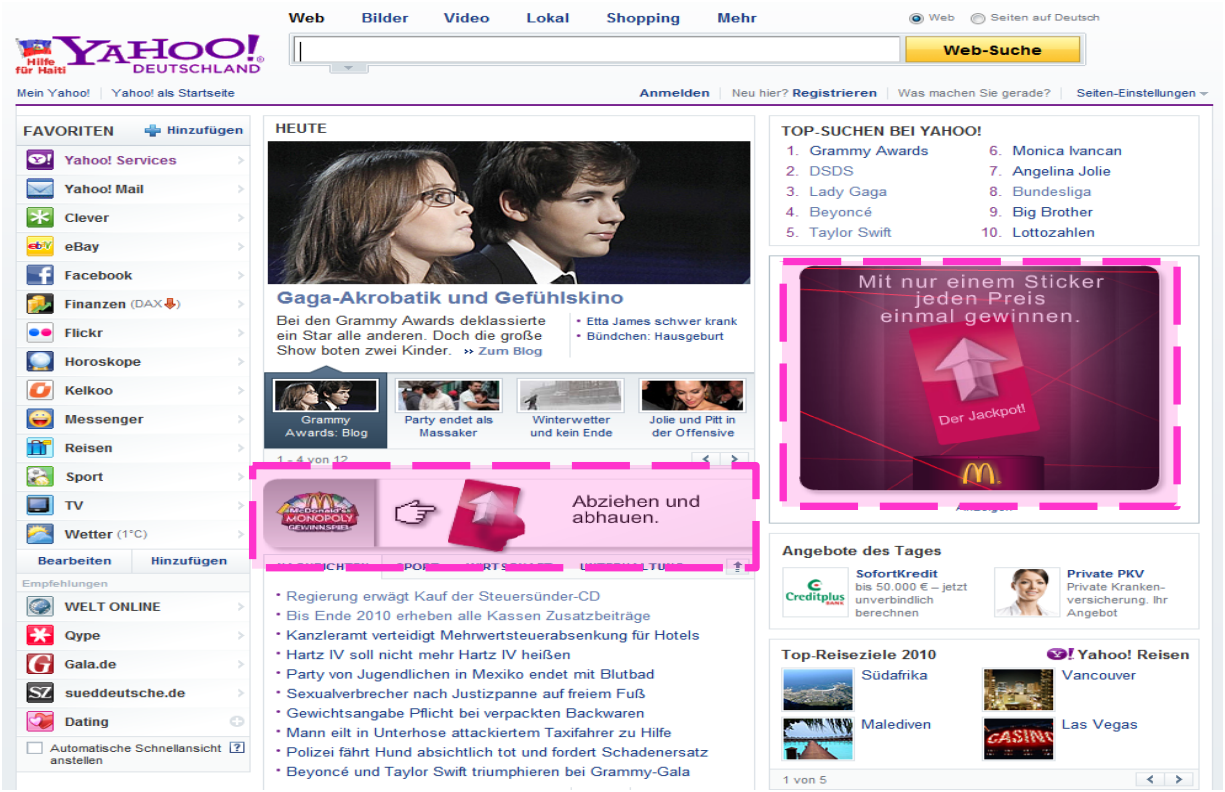
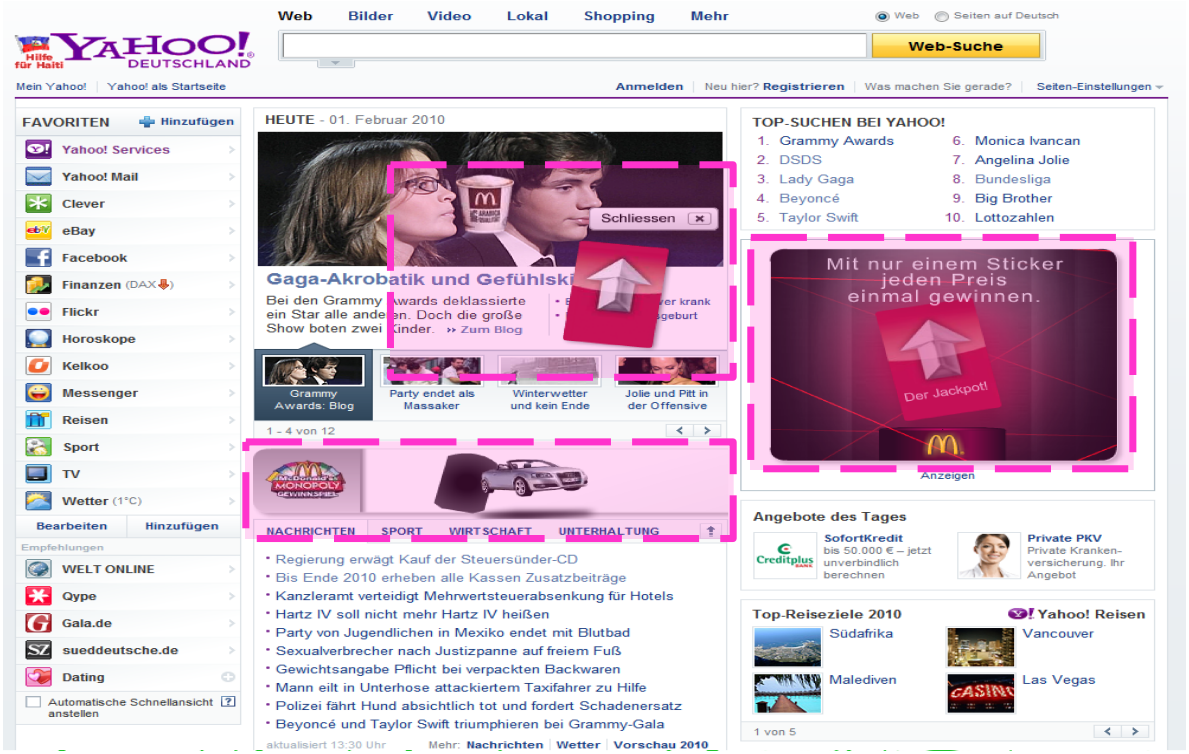
Control group: LREC Yahoo! house ad

Creative control group: LREC + mini banner

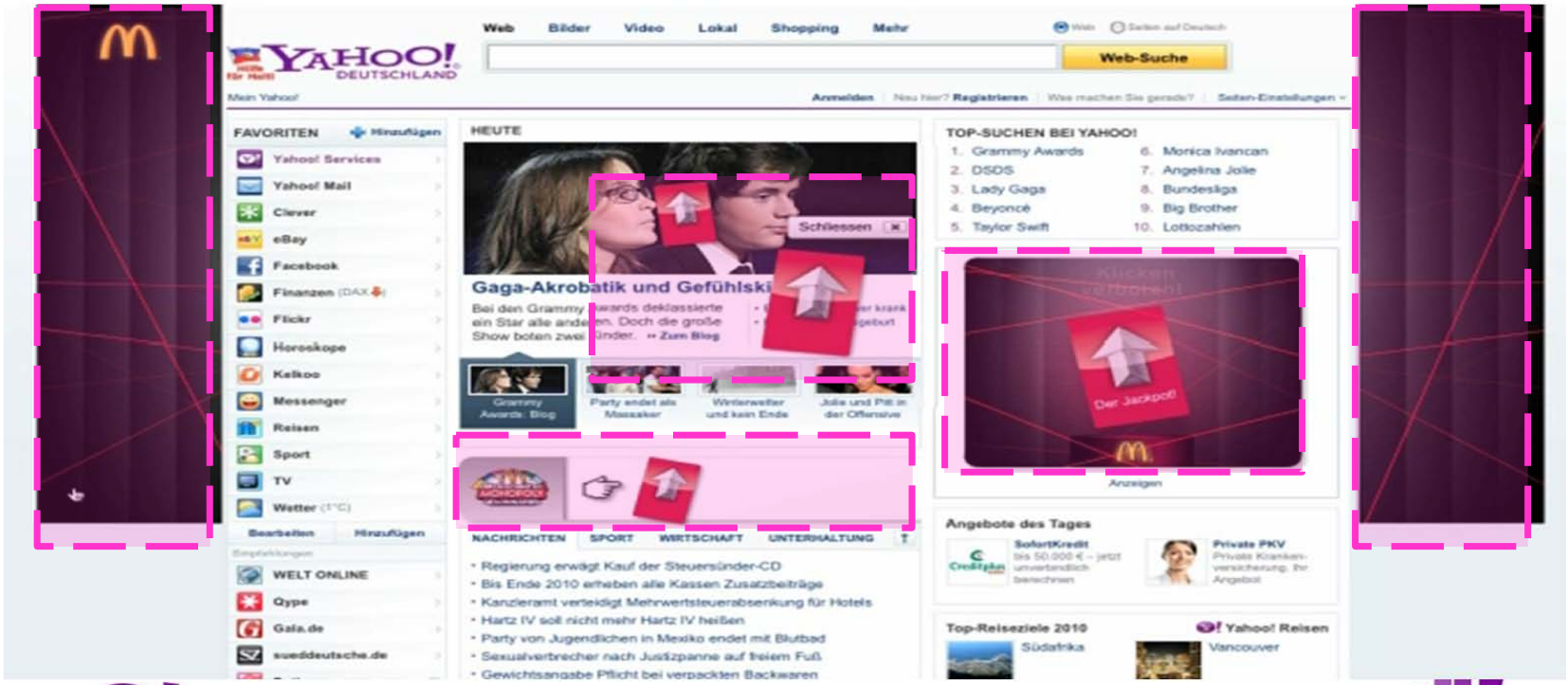


Take over with floating

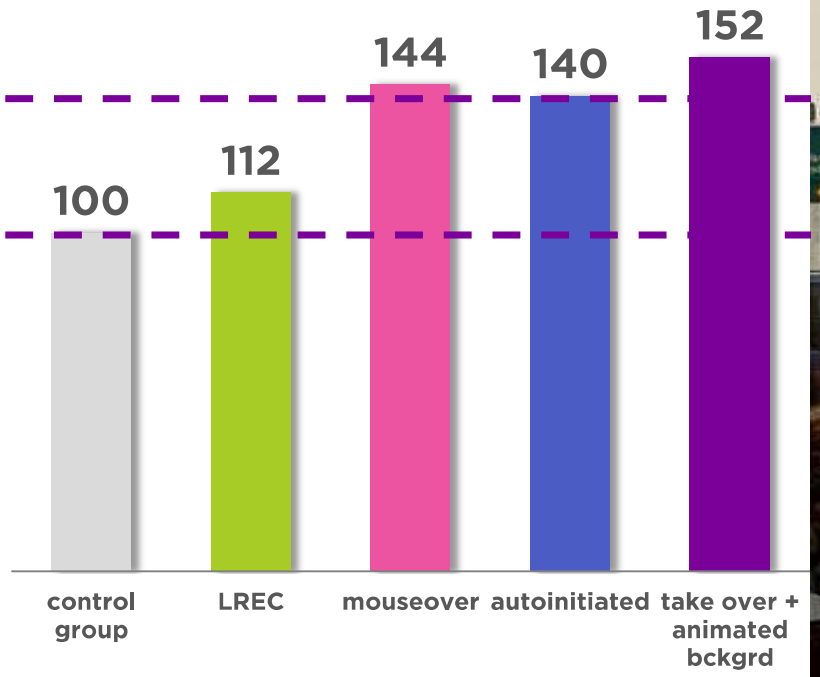
auto initiated & mouse over



Take over with floating + animated background



Ad recall



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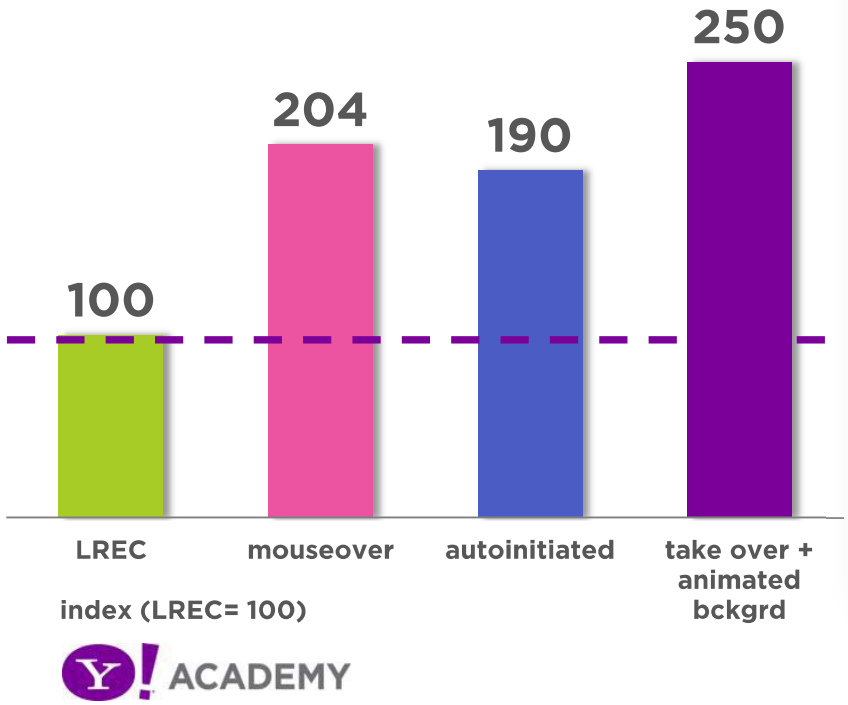
Aided recall of advertiser: McDonald's



Y! ACADEMY

Base: Yahoo! User / Source: Yahoo! Research * compared to control group

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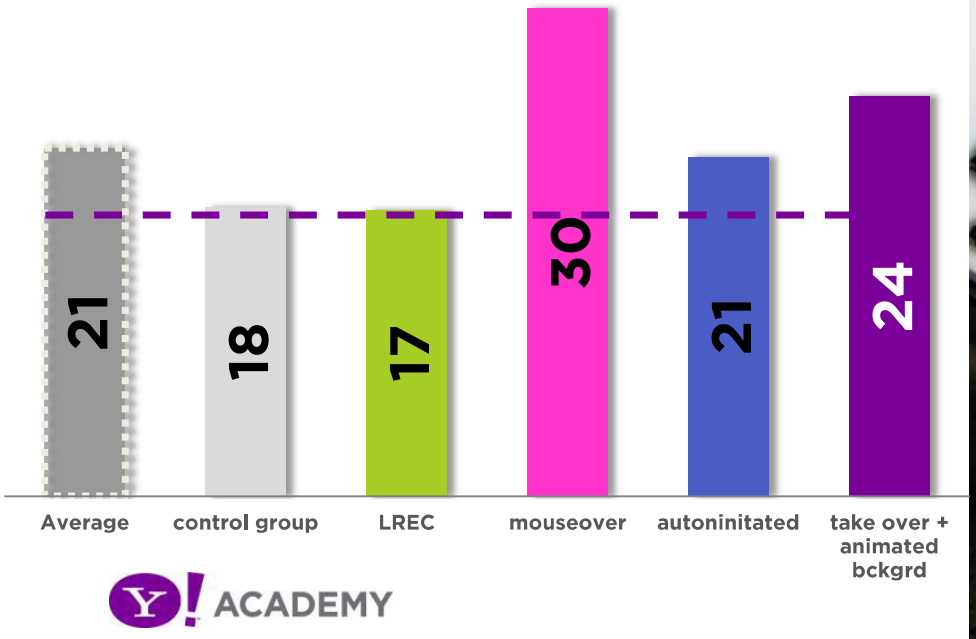
Browsing duration

time spent
in seconds (till first click)



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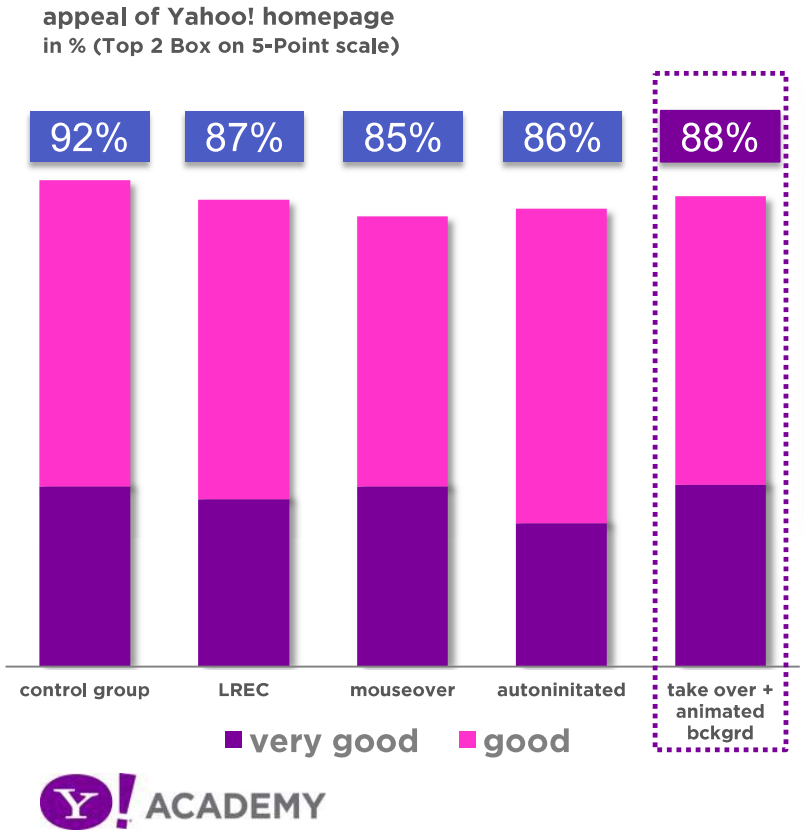
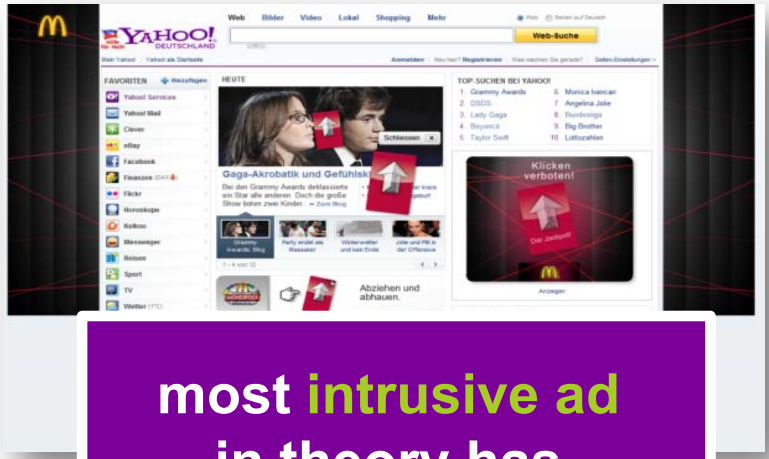
Theory to practice: most intrusive ad acceptable





most intrusive ad in theory has highest likeability in practice

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Shared learning

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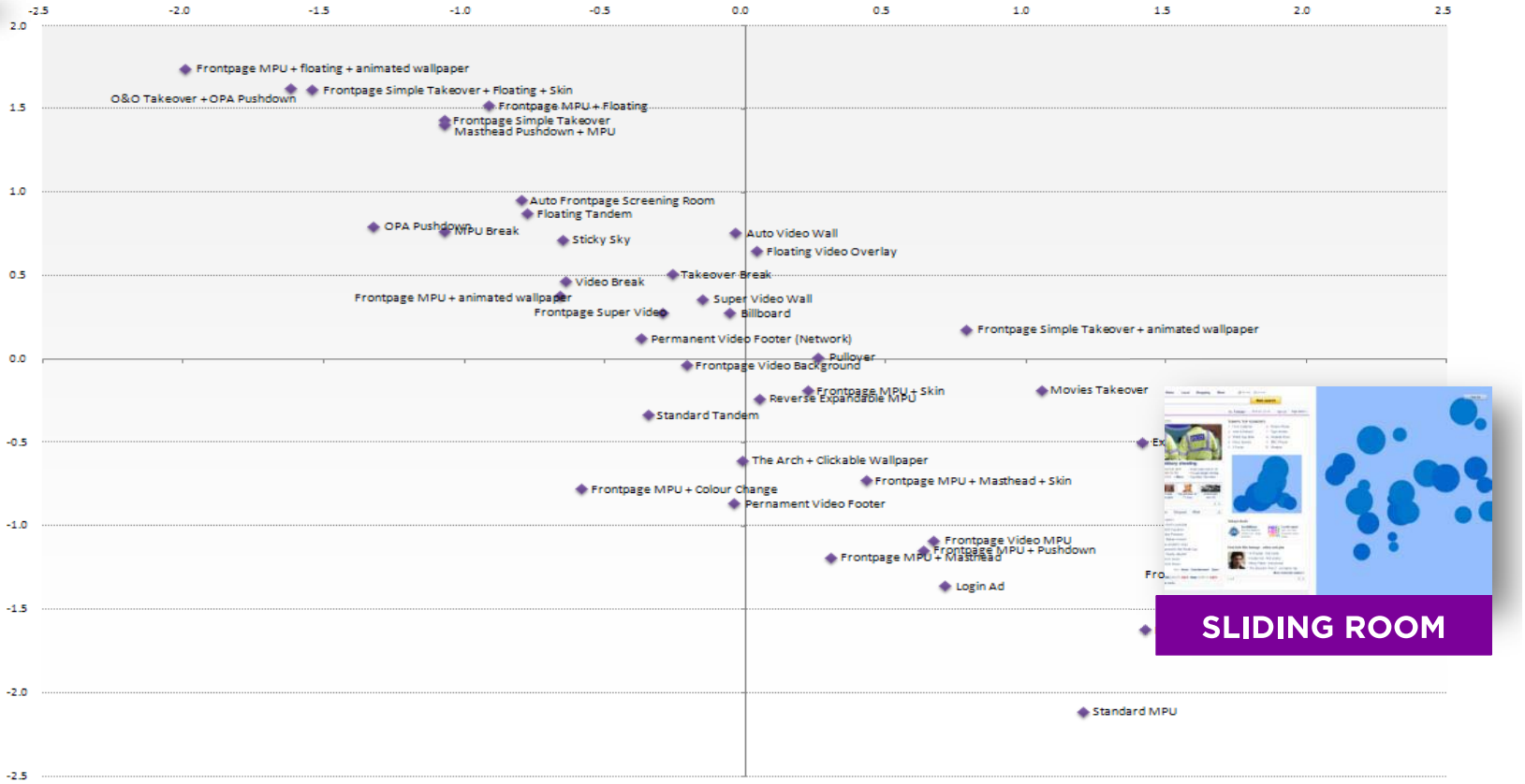
Sliding room: first new approved format



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Extending the TV relationship online

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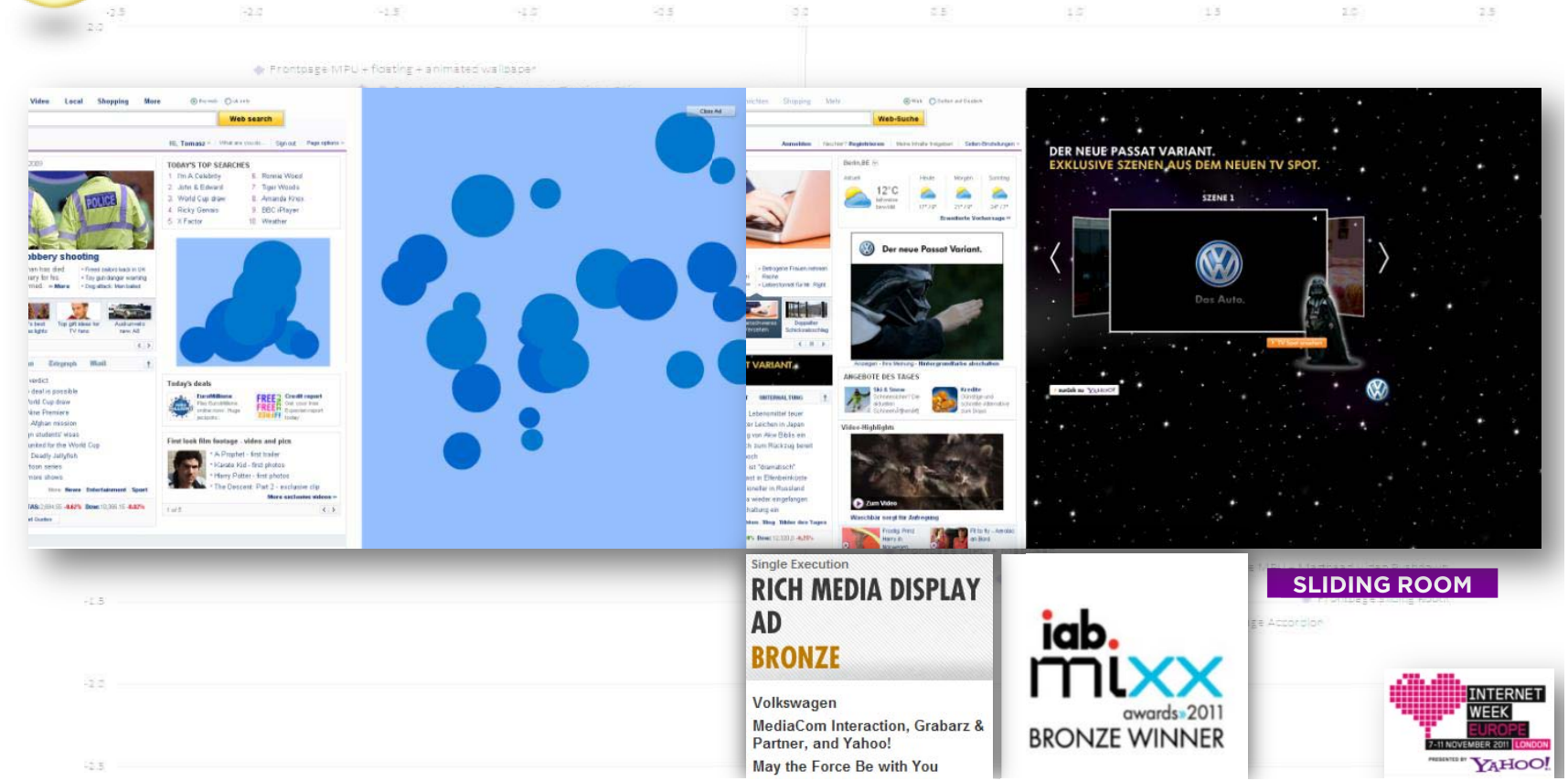
Duration Media Ex-1075

From concept to award winning



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Condoms to beer! Case studies on Yahoo!

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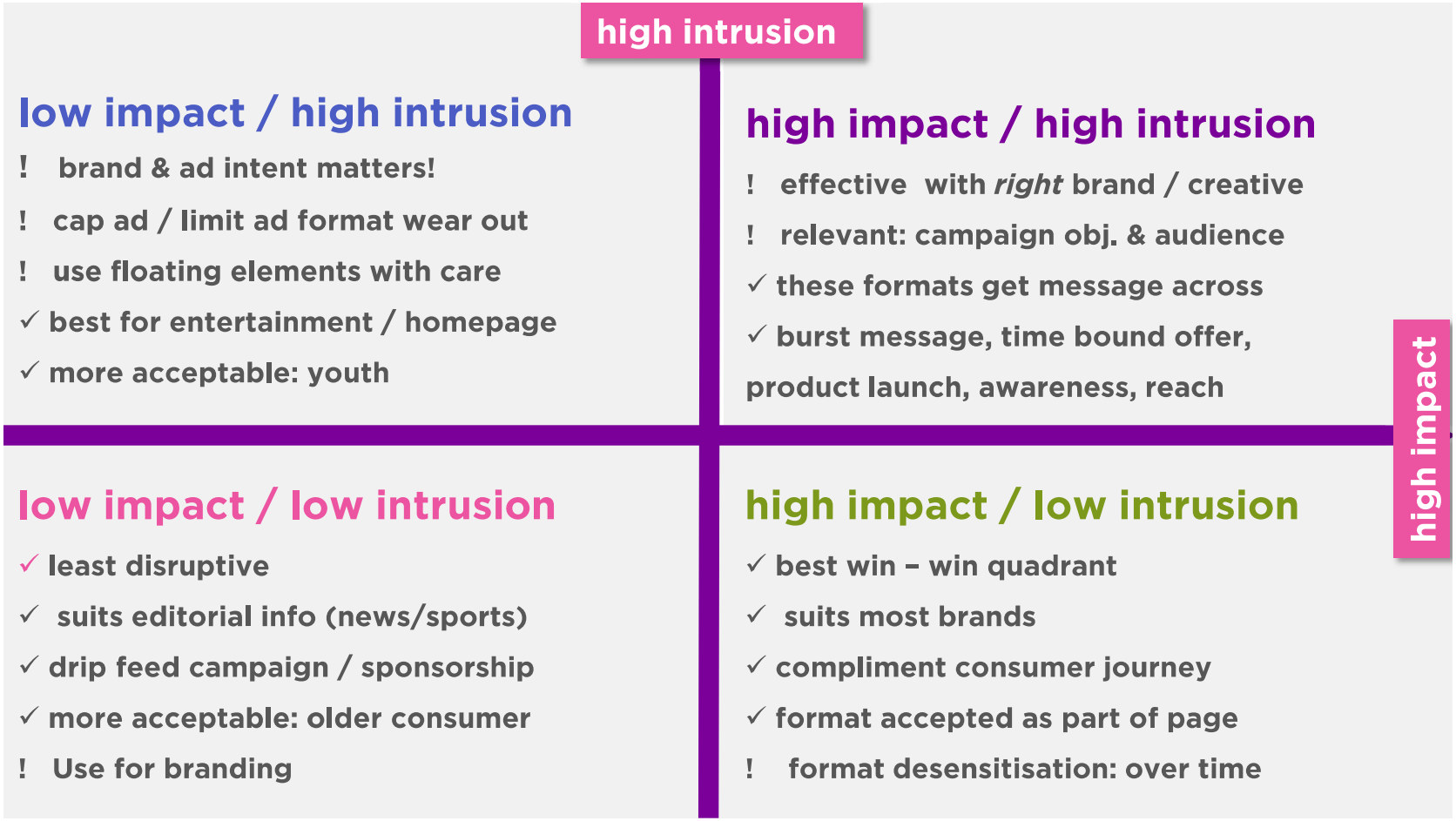

Duration Media LLC Ex-1049

Duration Media Ex-1075

Duration Media LLC Ex-1049

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