

CENTRE FOR AMPLIFIED INTELLIGENCE
Marketing Intelligence, Amplified By Technology


Professor Karen Nelson-Field



**PhD Trained
Marketing Researchers**

+

**Computer Science
Engineers**

A robotic hand with blue and white segments is holding a black tablet. The tablet screen is a solid yellow-green color and contains white text. The background is white.

**We minimise
human bias,
build scalable
moonshot research
but maintain
academic rigour.**

Karen's work reported in



Key Note For



Karen's work integrated into



Commissioned By



Trusted By



let's start at the beginning.

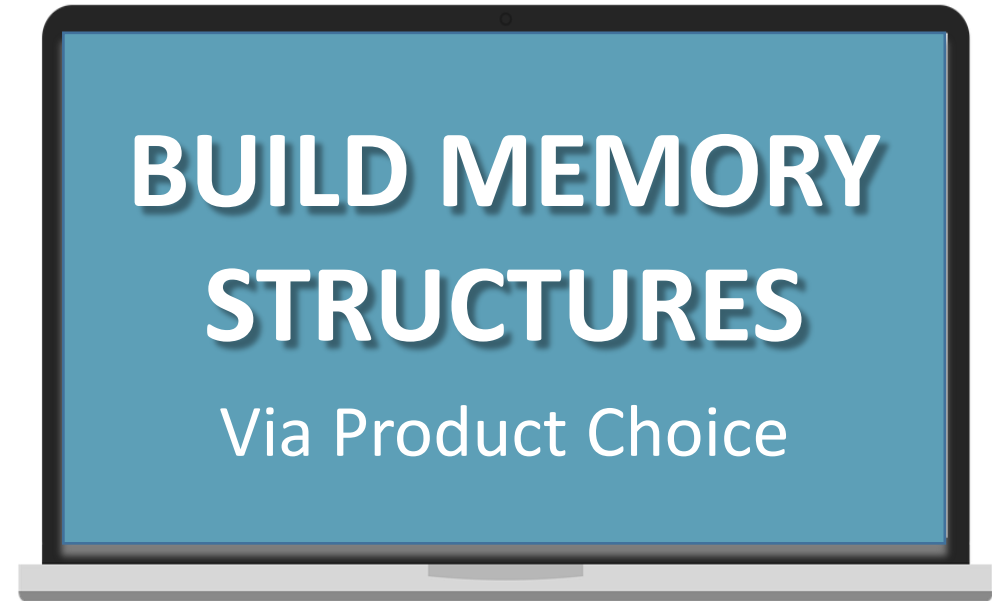
Has the pendulum has swung too far?
We were commissioned to Re-Establish the Media Baseline



CRITICAL STARTING POINT FOR RIGOROUS RESEARCH:

Re-test known media attributes **theoretically**
connected to brand growth.

Tested Cross Platform Performance Against Attributes That Matter - with 2 Key Impact Measures



Methodological Overview



Natural Viewing – NO Lab – Same Ads - Passive – Single Source - Sales Proxy

Why

ATTENTION

“

Attention is the allocation
of mental resources.
Before consumers can be
affected by advertising
messages, they need to
first be paying attention.

Thales Tiexeira
Professor Marketing Harvard

”

“

Attention let's information in,
memory holds it in place.
Without the former, the latter
doesn't exist.




Best of luck remembering
something if you haven't first
paid attention to it.

Dr Jared Cooney-Horvarth
Cognitive Neuroscientist Uni Melb

”

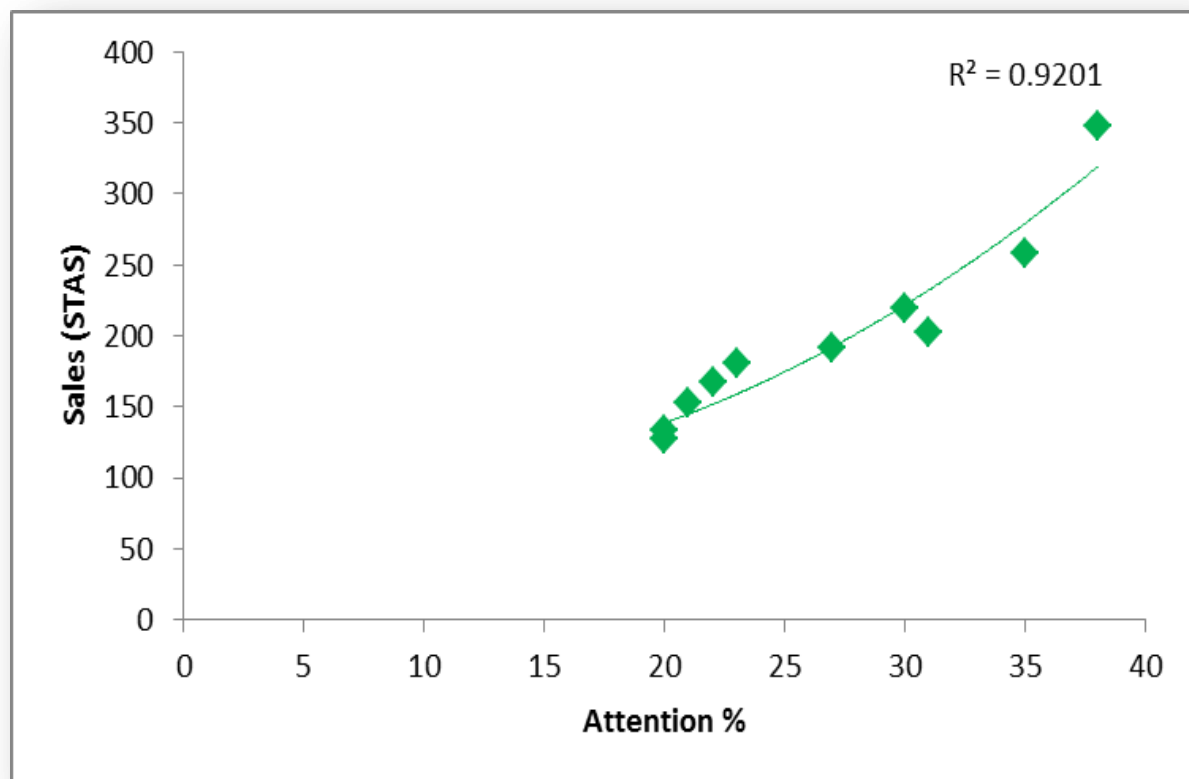
Which platform commands the most
ATTENTION

In an average ad second, TV commands more ATTENTION

			
Active Viewing	58%	31%	4%
Passive Viewing	40%	37%	94%
NON- Viewing	2%	32%	2%

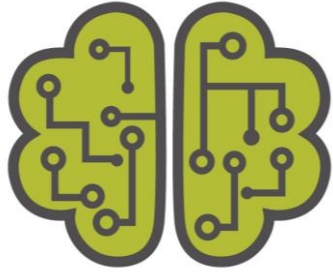
- Twice the active viewing as YouTube and 15x Facebook.
- FB get more passive, focus is on friends not ads. But passive plays a role.

They are right - our two measures of impact are very closely related - ATTENTION & PRODUCT CHOICE



Consistent across ALL sets of data (8)

Sig. sameness renders greater predictive value.



OUR PATTERNS GENERALISE

Multiple Sets of Data - 20

Multiple Countries - US, China and AUS




Multiple Devices - Mobile, PC, TV

Multiple Platforms - FB, YouTube, linear TV, AND Twitter, Todou and
LeTV (China)

Multiple Funders - media owner and advertiser

What does this mean for
PRODUCT CHOICE

No surprises, TV drives more overall attention AND more SALES

		Product Choice (STAS – index exposed did buy/not exposed did buy)
TV		144
Facebook		118*
YouTube		116

*Passive attention does nudge sales, but less so than active

“

The platform that commands the
greatest **ACTIVE ATTENTION** gets
the sale.

TV commands the
greatest attention.

”

Why does attention vary so much?

Could screen COVERAGE

impact cut through?

Step Back a Bit - Clutter long noted as being linked to MEMORY IMPAIRMENT.

	# Individual Campaign Exposures (10 mins)	% Correctly recalled to total exposed
TV	5	64%
Radio	3	25%
Facebook	22	4%

And this holds even to this day
But clutter comes in many forms....






COVERAGE – % of screen
that the ad covers

Via AD TAGGING
TECHNOLOGY

All devices, all platforms

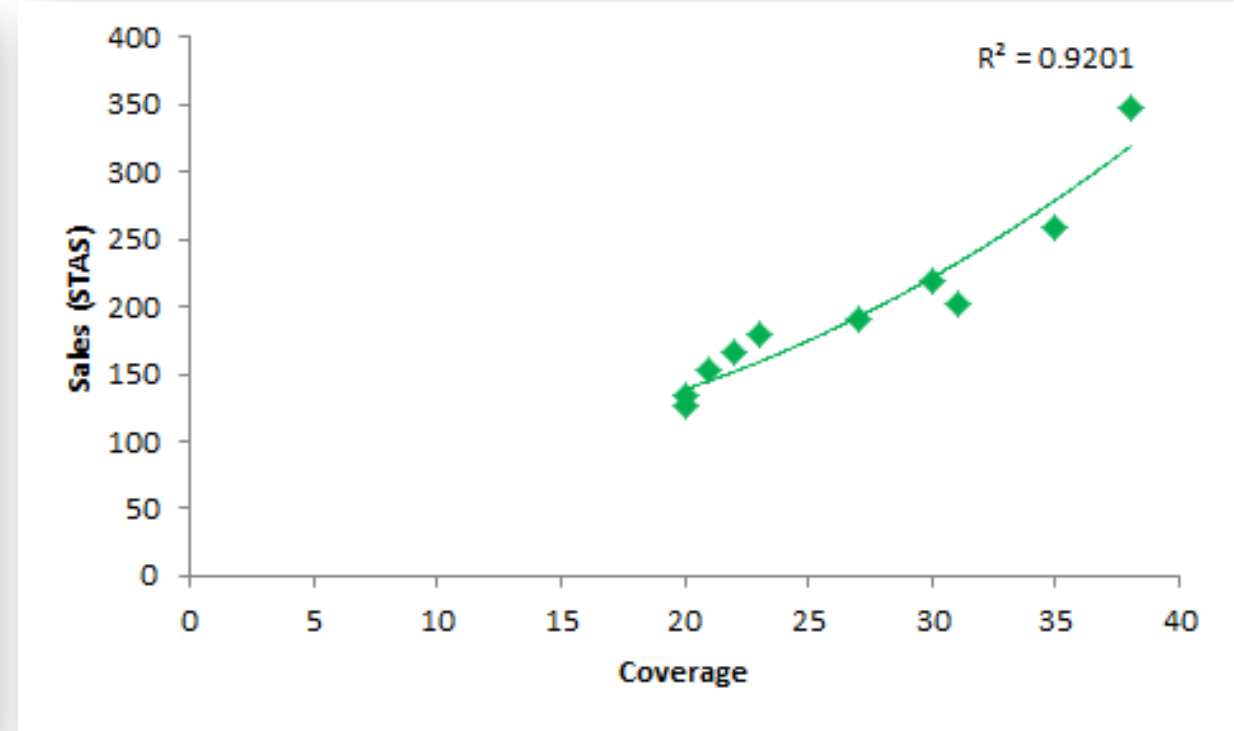
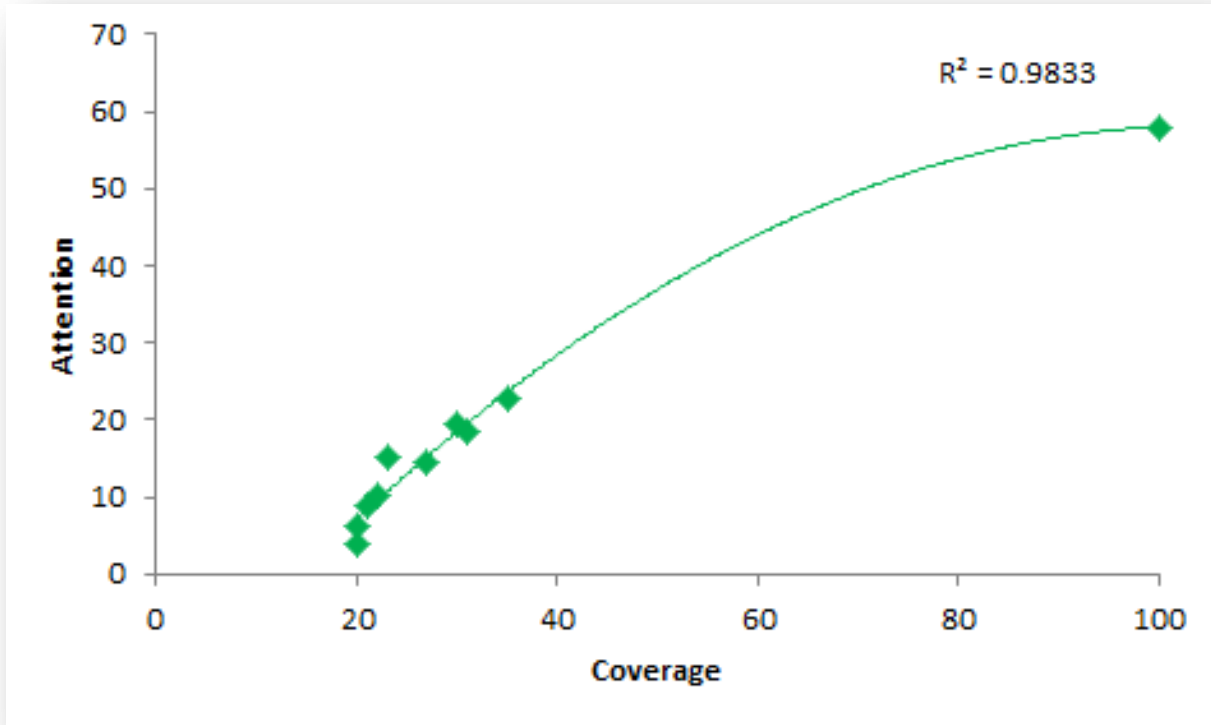
How does **COVERAGE**, an artefact of clutter, impact **ATTENTION**?

First, COVERAGE by media type varies – a lot.

			
Avg. Screen Coverage	10%	30%	100%
Maximum Coverage (100% Pixels, Not Scrolling)	14%	32%	100%




TV screen coverage is about 3x YouTube and about 10x Facebook

COVERAGE MATTERS A LOT, to attention and sales



VERY strong relationship - Coverage & Sales, Coverage & Attention

COVERAGE absolutely does impact cut through

		ACTIVE VIEWING	AVG SCREEN COVERAGE
TV		58%	100%
YOUTUBE		31%	32%
FACEBOOK		4%	14%

CLUTTER on screen increases Non-Viewing and Passive Viewing Behaviour

Coverage is ALWAYS maxed on TV across ALL devices



100% coverage , 100% of the time

HANG

ON

If **COVERAGE** is so vital, could the viewability standard be fostering underperformance in online?



LOTS OF CHATTER ON **VIEWABILITY**

But what about the **Brand Owner?**

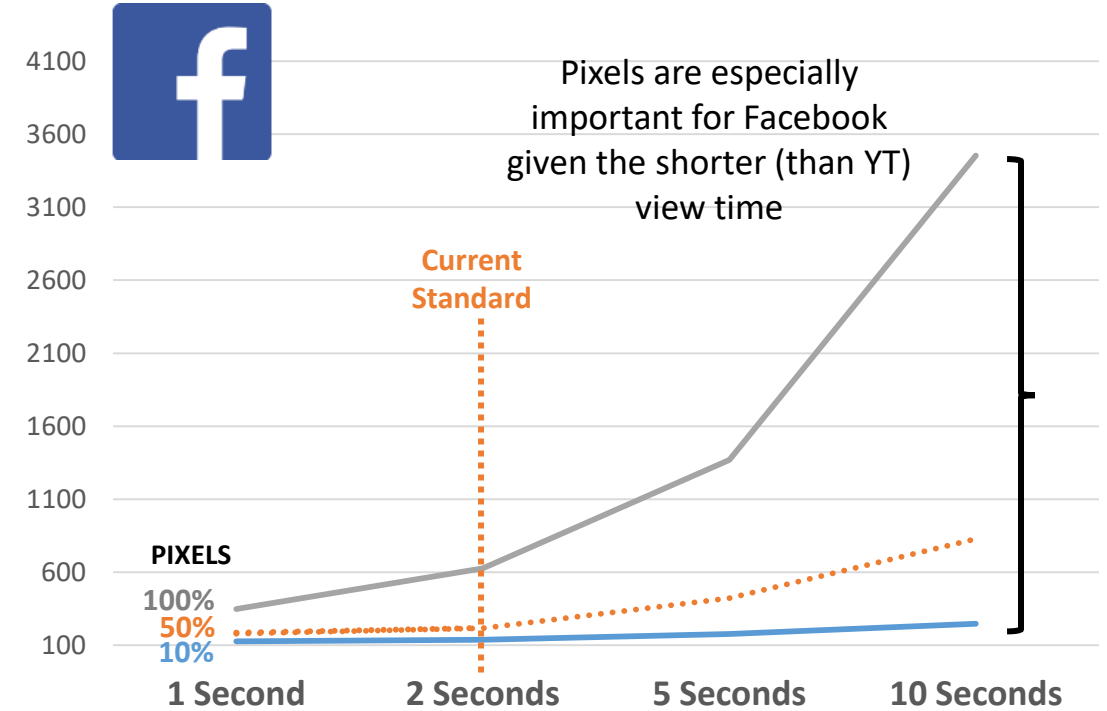
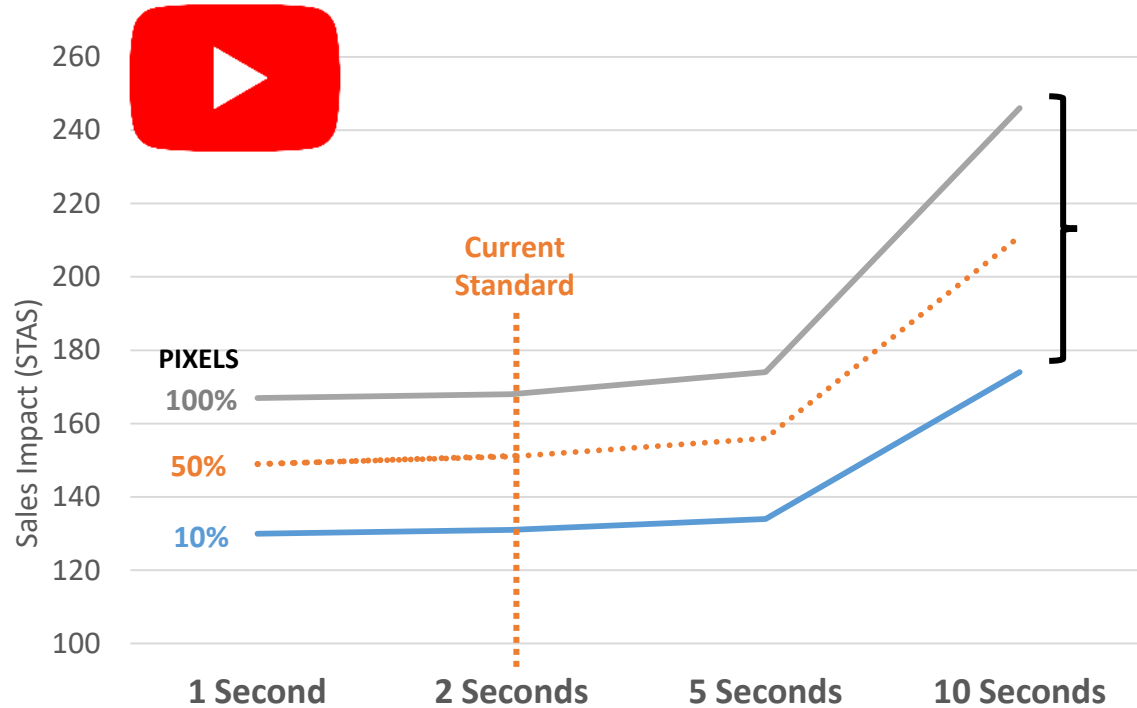
Is 50% enough for **Attention and Sales?**



PIXELS and TIME (and coverage)

We considered relationship
between pixels, time,
attention and sales.

The minimum standard does render an impact, but..



There is material uplift in sales above 50% pixels and 2 seconds
Pixels matter more. 100% pixels always 2x impact over 50%, regardless of time

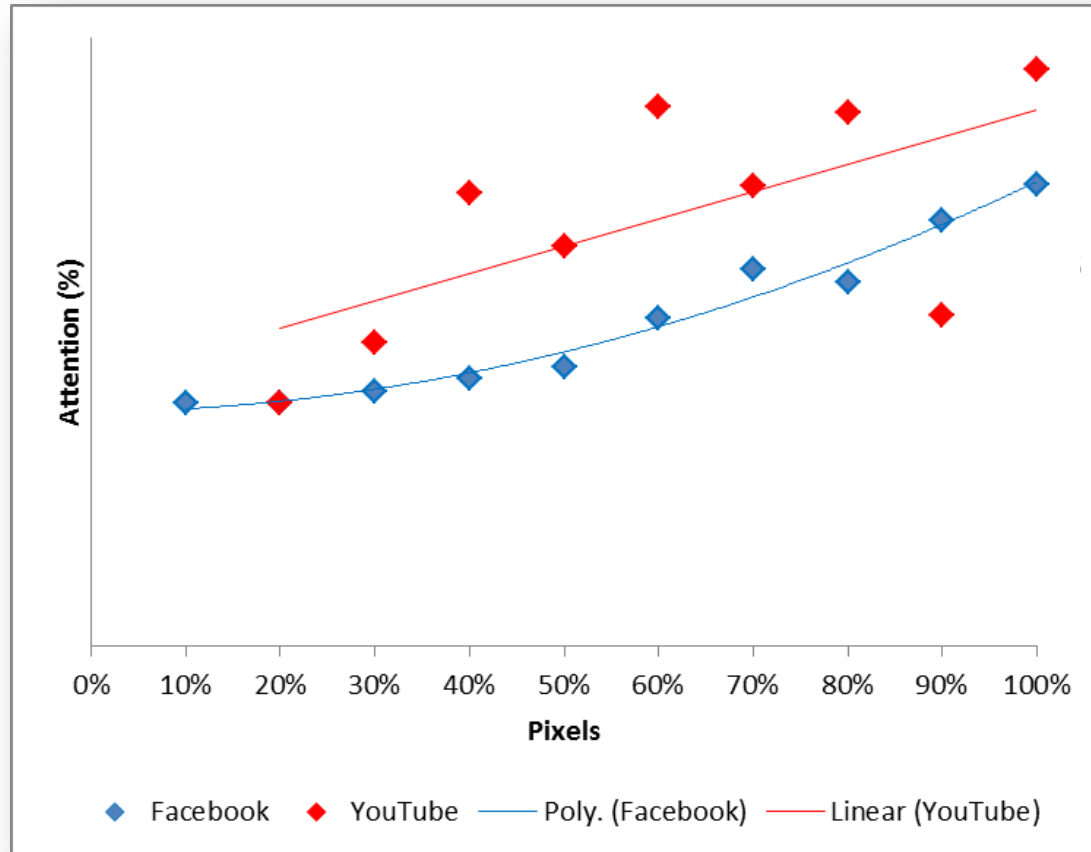
“

**We Know There is
Performance Upside Beyond
the Current Standard.**

And brand owners should fight
for pixels over time.

”

No surprises pixels matter, to attention also.



Attention increases with pixels (like coverage).

So anything below 100% means diminished attention (and sales).

PLUS as pixels approach their limit of possibility, coverage becomes more vital.



100% pixels playing full screen, has a greater impact than 100% pixels covering a smaller proportion of the screen.

“

Not all reach is equal.
Reaching more people with lower
visibility is a false economy.

***THIS IS WHY TV DRIVES
THE MOST IMPACT.***

”

**What other TV PROGRAMMING
NUANCES did we test?**

Does ad volume impact sales i.e.
CLUTTER in the break?

Experimented WITHIN TV reducing ads in breaks

	Product Choice Uplift (STAS) on normal levels	Avg. Attention Score Uplift on normal levels
ONE SINGLE ad per Ad Pod	20%	11%

- But how financially sustainable is one ad per pod?
- Plus people learn how to consume/view, so over time even one ad per pod may not cut through.

BUT REMEMBER

Even at 'full clutter' TV outperforms FB and YT

Does Brand Integrated in
SPONSORSHIP help?

Test Group 1
Coles 30 second ad



Test Group 2
Coles in Program
Sponsorship

VS



**Sub Group 1 - Simple
Appearance (In background)**

**Sub Group 2 - Brand
Integration (with talent)**

SPONSORSHIP in quality content does have an effect on sales and attention

	STAS Uplift	ATTENTION Uplift	ACTIVE Attention
Sponsorship (Test brand vs Test Brand 30sec)	6%	12%	2X

- Around 2X the active attention than the same test brand 30sec
- When talent interacts with the brand, attention score 8points higher than the already overall uplift.

CAVEAT – A conservative estimate due to the need for controls.



But ALL roads lead back to being seen!





Programing nuances
help but **VISIBILITY** is
KING

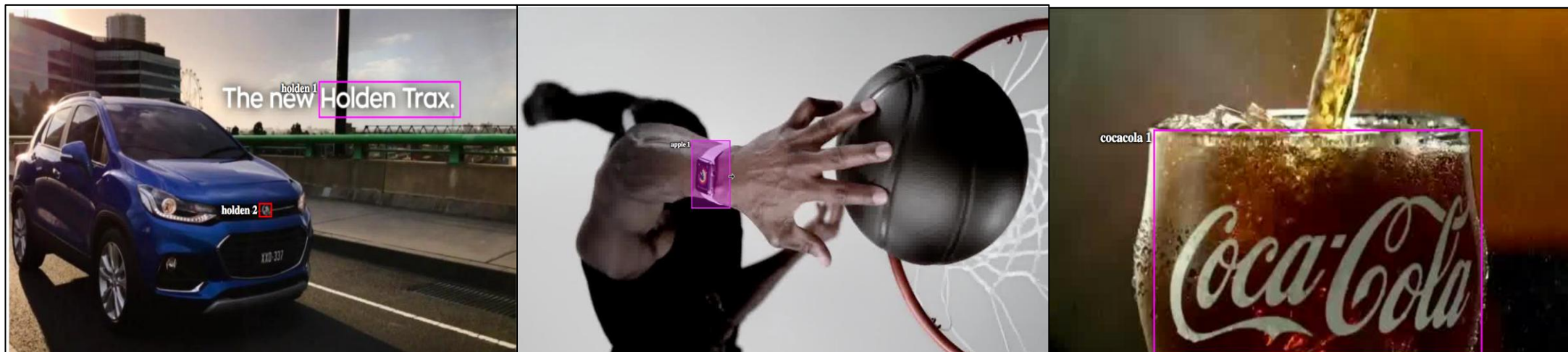
**2/3^{rds} Impact
on Sales**

FüN

FACTS

On Content Characteristics, Beyond Programming

Can ABSOLUTE BRAND SIZE contribute to ad impact?



Object detection software to collect:

- Metric 1:** Brand Frequency - # sec with visual brand appearance.
- Metric 2:** Entry Timing – first brand appearance.
- Metric 3:** Brand Prominence - average size of the brand within the ad.

BRAND PROMINENCE does matter

	Higher vs Lower Impact Ads (median split)
Brand Prominence	100%
Brand Frequency	96%
Brand Entry Timing (when in first 2 sec)	25%

The Higher Performing Ads:

- showed the brand at twice the size
- showed the brand almost twice as often
- 25% more likely to display the brand early



NO SURPRISES HERE

All linked to Visibility

Bigger ads work better

Brand early before switch off/scroll out



BUT NEVER FEAR

Overt branding does
not negatively
impact attention.

(or on-sharing or emotional pull
for that matter)



GOOD BRANDING

Instantaneous recognition.

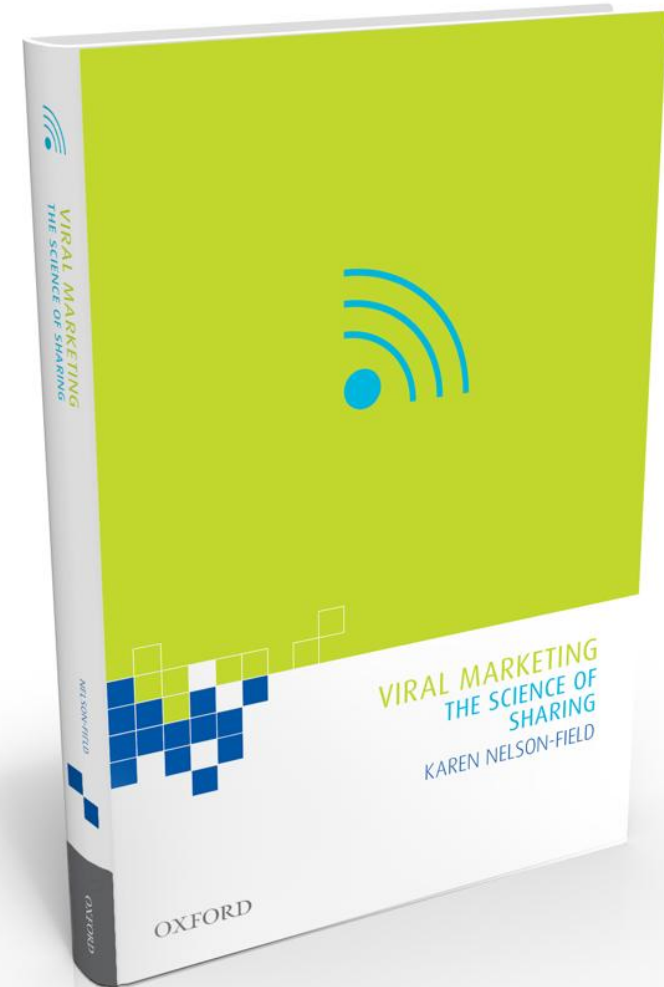
BAD BRANDING

Misattributed to competitor
(thanks to Double Jeopardy)



Does emotional advertising drive more impact?

2013 Oxford University Press
Viral Marketing:
The Science of Sharing



CREATIVE QUALITY based on literature

Strong emotion drives **forwarding of emails** (Berger and Milkman 2012).

Longer life span of 'memes' (Bell and Sternberg 2001).

Emotions are a driver of **brand favourability** (Heath 2009).

Greater **concentrated attention** (Teixeira, et al. 2011).



‘Social Sharing’

The extent to which we share life events with others is directly related to the emotional intensity of the life event.

(Rimé et al 1992, 1998. European Review of Social Psychology)

Positive

High Arousal (HaP)

Hilarity

Inspiration

Astonishment

Exhilaration

Low Arousal (LaP)

Amusement

Calmness

Surprise

Happiness

Negative

High Arousal (HaN)

Disgust

Sadness

Shock

Anger

Low Arousal (LaN)

Discomfort

Boredom

Irritation

Frustration

2013 WORK



Ha content is shared twice as much
as La content

HaP shared the most

Valence plays a role, but to a much
lesser extent

2017 - High Arousal drives attention (+16%) and sales (+30%), although they are far less typical.

	Low Arousal		High Arousal	
	STAS	Attention	STAS	Attention
Any Valence	128	50	167	58
Total Incidence	78%		22%	

- However media placement drives more attention than the nature of the content itself (emotional pull)



Emotions only account for a **SMALL AMOUNT OF VARIATION** in attention, sales (and Sharing).

Low emotion ads will still gain more ATTENTION/SALES (and shares) when distributed on **MORE VISIBLE PLATFORMS** than a highly emotional ad that can barely be seen.

IN SUMMARY

**Good Advertising Deserves Media That Fosters
Visibility and Drives Return**



TV does this better than its competitors.

WHAT IS NEXT FOR THIS STUDY?

REPLICATE/REPEAT ON MOBILE

SYNERGY EFFECTS

LONG TERM MEMORY

AUDIENCE QUALITY

USER GENERATED MID ROLL

6 SECOND ADS