



REINVENTING TV ADS

**CONSUMERS HAVE EVOLVED.
MEDIA HAS EVOLVED.**

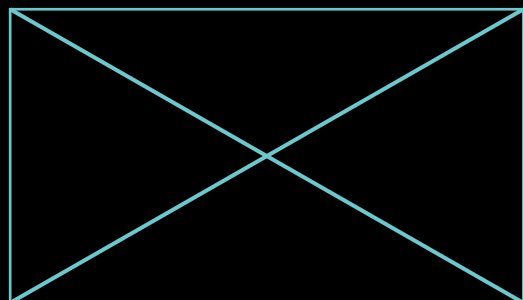
Two parallel arrows, one red and one teal, pointing right and then curving upwards at an angle.

TV ADS HAVE NOT.

A single orange arrow pointing straight to the right.

WHAT CAN ADVERTISERS DO TO EVOLVE IN THE TV SPACE?

TRADITIONAL
TV AD



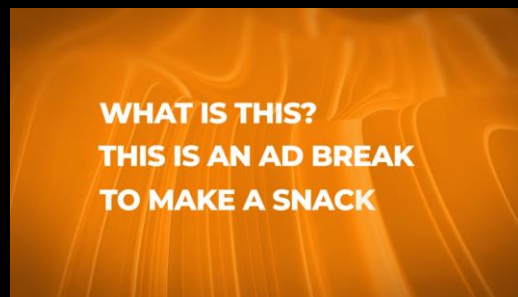
No Primer

+



Standard Video ad only

EXTENSION
TV AD



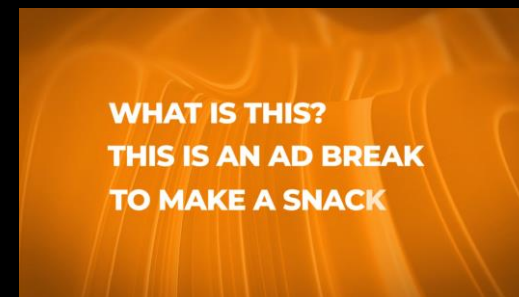
Origin Topper

+



Standard Video ad

=

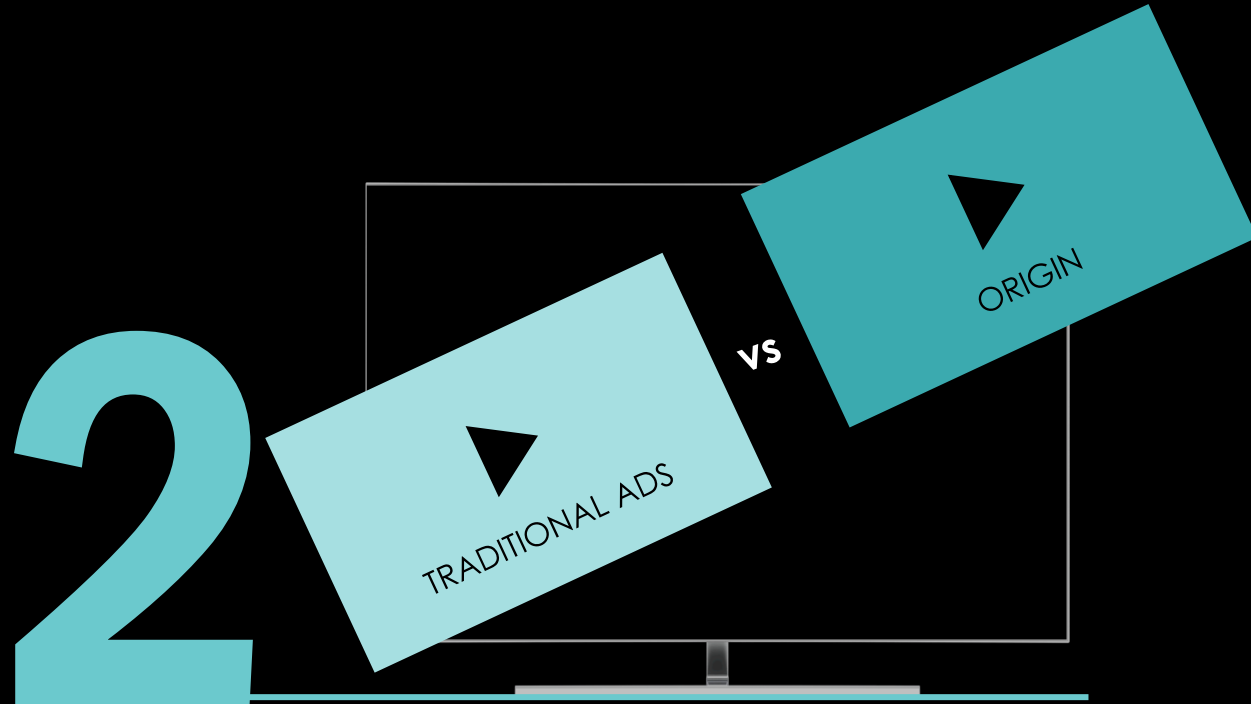


Origin + Standard Video ad

TWO-PRONGED METHODOLOGY



Measured subconscious responses to extension TV ads vs. traditional TV ads



Measured the impact of extension TV ads vs. traditional TV ads across brand KPIs

MEASURING THE MIND WITH NEUROSCIENCE

COGNITIVE LOAD

Are consumers processing the information given? Are they experiencing information overload and stress? (EEG)

AROUSAL

Are consumers engaged in their experiences? (EEG)

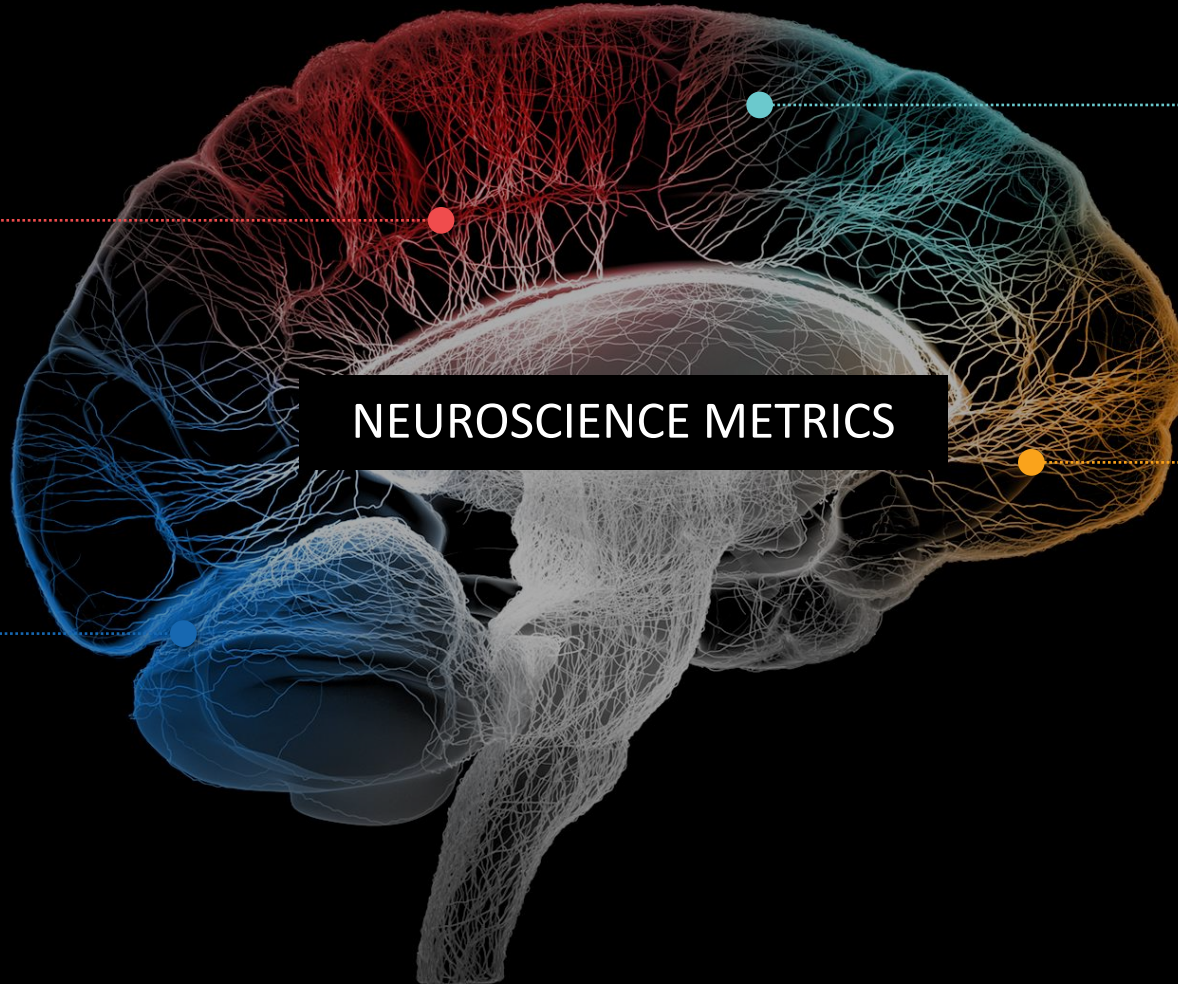
EMOTION

What is the emotional intensity that customers are experiencing? (EEG)

VISUAL ATTENTION

What are consumers seeing, and what are they missing? Are they distracted or focused? (Eye-Tracking Glasses)

NEUROSCIENCE METRICS



AD EFFECTIVENESS METHODOLOGY

CONTROLLED, AT-HOME TESTING

Recruited Connected TV Viewers

Participants recruited from
at-home panel

Sample size = 600
Total Exposure Points: 1200



Randomization

Participants randomized into
exposed and control groups



Natural Connected TV Viewing

Participants watch a TV
show of their choice.
Appropriate ads served
based on exposed or
control assignment

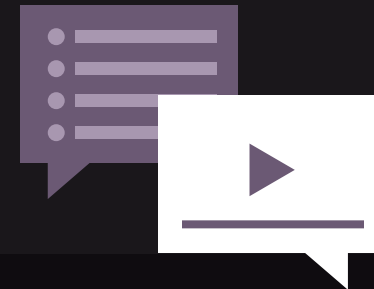
All participants watch half
hour streaming TV show of
choice

Traditional
TV Ad

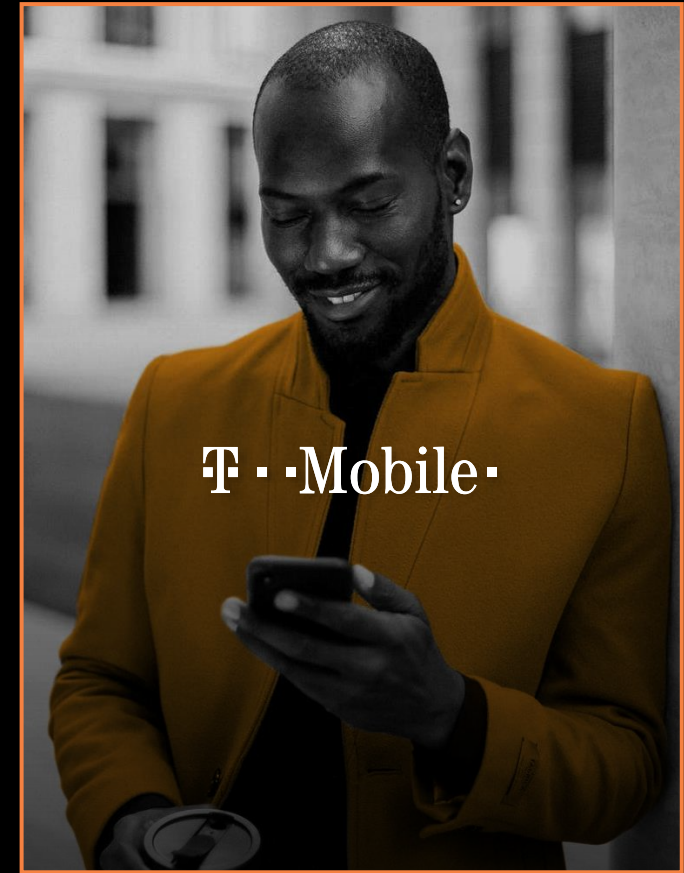
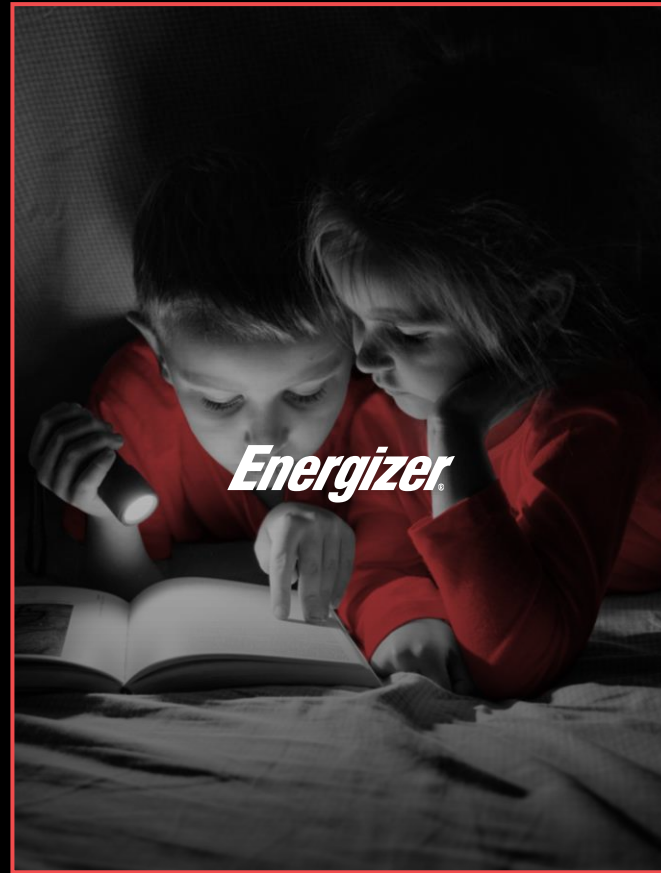
Extension TV
Ad

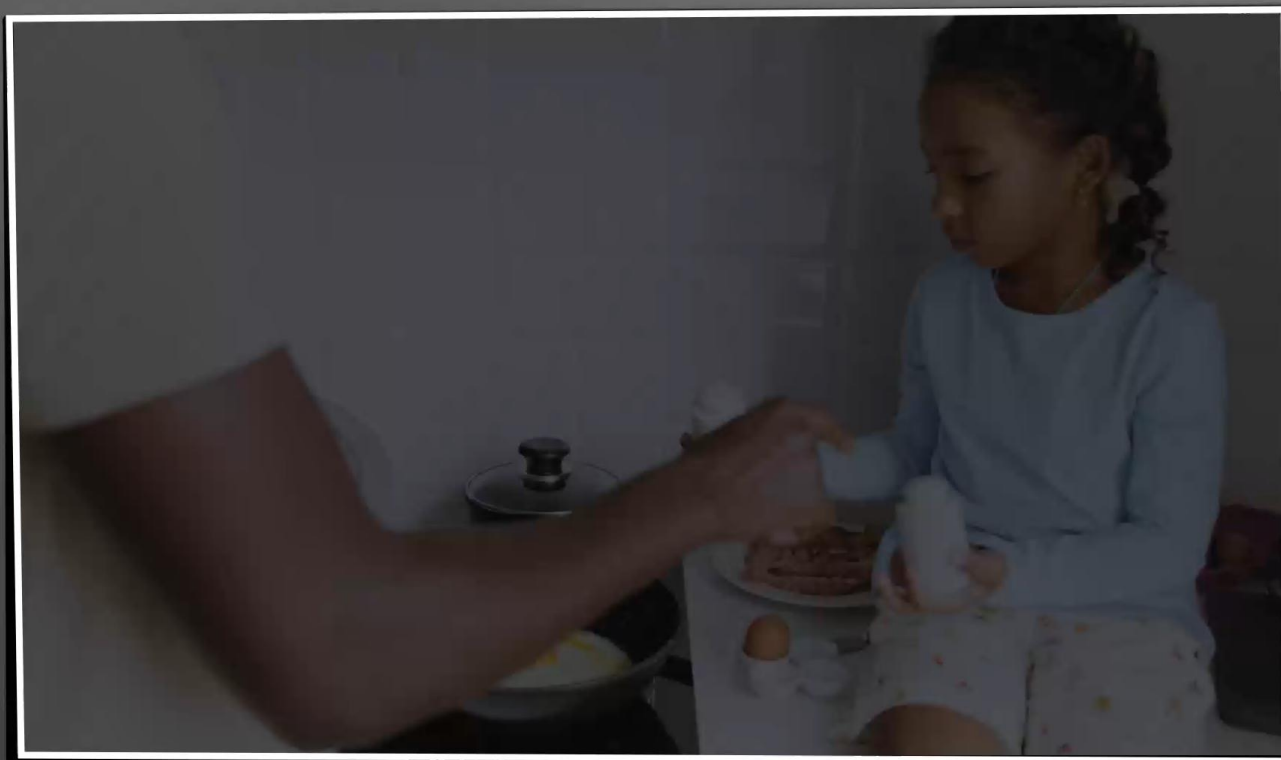
Measurement

Final survey to measure
impact on traditional
branding metrics and obtain
feedback on ad load



3 VERTICALS TESTED





ATTENTION & RETENTION

LET'S FACE IT. ADS AREN'T AS ENGAGING AS TV CONTENT

Arousal, Normative EEG Scores

Traditional TV Ad (A)

44.2

TV Content (B)

46.3 ^A

Neuro

Sample sizes: n=60

A/B= Statistical significance between Extension ads and traditional tv ads at >=90% confidence level

Arousal: Are consumers engaged in their experiences? (EEG)

HOWEVER, WITH MODIFICATIONS, TV ADS CAN BE JUST AS ENGAGING AS TV CONTENT

Arousal, Normative EEG Scores

Traditional TV Ad (A)

44.2

Extension TV Ad (B)

46.1 ^A

TV Content (C)

46.3 ^A

Neuro

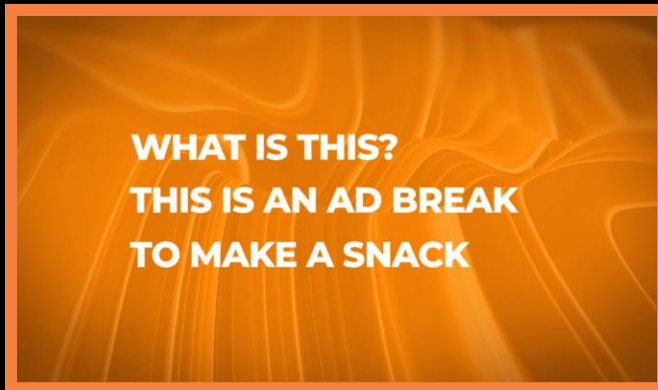
Sample sizes: n=60

A/B= Statistical significance between Extension ads and traditional tv ads at >=90% confidence level

Arousal: Are consumers engaged in their experiences? (EEG)

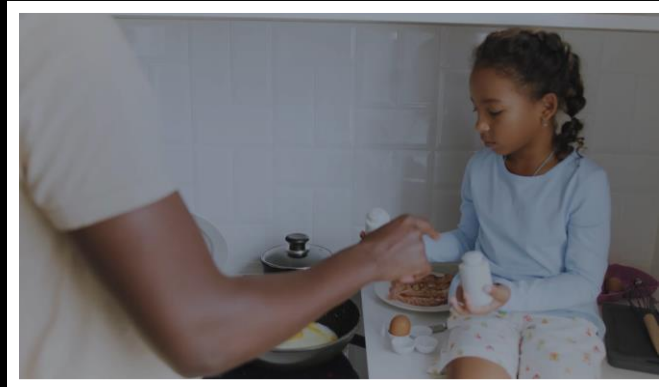
WHEN PAIRED WITH TOPPERS, STANDARD VIDEO ADS ARE PROCESSED DIFFERENTLY

EXTENSION TV AD



Origin Topper

+



Standard Video ad

=

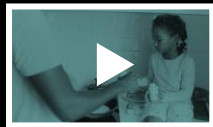


Origin Topper + Standard Video ad

SAME AD IS SEEN BY MORE PEOPLE WHEN PAIRED WITH EXTENSIONS

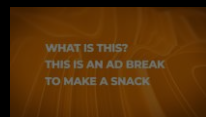
Visual Attention, % Seen

Traditional TV Ad (A)

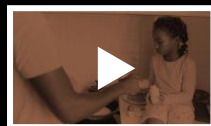


Video ad only

Traditional TV Ad within Extension (B)



+



Origin Topper

Video ad

97%^A

Traditional TV Ad within Extension(B)

91%

% SEEN

Traditional TV Ad (A)

Neuro

Sample sizes: n=60

A/B= Statistical significance between Extension ads and traditional tv ads at >=90% confidence level

Visual Attention: What are consumers seeing, and what are they missing? Are they distracted or focused? (Eye-Tracking Glasses)

THEY'RE EASIER TO PROCESS, WHICH RESULTS IN HIGHER ENGAGEMENT

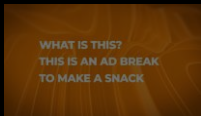
Neuro Response, Normative EEG Scores

Traditional TV Ad (A)

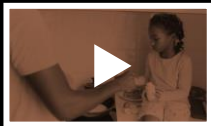


Video ad only

Traditional TV Ad within Extension (B)



+



Origin Topper

Video ad

Cognitive Load



Arousal



Neuro

Sample sizes: n=60

A/B= Statistical significance between Extension ads and traditional tv ads at >=90% confidence level

Cognitive load: Are consumers processing the information given? Are they experiencing information overload and stress? (EEG)

Arousal: Are consumers engaged in their experiences? (EEG)

AS A RESULT, RETENTION OF BRANDING IS SIGNIFICANTLY HIGHER

Aided Ad Recall

Deltas (Exposed Ad – Control Ad)

Traditional TV
Ad (A)

+68%▲

Extension
TV Ad (B)

+76%▲A

Ad Effectiveness

Sample sizes: Exposed, Traditional TV Ad n=322, Extension TV Ad n=64, Control Ad n=315

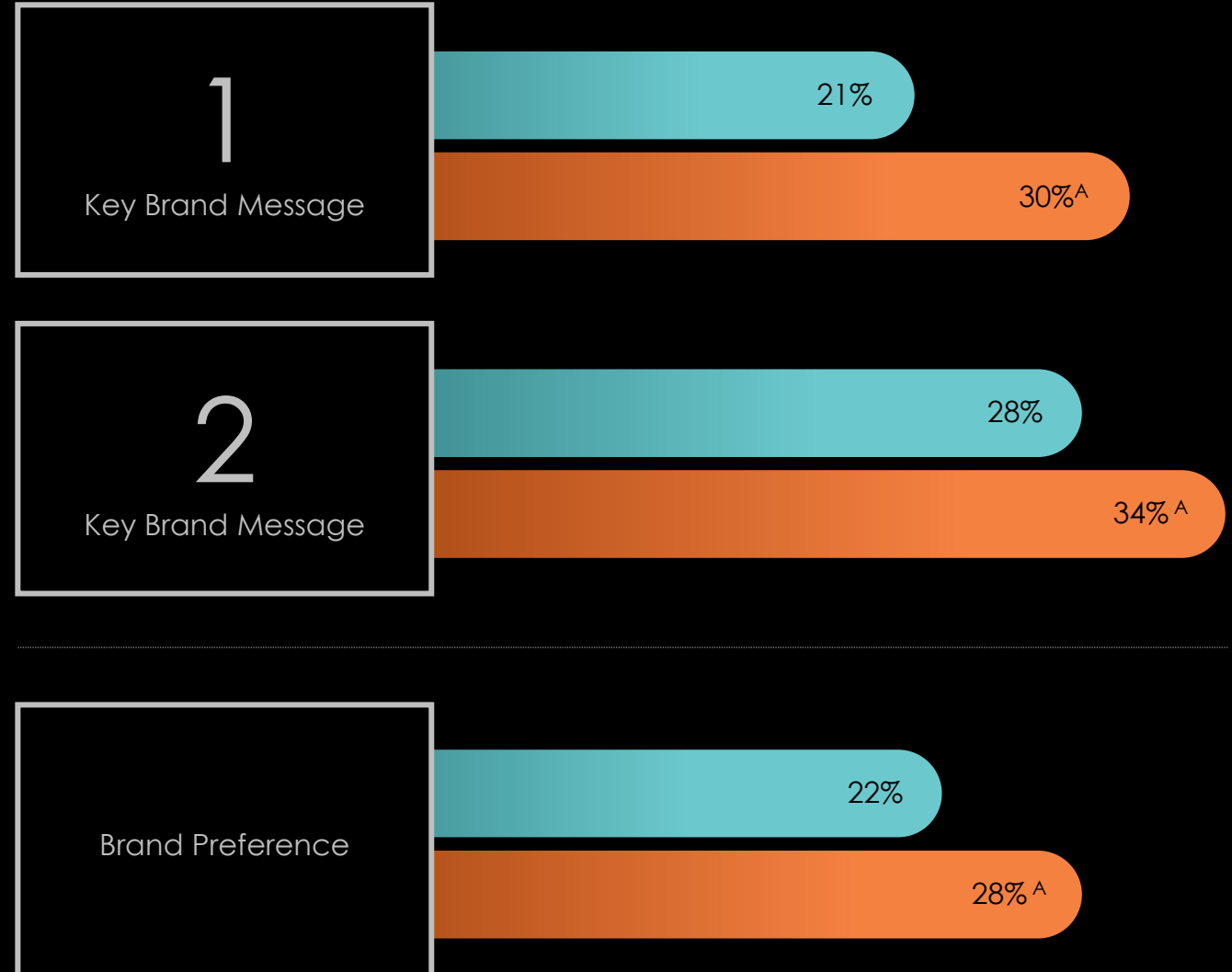
▲= Statistical significance between Exposed and control groups at >=90% confidence level

A/B= Statistical significance between Extension ads and traditional tv ads at >=90% confidence level

BEYOND ATTENTION AND RETENTION, MESSAGING IS MORE CONVINCING AND DRIVES PREFERENCE

Impact on Brand Attributes - % Strongly Agree

- Traditional TV Ad (A)
- Extension TV Ad (B)



KEY TAKEAWAY

By controlling the immediate context of your traditional TV ad (the environment around the ad), performance flourishes



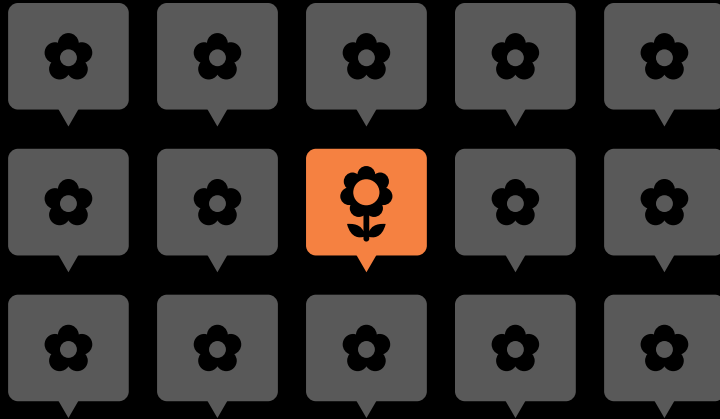
GOAL

AMPLIFYING BRAND KPIs

A CASE STUDY

A CASE STUDY

DIFFERENTIATING THROUGH KEY BRAND PROPOSITION



The Campaign Goal

To communicate a critical brand message that differentiates the brand from competitors

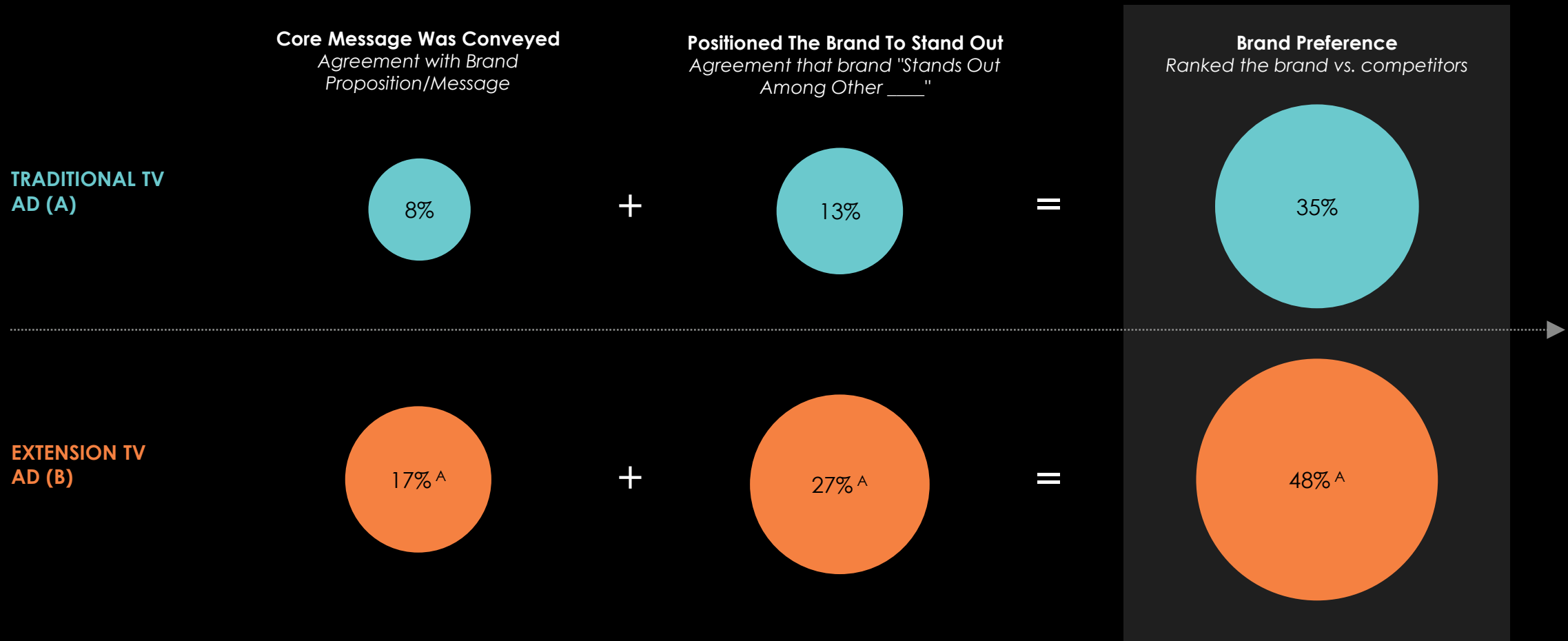


The Creative

The ad already did a good job of implicitly and explicitly communicating the critical message

The extension ad strategy was to prime the audience for the message before the ad played

AS A RESULT, WE SAW STRONGER MOVEMENT ACROSS KEY ATTRIBUTES FOR THE BRAND



A black and white photograph of three young people sitting in a theater. On the left, a young man with long hair tied back, wearing a red shirt, is looking intently at the screen with his hand on his chin. In the center, a young woman with long dark hair is looking towards the screen with a slight smile. On the right, a young man with short dark hair, also in a red shirt, is looking towards the screen while holding a small object in his hand. The background is dark and out of focus, suggesting a theater setting.

KEY TAKEAWAY

When extension creative strategy
is aligned with campaign goals,
success is amplified

DIFFERENT EXTENSION STRATEGIES

At Work

**WHAT IS MORE EFFICIENT AT
WAKING YOU UP IN THE
MORNING THAN CAFFEINE?**

Find out after
this message!



THE BOOKEND

WRAP AROUND WITH BEFORE/AFTER QUIZ

How it Worked: The extension 'wrapped around' the brand ad, with an attention-grabbing question that was shown before the ad while the answer was revealed after

THE BOOKEND

THE SAME VIDEO WAS MORE ENGAGING WHEN PRIMED WITH BOOKEND

The wrap around quiz format engrosses the viewer even before the video ad starts and keeps them invested throughout the experience, resulting in significantly higher engagement compared to the video ad alone

54^A

Traditional TV Ad within Bookend Extension (B)

44

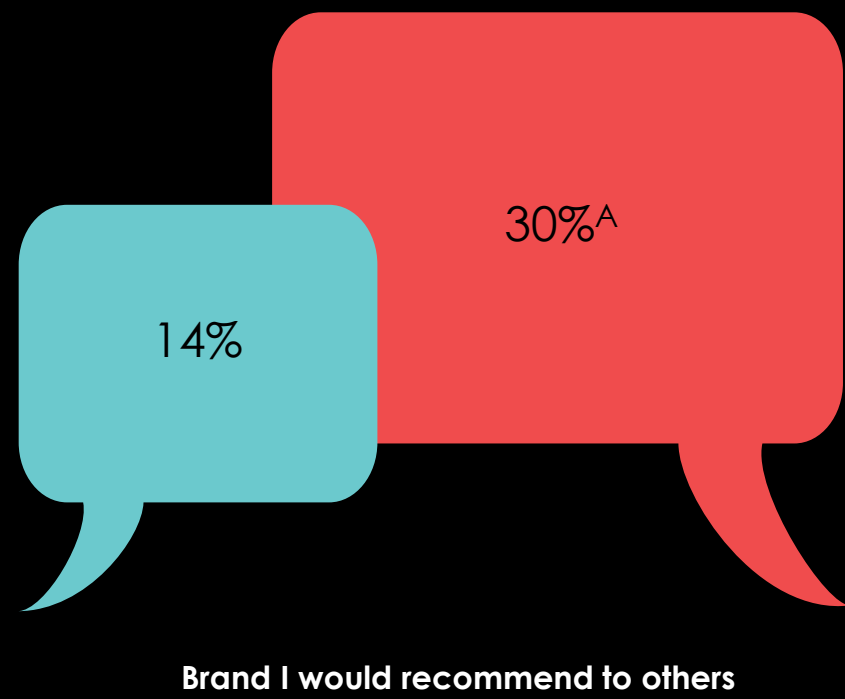
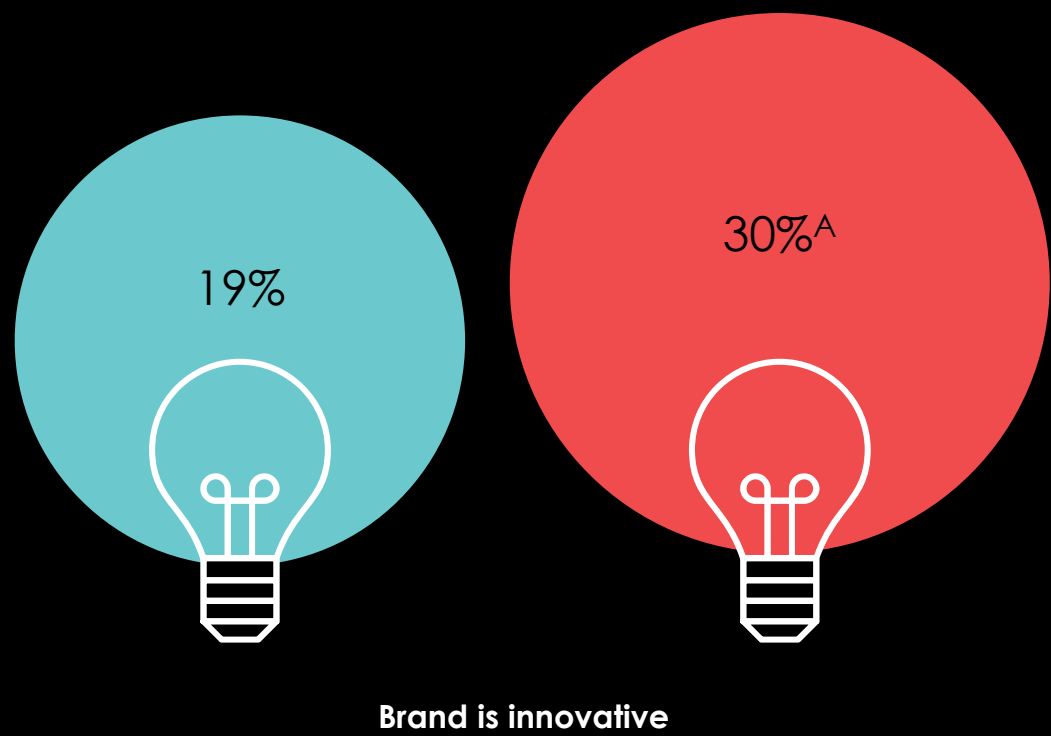
Traditional TV Ad (A)

AROUSAL, NORMATIVE EEG SCORES

THE FORMAT HAD A HALO EFFECT – BRAND SEEMED MORE INNOVATIVE AND RECOMMENDABLE

Impact on Brand Attributes - % Strongly Agree

● Traditional TV Ad (A) ● Bookend Extension TV Ad (B)





Go organic with thousands of high-quality, organic meat and fresh produce. Explore the widest range delivered to your door.

Fewer pesticides
No antibiotics
More healthy fats
Local farmed meat
Local produce
No synthetic hormones
Free delivery

THE CHASER

CHASE WITH “LEARN MORE” INFORMATION

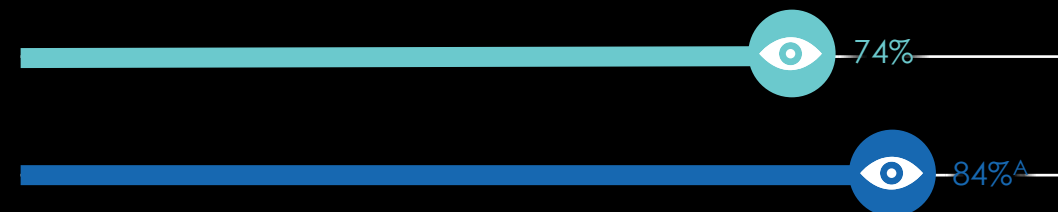
How it worked: A tail extension that followed the brand ad with more information about the product advertised

THE CHASER

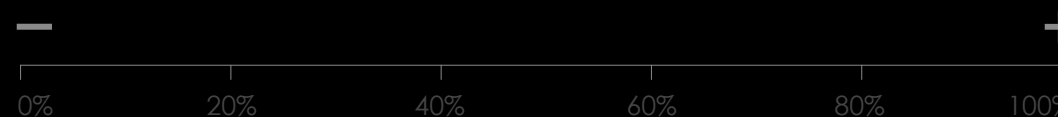
“FOLLOW-UP” EXPOSURE HELPED PEOPLE ENCODE VIDEO AD BETTER

- Traditional TV Ad (A)
- Chaser Extension TV Ad (B)

AIDED AD RECALL - % RECALLED



BRAND FAVORABILITY - % STRONGLY AGREE



BRANDED VS. UNBRANDED

PRIMING WITH “BRANDED” VS “UN-BRANDED” EXTENSIONS

Branded

As the name suggests, these extensions primed the ad with relevant (or matching) brand message

An advertisement for Organic Grocery. It features a white logo of a shopping bag with produce inside, above the text "ORGANIC GROCERY". Below the logo, there is a paragraph of text: "Go organic with thousands of high-quality, organic meat and fresh produce. Explore the widest range delivered to your door." To the right of this paragraph is a list of benefits: "Fewer pesticides", "No antibiotics", "More healthy fats", "Local farmed meat", "Local produce", "No synthetic hormones", and "Free delivery".

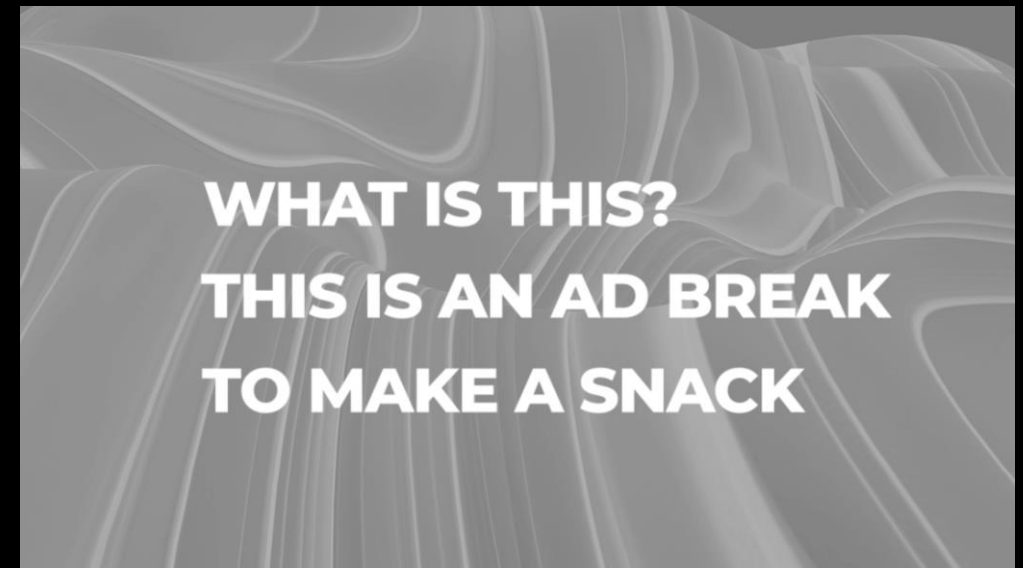

ORGANIC
GROCERY

Go organic with thousands of high-quality, organic meat and fresh produce. Explore the widest range delivered to your door.

- Fewer pesticides
- No antibiotics
- More healthy fats
- Local farmed meat
- Local produce
- No synthetic hormones
- Free delivery

Un-branded

These extensions primed the ad with fun content that was unrelated to the brand or ad to follow

An advertisement with a grey background featuring a wavy, abstract pattern. The text is in white, bold, uppercase letters and reads: "WHAT IS THIS? THIS IS AN AD BREAK TO MAKE A SNACK".

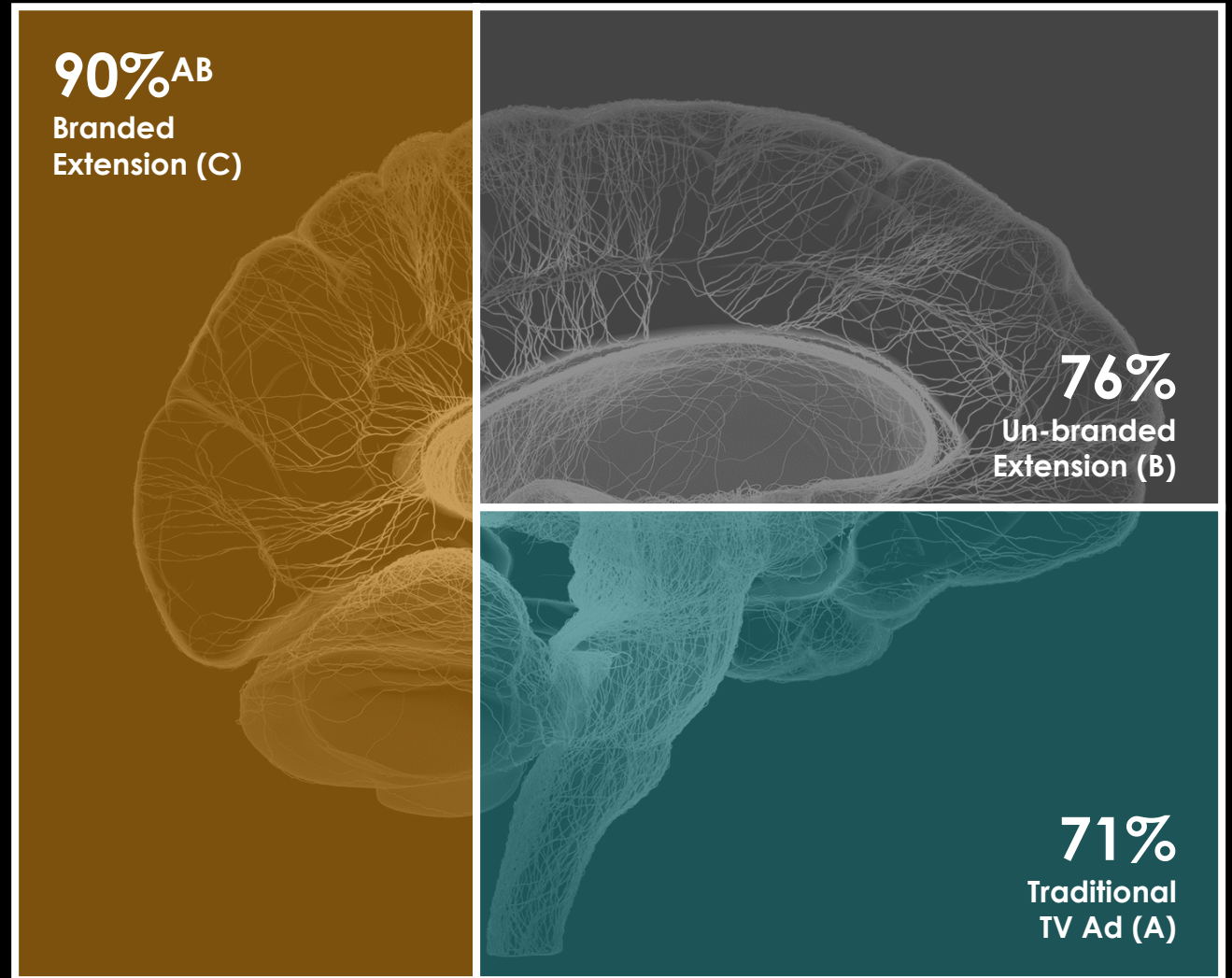
WHAT IS THIS?
THIS IS AN AD BREAK
TO MAKE A SNACK

BRANDED VS. **UNBRANDED**

NATURALLY, BRAND MENTION HELPED BOOST MEMORABILITY

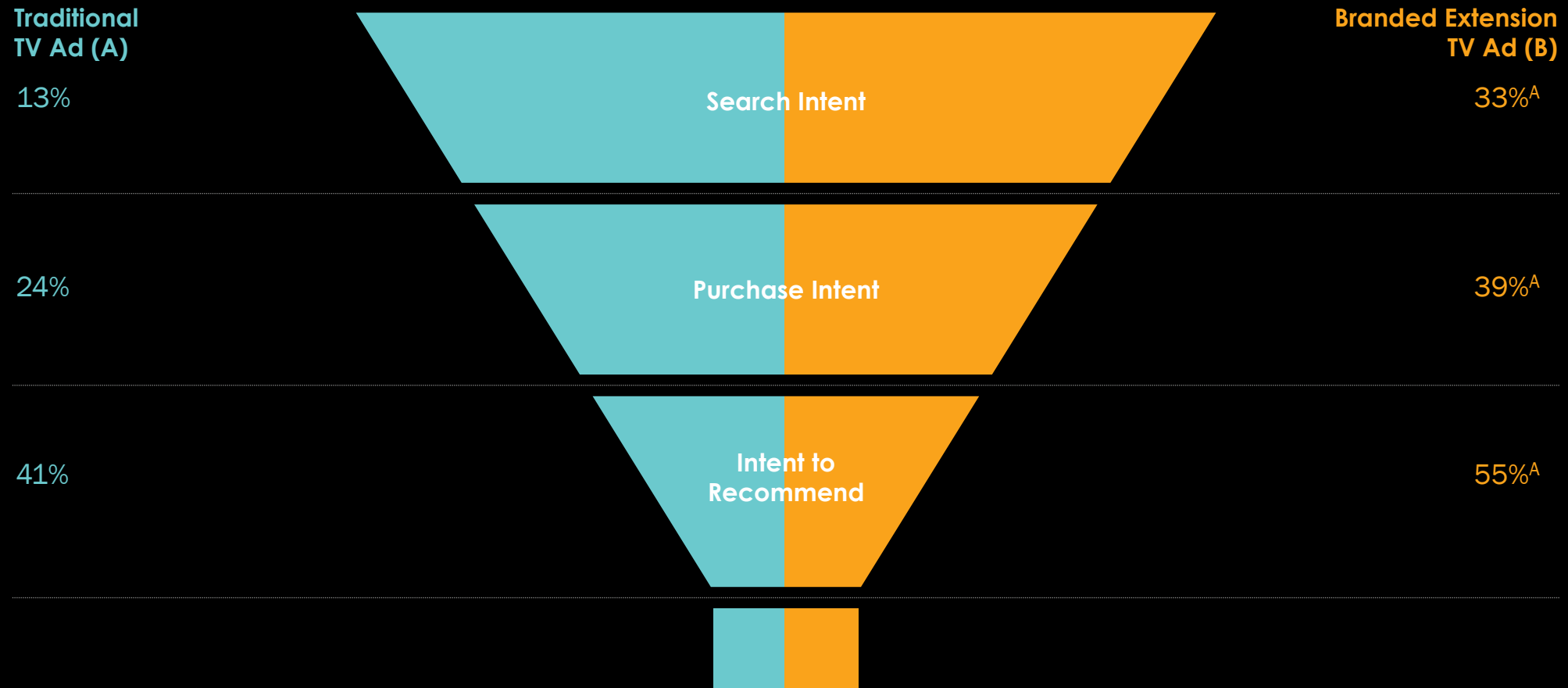
Ad recall was highest from branded extensions compared to both traditional TV ad and un-branded extensions

Aided Ad Recall - % Recalled



BRANDED EXTENSION

LOWER FUNNEL METRICS FLOURISHED WITH STRONGER CONNECTION BETWEEN BRAND AND AD

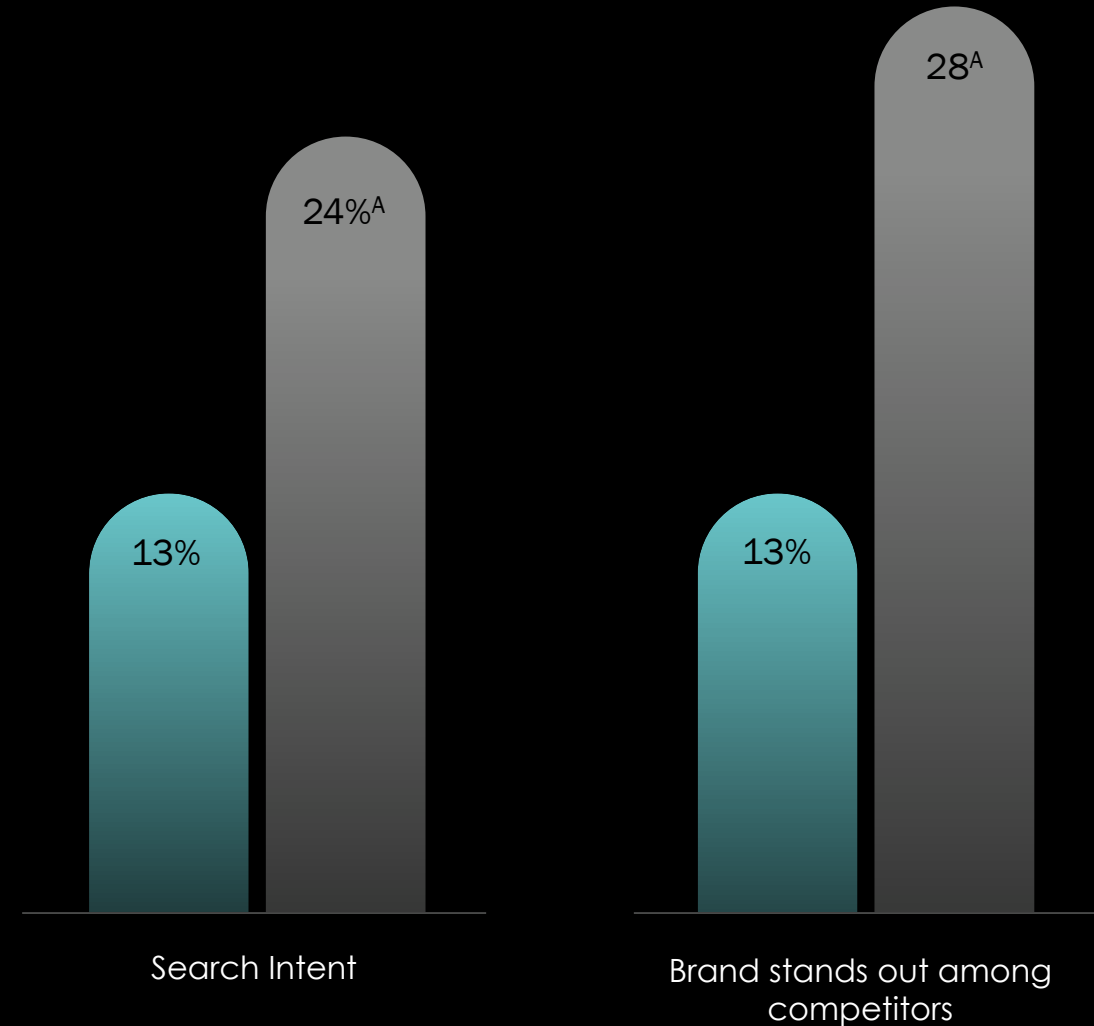


UNBRANDED EXTENSION

THE SUBTLETY IN UN-BRANDED EXTENSIONS INSTILLED CURIOSITY + THE PRIMING EXPERIENCE HELPED THE BRAND STAND OUT

Impact on Brand - % Strongly or Somewhat Agree

- Traditional TV Ad (A)
- Un-branded Extension TV Ad (B)



KEY TAKEAWAY

Branded extensions are the way to go for brands. Unbranded extensions also create valuable impact and could benefit when advertising about a fundamentally boring/sensitive topic where advertisers might not want to bombard people with branding

FINDINGS

1

Extension TV ads break the monotony of back-to-back traditional TV ads on CTV, resulting in higher attention and more cognitive processing of the ad to follow – making these ads memorable and more effective across key metrics

2

It's vital for the industry to continue innovation with ad formats on connected TV to battle challenges, as concerns about ad fatigue and attention deficit rise

A black and white photograph of a woman with curly hair, smiling and looking to her right. She is holding a smartphone in her hands. The image is dimly lit, with the woman's face and hair being the primary light source.

THANK YOU

M/GNA MEDIA TRIALS  ORIGIN