

simpleshow

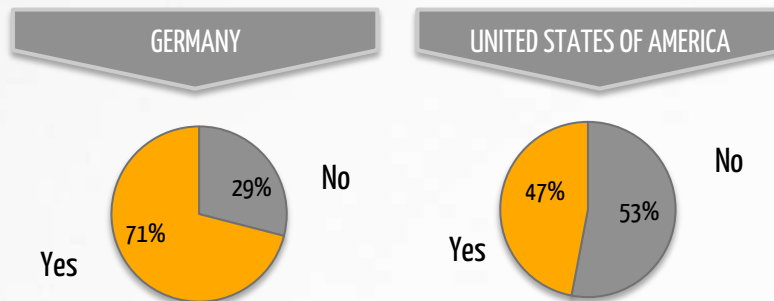
simpleshow  

International study on the use of explainer videos and effects of
different video formats

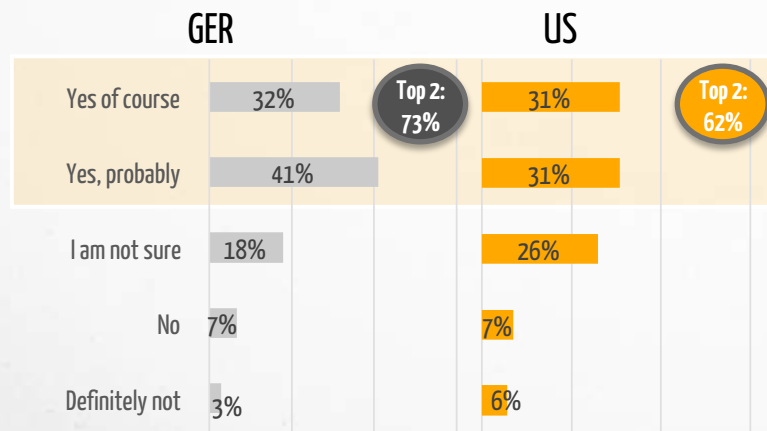
October 2016

INTERNATIONAL STUDY ON THE USE AND EFFECTS OF DIFFERENT EXPLAINER VIDEO FORMATS (1)

Experience with explainer videos

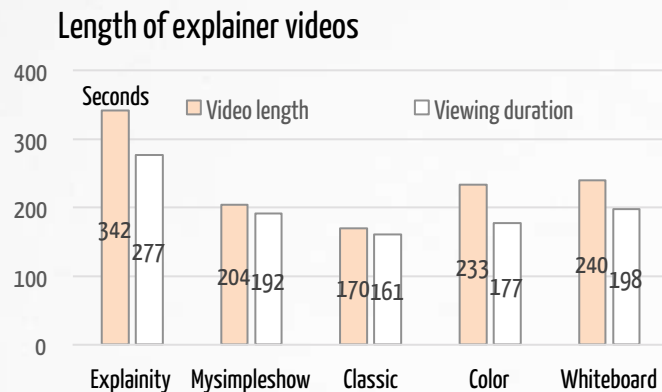


Interest in watching explainer videos in the future

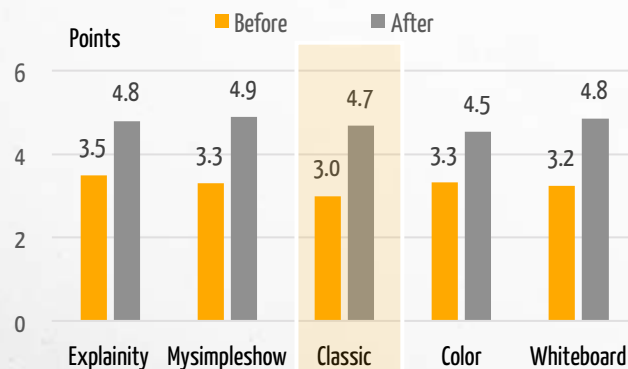


- Online survey in Germany and the US (n=2,012) was conducted in July 2016 (based on access panels).
- 71% of respondents in Germany indicate that they have already watched explainer videos (US: 47 %) – product videos are most commonly used.
- Almost half of the users watched the last video during the previous 7 days. The degree of satisfaction is particularly high in Germany- highest in age group 30 – 59 years; 62 %.
- There is a significant preference to use videos instead of reading texts to find information. This is particularly valid for younger respondents.
- Respondents in the age group <30 years show a particular positive attitude towards video consumption.
- 2 out of 3 segments (based on preferences and behavior) show a rather positive attitude towards video consumption.

INTERNATIONAL STUDY ON THE USE AND EFFECTS OF DIFFERENT EXPLAINER VIDEO FORMATS (2)



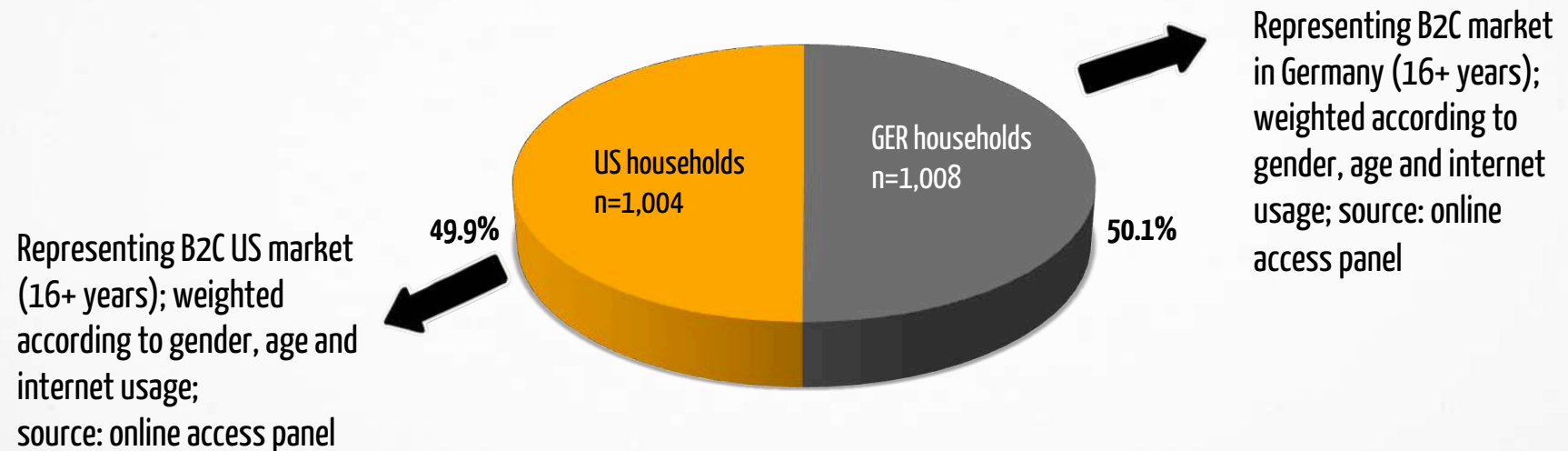
Results of knowledge test according to test group (mean points)



- The core elements of the experimental design are a detailed evaluation of the videos and a knowledge test: 5 test groups were randomly created – each group received one video.
- Respondents viewed the video on average between 277 seconds (Explainity) and 161 seconds (Classic).
- Overall evaluation of explainer videos is good and varies from 67 % (Color, US) to 84 % (Mysimpleshow, GER).
- Before and after a video about the US presidential election was shown to German and American respondents, 7 questions regarding the topic were asked.
- Watching the explainer video results in a considerably improved knowledge level of the interviewees.
- Significant knowledge improvements are achieved in all test groups – the strongest effect can be identified for the Classic format (differences to group 1 are significant)
- Respondents with a perceived low knowledge level showed the strongest improvement in knowledge due to the video.

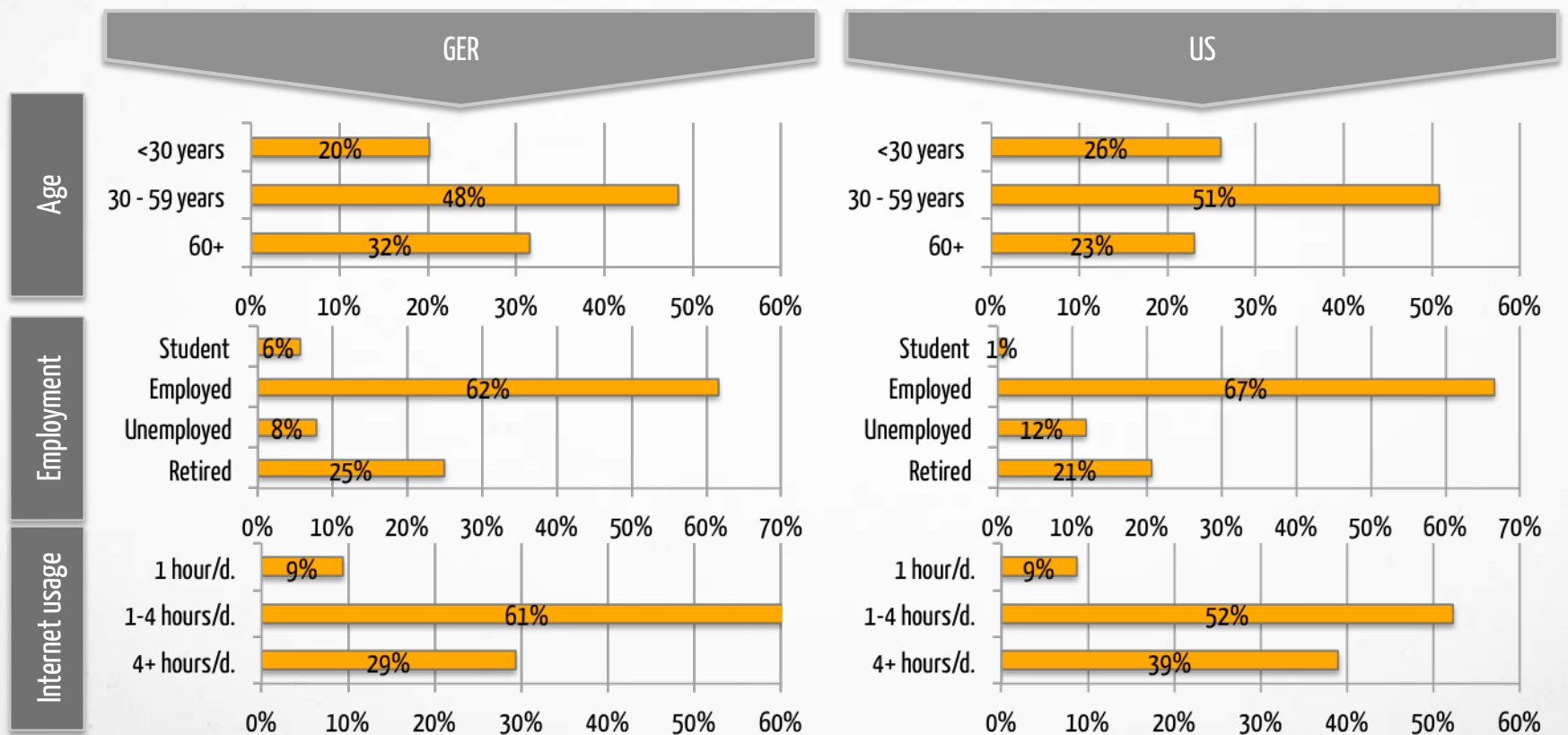
ONLINE SURVEY IN GERMANY AND US (N=2,012),
INTERVIEWS WERE CONDUCTED IN JULY 2016

Distribution of sample groups



COMPARED WITH THE US, IN GERMANY THE SEGMENT OF SENIORS (60+) IS LARGER AND THE INTENSITY OF INTERNET USAGE IS LOWER THAN IN THE US

Sociodemographic characteristics of sample groups

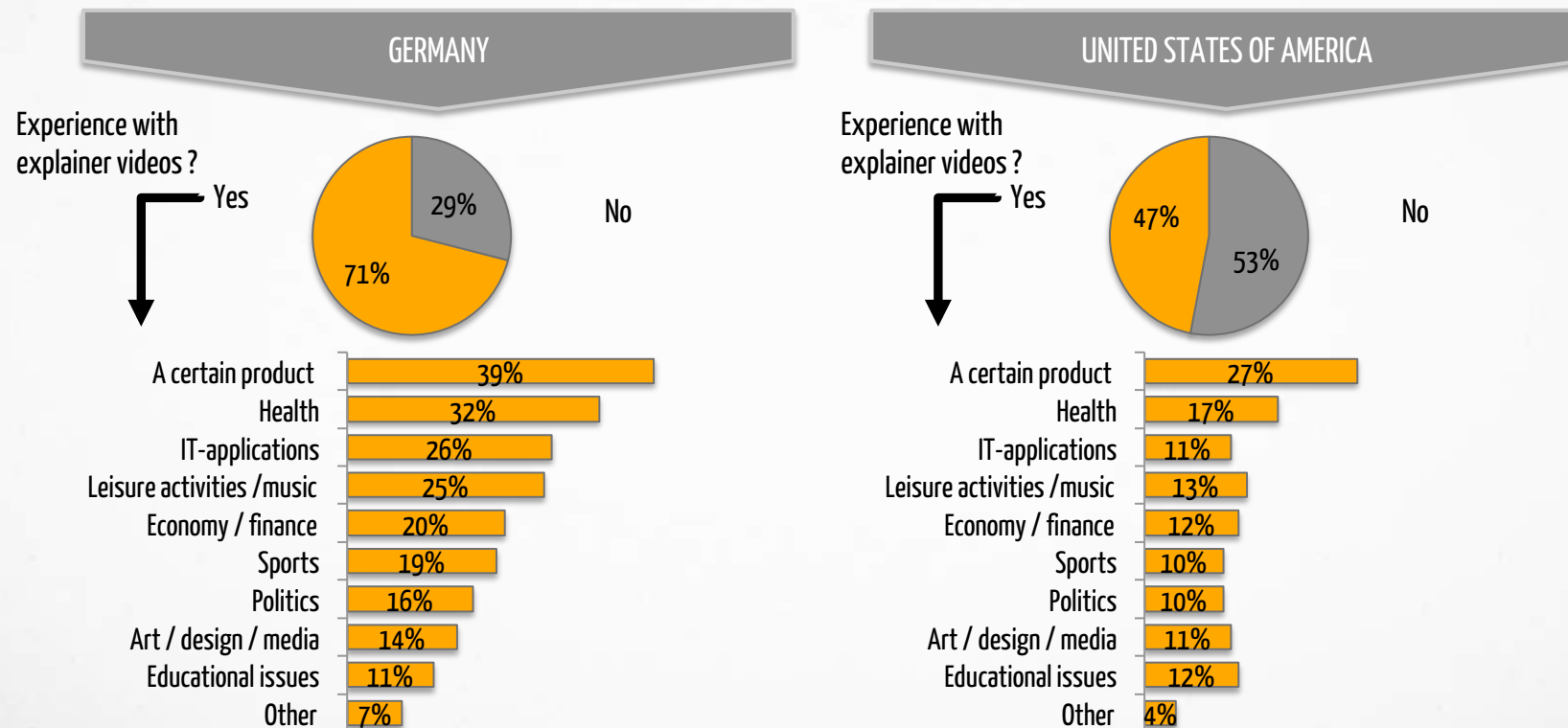


AGENDA

1. Relevance and usage of explainer videos
2. Experimental design to test different video formats
3. New simpleshow video formats

71% OF RESPONDENTS IN GERMANY INDICATE THAT THEY HAVE ALREADY WATCHED EXPLAINER VIDEOS – PRODUCT VIDEOS ARE MOST COMMONLY USED

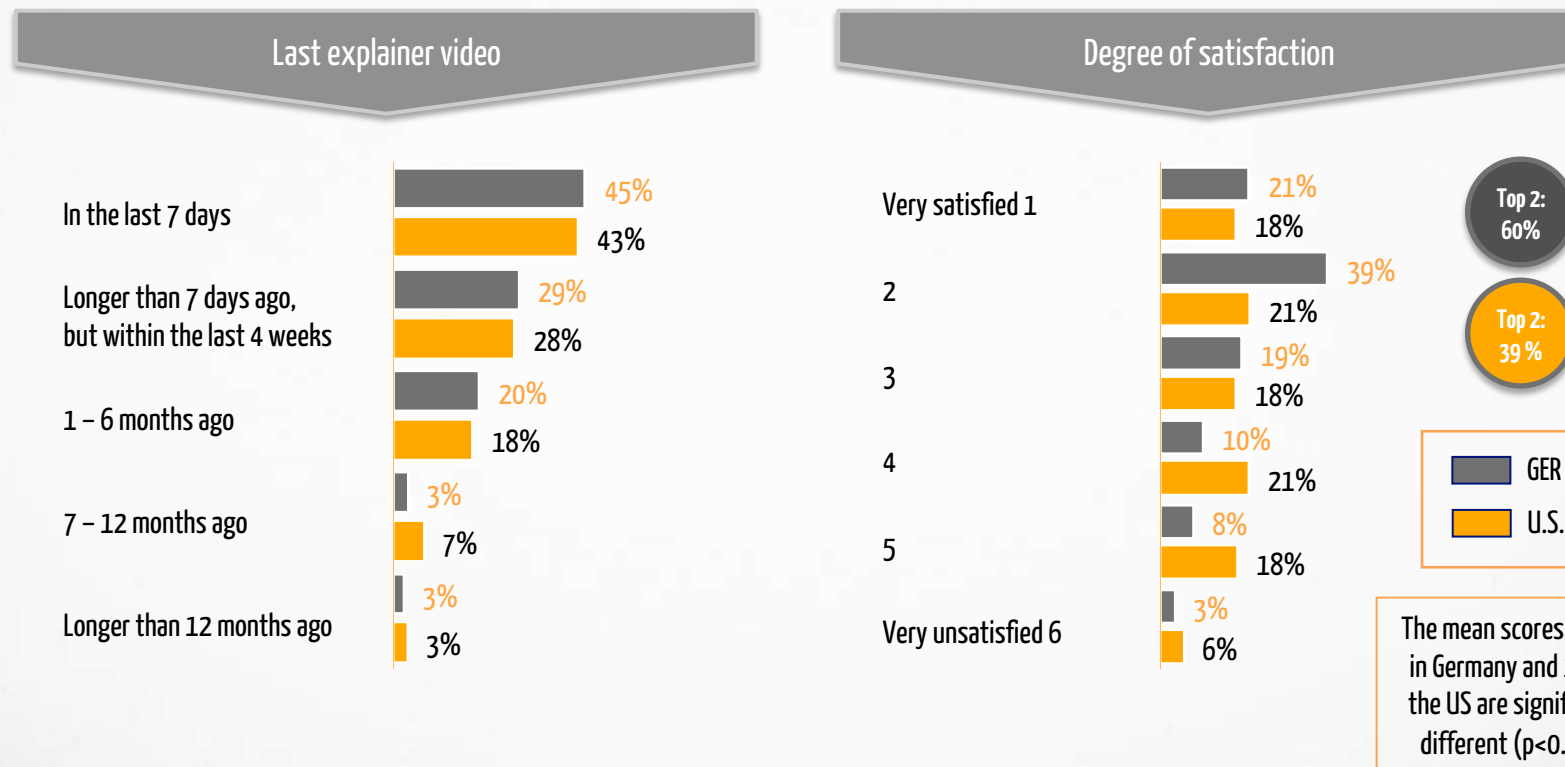
Experience with explainer videos¹⁾



1) Now we would like to talk about the topic "explainer-videos". Explainer videos are short animated videos, which explain a product, a service or another topic where a clarification is needed. Have you ever watched an explainer video? If yes, what was the topic?

ALMOST HALF OF THE USERS WATCHED THE LAST VIDEO IN THE PREVIOUS 7 DAYS – DEGREE OF SATISFACTION PARTICULARLY HIGH IN GERMANY

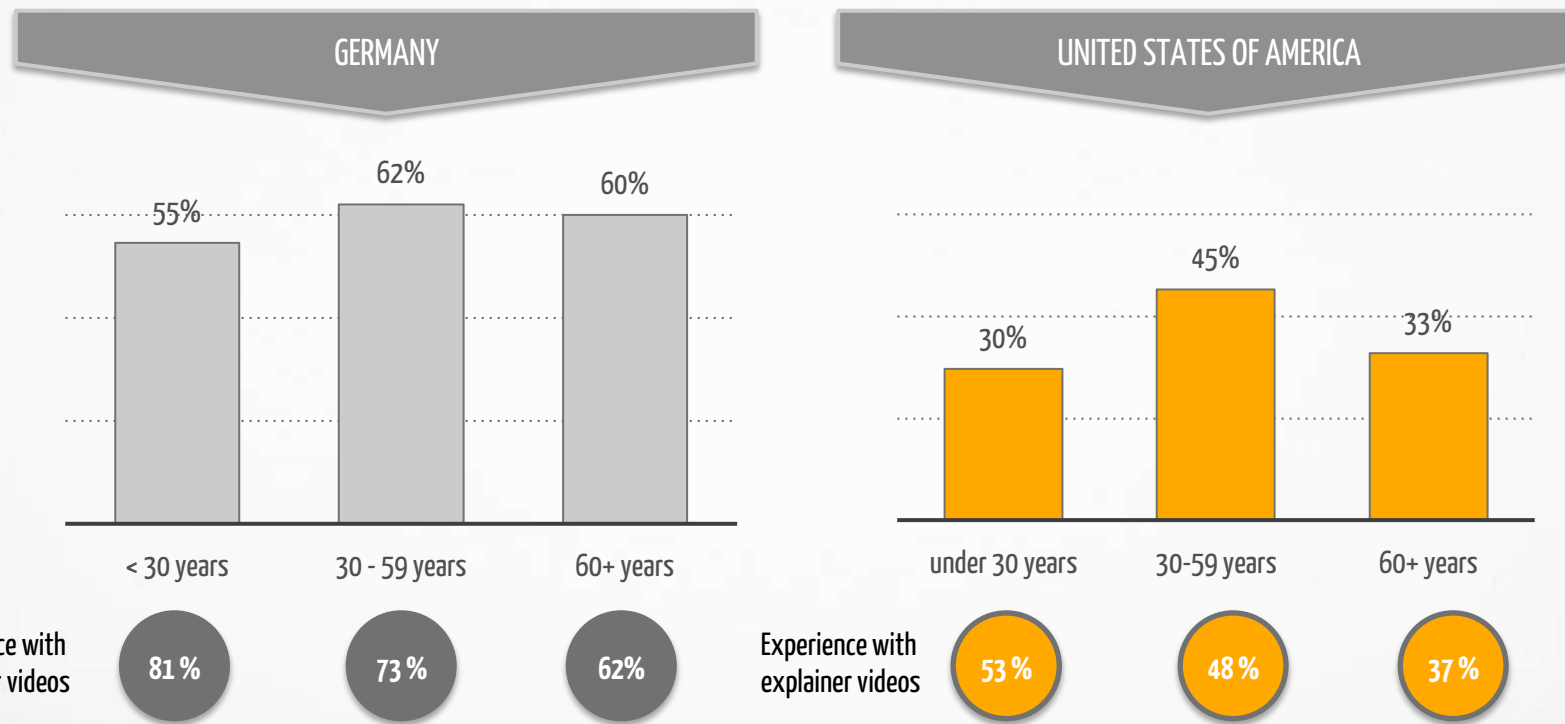
Experience and evaluation of explainer video¹⁾



1) When did you watch an explainer video the last time? To what degree were you satisfied with the quality of the explainer video?

THE DEGREE OF CUSTOMER SATISFACTION WITH EXPLAINER VIDEOS IS HIGHER IN GERMANY

Degree of customer satisfaction with explainer videos according to country and age (Top 2)¹⁾

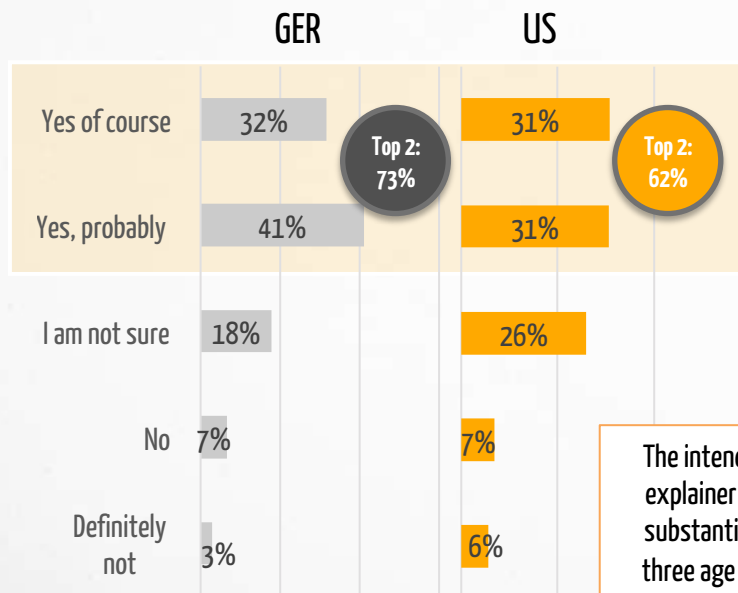


1) To what degree were you satisfied with the quality of the explainer videos? On a scale from 1= I totally agree to 5= I totally disagree.

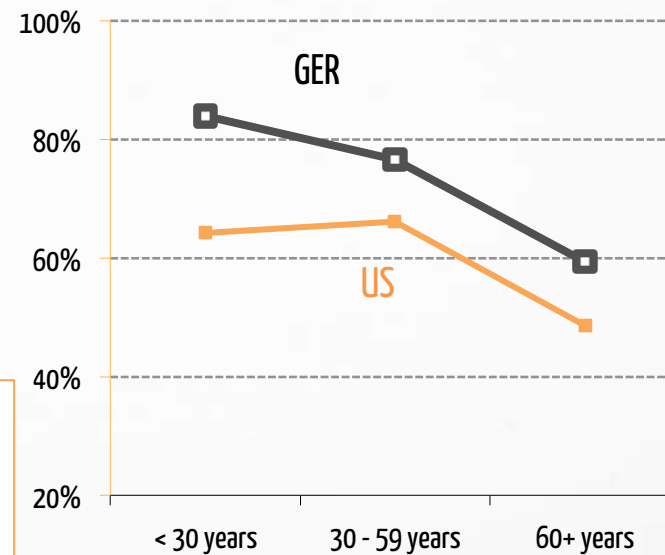
SIGNIFICANT USAGE POTENTIAL FOR EXPLAINER VIDEOS IN THE FUTURE – GERMANY IS AHEAD OF THE US MARKET

Interest in watching explainer videos in the future ...¹⁾

...according to country (% Top 2)



... according to age group (% Top 2)

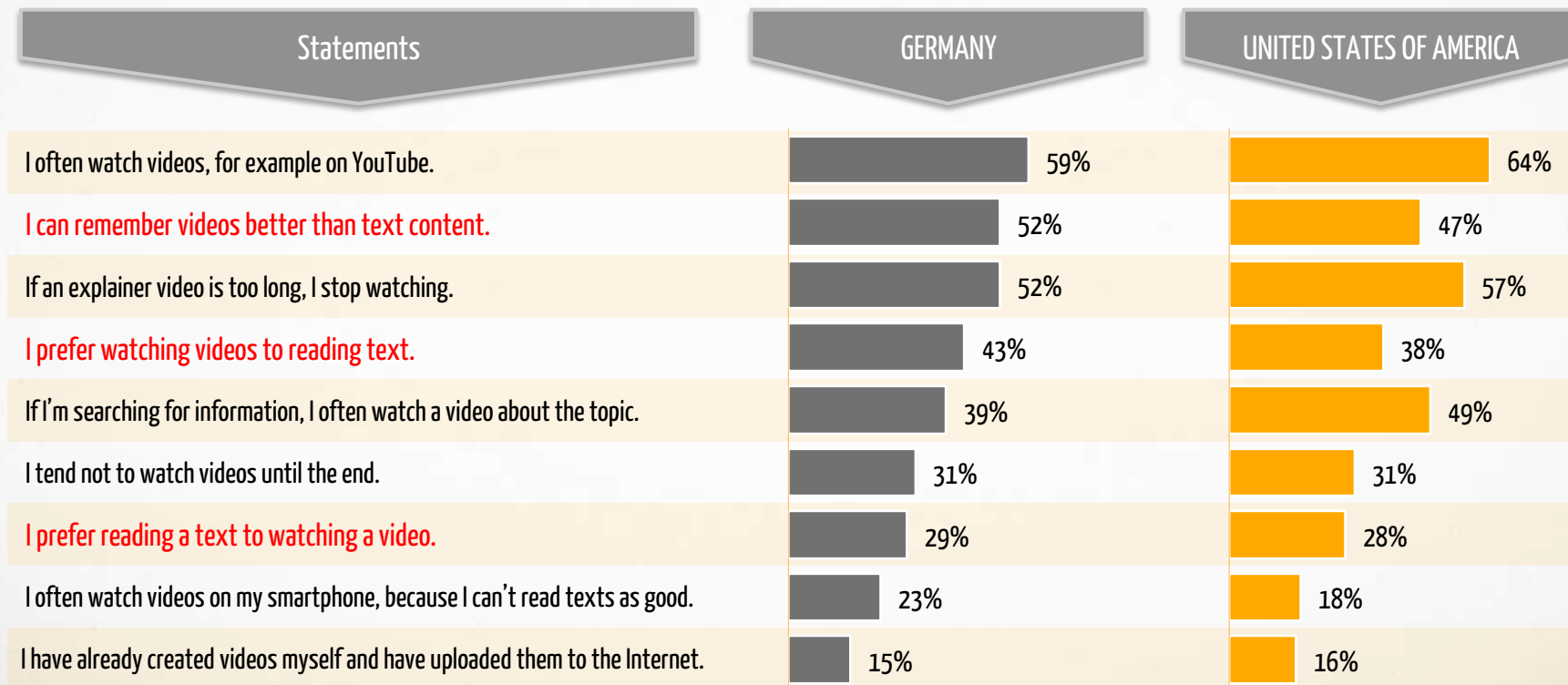


The intended usage of explainer video varies substantially over the three age groups (Chi-Square-tests; $p < 0.001$ in Germany and $p = 0.002$ for the US)

1) Would you be interested to watch explainer videos in the future?

THERE IS A CONSIDERABLE PREFERENCE TO USE VIDEOS INSTEAD OF READING TEXT TO FIND INFORMATION

Statements concerning the use of videos (Top 2 Agreement)¹⁾

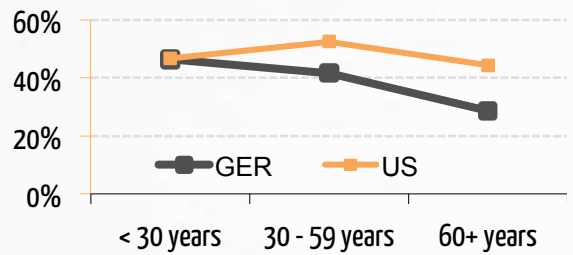


1) To what degree do you agree with the following statements? On a scale from 1= I totally agree to 5= I totally disagree.

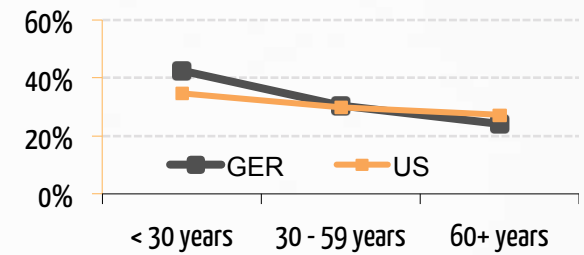
THE RELEVANCE OF VIDEOS AS A MEDIA TOOL DIFFERS ACROSS COUNTRIES, BUT MORE SIGNIFICANTLY ACROSS AGE GROUPS

Statements concerning the use of videos by countries and age groups (Top 2)¹⁾

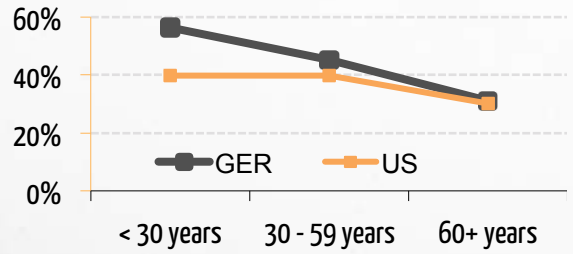
If I am searching for information I often watch a video on the topic



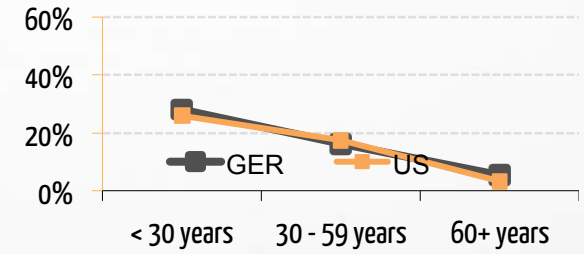
I tend not to watch videos until the end



I prefer watching videos to reading a text



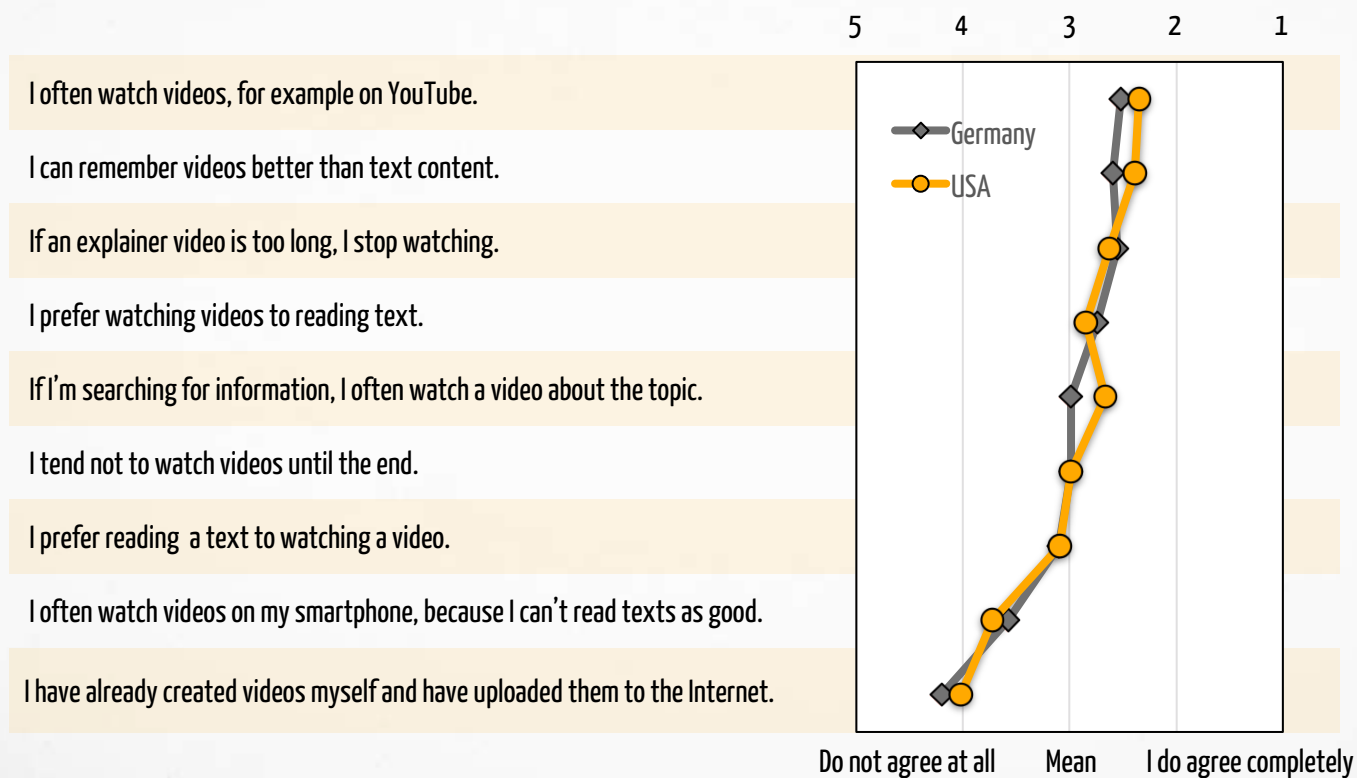
I have already created videos myself and have uploaded them to the Internet



1) To what degree do you agree with the following statements? On a scale from 1= I totally agree to 5= I totally disagree.

OVERALL THERE IS A PREFERENCE TO WATCH VIDEOS INSTEAD OF READING TEXT

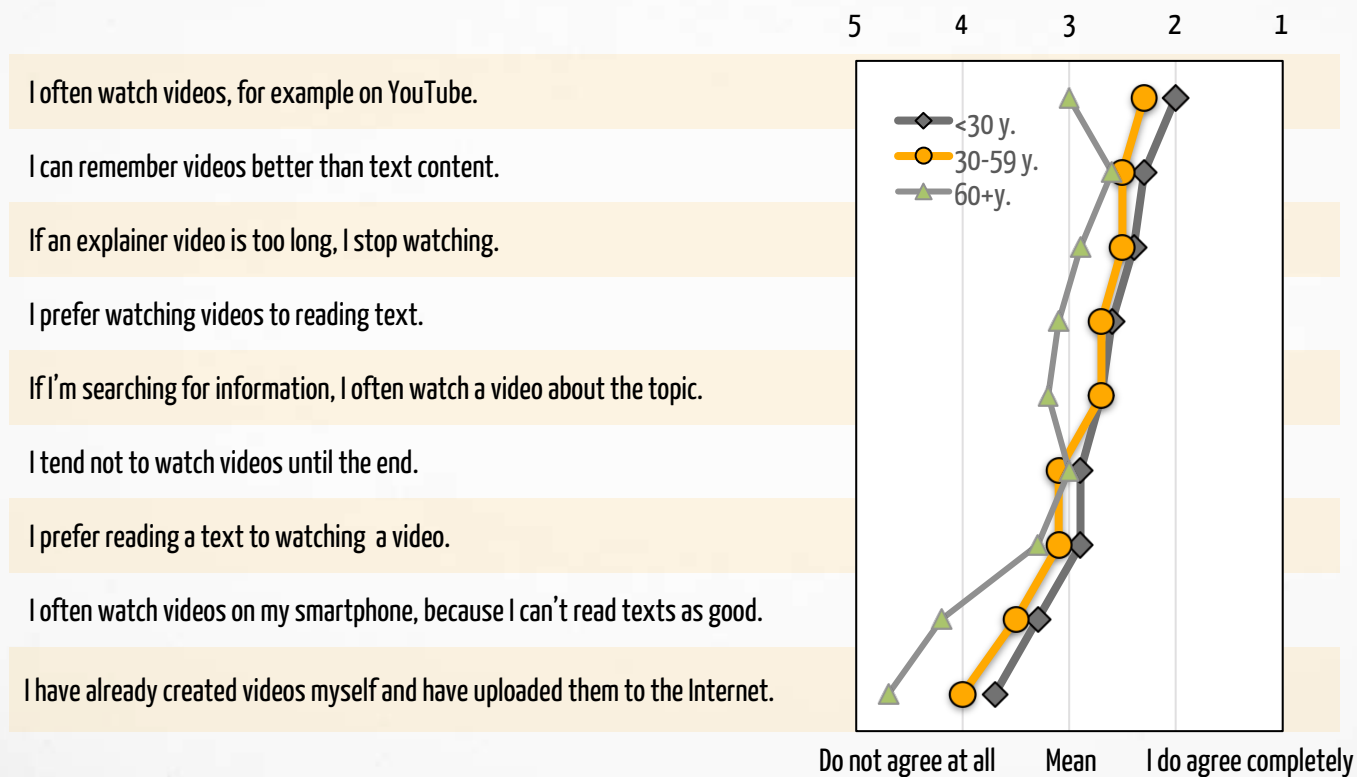
Statements concerning the use of videos depending on country (mean values)¹⁾



1) To what degree do you agree with the following statements? On a scale from 1= I totally agree to 5 = I totally disagree.

RESPONDENTS IN THE AGE GROUP <30 YEARS SHOW A PARTICULAR POSITIVE ATTITUDE TOWARDS VIDEO CONSUMPTION

Statements concerning the use of videos depending on age group (mean values)¹⁾

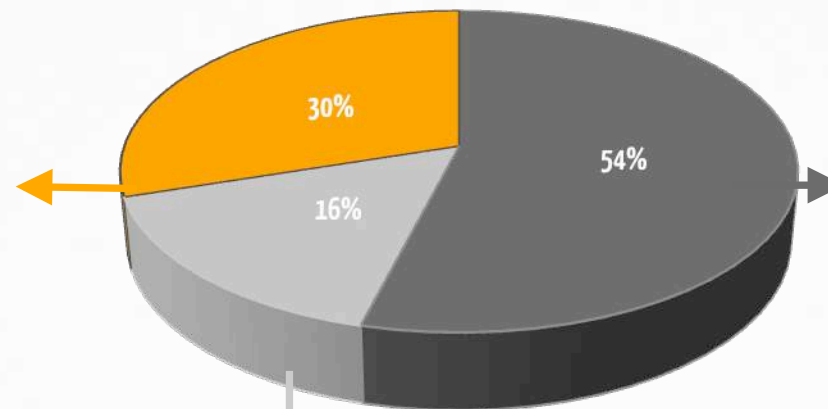


1) To what degree do you agree with the following statements? On a scale from 1= I totally agree to 5 = I totally disagree.

TWO OUT OF THREE SEGMENTS SHOW A RATHER POSITIVE ATTITUDE TOWARDS VIDEO CONSUMPTION: “TEXT FANS” WITH A HIGHER PROPORTION OF SENIORS

Characteristics of customer segments¹⁾

“Text fans”
 57% GER
 43% US
 15% <30 years
 42% 30-59 years
 43% 60+ years
 57% females
 43% males



Preference for videos

- 52% GER
- 48% US
- 22% <30 years
- 53% 30-59 years
- 25% 60+ years
- 51% females
- 49% males

“Video fans”

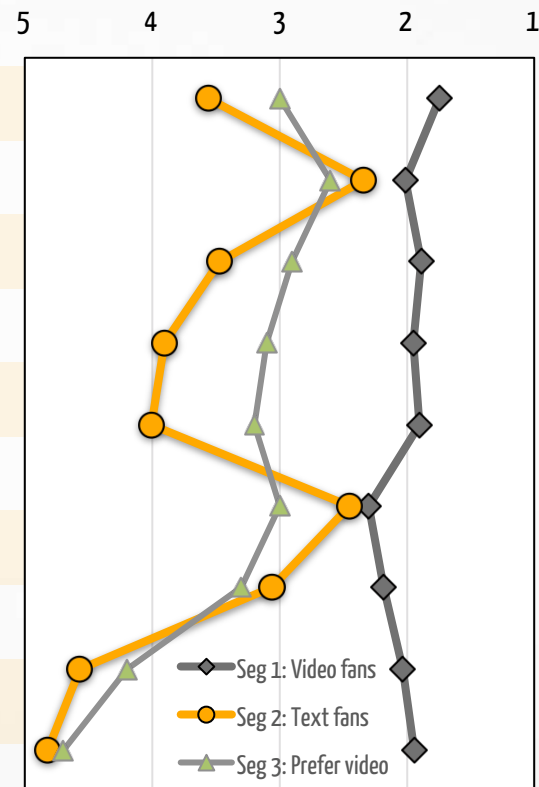
- 54% GER
- 46% US
- 39% <30 years
- 53% 30-59 years
- 8% 60+ years
- 42% females
- 58% males

1) K-Means classification according to 9 statements.

EVALUATION OF VIDEOS CLEARLY DIFFERS ACROSS CUSTOMER SEGMENTS (BASED ON NEEDS AND BEHAVIOR)

Statements concerning the use of videos depending on customer segment (mean values)¹⁾

- I often watch videos, for example on YouTube.
- I can remember videos better than text content.
- If an explainer video is too long, I stop watching.
- I prefer watching videos to reading text.
- If I'm searching for information, I often watch a video about the topic.
- I tend not to watch videos until the end.
- I prefer reading a text to watching a video.
- I often watch videos on my smartphone, because I can't read texts as good.
- I have already created videos myself and have uploaded them to the Internet.

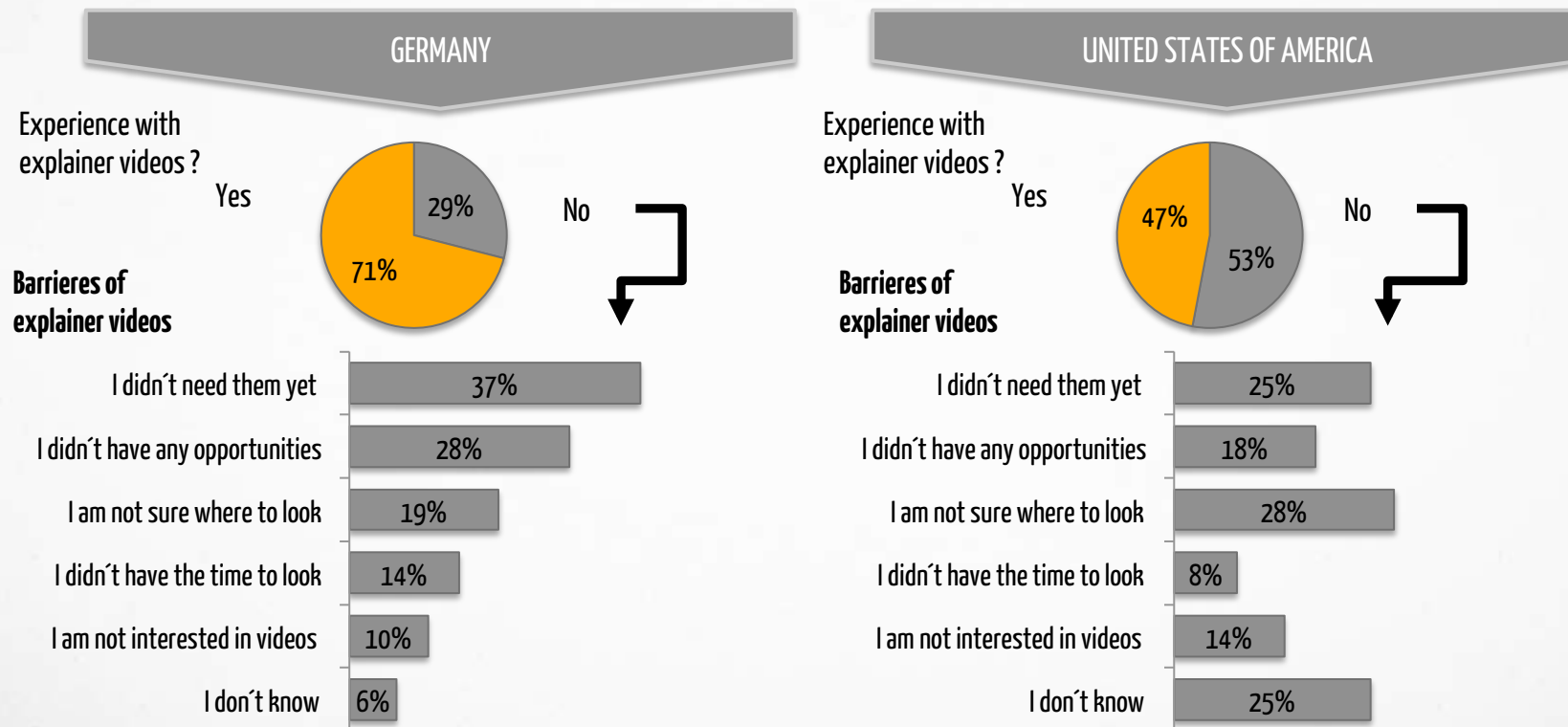


1) To what degree do you agree with the following statements? On a scale from 1= I totally agree to 5 = I totally disagree.

Do not agree at all Mean I do agree completely

BARRIERS TO USE EXPLAINER VIDEOS VARY ACROSS COUNTRIES

Barriers to use explainer videos¹⁾



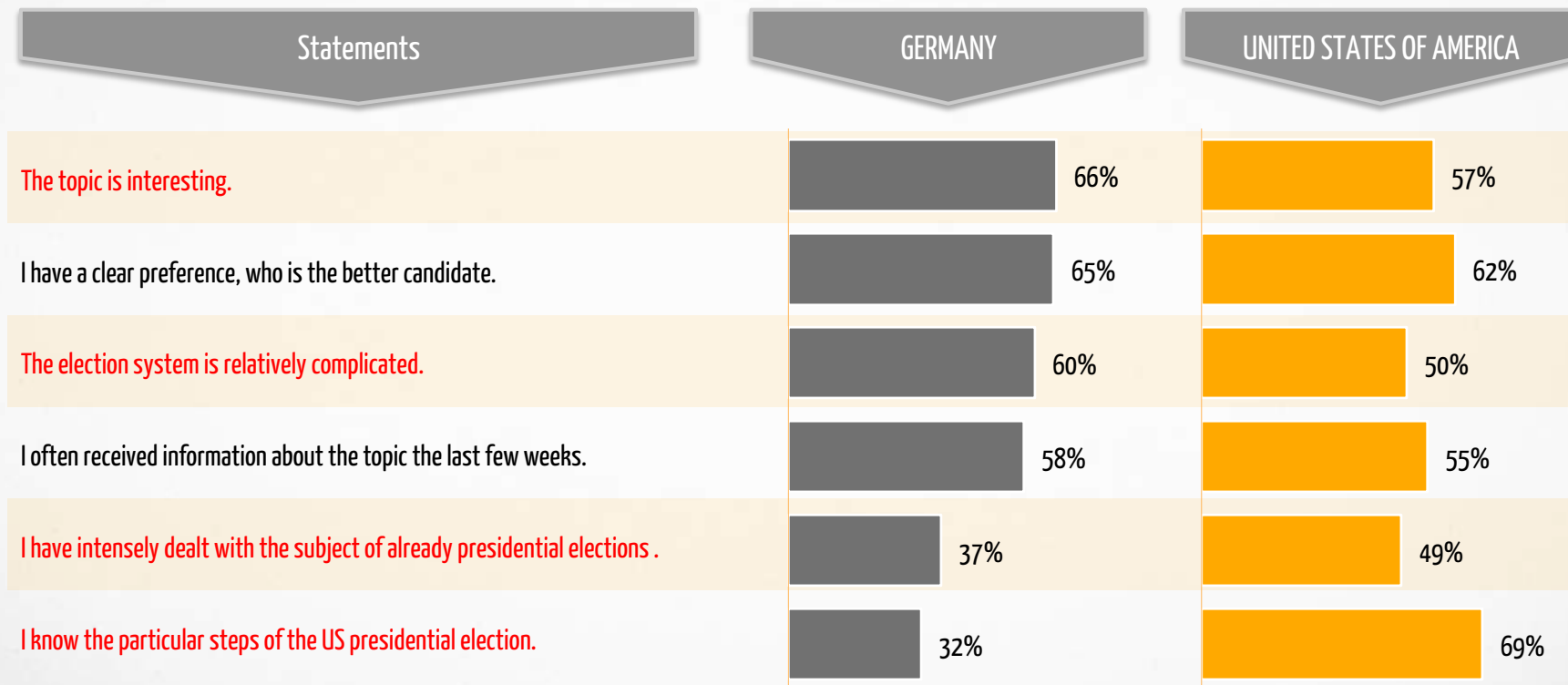
1) Explainer videos are short animated videos, which explain a product, a service or another topic where a clarification is needed. Have you ever watched an explainer video? If not, why haven't you watched any explainer videos yet?

AGENDA

1. Relevance and usage of explainer videos
2. Experimental design to test different video formats
3. New simpleshow video formats

IN BOTH COUNTRIES THERE IS A SIGNIFICANT INTEREST IN THE SUBJECT OF THE US PRESIDENTIAL ELECTION – THE KNOWLEDGE LEVEL IS HIGHER IN THE US

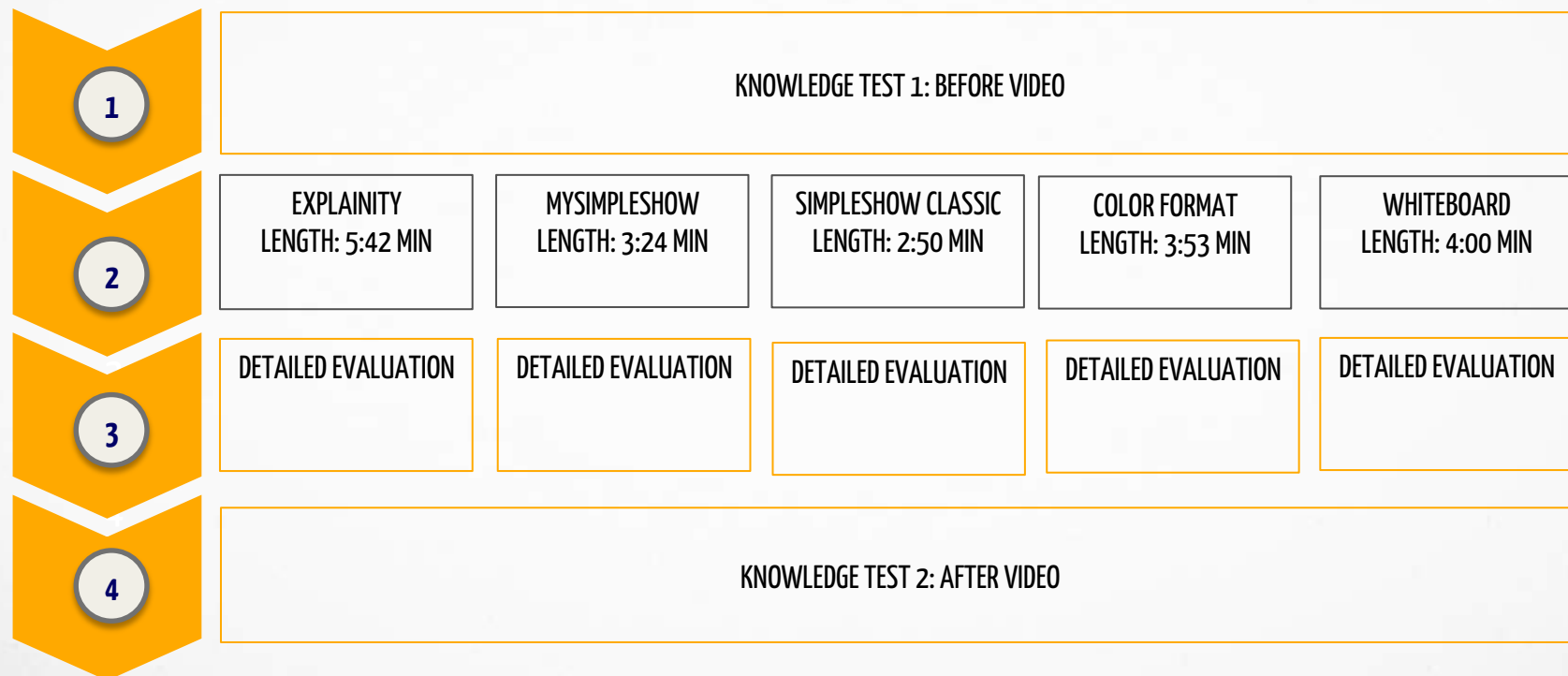
Statements concerning the US presidential election (Top 2 Statements)¹⁾



1) In the following we would like to ask some questions about the US presidential election. To what degree do you agree with the following statements?
How do you rate the video on a scale from 1= I totally agree to 5 = I totally disagree.

CORE ELEMENTS OF THE EXPERIMENTAL DESIGN ARE A DETAILED EVALUATION OF THE VIDEOS AND A KNOWLEDGE TEST

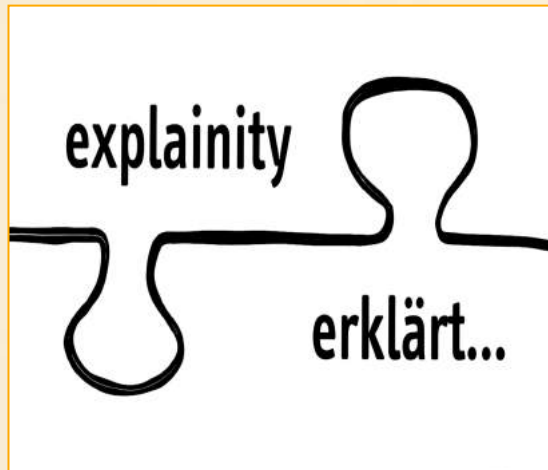
Experimental design to test video formats



5 TEST GROUPS WERE RANDOMLY CREATED – EACH GROUP RECEIVED ONE VIDEO FORMAT

Test design: 5 randomly created test groups

1 Explainity (reference point)



Real life example: <http://www.explainity.com/de/blog-reader/us-praesidentschaftswahlen-201617.html>

2 Mysimpleshow (additional format)



4 Color format (additional format)



3 Classic (additional format)

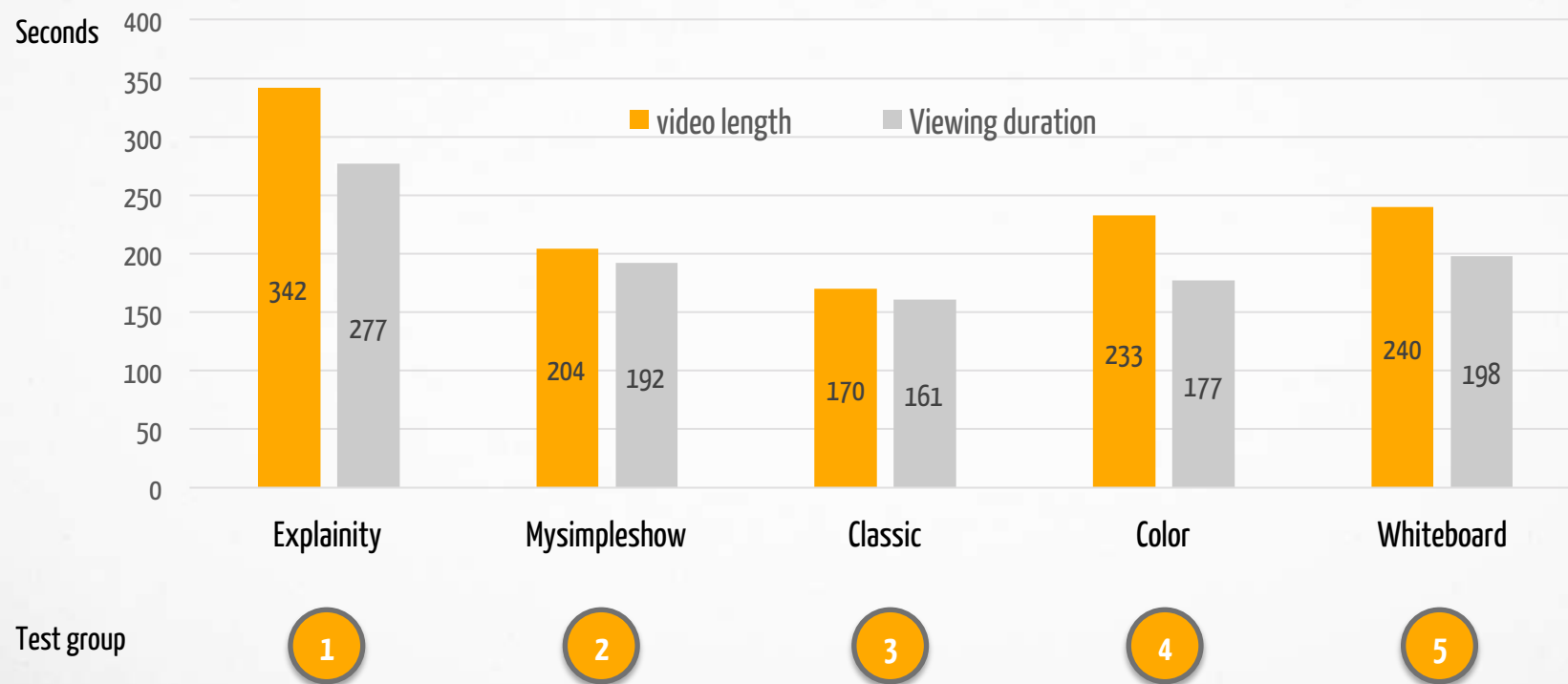


5 Whiteboard (additional format)



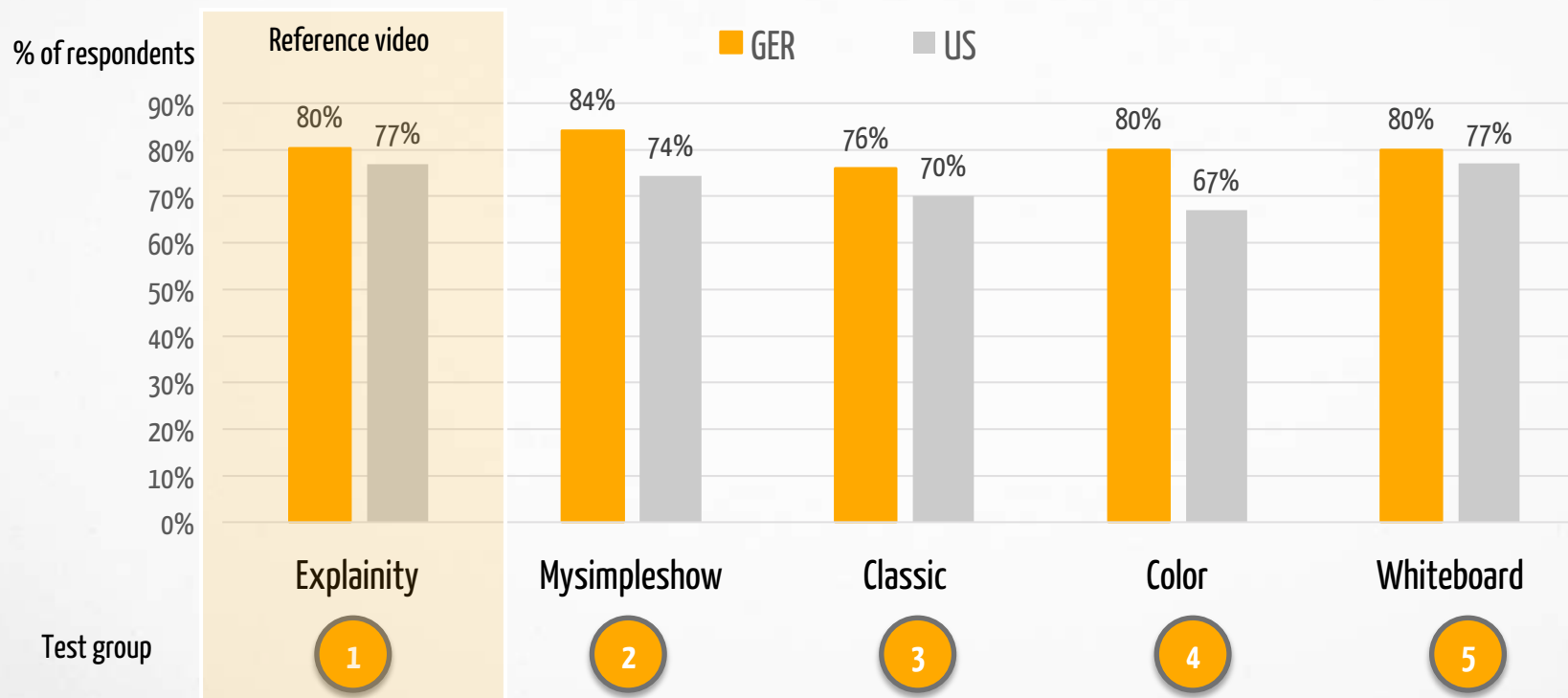
RESPONDENTS VIEWED THE VIDEO BETWEEN 277 SECONDS (EXPLAINITY) AND 161 SECONDS (CLASSIC)

Video length and observation time according to test group (different video formats)



OVERALL EVALUATION OF EXPLAINER VIDEOS REACHES HIGH LEVEL AND VARIES FROM 67 % (COLOR, US) TO 84 % (MYSIMPLESHOW, GER)

Overall evaluation of explainer videos according to country (Top 2 Agreement)¹⁾



1) You will now see an explainer video, which explains the US presidential election. Please take time to watch the video and answer the following questions. How do you rate the video on a scale from 1= I totally agree to 5= I totally disagree.

ALL VIDEOS REACH A VERY POSITIVE EVALUATION CONCERNING SINGLE VIDEO CHARACTERISTICS – HIGHLY SIGNIFICANT DIFFERENCES RELATED TO LENGTH OF VIDEO

Detailed evaluation of explainer videos (mean values, ranked) ¹⁾

Statements	1	2	3	4	5
	Explainty	Mysimpleshow	Classic	Color	Whiteboard
The speaker was understandable.	1.7	1.7	1.7	1.8*	1.7
I understand the content of the video.	1.8	1.8	1.9	1.9*	1.9
The video was technically made well.	1.9	1.9	1.9	2.1*	1.8
The didactic quality of video is good.	1.9	1.9	2.0	2.1	1.9
Overall I liked the video.	2.0	2.0	2.1	2.1*	2.0
I liked the style and making of the video.	2.0	2.0	2.0	2.1	2.0
The video has an easy to follow plot.	2.2	2.2	2.1	2.2	2.0
The length of the video is acceptable.	2.2	2.0*	1.9**	2.1	2.0**
The video was entertaining.	2.3	2.2	2.1	2.2	2.2
The video is emotionally appealing to me.	2.9	2.8	2.8	2.9	2.8

1) You will now see an explainer video, which explains the US presidential election. Please take time to watch the video and answer the following questions. How do you rate the video on a scale from 1= I totally agree to 5 = I totally disagree. * indicates p<0.10; ** indicates p<0.01. T-Test compared with reference.

GER: EXPLAINITY REACHES TOP-EVALUATION OF SPEAKER (89 %) AND LOWEST EVALUATION IN TERMS OF EMOTIONALITY

GER: Detailed evaluation of explainer videos (% Top 2 agreement) ¹⁾

Statements	1	2	3	4	5
	Explainty	Mysimpleshow	Classic	Color	Whiteboard
The speaker was understandable.	89%	85%	87%	84%	88%
I understand the content of the video.	83%	85%	79%	80%	79%
Overall I liked the video.	80%	84%	76%	80%	80%
The didactic quality of the video is good.	80%	85%	78%	80%	81%
The video has a high creative quality.	80%	79%	79%	79%	84%
I liked the style of the video.	78%	81%	76%	77%	80%
The length of the video was acceptable.	73%	79%	79%	75%	78%
The video was dynamic and alive.	72%	74%	78%	76%	78%
The video was amusing.	69%	74%	72%	69%	70%
The video is emotionally appealing to me.	40%	49%	48%	44%	48%

1) You will now see an explainer video, which explains the US presidential election. Please take time to watch the video and answer the following questions. How do you rate the video on a scale from 1= I totally agree to 5 = I totally disagree.

US: EXPLAINITY REACHES TOP-EVALUATION OF SPEAKER (89 %), TOP-RATING FOR CLASSIC IN TERMS OF LENGTH OF VIDEO

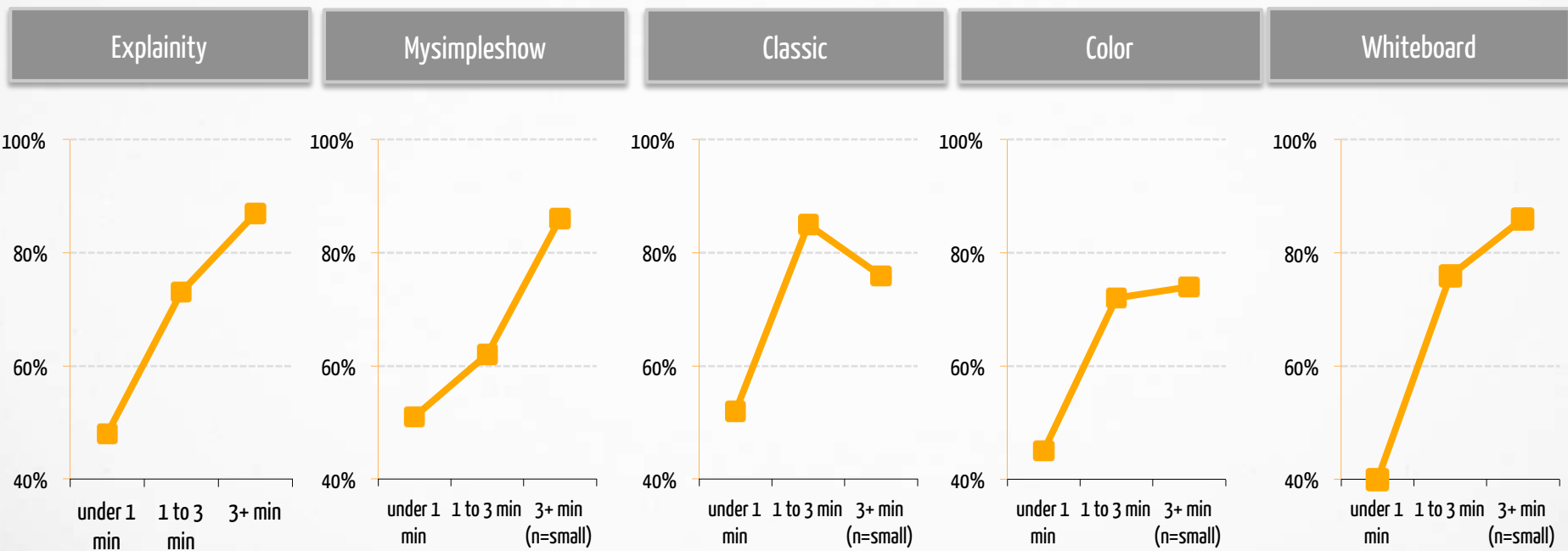
US: Detailed evaluation of explainer videos (% Top 2 agreement)¹⁾

Statements	1	2	3	4	5
	Explainty	Mysimpleshow	Classic	Color	Whiteboard
The speaker was understandable.	89%	88%	87%	83%	85%
I understand the content of the video.	90%	87%	86%	78%	85%
Overall I liked the video.	77%	74%	70%	67%	77%
The didactic quality of the video is good.	77%	75%	68%	66%	72%
The video has a high creative quality.	82%	80%	78%	70%	82%
I liked the style of the video.	78%	68%	69%	68%	72%
The length of the video was acceptable.	71%	75%	80%	70%	77%
The video was dynamic and alive.	68%	58%	63%	63%	71%
The video was amusing.	59%	60%	68%	61%	67%
The video is emotionally appealing to me.	30%	25%	30%	25%	29%

1) You will now see an explainer video, which explains the US presidential election. Please take time to watch the video and answer the following questions. How do you rate the video on a scale from 1= I totally agree to 5= I totally disagree.

OVERALL EVALUATION OF VIDEO STRONGLY DEPENDS ON THE TIME OF VIEWING: THE LONGER RESPONDENTS WATCH THE VIDEO THE BETTER IS THE JUDGEMENT

Overall evaluation of the video according to length of viewing (% Top 2)¹⁾



1) You will now see an explainer video, which explains the US presidential election. Please take time to watch the video and answer the following questions. How do you rate the video on a scale from 1= I totally agree to 5= I totally disagree.

BEFORE AND AFTER THE VIDEO WAS SHOWN RESPONDENTS WERE ASKED 7 QUESTIONS RELATED TO THE US PRESIDENTIAL ELECTION

Knowledge test concerning the US presidential election¹⁾

- 1** What is the Super Tuesday ?

 - In most of the states it's the date for the primary elections.
On this day the presidential candidate will be chosen.
 - The day on which the congress elects the president.
 - In most states it's the date of the primary elections; on this day the Vice-President is elected.
- 2** Who wins the primary elections ?

 - The candidate of the party who gets more than 50% of the votes from the delegates.
 - The candidate who gets more than 50% of the votes.
 - The candidate who has more than 50% of the votes according to the public-opinion poll.
- 3** Are there differences in the primaries between different states ?

 - The procedures and dates for the primaries are set individually for each state.
 - In some states all citizens are allowed to vote but in others only registered members of a party are allowed to vote.
 - There aren't any differences.
- 4** What's the difference between delegates and electors?

 - Delegates vote for a candidate of their party during the primaries.
 - Delegates vote for a candidate of their party during the main election.
 - Electors vote for a candidate of their party during the main election.
- 5** What does the number of electors depend on in each state? How many electors are there in total?

 - Each state has a unique number of electors depending on the state's population
 - The number of electors depends on the size of the territory of the state.
 - All together there are currently 538 electors in the US.
- 6** What does "winner takes all" mean in the main election?

 - The candidate with the most votes receives all of the electors of the state.
 - The winner gets the campaign funds of his competitor.
 - The loser is requested to support the winner throughout the whole campaign.
- 7** Why are the campaigns in some states bigger as in others?

 - Because some states are "Swing States" and the candidate of the losing party in this state doesn't get any electors.
 - Because some states are bigger than others.
 - Because in some states the interest is higher as in others.

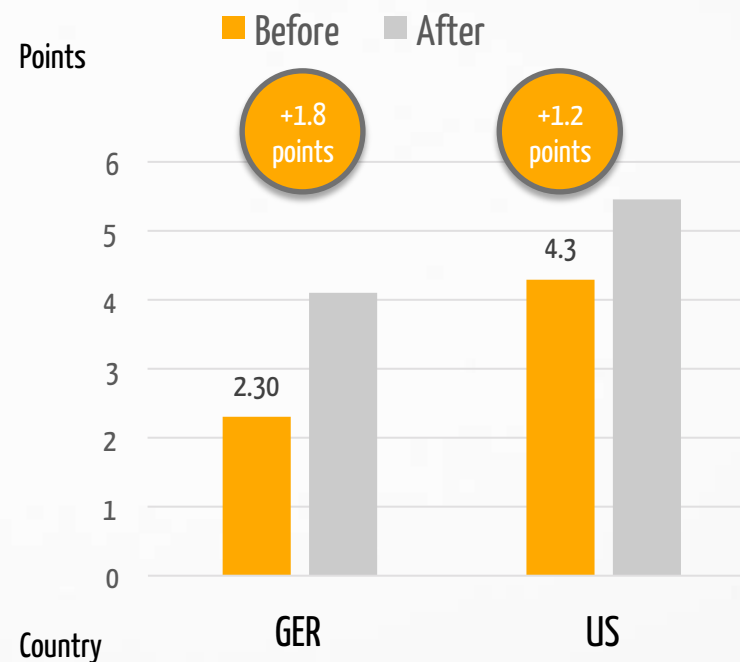
1) The statements in black are the correct answers.

WATCHING THE EXPLAINER VIDEO RESULTS IN A SIGNIFICANTLY IMPROVED KNOWLEDGE LEVEL OF THE INTERVIEWEES

Knowledge test results concerning the US presidential election (average points)¹⁾

Methodology

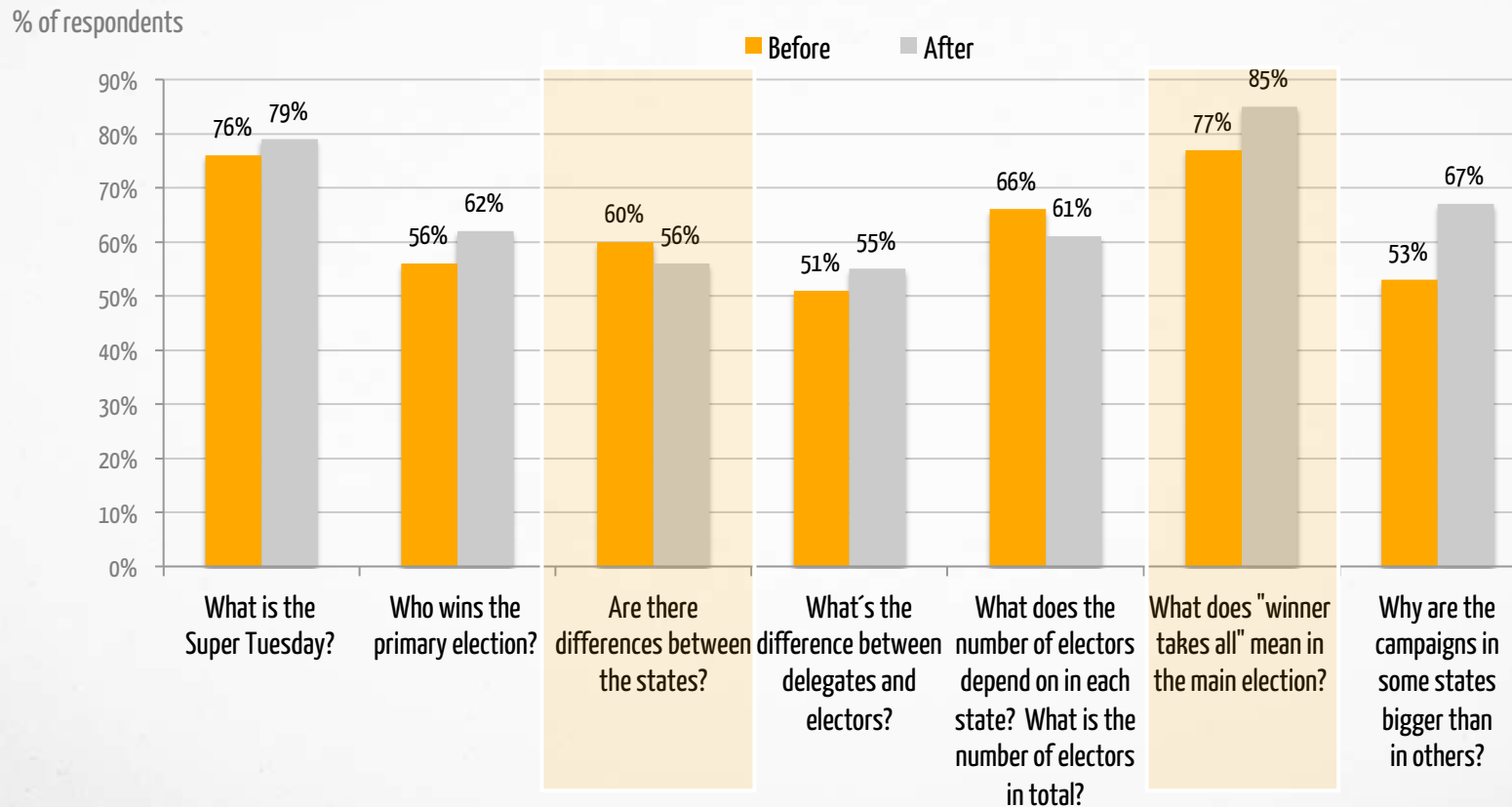
- 7 questions were asked before and after the video
- 10 correct answers (maximum result)
- 11 wrong answers
- Right answers rated as plus points
- Wrong answers rated as minus points



1) We will now ask you some questions about the topic US presidential election presidency. Comparison of average points before and after the video.

OVERALL SHARE OF THE CORRECT ANSWERS FOR EACH QUESTION WAS HIGHER AFTER WATCHING THE EXPLAINER VIDEO THAN BEFORE

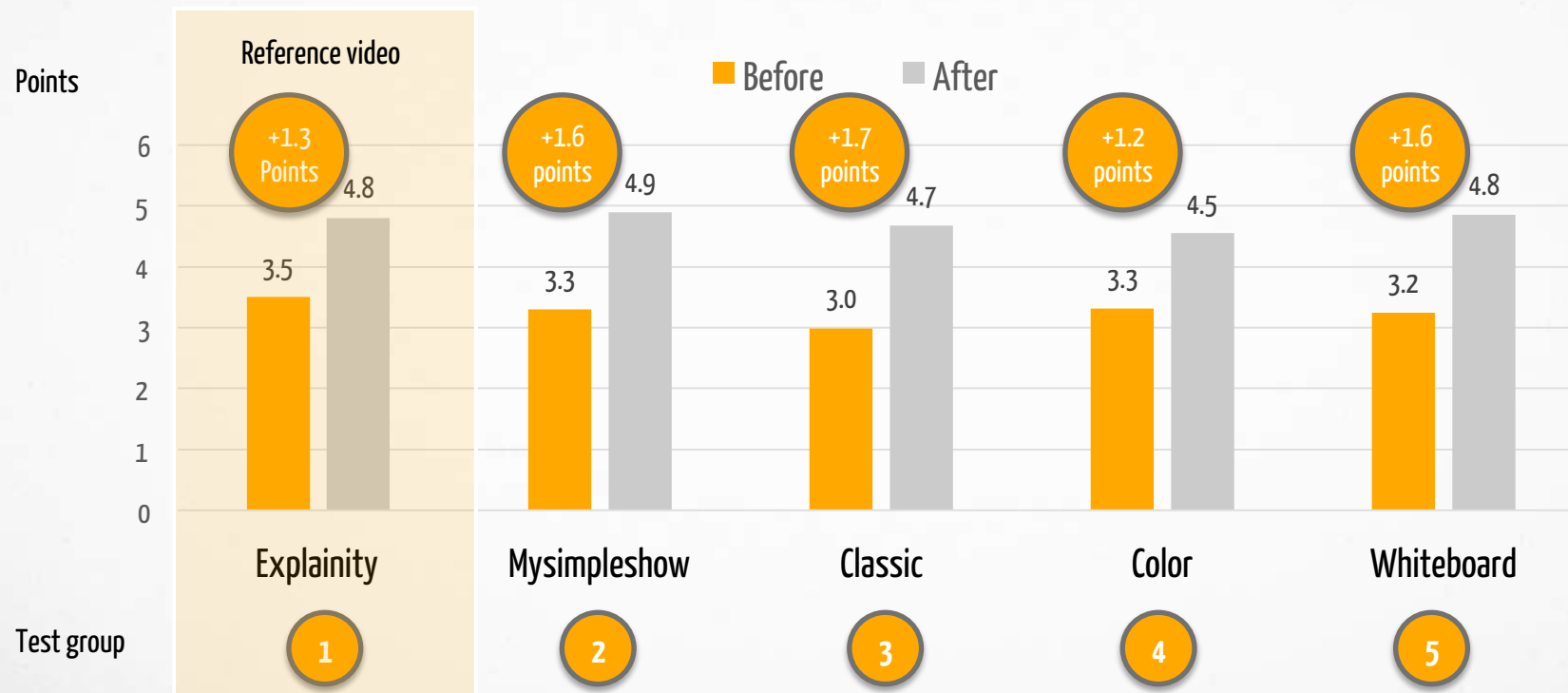
Share of correct answers of each question before and after watching the explainer video ¹⁾



1) We will now ask you some questions about the topic US presidential election presidency. Please provide the correct answer.

THERE IS A CONSIDERABLE KNOWLEDGE IMPROVEMENT IN ALL TEST GROUPS – THE STRONGEST EFFECT CAN BE IDENTIFIED FOR THE CLASSIC FORMAT

Results of knowledge test according to test group (mean points)¹⁾

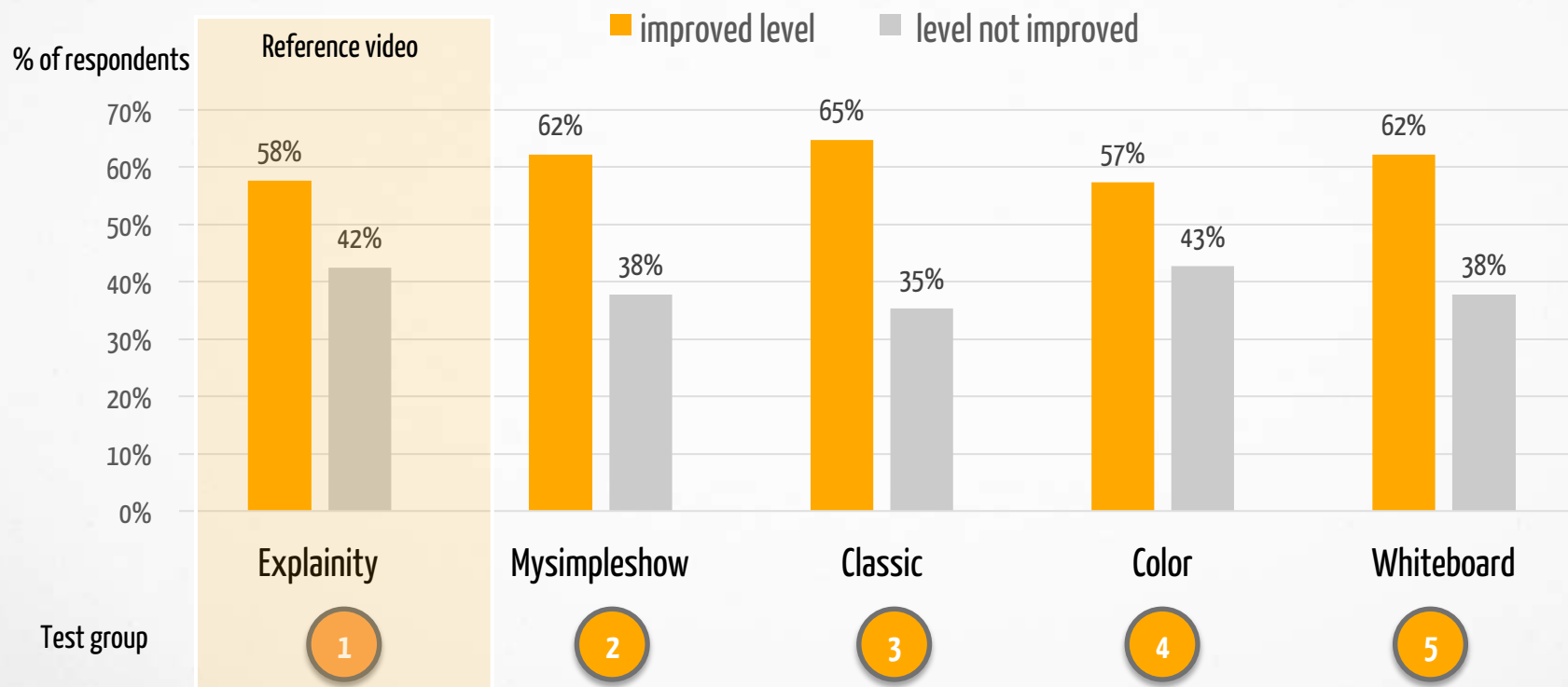


Significantly better than group 1 (p<0.10)

1) We will now ask you some questions about the topic US presidential election presidency. Comparison of average points before and after the video.

BETWEEN 58% (EXPLAINITY) AND 65% (CLASSIC) OF RESPONDENTS IMPROVE THEIR LEVEL OF KNOWLEDGE AFTER WATCHING THE VIDEO

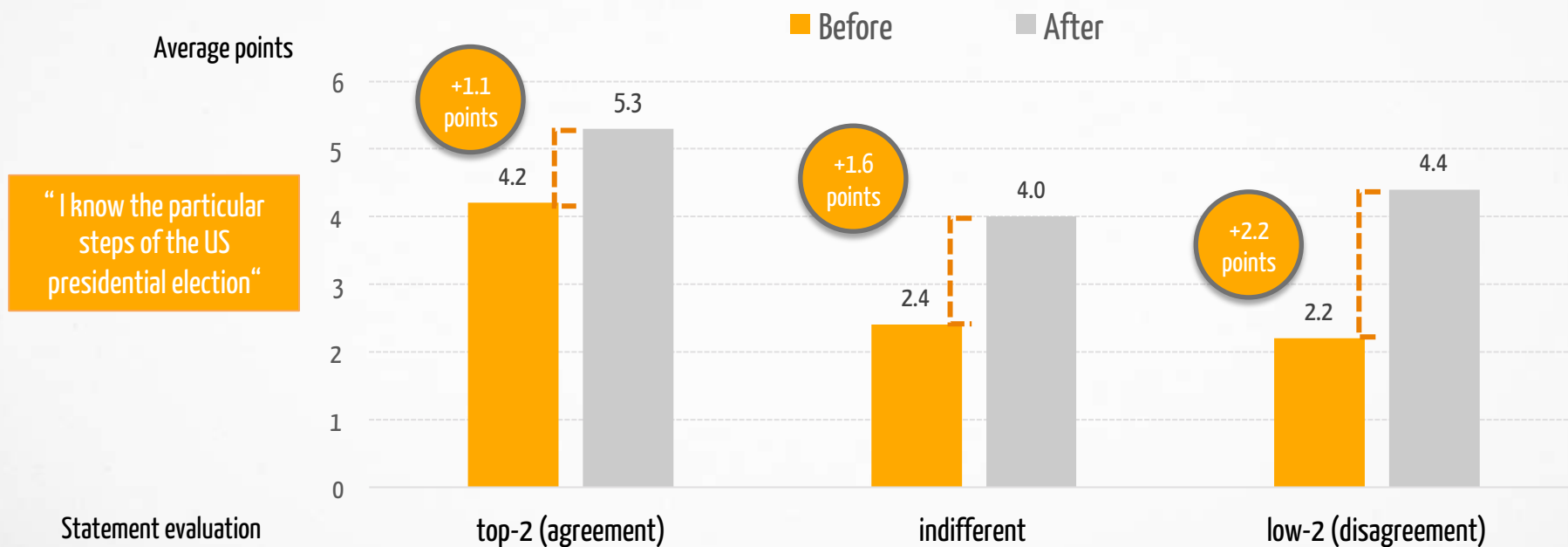
Change of knowledge level according to test group¹⁾



1) We will now ask you some questions about the topic US presidential election presidency. Comparison of average points before and after the video.

RESPONDENTS WITH A LOW LEVEL OF KNOWLEDGE FACE STRONGEST IMPROVEMENT IN THE KNOWLEDGE LEVEL

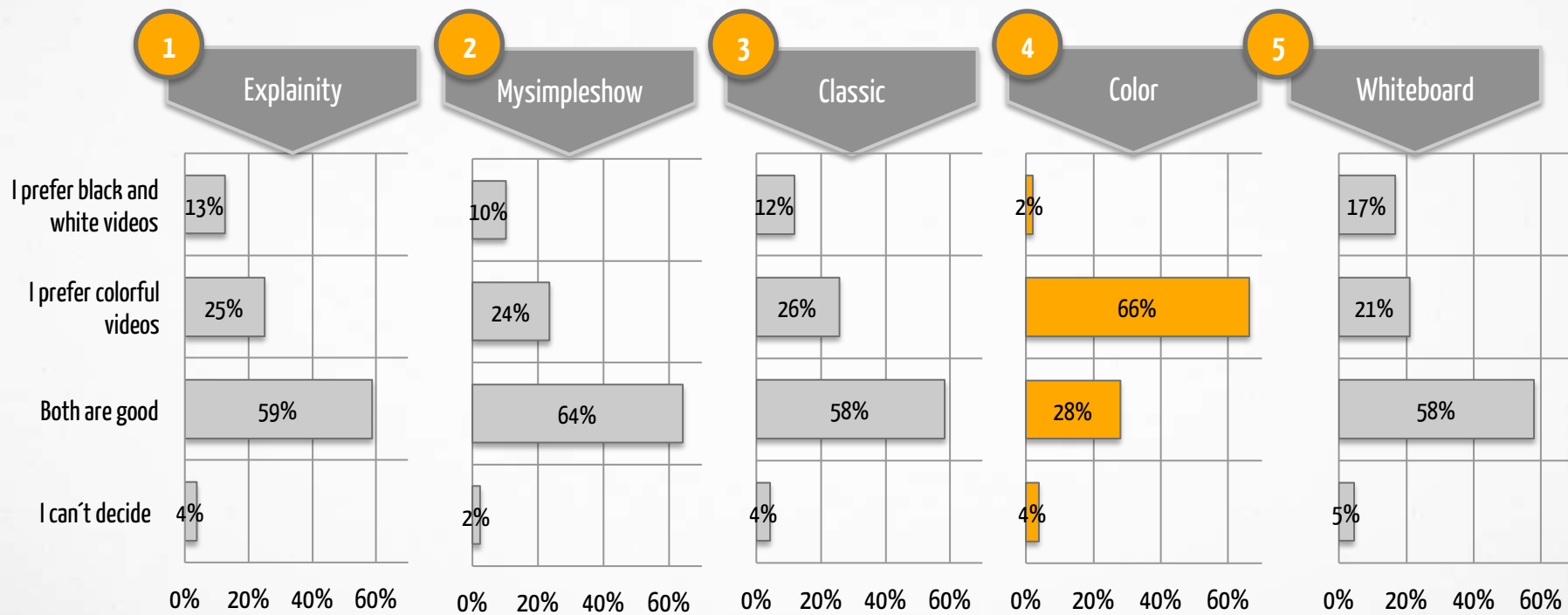
Results of knowledge test according to subjective level of knowledge¹⁾



¹⁾ Question: We will now ask you some questions about the topic US presidential election. Comparison of average points before and after the video.

PREFERENCE FOR THE VIDEO FORMAT DEPENDS ON THE VIDEO STYLE PRESENTED IN THE EXPERIMENTAL DESIGN

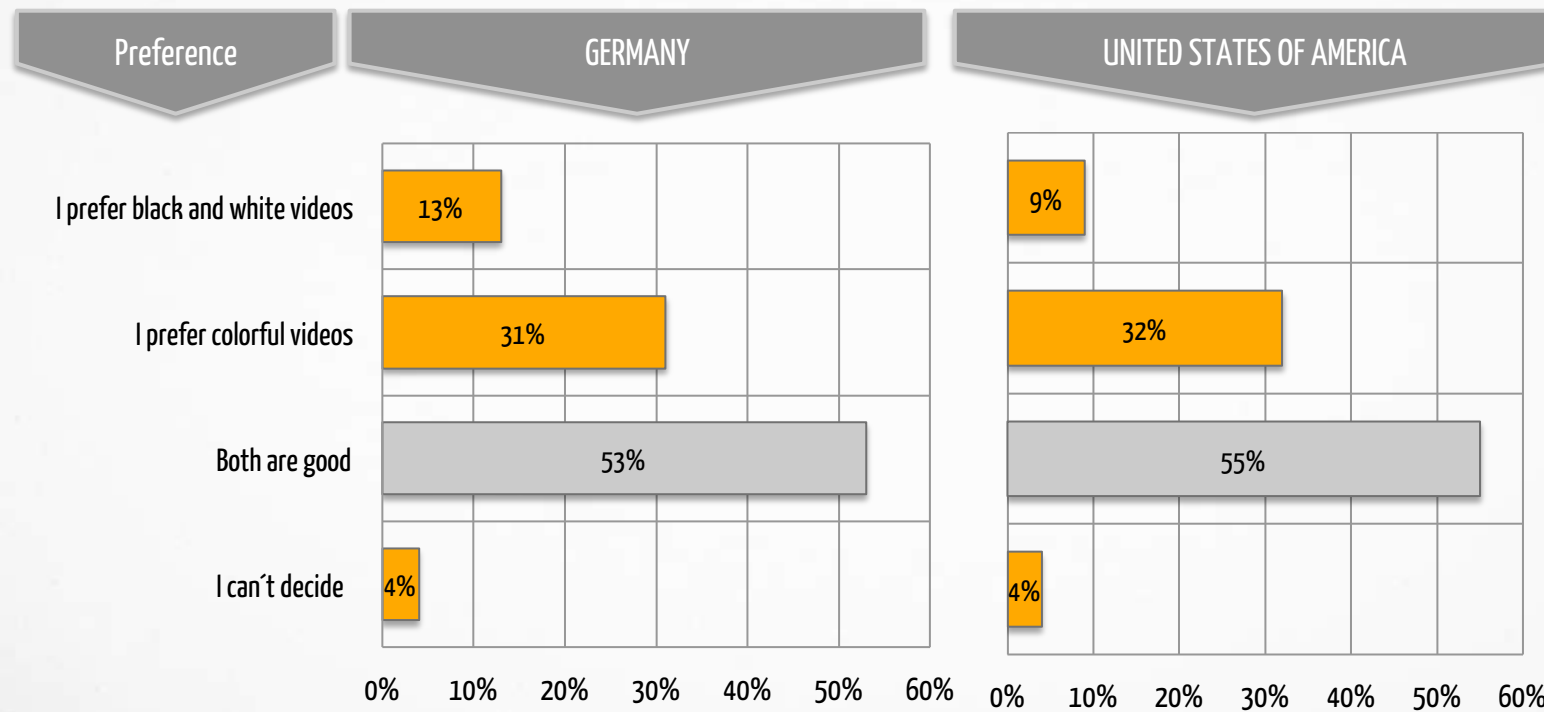
Preferred video formats according to test group¹⁾



1) Do you prefer black or white or colorful videos?

ALTHOUGH MORE THAN HALF OF THE RESPONDENTS ARE INDIFFERENT, THERE IS A SLIGHT TENDENCY TO PREFER COLORED FORMATS

Preferable video formats according to countries¹⁾



1) Do you prefer black or white or colorful videos?

THE LENGTH OF THE VIDEO (2 INSTEAD OF 4 MINUTES) PLAYS A PARTICULARLY CRUCIAL ROLE AMONG NON-USERS OF EXPLAINER VIDEOS

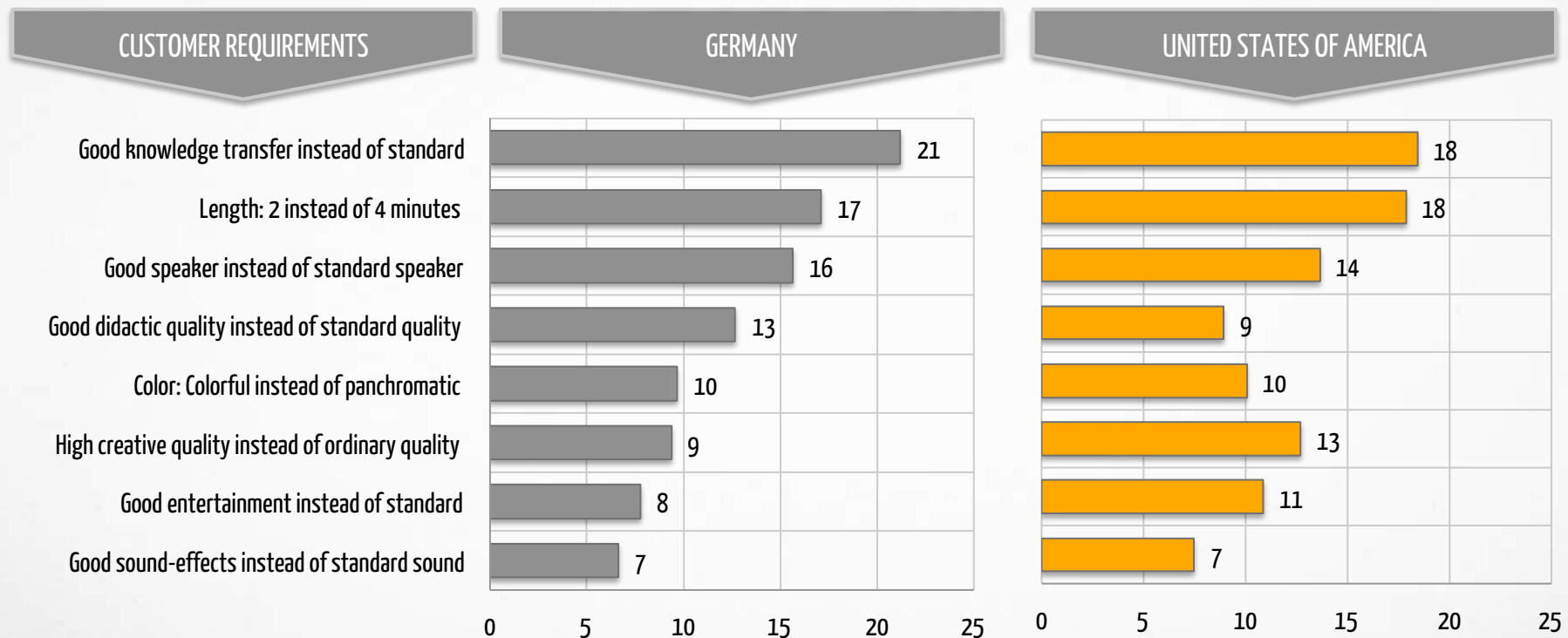
Most important video characteristic according to country and user segment¹⁾

	Germany		US	
	User	Non-User	User	Non-User
Good knowledge transfer instead of standard	28%	30%	22%	21%
Length: 2 instead of 4 minutes	16%	25%	18%	27%
Good speaker instead of standard speaker	16%	16%	13%	13%
Good didactic quality instead of standard quality	7%	12%	7%	5%
Color: Colorful instead of panchromatic	9%	8%	12%	9%
High creative quality instead of ordinary quality	7%	7%	15%	12%
Good entertainment instead of standard entertainment	9%	8%	8%	8%
Good sound-effects instead of standard sound	2%	3%	4%	5%

1) Which of the following aspects would be the most important improvement for explainer videos?

KNOWLEDGE TRANSFER, TIME AND SPEAKER ARE KEY REQUIREMENTS FOR CREATING EXPLAINER VIDEOS

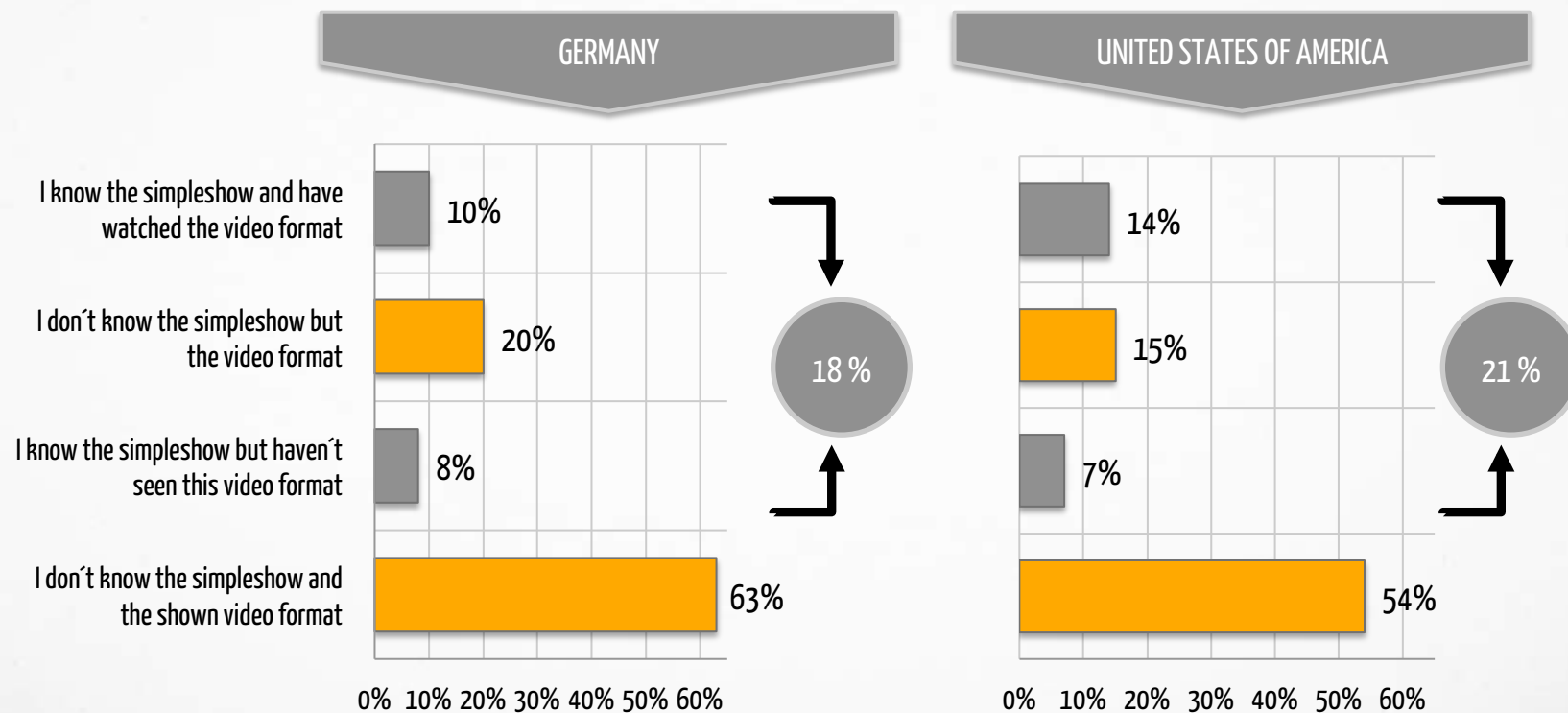
Weighted main video characteristics according to country¹⁾



1) We would like to ask some questions about “Explainer videos” and their important elements. (a) Which of the following aspects would be the most important improvement for explainer videos?
 (b) Please distribute 100 points among the 8 modifications, according to which modification is the most important from your point of view.

APPROXIMATELY 1/5 OF RESPONDENTS KNOW SIMPLESHOW AS A COMPANY OR THE SIMPLESHOW FORMAT

Awareness of simpleshow (company name/ format)



1) The just shown video was made by the simpleshow. Do you know the simpleshow or did you ever watch such a video before?

AGENDA

1. Relevance and usage of explainer videos
2. Experimental design to test different video formats
3. **New simpleshow video formats**

2 NEW VIDEO STYLES WERE PRESENTED AT THE END OF THE INTERVIEW

Additional test design: “Wheel style” vs. “Kinetic style”

Style: Wheel (Telekom)

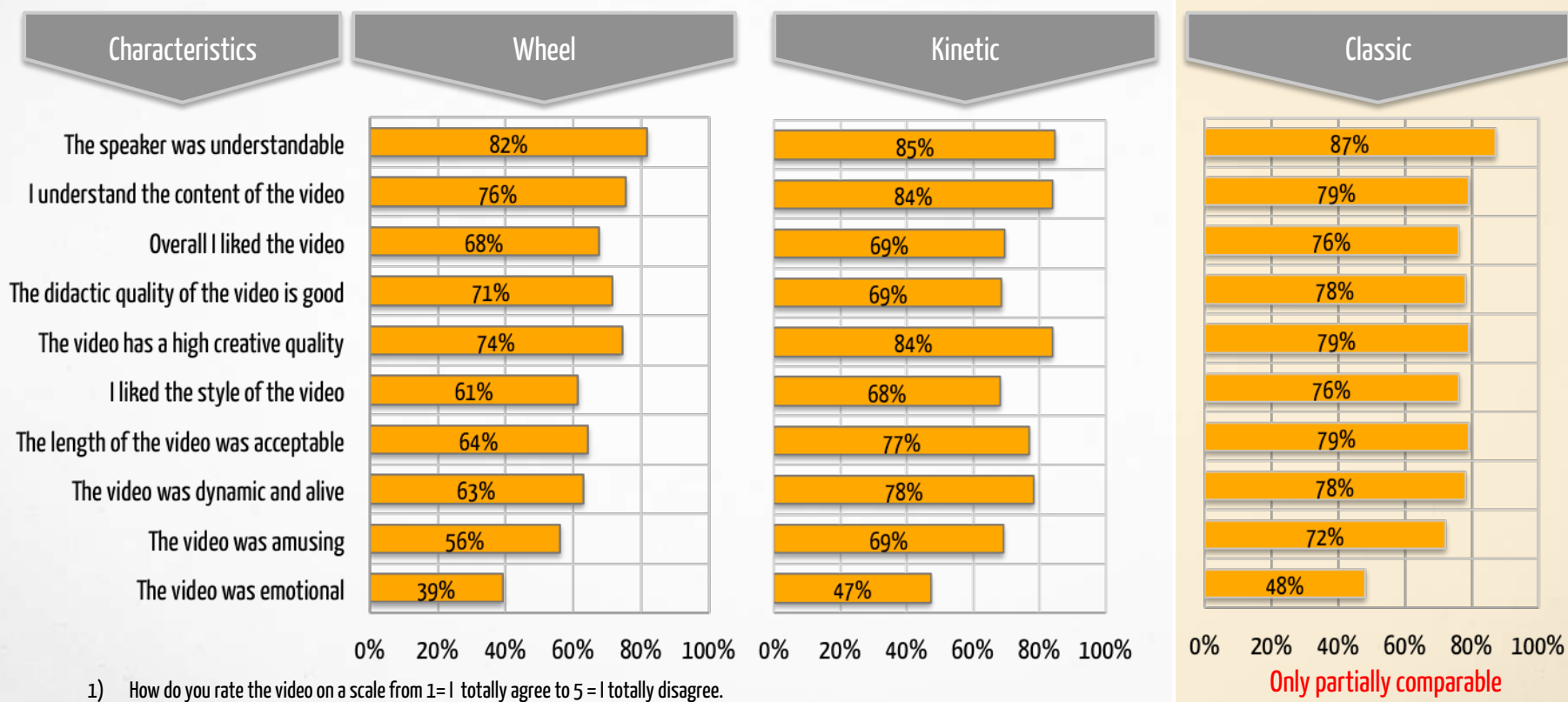


Style: Kinetic (Football)



OVERALL, THE KINETIC STYLE IS RATED BETTER FOR SOME CHARACTERISTICS THAN THE WHEEL STYLE

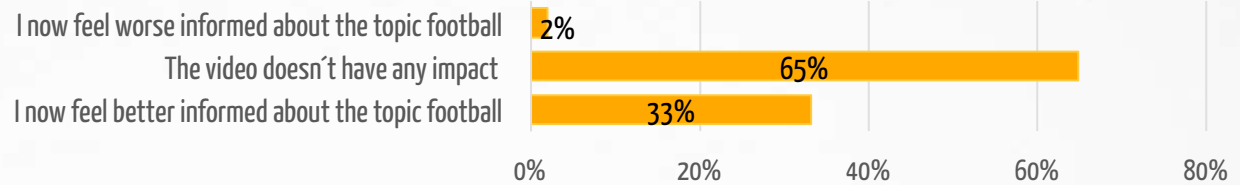
GER: Evaluation of new video formats (% Top 2 agreement)¹⁾



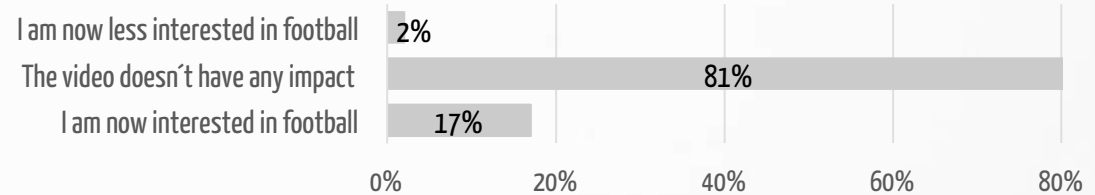
ACCORDING TO RESPONDENTS THE VIDEO AFFECTS THE DEGREE OF INFORMATION, INTEREST AS WELL AS MOTIVATION (1)

Kinetic style: Perceived effects of the new video¹⁾

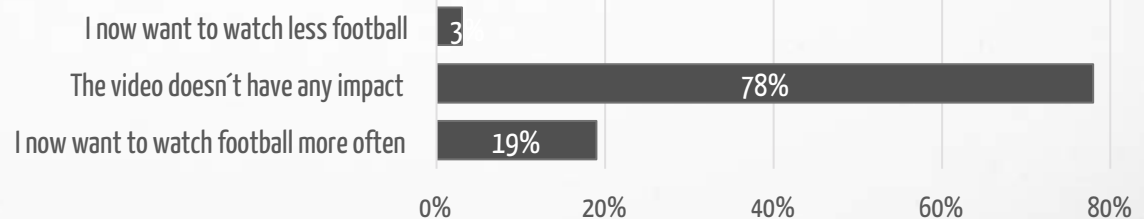
Information



Interest



Motivation/ Activity

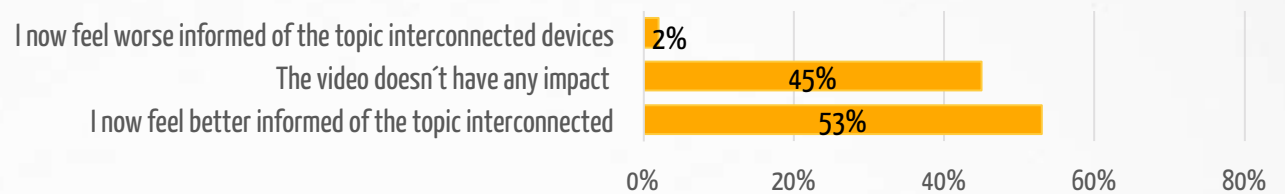


1) We would also like to ask you some questions of your impression of the just shown explainer video.

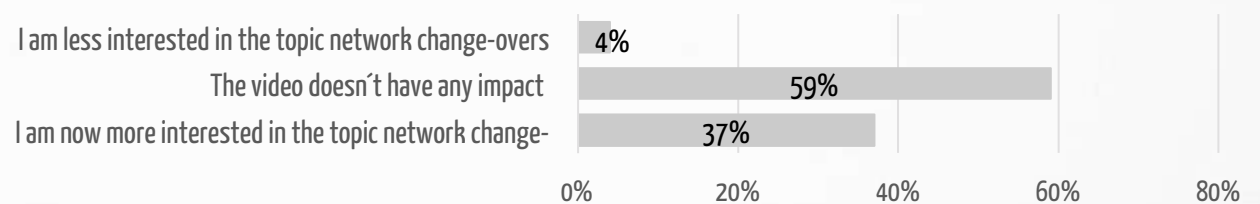
ACCORDING TO RESPONDENTS THE VIDEO AFFECTS THE DEGREE OF INFORMATION, INTEREST AS WELL AS MOTIVATION (2)

Wheel style: Perceived effects of the new video¹⁾

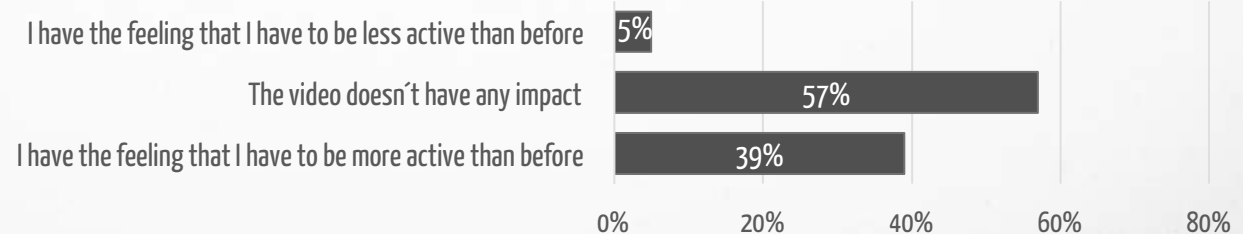
Information



Interest



Motivation/ Activity



1) We would also like to ask you some questions of your impression of the just shown explainer video.

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