

CENTRE FOR AMPLIFIED INTELLIGENCE
Marketing Intelligence, Amplified By Technology


**Professor Karen Nelson-
Field**



**PhD Trained
Marketing Researchers**

+

**Computer Science
Engineers**

A robotic hand with a beige and blue color scheme is shown holding a tablet. The tablet's screen is a solid 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

BRW. **Forbes** **TIME**

Bloomberg Businessweek  

THE NEW REPUBLIC **FINANCIAL REVIEW**

BUSINESS INSIDER **eWallstreet** **REELSEO**

THE DUMMIES **AdvertisingAge.** **Mashable**

FOX BUSINESS **PC MAGAZINE** **MediaPost** 

PHYS ORG **The Telegraph**  **ADVERTISING RESEARCH FOUNDATION**

Key Note For

CANNES LIONS
INTERNATIONAL FESTIVAL OF CREATIVITY 

 **Festival of Media GLOBAL**

ADWEEK

 **RE:THINK**
The Advertising Research Foundation

THE CMO CLUB
"The World's Best CMO Conversations"

TEDx
Google

Karen's work integrated into

UCLA
University of California, Los Angeles

 **NEW YORK UNIVERSITY**

 **UNIVERSITY OF CAMBRIDGE**

 **UNIVERSITY OF OXFORD**

 **CITY UNIVERSITY LONDON**

 **Wharton**
UNIVERSITY of PENNSYLVANIA

Commissioned By



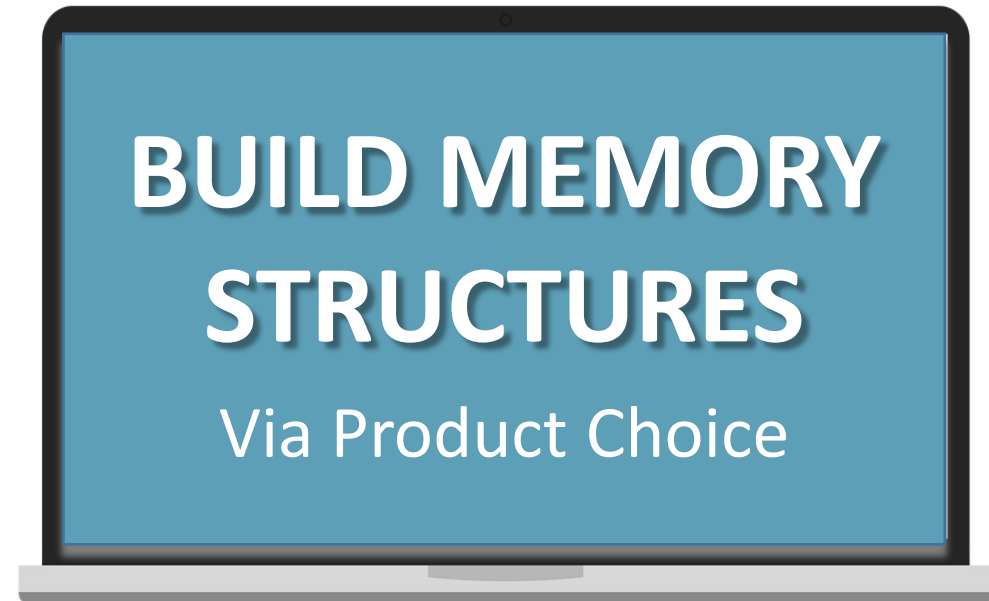
Trusted By



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



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

”

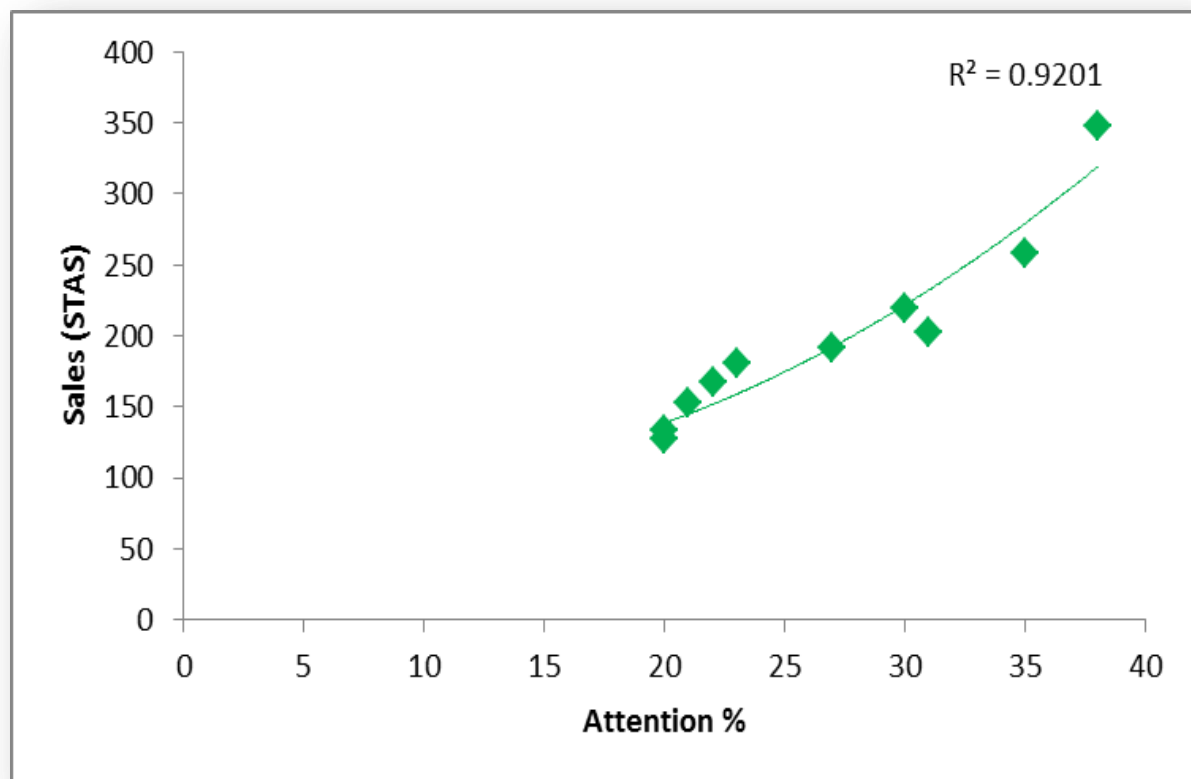
Which platform commands the most
ATTENTION

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.

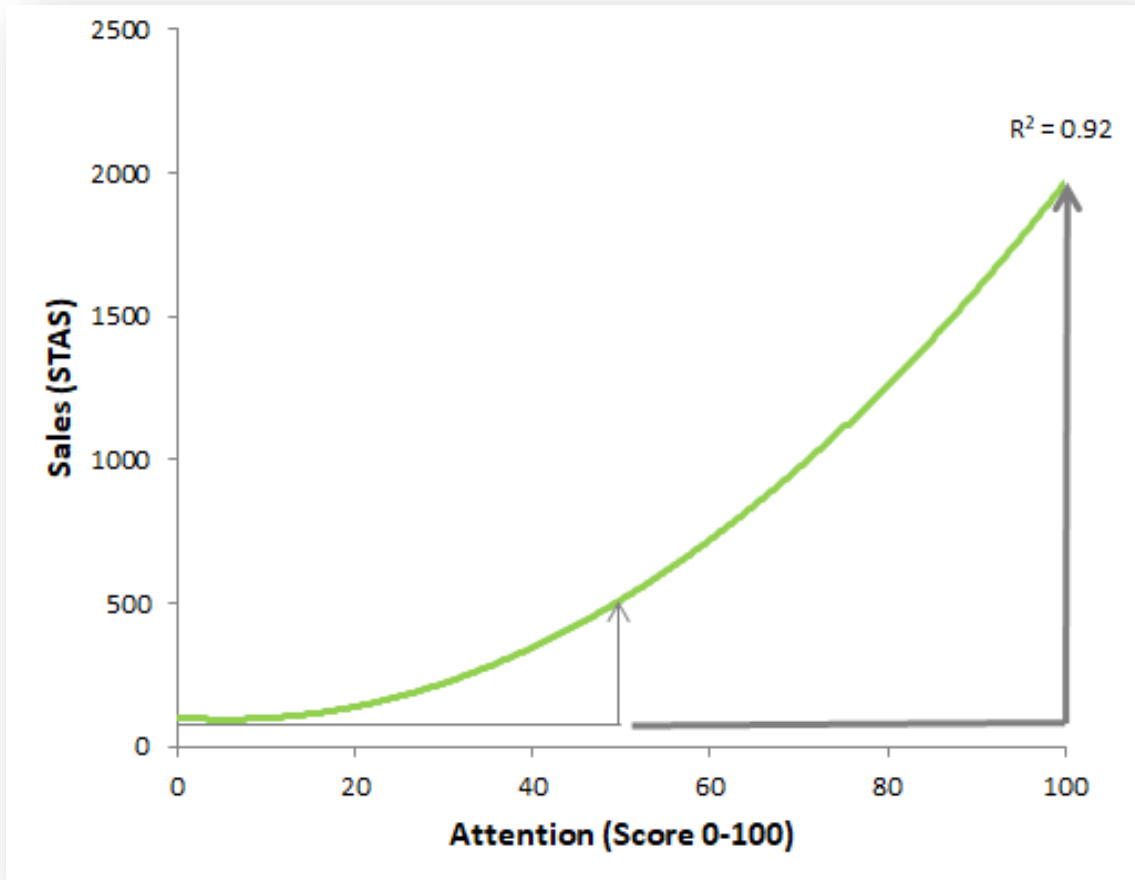
They are right - our two measures of impact are very closely related - ATTENTION & PRODUCT CHOICE



Consistent across ALL sets of data (8)

Sig. sameness renders greater predictive value.

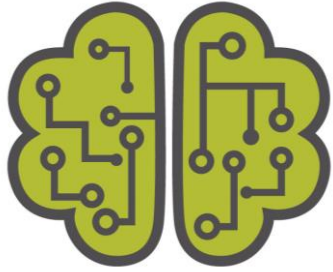
Proof that not all ATTENTION is equal



Relationship between
ATTENTION SCORE and Sales
Impact

Generalised across 8 SoD

Attention is a suitable proxy!
(see WARC Jan 2017)



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

Mechanism for reporting SALES impact - STAS




	Not Exposed	Exposed
Did Buy	36%	42%
Did NOT Buy	64%	58%
Total	100%	100%
STAS	$42/36 * 100 = 117$	

Gold Standard Measure of Short Term Ad Impact

Did Buy and Exposed /
Did Buy and Not Exposed

CAVEAT - Our focus is SHORT TERM, but there is a case for long term in building memory structures.

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.

”

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

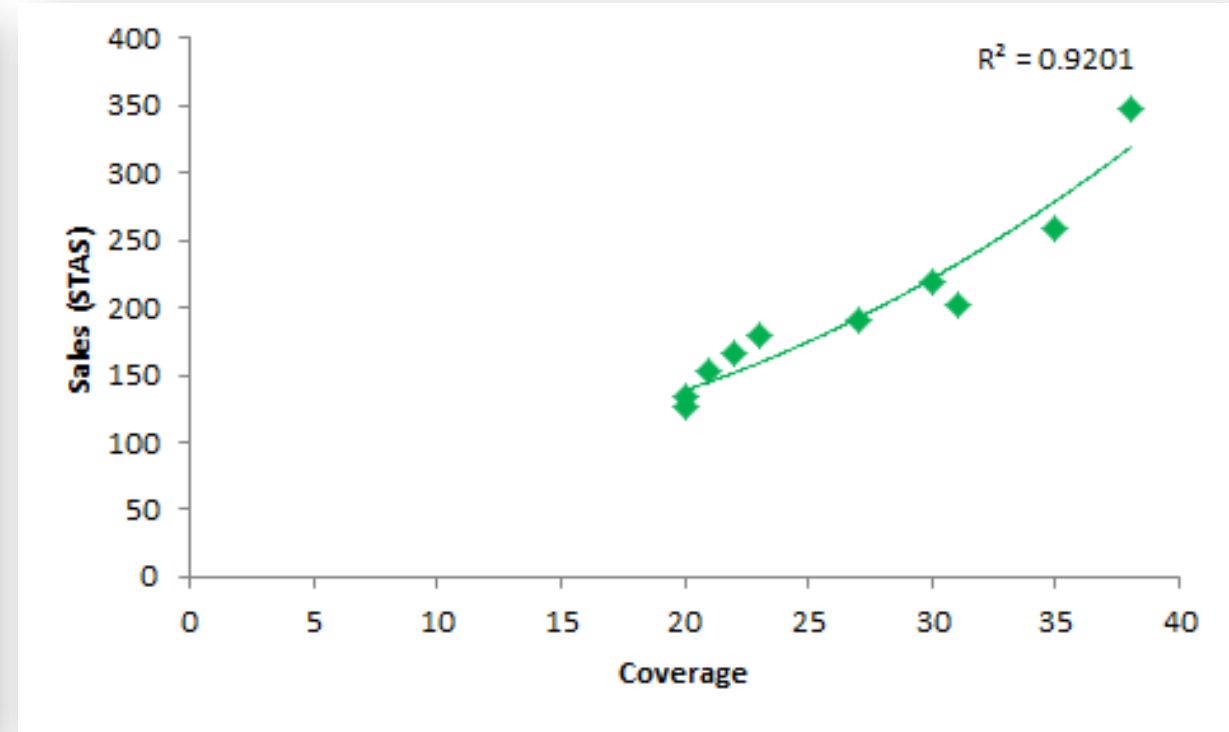
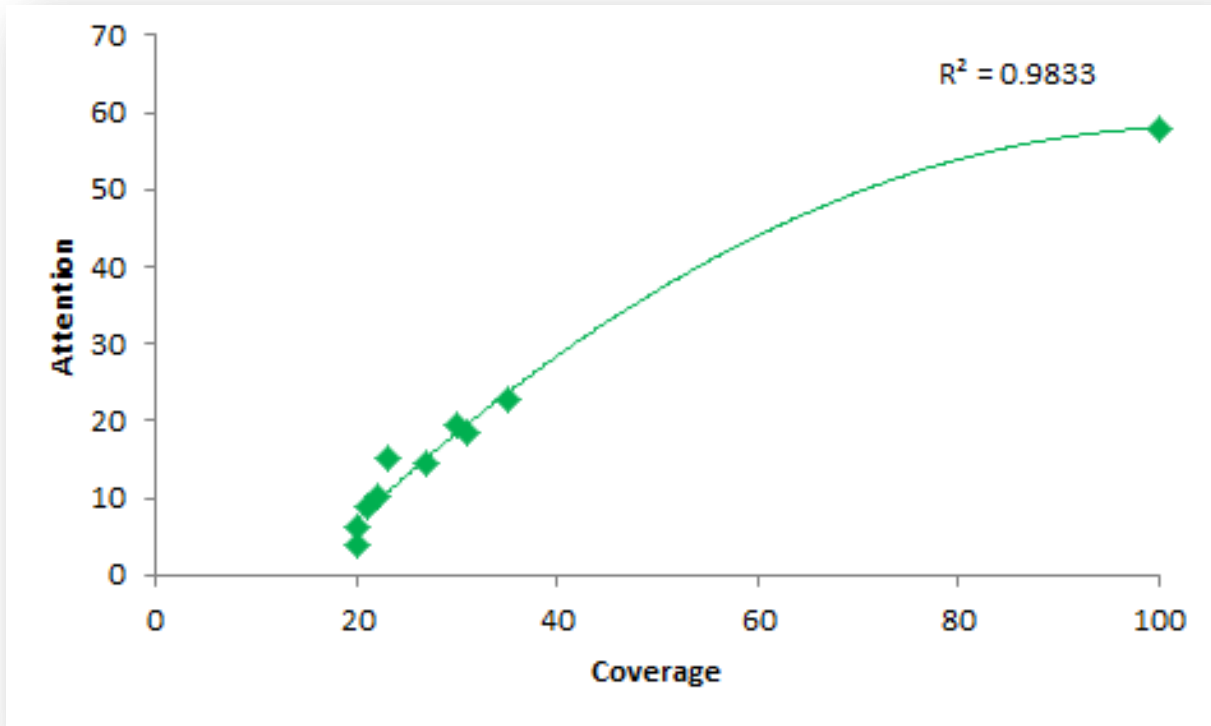
How does **COVERAGE**, an artefact of clutter, impact **ATTENTION**?

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?



Viewability Standard

50% PIXELS and
2 CONTINUOUS SECONDS OF TIME
(in that order)

LOTS OF CHATTER ON **VIEWABILITY**

But what about the **Brand Owner?**

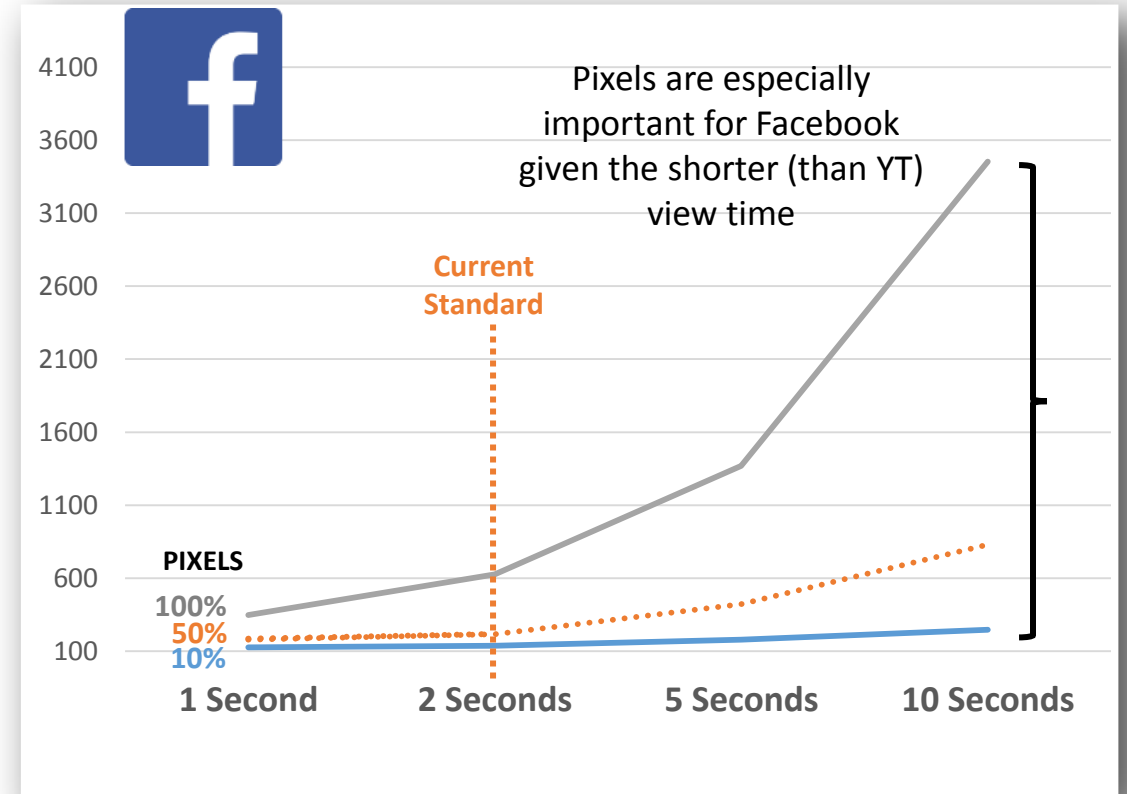
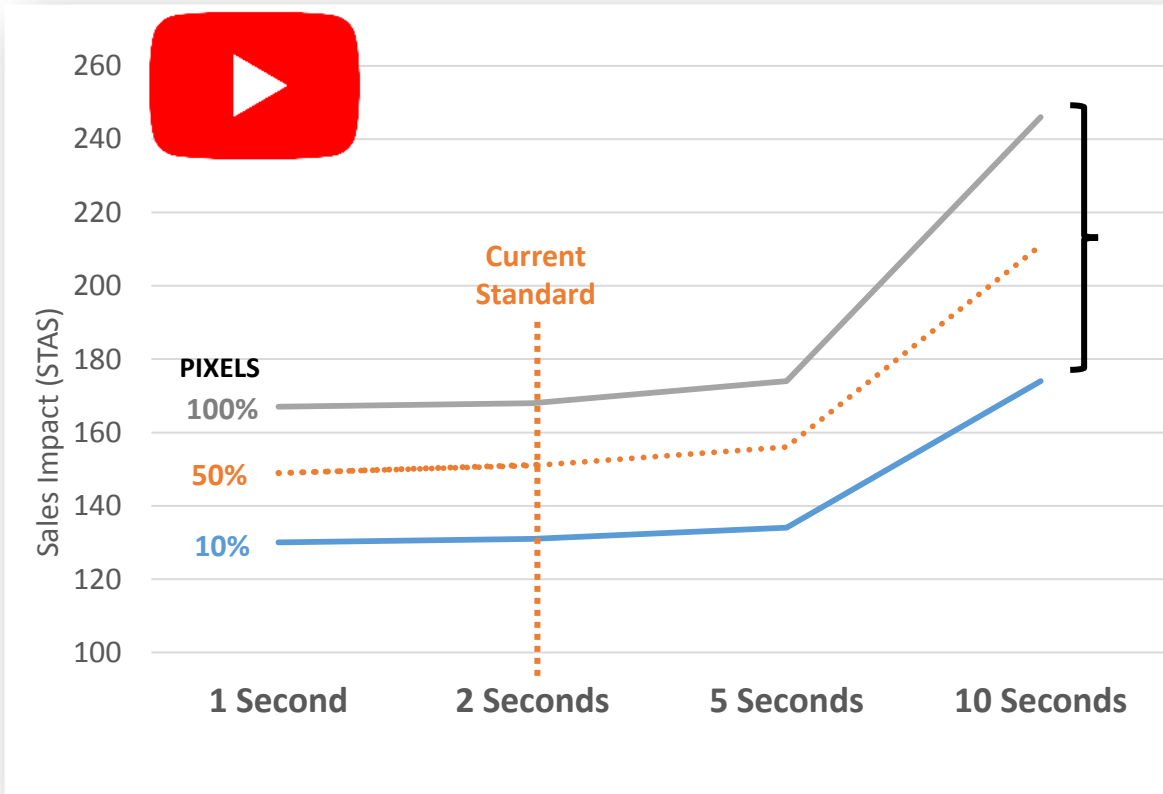
Is 50% enough for **Attention and Sales?**



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

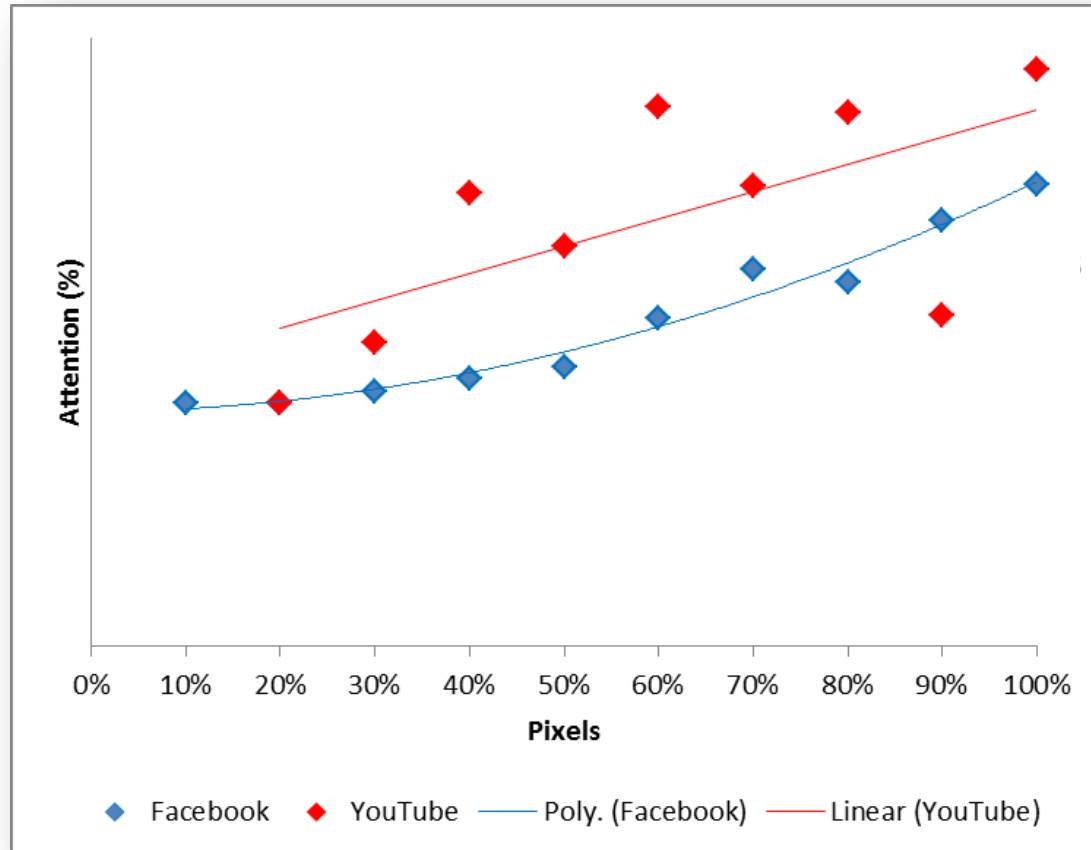
“

**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.

”

Other TV PROGRAMMING NUANCES we tested.

SPONSORSHIP in quality programming improves attention and sales.

Some **DAYPARTS** perform better than others, but **ALL** broadcast content has a greater sales impact than other platforms.

SHEER VOLUME of advertising in pod makes a difference.....**BUT**



But ALL roads lead back to being seen!





Programing nuances
help but **VISIBILITY** is
KING

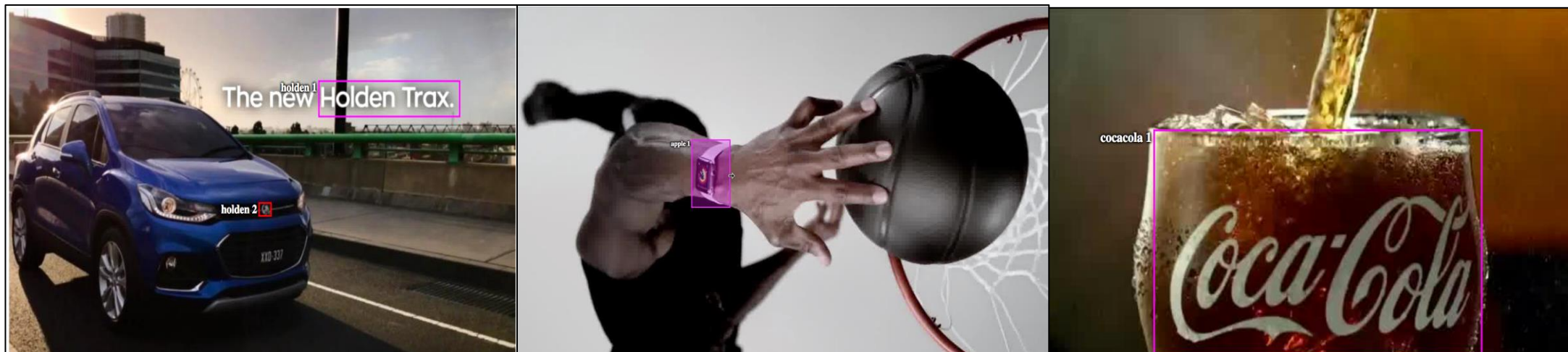
**2/3^{rds} Impact
on Sales**

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)

Although advertisers are scared to make the brand the star – particularly online video.

Measure	Videos (28-30 secs)	Television (30 secs)
Visual Frequency (average # shown)	2	4
Early presence (% where brand in first third)	37%	59%

- **Advertising Content is generally poorly branded**
- TV ads visually expose the viewer to the brand twice as often as online videos do.
- Around 1/3 videos show the brand early, which compares to 2/3rds for TV.



GOOD BRANDING

Instantaneous recognition.

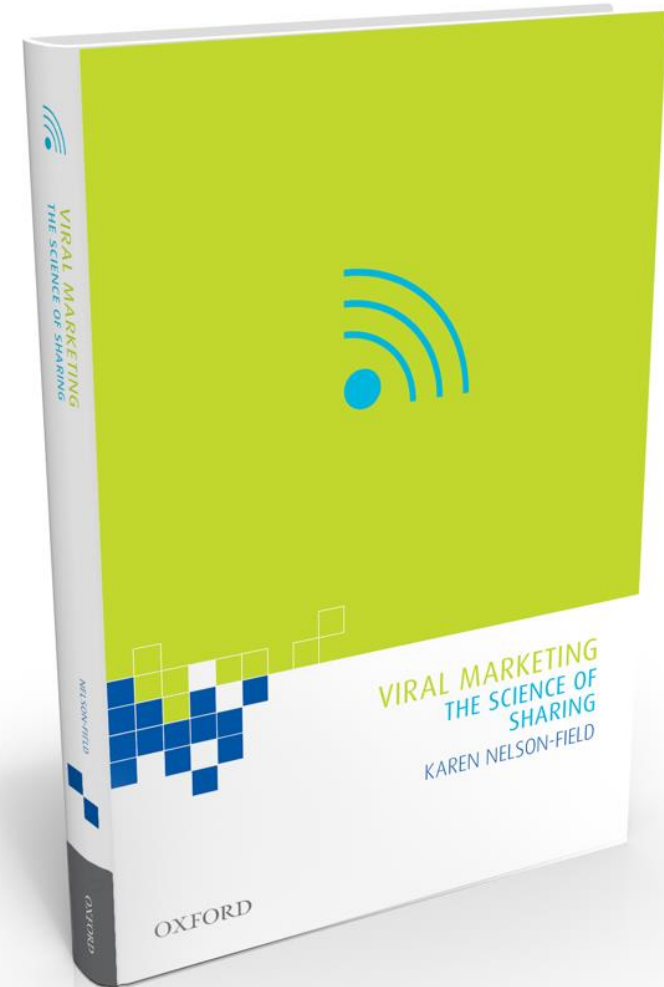
BAD BRANDING

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



**It's time to get the conversation started and
re-establish the baseline for ALL video platforms.**