

MAXIMIZING CREATIVE IMPACT

Pharma DTC

NBCUniversal

The Ultimate Goal
of Advertising Is

CONNECTING WITH
CONSUMERS WITH
A MESSAGE THAT
**STANDS OUT AND
RESONATES LONG
AFTER EXPOSURE
TO DRIVE SALES**

DRIVE CONSUMERS FROM A TO B,
TO DRIVE BUSINESS FROM A-B

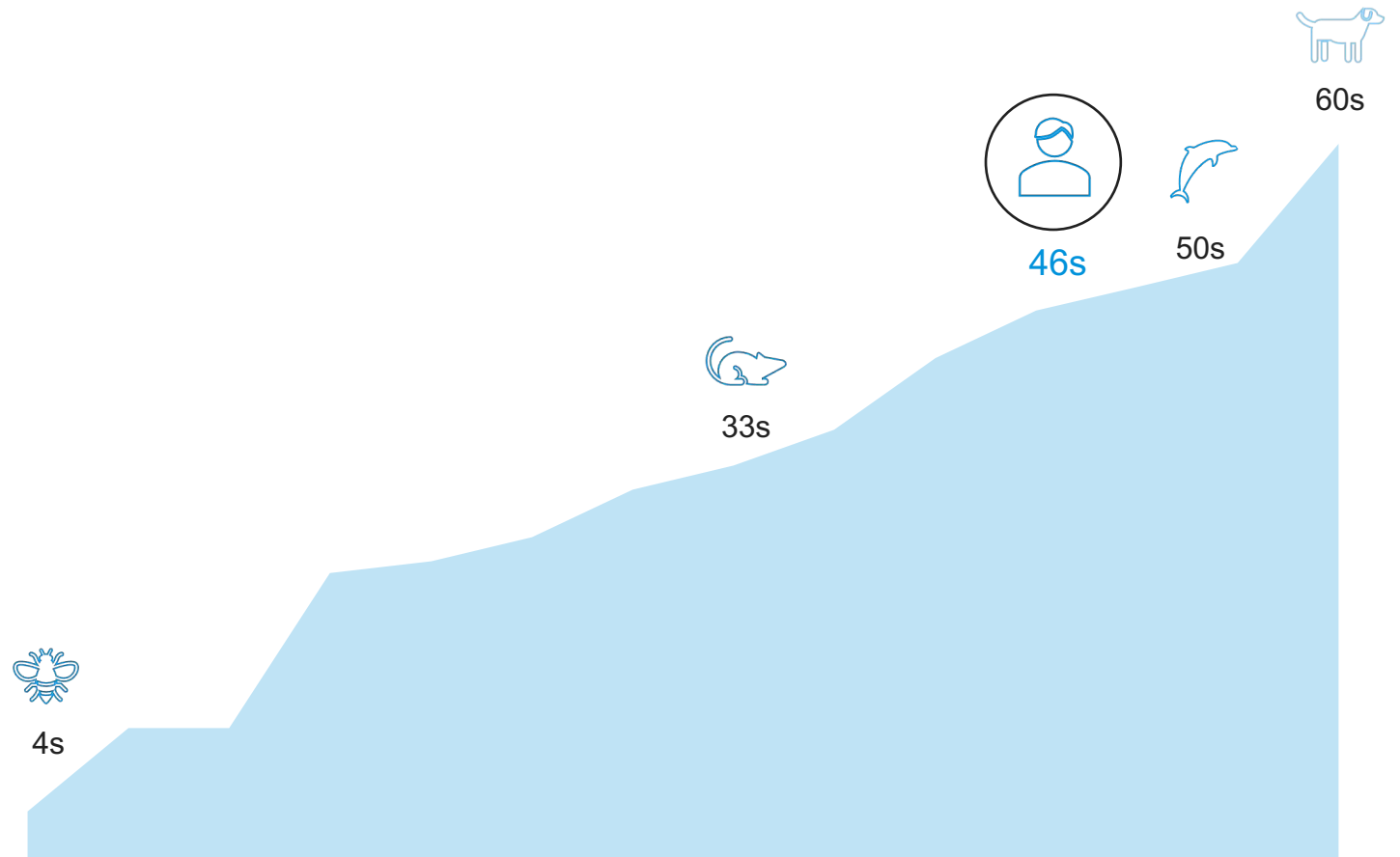


BUT LET'S FACE IT, IT'S TOUGH TO GET A HUMAN'S ATTENTION

Using one way to measure attention, **humans place a distant fourth** behind dogs, dolphins and sea lions.

(And goldfish have a much longer attention span than people think)

Comparing the Average Short-term Attention by Animal



Source: Lind, J., Enquist, M., & Ghirlanda, S. (2015). Animal memory: A review of delayed matching-to-sample data. Behavioural Processes, 117, 52-58.

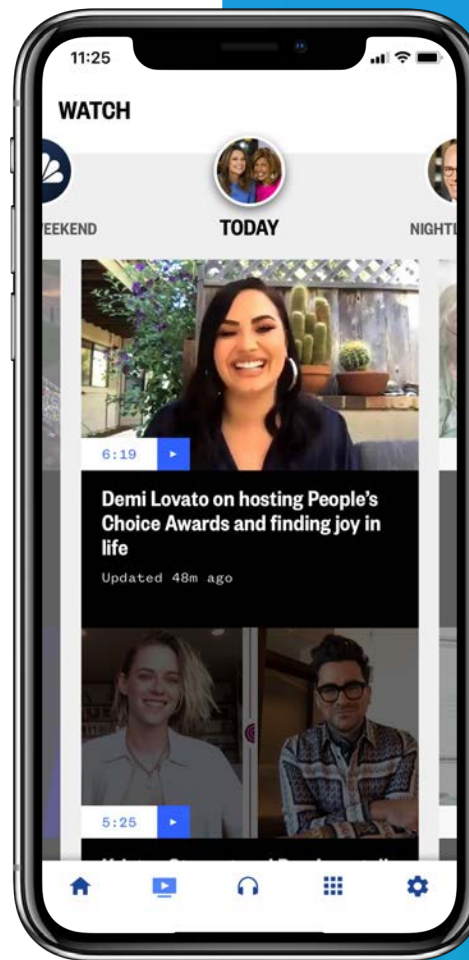
AND IT'S GETTING WORSE...

In the digital age, the average
attention span has declined

33%

in 15 years

Source: Microsoft Consumer Insights Attention Span Study:
<https://dl.motamem.org/microsoft-attention-spans-research-report.pdf>

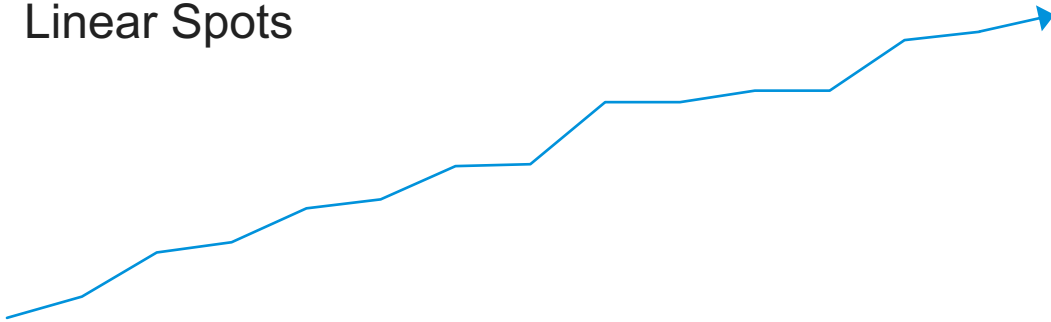


SINCE 2016, THE AD ENVIRONMENT HAS BECOME MORE CLUTTERED & FRACTURED

Making it Even Harder to Capture Attention

+15%

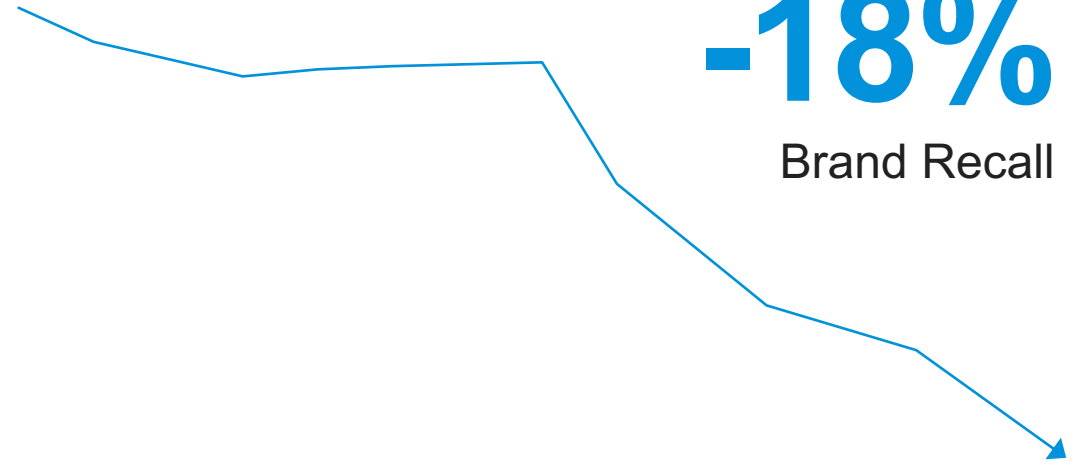
Linear Spots



Total spots aired have increased significantly in the past couple of years

-18%

Brand Recall



Increased ad clutter resulted in declining **brand recall**

LIMITING CREATIVE IMPACT

Drops in Attention Reduce Wear-in and Accelerate Creative Wear-out

On Average,
Every One Point
Drop in the
Attention Score,
Impacts:

Wear Out

60 Days

The average time
an ad will wear out
more quickly

Impressions

5.1M

The average loss of
impressions due to tune out
over the duration of the ad

Site Traffic

-8%

Across multiple categories, the
average Pharma advertiser saw
in converted site traffic

Resulting in Audiences **Recalling Less** and **Tuning Out More**

SO HOW DO WE WIN BACK ATTENTION?

TO BUILD CONSUMER CONNECTIONS

Understanding there are many definitions of attention, this presentation defines attention as:

ATTENTION

Ad views to 100% completion with no interruptions on linear TV and select OTT

Creative Wear Looks at How Long it Takes to Improve Recall
(Wear-in)

COMPARED WITH

Attention Declines Over the Flight Time
(Wear-out)



Methodology

CRUNCHING THE NUMBERS

Attention and creative are complex. And while we don't have all the answers, we conducted a robust analysis to see what types and elements of an ad drive attention over time.

We conducted an analysis over several years of data using:

538

Creative Variables



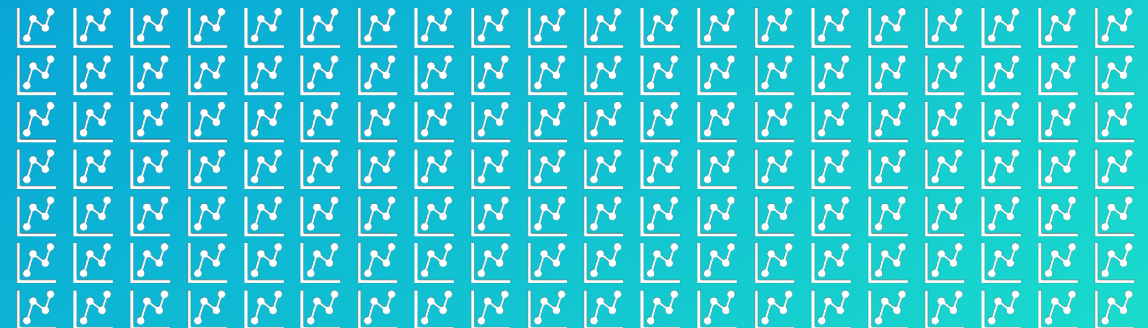
38,817

Creative Spots



131,098

Statistical Tests



 Each icon represents 1,000

LESSONS LEARNED KEY TAKEAWAYS



Brand Power

The more well known your brand, the more important creative rotation is



Creative

Focus on emotional cues and memorability of ad with strong storytelling



Planning

Limiting flight times is the number one way to reduce creative wear



DRIVERS ANALYSIS: CREATIVE EMOTIONAL TONES REDUCE CREATIVE WEAR AND IMPROVE ATTENTION

Be Emotional:

- Performed best across all ad tonality, wearing out 10% slower than any other ad type
- 52% of creative awards are given to emotional ads
- More likely to generate viral moments

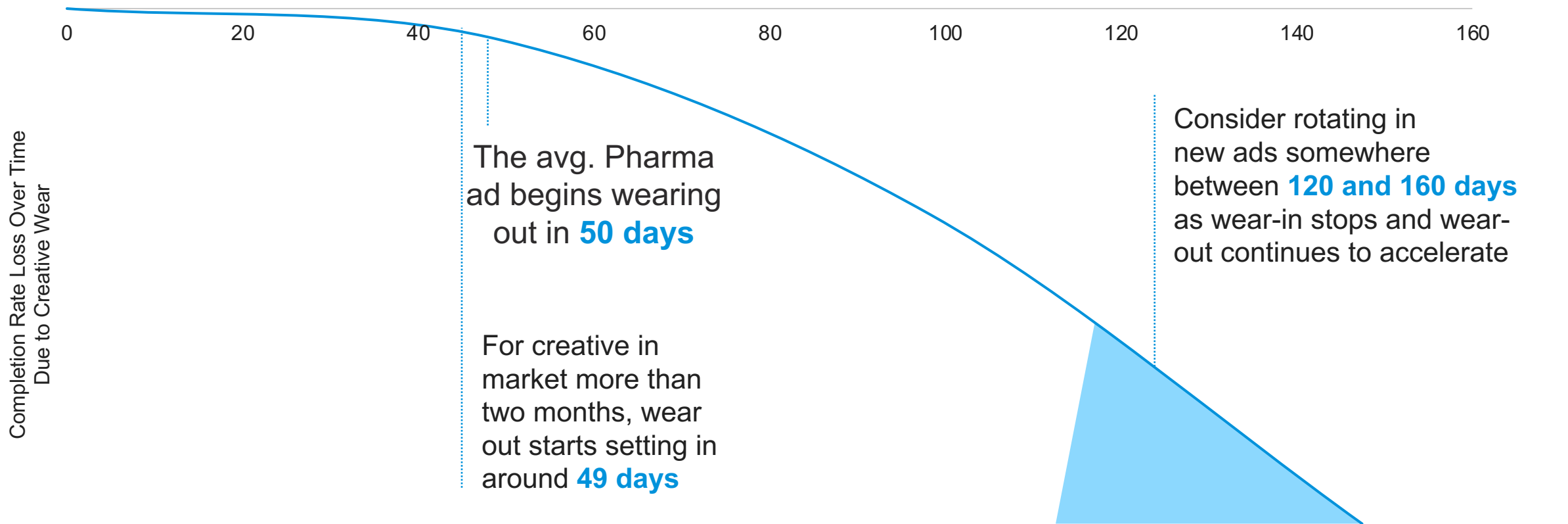


Best Features of an Emotional Ad:

- Storytelling on deep held emotional bonds like parents/children or animals
- Avoid negative visual cues like frowning or smirks
- Two to three emotional beats are best with the last beat coming at the end of the commercial
- Associate the brand with the emotional beat, either visually or verbally

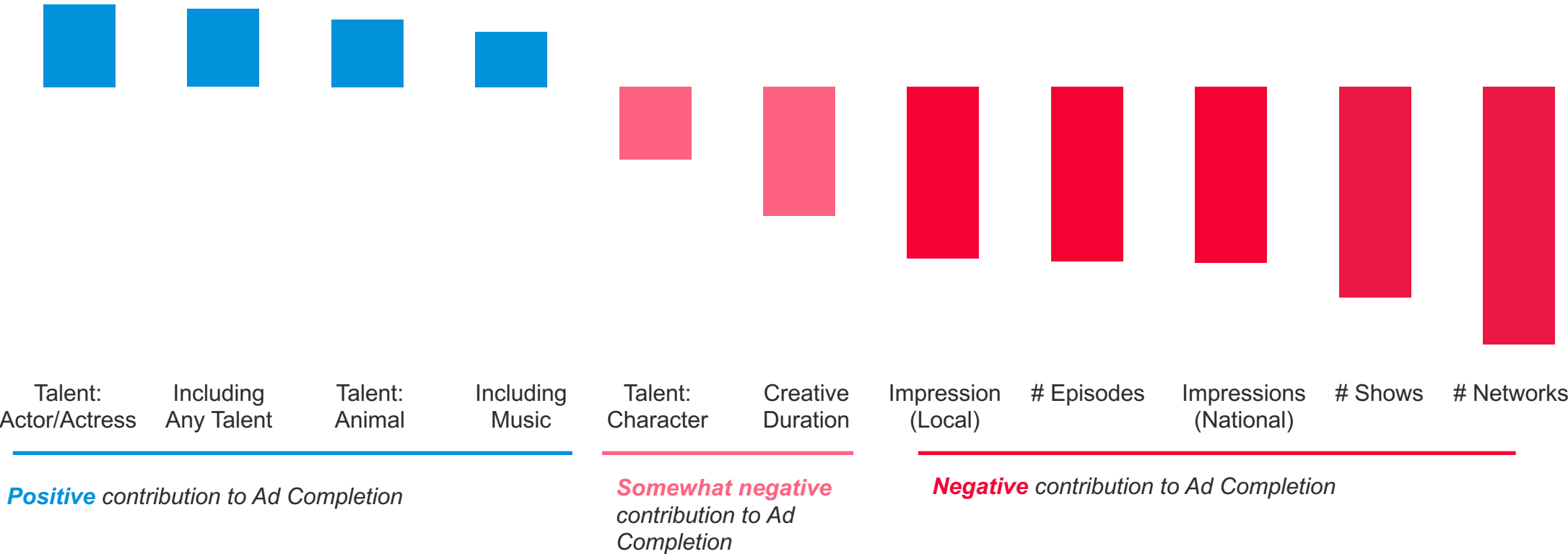
TIME ON-AIR IS THE #1 PREDICTOR OF CREATIVE WEAR

Days In Market



INEFFECTIVE PLANNING TENDS TO INCREASE WEAR OUT; GOOD CREATIVE TENDS TO BOOST WEAR IN

Contribution of each creative element to ad completions of Diabetes and Migraines Rx ads





THANK YOU

NBCUniversal

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