



WHAT DRIVES ENGAGEMENT AND RECALL IN AD DELIVERY?

PLATFORM EVALUATION II



MEDIA CONSUMPTION & ENGAGEMENT COMMITTEE: PLATFORM EVALUATION

JOSEPH
ABRUZZO

JOANNE
BURNS

MARIA
CARABALLO

LIZZIE
CASEY

DOUG
PEIFFER

DIAHANNA
POST

CERIL
SHAGRIN

JASPER
SNYDER

TOM
ZIANGAS

RICHARD
ZACKON

2015 VS. 2016 RESEARCH

In 2015 we learned that TV screen viewers:

- > Have a much more positive viewing experience than those using other platforms (PC, Tablet, and Smartphones)
- > Are most likely to **pay attention to ads**
- > Are most successful at **recalling brands**

In 2016 we set out to ...

- > Measure the impact of **ad delivery alternatives** on engagement and recall
- > Identify the **strongest drivers** of ad engagement
- > Explore **optimal ad delivery strategies** for each platform



RESEARCH CONDUCTED IN 3 PHASES

1. Recruit

- Online survey to recruit TV viewers ages 16-54
- Participants assigned to one of 42 scenarios, based on combination of show, past viewership, platform, and ad delivery approach






2. Watch

- Viewers watched assigned show on assigned platform
- Ad delivery alternatives tested:
 - **Ad load** (full, moderate, light)
 - **Ad placement** (pre-roll, no pre-roll)
 - **Ad repetition** (none, one, multiple)
 - **Fast forward** (enabled, disabled)
 - **Countdown clock during ads** (present, not present)

3. Follow-Up

- Participants responded to second online survey, measuring engagement and recall, within day of viewing

We interviewed over 2,400 viewers, divided across platform and content type

	 Live TV	 VOD (STB)	 Computer	 Tablet	 Phone	TOTAL
BONES	129	170	171	180	164	814
BIG BANG THEORY	107	201	178	169	170	825
ST. CROIX (short form)	N/A	N/A	280	267	273	820
	236	371	629	616	607	2,459



DETAILED FINDINGS

2016 Study Results

FLOW OF FINDINGS

- > Platform evaluation (Study I confirmed)
- > Five ad delivery approaches – effectiveness
 - **Ad load** (full, moderate, light)
 - **Ad placement** (pre-roll, no pre-roll)
 - **Ad repetition** (none, one, multiple)
 - **Fast forward** (enabled, disabled)
 - **Countdown clock** (present, not present)
- > Five ad delivery approaches - effectiveness vs sentiment
- > Multivariate analysis of ad delivery, show and platform
- > Other factors: Behaviors during viewing, environment, and demographics
- > Key takeaways & next steps



PLATFORM EVALUATION REVISITED

Reviewing the impact of device with varied ad delivery

BIGGEST SCREEN WINS IN MANY RESPECTS

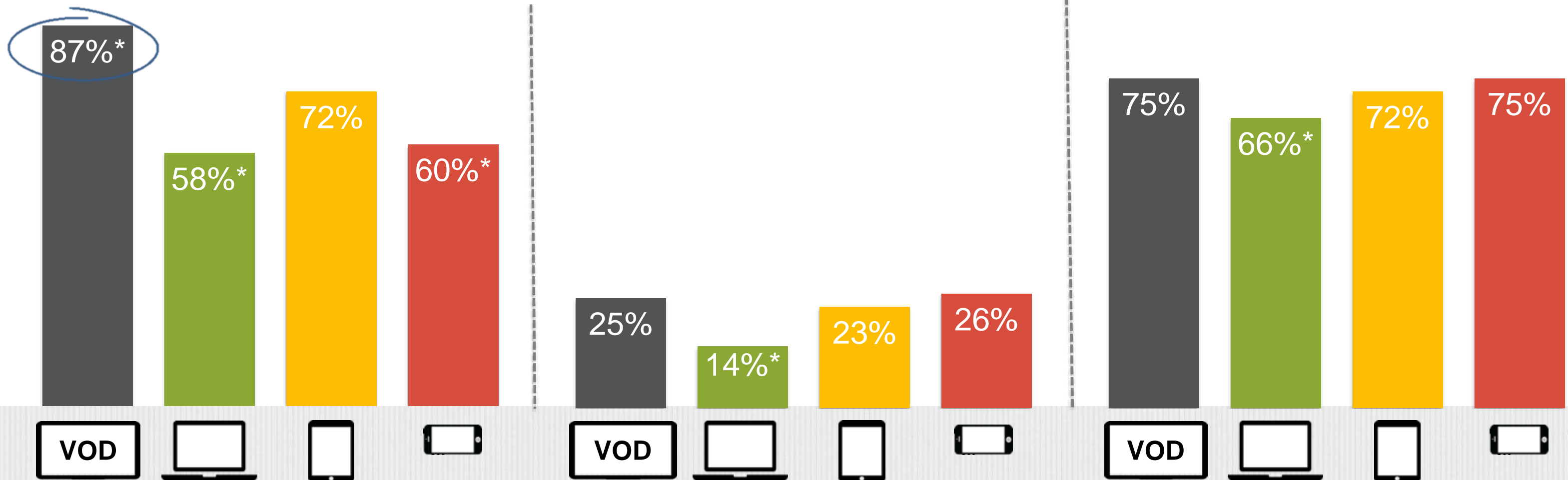
VOD viewers: best overall viewing experience; Computer viewers: lowest overall

HOW DOES PLATFORM AFFECT THE VIEWING EXPERIENCE AND AD ENGAGEMENT?

Viewing Experience (% 8-10)

Attention to Ads (% 8-10)

% Identifying at Least One Brand (Nielsen Brand Effects)



Q3B: And on a scale of 0 to 10, where 0 means very negative and 10 means very positive, how would you rate the experience of watching the episode on a [device]?
 Q5A: Using a 0 to 10 scale, where 0 means no attention and 10 means complete attention, how much attention did you pay to the commercials during the show in general?
 Q5I: What brand was this a commercial for?

*Significantly Different

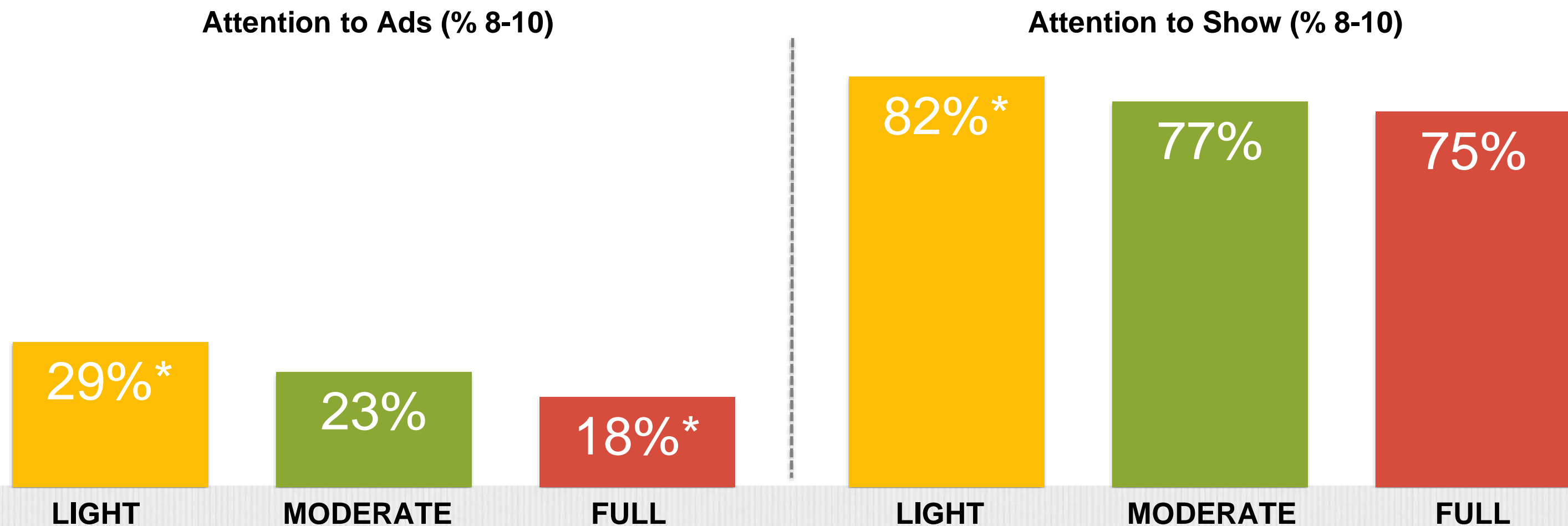


AD LOAD

How ad load influences engagement and attention

INCREASING AD LOAD LEADS TO DECLINES IN ATTENTION

WHAT IS THE EFFECT OF AD LOAD ON ATTENTION TO ADS AND TO THE SHOW ?

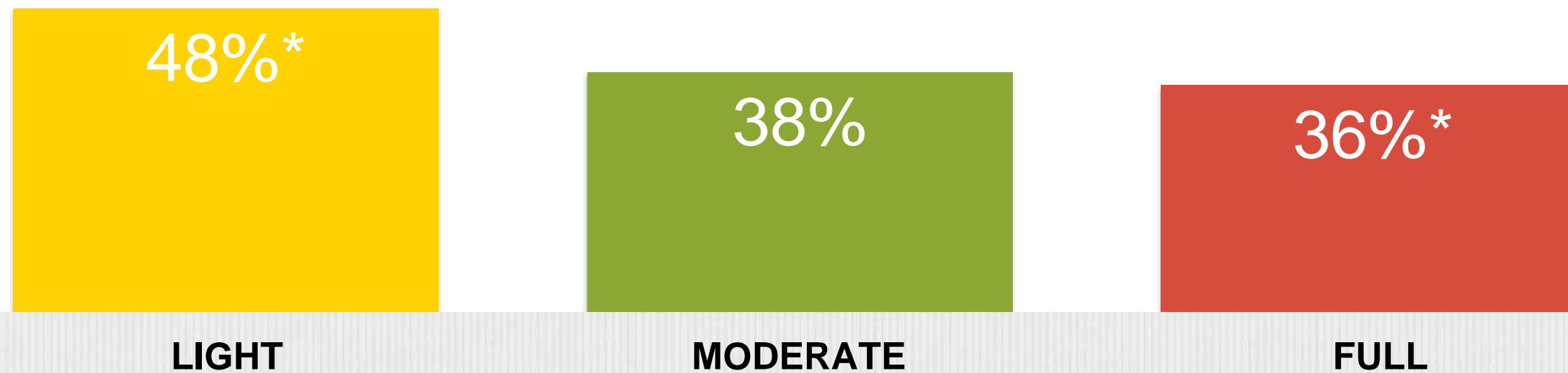


FEWER BRANDS RECALLED AS AD LOAD INCREASES

A light ad load results in a 10 to 12-point increase in brand recall

HOW DOES AD LOAD AFFECT BRAND RECALL?

% of Brands Recalled

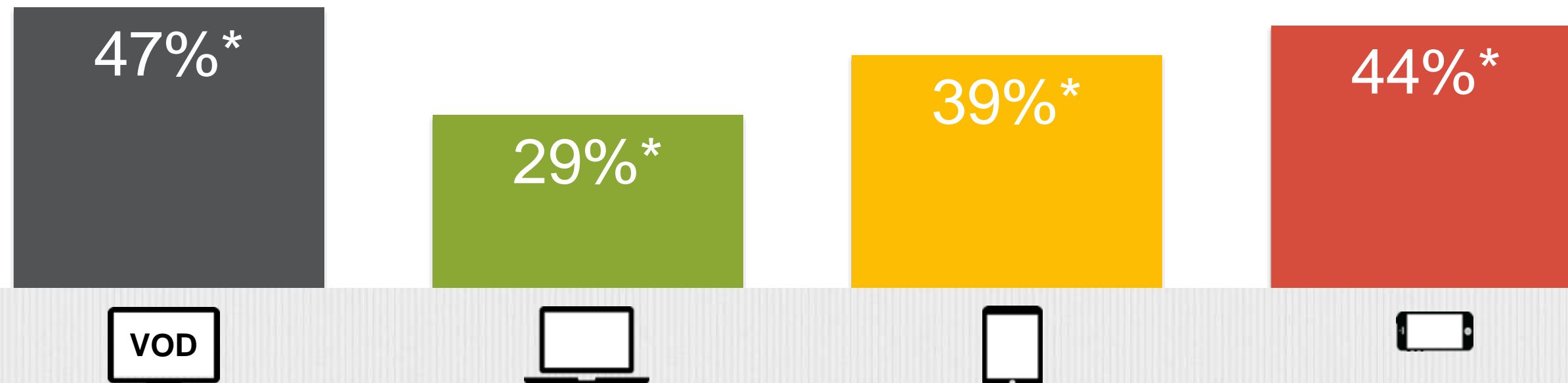


FULL AD LOAD: BRAND RECALL FOR VOD

Recall for computer users is significantly lower than for those using other devices

WHAT ARE THE BEST SCREENS FOR RECALL, WITH A FULL AD LOAD?

% of Brands Recalled



Note: In order to fairly compare platforms, we looked at only those seeing a full ad load, who watched a full-length TV show and took the survey immediately after viewing

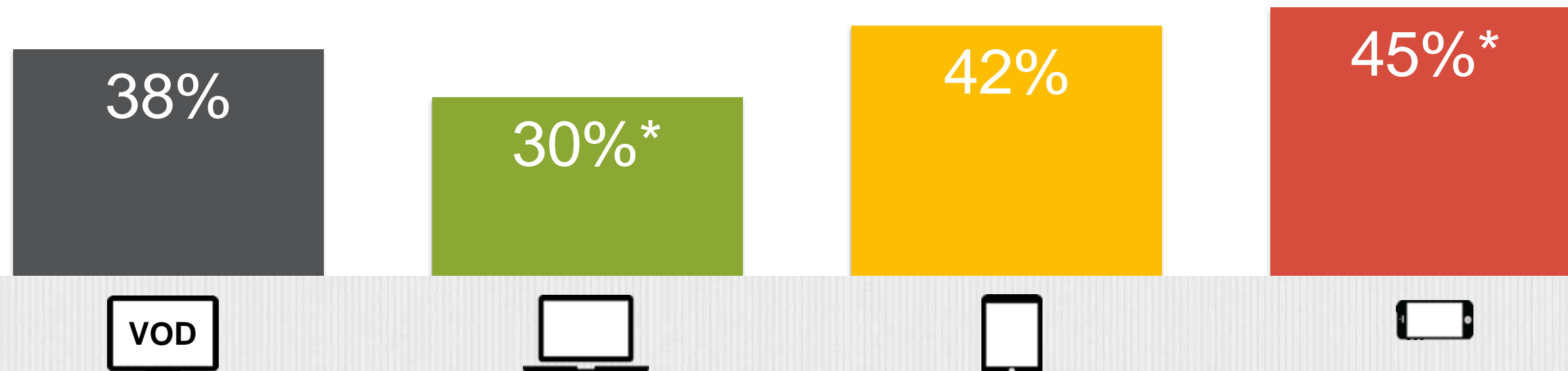
Q5H: To what extent do you recall seeing, or not seeing, commercials for each of the following brands or products, from what you recall?

LIGHTER AD LOAD: PHONE AND TABLET BEST

VOD loses its advantage over smaller screens when load is moderate or light

WHAT ARE THE BEST SCREENS FOR RECALL, WITH LESS THAN A FULL AD LOAD?

% of Brands Recalled (Light/Moderate Ad Load Only)





OTHER AD DELIVERY APPROACHES

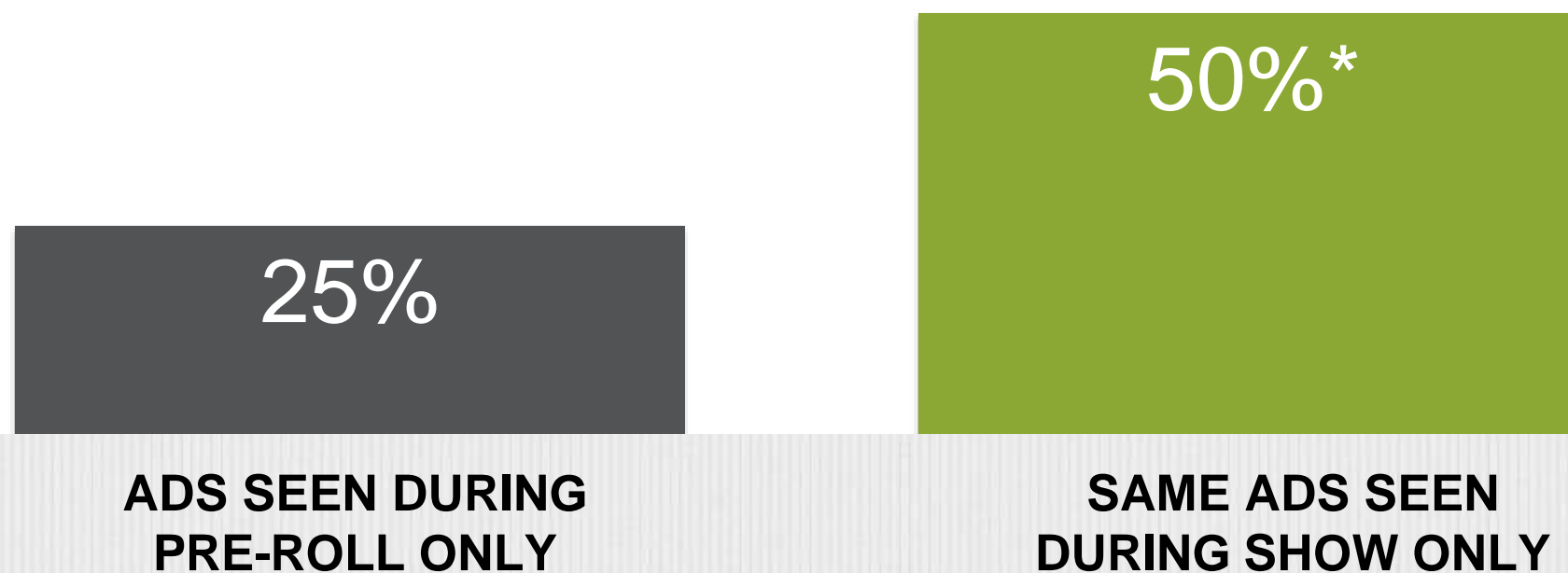
Ad placement, ad repetition, countdown clock, fast forwarding

ADS SHOWN IN PRE-ROLL HAD LOWER RECALL

Viewers were twice as likely to recall specific ads when they ran during the show vs. in pre-roll

HOW DOES PLACING ADS IN PRE-ROLL AFFECT BRAND RECALL?

% of Brands Recalled

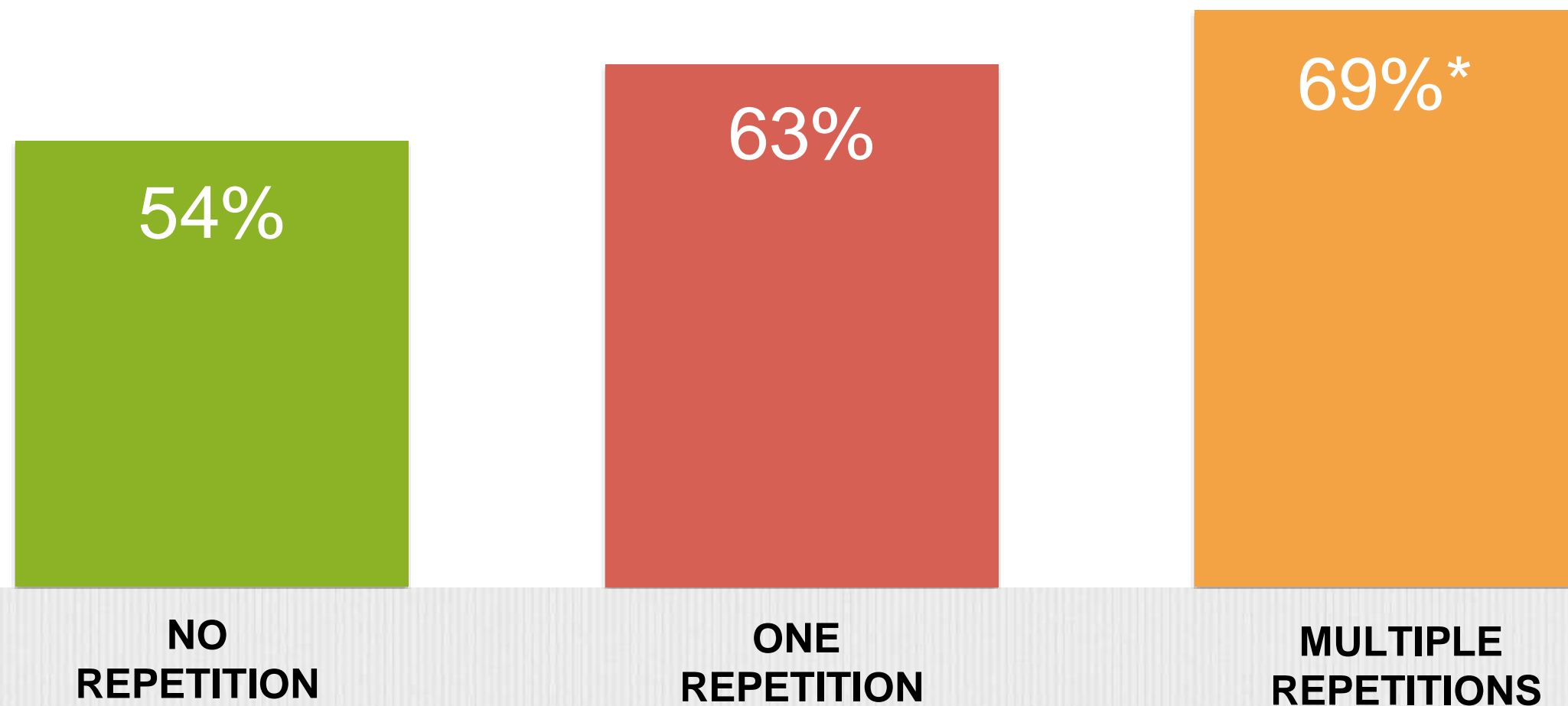


REPEATING AN AD HELPS WITH RECALL

Multiple repetitions have even more impact than a single repetition

HOW DOES AD REPETITION INFLUENCE BRAND IDENTIFICATION?

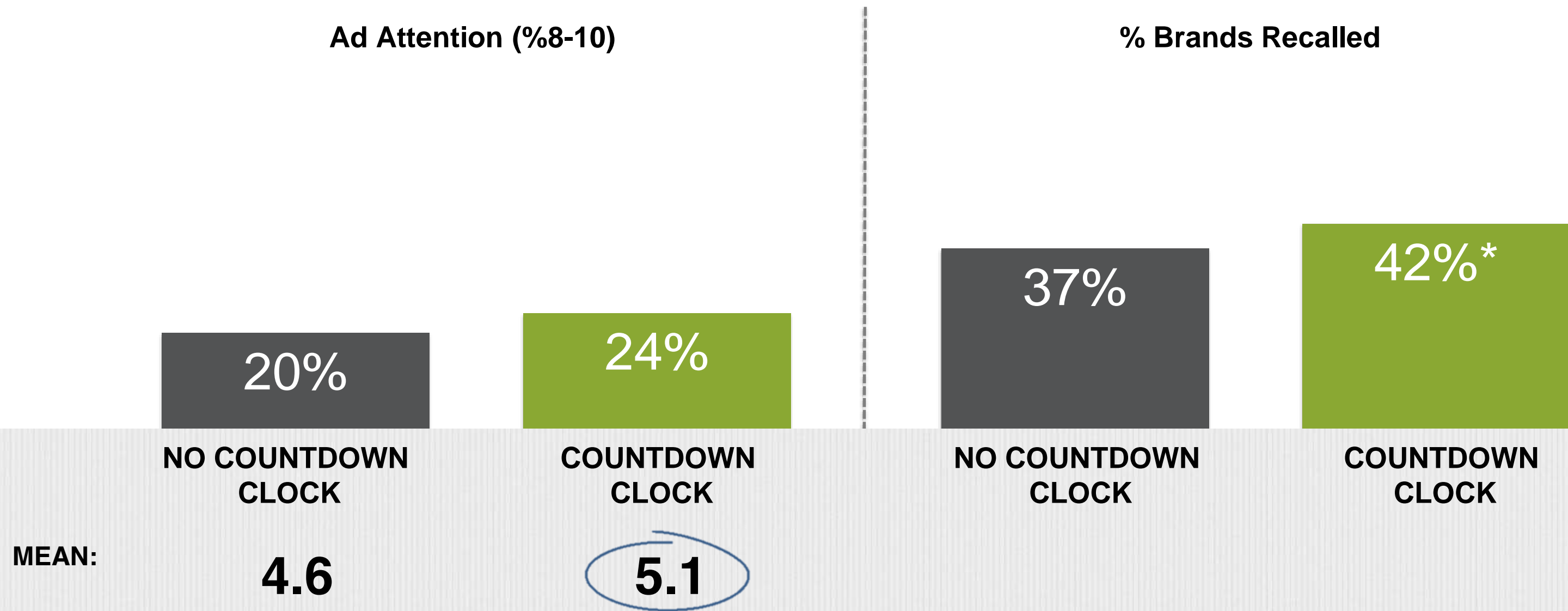
% Identifying Brand of Ad That Was Repeated



COUNTDOWN CLOCK BOOSTS ATTENTION AND RECALL

Mean scores for attention also significantly increase

DOES HAVING A COUNTDOWN CLOCK AFFECT AD ATTENTION AND BRAND RECALL?



Q5A: Using a 0 to 10 scale, where 0 means no attention and 10 means complete attention, how much attention did you pay to the commercials during the show in general?
 Q5H: To what extent do you recall seeing, or not seeing, commercials for each of the following brands or products, from what you recall?

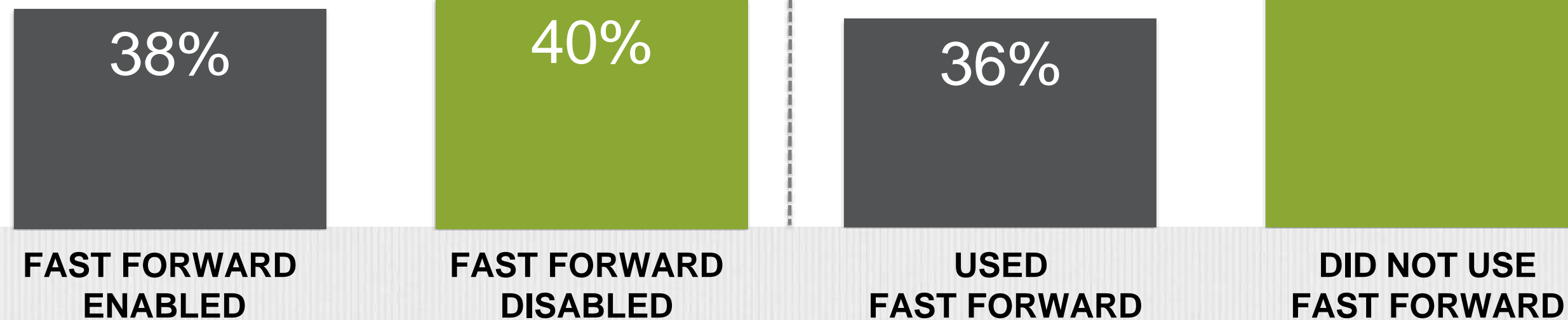
USE OF FAST FORWARD NEGATIVELY IMPACTS RECALL

Fast Forward option had no impact

HOW DOES HAVING THE ABILITY TO FAST FORWARD IMPACT BRAND RECALL?

% Brands Recalled (by fast forward option)

% Brands Recalled (by fast forward usage)



AD DELIVERY – BRAND RECALL IMPACT

HIGHLIGHTS



HELPS

- **Ad Load** (Light)
- **Ad Frequency** (Multiple)
- **Countdown Clock** (Present)



HURTS

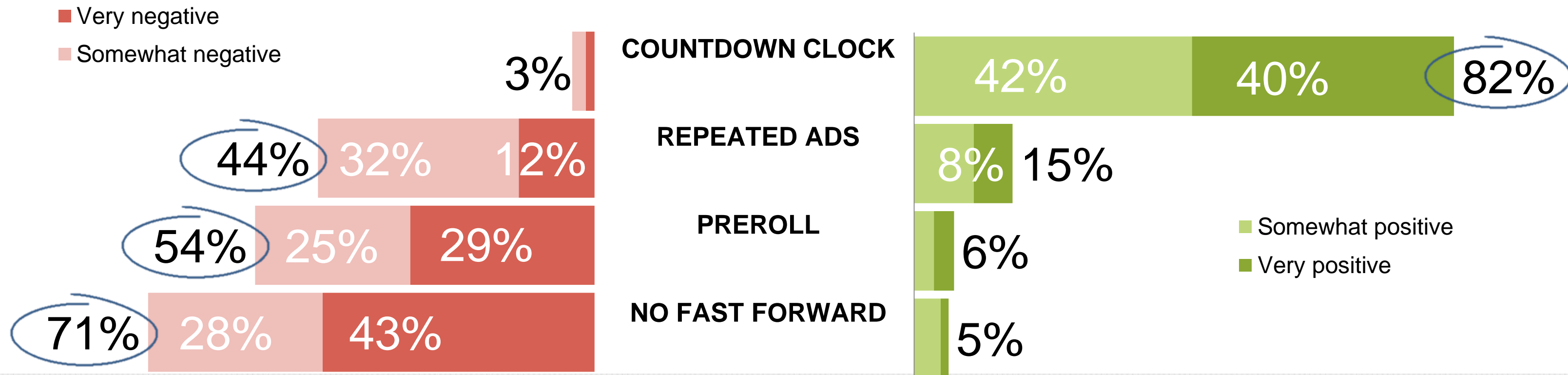
- **Ad Placement** (Pre-Roll)
- **Fast Forward** (Enabled and Used)

COUNTDOWN CLOCK HELPS RECALL; VIEWERS LIKE IT

Pre-roll has lower recall and viewers dislike it

HOW DID PARTICIPANTS RESPOND TO AD FEATURES?

% Responding Positively or Negatively (among those noticing feature)





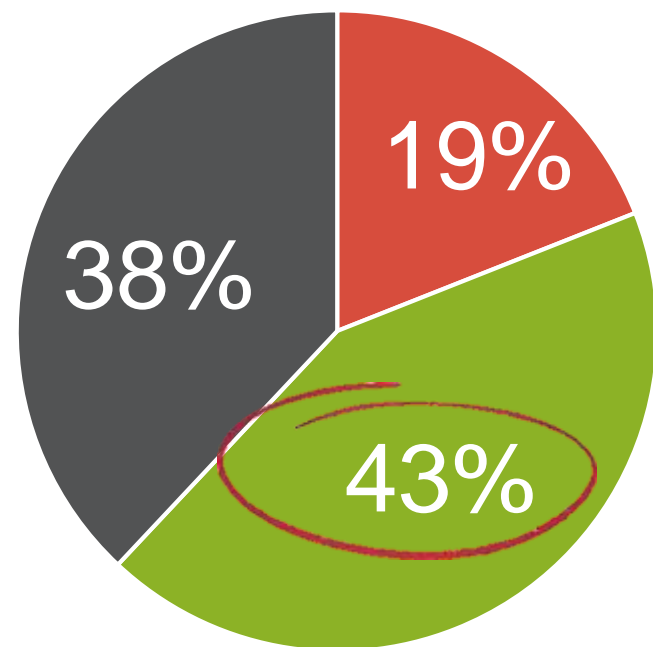
DRIVERS OF EXPERIENCE AND BRAND RECALL

Multivariate analysis of ad delivery, show and platform

PLATFORM DRIVES VIEWING EXPERIENCE; AD DELIVERY DRIVES BRAND RECALL

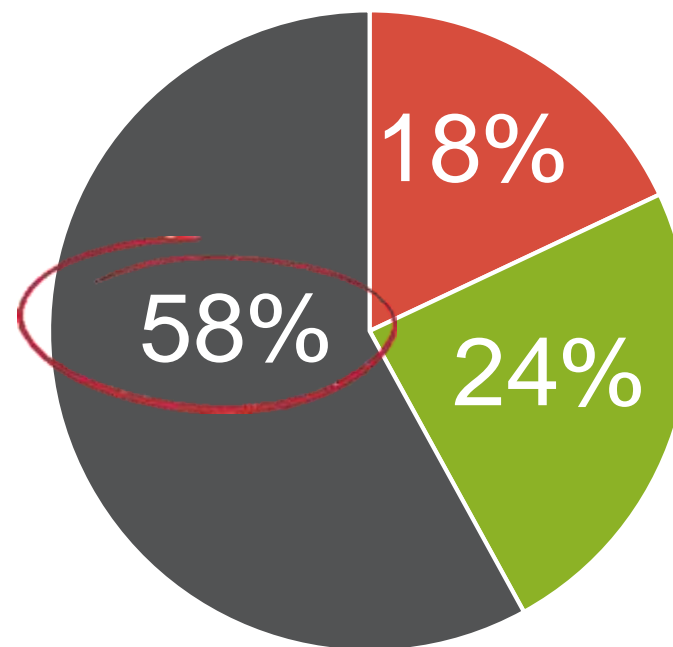
WHAT IS THE RELATIVE EFFECT OF AD DELIVERY, SHOW AND PLATFORM ON AD ENGAGEMENT?

Viewing Experience



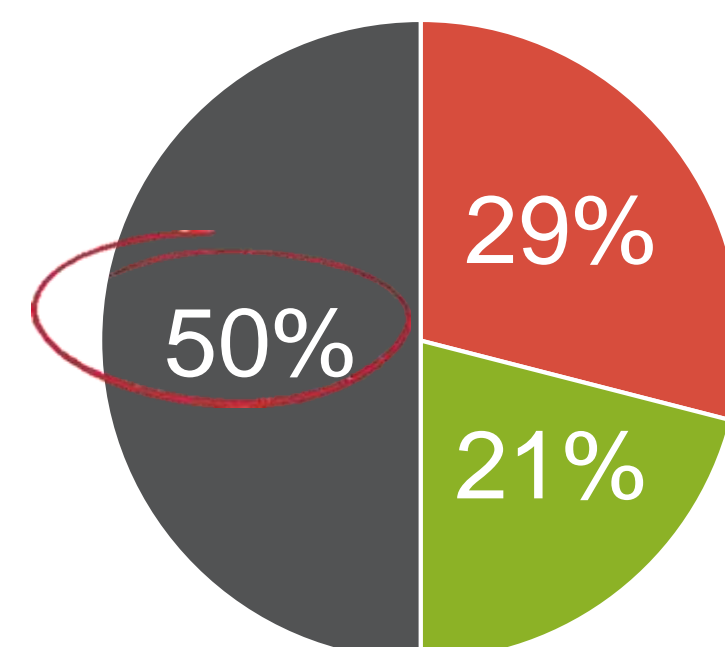
40%

Brand Recall



23%

Brand ID (Nielsen Brand Effects)



35%

% of total variance explained

AD DELIVERY

SHOW

PLATFORM



Note: Results were obtained through multivariate modeling procedures. Numbers represent the relative importance of each attribute and add up to 100%

Q3B: And on a scale of 0 to 10, where 0 means very negative and 10 means very positive, how would you rate the experience of watching the episode on a [device]?

Q5H: To what extent do you recall seeing, or not seeing, commercials for each of the following brands or products, from what you recall?



OTHER FACTORS

Behaviors during viewing, environment, and demographics

MEASURES ANALYZED

Platform

- VOD
- Computer
- Tablet
- Phone

Ad Delivery

- Ad Load
- Ad Repetition
- Pre-roll vs. no pre-roll

Video

- Screen size
- HD vs. SD

Setting

- At home vs. out
- Room
- Physical position

With Whom

- # of people in the room
- # of co-viewers

Multi-tasking

- Conversational
- Digital
- Work
- Non-verbal

State of Mind

- Present
- Stressed
- Fatigued
- Distracted

Features Used

- Fast forward
- Countdown clock

Role of TV

- Hours per week
- Importance of TV

Tech Comfort

- Device Experience
- Overall tech adoption

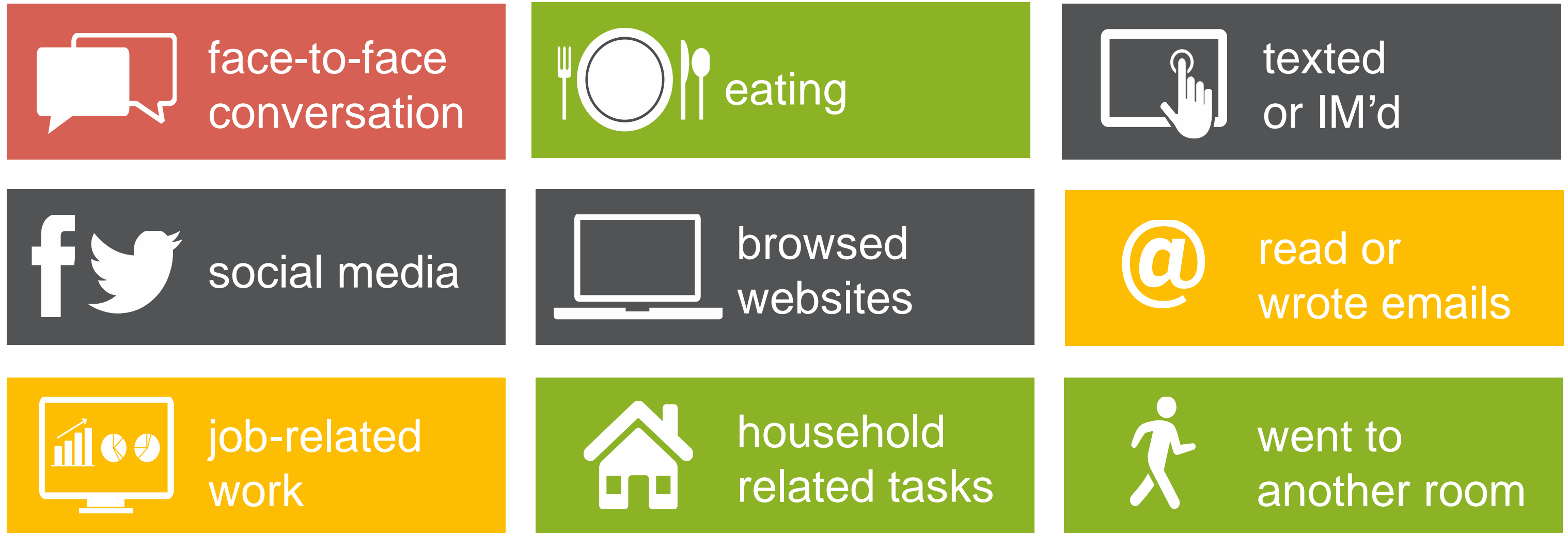
Ad Relevancy

- Brand usage

Demos

- Gender
- Age
- Ethnicity
- Education
- Income

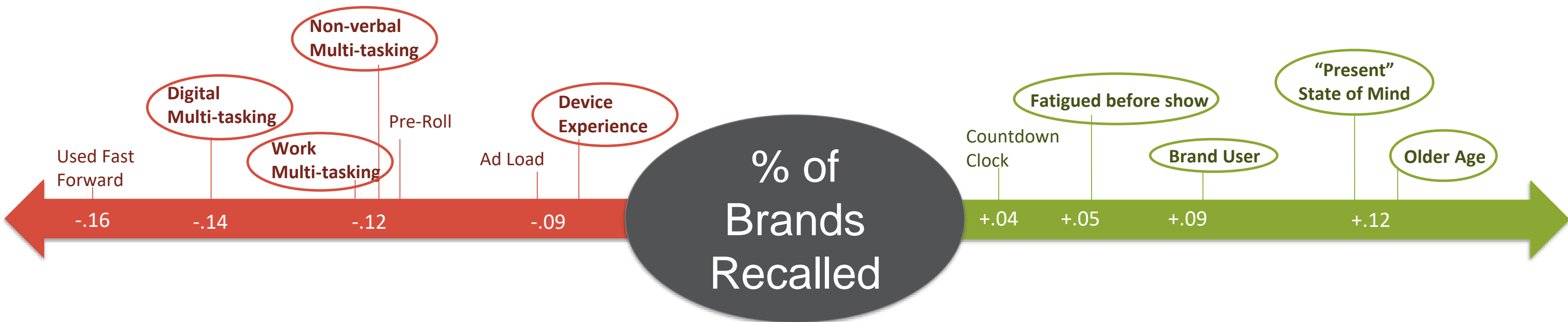
MULTI-TASKING FACTORS



DIGITAL
 WORK-RELATED
 NON-VERBAL
 CONVERSATION

PRIMARY DRIVERS OF BRAND RECALL

Besides Ad Delivery: Multi-tasking, Age, State of Mind and Ad Relevancy impact brand recall the most



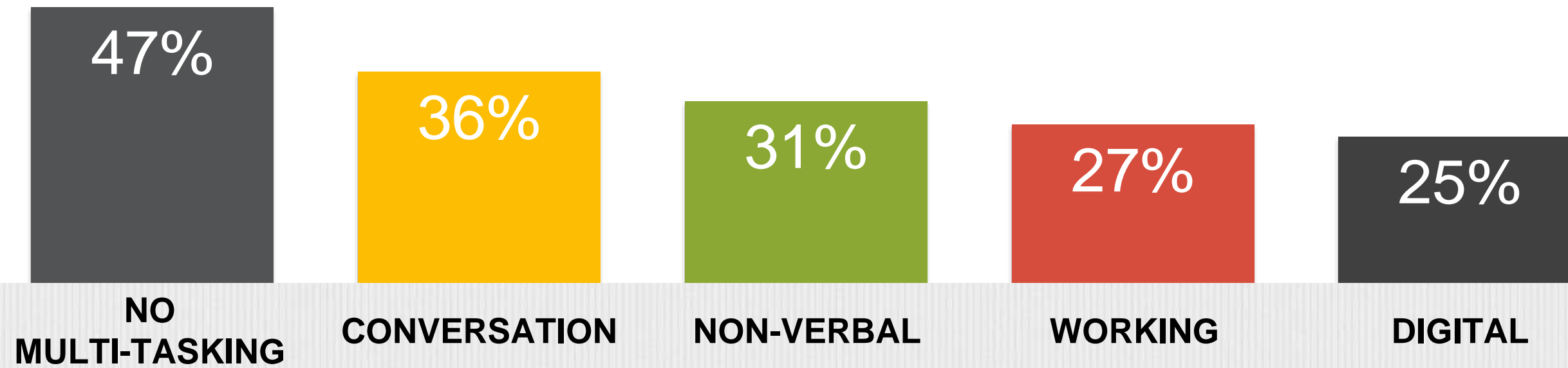
Note: the numbers in the boxes are regression coefficients and represent the direction and strength of a factor's influence on brand recall

MULTI-TASKING REDUCES RECALL

Work and digital multi-tasking strongly inhibit recall

HOW DOES MULTI-TASKING AFFECT BRAND RECALL?

% of Brands Recalled

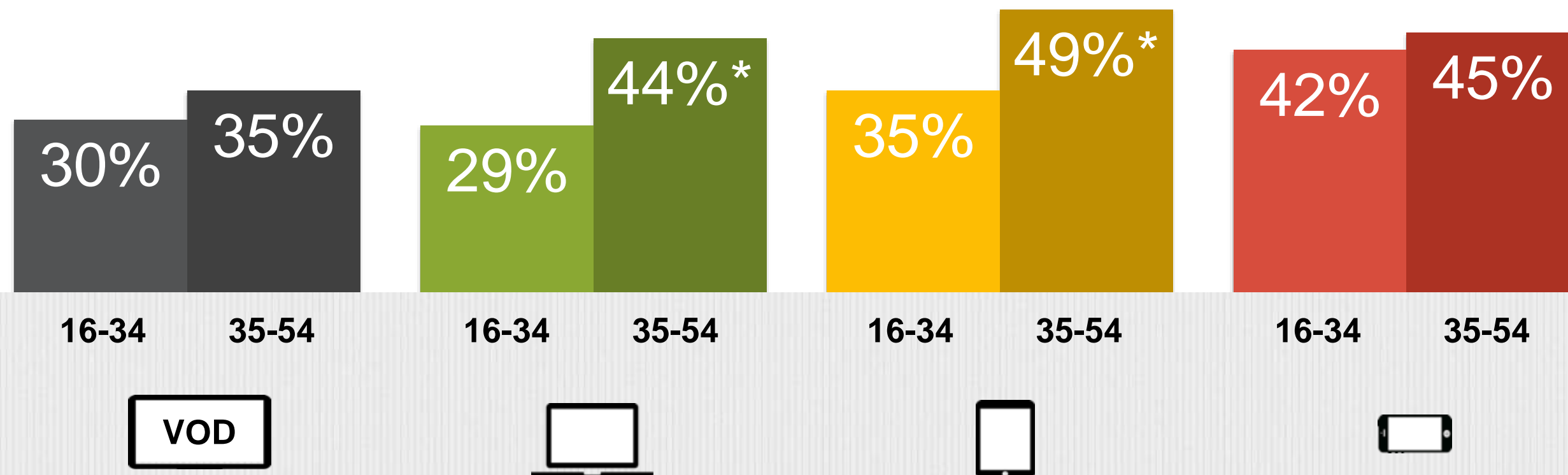


AGE IMPACTS RECALL FOR LAPTOP AND TABLET

Age plays a bigger role in ad recall than any of the platform or ad delivery factors

ARE THERE AGE DIFFERENCES IN RECALL ACROSS DIFFERENT PLATFORMS?

% of Brands Recalled





KEY TAKEAWAYS AND NEXT STEPS



KEY TAKEAWAYS

Bigger screen leads to improved viewing experience

Ad load and platform combined strongly influence ad attention and engagement

- TV screens can support full ad loads with reasonable recall
- Tablets and phones have a recall advantage when load is moderate or light
- Computer recall is lowest across the board

KEY TAKEAWAYS

Other ad delivery features also affect ad attention and engagement

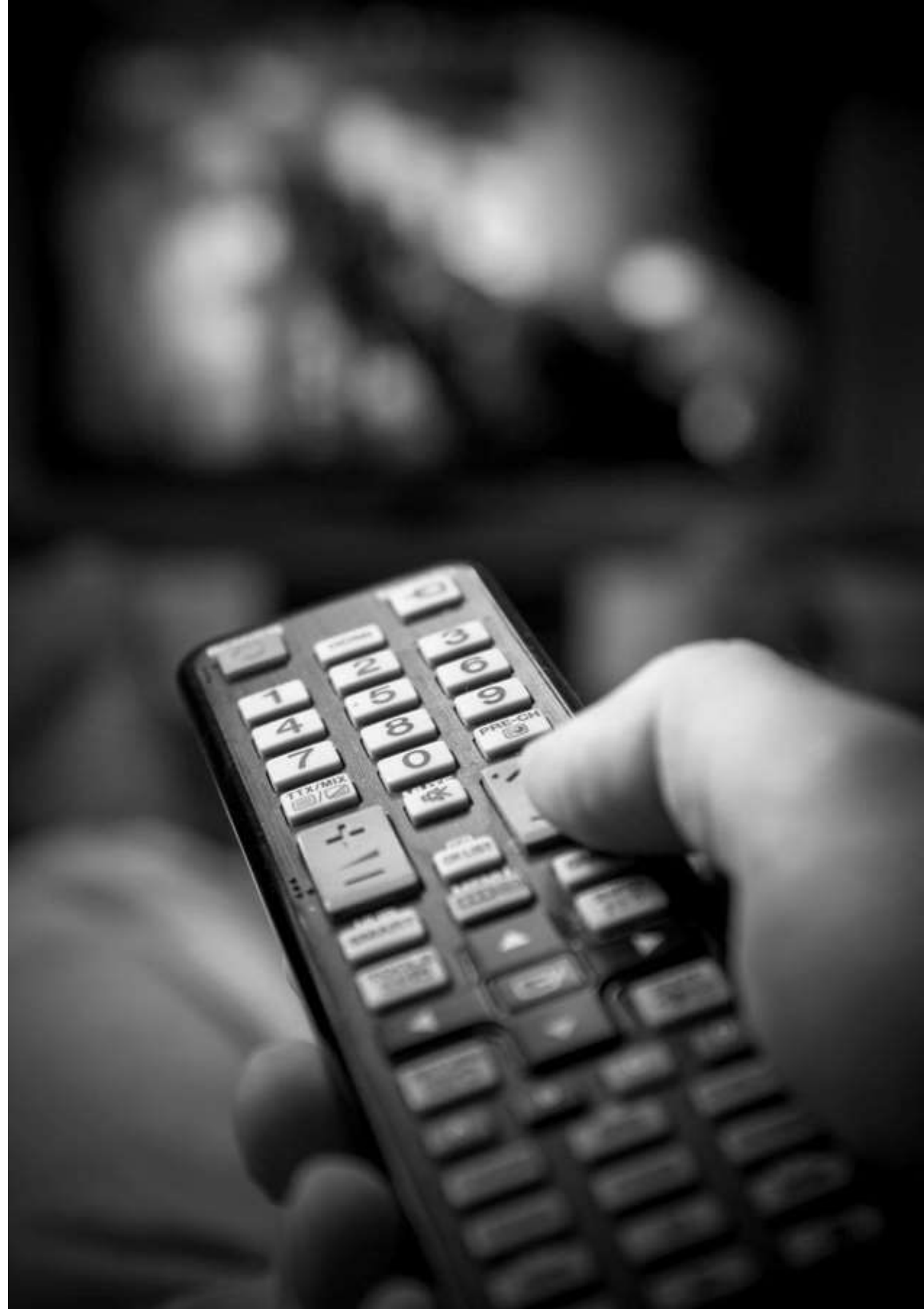
- Ad countdown clocks lead to greater brand recall overall
- Pre-roll ads are more likely to be tuned out than ads running during shows
- Ad repetition helps with recall but leads to a more negative viewing experience
- Fast-forwarding is detrimental to brand recall but is used infrequently

One of the main factors in ad disengagement is multi-tasking

- Digital and work-related multi-Tasking reduces attention and recall
- Tablet and phone users watching with light/moderate ad loads are much less likely to multitask, providing a sweet spot for attention and recall

NEXT STEPS

- Today's deck is available at www.researchexcellence.com
- Date of webinar and full deck to be announced
- Additional findings among Hispanics with the Webinar





THANK YOU FROM THE HUB TEAM:

Peter Fondulas
Principal

Jon Giegengack
Principal

Sonia Sheffield
Consultant

Zori Kraychev
Consultant

Paul DesBarres
Data Processing Manager

Chris Stenberg
Videographer