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)

AND IT’S GETTING WORSE...

In the digital age, the average attention span has declined **33%** in 15 years.

SINCE 2016, THE AD ENVIRONMENT HAS BECOME MORE CLUTTERED & FRACTURED
Making it Even Harder to Capture Attention

+15%
Linear Spots

-18%
Brand Recall

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

Increased ad clutter resulted in declining brand recall

Source: Total spots – iSpot; Brand Recall – Phoenix TVBE.
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:

<table>
<thead>
<tr>
<th>Wear Out</th>
<th>Impressions</th>
<th>Site Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 Days</td>
<td>5.1M</td>
<td>-8%</td>
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The average time an ad will wear out more quickly
The average loss of impressions due to tune out over the duration of the ad
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)
- **Attention Declines Over the Flight Time** (Wear-out)
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

Sources: Internal Analysis, iSpot,
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

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

Sources: Internal Analysis, iSpot, Whitney Xi, et al.; Timberland: Unspeakable Truths – Neuro-science and AI enable better identification of the emotions conveyed by advertising. ESOMAR 2019; Marte Atune; Over Half of All Award-Winning Ideas use emotion as creative strategy; WARC 2020
Drivers Analysis: Planning

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

Days In Market

Completion Rate Loss Over Time Due to Creative Wear

The avg. Pharma ad begins wearing out in **50 days**

For creative in market more than two months, wear out starts setting in around **49 days**

Consider rotating in new ads somewhere between **120 and 160 days** as wear-in stops and wear-out continues to accelerate

Sources: Internal Analysis, iSpot
Drivers Analysis: Creative

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

<table>
<thead>
<tr>
<th>Talent: Actor/Actress</th>
<th>Talent: Including Any Talent</th>
<th>Talent: Animal</th>
<th>Talent: Including Music</th>
<th>Creative Duration</th>
<th>Impression (Local)</th>
<th># Episodes</th>
<th>Impressions (National)</th>
<th># Shows</th>
<th># Networks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Positive</strong> contribution to Ad Completion</td>
<td></td>
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Somewhat negative contribution to Ad Completion

Negative contribution to Ad Completion

Sources: Internal Analysis, iSpot
THANK YOU

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