



Does Emotional Advertising Aid Advertising Effectiveness?

THE **BENCHMARK** SERIES

A NEW STANDARD IN MEASURING THE TRUE IMPACT OF ADVERTISING

Benchmark sets out to join the dots on how the various attributes of video advertising deliver growth for advertisers.

Led by academic Professor Karen Nelson-Field from the University of Adelaide, **Benchmark** is a ground-breaking, independent, large-scale in-home study into how Australians *really* engage with advertising across different platforms and devices.

This report covers the topic of Emotional Response





Methodology

Data was derived from bespoke A.I, machine learning tech and eye-tracking software from

...2583 Australians,

...18,219 advertisements,

...under **natural in-home viewing conditions**,

...recording where respondents **looked, for how long, and what percentage** of the ad in pixels was in view and viewed

...a cluster of exposed ads then classified by a separate sample of respondents on the emotional reactions they believe the advertisement evoked in them

Benchmark Series Results to Date

| | TV | Facebook | YouTube |
|---------------------------------------|-------------|------------|------------|
| <u>Active Attention</u> | 58% | 4% | 31% |
| <i>Passive Attention</i> | 40% | 94% | 37% |
| <i>Avoidance</i> | 2% | 2% | 32% |
| <u>Sales Impact (STAS)</u> | 144 | 118 | 116 |
| <i>Average Screen Coverage</i> | 100% | 14% | 32% |
| | | | |

Learnings

Benchmark learnings:

- Visibility first, everything else second...
- TV generates more active attention
- Variances in attention (70%) are predominantly explained by screen coverage (visibility)
- Emotions and other creative elements add to the impact
- Advertising on highly visible platforms is still more impactful than eliciting strong emotional reactions shown on less visible platforms



Many products have similar rational attributes



Spend less time looking for new, rational claims to persuade people to buy

Spend more time ensuring the execution will evoke desirable emotions and make consumers warm to your brand.



Heath, R. Dr. (2014) TV Strategy. The Art of Subconscious Seduction

Emotional reactions, rational messages

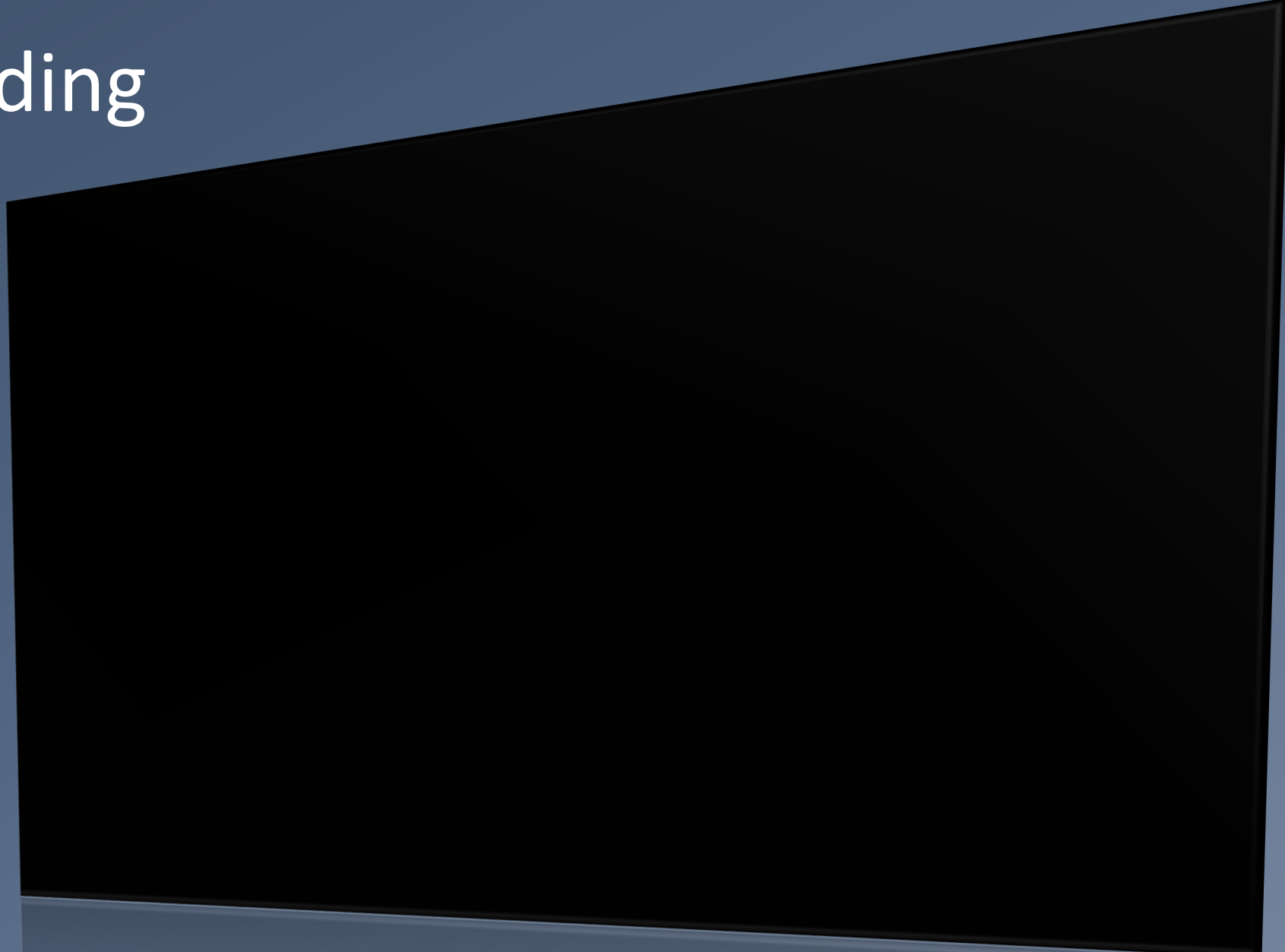
*95% of our purchasing decisions take
place subconsciously*

Professor Gerald Zaltman, Harvard Business School



Emotional Branding

Cadbury



“The temptation is to try and feed people all the information they need to stimulate key purchase drivers and get them to choose our brand.

The temptation is understandable, but we know it doesn’t work like that.”

Jacqueline Witts, head of strategy, AJF Partnership. Source: Mumbrella Nov 24, 2017

Why?

“Most consumers are not in market at the time of the exposure...

...so (brands) rely on emotional priming, since that cuts through whether people are interested in the product or not.”

Nelson-Field, K. Dr. (2013) Viral Marketing. The Science of Sharing, South Melbourne: Oxford University Press

John Lewis- 2017

John Lewis



coles



HOLDEN

Pedigree



Rexona



think 

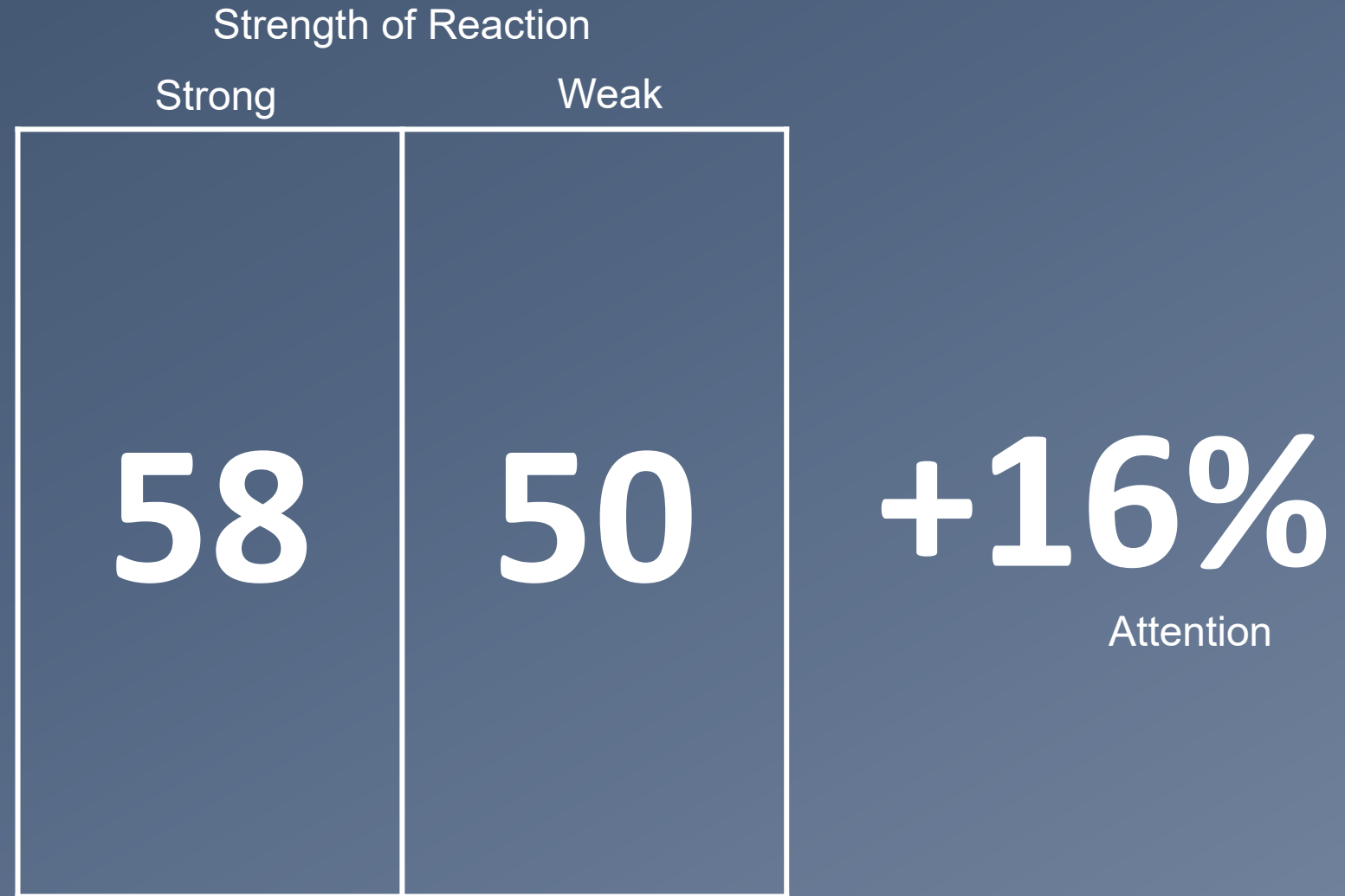
Emotion-Reaction Grid

| Strong Reaction | | Weak Reaction | |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Positive Emotional Response | Negative Emotional Response | Positive Emotional Response | Negative Emotional Response |
| Hilarity | Disgust | Amusement | Discomfort |
| Inspiration | Sadness | Calmness | Boredom |
| Astonishment | Shock | Surprise | Irritation |
| Exhilaration | Anger | Happiness | Frustration |

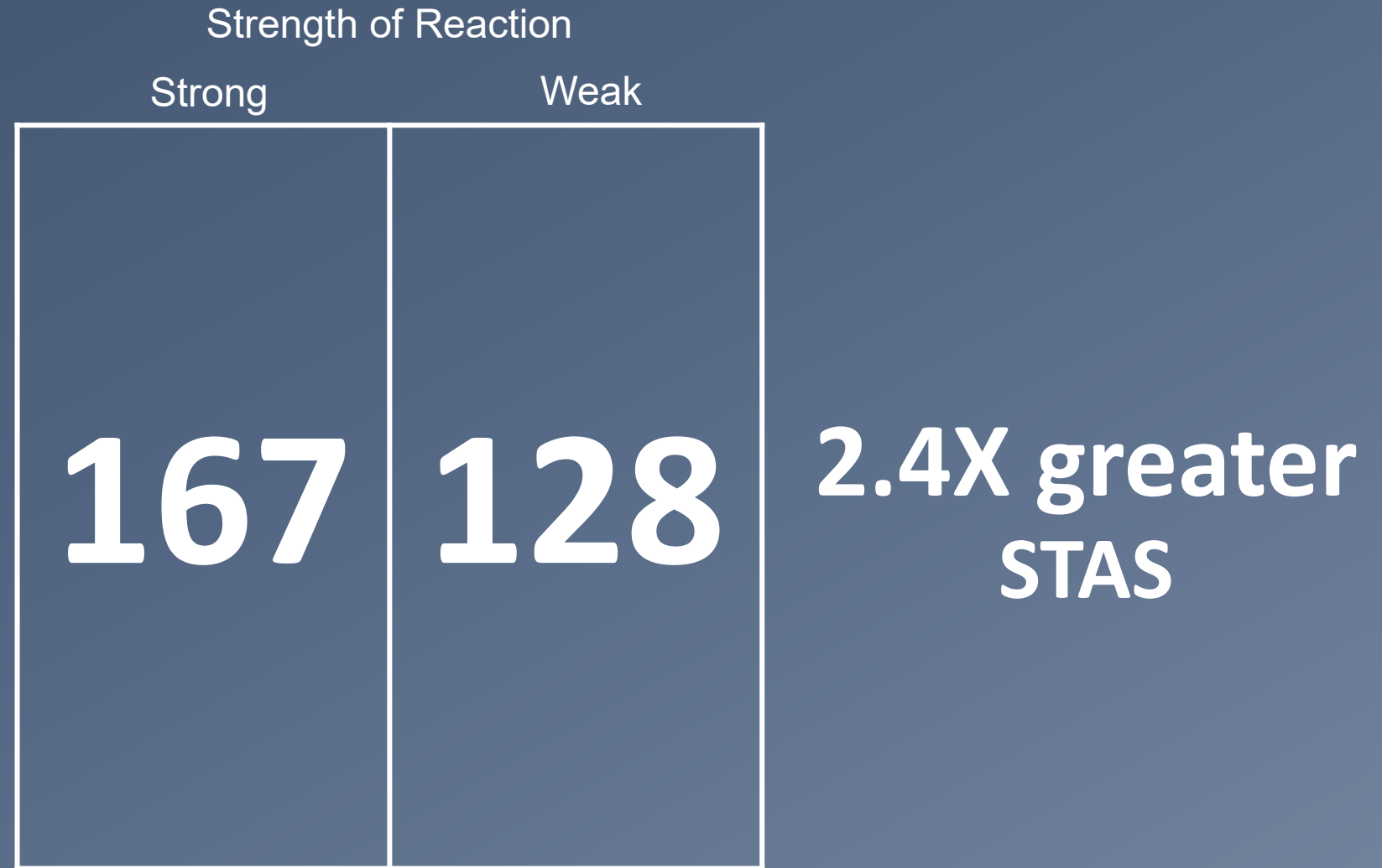
Less than 1 in 4 ads elicit a strong reaction



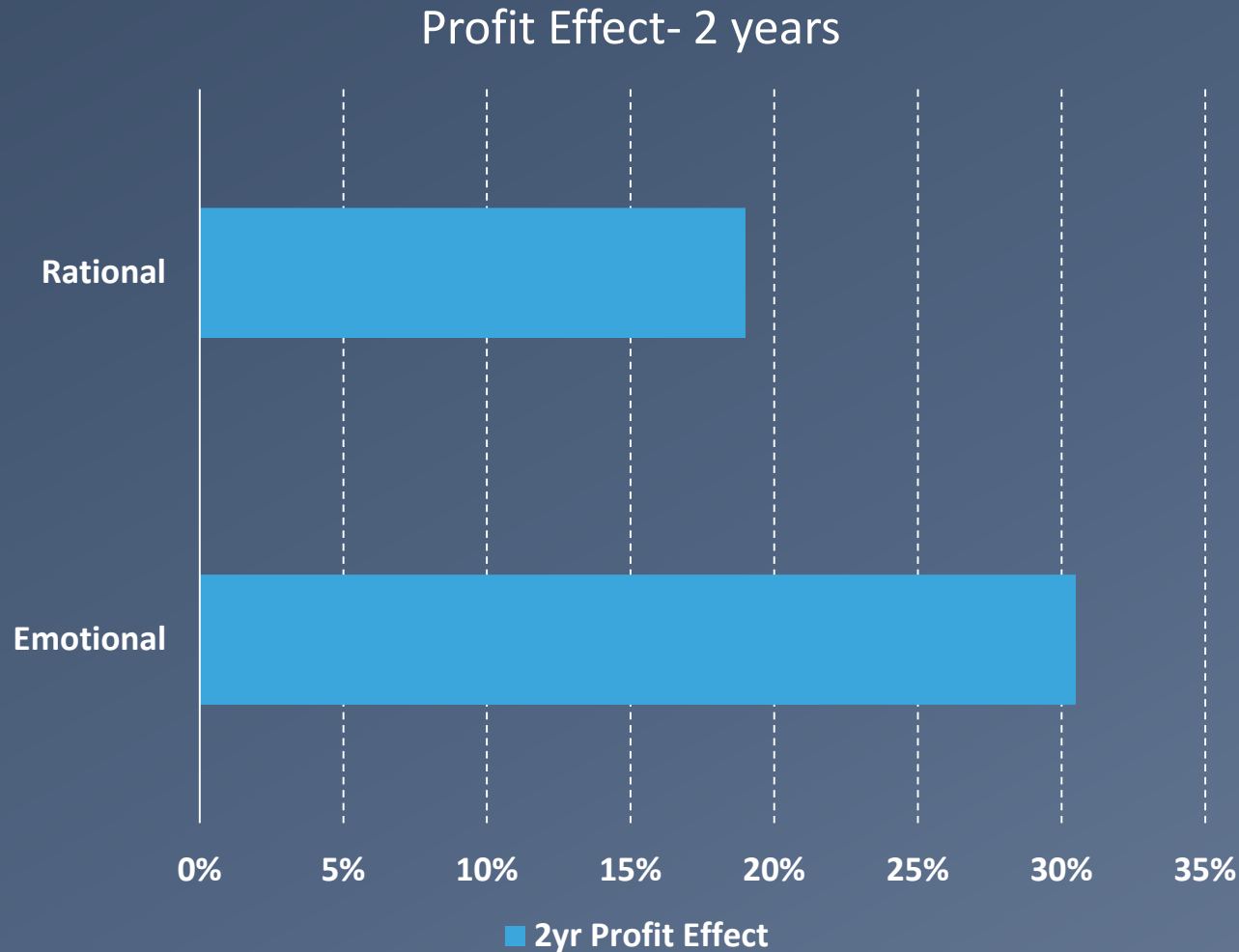
Ads that get strong reactions get more attention



Ads that get more attention generate greater sales impact



Emotive executions are more profitable



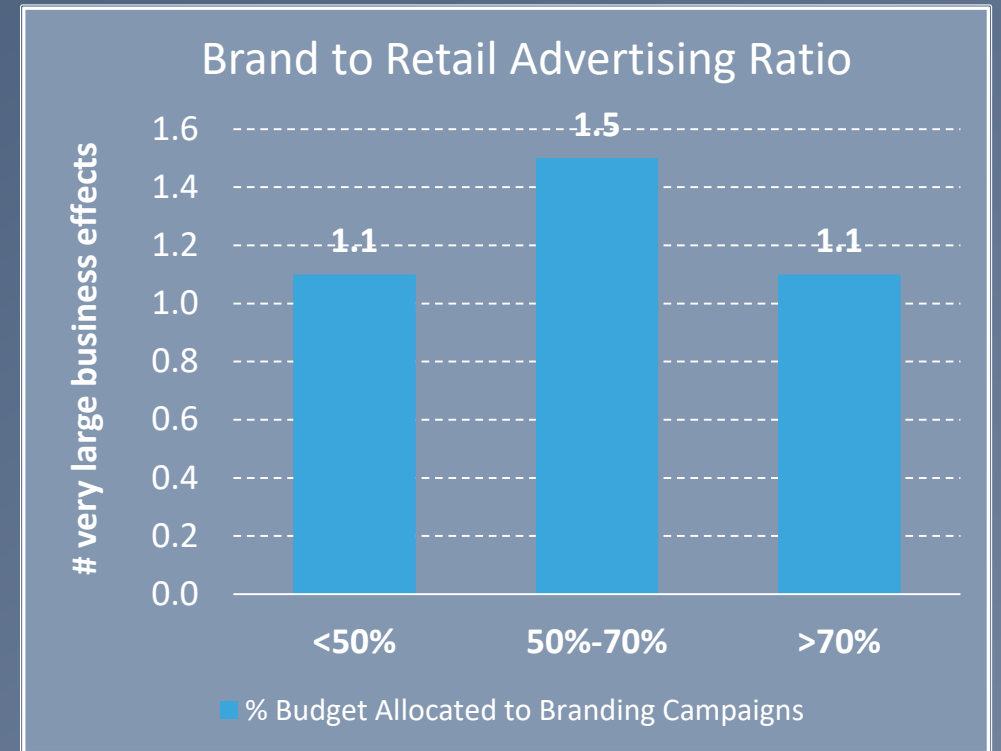
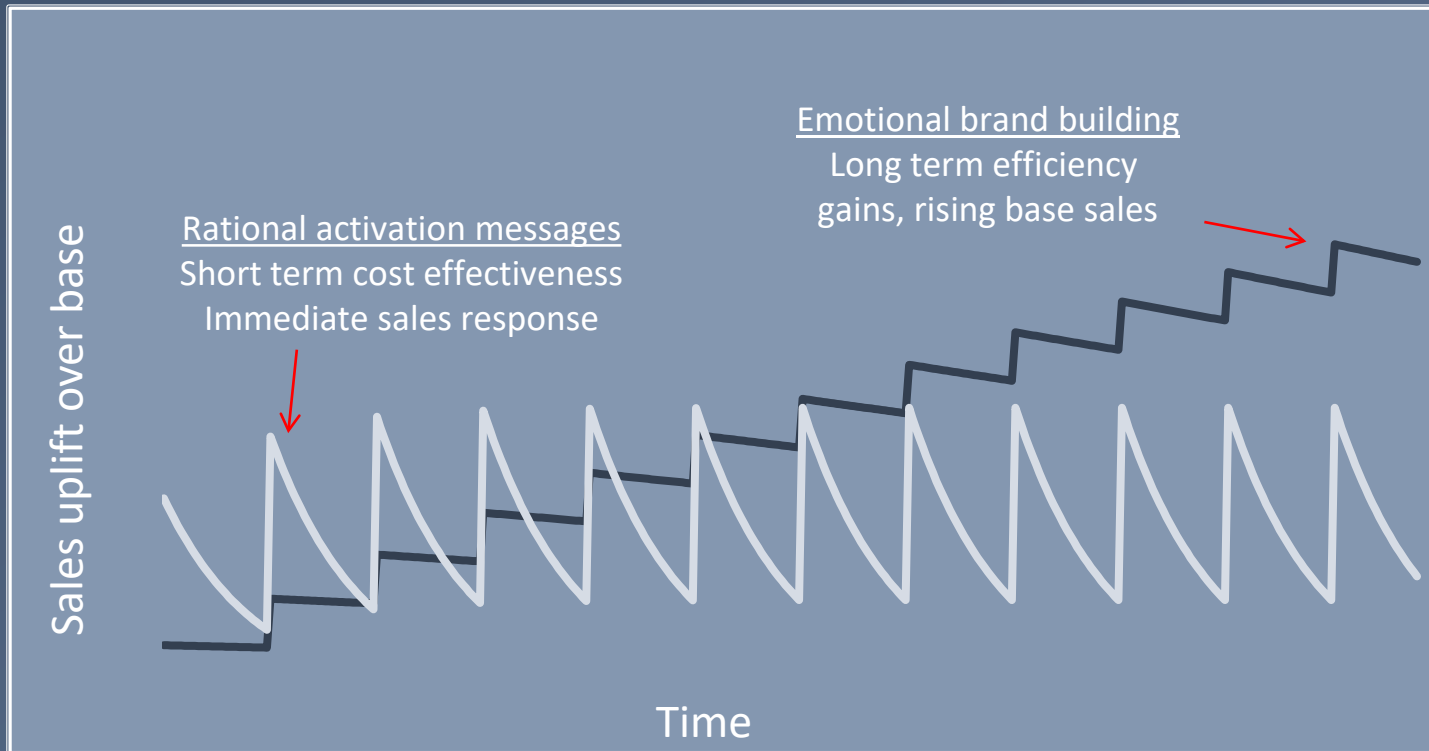
Emotions tend to have more impact than messages...”

...what is clear ... is that emotional campaigns are considerably more effective – and in particular more profitable – than rational campaigns

...but not all advertising should be emotional

60:40 Ratio...

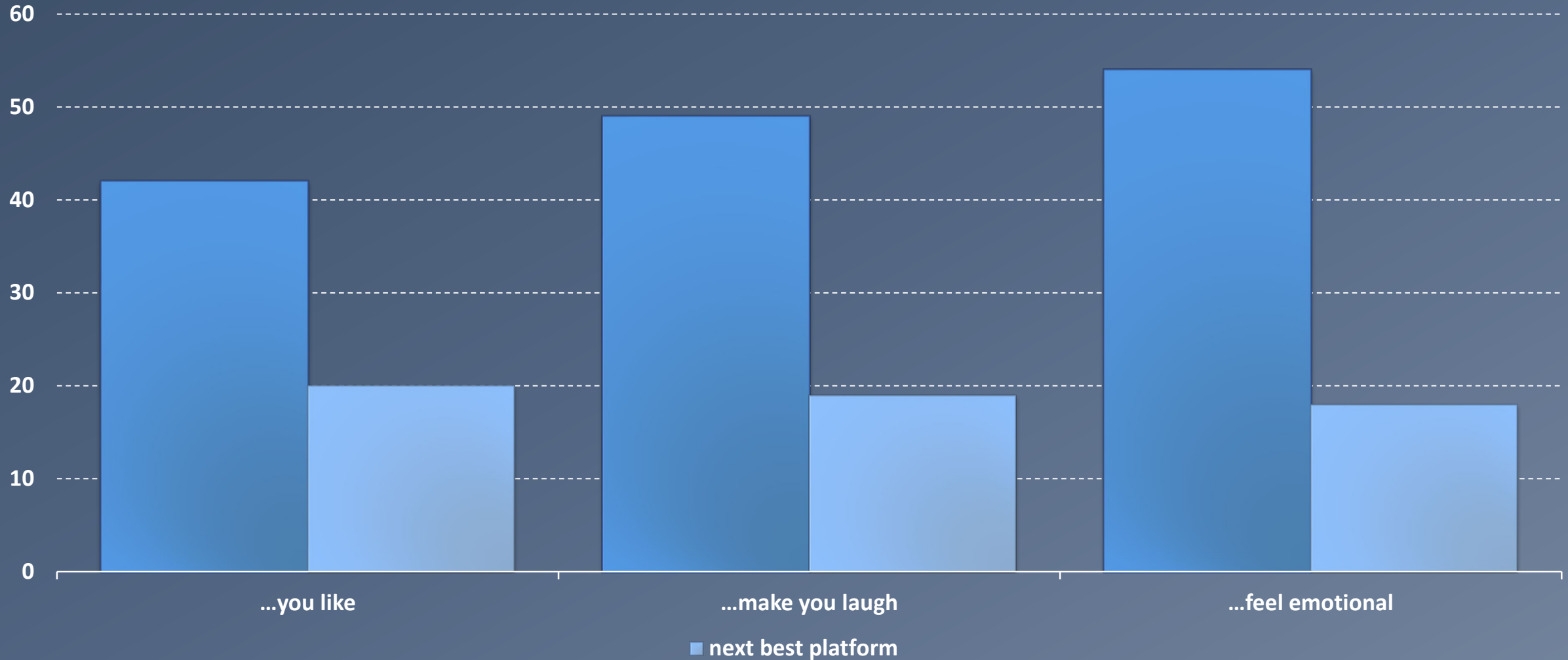
Spend too little on brand building, limit brand equity growth, get poor responses from activation



Which platform? Visibility and dwell time are key

| | TV | Facebook | YouTube |
|---|------|----------|---------|
| <u>Active Attention</u> | 58% | 4% | 31% |
| <u>Average Screen Coverage</u> | 100% | 14% | 32% |
| <u>Dwell time of 30sec @100% pixels</u> | 100% | 0% | 6% |

The TV platform provides the opportunity to create ads that elicit strong emotional reactions...





“An emotional response whether it be a tug at the heart strings or a deep belly laugh will punch above its weight in getting people to respond positively to a brand’s message.”

Nicole Gardner, general manager, McCann

“Ads that elicit strong emotional response generate the greatest sales impact”

Prof. Karen Nelson-Field

