



BRAINSIGHTS

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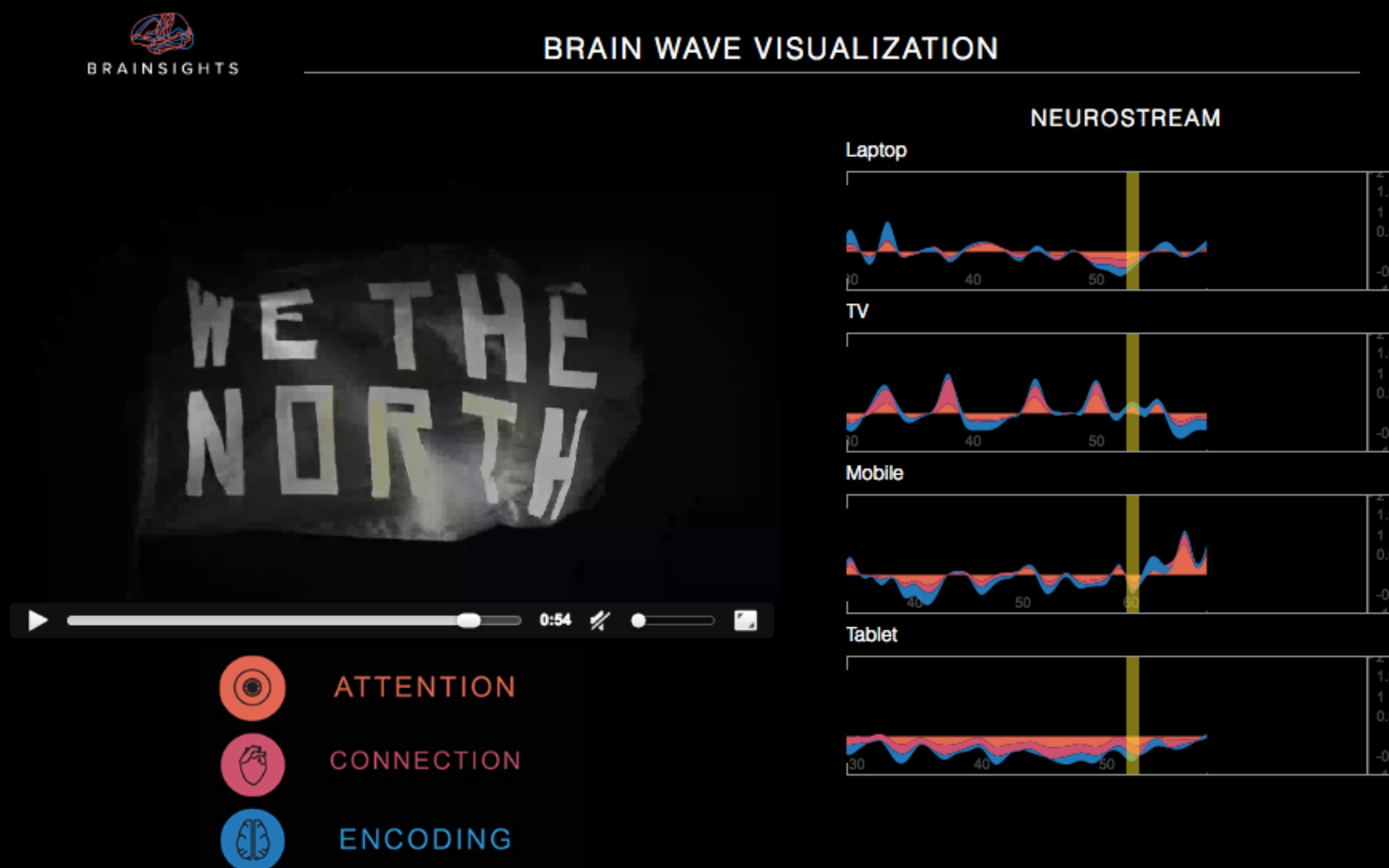
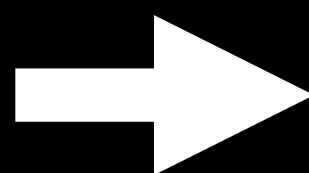
think^{tv}

THE SPECTRUM OF ATTENTION AND CONNECTION IN VIDEO ADVERTISING



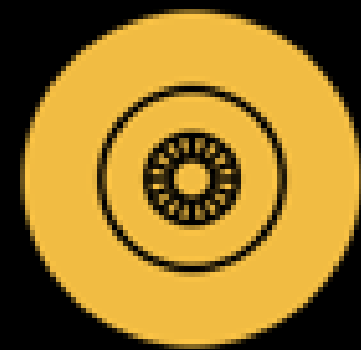
BRAINSIGHTS

WHAT WE DO





WHAT WE MEASURED



ATTENTION

WHAT IS IT?

ALERTNESS
&
ATTENTION

WHAT DOES IT
ANSWER?

*'IS THE STIMULI
CAPTURING MY
ATTENTION?'*



CONNECTION

HIGHER-
ORDER
THINKING

*'IS THERE A DEEPER
RELATIONSHIP WITH
THE STIMULI?'*



ENCODING

ENCODING
TO MEMORY

*'IS THE STIMULI
BEING COMMITTED
TO MEMORY?'*



WHAT CONTENT WAS SCANNED



3 Genres of Shows – Drama, Comedy, Reality



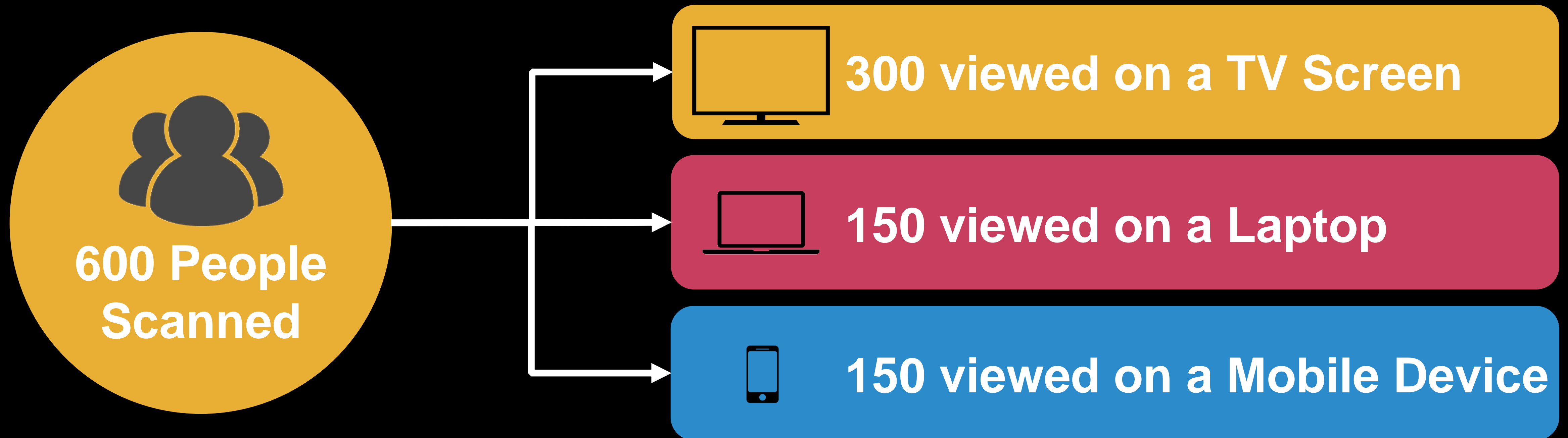
30 Minutes of unique and varied UGC



10 Minutes of Focal Ads for comparison



WHO WAS SCANNED





How We Pay Attention

WHAT'S IN A SCREEN?

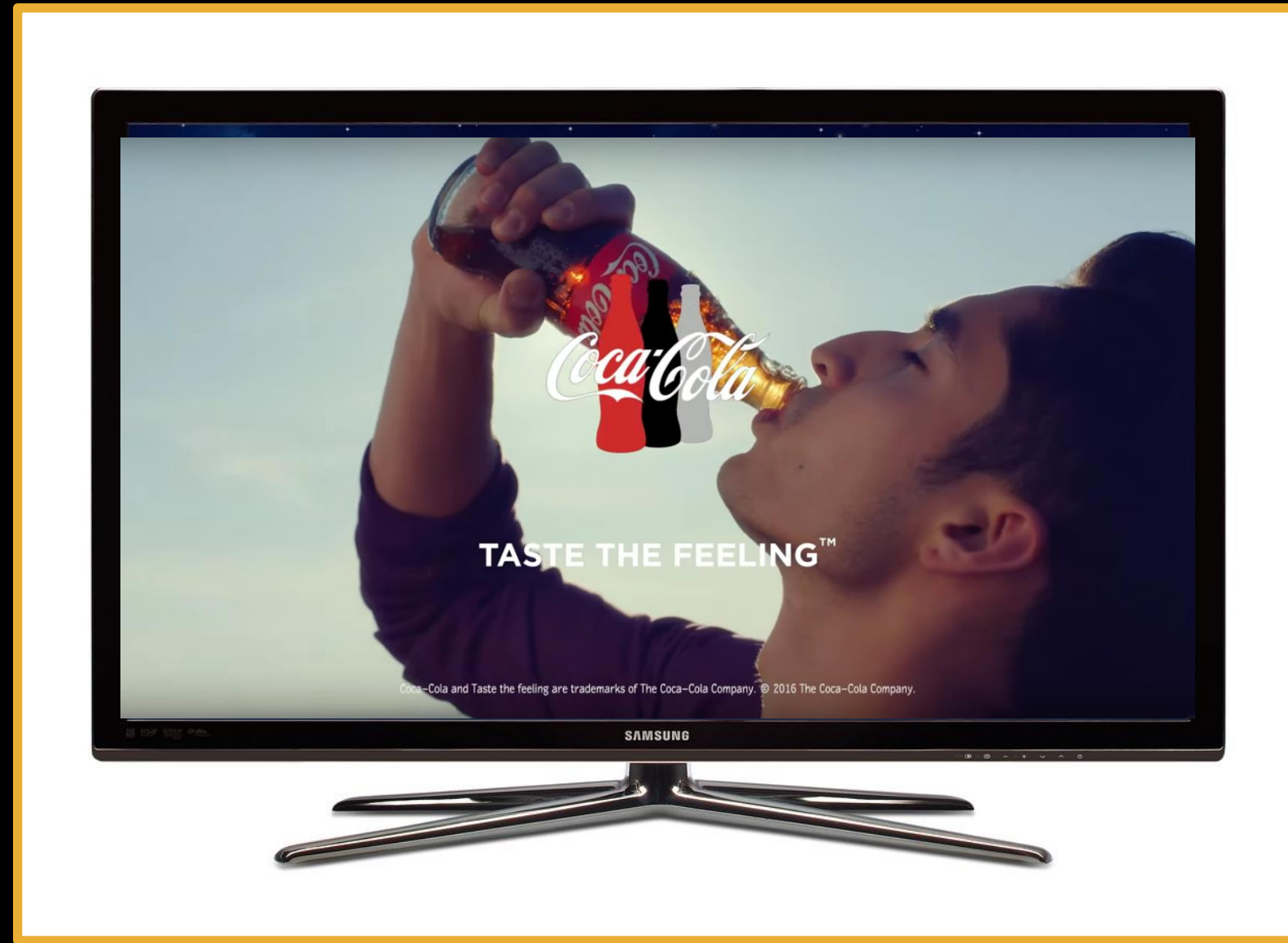
“How do we pay Attention?”

Is a much more important question than

“How much Attention do we pay?”

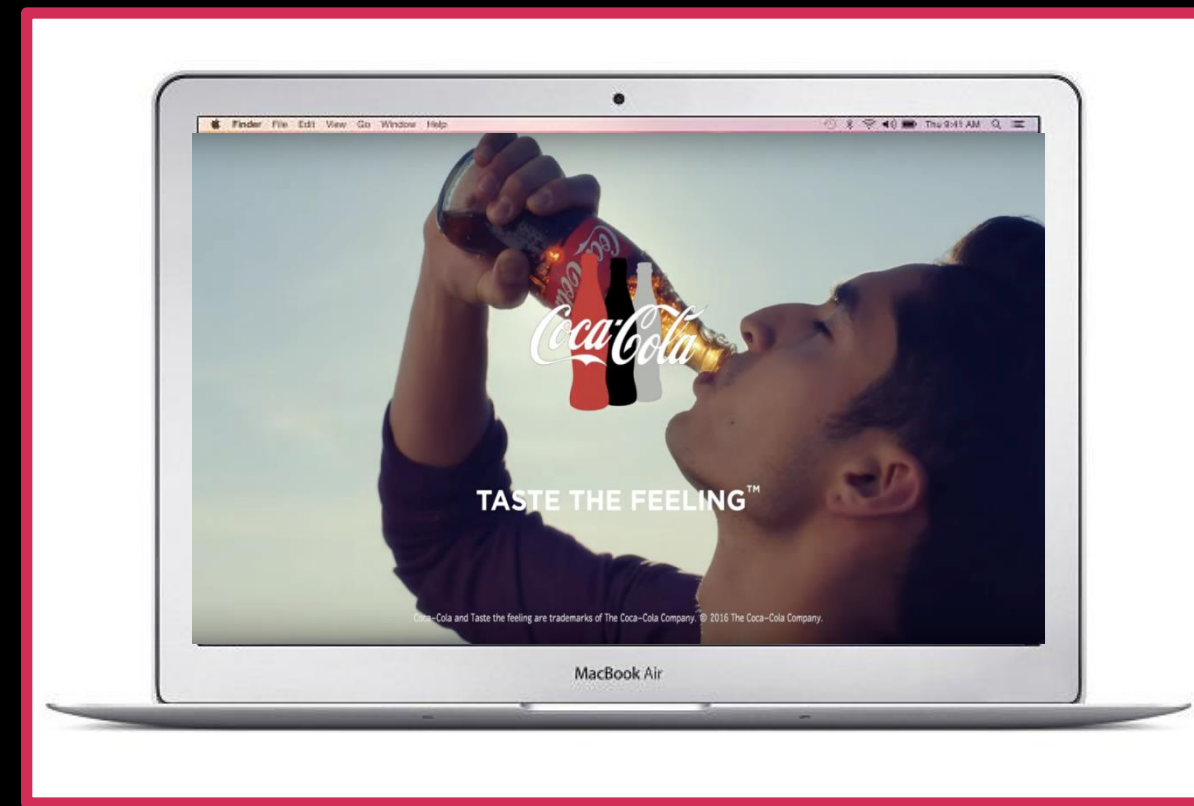


HOW WE WATCH



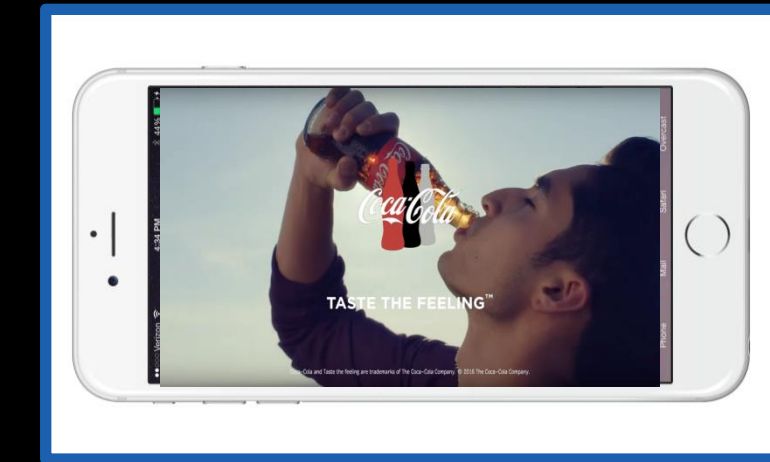
The Television screen:

- Large, high-definition screen
- Used for leisure purposes
- Longer-format, high quality content



The Laptop Screen:

- Mid-sized screen,
- Used for a wide mix of leisure activities / work / organization



The Mobile screen:

- Smallest screen of this set
- Used for convenience
- Short-form content

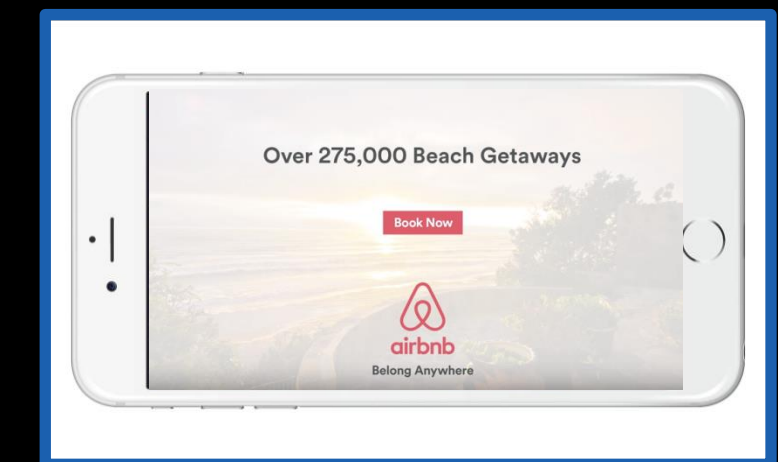
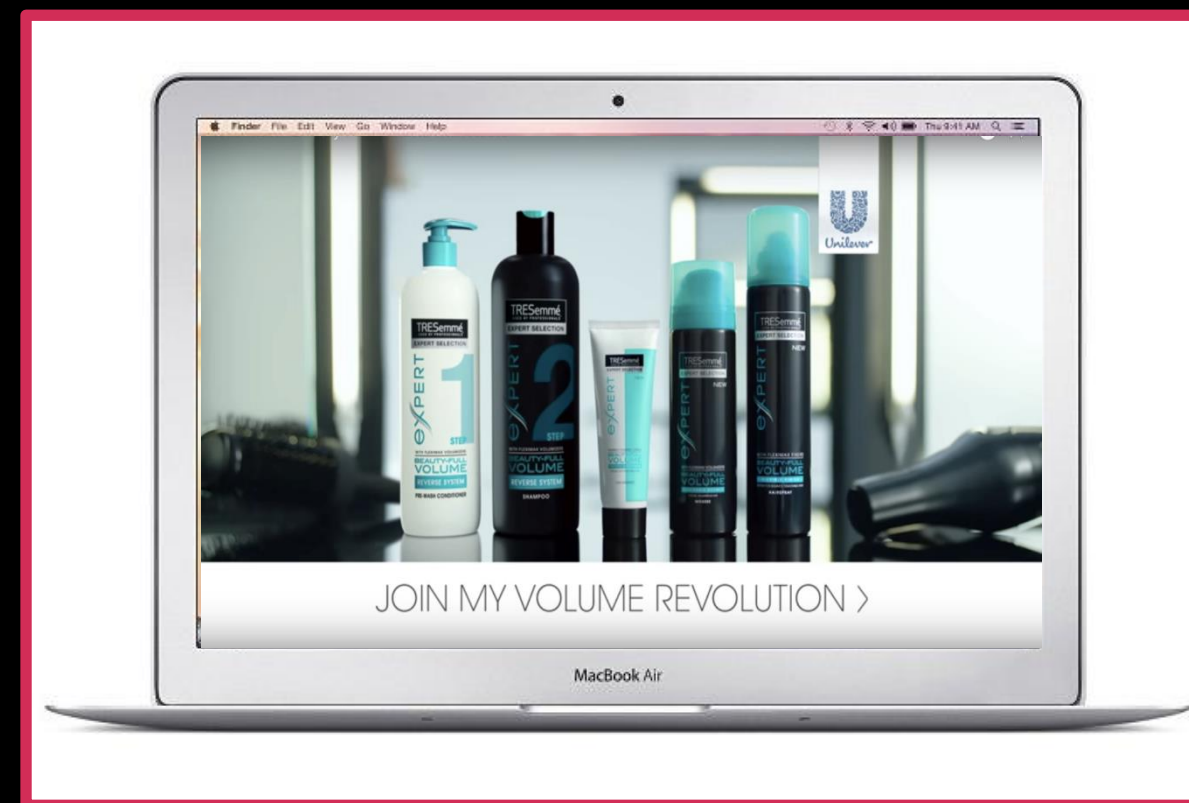
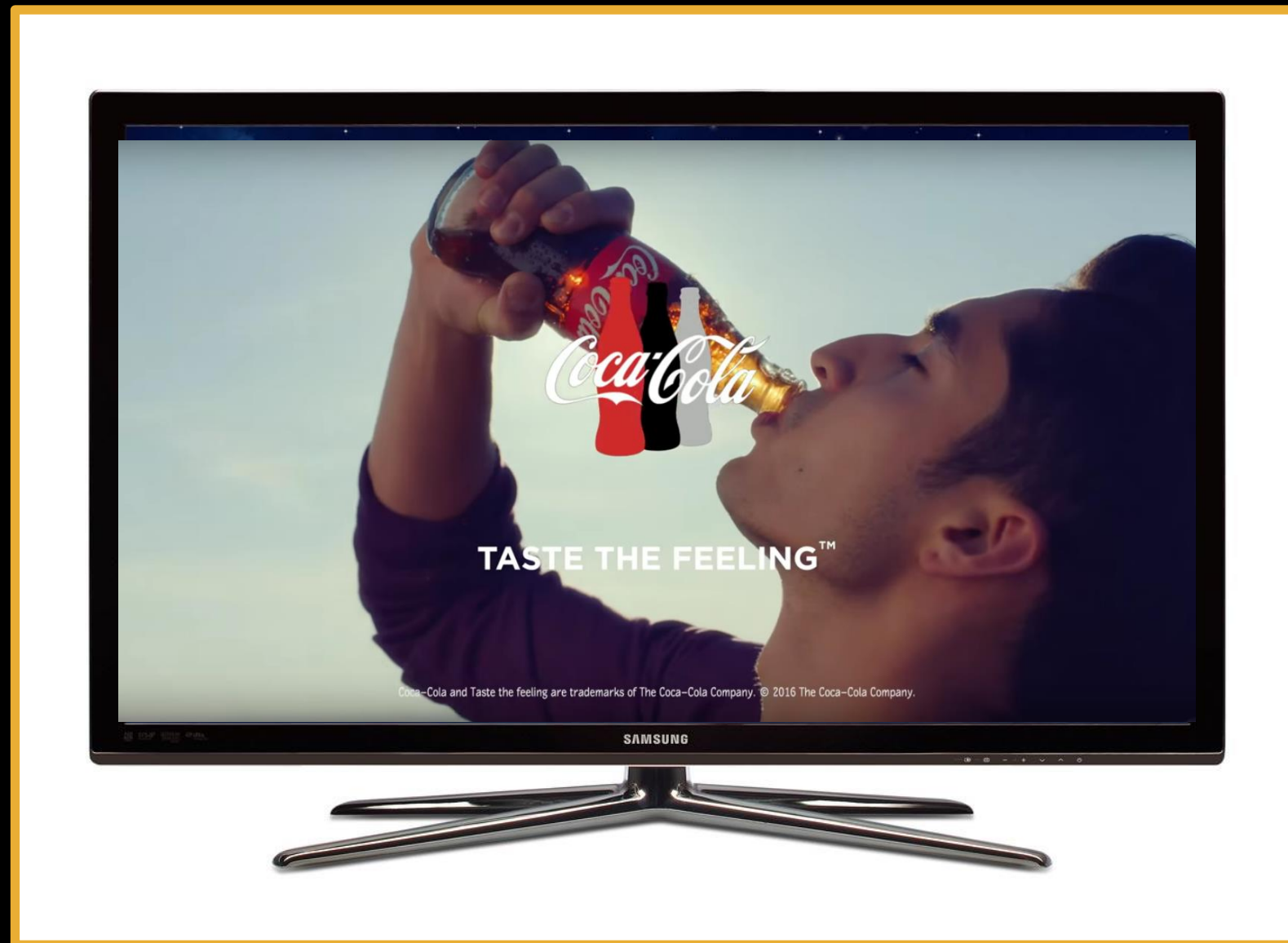
These basic features and usage occasions have a profound effect on how we watch content and ads

WHY DOES THAT MATTER?



BRAINSIGHTS

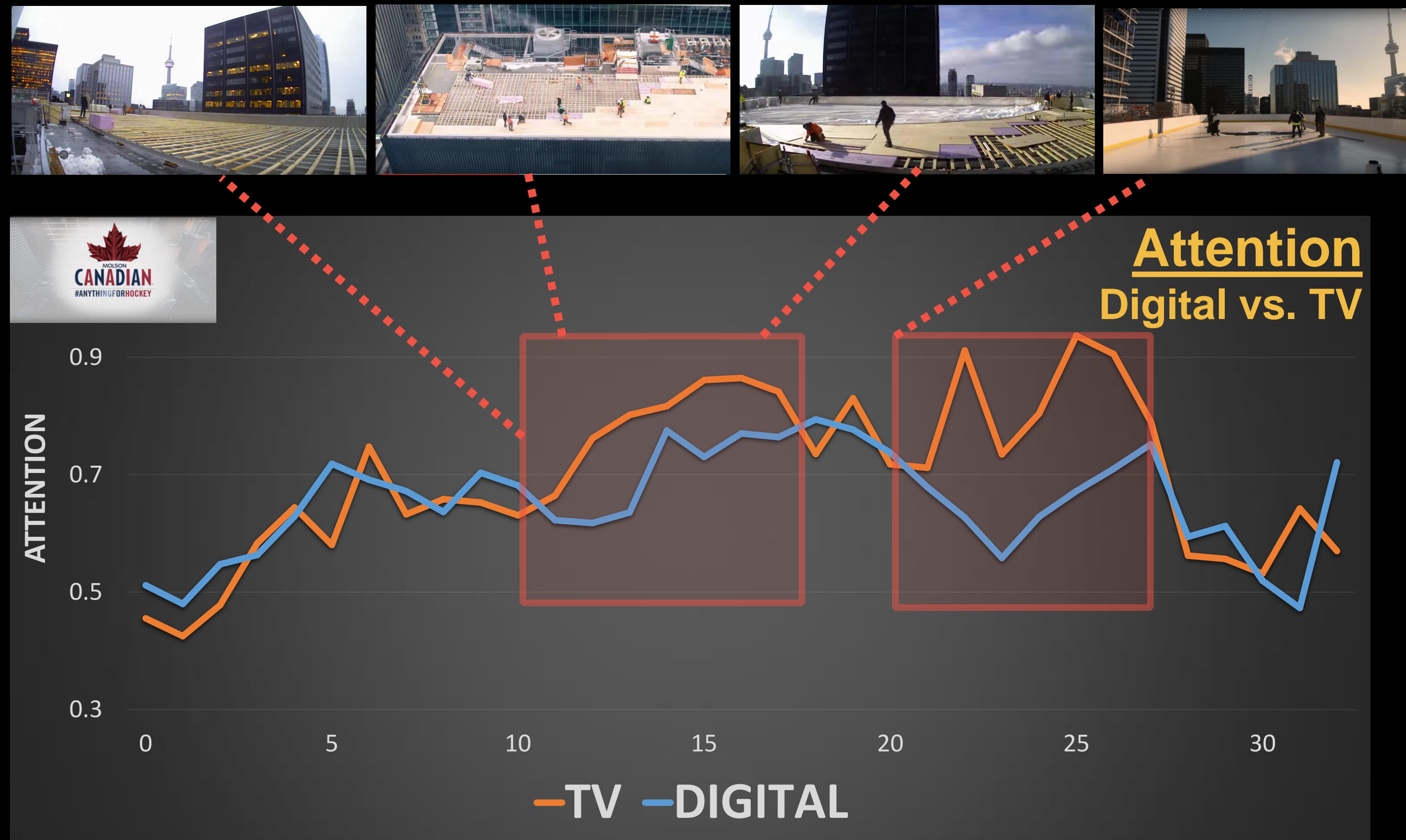
When we watch content and ads that are matched to the Attention styles of our screen, we enjoy the content – and the ads – more.





SO WHAT DOES THIS MEAN?

When we watch content and ads that are mismatched to our screen, we miss moments and don't engage to our fullest.





The Rules of The Screen

HERE'S WHAT YOU NEED TO KNOW

1. Television is more visually impressive

**We are more able to engage with visually intensive content
– either in nuance of detail or complexity**

2. We use television to watch narrative and story-driven content

**That makes us more receptive to those same kinds of stories
– in both content and ads**

3. Ads need a clear and simple call to action to work on Digital Screens

This content is often too simple to engage us on Television

HERE'S WHAT YOU NEED TO KNOW

4. Television is not as polarized as Digital Screens

**While storytelling and branding are well suited to TV,
product-focused ads do not suffer**

5. Content follows all the same rules as ads

Matching to screen is critical for both content and ads



**TV trumps digital screens on
wide shots of landscapes and people**



1. TV OUTPERFORMS LAPTOP & MOBILE ON ADS WITH WIDE SHOTS OF LANDSCAPES AND LARGE GROUPS OF PEOPLE



Attention: +62 % vs. Digital

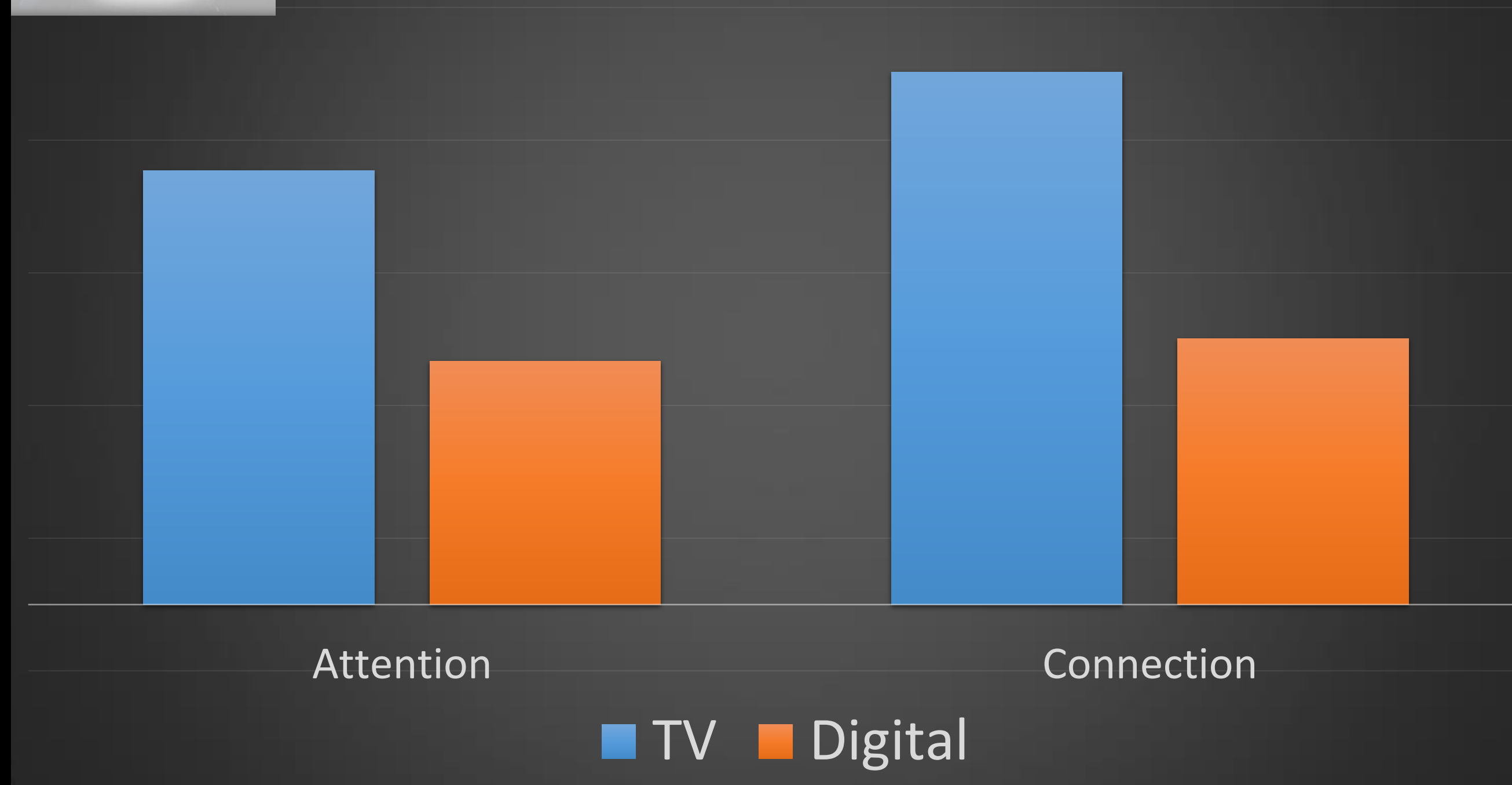


Connection: +88 % vs. Digital



Molson: Attention & Connection

(Key moments with cityscapes & wide shots of groups of people)



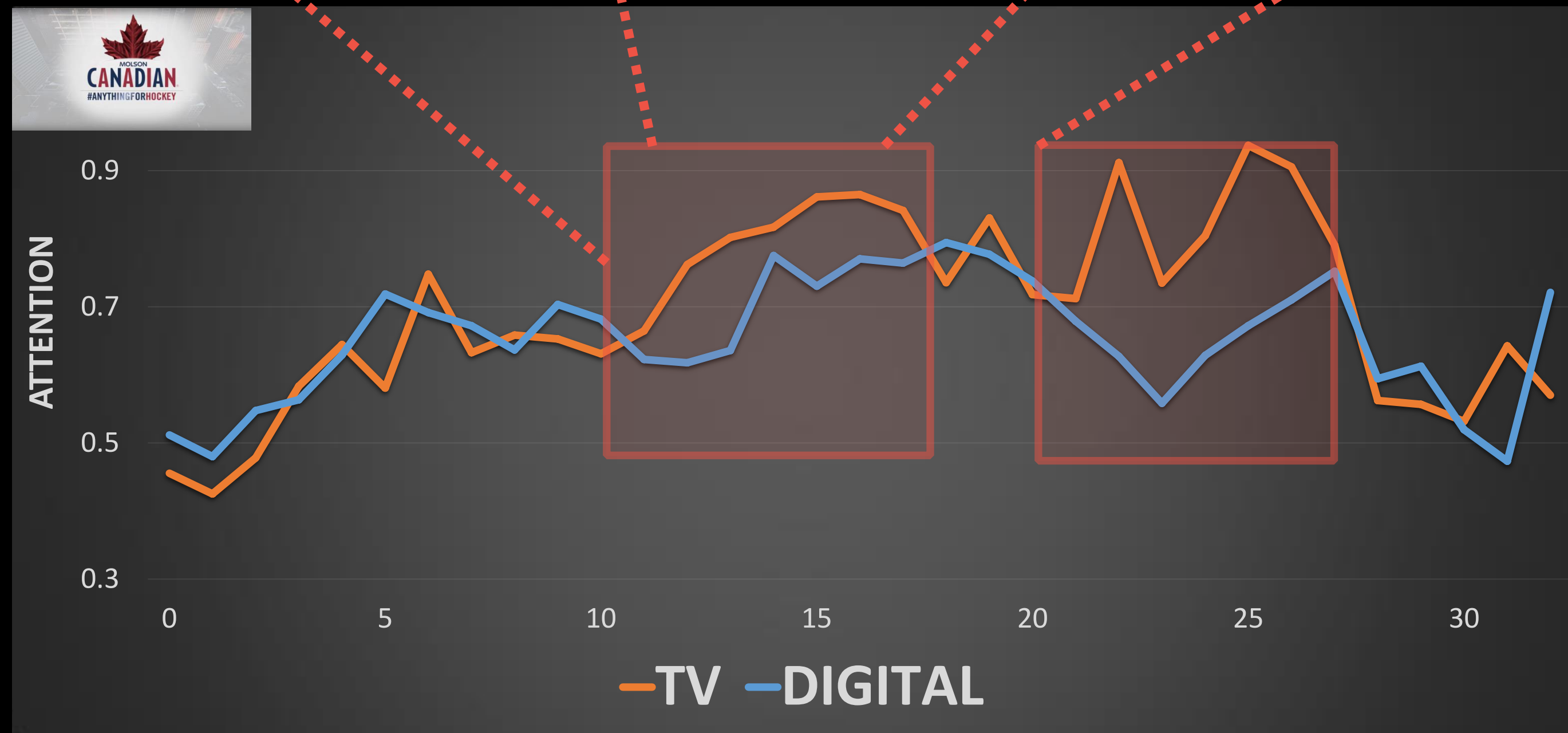
- Half of this ad underperforms when viewed on a non-TV screen
- Not just **Attention**, but also **Connection**
- On the wrong screen, the grandness and emotional impact of the ad is lost



1. TV OUTPERFORMS LAPTOP & MOBILE ON ADS WITH WIDE SHOTS OF LANDSCAPES AND GROUPS OF PEOPLE

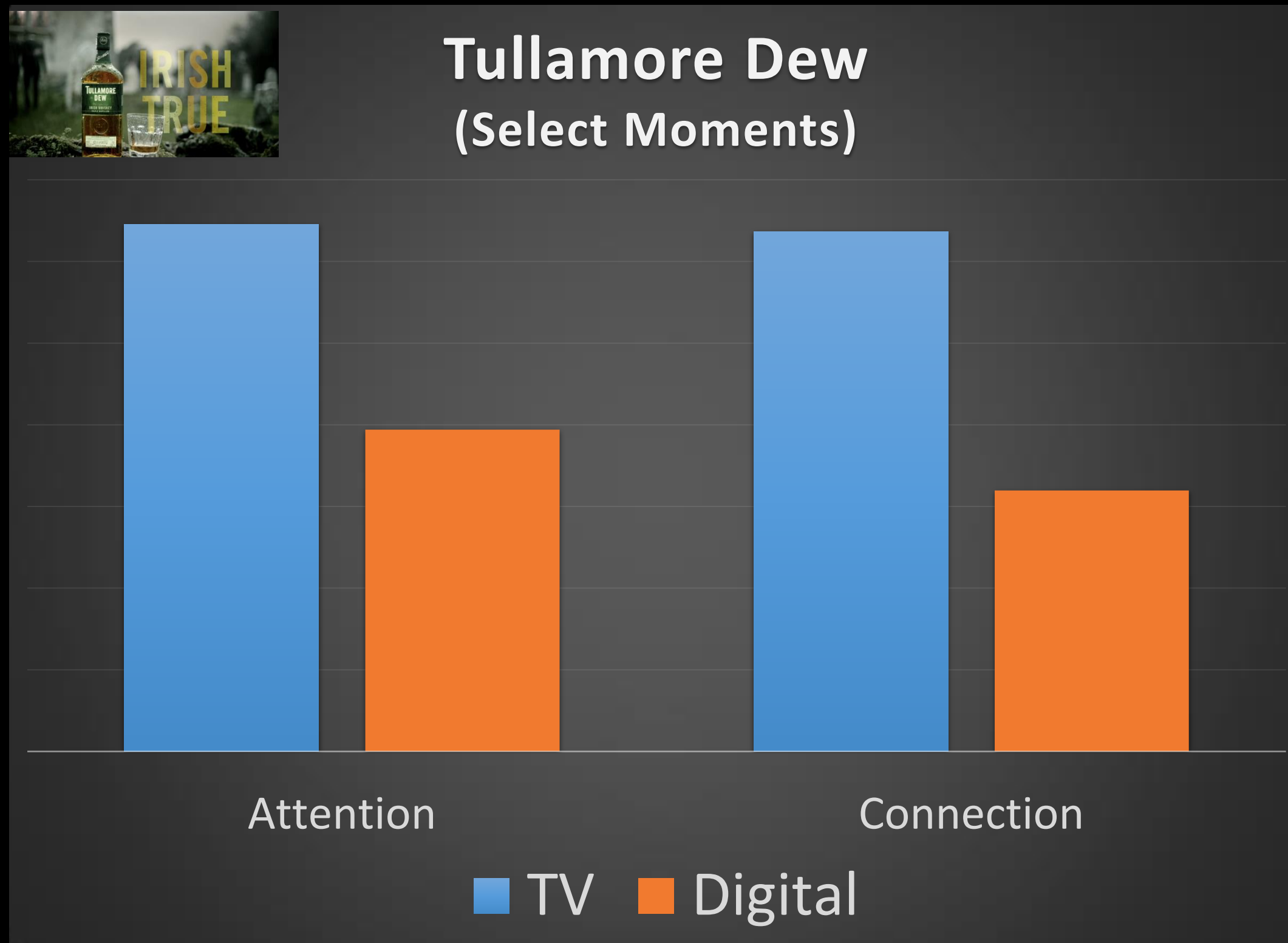


- This Molson Canadian ad uses wide angle shots of construction works on a rooftop & the skyline of city of Toronto
- TV audiences are better able to experience the visual granularity of these stunning shots driving massive increases in Attention + Connection





1. TV OUTPERFORMS DIGITAL ON ADS WITH WIDE SHOTS OF LANDSCAPES AND LARGE GROUPS OF PEOPLE



Attention: +68 % vs. Digital



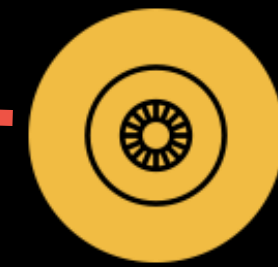
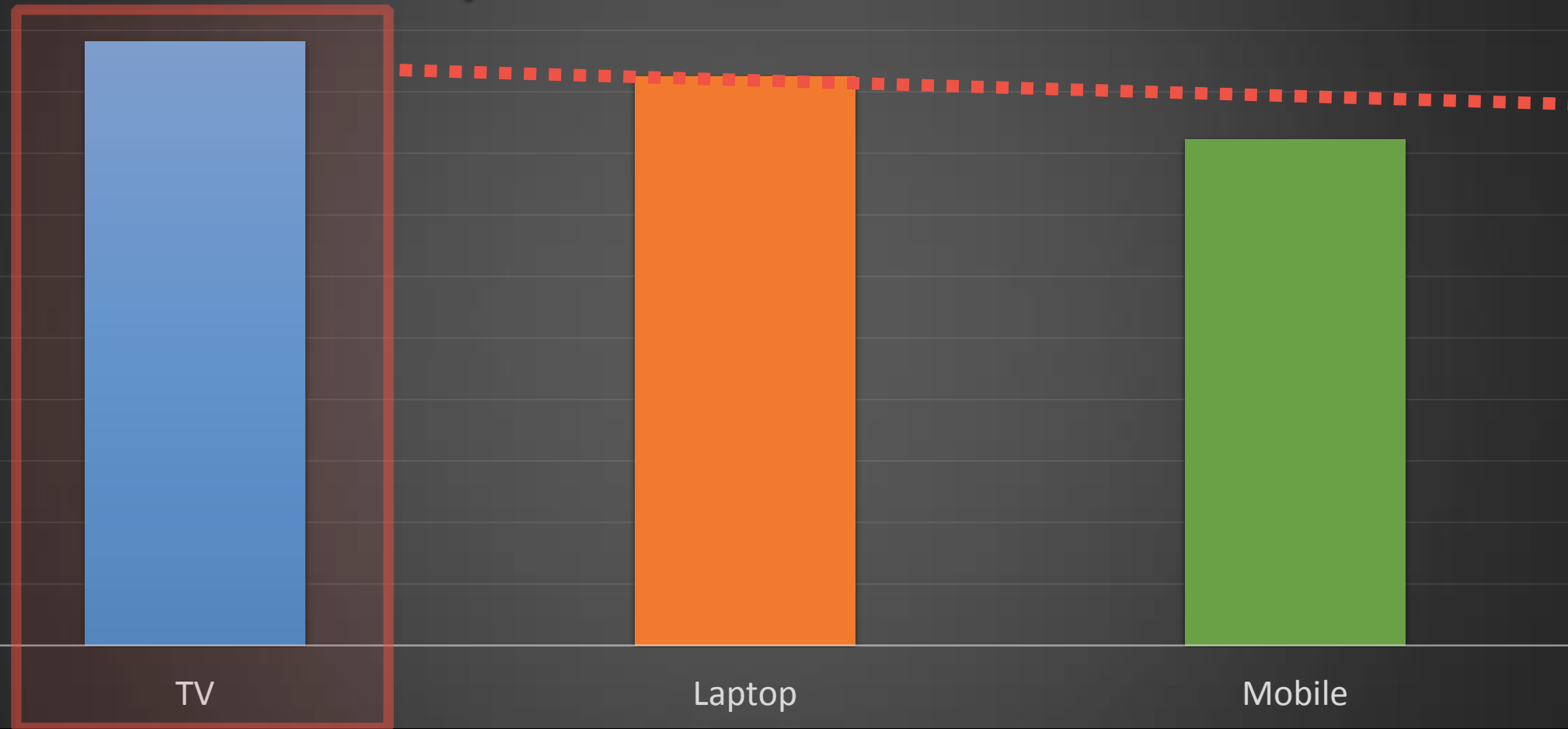
Connection: +99 % vs. Digital



Story-focused ads perform best on TV

2. ADS WITH STORYLINES PERFORM BEST ON TV

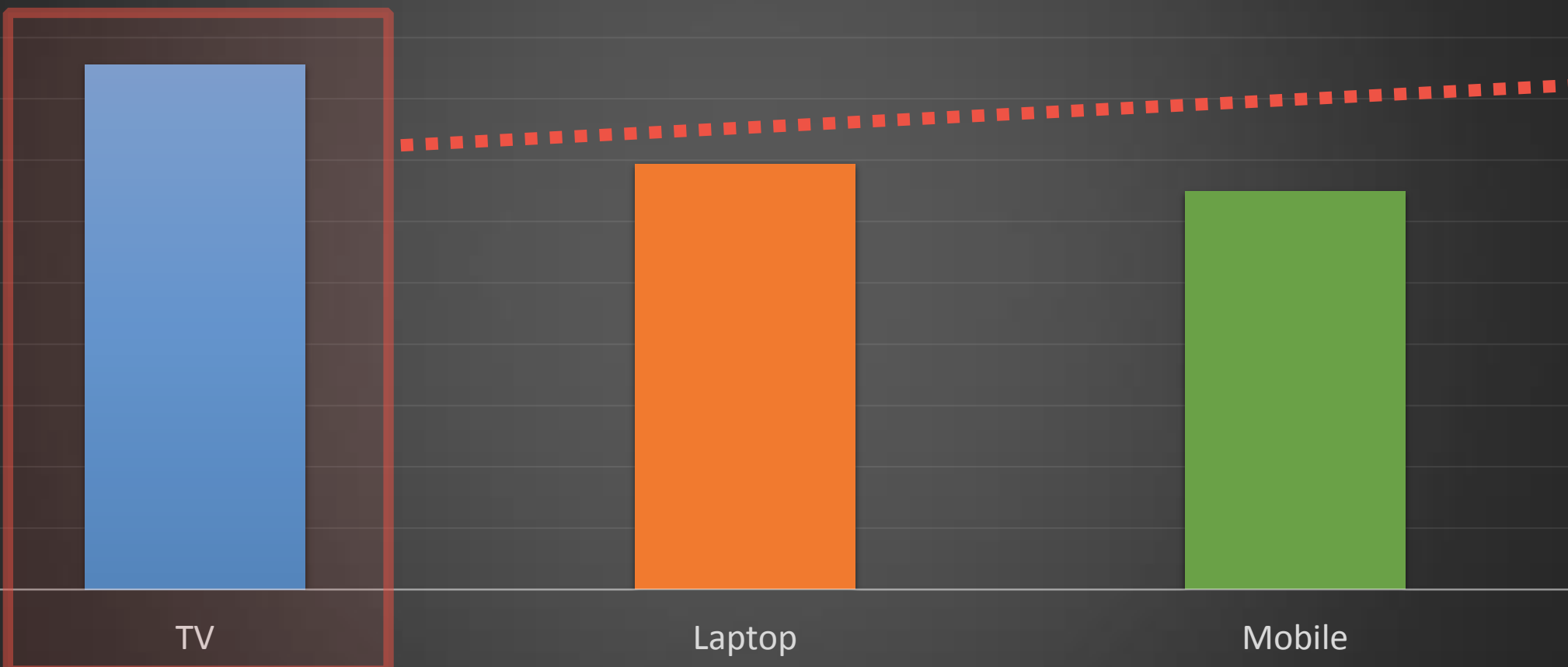
Story Focused Ads - Attention



Attention:

+6 % vs. Laptop
+19 % vs. Mobile

Story Focused Ads - Connection



Connection:

+23 % vs. Laptop
+32 % vs. Mobile

TV excels at:

- multiple short vignettes
- rising action, climax & resolution
- visual, auditory & character subtleties



2. ADS WITH STORYLINES PERFORM BEST ON TV

Coca Cola – Anthem, :15 spot

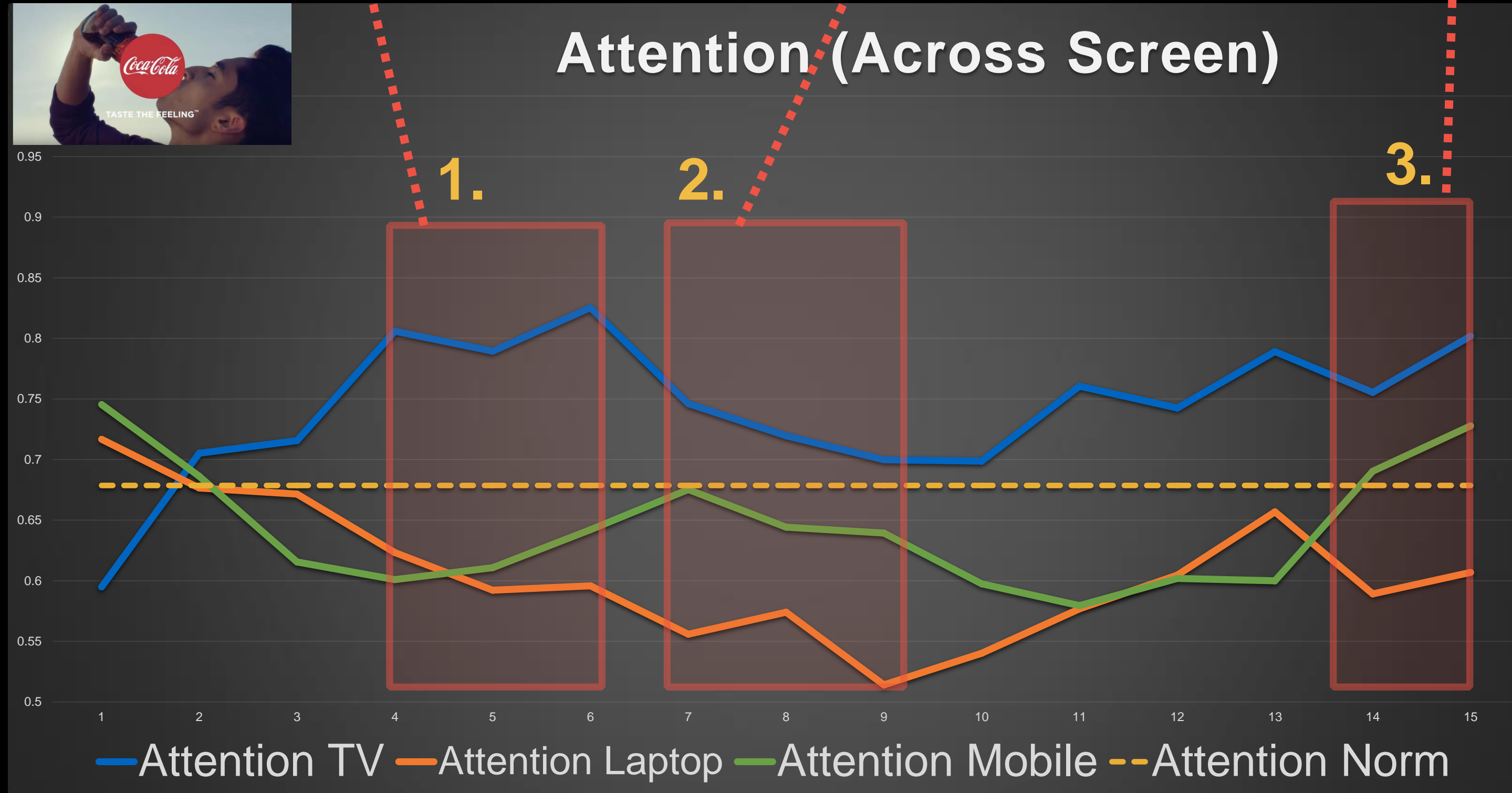


Attention:
+90 % vs. Laptop
+47 % vs. Mobile

- The :15 Coke ad uses no less than **7 vignettes** each with its own unique on-screen captions.
- TV's larger screen helps the audience pick up on rapidly changing themes & text.



2. ADS WITH STORYLINES PERFORM BEST ON TV



1. Attention increases on TV and mobile when there is a **brand story moment with close up of faces**.
2. Attention suffers on all screens as the dark makes it **hard to decipher faces or read the situation**.
3. Huge surge in attention on mobile when a person drinking a Coke is shown – **for highly available brands, this drives impulse behavior**.



2. ADS WITH STORYLINES PERFORM BEST ON TV

KFC – Chicken Strike, :40 spot



Connection:
+51 % vs. Laptop
+75 % vs. Mobile

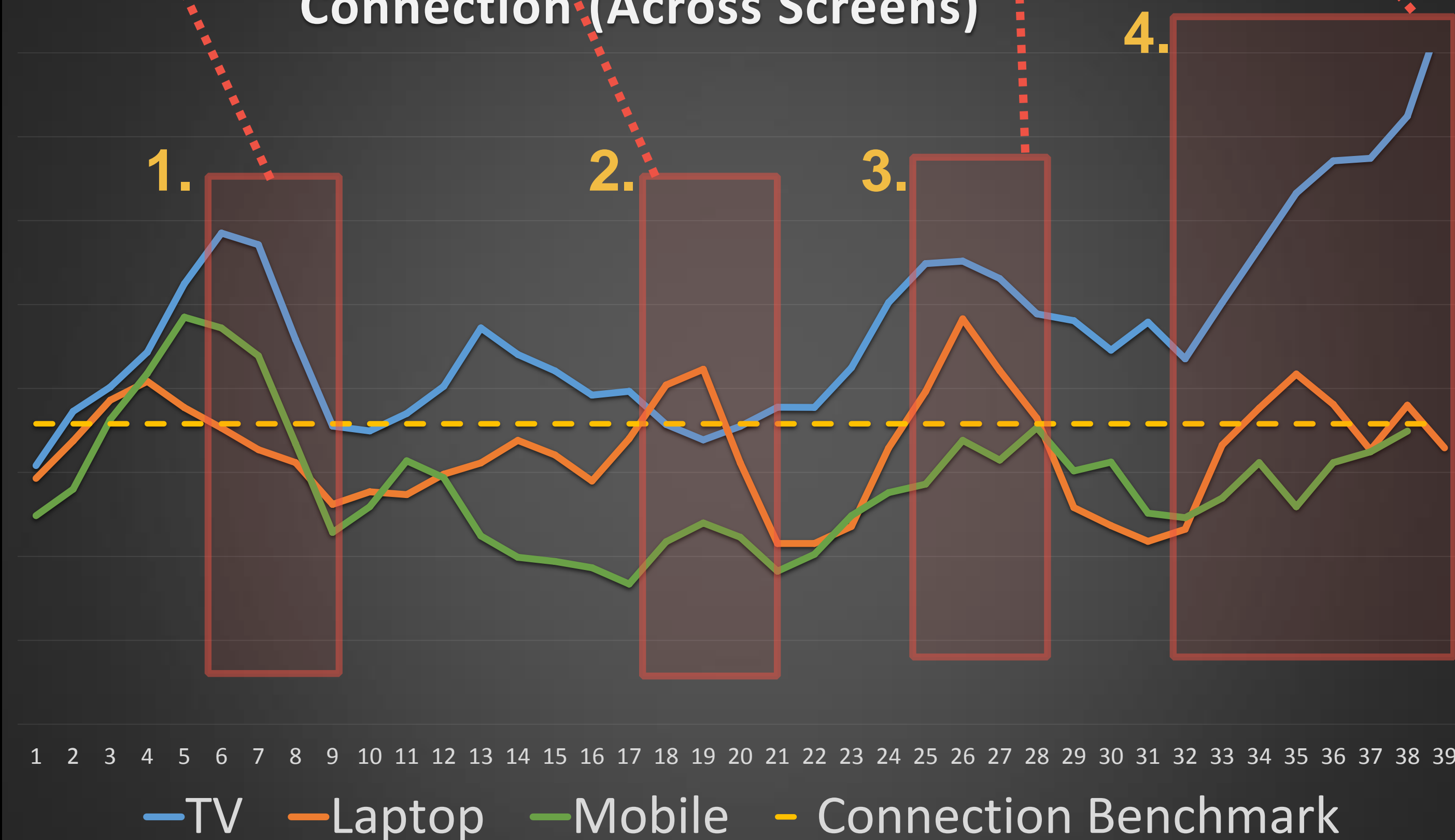
- While not visually complex, this product-centric ad focuses on a **simple storyline**
- **Humour and subtle visual cues** play to the TV screen qualities and usage case
- As a result we see massive Connection increases on Television



2. ADS WITH STORYLINES PERFORM BEST ON TV



Connection (Across Screens)



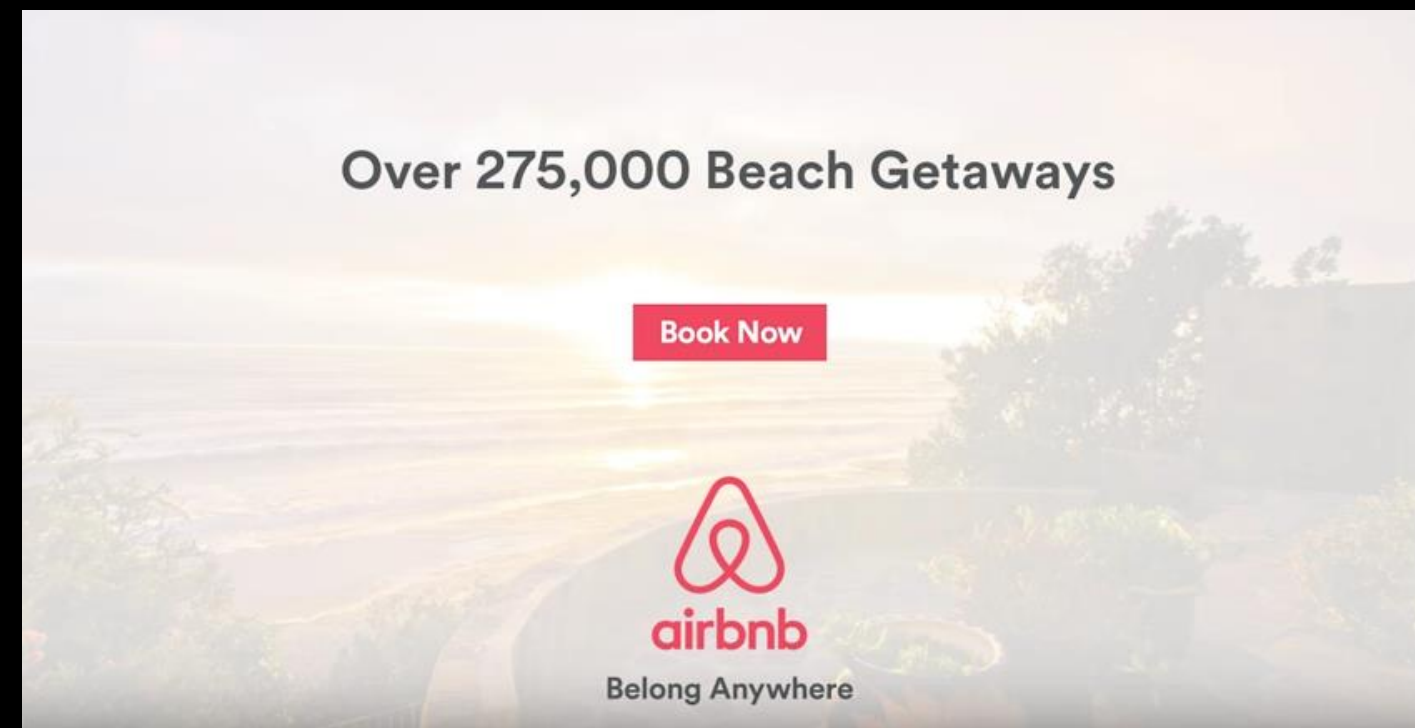
1. The Colonel “storms” into the room protesting to save the hot chicken sandwich. **Universal emotional connection across screens but TV dominates.**
2. “Its not like you can find another colonel” – Direct eye contact spikes connection on digital screens while **TV flattens with these simple visuals.**
3. Colonel breaking character creates a strong response. **TV response is heightened and extended**
4. Connection takes off on **TV** when **audience realizes that Col. Sanders is still moving** while laptop and mobile do not respond to these subtle visuals.



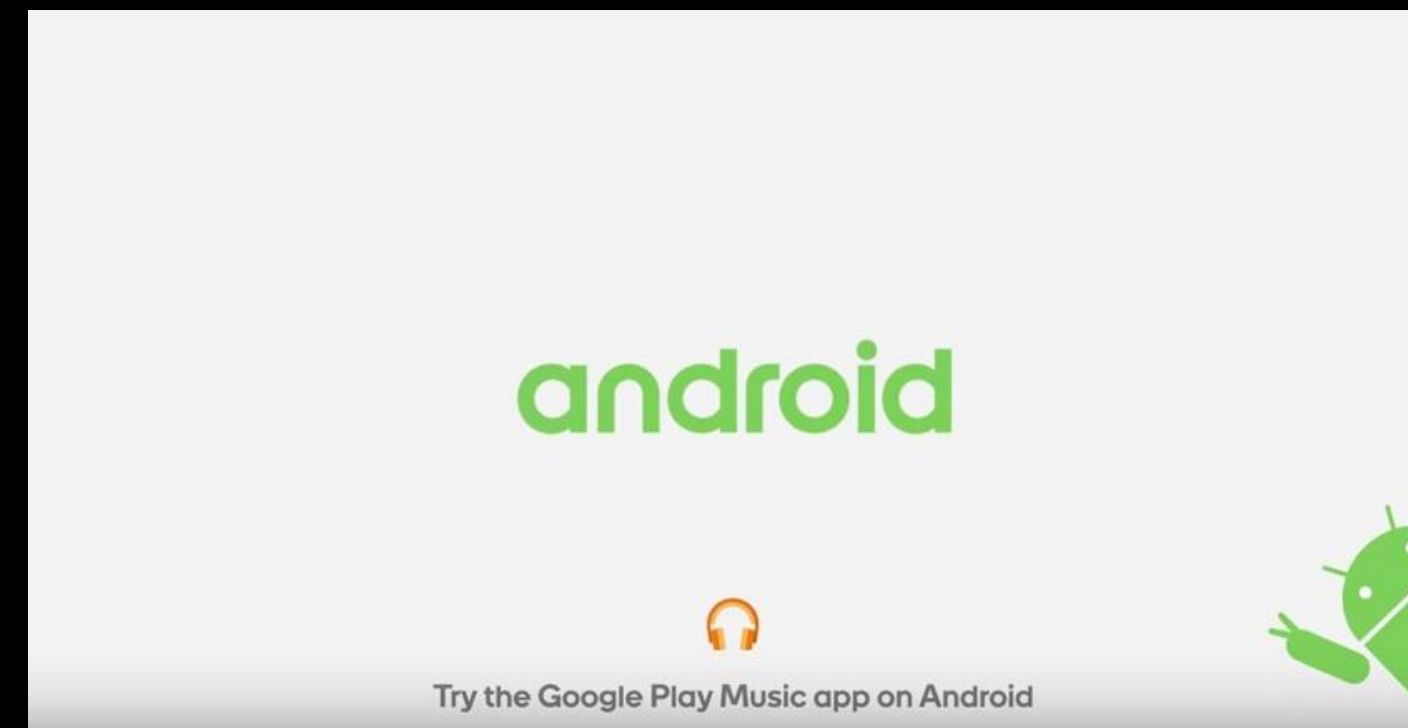
**Ads need a clear and simple call to
action to work on Digital Screens**

3. SIMPLE CALLS TO ACTION ARE SUITED TO THE SMALLER DIGITAL SCREENS

“Book Now” - Airbnb



Android – Try Google Play Music App



**Mobile:
Encoding
+11% vs. TV**



Tresemme – “Join my volume revolution”



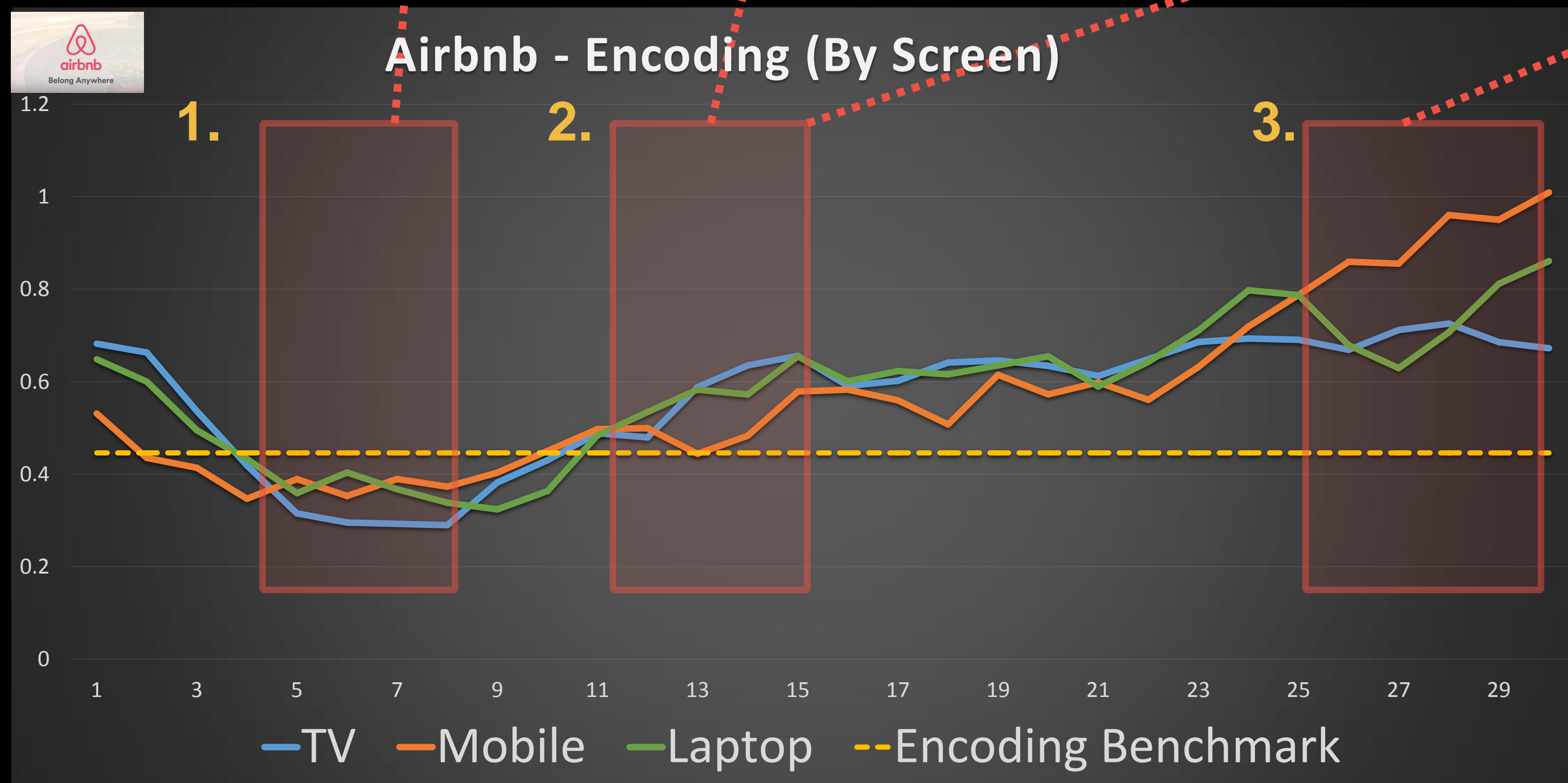
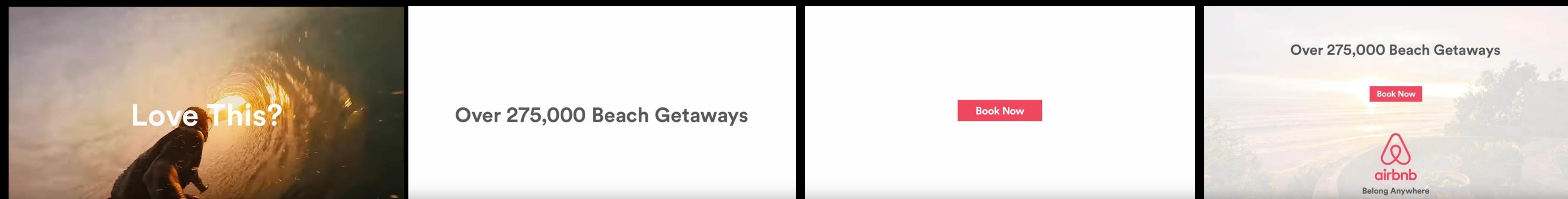
McDonalds– “Go to our food your questions.ca”



**Laptop:
Encoding
+8% vs. TV**



3. SIMPLE CALLS TO ACTION ARE SUITED TO THE SMALLER DIGITAL SCREENS



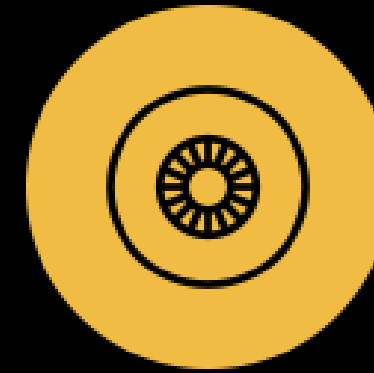
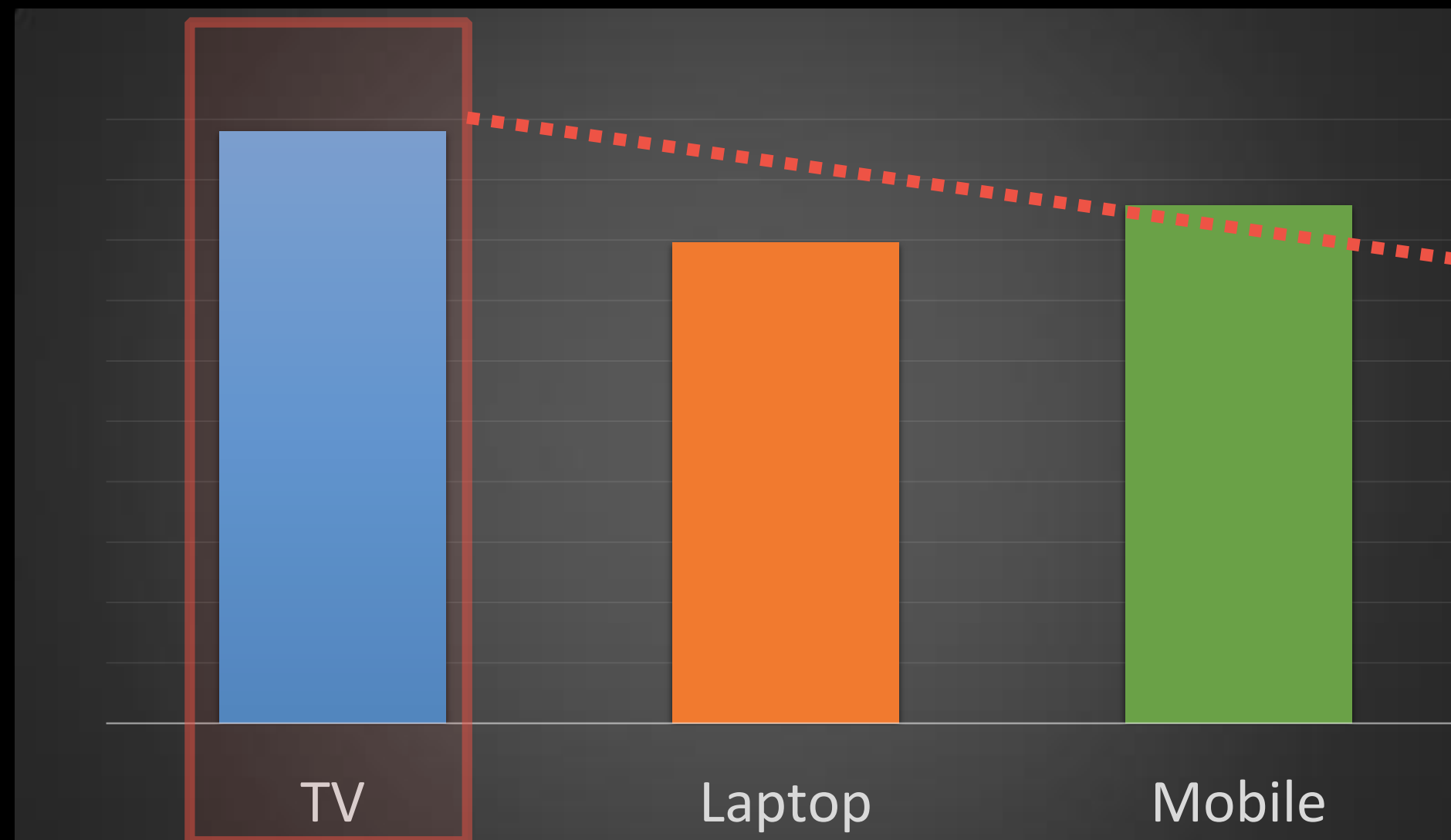
1. Memorability is its lowest across all screens – aspirational image with no utility (yet)
2. Laptop & TV drive encoding initially when key information is provided on-screen.
3. Mobile takes over as the brand plate reveals a clear call to action to "Book Now".



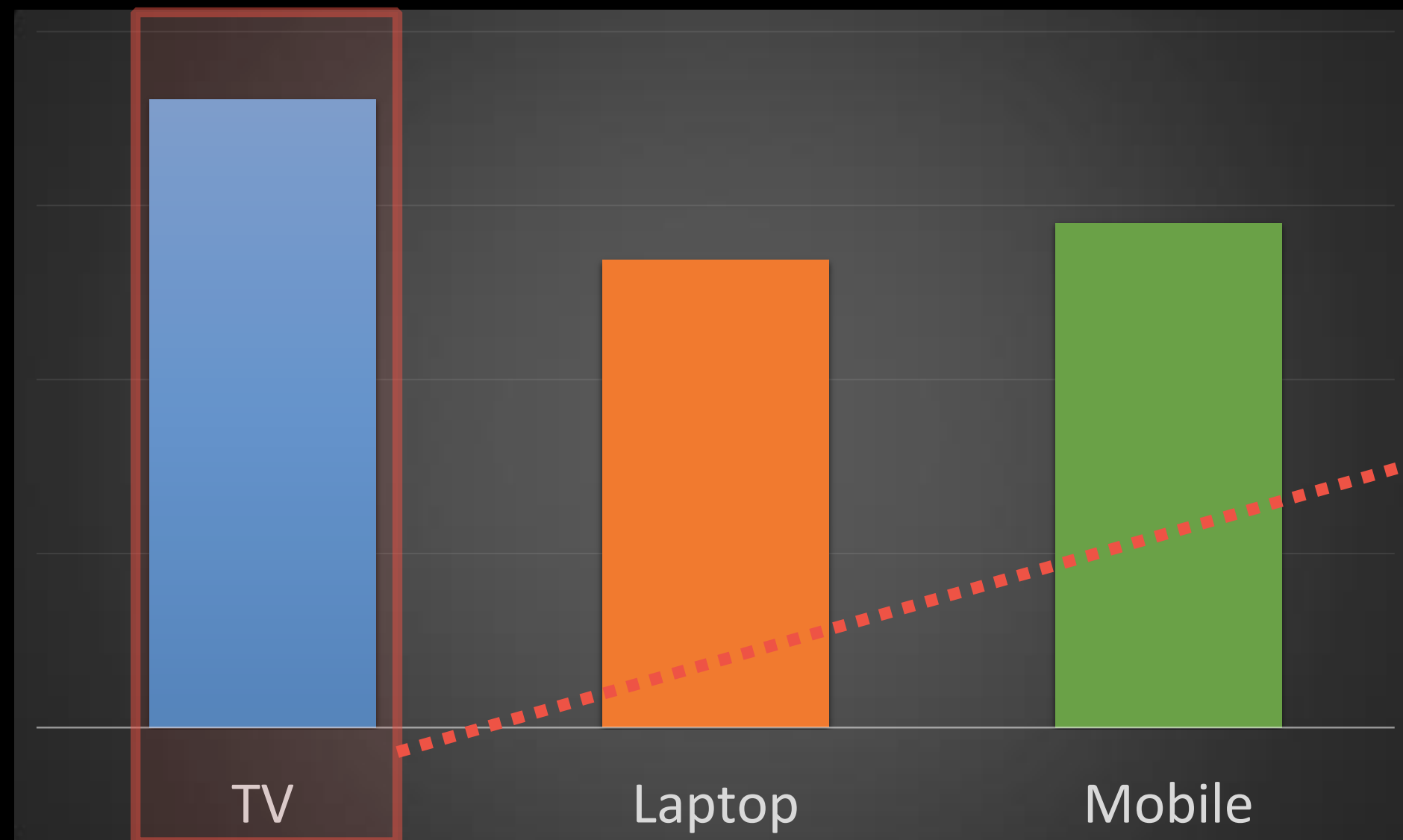
TV is versatile: Brand focused ads do better on TV but benefits focused ads do equally well on TV & Digital



4. BRAND-FOCUSED ADS ON TV OUTPERFORM DIGITAL ON ATTENTION & CONNECTION



Attention:
+23 % vs. Laptop
+14 % vs. Mobile



Connection:
+34 % vs. Laptop
+25 % vs. Mobile



Axe - Find your Magic, :30 spot



Coca Cola - Anthem, :15 spot



Molson Canadian— Rooftop Rink, :30 spot



H&M - Sport, :20 spot



Old Spice – Hair Helmet, :45 spot

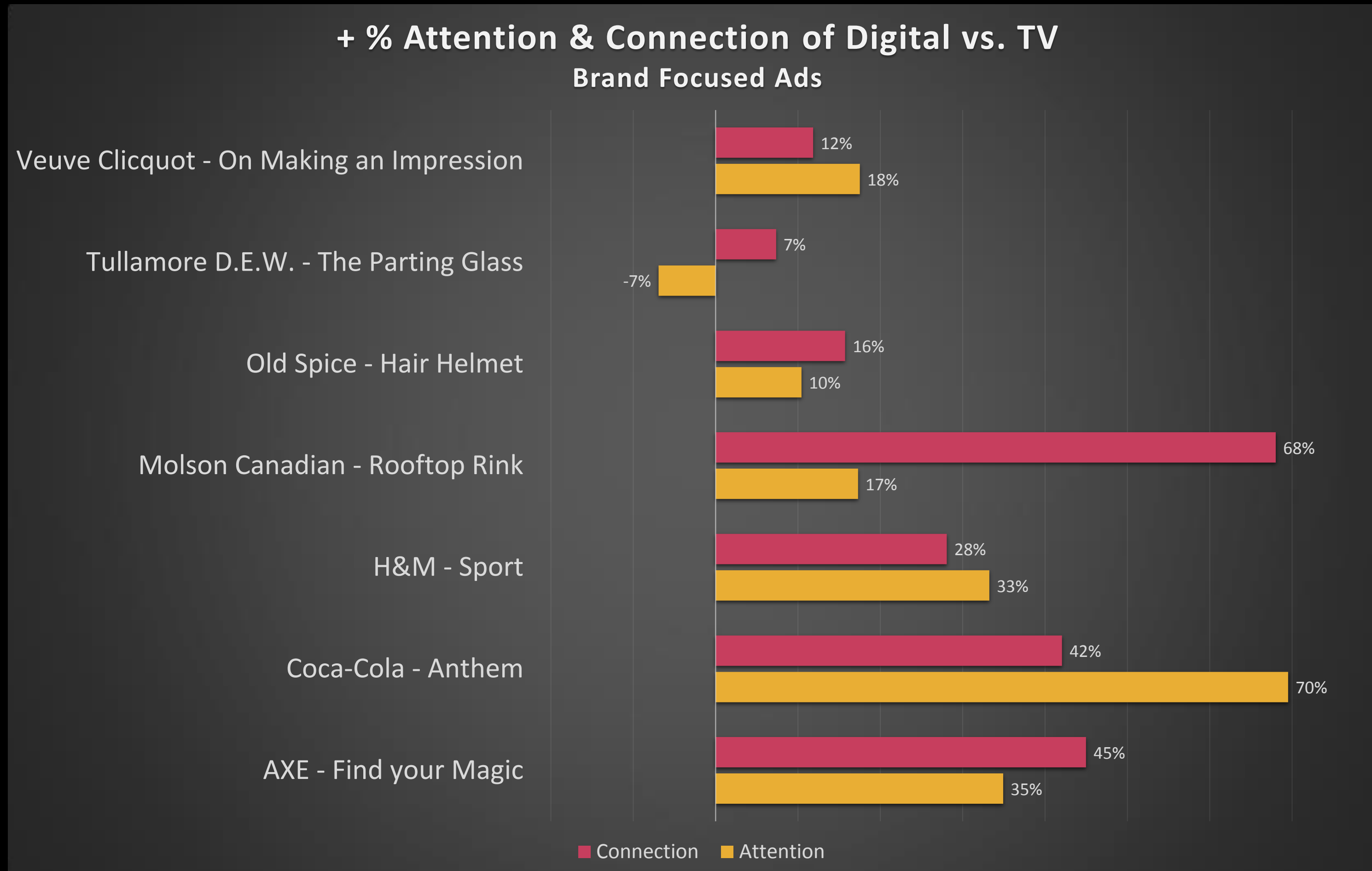


Tullamore Dew— The parting glass, :30 spot



4. BRAND-FOCUSED ADS ON TV OUTPERFORM DIGITAL ON ATTENTION & CONNECTION

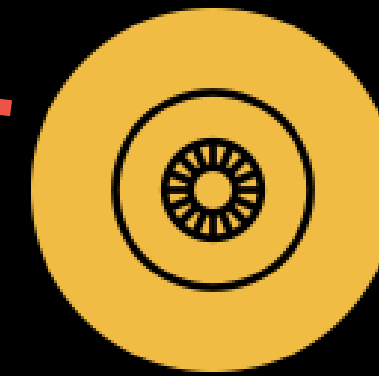
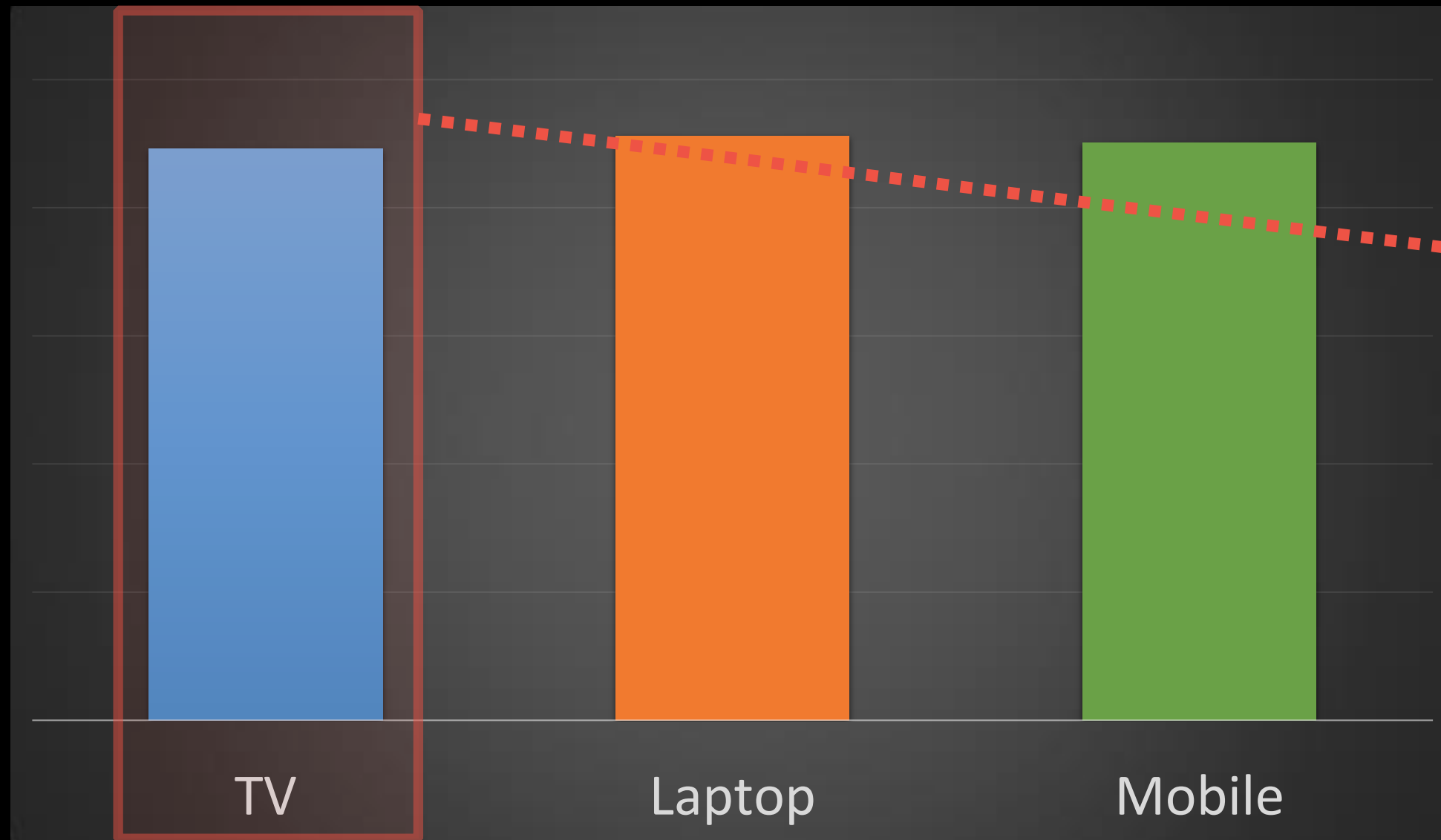
- All brand focused ads drive higher attention & relevance on TV vs. digital screens further demonstrating the clear strength of TV in storytelling in both long-form content as well as ads.
- Coke's multiple visual vignettes and storyline complexity drives the most attention on TV vs. digital screens
- Tullamore Dew demonstrates that although the simple visuals are drawing more attention on Digital screens, Television helps the story Connect and engage



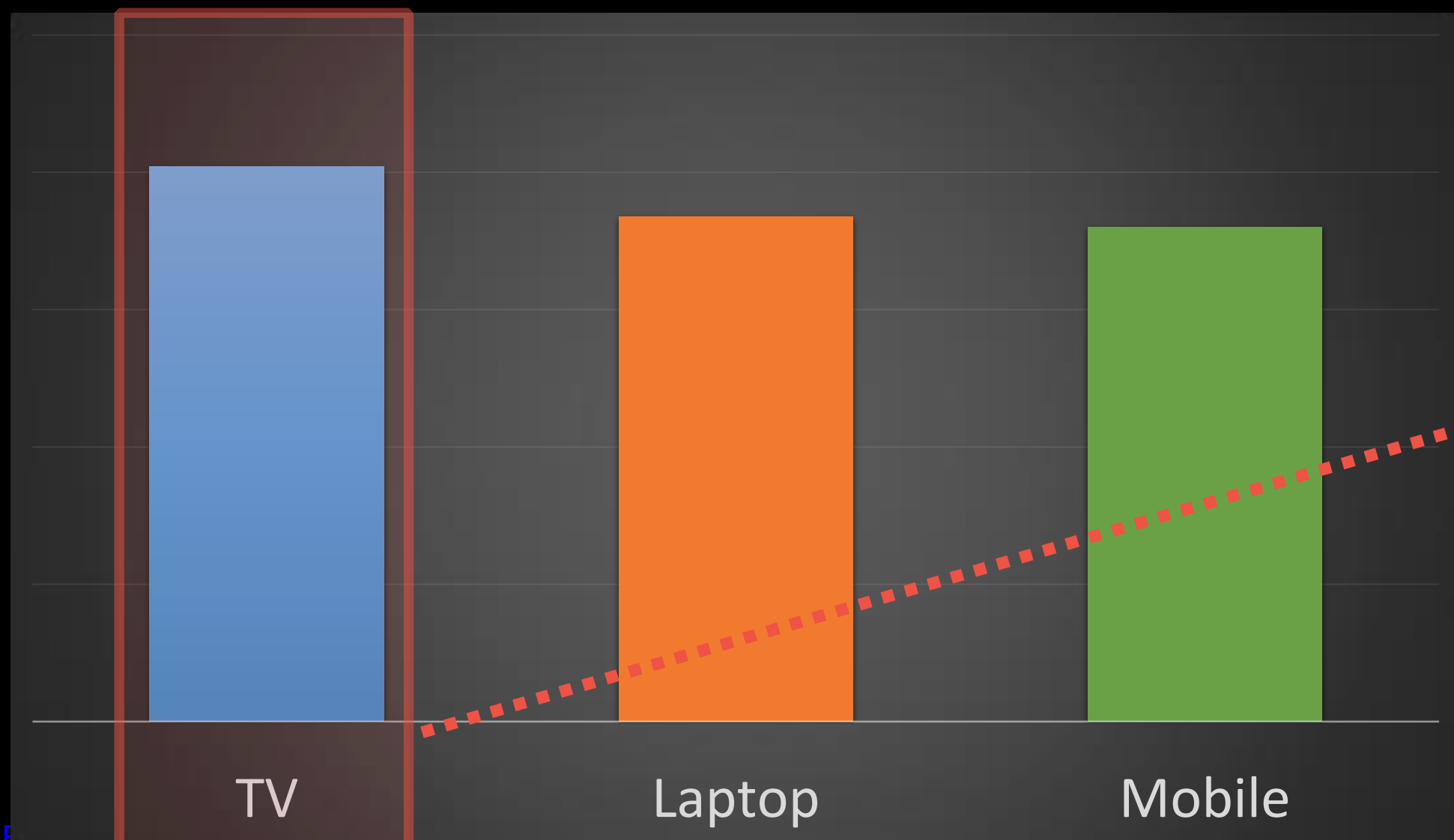
4. TV IS VERSATILE: BENEFITS FOCUSED ADS PERFORM NEARLY EQUIVALENT ON ATTENTION AND CONNECTION



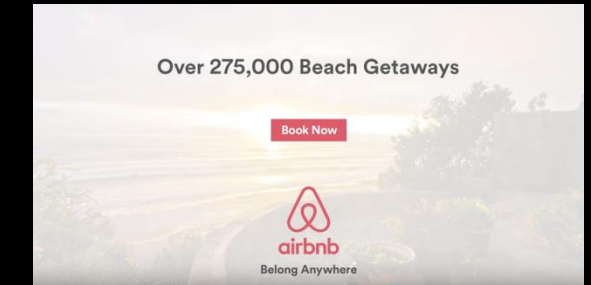
BRAINSIGHTS



Attention:
- 2% vs. Laptop
- 1% vs. Mobile



Connection:
+ 10% vs. Laptop
+ 12% vs. Mobile



Airbnb – Oceanview in Paradise, :40



Ford Escape – Easy TV, :30



Maple Leaf - Hanging a chandelier, :30



McDonalds – The Big Mac?, :15



Nike – Live Toronto, :30



Tim Hortons – Single Serve,, :15

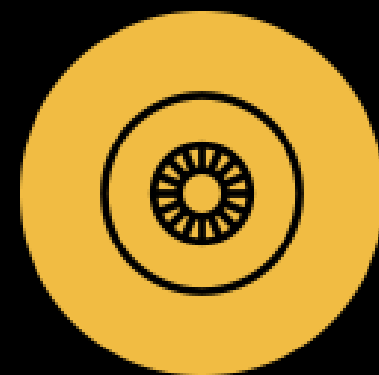


**Screen appropriate content has a multiplier
effect on screen appropriate ads**

5. SCREEN APPROPRIATE CONTENT HAS A MULTIPLIER EFFECT ON SCREEN APPROPRIATE ADS



On TV

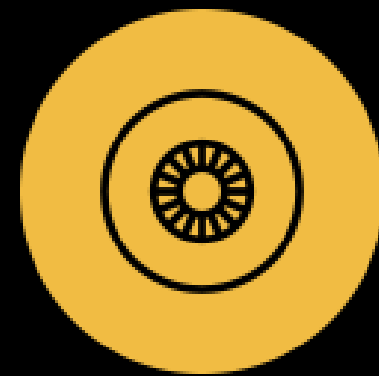


Attention:
+29% vs. Digital



Connection:
+28% vs. Digital

Embedded Ads
On TV



Attention:
+30% vs. Digital



Connection:
+31% vs. Digital

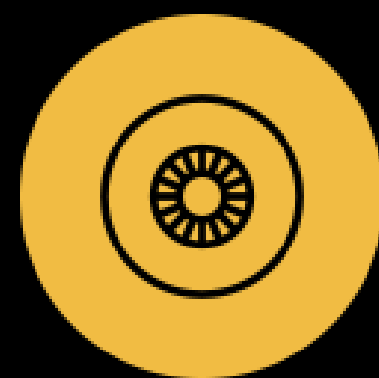
- Supergirl is over and above the **most visually complex** of all tested TV-Style content
- It saw a **massive lift when viewed on TV screens**, compared to other TV shows
- And it displayed a significantly larger **uplift on embedded ads**, especially those ads that were already well suited to TV

5. SCREEN APPROPRIATE CONTENT HAS A MULTIPLIER EFFECT ON SCREEN APPROPRIATE ADS



- An extreme example, but Zach King's visual illusion Vines are an **interesting case study** on non-traditional content being appropriate for TV
- Given the massively visual nature of these spots, it is **no surprise** that a larger, higher definition screen would increase engagement

On TV Screen

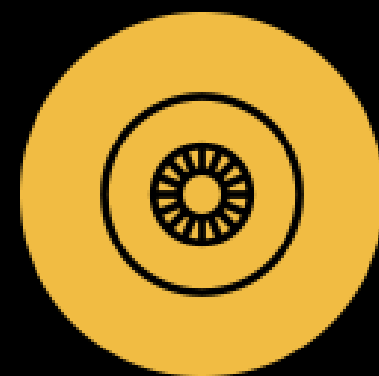


Attention:
+300% vs. Digital



Connection:
+300% vs. Digital

Embedded Ads
On TV



Attention:
+100% vs. Digital



Connection:
+100% vs. Digital



TO RECAP

- 1. TV trumps digital screens on wide shots of landscapes and people**
- 2. Story focus ads perform best on TV**
- 3. Ads need a clear and simple call to action to work on Digital Screens**
- 4. TV is versatile: Brand focused ads do better on TV but benefits focused ads do equally well on TV & Digital**
- 5. Screen appropriate content has a multiplier effect on screen appropriate ads**



BRAINSIGHTS

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TV AND NEW PRODUCT ADVERTISING



New Product or New Use Case Ads leverage the strengths of the Television Screen

“NEW” BEHAVIOUR ADS VS. “ESTABLISHED” BEHAVIOUR ADS



BRAINSIGHTS

New Product or New Use Case



Apple – Timer :60 (Hands free Siri)



Tim Hortons – Single Serve :15

Established Behaviours



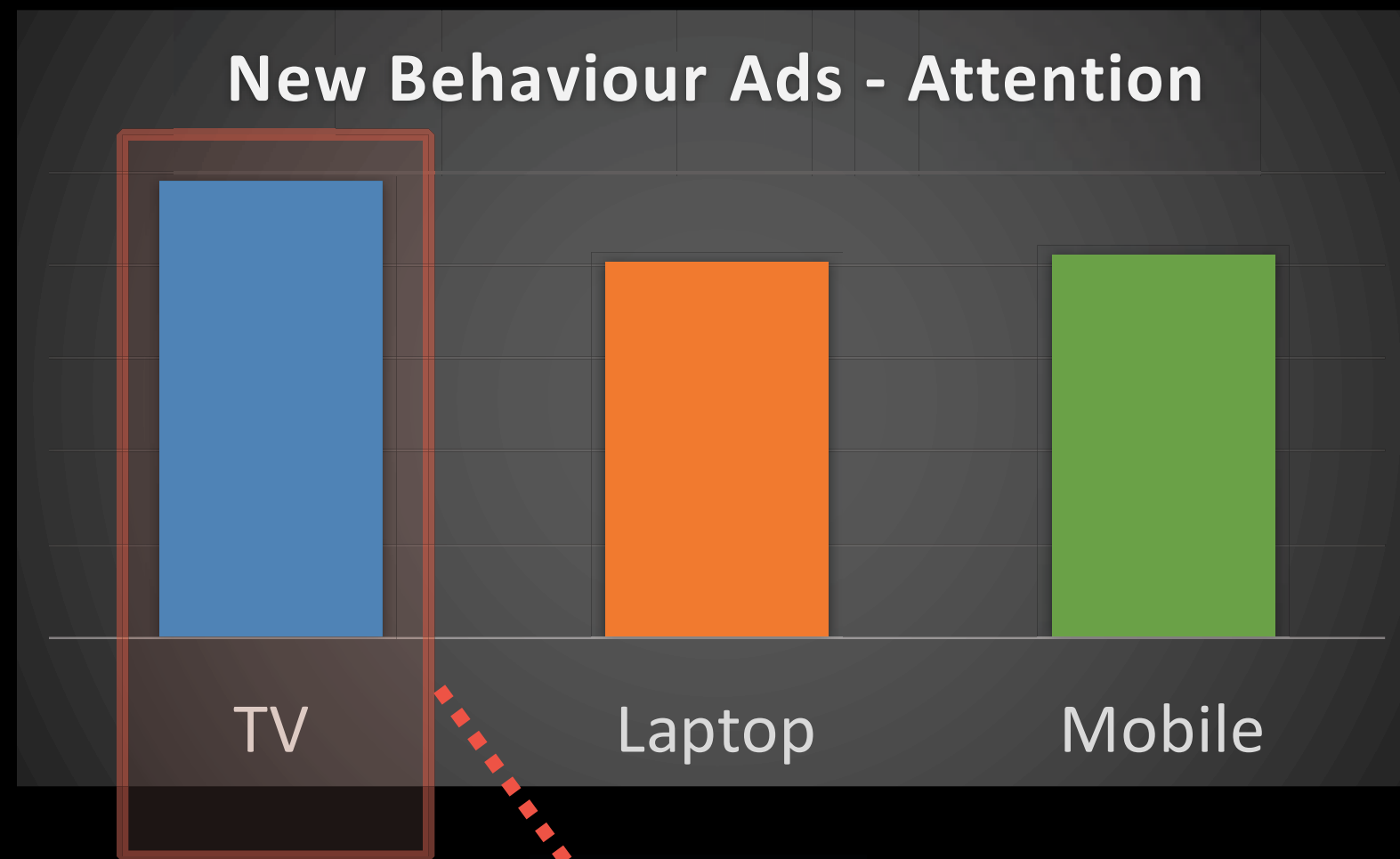
Harley Davidson – Live your Legend :30



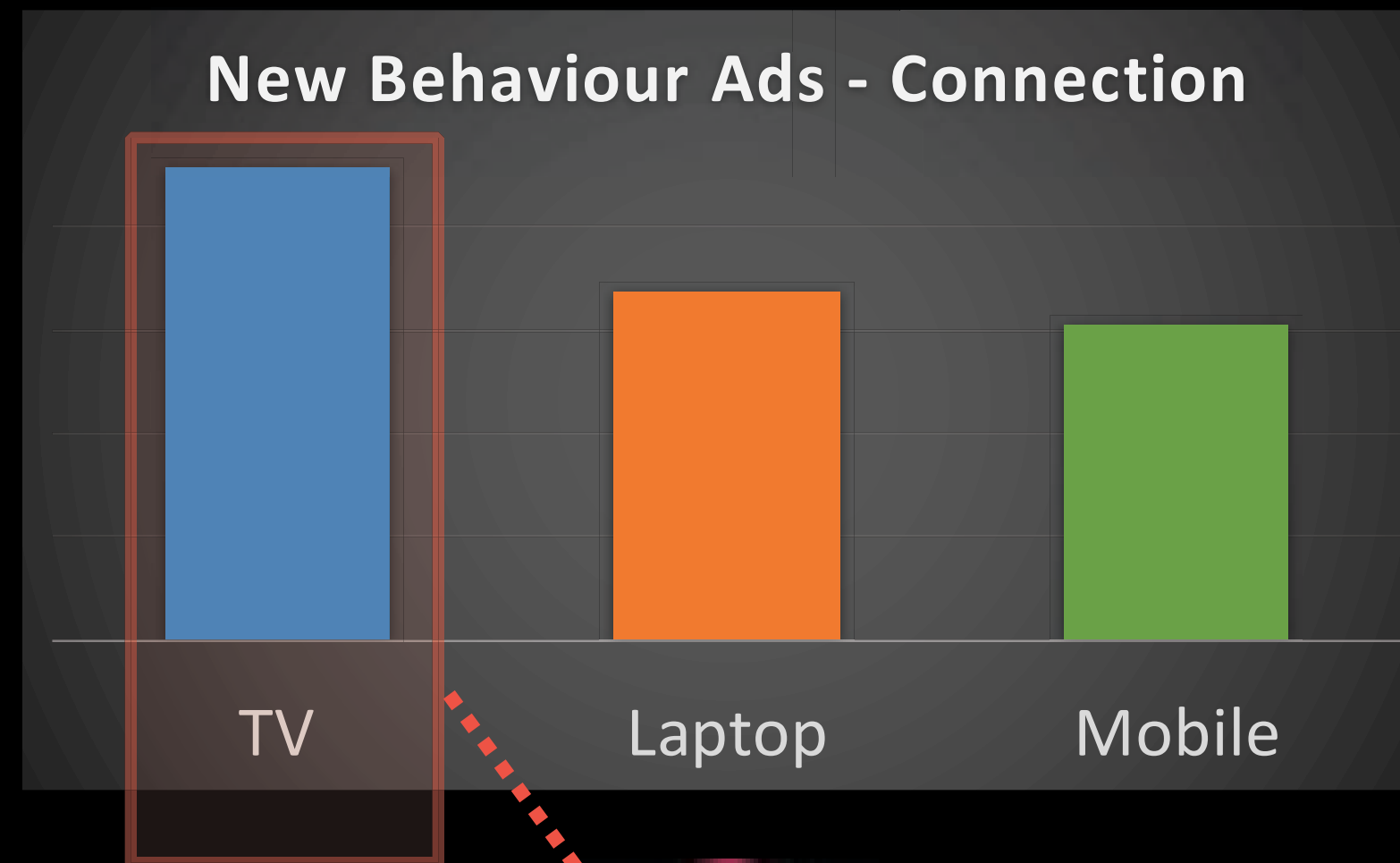
Walmart– How to #ManMath your BBQ :15

42 Ads Tested
26 Established Ads
16 New Ads

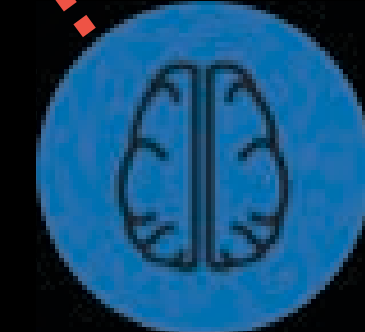
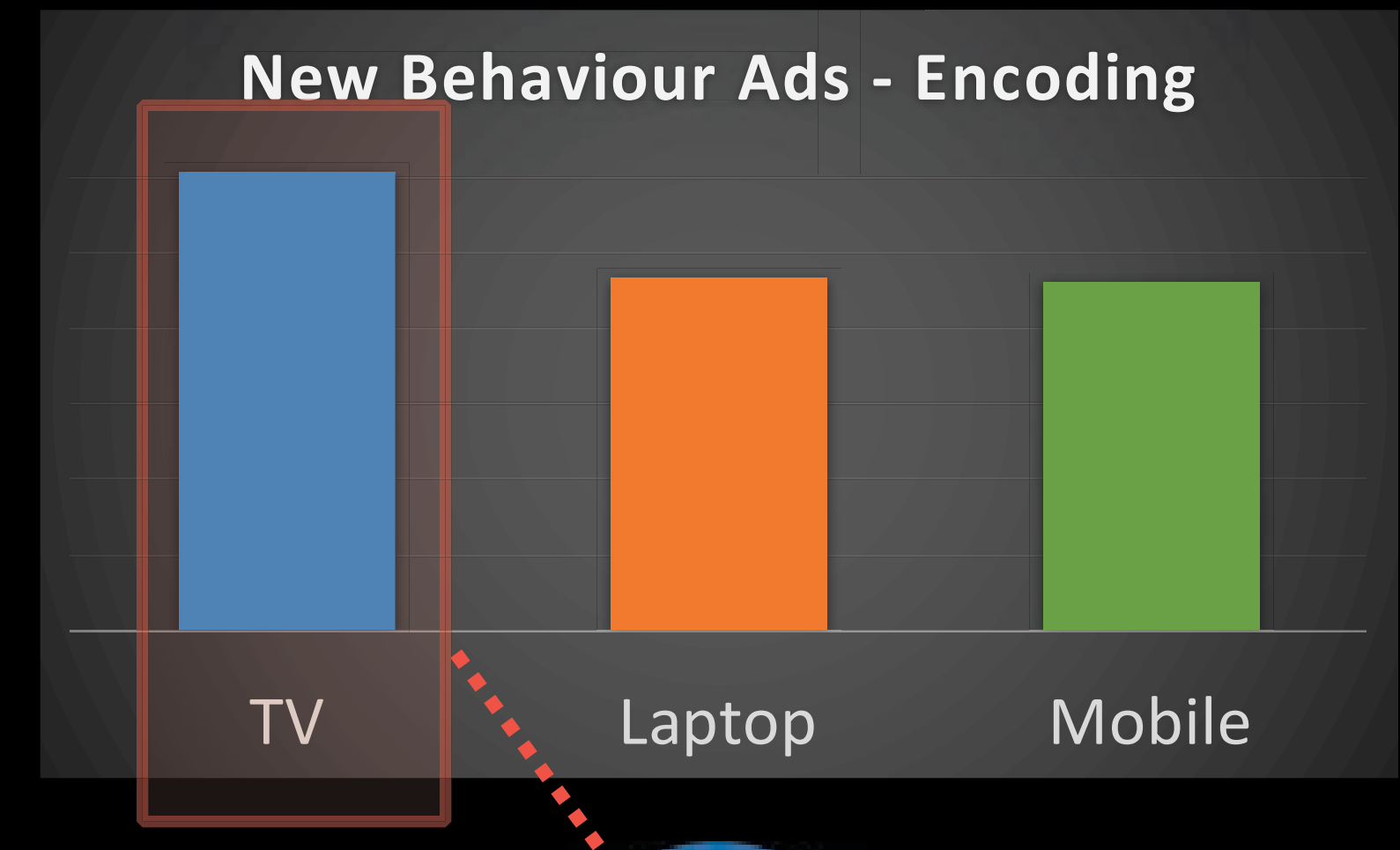
TV BEATS DIGITAL ON “NEW”



Attention:
+22 % vs. Laptop
+19 % vs. Mobile



Connection:
+35 % vs. Laptop
+50 % vs. Mobile

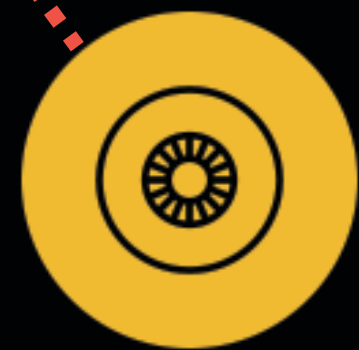
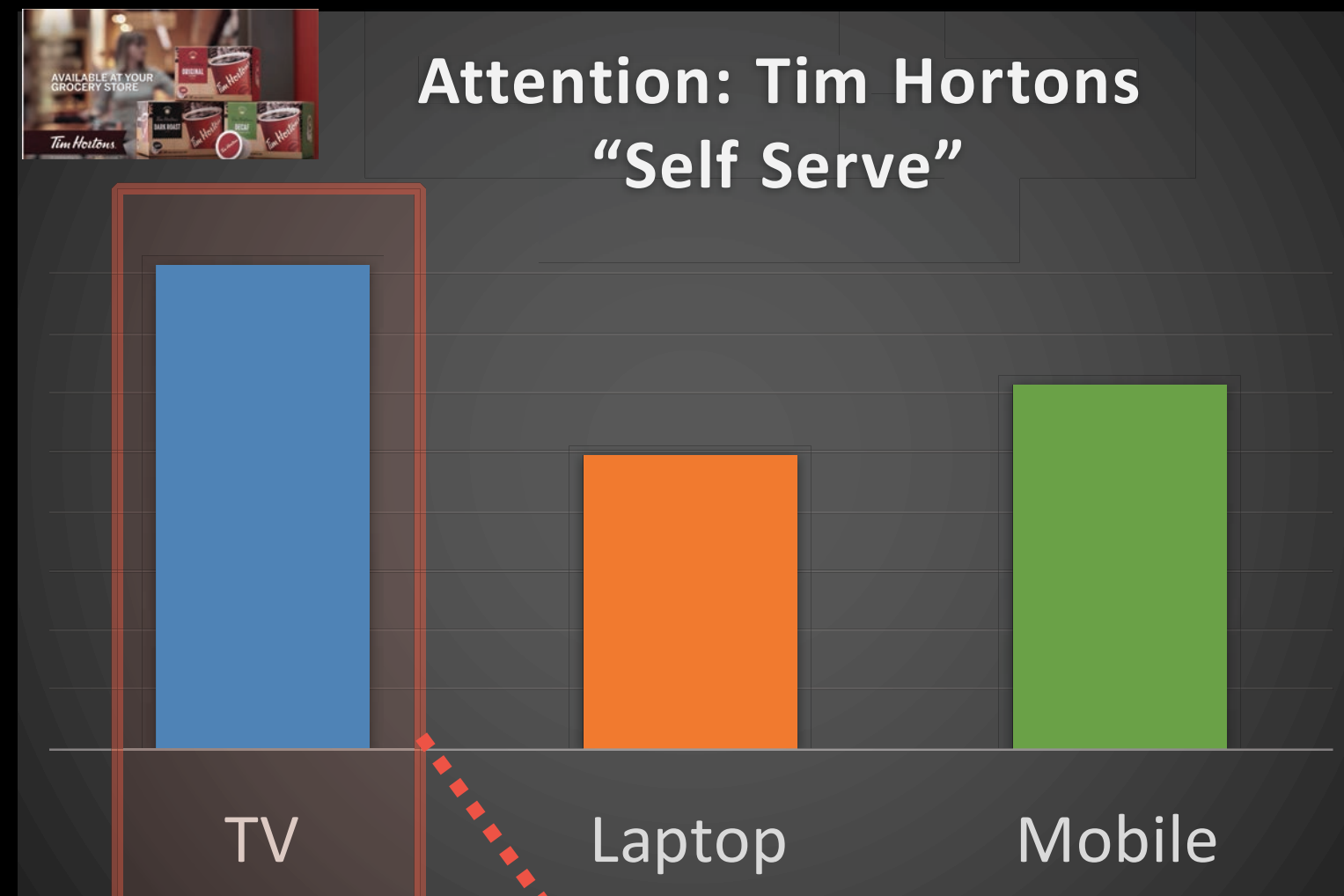


Encoding:
+30% vs. Laptop
+32% vs. Mobile

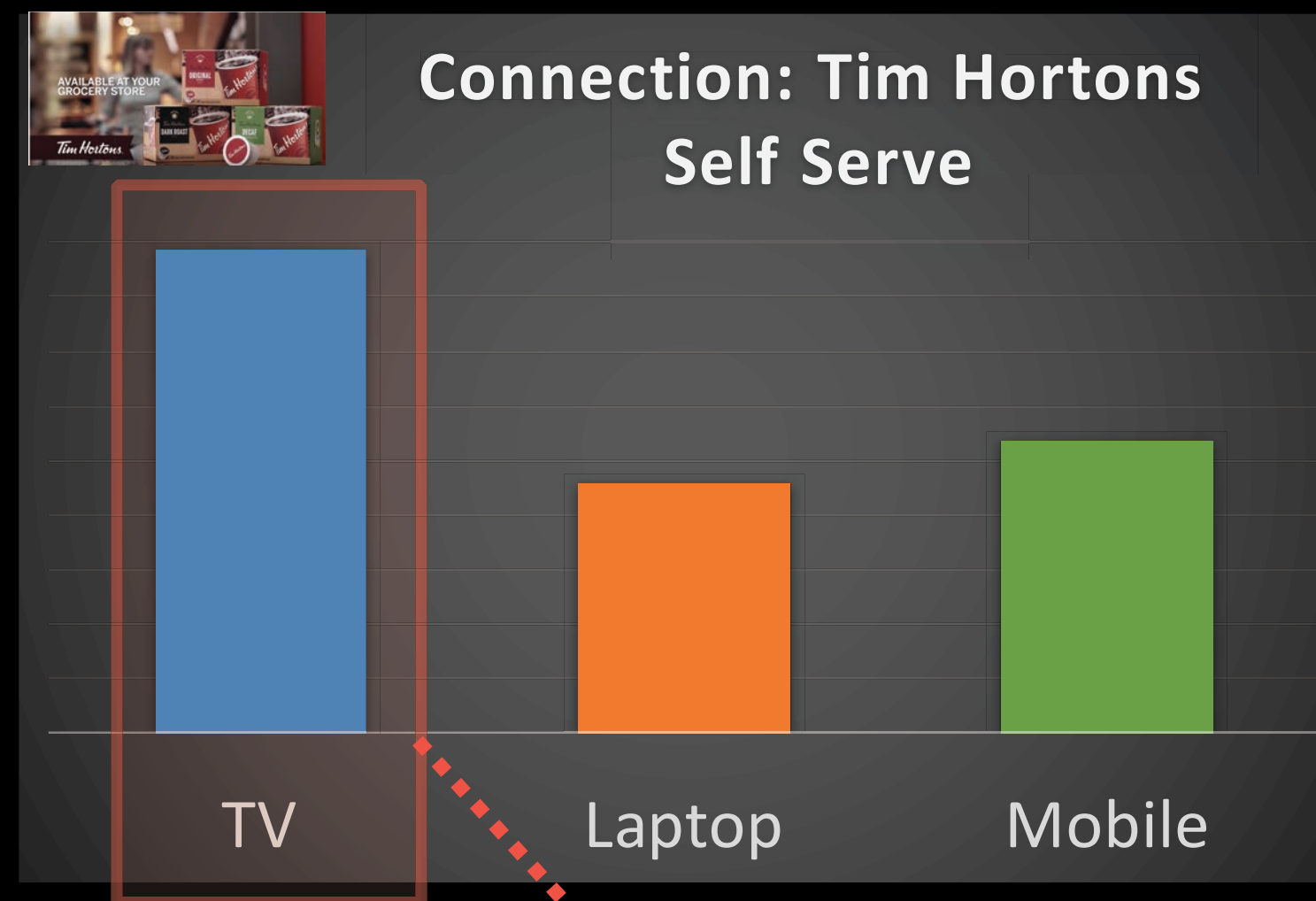
New Product or New Use Case focused ads often use brand-oriented storytelling or creative benefits messaging to incentivize a change in behavior.

Despite a product focus, we see an emphasis on TV's strengths compared to more direct Established Behaviour ads.

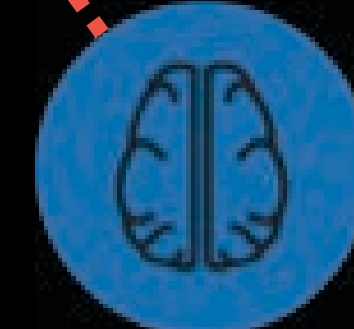
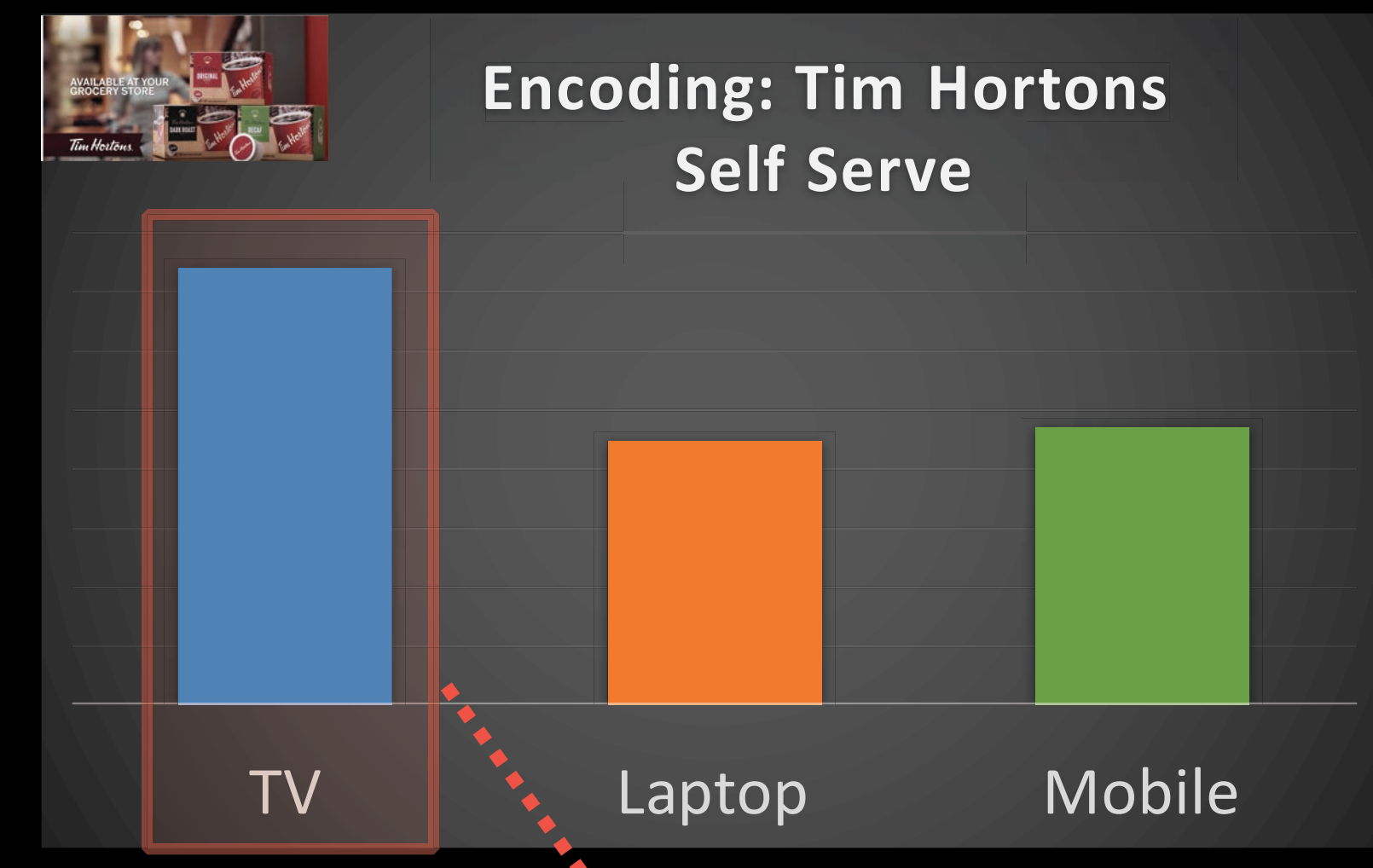
TV BEATS DIGITAL ON “NEW” – TIM HORTONS EXAMPLE



Attention:
+65% vs. Laptop
+34% vs. Mobile



Connection:
+93% vs. Laptop
+66% vs. Mobile



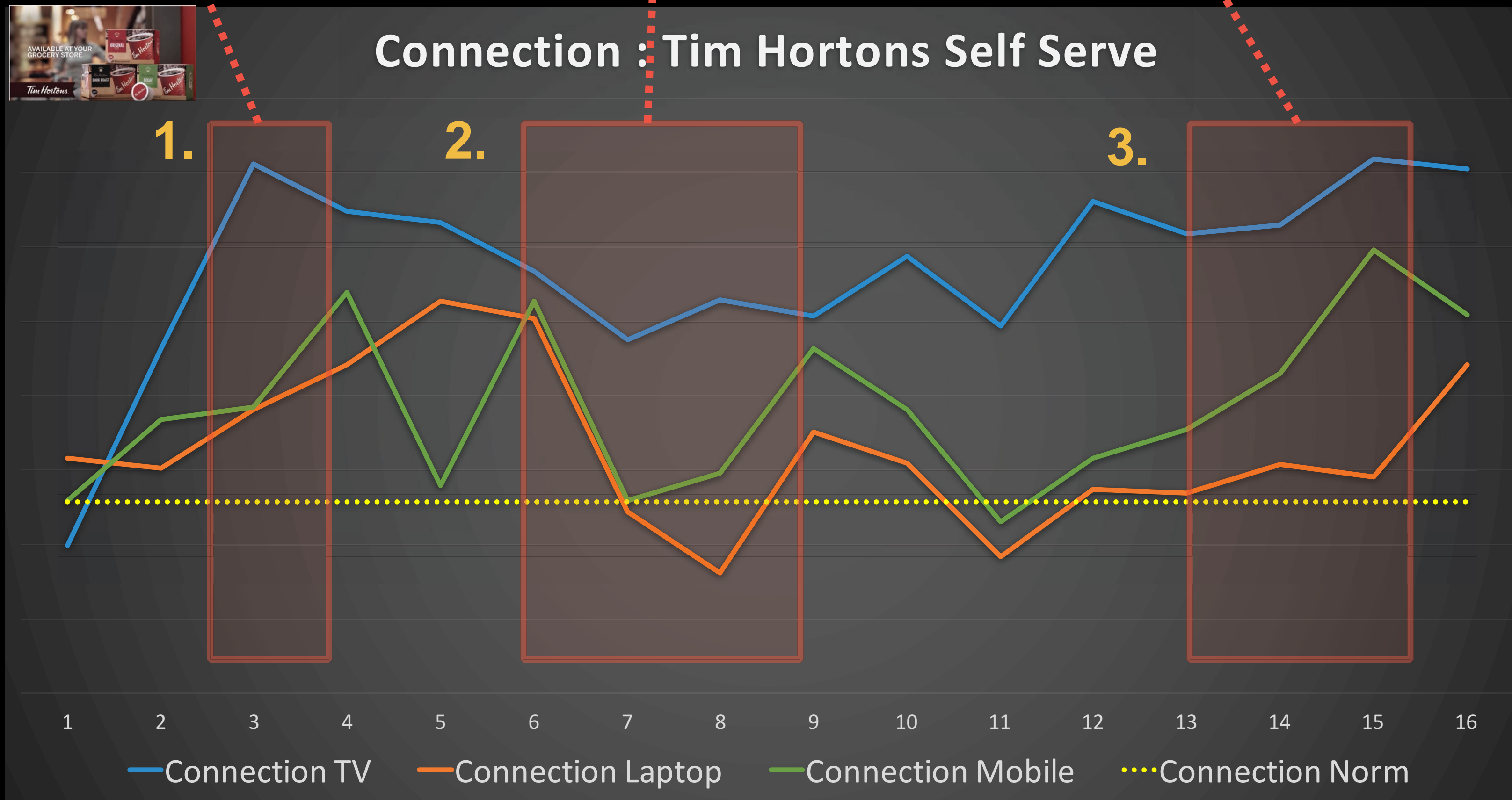
Encoding:
+66% vs. Laptop
+58% vs. Mobile

Tim Horton's :15 “Self Serve” spot uses a purely benefits focused message as it introduces Tim's Single Serve coffee pods.

TV DELIVERS CONNECTION BETTER THAN ANY OTHER SCREEN

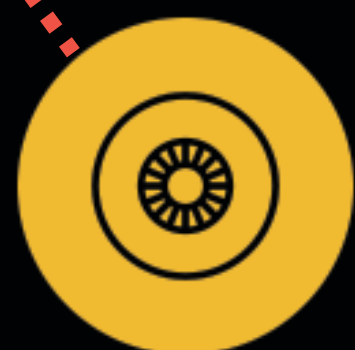
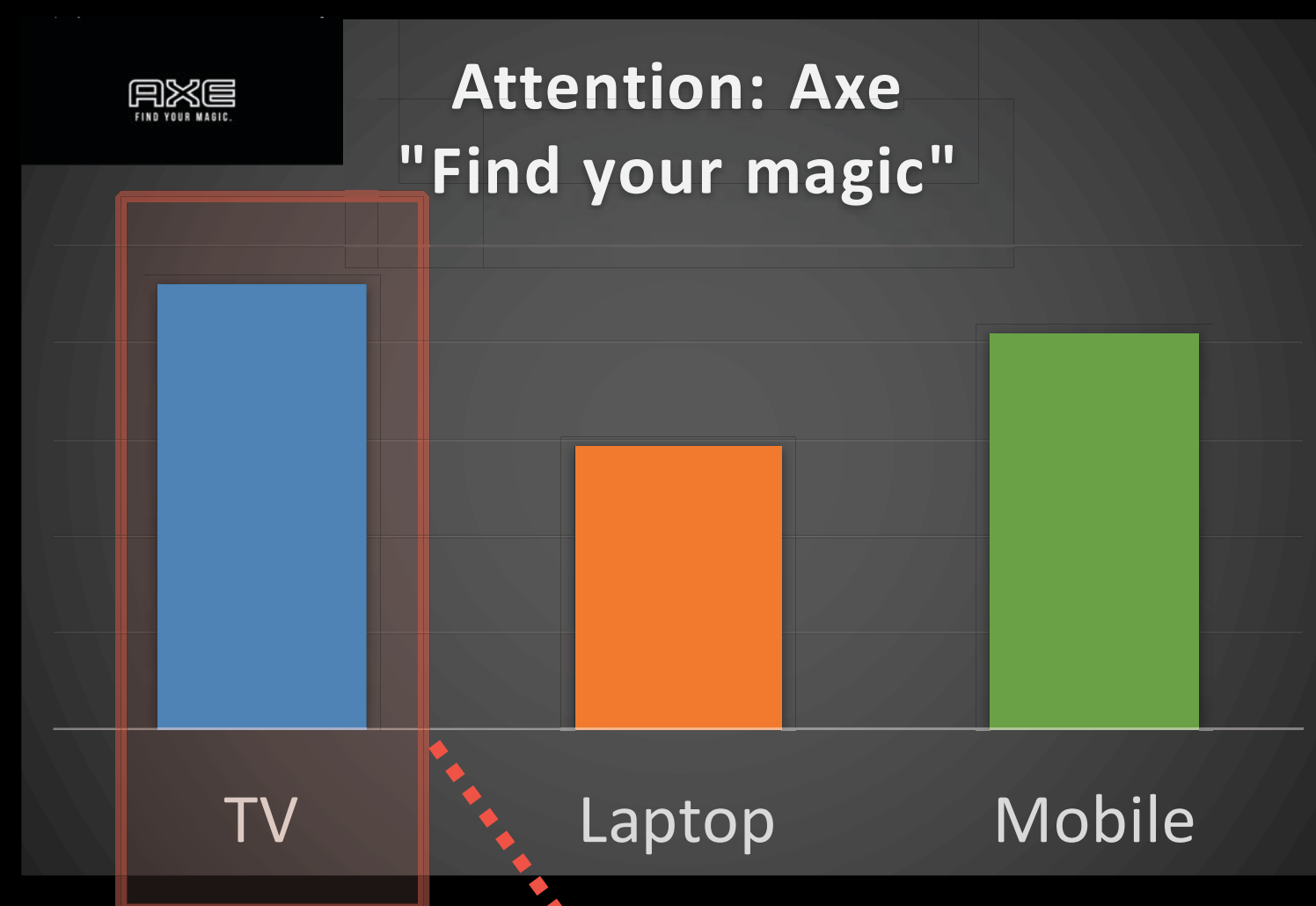


Connection : Tim Hortons Self Serve

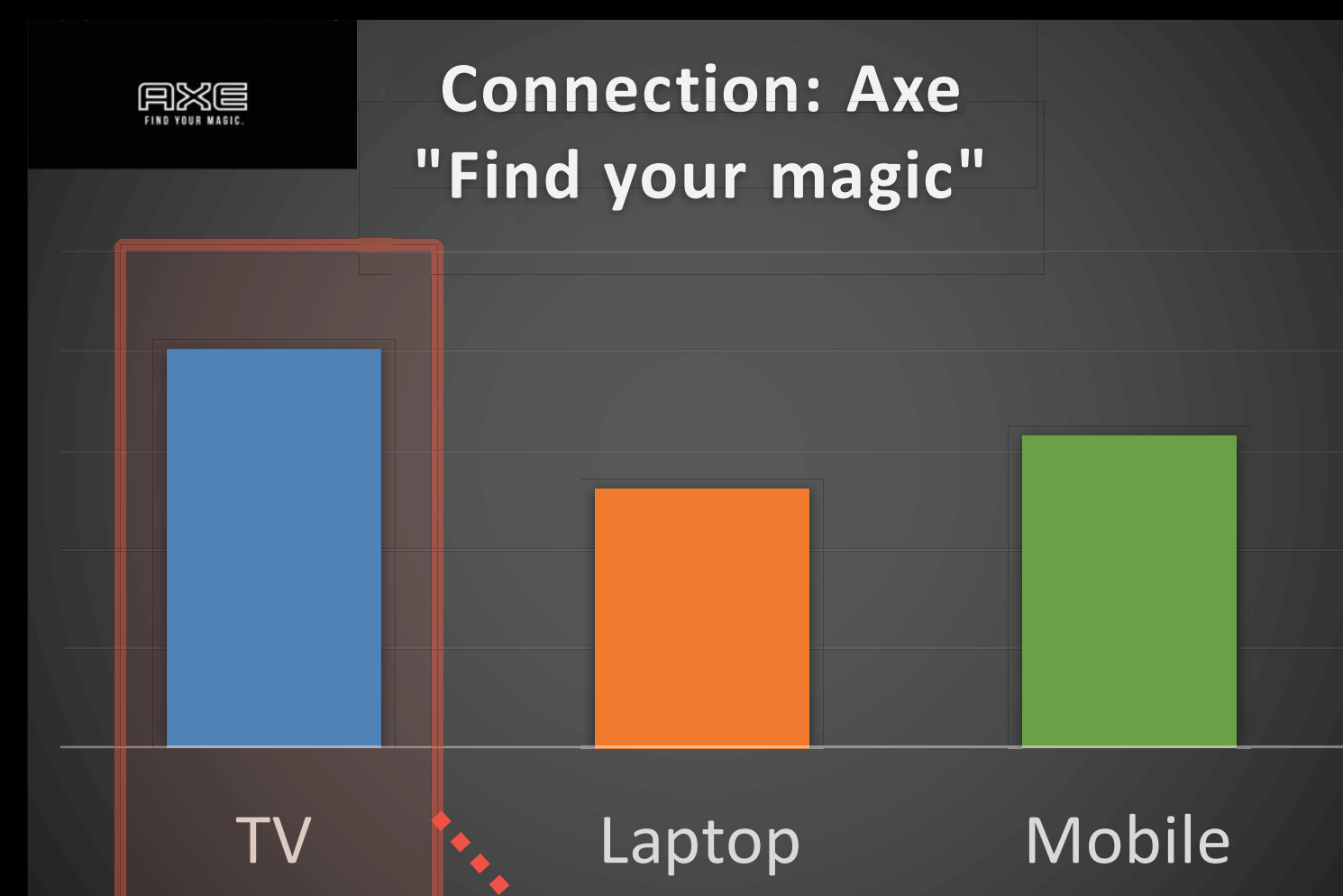




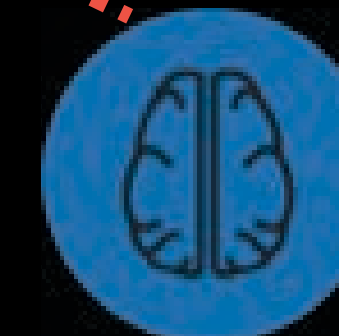
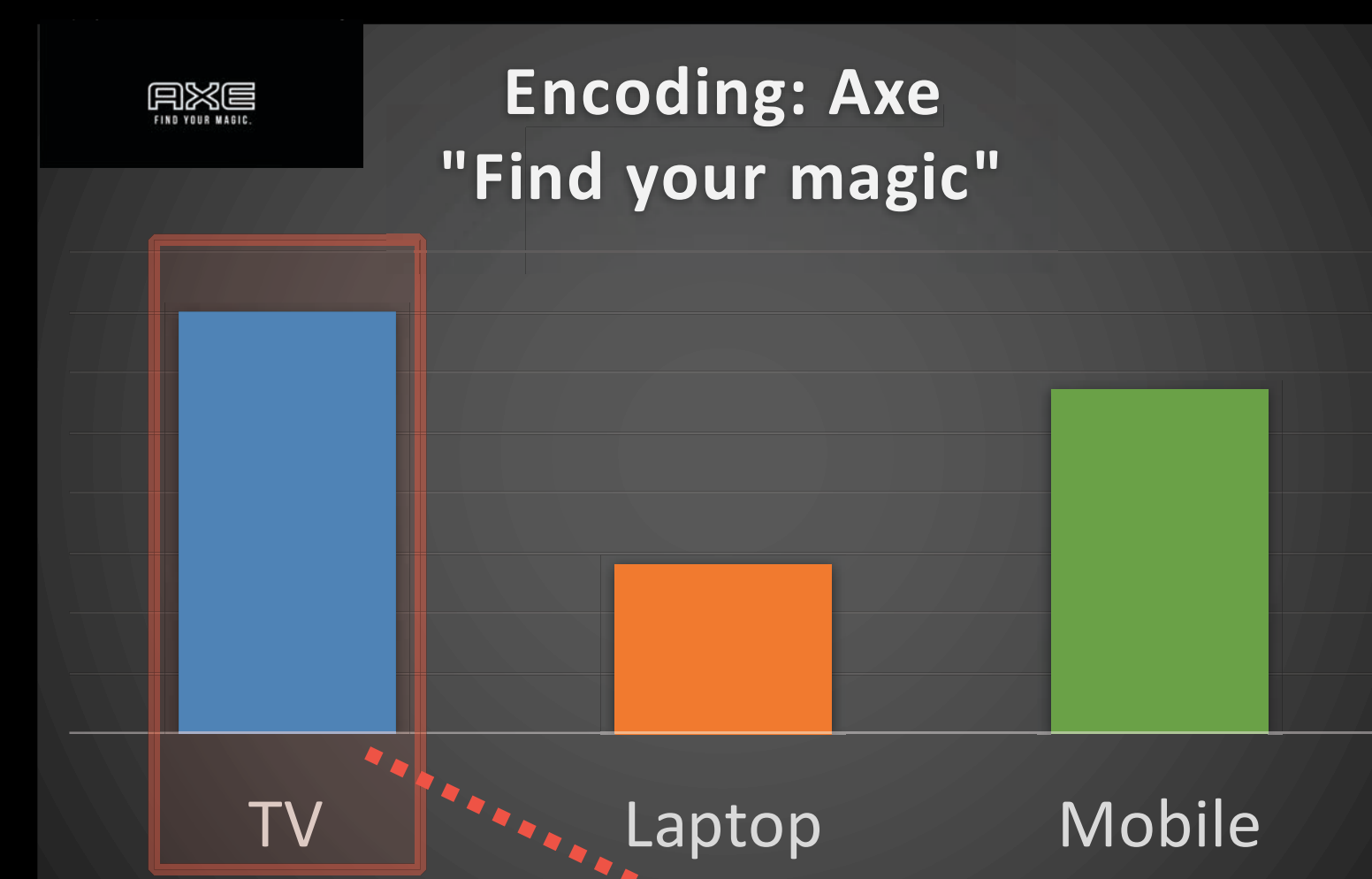
TV BEATS DIGITAL ON “NEW” – AXE EXAMPLE



Attention:
+ 57% vs. Laptop
+ 12% vs. Mobile



Connection:
+53% vs. Laptop
+28% vs. Mobile



Encoding:
+150% vs. Laptop
+22% vs. Mobile

Axe's :30 "Find your Magic" spot uses a values-based brand focused message as it introduces "Axe Grooming for men" to drive trial with an older millennial male.

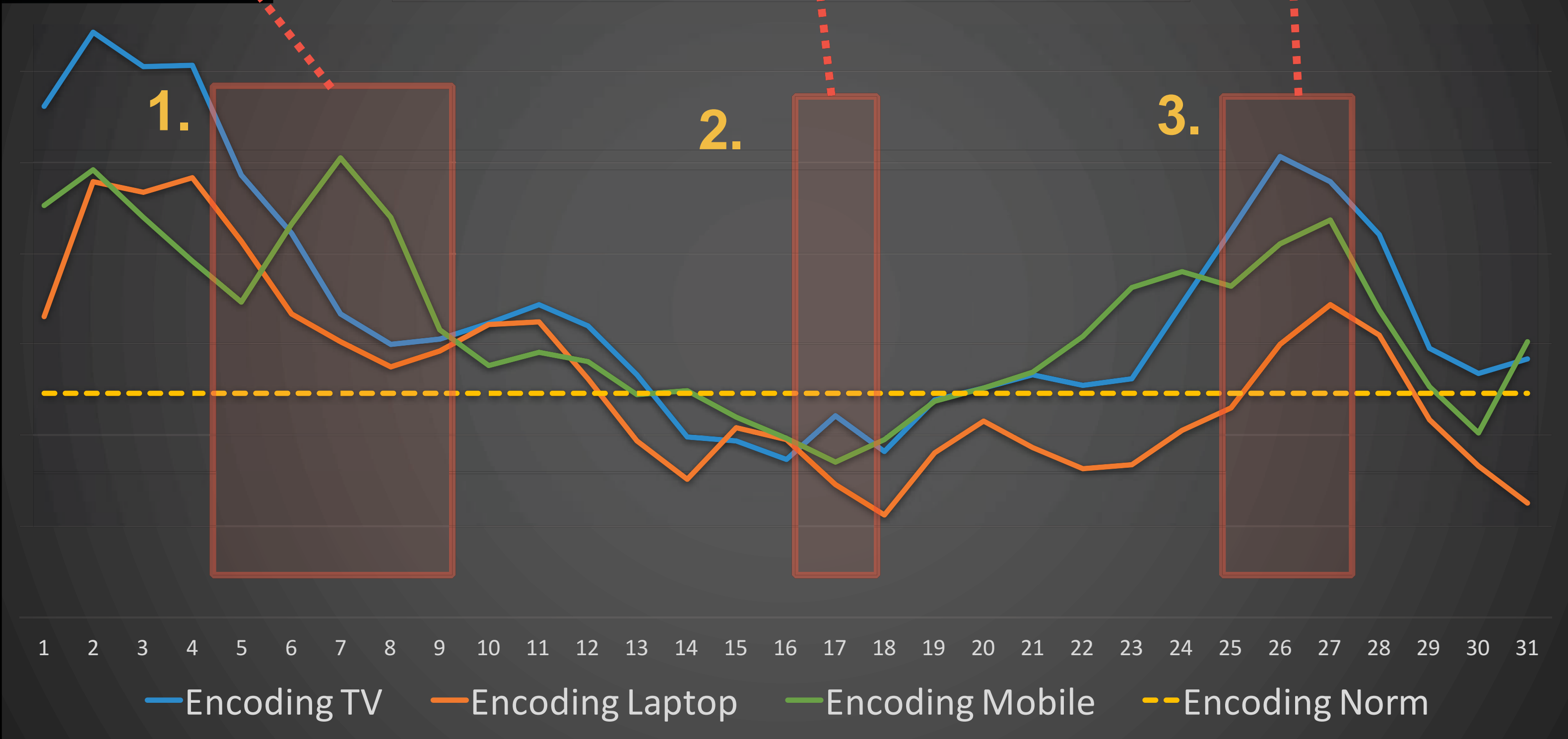
PRODUCT SHOTS & KEY MESSAGES ARE MORE MEMORABLE ON TV



FIND
YOUR
MAGIC



Encoding: Axe Find your Magic



- 1. Interruptions on mobile work, but not for long. The only time that Mobile significantly outperforms TV on memorability is when a mobile CTA appears on screen that says “learn more at axe.ca”.
- 2. Product shots of the Axe for men grooming portfolio drives better encoding than mobile or laptop.
- 3. Key messages and usage occasions more memorable on TV. The words “Find Your Magic” and usage occasions shown, even in a brand story format, are massively more memorable on TV than Laptop (+41%) and mobile (+17%)



BRAINSIGHTS

THANK YOU
