

2022
July

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.



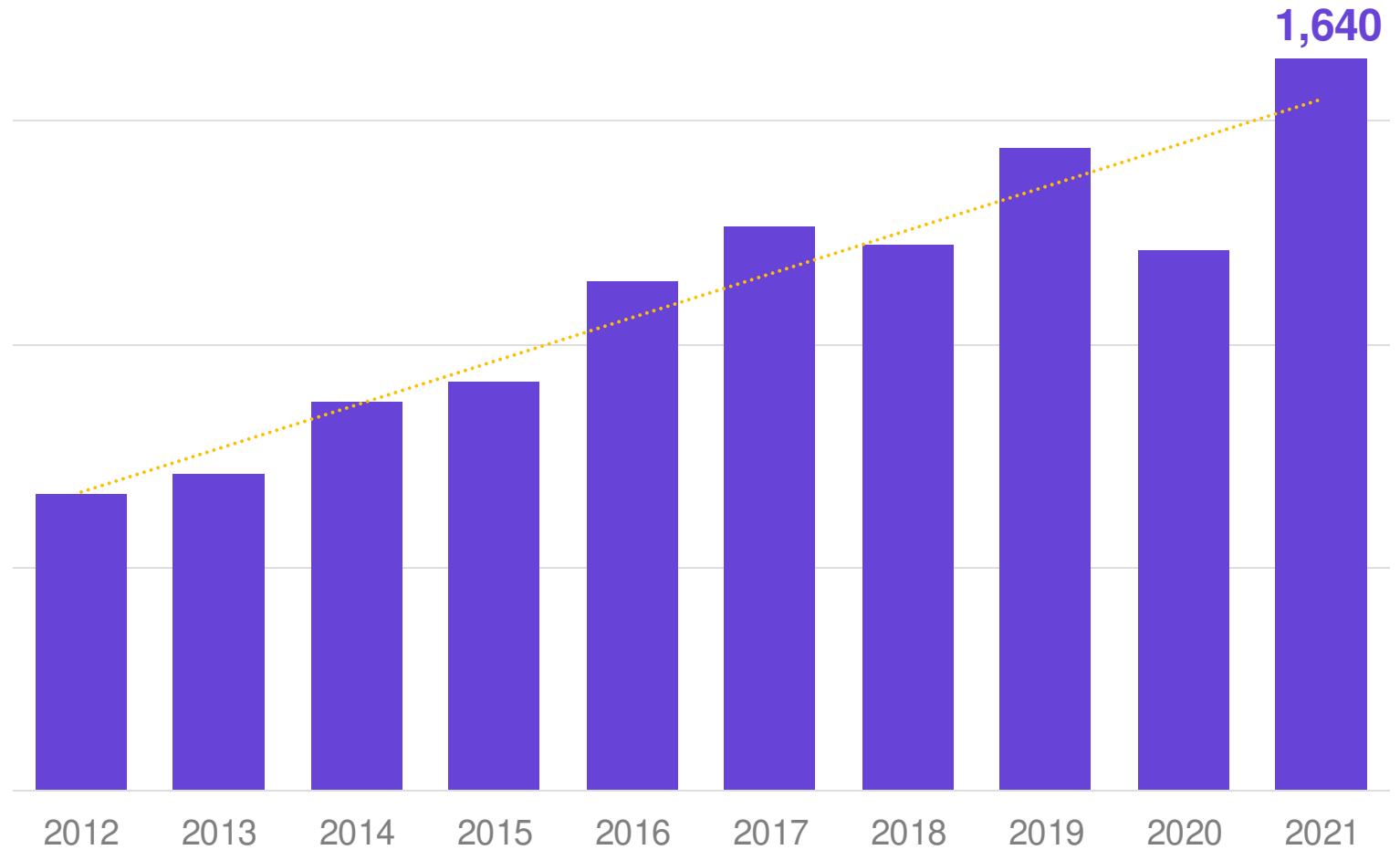
Attention

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

Advertising Journal WARC Published Materials on The Subject of Attention by Year

WARC



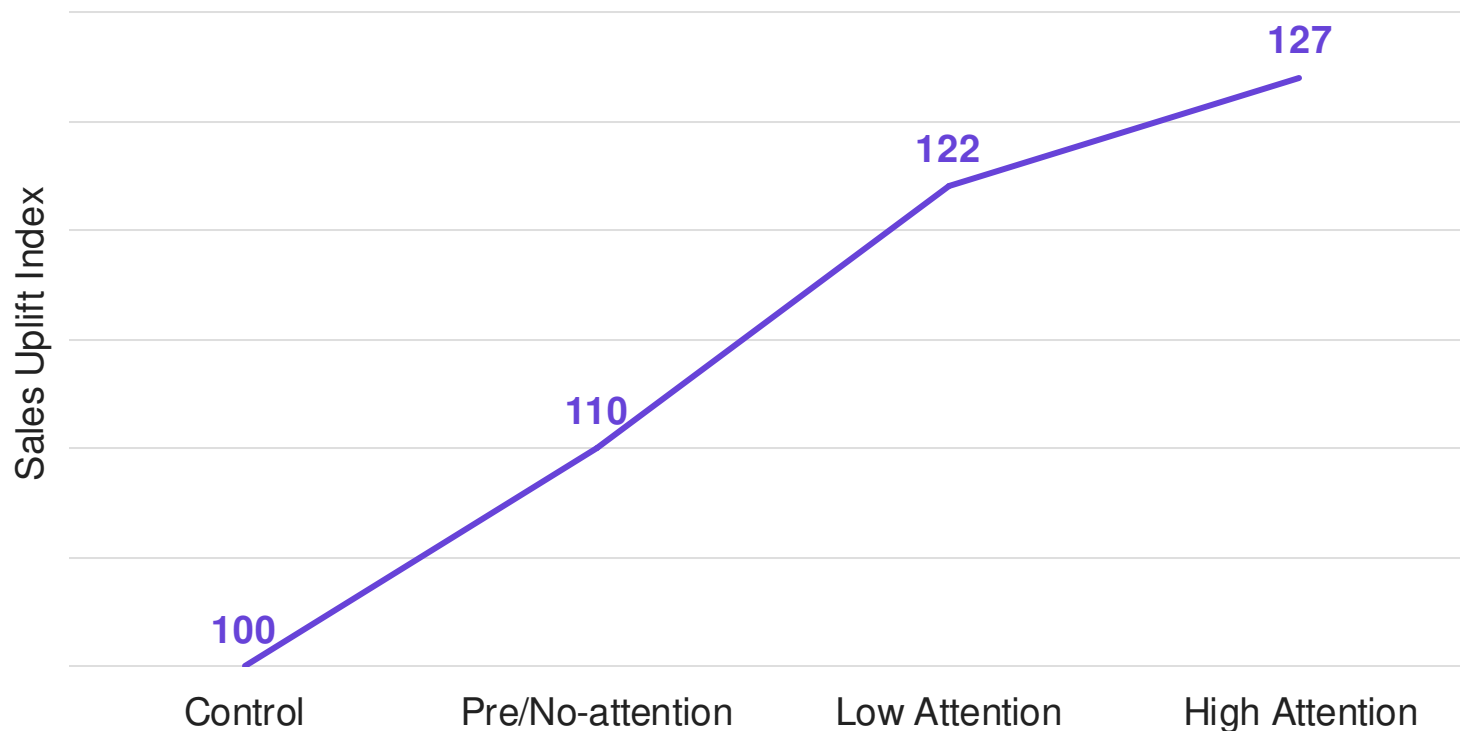
WHY ATTENTION?

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 Level¹



3x Attention predicts outcome
3x better than viewability²

4x Attention is 4x more predictive
of store visitation than traditional
TV exposure measures³

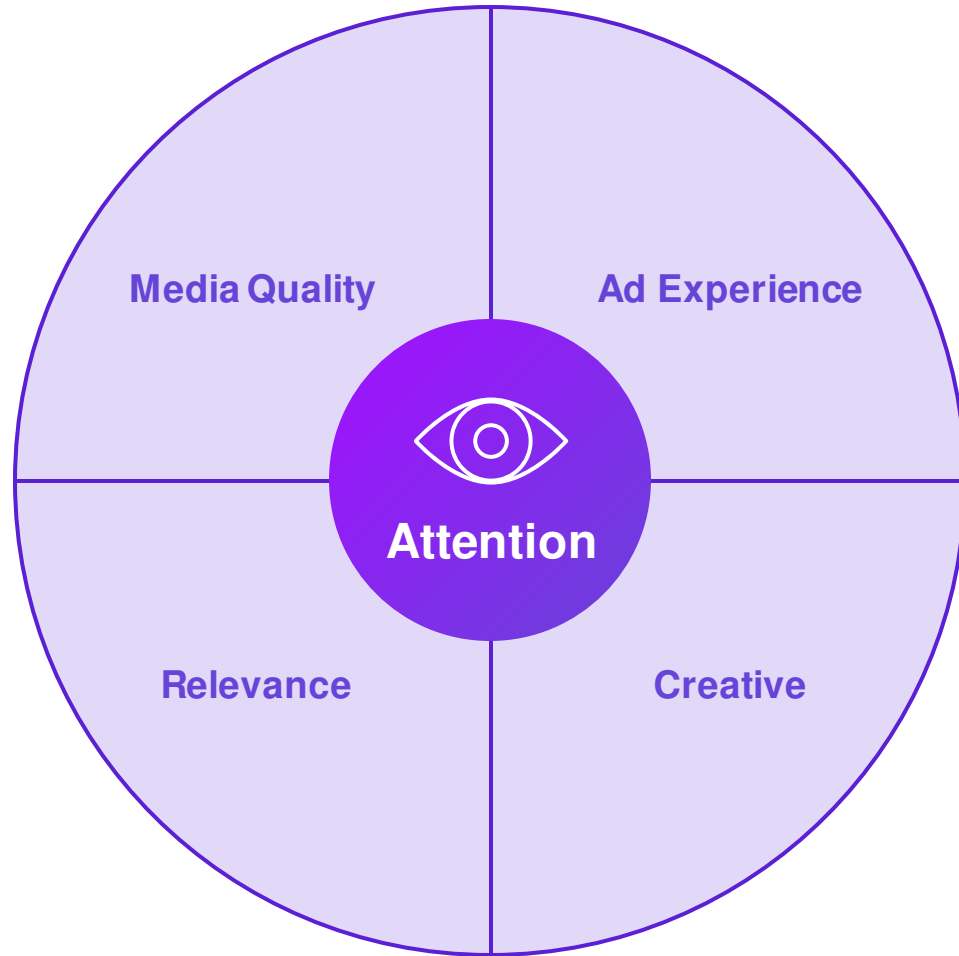
3x Ad budgets go 3x as far in
driving awareness when
optimizing for attention³

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

Core Drivers of Attention



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

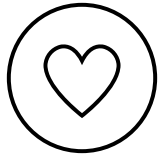


Custom Research

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

SPECIFICALLY, WE WANTED TO UNDERSTAND

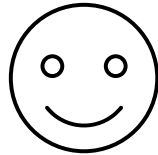
How specific types of contextual placement amplify creative outcomes



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

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

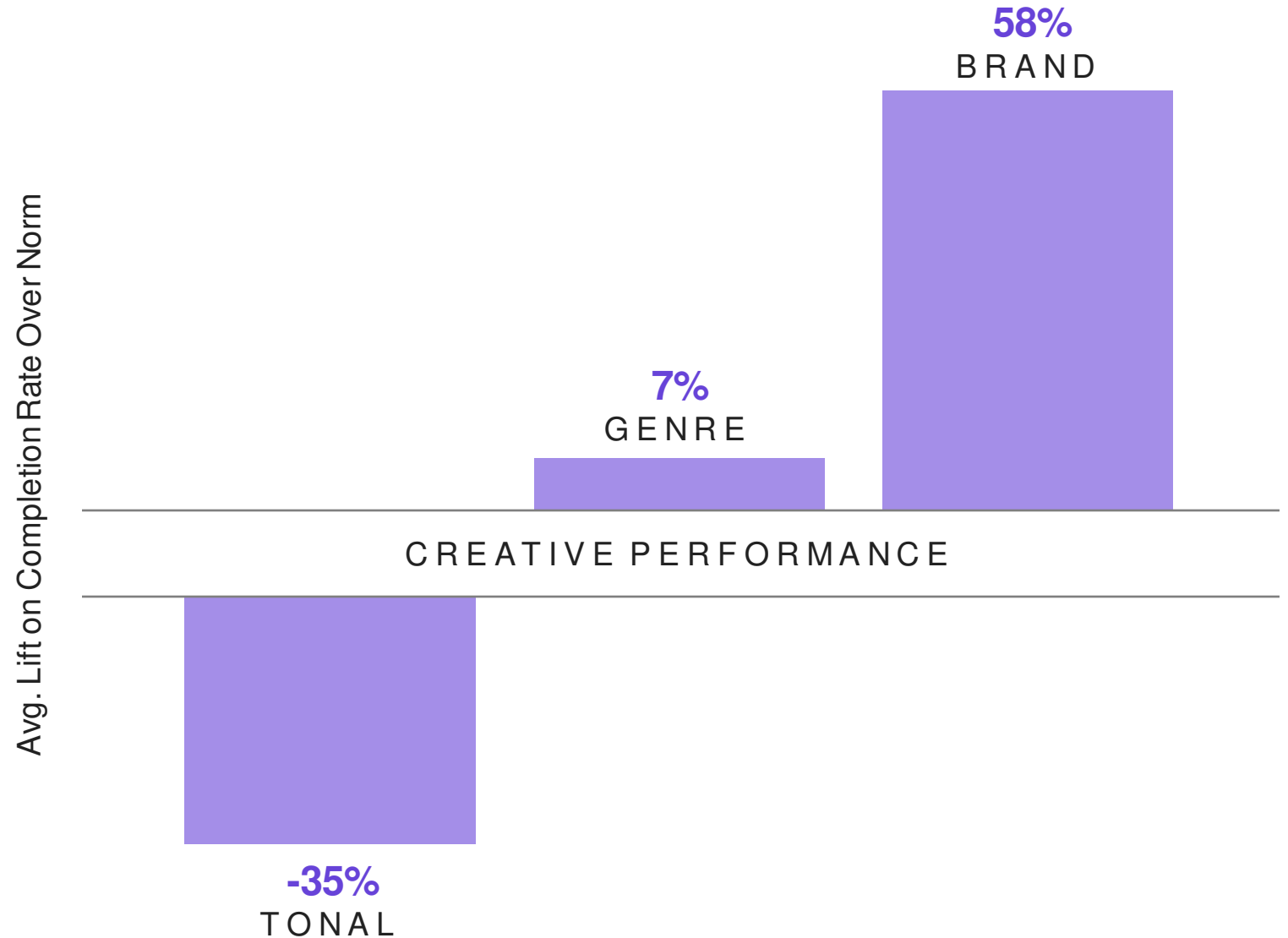
Live content tends to do better for genre or brand placement while tone tends to be a better match for scripted



Endemic brand placement scores highest

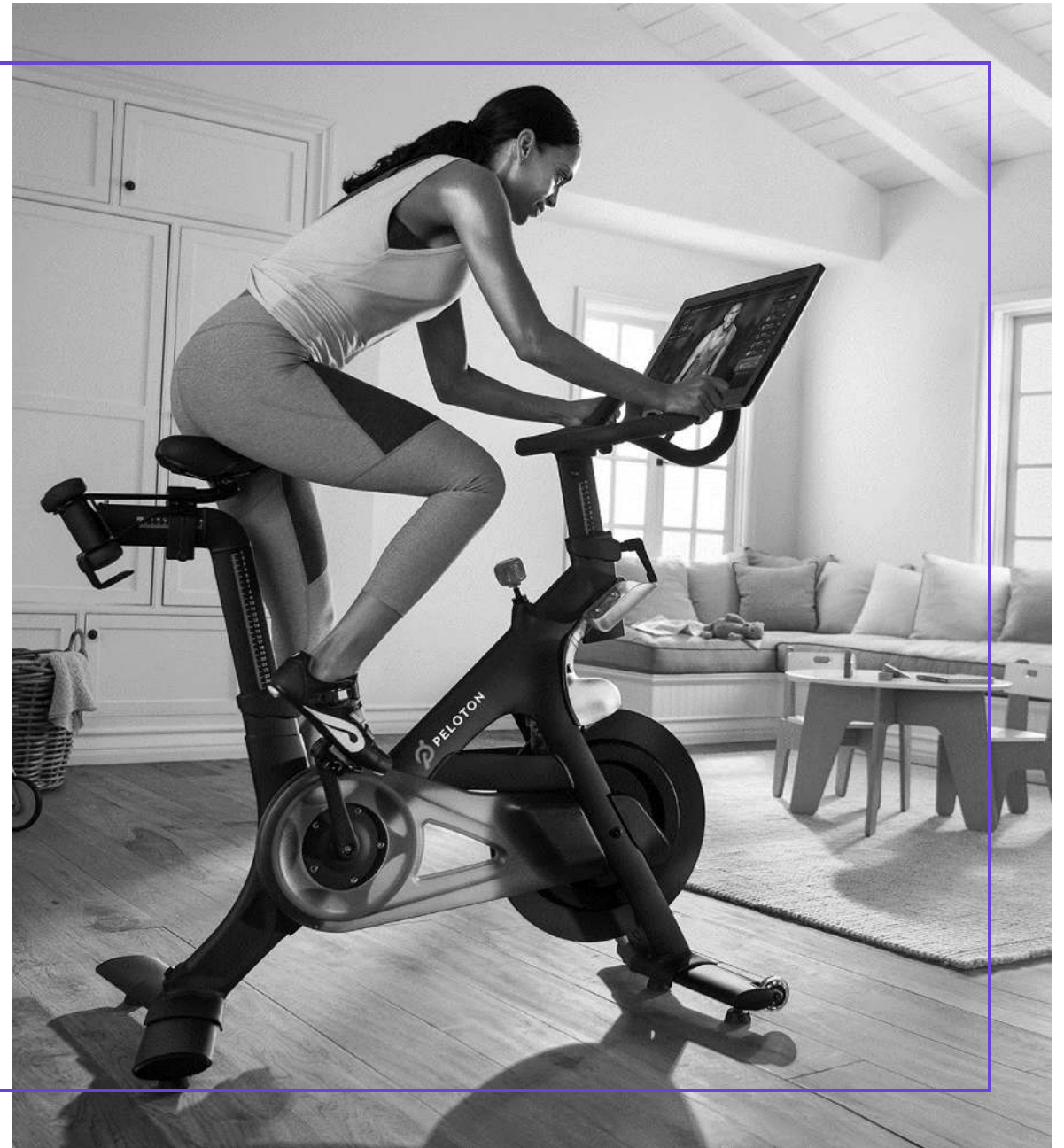
Contextual placement also sees lifts across the board. But tone? Only for specific brand categories and shows. Otherwise, it's not worth the effort to nail placement

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



Fitness Brands

Are the best performing endemic brand placement. But travel and food are not far behind.



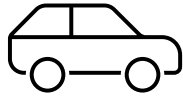
Three Takeaways: Key learnings for consideration

With the depth and breadth of data, customized insights can help provide more nuanced recommendations to a brand's goals and needs



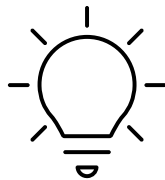
Music can enhance contextual

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.

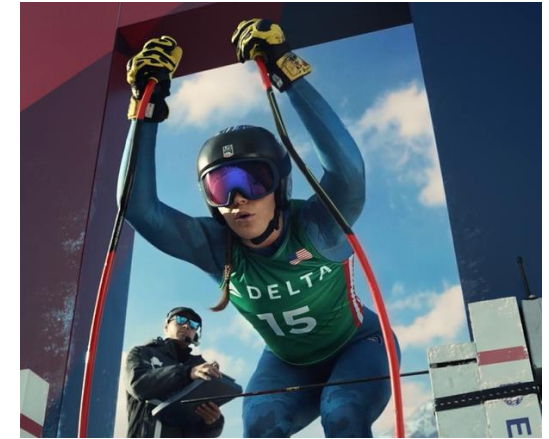
BRAND CONTEXT



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.

TONAL CONTEXT



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.

GENRE CONTEXT

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

Lean on publishers to
**identify best
approach & content**
that resonates with
your target consumers



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

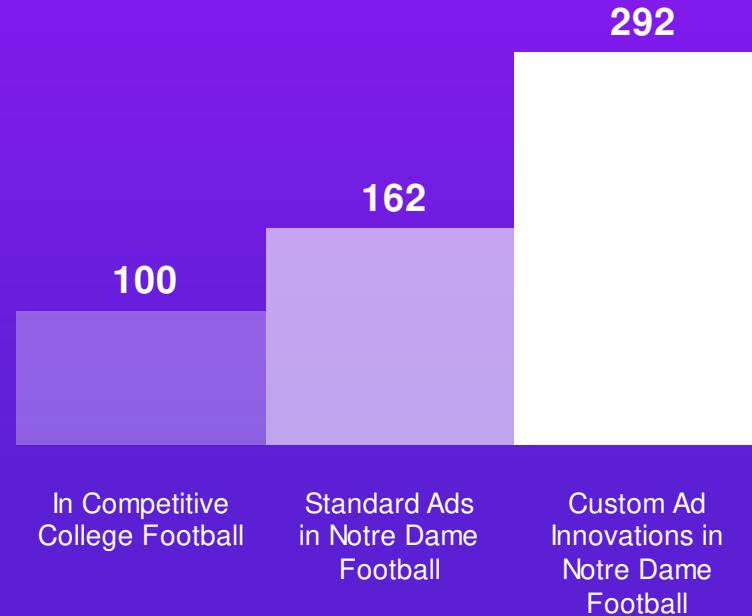
Leverage partnerships for **relevant IP** or **recognizable talent** to differentiate creative, enhance contextual relevance, and drive target KPIs

How NBCUniversal has driven incremental impact with contextual performance

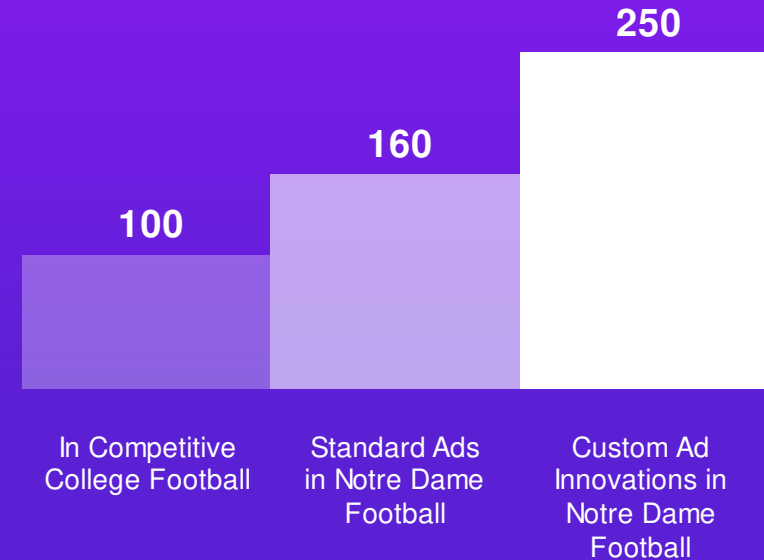


Contextual Custom
Ad Innovations
**Deliver Greater
Memorability**

Brand Memorability Sports Fitness Brand



Messaging Memorability Sports Fitness Brand



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



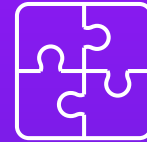
Contextual
In-Show Integrations
**Drive Positive
Brand Impact**



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

Putting our learnings to work for your brand

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...



CONTEXTUALLY ALIGNED
BRANDS ACHIEVED

3.2X

Return on Ad Spend
THAN CATEGORY NORMS



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