

# Art of Science

Why Creative is the New Frontier  
in Attention-Led Campaigns

# Executive Summary

“Realize that everything connects to everything else,” Leonardo da Vinci once remarked, on the time-honored debate of art versus science. Now more than ever, his maxim applies to online advertising – an act of creativity that starts with a technician's brushstroke.

The battle for consumer attention is becoming ever more competitive through the exponential growth of advertising opportunities across multiple new and emerging media channels.

In order to gain the advantage, advertisers need to turn to innovative ways to draw in the consumer.

Use of AI-driven contextual targeting, making the messaging relevant to a user's active mindset, is a fantastic step to generating this cut-through. However, in a classic case of art meets science, the creative is also a significant driver of success. It is no longer sufficient for marketers to rely on small, standard advertising, they need to think outside the box.

Increasingly advanced creative features, whether that's gamification or conversational technology, are being used strategically to drive strong campaign KPIs at every level of the marketing funnel; particularly when combined with privacy-first contextual targeting, allowing an ad to tap into the active mindset of the user.

This white paper explores the potential of this strategic approach to creative and how it takes shape as a blueprint for next-level campaign impact.

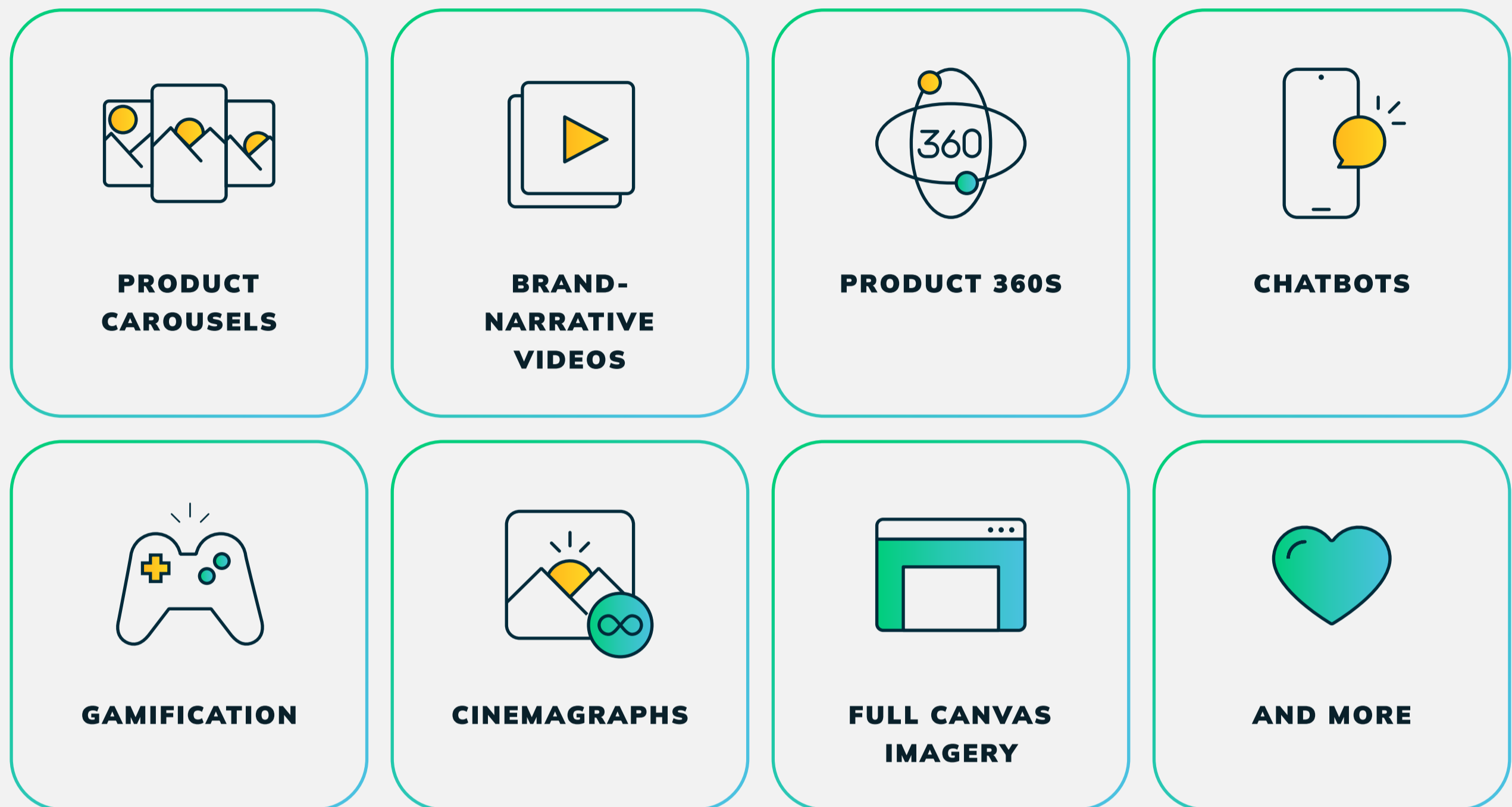
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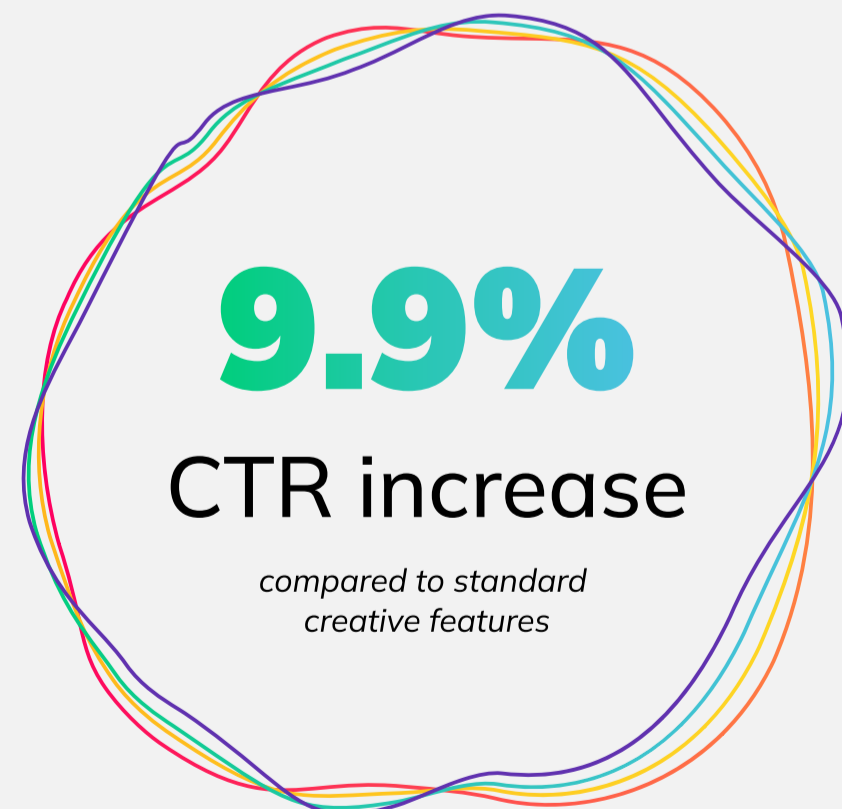
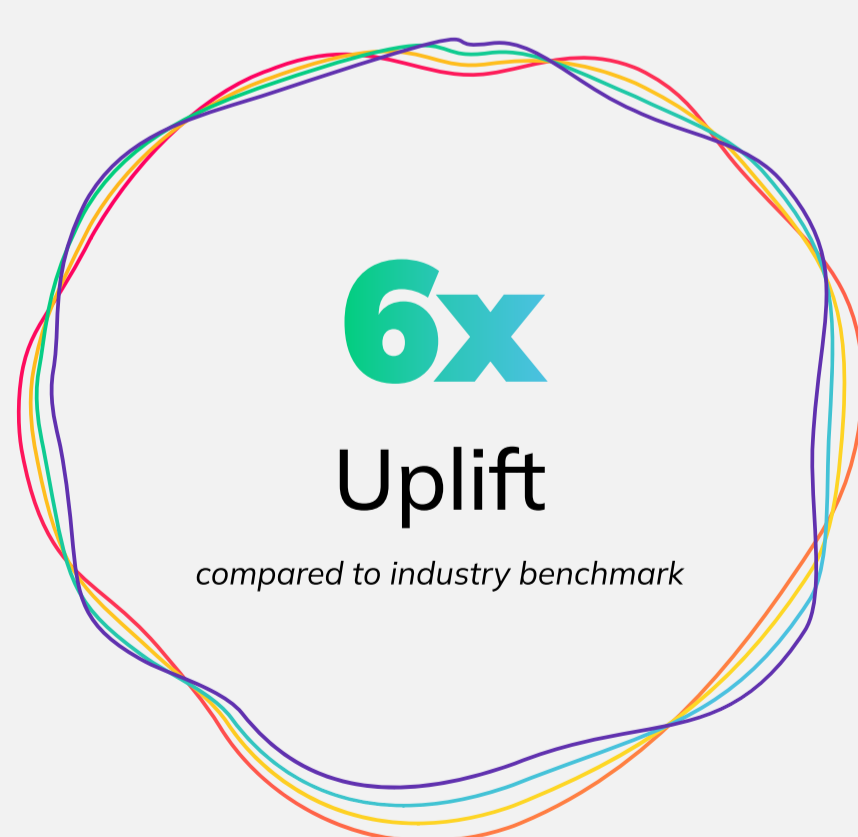


# À la carte Creatives

Multimedia formats such as large-scale desktop and mobile skins, along with CTV and in-game activations, create the foundations of an immersive ad environment that is naturally primed to capture audience attention. When you layer this outline with a menu of additional high-impact creative features, there's an even bigger opportunity to optimize performance:



An IPG-led analysis of over 2,000 digital campaigns from a cross-section of European audiences found that GumGum's high-impact desktop ads generated **6x** the level of uplift compared to the industry standard, with the inclusion of advanced creative features on ads more generally sparking a **9.9%** CTR increase.



In general, including advanced creative features as part of your ad creative will boost metrics like brand uplift and CTR.

# Tactical Immersion

Advanced, high-impact creatives are especially powerful in relation to top-funnel KPIs such as brand awareness, familiarity and the creation of narrative arcs. Building on the generous real estate of a full-bleed ad canvas, marketers can draw on a suite of interactive, cross-device creatives to:

Immerse users in their brand story with a sense of meaningful connection

Compel audience attention in support of awareness KPIs

You can leverage this approach to shape a bespoke display environment for a particular product or service. For example, say you have a digital video of a new-model electric car. You could use high-impact techniques including an in-screen expandable, full-bleed video background or a 360° product focus – a feature that animates on scroll to take users inside fun EV features.

- This creates the highest possible level of user attention for the video ad, then extending it with high-impact techniques to ramp up VTR and video completions.
- Combined with AI-led, contextual targeting, the impact on top-funnel awareness KPIs is significant.

Based on an [On Device Research](#) study of digital campaigns running over the past two years:

GumGum’s contextually-targeted, high-impact adverts saw a **14.7%** increase in unaided brand awareness and a **13.7%** increase in top-of-mind awareness, compared to other, non-GumGum campaigns.

**14.7%**

Unaided Brand Awareness

**13.7%**

Top-of-Mind Awareness

## BEST PRACTICES FOR TOP OF THE FUNNEL AD CREATIVE

- Feature short video content in formats with high in-view time.
- Showcase clear branding elements in high-attention areas and reinforce through animation.
- Use compelling creative features like product 360s, carousels and full-canvas imagery to command attention.

# Play to Engage

Next up, rich media creatives take us a little further down the marketing funnel to the mid level of interest, consideration and engagement.

Gamification is an excellent creative tool to enable this. GumGum's recent collaboration with New York Pizza and its media agency, Netprofiler, to promote the brand's new flavor profile in the Netherlands, drove a **23%** return on investment:



## Creative Strategy

GumGum used one of its innovative display ad formats, Skins, to create the New York Pizza slice game.

Users were challenged to slice up the right ingredients for a specific New York Pizza, earning points en-route – and rewarded with a 25% discount revealed via a dynamic landing page, for high scores.

GumGum's contextual intelligence platform, Verity™, served the game across content that mattered to a target audience of young professionals, students, young families and gamers.

## The Results

Over **82%** of players completed the game and **37%** played it again to get a higher score, with an average desktop dwell time of **42 seconds**.



Desktop CTR was **83%** higher than benchmarked for traditional (non-gamified) GumGum Skins, with a **93%** viewability rate compared to the IAB's benchmark of **70%** viewable.

gumgum



NEW YORK PIZZA



Net profiler

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# Driving Engagements & Considerations

So, advanced creativity lays the groundwork of memorable brand engagement – in an approach that carries us through to the lower, behavioral-led end of the marketing funnel. Chatbots or conversational messaging technologies, as provided by market leaders such as **Vyde**, are very effective at this stage.

A collaboration between GumGum and Vyde to showcase Vodafone's Black Friday broadband deals drove significant engagement, with interaction rates **139%** above target and dwell times over **350%** up.

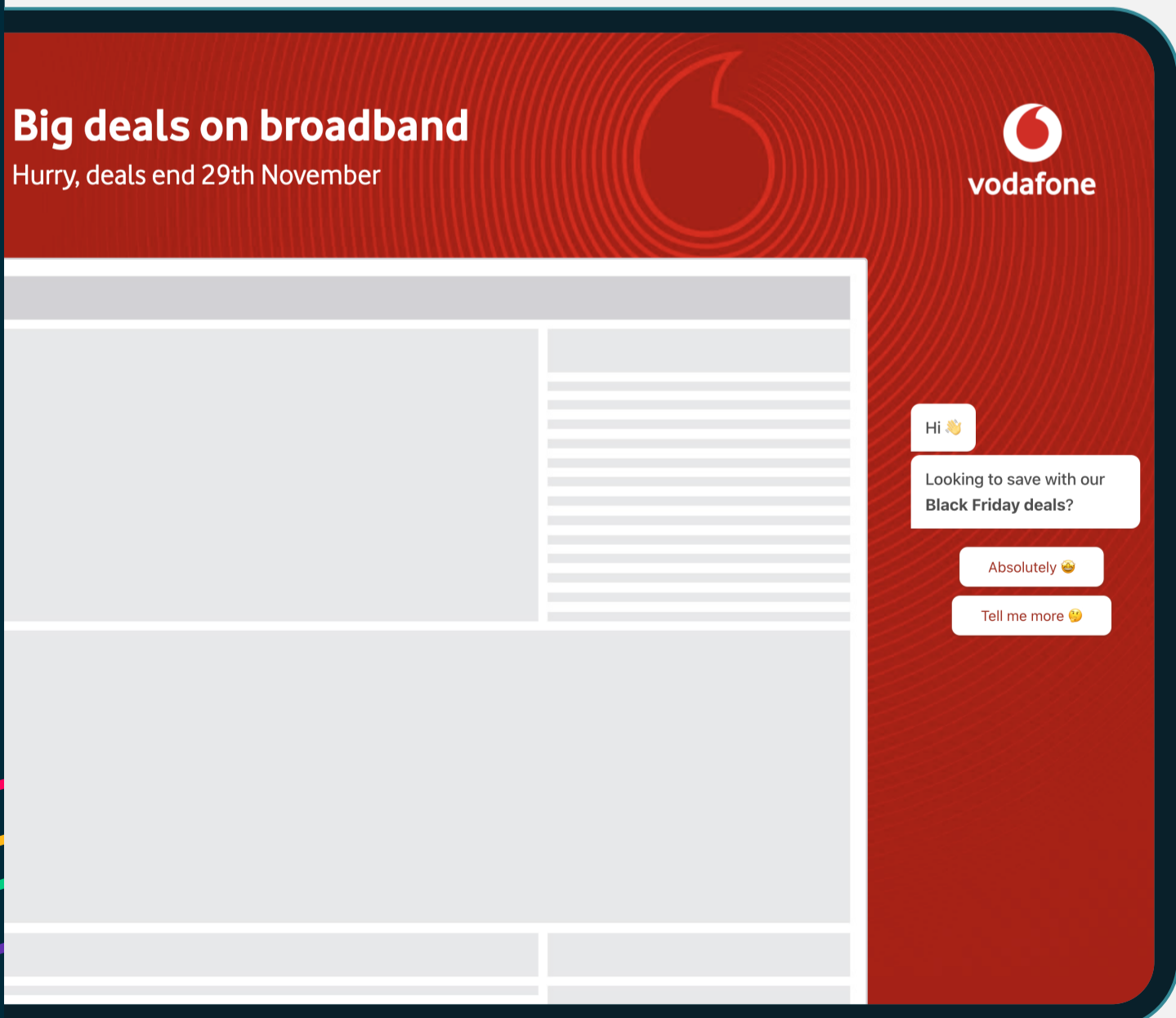
- Vodafone combined GumGum's dynamic skin format with the interactivity of Vyde's conversational technology to start a conversation with audiences.
- Based on the conversation, the unit dynamically adapted to an overlay that showcased the relevant broadband package and captured the Active Attention of the audience.

“By adding the conversational element - where you can empower the consumer, answer their questions and let them make decisions about what's most important to them - you can really start to push consumers further down the funnel and get them closer to the purchase point.”

**SAM PETERS**  
CEO AT VYDE

**139%**

Interaction Rates  
Above Target

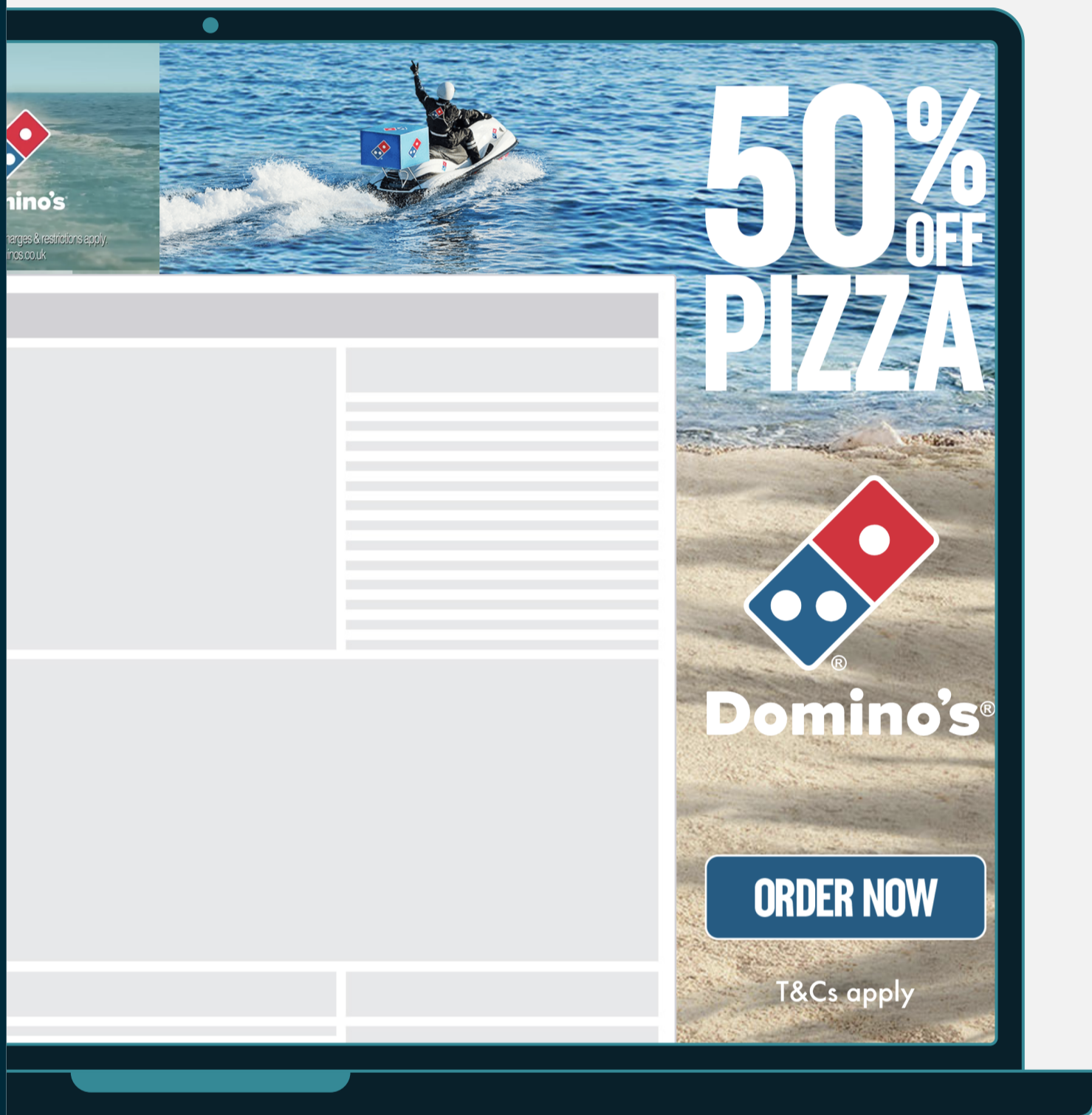


## BEST PRACTICES FOR MID-TO-LOWER FUNNEL AD CREATIVE

- Use fun, engaging features like games and hot spots to drive consideration.
- Include low-commitment CTAs like Browse the Collection vs. high-commitment CTAs such as Buy Now.
- Leverage chat-bots and configurators for better-qualified clicks.

# Attention as a Core Metric

Whatever function marketers choose to use, across a multitude of channels, devices or funnel stages, attention is the glue that seals high-impact strategic creativity – and that gives it an extra layer of impact.



For example, in another tasty collaboration with Domino's Pizza to promote its "50% off" **limited-edition offer** last year, GumGum teamed up with **Playground xyz** and its world-first Attention Intelligence Platform (AIP):

[View Domino's Case Study →](#)

GumGum's Verity™ identified the most likely contexts to reach the right consumers for Domino's, while Playground's AIP measured the Attention Time being secured across every impression served.



## Campaign Strategy

The Domino's campaign was then optimized as it ran, pushing delivery towards the contexts where attention was highest (including unexpected content sectors such as health and fitness) and away from the contexts where attention was under-indexing against the mean average.

## The Results

This meant dynamic creatives could exceed performance expectations. For example, the ad's In-Screen Expandable unit achieving an almost **400%** return on ad spend, while the HangTime mobile design clocked in **2989** Achieved Hours of Attention.



## Meanwhile, with the New York Pizza game



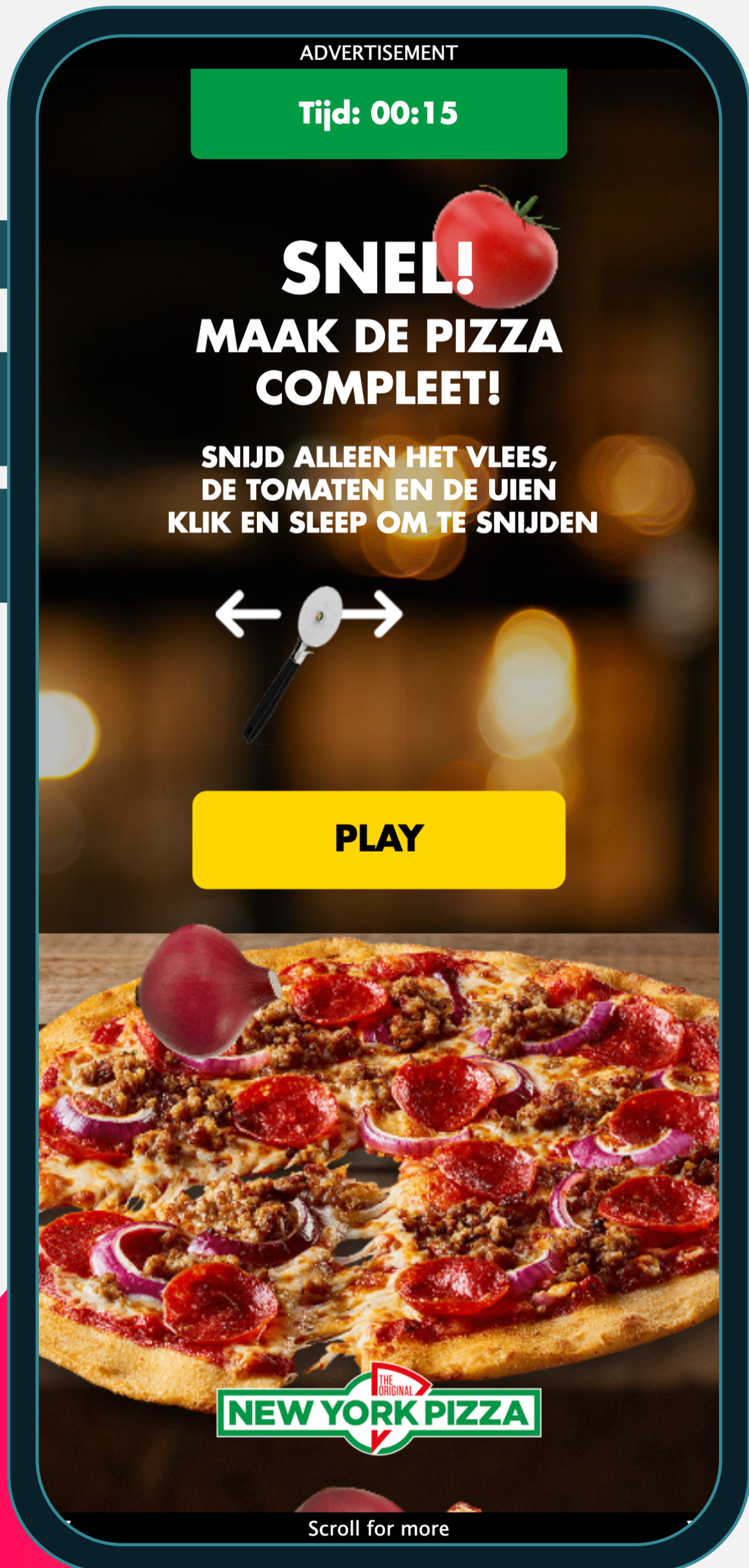
New York Pizza's media agency, Netprofiler, compiled a dataset of rich attention-based insights, based on metrics such as game starts, time played and points total.



GumGum used this to target an audience based on which verticals were driving the highest attention rates (in this case, food, sports, music and cooking content).



Netprofiler also conducted A/B testing of the creative, to improve performance as the campaign ran e.g. testing various call-to-action prompts and stylings.



gumgum



NEW YORK PIZZA



Netprofiler

[View NYP Case Study →](#)



# Creative Features Are Key to Driving Performance Across the Marketing Funnel

Creative is having a renaissance and offers advertisers so many more options in helping to drive campaign success and improved KPIs. GumGum has been a pioneer of creative innovation in the digital ad industry for over a decade and offers a wealth of creative features to help advertisers meet their goals.

## Upper

### UPPER FUNNEL

Upper funnel is all about building a connection with audiences through ad creative that drives brand awareness and showcases the brand's values, look, and feel.

#### KPIS:

Brand Awareness, Brand Lift

#### CREATIVE ELEMENTS

Full Canvas Imagery, Product 360s, Product carousels, Animation on Scroll

## Middle

### MID-TO-LOWER FUNNEL

Mid-to-lower funnel is about growing that connection with the audience through ad creative that drives engagement, allowing consumers to experience the brand on a deeper level and driving them closer to the purchase point.

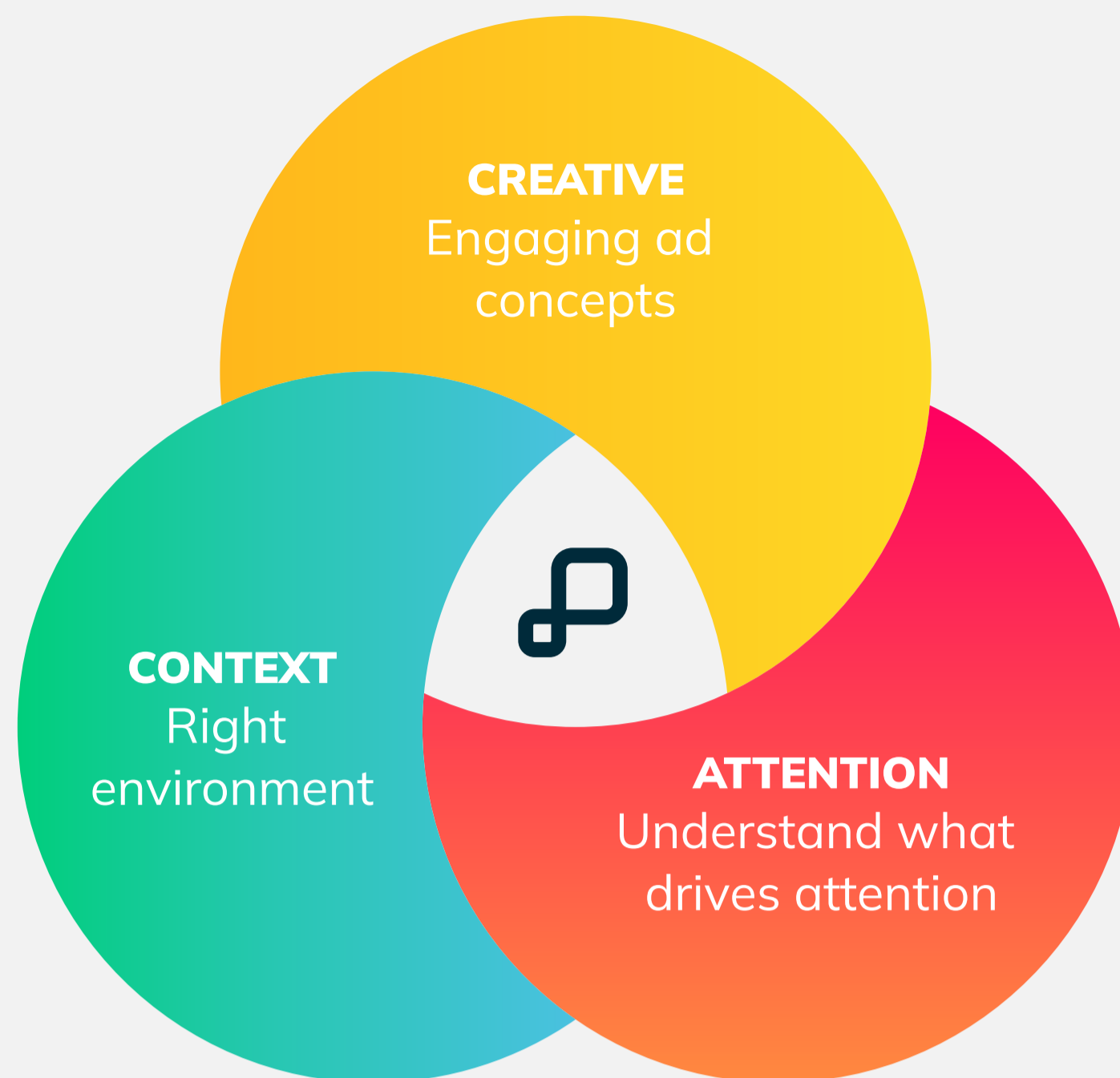
#### KPIS:

Interaction Rate, Qualified leads, Purchase Consideration

#### CREATIVE ELEMENTS

Gamification, Configurator, Chatbots

## Lower



## CONCLUSION

# Mobilizing The Mindset Matrix™

Much like a Renaissance masterpiece in da Vinci's time, digital campaigning today requires the perfect blend of art and science. And with a choice of high-impact ad canvases at their disposal, along with a menu of advanced creative features, marketers can turn up the volume of their digital creatives for full-funnel optimization.

As the creative features available to advertisers become ever more diverse and sophisticated, the strategic power of digital campaigns will reach new heights. Just look at how ChatGPT has taken the world by storm and imagine the impact this technology could have on conversational/ chatbot features within ad campaigns. Or, consider the promise of AI-driven dynamic creative optimization (DCO), where the creative can change and adapt itself based on a myriad of factors - from the time of day to local weather conditions. The potential to creatively drive full-funnel KPIs will become almost limitless.

The secret of this high-level creativity is the way in which it performs in synergy with contextual targeting to deliver increased attention – to form the trio of drivers behind GumGum's advertising framework, The Mindset Matrix™. Together, the integration of these elements in any one campaign will elevate its performance far beyond the capacity of any single player.

So, advanced creative formats are an art, yes, but they're also a strategic enabler, working in tandem with contextual tech to deliver a new caliber of meaningful, attention-led ad experiences.

# About GumGum

GumGum is a contextual-first global advertising technology company that captures people's attention, without the use of personal data. We believe that a digital advertising ecosystem based on understanding a consumer's active frame of mind rather than behavior, builds a more equitable and safer future for consumers, publishers and advertisers alike. Founded in 2008, GumGum is headquartered in Santa Monica, California and operates in 19 markets worldwide.



GumGum's high-impact Skins unit drove a 93.2% viewability rate for SAP

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Vodafone leveraged GumGum's contextual intelligence platform, Verity™, to increase purchase intent around the Samsung Galaxy Z Flip 3.

[View Case Study →](#)



GumGum x Frameplay significantly increased ad recall for the Johnsonville brand

[View Case Study →](#)



Together with Frameplay, GumGum drove significant ad recall for OH HENRY! chocolate by Hershey

[View Case Study →](#)

“We are at that point where we need to find the balance between the science and creativity of advertising. This report helps advertisers understand how different creative elements help to drive different KPIs in the overall marketing funnel and how advertisers should be strategically using those features to drive attention.”

**PHIL SCHRAEDER**  
CEO AT GUMGUM

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