



Not all Reach is Equal

DACH-Edition

Professor Karen Nelson-Field

3.

Long term effects



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Amplified Intelligence



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But short-term
memory is one thing
Does this translate
to the long term?



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Advertising Decay



The rate at which advertising erodes overtime.



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The diagram illustrates the experimental design across three time points, each represented by a smartphone screen showing a different interface.

- Day 1: View and Choice**
 - The screen displays an Instagram post from **Calvin Klein** (Sponsored).
 - The post features a video of a **Calvin Klein Eternity** perfume bottle.
 - The post is liked by **dada.wandering** and 32 others.
 - The caption reads: "lindyjanekennedy37 This gorgeous human @jaazmarshall . Love you Jazzy ❤️❤️ #friendship #workbuddies ❤️ #beautifulhuman #christmasparty".
 - Below the post, there are 7 comments, including one from **jaazmarshall** with 7 yellow heart emojis.
 - A **Shop now** button is visible at the bottom of the post.
- Same People 14 Day Choice**
 - The screen displays a survey titled "Survey".
 - The survey text asks: "Angenommen, Sie möchten einen Herrenduft kaufen und alle der folgenden Düfte wären zum gleichen Preis erhältlich, welche Marke würden Sie wählen?" (Assuming you want to buy a men's fragrance and all the following fragrances would be available at the same price, which brand would you choose?).
 - The survey presents three options: **Dior Sauvage**, **Bleu de Chanel**, and **Calvin Klein Eternity**.
- Same People 28 Day Choice**
 - The screen displays a survey titled "Survey".
 - The survey text asks: "Angenommen, Sie möchten einen Herrenduft kaufen und alle der folgenden Düfte wären zum gleichen Preis erhältlich, welche Marke würden Sie wählen?" (Assuming you want to buy a men's fragrance and all the following fragrances would be available at the same price, which brand would you choose?).
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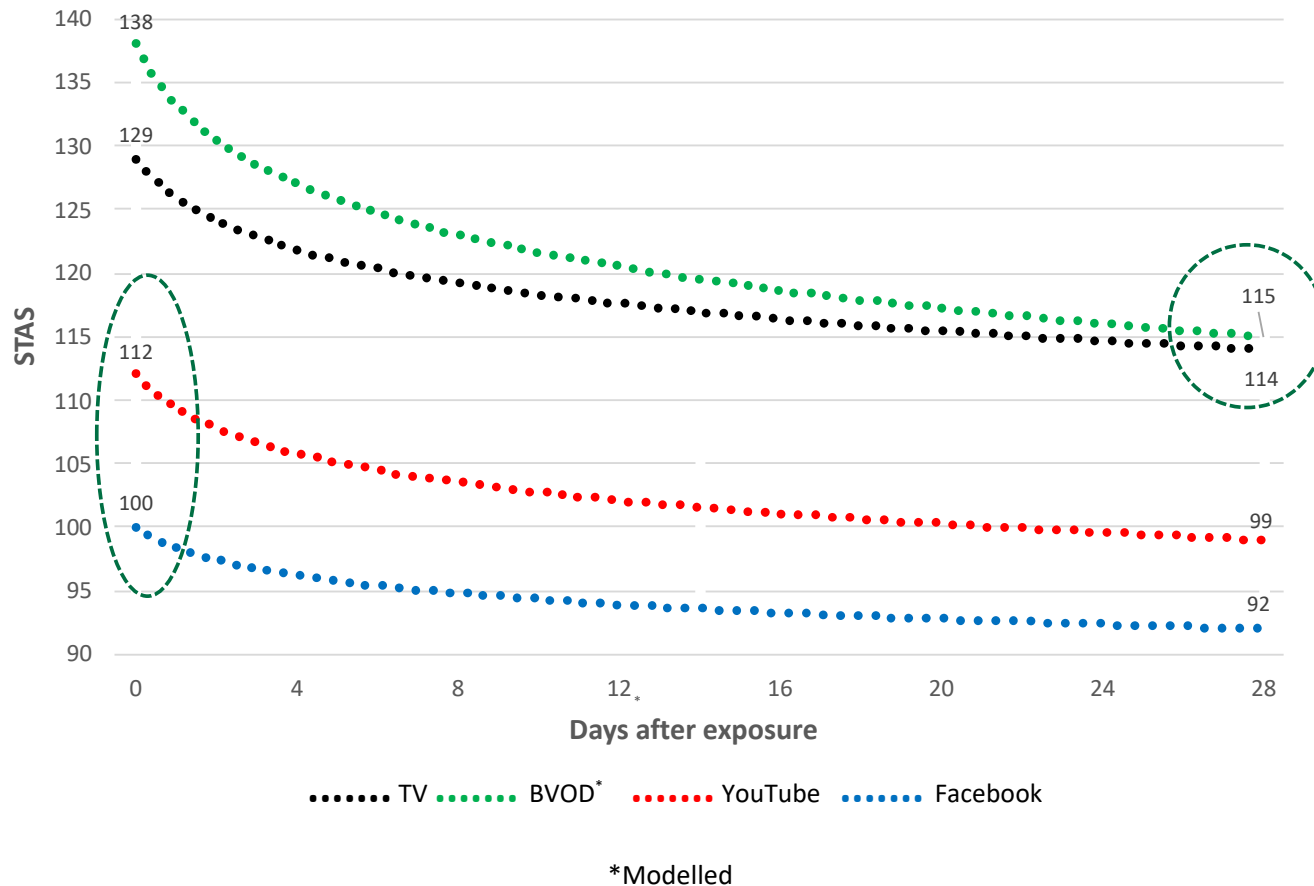
A reminder of our starting point ...

STAS Index		
TV	129	-
BVOD	-	138
YouTube	-	112
Instagram	-	105
Facebook	-	100

Impact is greatest immediately following exposure, but theoretically should decline as time passes.



And it does, advertising decays as expected, on all platforms



While the pattern is the same for all platforms, TV stays in memory for longer.

TV ad retention generates a greater impact at 28 days than either Facebook or YouTube do **immediately after exposure.**



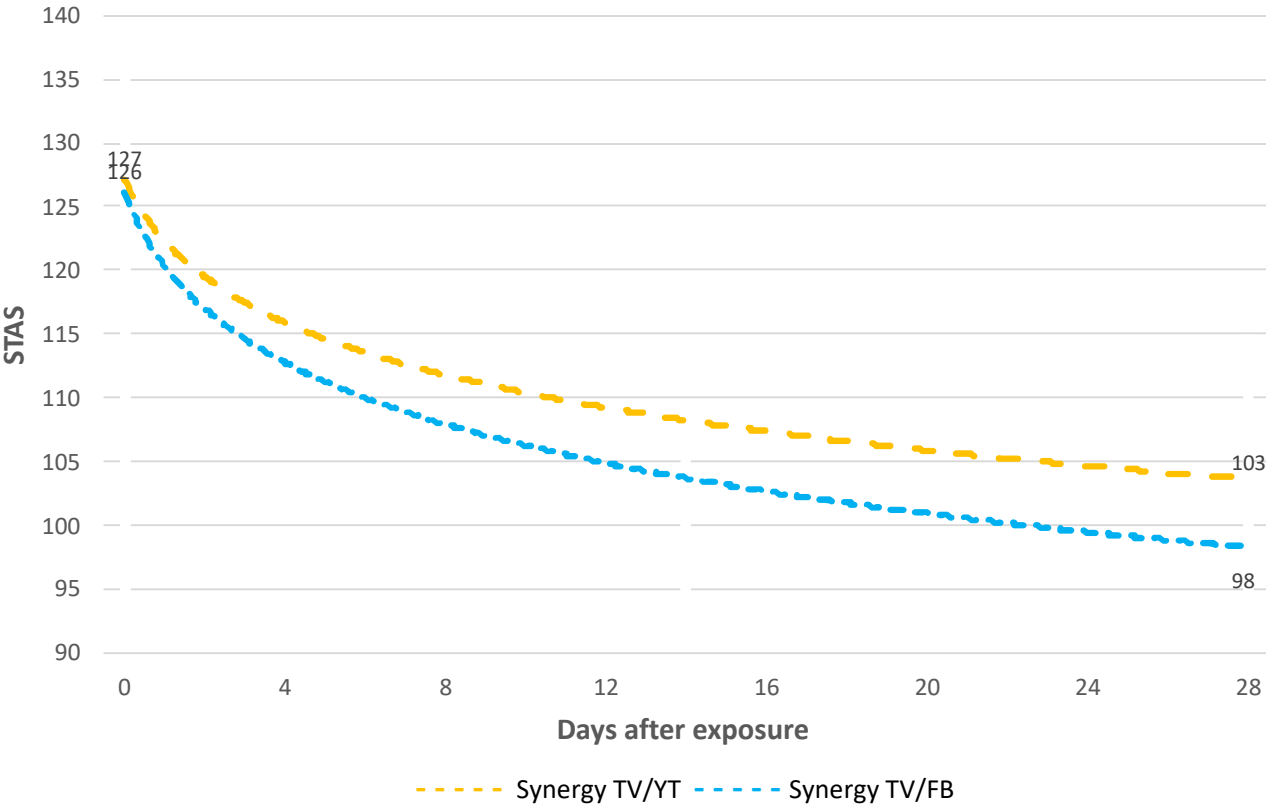
Length of time that a TV ad impacts sales far exceeds that of YouTube and Facebook

Group	Initial STAS	28-day STAS	# days until no more impact
TV	129	114	78
BVOD*	138	115	47
YouTube	112	99	16
Facebook	100	92	-

*Modelled

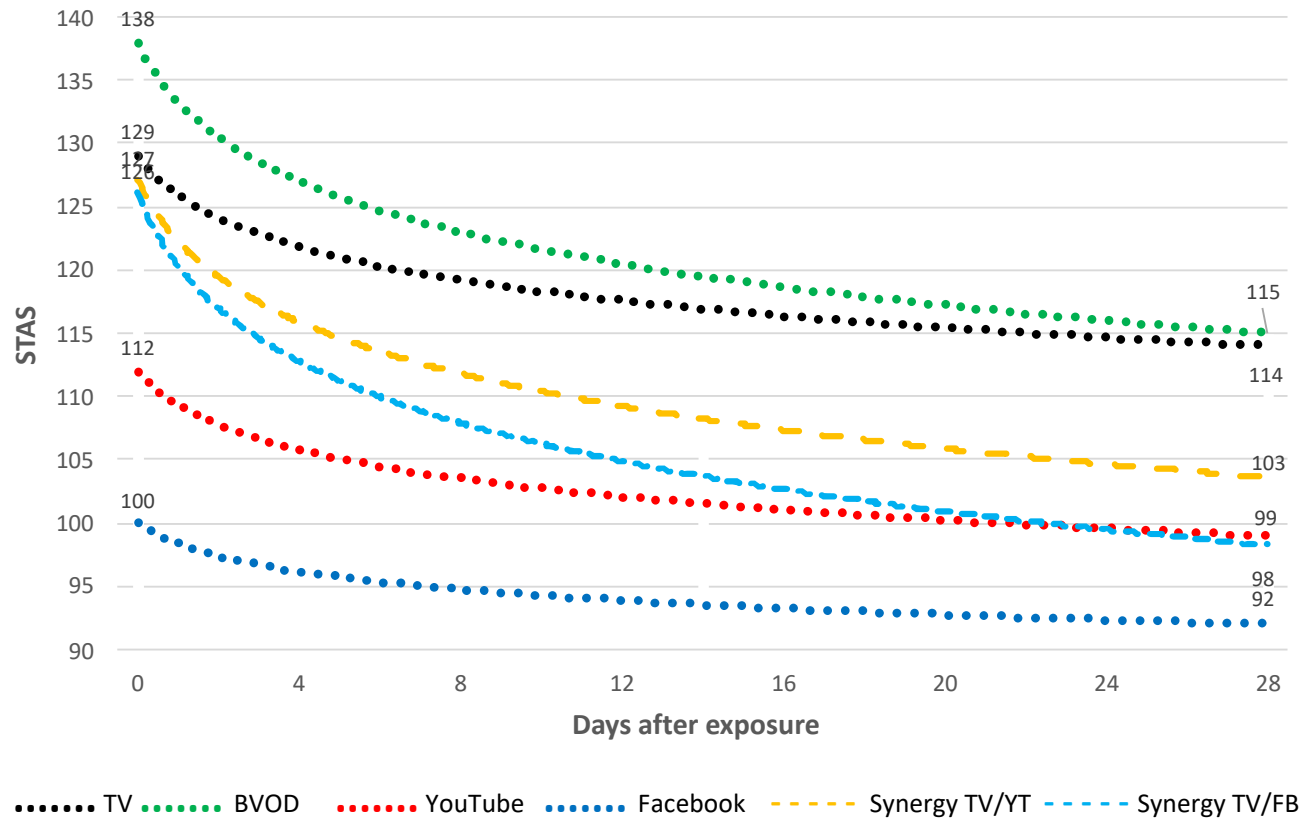
TV takes 5x longer for memory to decay to zero impact than YT.
FB impressions don't make it to memory (day 1 at baseline).

Adding in Synergy groups



Same decay pattern as other impressions...

Adding in Synergy groups



But benefit of synergy means YouTube and Facebook can leverage off of TV's lasting impression (just not the other way around).



Synergy drives longer decay than FB and YT alone, but not TV

Group	Initial STAS	28-day STAS	# days until no more impact
TV	129	114	78
BVOD*	138	115	47
TV and YouTube	127	103	46
TV and Facebook	126	98	38
YouTube	112	99	16
Facebook	100	92	-

*Modelled

For YT this means **3x** longer in memory when partnering with TV
An even bigger advantage for FB.



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Learning

But TV acting alone still has the
greatest impact on memory.
Period.





Amplified Intelligence



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