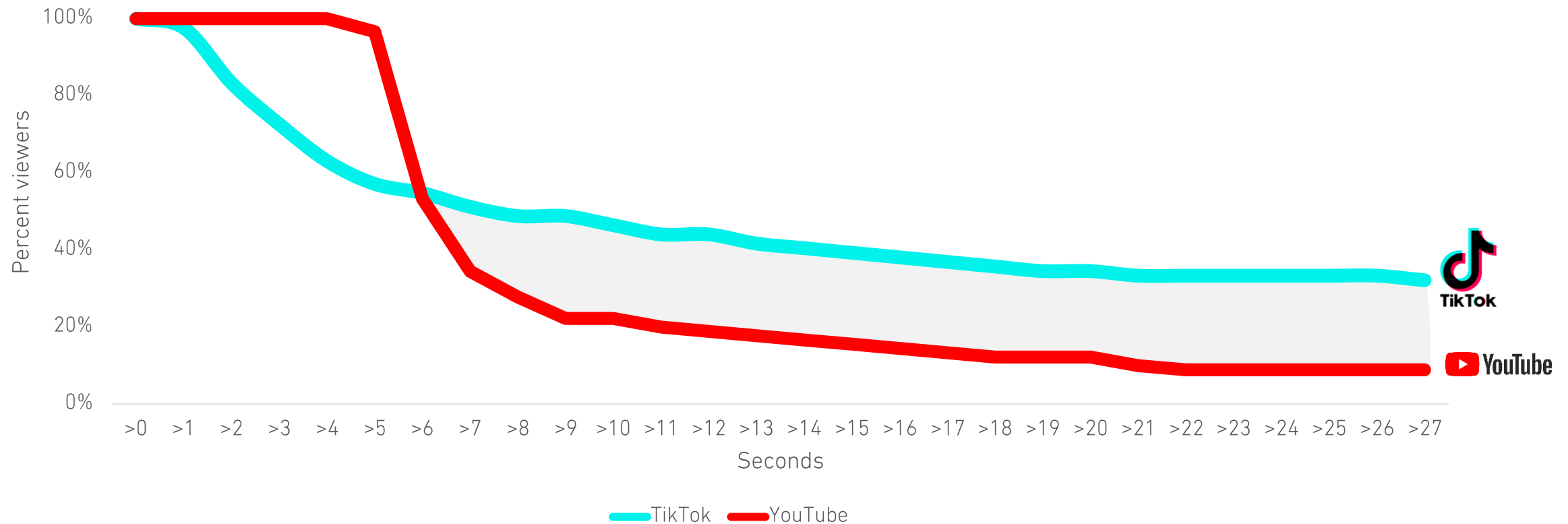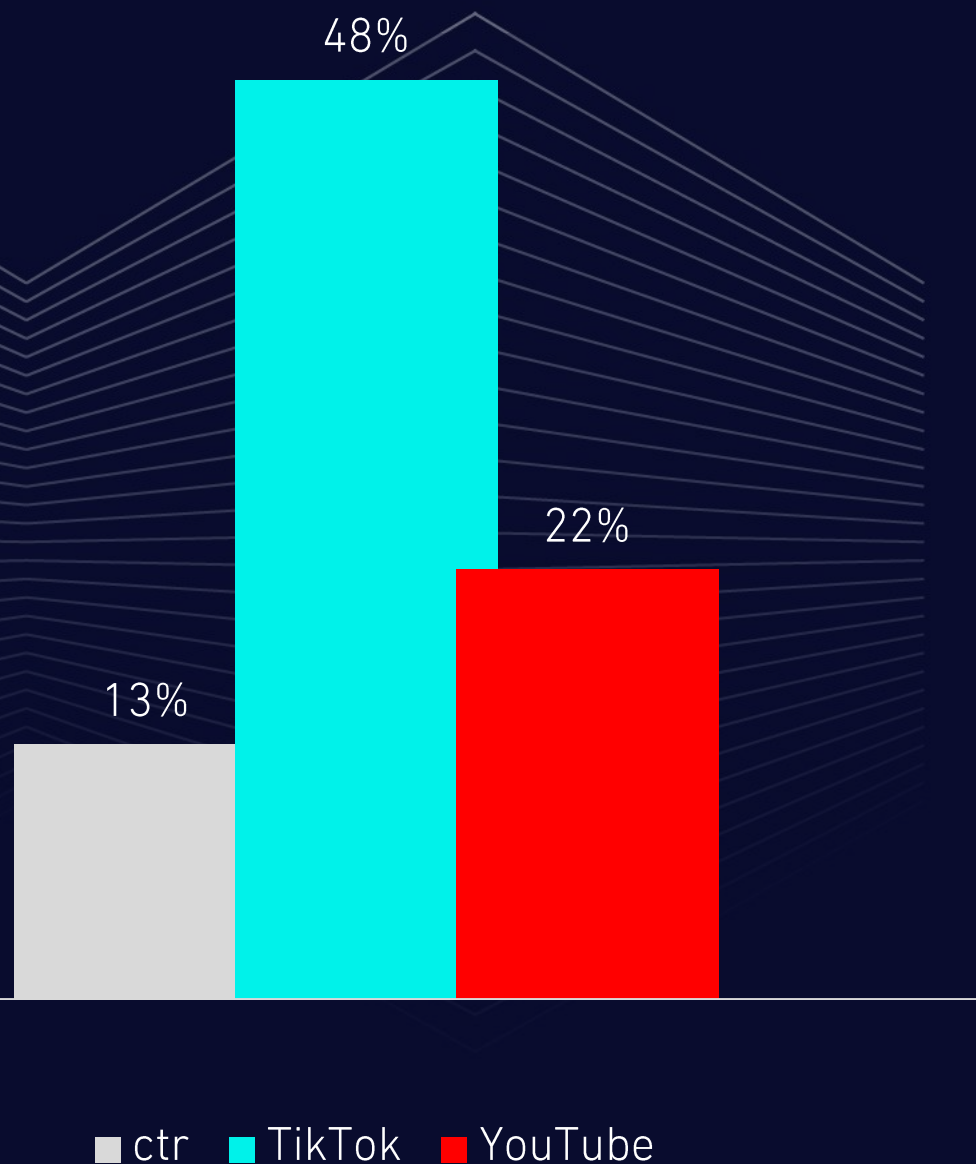
Longer retention means more recall:

Viewers on TikTok recall the brand much more than viewers on YouTube.

TikTok achieves high brand recall right from the start;
YouTube only after 8 seconds.

On TikTok viewers develop 40%+ recall rate even after only 1-2 seconds of video playback time

Voluntarily continued viewing

YouTube develops 30-40% recall rate only if viewers watch the video for more than 8 seconds

Recall rate

100%

80%

60%

40%

20%

0%

>0 >1 >2 >3 >4 >5 >6 >7 >8 >9 >10 >11 >12 >13

Seconds viewed

━━ TikTok ━━ YouTube

PLAYBACK RECALL

Eye square TikTok vs. YouTube case study (2021). Aided ad recall by view duration in seconds. N=100 (TikTok) / N=100 (YouTube) / 0 seconds= N=100 (control)

eye square

TikTok boosts BOSE image, YouTube much less so.

Likeable

Trust

Fame

Understands me

Powerful

Pay more

Innovation

Premium

ctr   TikTok   YouTube
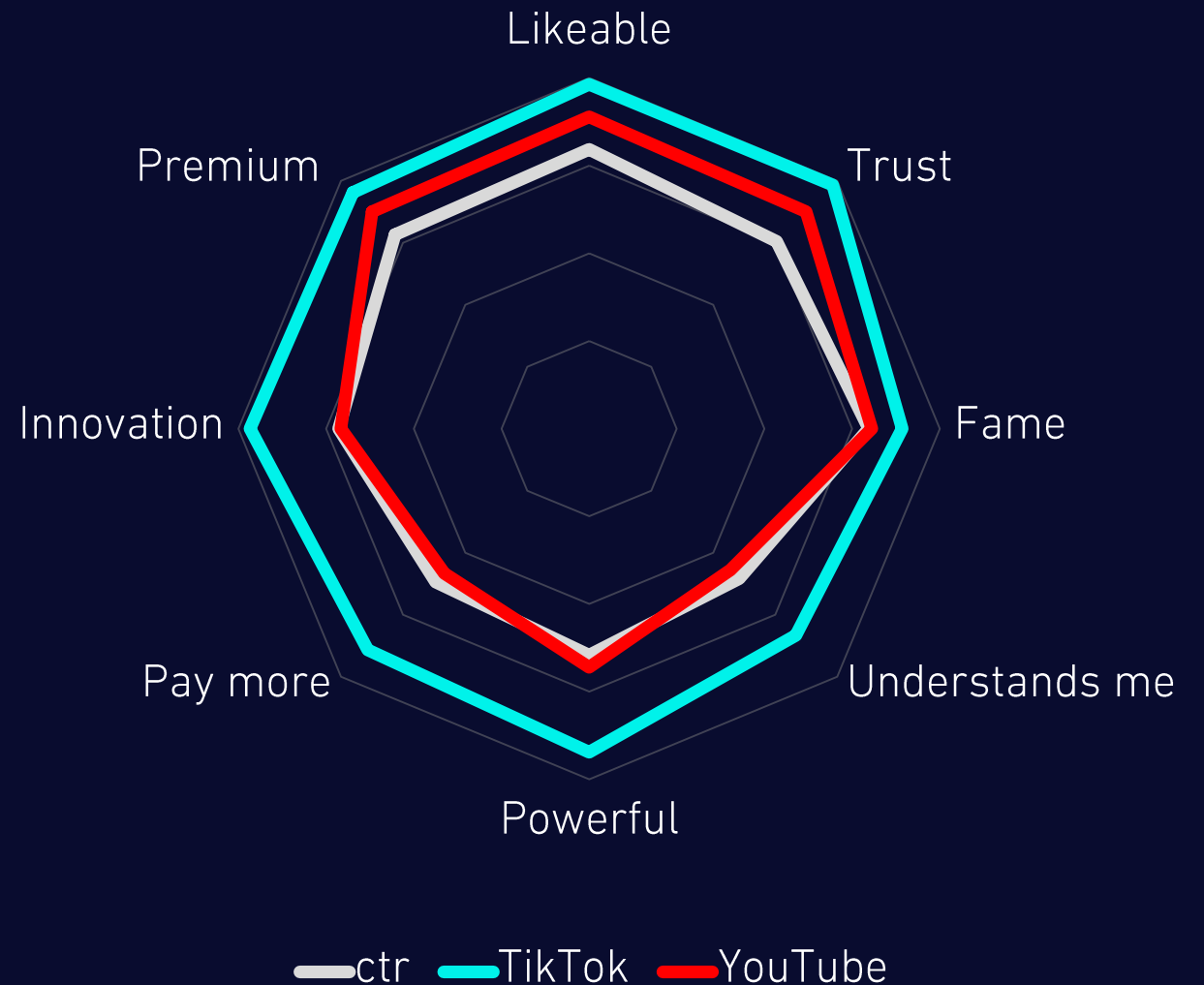
BRAND IMAGE
Eye square TikTok vs. YouTube case study (2021). Brand statements BOSE Top2%. N=100 (TikTok) / N=100 (YouTube) / 0 seconds= N=100 (control)

14

Bose PreRoll:
Weak: first 5 sec fail to activate the viewers

Weak brand reference

Only short logo at the very beginning (<500 ms)
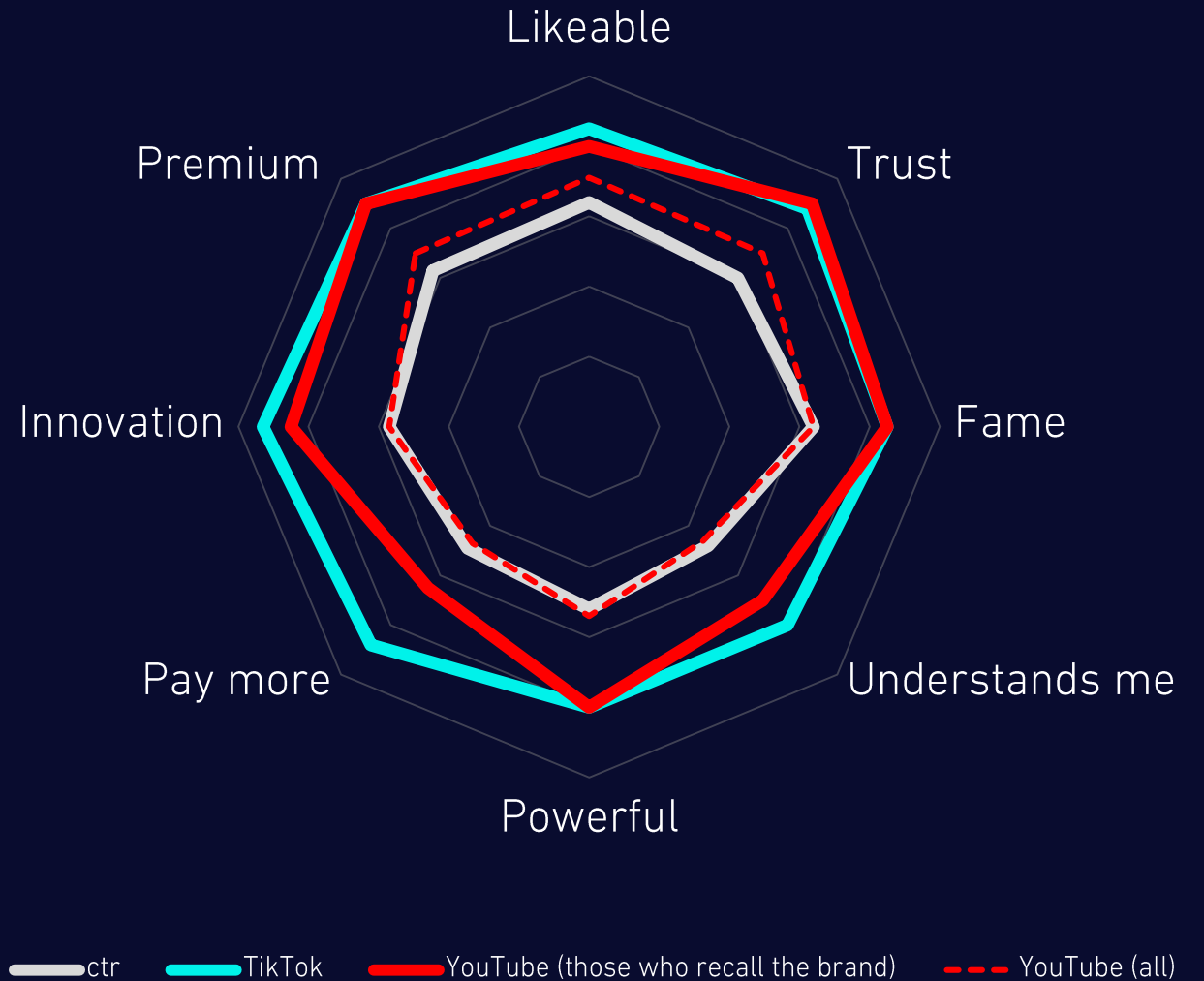No continuous logo visible

Little curiosity

USP not mentioned

If YouTubers recall BOSE then YouTube makes the brand shine just as well as TikTok

Likeable
Trust
Fame
Understands me
Powerful
Pay more
Innovation
Premium

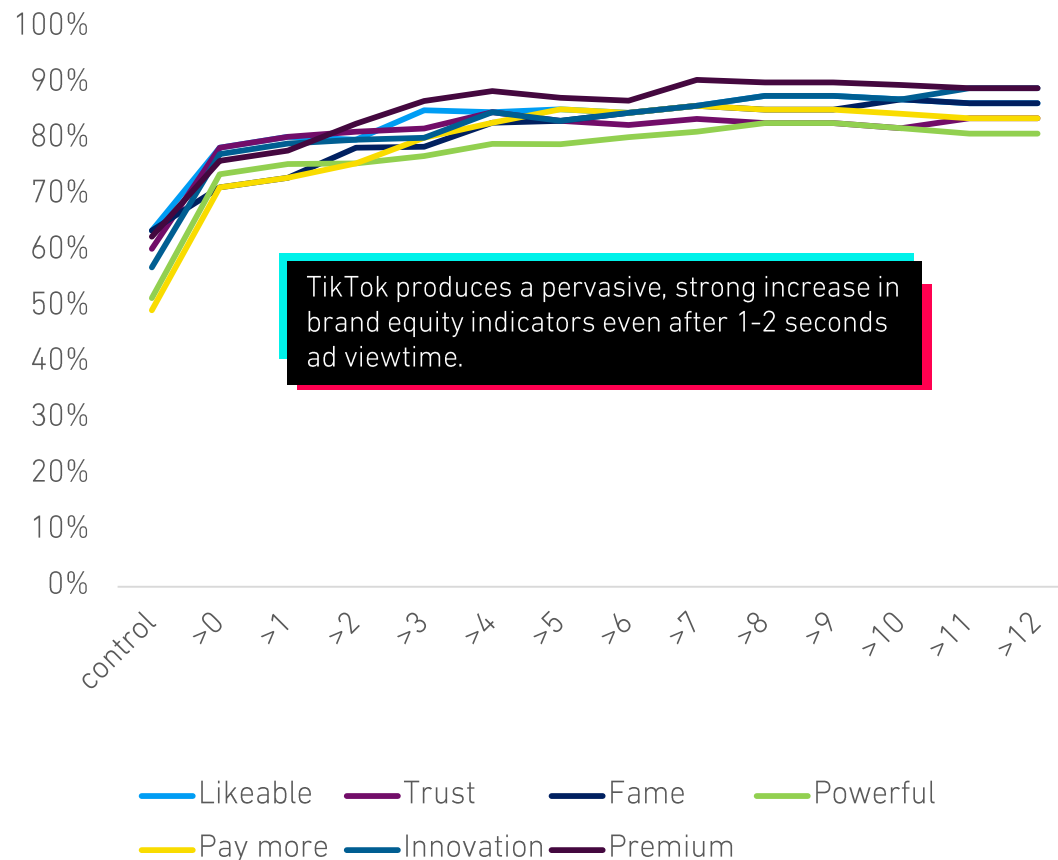ctr — TikTok — YouTube (those who recall the brand) — YouTube (all)

BRAND IMAGE
Eye square TikTok vs. YouTube case study (2021). Brand statements BOSE Top2%. N=48 (TikTok recall) / N=22 (YouTube recall) N=100 (YouTube all) / N=100 (control)
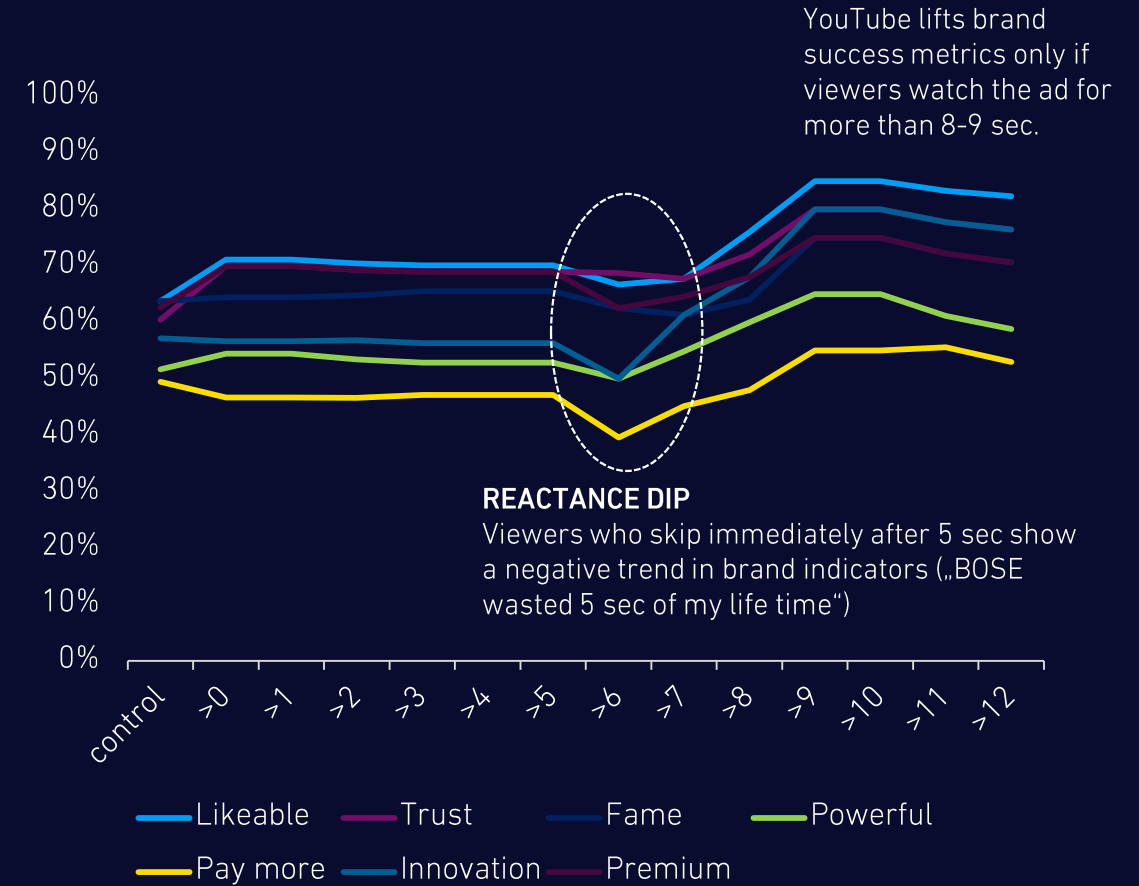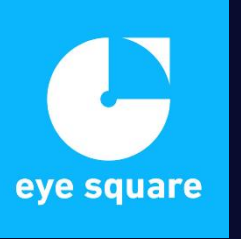
16

TikTok creates brand lift immediately

YouTube needs more time.

Brand image by ad viewtime.

TikTok produces a pervasive, strong increase in brand equity indicators even after 1-2 seconds ad viewtime.

Legend (TikTok): Likeable · Trust · Fame · Powerful · Pay more · Innovation · Premium

YouTube lifts brand success metrics only if viewers watch the ad for more than 8-9 sec.

REACTANCE DIP
Viewers who skip immediately after 5 sec show a negative trend in brand indicators („BOSE wasted 5 sec of my life time")

Legend (YouTube): Likeable · Trust · Fame · Powerful · Pay more · Innovation · Premium

Conclusions

The introduction of a novel product can be a challenging process. That's why marketers need to follow best practice to get the consumer's attention – utilizing the time you need to illustrate your offer efficiently.

If the product has a **famous mother brand**, like BOSE, make it visible from the start. It will help to create curiosity and trust in your marketing.

Make sure to follow **platform specific ad creation guidelines** to give viewers unique encounters with your brand. Those brand moments that matter.

Eye square supports your ad creation by **pretesting in live contexts** together with an **automated testing platform** and reliable industry **benchmarking norms**.

TikTok is a well-performing advertising channel, especially when targeting young consumer segments

Use famous **testimonials** and let them create **unboxing** videos or other **original content**

YouTube can be as powerful as TikTok, but needs a good **brand logo integration** from the start

A short **logo moment** – the blink of an eye – is not enough, especially at the very beginning of the preroll

Perception culture

eye square

SEE THE EXPERIENCE

Want to know more?

eye@eye-square.com