

Control group: LREC Yahoo! house ad

The screenshot shows the Yahoo! Deutschland homepage. The top navigation bar includes links for Web, Bilder, Video, Lokal, Shopping, and Mehr. A search bar is prominently displayed. The left sidebar lists 'FAVORITEN' (Favorites) such as Yahoo! Services, Yahoo! Mail, Clever, eBay, Facebook, Finanzen (DAX), Flickr, Horoskope, Kelkoo, Messenger, Reisen, Sport, TV, and Wetter (1°C). The main content area features a headline 'Gaga-Akrobatik und Gefühlskino' with a photo of Lady Gaga and Taylor Swift. Below this is a 'NACHRICHTEN' (News) section with headlines like 'Regierung erwägt Kauf der Steuersünder-CD' and 'Bis Ende 2010 erheben alle Kassen Zusatzbeiträge'. On the right, there's a 'TOP-SUCHEN BEI YAHOO!' (Top Searches on Yahoo!) list and a large pink advertisement for 'DIE NEUE YAHOO! STARTSEITE' (The New Yahoo! Homepage) with the text 'Was kann Ihr Yahoo!?' (What can your Yahoo!?). At the bottom right, there are 'Angebote des Tages' (Offers of the Day) and 'Top-Reiseziele 2010' (Top Travel Destinations 2010).



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Creative control group: LREC + mini banner

The screenshot shows the Yahoo! Deutschland homepage. The main content area features a large image of Lady Gaga and Taylor Swift with the headline "Gaga-Akrobatik und Gefühlskino". Below this, there is a mini banner for McDonald's with the text "Mit nur einem Sticker jeden Preis einmal gewinnen." and "Der Jackpot!". The banner includes a red arrow pointing to a McDonald's logo. The left sidebar contains various services like Yahoo! Mail, eBay, and Facebook. The right sidebar lists top searches and offers of the day.



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Take over with floating auto initiated & mouse over



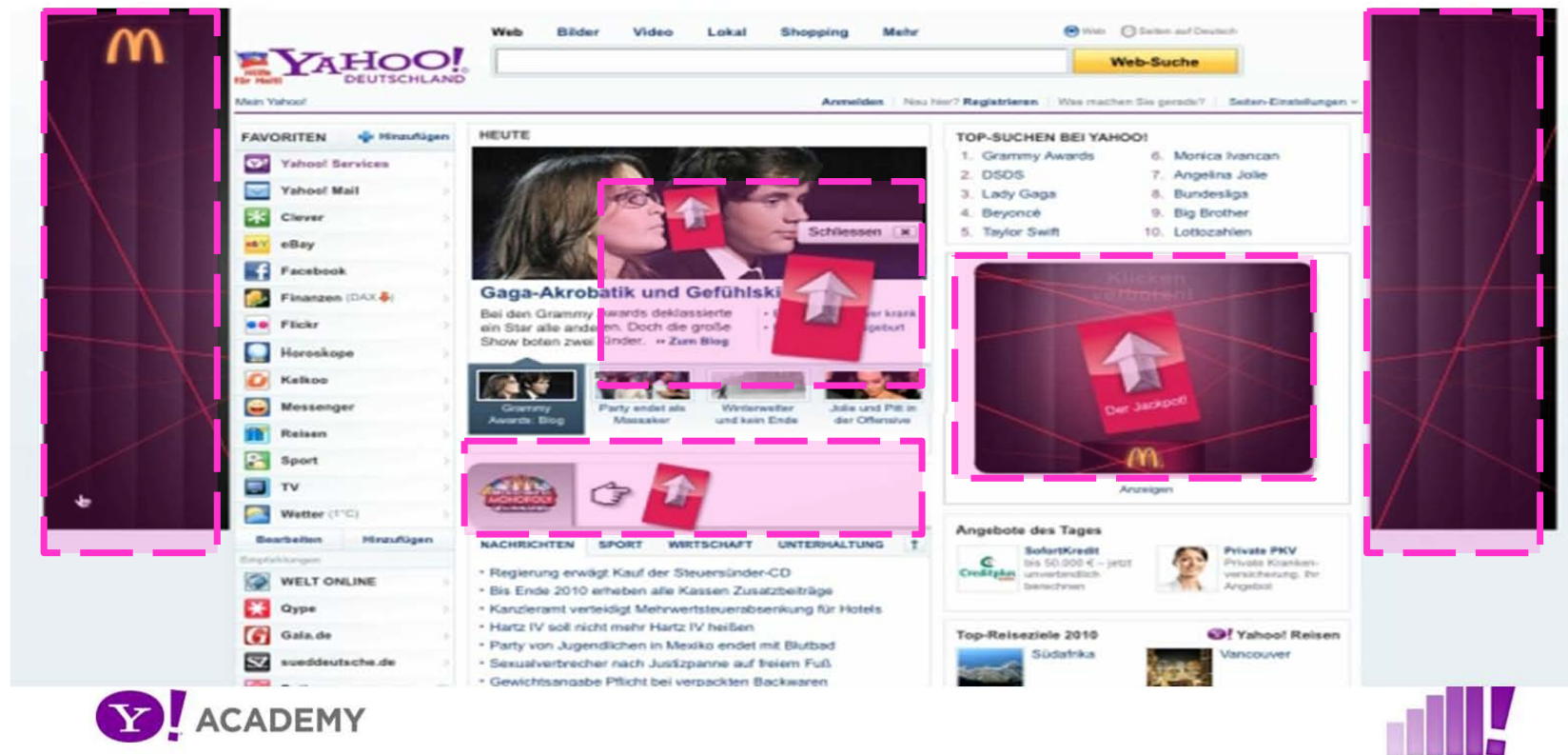
32



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Take over with floating + animated background

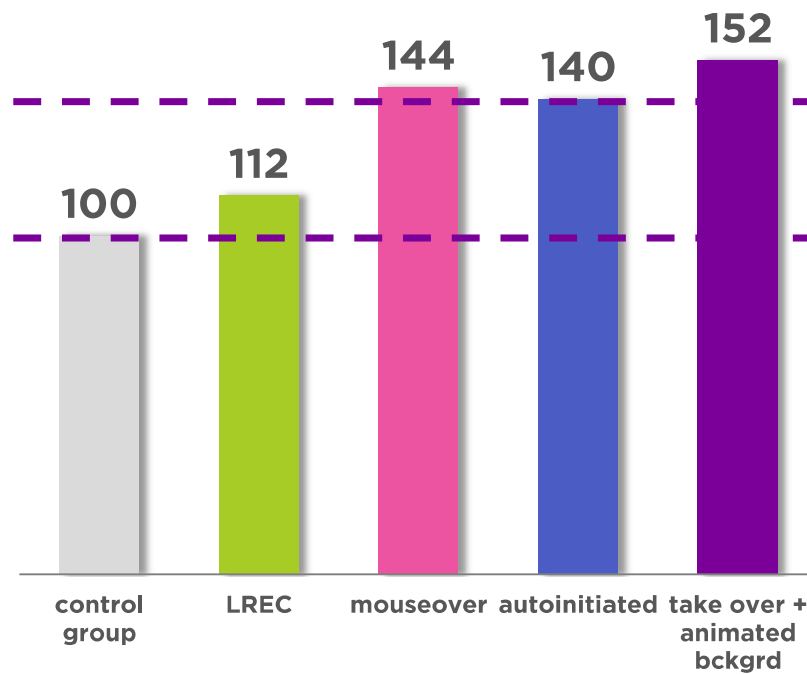


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Ad recall



Y! ACADEMY

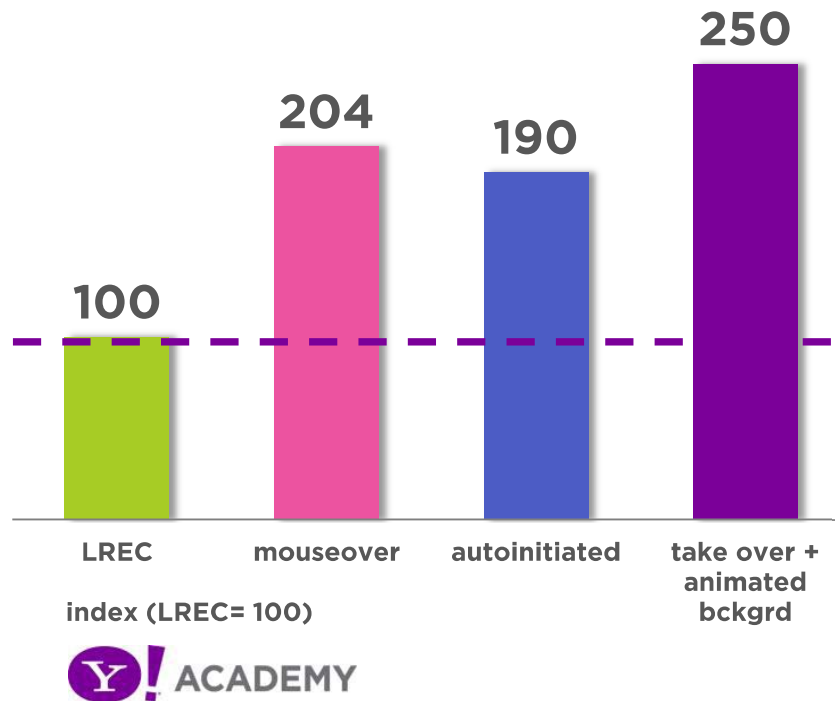


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Aided recall of advertiser: McDonald's



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



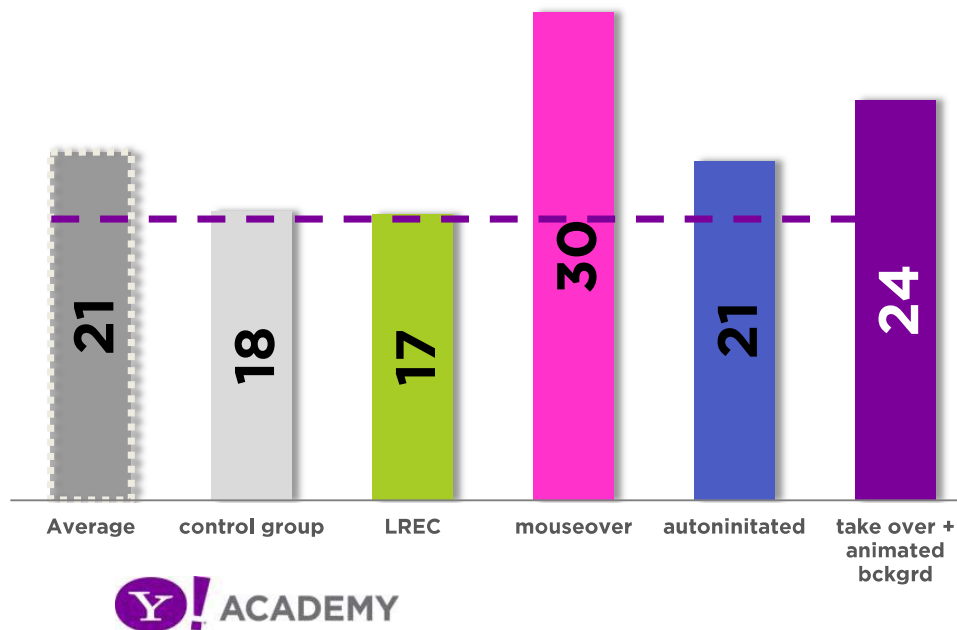
35

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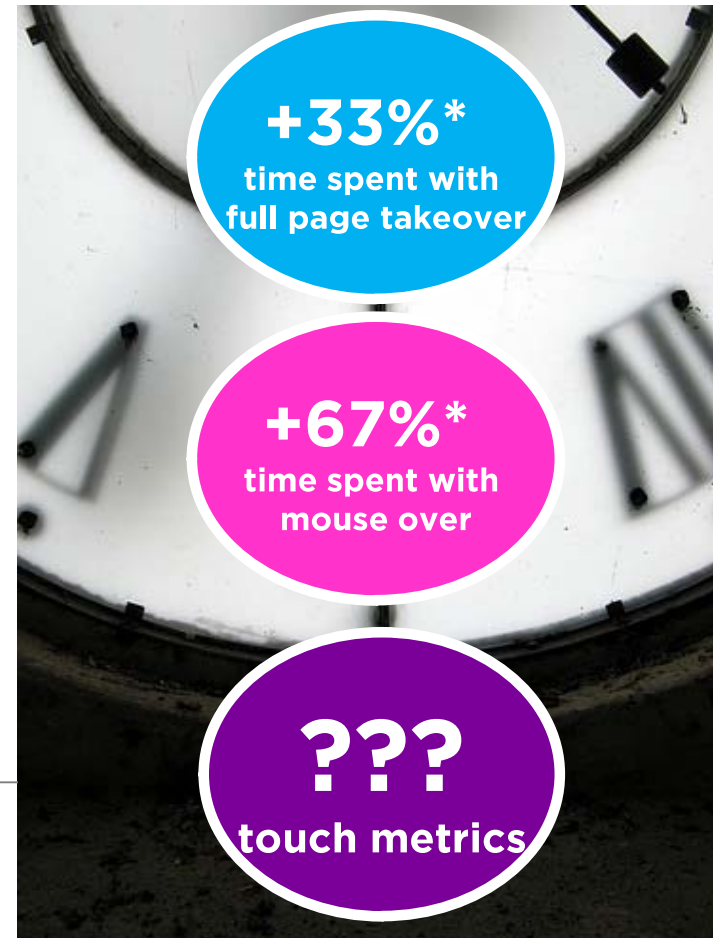
Duration Media Ex-1075

Browsing duration

time spent
in seconds (till first click)



36

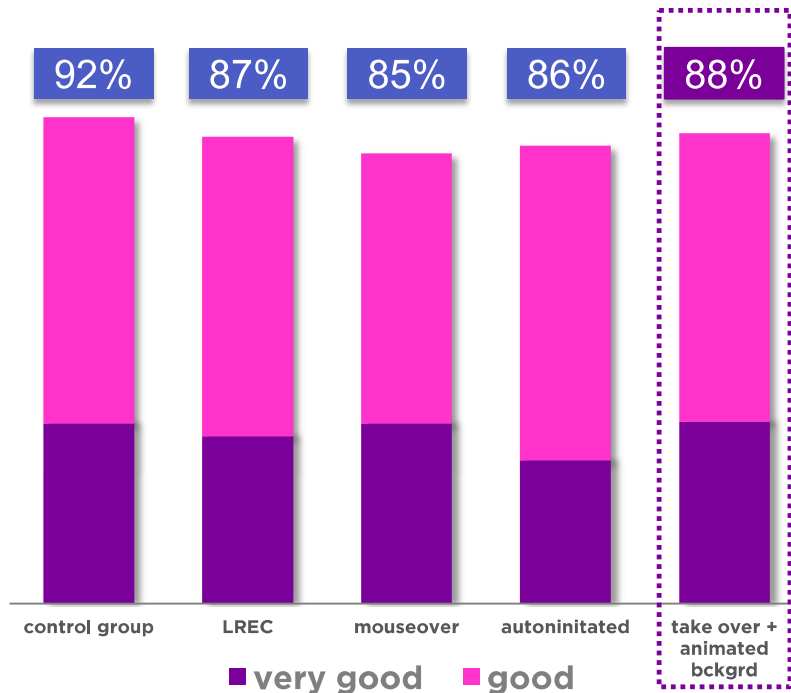


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Theory to practice: most intrusive ad acceptable

appeal of Yahoo! homepage
in % (Top 2 Box on 5-Point scale)



most **intrusive ad**
in theory has
highest likeability in
practice

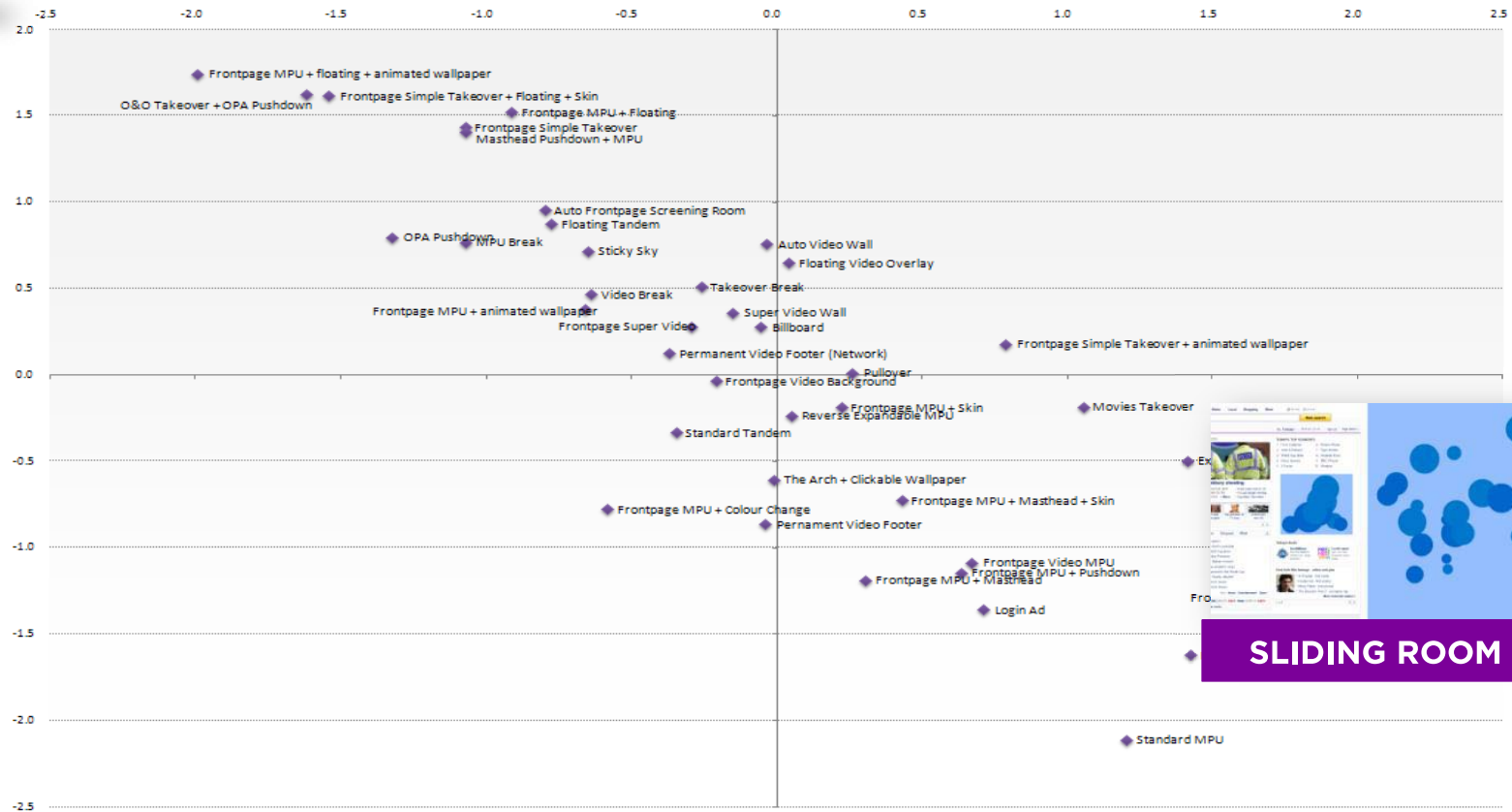


Shared learning





Sliding room: first new approved format



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Extending the TV relationship online



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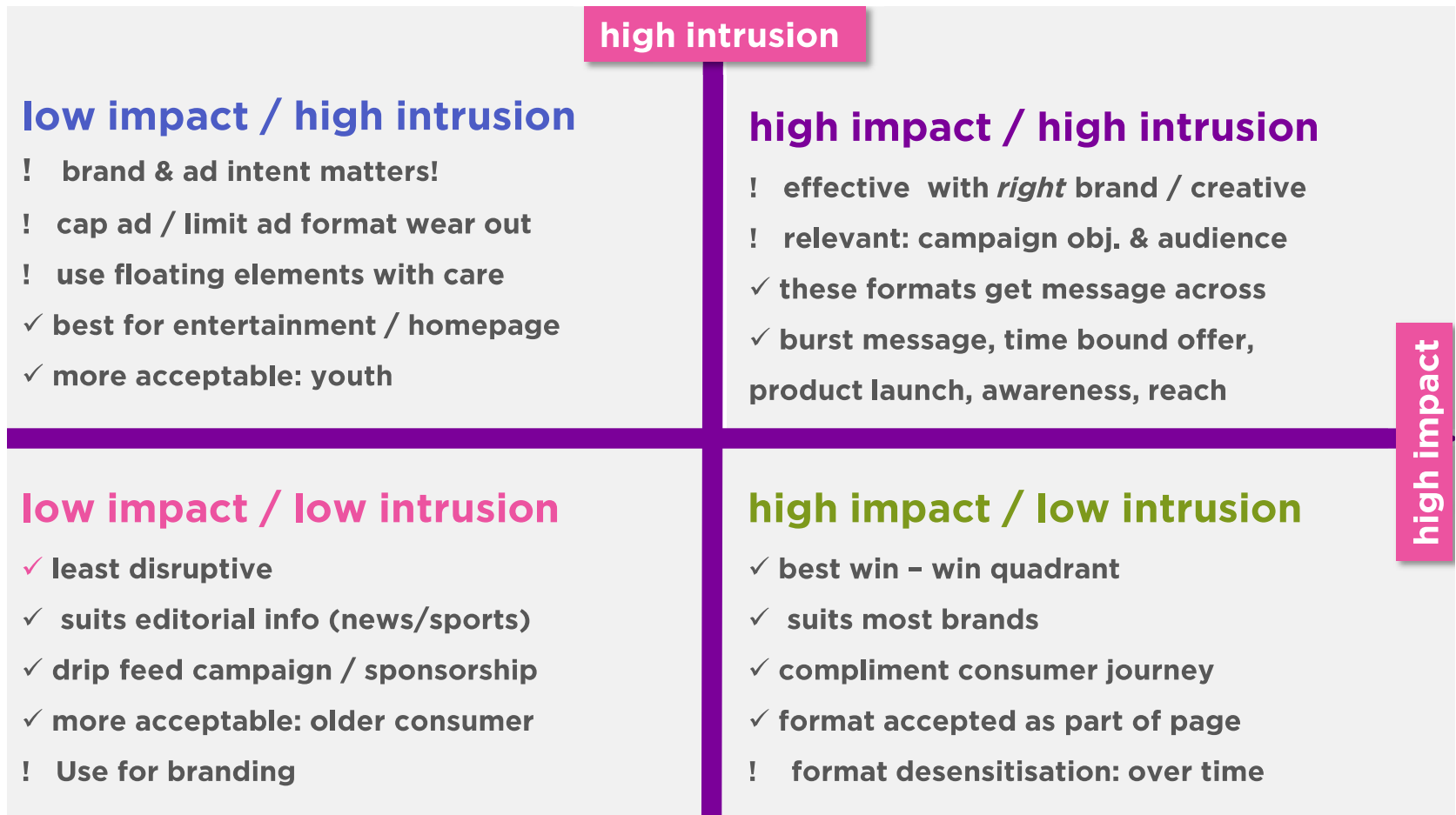


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Condoms to beer! Case studies on Yahoo!



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Thank you.
Questions?





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