

SCHIBSTED EFFECT STUDY

Schibsted

EFFECT STUDY

Shortened preview version

— 2025



Shortened preview version

This is a shortened preview of the upcoming report. The aim is to provide an initial glimpse into the key insights and results that will be presented in the final version.

We hope you find this an inspiring read,

Schibsted Insight

Have you read the Schibsted Attention Study Report?

It's a good idea to do so, as this report is based on valuable insights and lessons from that study.

You can find the full-scale Schibsted Attention Study report at <https://schibstedforbusiness.se>



Executive summary - How brands can achieve increased ad effectiveness

Brands must embrace and understand their unique conditions

To create impactful advertising, brands need to understand their unique conditions and develop tailored strategies. Ads must have a clear purpose, especially in short formats where the message needs to land immediately.

Mental availability—owning key entry points in the customer's mind—is crucial for building strong associations. In short formats, being clear and precise from the outset is even more important to maximize effectiveness.

Maximizing impact in a short timeframe

Digital ads have the potential to create significant impact in just a few seconds—if they are strategically designed. By optimizing each placement and tailoring the message and strategy to the specific objective, advertisers can not only reach the right audience but also maximize results and leave a lasting impression.

The importance of owning distinct brand assets

Distinct brand elements are crucial for capturing attention, as they are what drive recognition. With strong brand elements and thoughtful design, it is possible to achieve high visibility even with short viewing times. To succeed, brands must create at least one unique and standout element that effectively differentiates them.

Insights into what drives ad recall

Research shows that changes in campaigns do not always result in immediate shifts in ad recall. The brand's category also plays a key role in the baseline level of attention.

To boost ad recall, the brand needs to be distinctive, and the advertisement must be clear, as these elements work together to strengthen the message's impact and long-term effectiveness.

Learnings on the importance of balance and patience

Successful advertising strikes a balance between attention and message comprehension. It's not enough to just be seen—the ad must create a lasting connection with the target audience.

Changes in advertising concepts require patience and investment, but with a clear strategy and time, the brand can build strong relationships and achieve long-term success.

The Team behind the report



Erik Modig Erik Modig is a researcher, author, and lecturer at the Stockholm School of Economics Institute for Research, as well as the founder of the digital education platform Marketing Levels. He is one of the authors of the Schibsted Effect Study 2025 and also collaborated with Schibsted on the Schibsted Attention Study 2024. In his research, Erik focuses on how communication influences decision-making. Through collaborations like the Schibsted Effect Study, opportunities arise for Schibsted and researchers to deepen their understanding of how to create effect through digital advertising.



Karolina Nilvang is Research & Effect Manager at Schibsted and one of the authors of the Schibsted Effect Study 2025. She also led the Schibsted Attention Study in 2024 and co-authored the consumer report Dealbreakers (2023) in collaboration with Demoskop, the Schibsted Synergy Study (2022) with Acceleration, and the Schibsted Data Study (2021). In her role, Karolina is responsible for effect measurements and studies within Schibsted. She holds a Master's degree in Behavioral Science and Psychology from Stockholm University and has been active in the media industry since 2007.



Malin Backlund is Insight and Effect Manager at Schibsted, responsible for studies in the automotive, telecom, and streaming sectors. In 2024, she worked on the Schibsted Effect Study as well as the Schibsted Telecom Report and Schibsted Mobility Report. She co-authored the reports Dealbreakers, published with Demoskop in 2023, and Political Communication in 2022. Previously, she worked at the Swedish-American Chamber of Commerce in the USA and in sustainability within the packaging industry. Malin holds a Master's degree in Business & Economics from Stockholm University and has been active in the media industry since 2015.



Louise Isaksson is Insight & Effect Manager at Schibsted, responsible for studies in the retail, charity, and service sectors. In 2024, she collaborated with Erik Modig, Karolina Nilvang, and Malin Backlund on the Schibsted Effect Study. She also worked with *the Swedish Consumer Report*, and the Schibsted Retail Report, and Schibsted Charity Report. Louise co-authored the report Political Communication (2022). She holds a degree in e-commerce from IHM Business School and began her career with an internship at Schibsted in 2016, where she participated in the work on the Schibsted Mobile Study.

Participating Brands

Audi

UNIONEN

dina Dina
Försäkringar

Nordnet

Pågen
BAGAR MED KÄRLER

SK
Skellefteå Kraft

Hertz

SAS

Cubus

Electrolux

Schibsted

Introduction to the study



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Today, brands face significant challenges such as rapid digitalization, changing consumer behaviors, and increasing demands for transparency and sustainability. With the *Schibsted Effect Study*, we aim to provide valuable knowledge and guidance through new research to help brands navigate an evolving market landscape.

Many brands focus primarily on short-term tactical efforts, which can undermine their visibility and availability to consumers. The key to long-term success is building strong, clear brands that enhance both visibility and mental availability—crucial factors in becoming the obvious first choice.

The study is based on insights from the *Schibsted Attention Study 2024*, which explored digital advertising and provided valuable knowledge on effective brand strategy.

The results show that to achieve maximum effectiveness in a time-pressured environment, a clear and consistent design language and message are essential.

In the *Schibsted Effect Study*, we have analyzed data from 10 brands across 10 different categories and highlighted the importance of brand assets in building a strong brand identity.

The study provides insights that create significant opportunities for brands looking to adapt and grow in today's rapidly changing market.

We hope this report offers valuable perspectives to support the development of your brand!

Erik Modig & Karolina Nilvang,
Stockholm november 2024

What must brands do to manage shorter exposure times?



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What must brands do to manage shorter exposure times?

Only 16% of all ads are both **remembered** and **correctly attributed** to the brand.

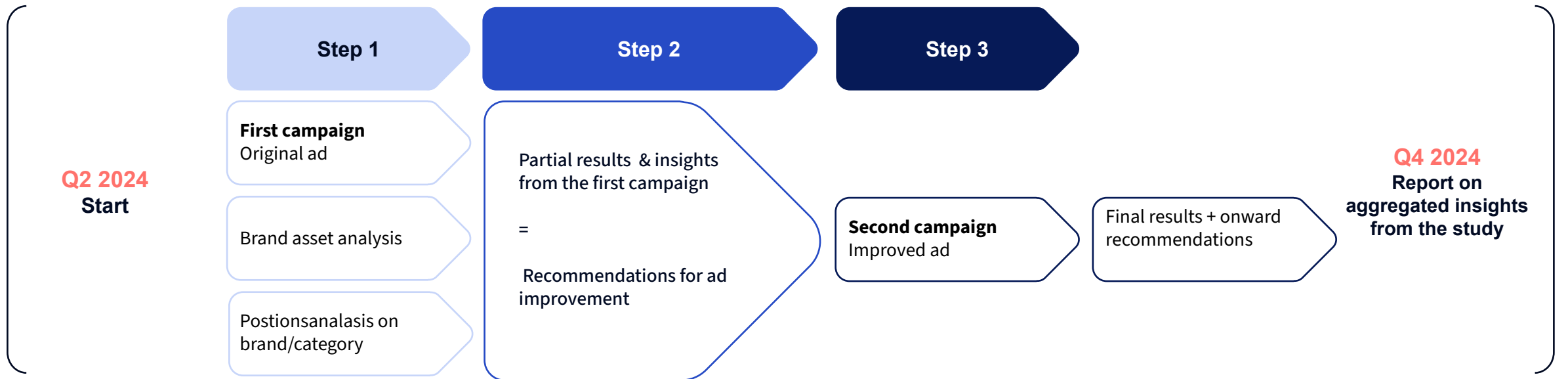
If you **fail** to create **effective and memorable advertising**, you risk ending up among the **84% of ads** that never even pass the first hurdle – **being noticed and remembered**.

Ehrenberg-Bass Institute

A **clear** and **consistent ad design** enables **high advertising effectiveness** - even with **short viewing times!**

Study design – 10 brands in 10 categories and two campaigns

A study focusing on how improved ad design and brand strategy contribute to increased advertising effectiveness. The participating brands have each run two campaigns in Schibsted's channels. The campaigns have been followed up with technical campaign measurement, attention measurement, and effect measurement.

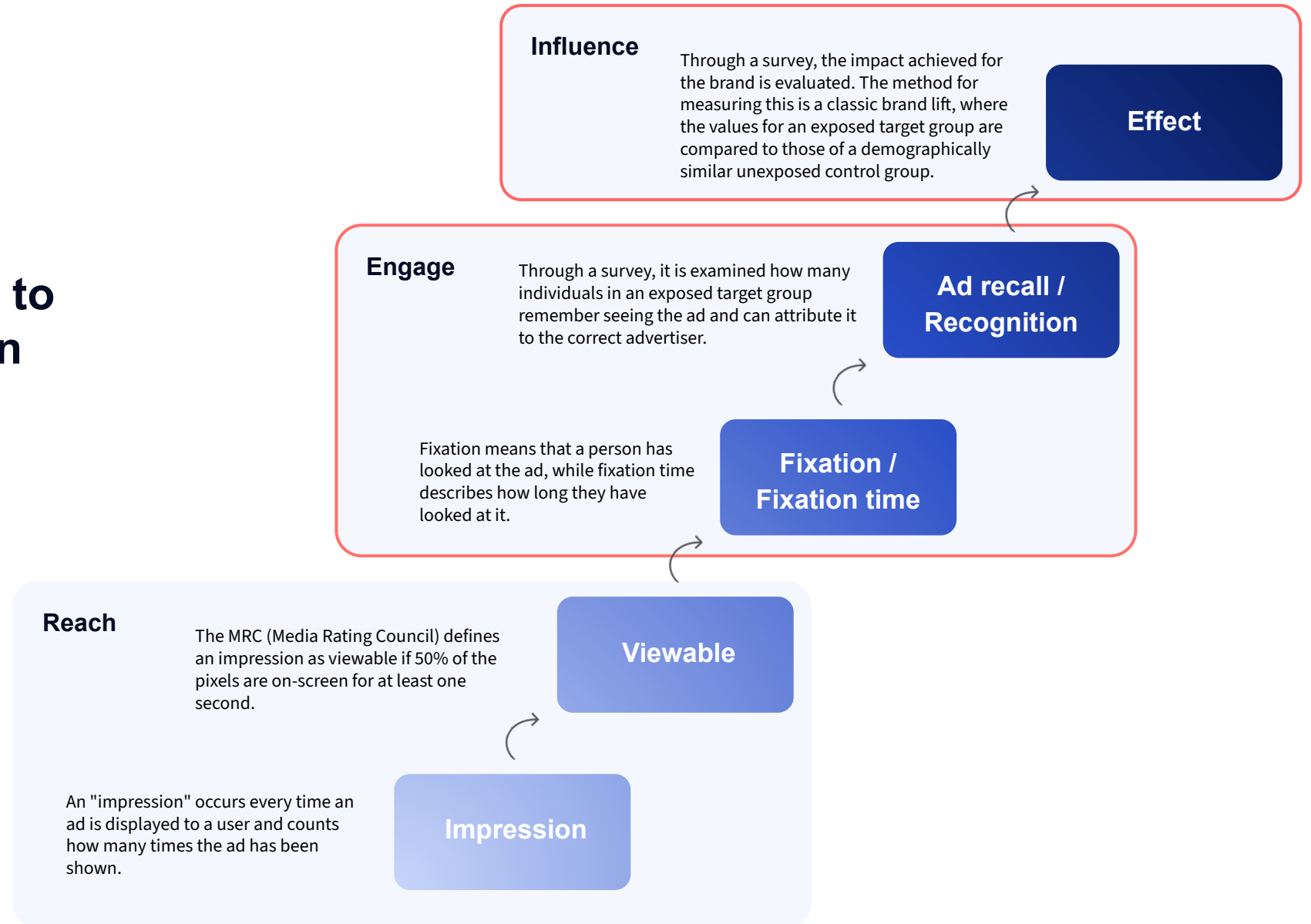


The aim of the study is to understand how we can improve advertising effectiveness

Each brand has its own goals and unique conditions, making it crucial to understand what drives attention and effectiveness for them specifically.

While each brand is influenced by its specific circumstances, the framework for evaluating how effectiveness is achieved can be applied universally. The Schibsted Effect Model illustrates our approach to evaluating effectiveness across three key aspects: Reach, Engagement, and Influence/Impact.

The goal of the Schibsted Effect Study is to **understand how we can enhance effectiveness through ad optimization**. To achieve this, we first needed to understand the unique conditions and objectives that influenced the brands in the study. Read more about this on the following pages.



To achieve effectiveness, brands must understand their unique conditions

To enhance the effectiveness of brand communication in a short timeframe, the study identified three key steps, partly based on insights from the Schibsted Attention Study 2024. The following pages outline these three steps in detail.

Step 1:

Brands must *understand* their *unique conditions*

Step 2:

Understand what can be *accomplished* in a *short timeframe*

Step 3:

The importance of *distinctive brand assets*

How to succeed with display

- **Adapt the ad for short attention span:**
- The average attention span for display ads is only 1–2 seconds, so it's important that the ad is immediately clear.
 - Optimize for the first impression.
 - Focus on one goal per ad to minimize distractions and increase effectiveness.
 - Make the brand visible from the start to maximize brand recognition.
- **Clear message and short, concise copy**
 - Communicate one message per ad.
 - Keep the copy to a maximum of 3–5 words to facilitate quick understanding..
 - Ensure that images and text work together to reinforce the message.
- **Adaptation to format:**
 - Tailor to the ad format: Different display formats have different requirements and possibilities; optimize layout, image size, and text placement based on the format's specifications.
 - Animated components can effectively capture attention, but avoid an overly cinematic feel in display ads.

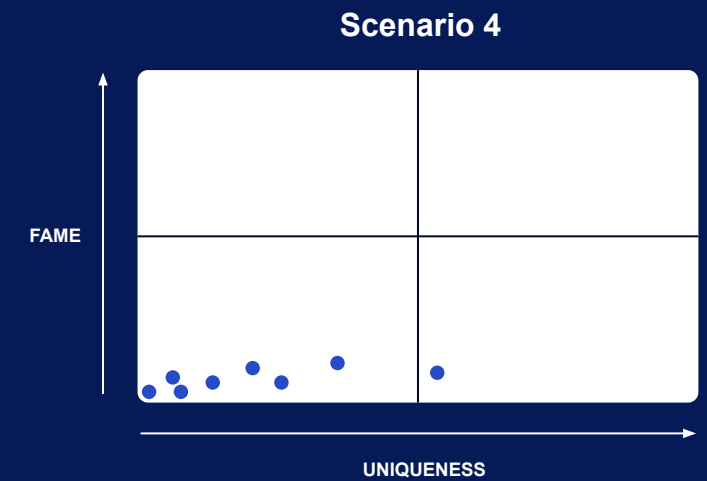
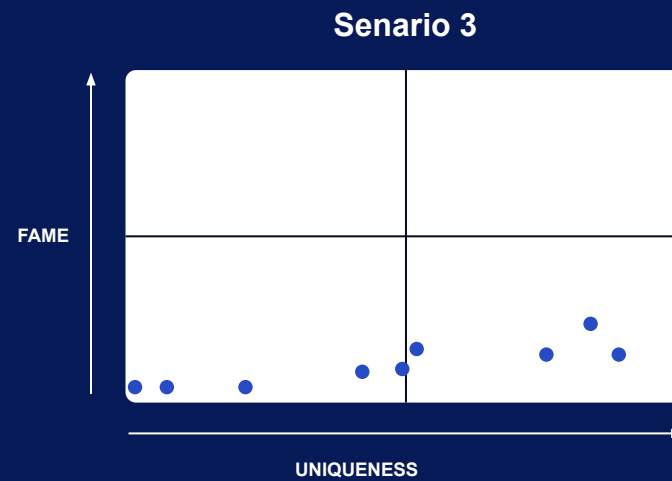
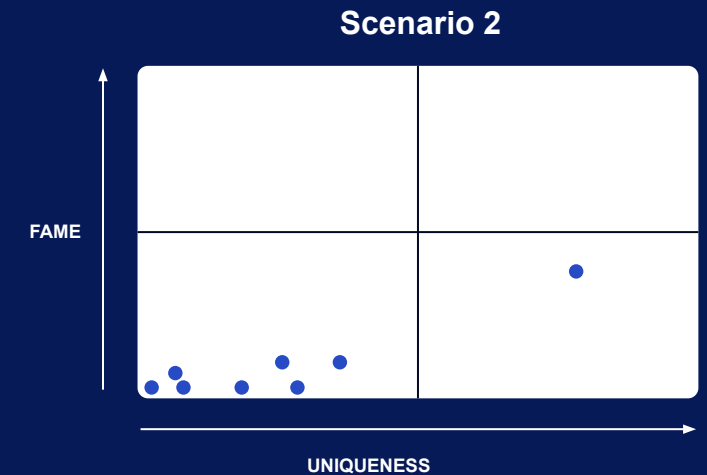
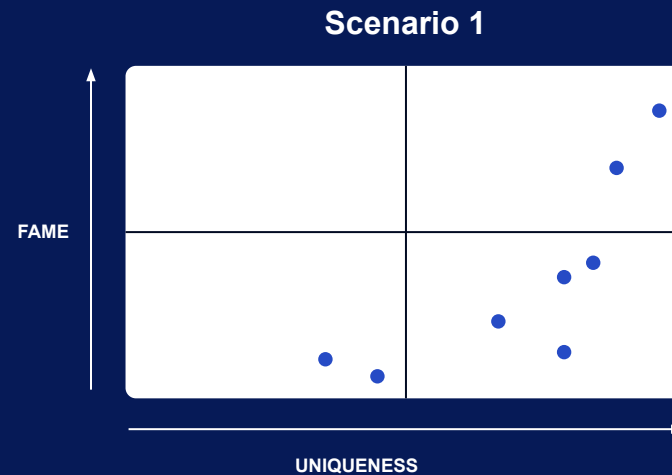


More key findings in the full report, including insights on how to succeed with video.

What scenario does your brand fit into?

All brands should review and evaluate their brand assets to assess their strength. This analysis provides valuable insights into how to best create effective ads and whether the brand strategy needs to be adjusted. It also indicates whether further investments are needed to establish more brand assets.

Let's now take a closer look at the different scenarios and what characterizes each situation.



Schibsted

Interested in gaining insights from the report?

Contact your sales representative at Schibsted or Head of Insights & Effect Norway,
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