Effectiveness: Using Context to Take Planning from Great to Amazing

How context amplifies creative performance through attention

NBCUniversal
The Attention Economy

A study of 130,000 ads discovered that approximately **2.5 seconds** is the minimum duration attention required for long term memories to form.

85% of ads analyzed did not reach that critical benchmark, which harms their capacity to enhance recall.

The average person reads at 4.5 words per second, which means if you are still reading: **Congratulations, you’re better at paying attention than most people.** And can probably appreciate the challenge marketers have with a full 15 or 30 second ad.

Sources: 1. Amplified Intelligence
Attention is an increasingly important topic for marketers in the digital age. According to research by the ARF, 94% of buyers believe attention metrics will augment current metrics in the next 3 years.

Sources: 1. WARC 2. The ARF Attention Report
WHY ATTENTION?
It’s a proven lever for maximizing advertising effectiveness
And efficiently and effectively drives real business results in a fragmented environment

Short Term Advertising Strength (Sales Uplift)
By Attention Level

<table>
<thead>
<tr>
<th>Attention Level</th>
<th>Sales Uplift Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>100</td>
</tr>
<tr>
<td>Pre/No-attention</td>
<td>110</td>
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<tr>
<td>Low Attention</td>
<td>122</td>
</tr>
<tr>
<td>High Attention</td>
<td>127</td>
</tr>
</tbody>
</table>

3x Attention predicts outcome 3x better than viewability

4x Attention is 4x more predictive of store visitation than traditional TV exposure measures

3x Ad budgets go 3x as far in driving awareness when optimizing for attention

Creative & media must work together to help maximize attention for brands

“You can’t build a 20-second piece of creative which is award-winning and expect it to actually give you 20 seconds of attention on a platform that inherently can’t give you that.”

- Professor Karen Nelson-Field
  CEO and Founder, Amplified Intelligence
METHODOLOGY

Last year, we analyzed the core of what makes good creative

Across all industries, these three elements emerged as the dominant factors affecting attention

**Brand Power**
Ex. The size, love, and awareness of the brand

**Creative**
Ex. Storytelling, visuals, talent

**Planning**
Ex. Flight length, context, timing and placement
METHODOLOGY
This year, we did an extensive analysis on context
Utilizing a cross-section of approaches to define what it means to pay “attention”

Quantitative
Used iSpot’s attention scores and completion rates to determine creative level performance against benchmarks

Qualitative
Leveraged MindProber measurement of emotional engagement via galvanic skin + cognitive response data

Custom Research
In-house research to determine the full funnel impact that contextual placement has on brand KPIs

Sources: Detailed methods available in the notes section
Specifically, we wanted to understand how specific types of contextual placement amplify creative outcomes.

**Brand Context**
- Endemic ad placement in contextually relevant content
  - Ex. Cereal ad airing during cooking show

**Tonal Context**
- Emotional tone of creative set to match tone of show
  - Ex. Funny insurance ad airing during a comedy show

**Genre Context**
- Genre of creative placed within the same genre of show
  - Ex. Sunglass ad with athlete during a football game

Sources: Internal Analysis, iSpot.
Key Findings: What we learned from context

01. **Brand Works Best But It’s Nuanced**
Endemic brands perform best across the board, but performance is more nuanced at the category level

02. **Creative Elements Amplify Context**
Using sound, co-brands or talent can boost contextual performance

03. **Timeliness of Content Matters**
Live content tends to do better for genre or brand placement while tone tends to be a better match for scripted
Endemic brand placement scores highest

Contextual placement also sees lifts across the board. But tone? Only for specific brand categories and shows. Otherwise, it’s not worth the effort to nail placement.

Lift of Contextual Placement vs. Non-Contextual Completion Rates for the Same Ad vs. Expected Performance

- **Avg. Lift on Completion Rate Over Norm**
  - **BRAND**: 58%
  - **GENRE**: 7%
  - **TONAL**: -35%

CREATIVE PERFORMANCE
Fitness Brands

Are the best performing endemic brand placement. But travel and food are not far behind.
Three Takeaways: Key learnings for consideration

Music can enhance contextual
When trying to align the creative tone, similar vibes via music can help improve performance

Categories can also impact context
While brand contextual placement is the strongest for performance, categories like auto perform best in tone

Use co-brands to cross over
Leveraging co-brands or personalities can boost a creative’s performance across different contextual types
How brands use contextual placement for incremental effectiveness

Top Chef x Food Brands:
Contextually aligned ads in Bravo’s Top Chef S19 drove greater impact for brands. Food brands generated a favorable response 2X higher compared to non-contextual ads.

Wendy’s: “Bun Bun Bun” for the new Jalapeño Sandwich
This comedic spot poking fun at one of Wendy’s competitors performed strongly when paired with comedy movies.

Delta: “Ride of Their Lives” featuring Team USA
Delta highlighted athlete journeys during the Olympic Winter Games Beijing 2022. During Opening Ceremony, ads with contextually aligned creative generated a +18% lift on emotional engagement compared to non-contextual ads.

Source in notes
How to Enhance Media Impact with Context & Attention
First, identify your contextual approach to plus-up planning based on your industry, creative & target consumers’ content preferences

01. Brand Context
As the strongest indicator, first identify any endemic content to develop or leverage thematic ad creative around

02. Genre Context
For a secondary tactic or if an endemic angle does not apply, identify genres based on your target consumers to develop or leverage genre-thematic ad creative around

03. Tonal Context
As a supplementary tactic for certain categories that perform best in tone, develop or leverage tonally thematic ad creative while ensuring optimized placement
Next, partner with publishers that provide guidance and tools to level-up your advertising via contextual placement.

**KEY CONSIDERATIONS & APPROACHES:**

**Media Quality**
Align your heat moments with premium programming, such as live content and premiere events, to drive association with major cultural moments.

**Relevance**
Leverage contextual targeting to maximize alignment with relevant, brand-suitable content to drive consumer engagement and connection.

**Ad Experience**
Enhance creative with commercial ad innovations, such as shoppable TV and optimized ad load, to drive consumer action and limit wear-out across an efficient media mix.

**Creative**
Leverage partnerships for relevant IP or recognizable talent to differentiate creative, enhance contextual relevance, and drive target KPIs.
How NBCUniversal has driven incremental impact with contextual performance

Contextual Custom Ad Innovations
Deliver Greater Memorability

Brand Memorability
Sports Fitness Brand

- In Competitive College Football
  - 100
- Standard Ads in Notre Dame Football
  - 162
- Custom Ad Innovations in Notre Dame Football
  - 292

Messaging Memorability
Sports Fitness Brand

- In Competitive College Football
  - 100
- Standard Ads in Notre Dame Football
  - 160
- Custom Ad Innovations in Notre Dame Football
  - 250

Sources: Phoenix MI TV Brand Effect, A18+, Partner Brand ND Double Box Ads on NBC (9/18/21 – 11/13/21), Partner Brand Standard Ads on ND Football on NBC (9/18/21 – 11/3/21), Competitive College Football Ad Norm during the 2021 Season
How NBCUniversal has driven incremental impact with contextual performance

Contextual In-Show Integrations Drive Positive Brand Impact

Brand Recall
+50%
Higher Brand Recall for Contextually Aligned Partners vs. TV Norm

Seamless Fit
+117%
Higher Seamless Fit for Contextually Aligned Partners vs. TV Norm

Brand Opinion
+214%
Higher Brand Opinion for Contextually Aligned Partners vs. TV Norm

Sources: 1) PMI Brand Effect Data, IPPs, Project Runway on Bravo, 10/14/2021-2/3/2022, TV Norm Excluding News, Sports, and NBCU Networks, P18+.
**Custom Creative Assessment**

As noted earlier, the reality of contextual placement varies slightly by category and creative. Our resources enable us to build custom insights and recommendations based on your needs to help inform your strategy.

**Contextual Targeting Solutions**

Our contextual targeting solutions are designed to positively impact perception, memorability, receptiveness, and favorability by connecting brand messaging with relevant, brand-suitable content across our portfolio.

**Media & Creative Support**

At the intersection of industry-leading content and advertising, our solutions and teams are best-equipped to advise on media mix and creative development to optimize for attention.
To Rest
Our Case:
From our case studies...

Return on Ad Spend
THAN CATEGORY NORMS

Source: Nielsen Catalina Solutions (NCS) 2022 Study,
Personal & Beauty ($5.71 vs. $1.78)
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