



Not all Reach is Equal
DACH-Edition

Professor Karen Nelson Field



1a
Methodology



presented by
SCREENFORCE



Amplified Intelligence



presented by
SCREENFORCE

What is this study?



Ad Cut Through

via Attention and Recall



Sales Uplift

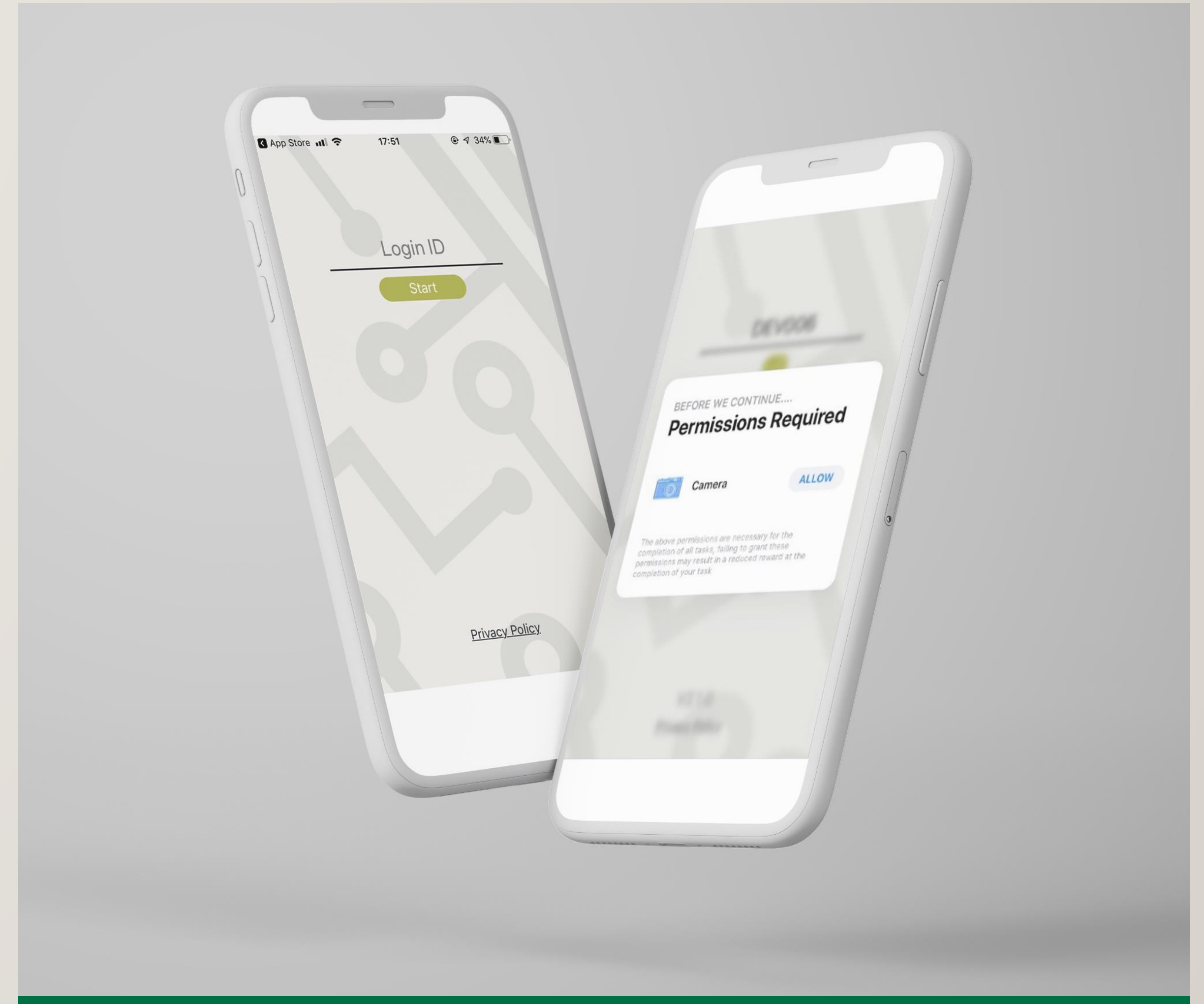
via Product Choice

Multi country
considering
cross-platform
performance against
attributes that
matter.



This includes

- ✓ Approx. 30,000 test ads
- ✓ >2,500 participants
- ✓ 3 countries
- ✓ 5 platforms



Which platforms did we look at?

- ✓ TV on TV Screen
- ✓ BVOD on Mobile
- ✓ YouTube on Mobile
- ✓ Instagram on Mobile
- ✓ Facebook on Mobile
- ✓ TV/YT Combination
- ✓ TV/FB Combination



What does the participant do in 5 steps?

1. Collection App Download



What does the participant do in 5 steps?

2. View Test Platform

- ✓ Participants own log in
- ✓ Intercepted with test ads, same ads on ALL platforms



Ads were represented across categories

Confectionery	Cologne	Clothing	Pet food
Hair care	White goods	Auto	Soft drink
Grocery	Chocolate	Personal care	Fast food

**And different spot lengths to suit all platforms,
including 12, 15, 20, 30 seconds**



What does the participant do in 5 steps?

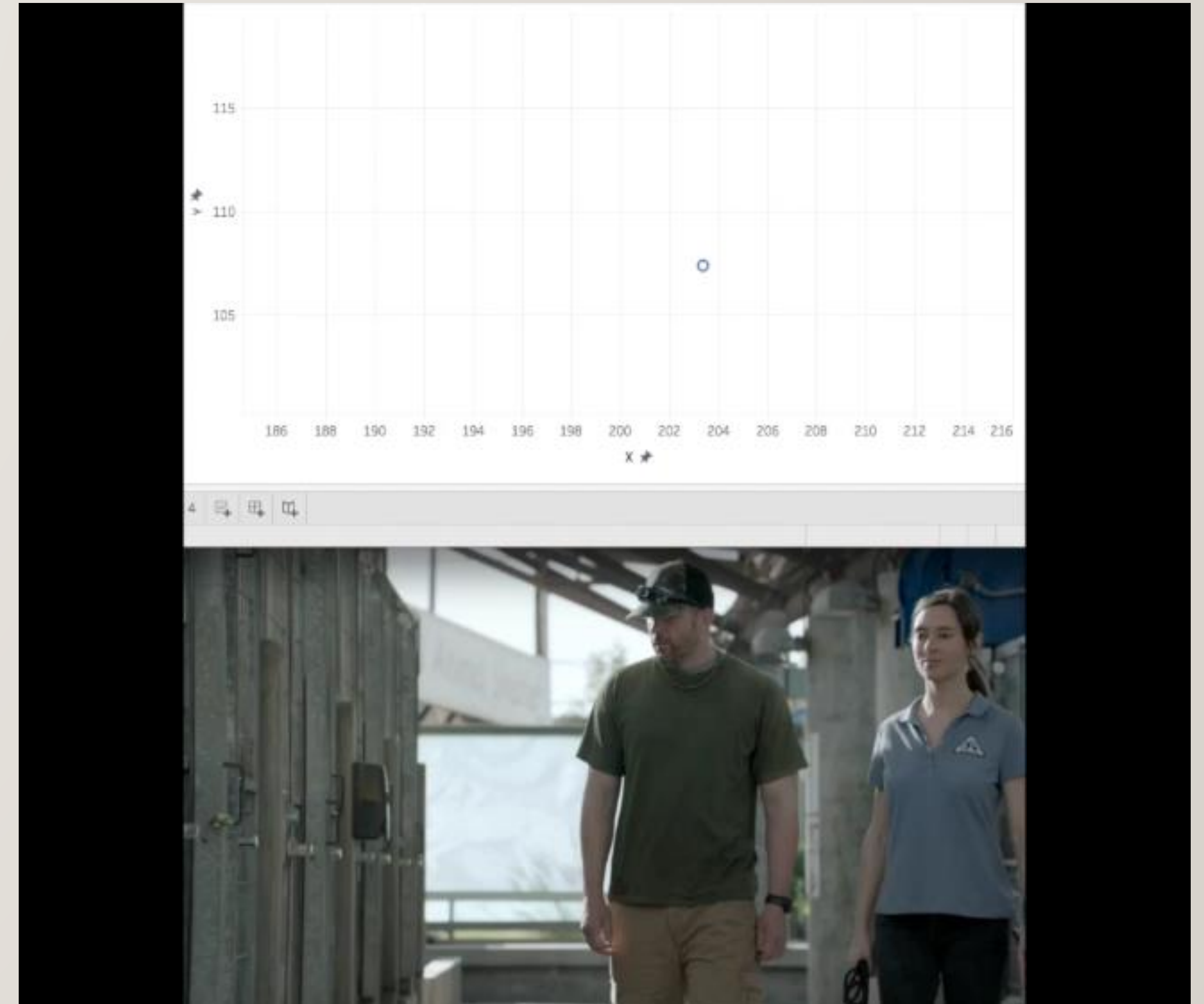
3. Attention collection

- ✓ App collects facial footage via camera while viewing.

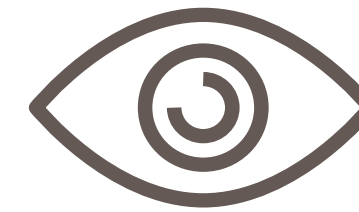


Attention Scores

We turn these collected gaze points to **attention scores**.



Smartphone



High Attention

Looking directly at the screen and on ad



Low Attention

Looking on or near the screen but not directly at the ad

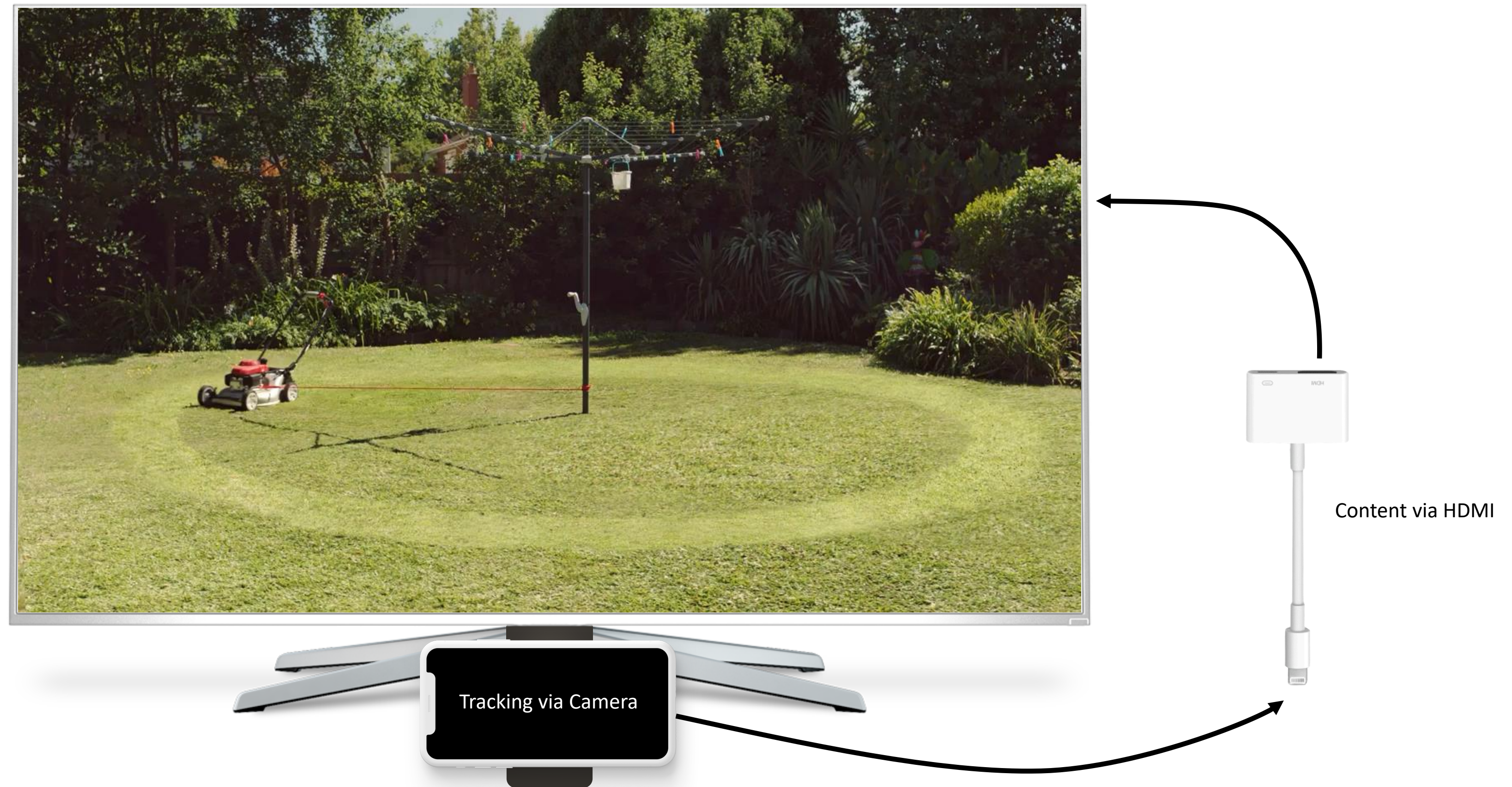


Non-Attention

Have no ability to see; face nowhere near the ad or they have left the room



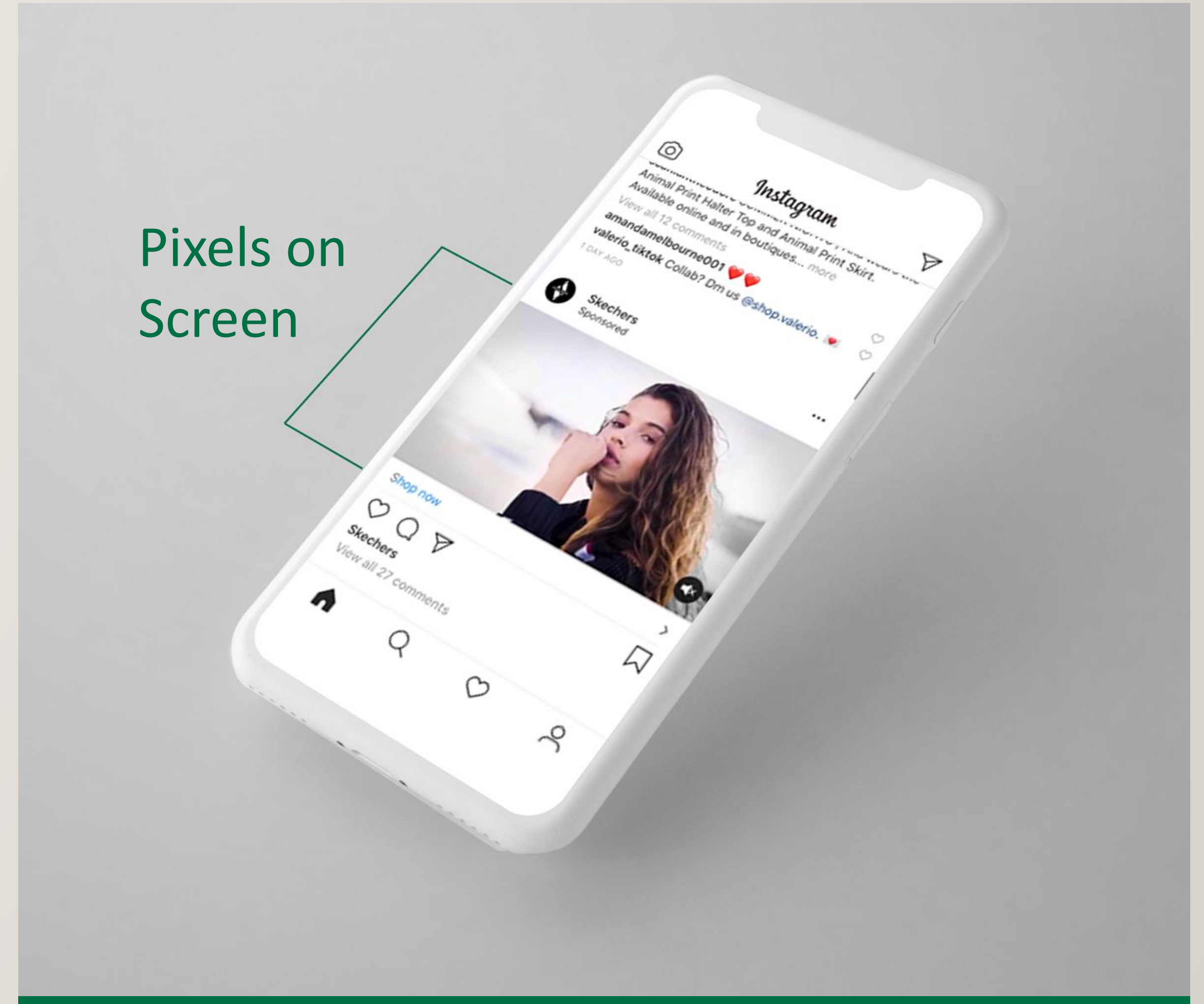
TV works with mobile too



What does the participant do in 5 steps?

4. Collection of device variables

- ✓ Also viewability metrics, sound, time in view etc.

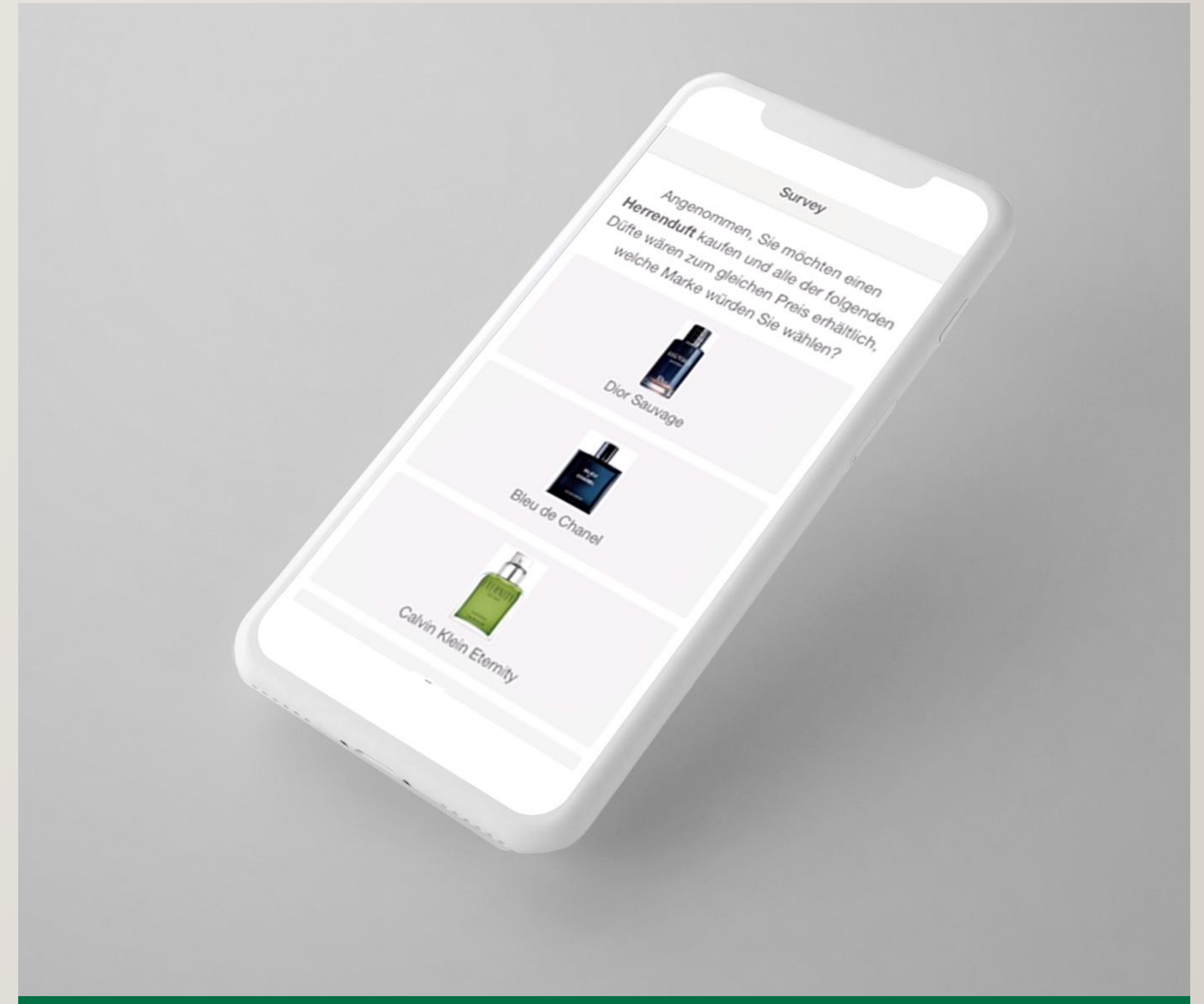


What does the participant do in 5 steps?

5. Visit Virtual Store

- ✓ Participants make a choice from the products on the shelf.

- ✓ The shelf has competing products also.



Sales uplift with a baseline

Short. Term. Advertising. Strength

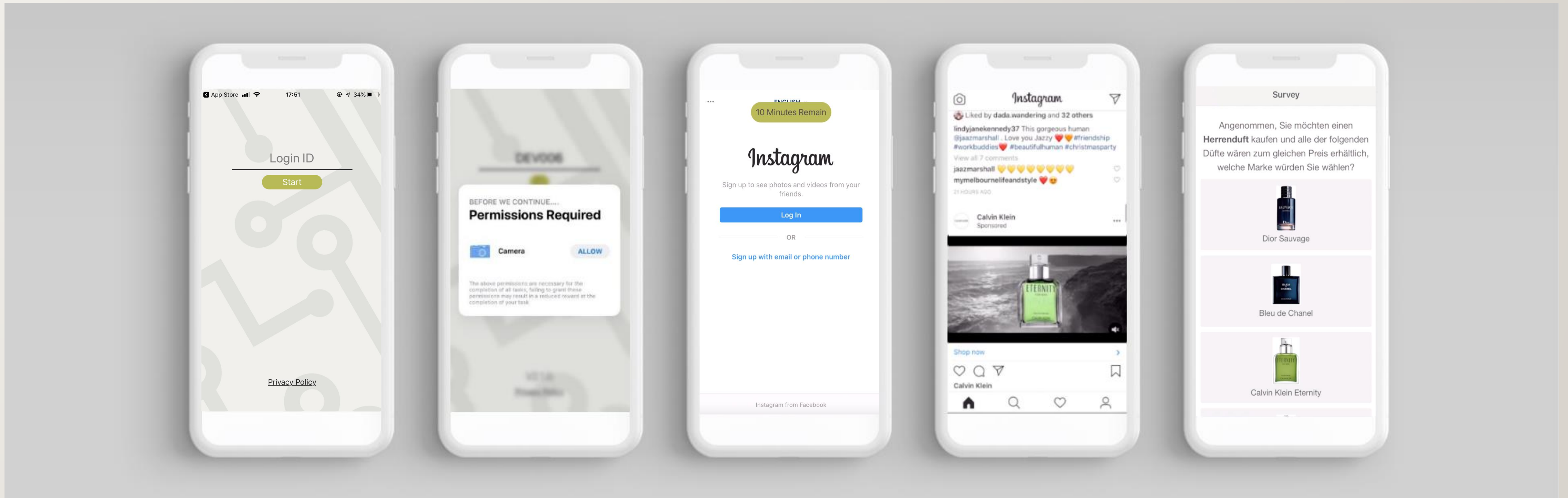
Index of Did Buy and Exposed / Did Buy and Not Exposed

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

Anything over Zero means the ad is having an impact, anything over 100 means the ad has performed **better than 'normal'** (i.e. 17% better than normal).



In summary



Same ads, multiple platforms, multiple variables including brand choice.



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Advertising Decay

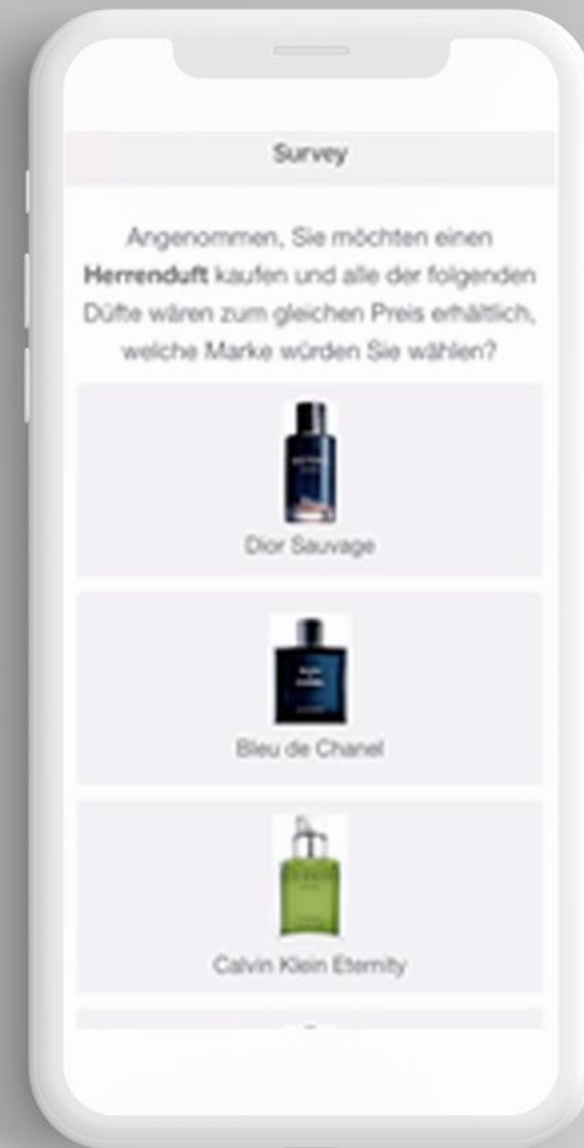
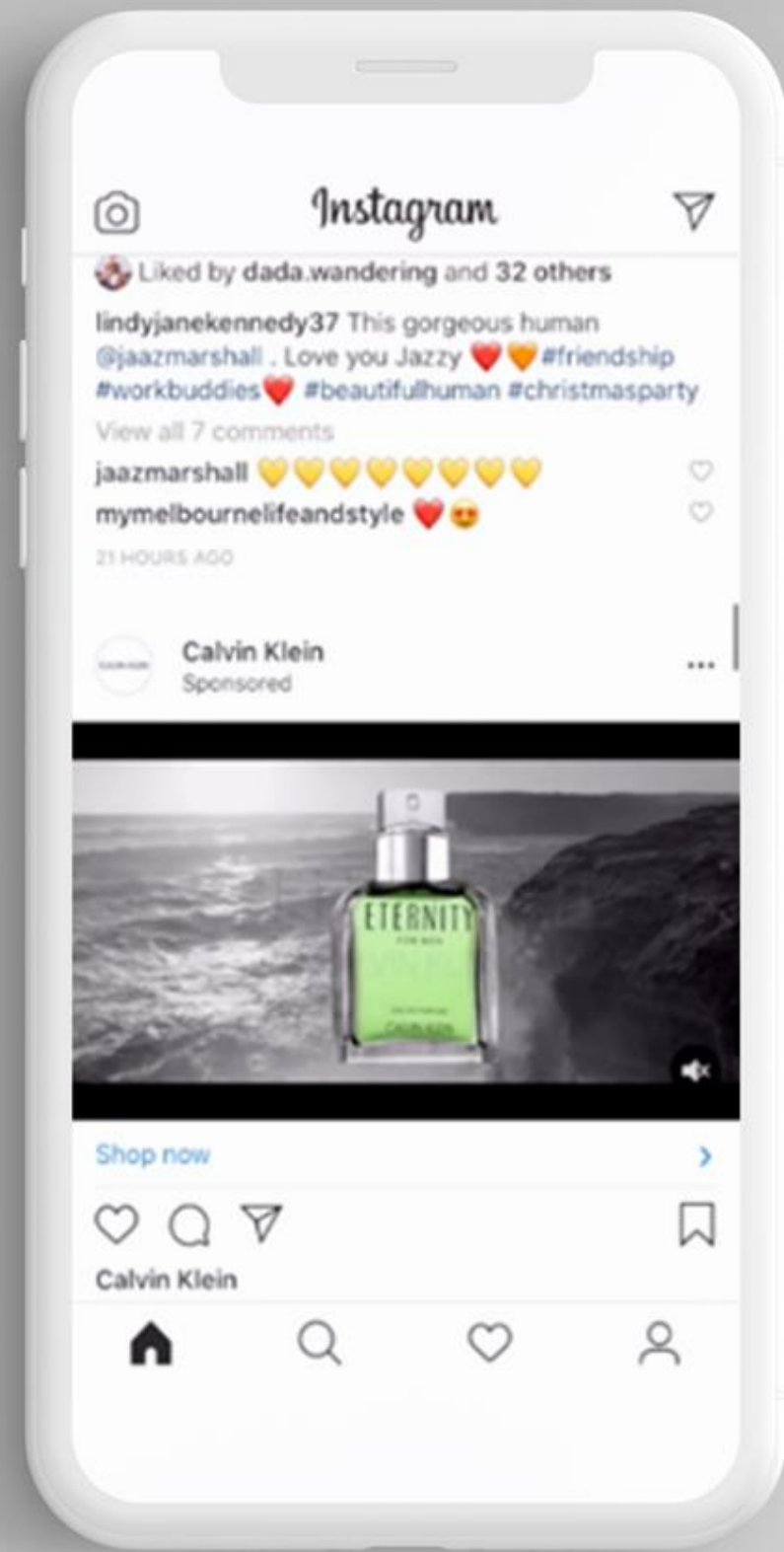


The rate at which advertising erodes overtime.

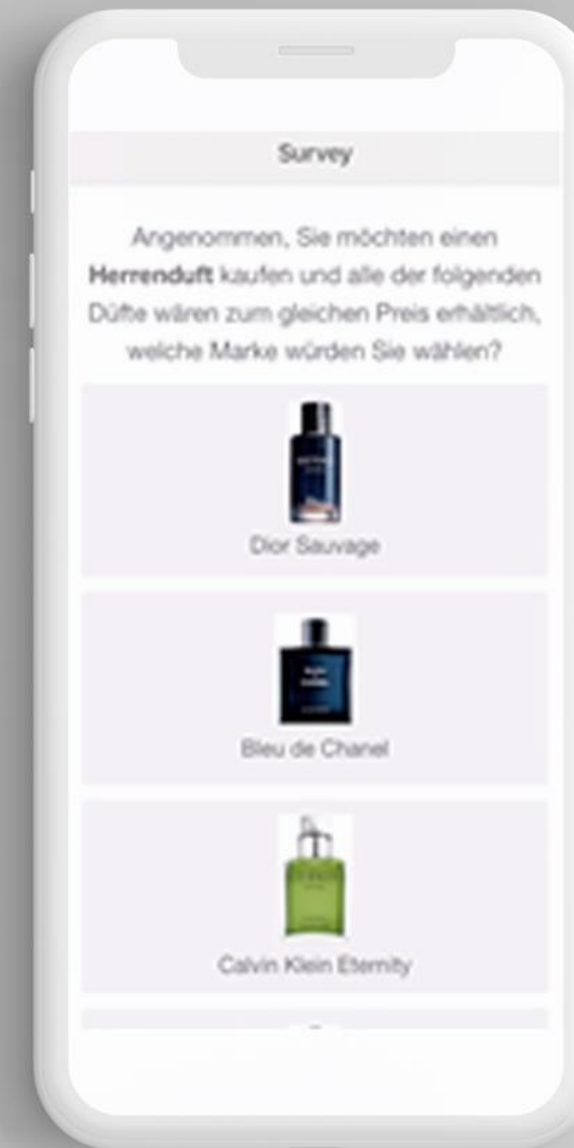


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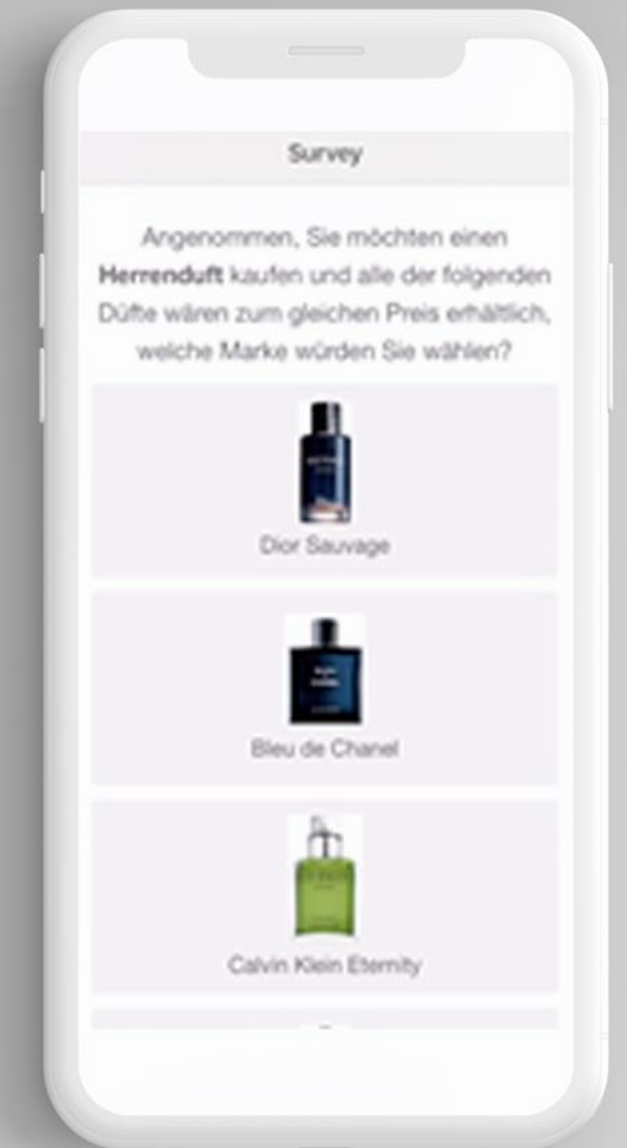
STAS is built to capture short-term effects; up to one month after exposure



Day 1
View and Choice



Same People
14 Day Choice



Same People
28 Day Choice



Synergy. A multi-platform buy.

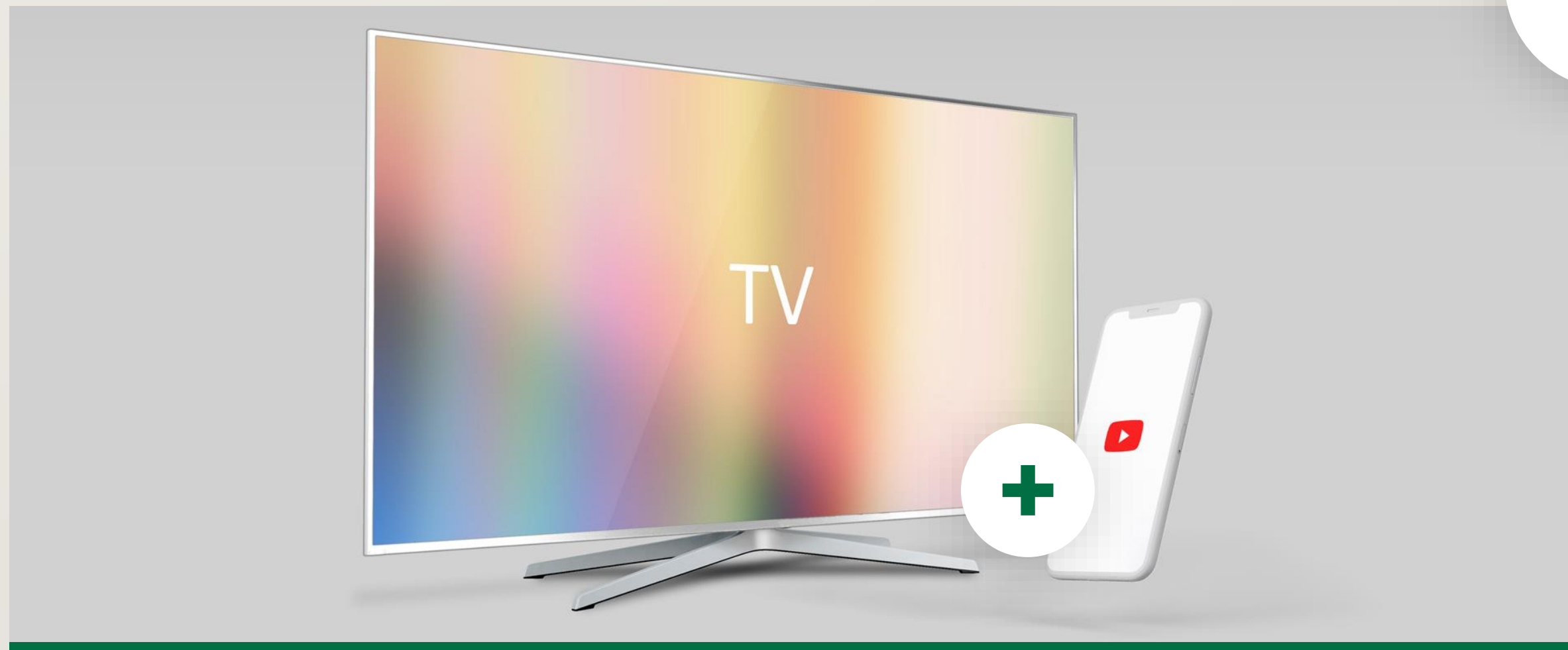
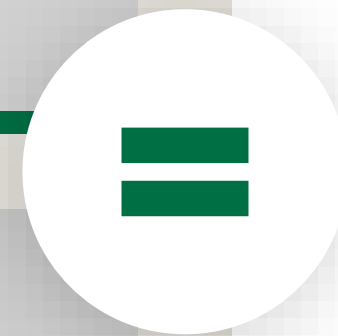


Investigating the impact on sales from repetitive exposure across **two different** platforms.



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100% natural exposure, this time with a second view (same day)



**2-Platform
Sales Impact**



Frequency



Investigating the impact on sales uplift from repetitive exposure of **the same ad** in the same platform.



Separate groups, new analysis

6 brands only
across a range of
ad lengths **x2**



Thank you!



MARS



iag



phd



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