REINVENTING TV ADS
CONSUMERS HAVE EVOLVED.
MEDIA HAS EVOLVED.

TV ADS HAVE NOT.
WHAT CAN ADVERTISERS DO TO EVOLVE IN THE TV SPACE?

TRADITIONAL TV AD

No Primer
Standard Video ad only

EXTENSION TV AD

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

Origin Topper
Standard Video ad
Origin + Standard Video ad
TWO-PRONGED METHODOLOGY

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

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

Extension TV Ads: Video ads with Origin toppers
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)
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

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

Traditional TV Ad
Extension TV Ad
3 VERTICALS TESTED

NortonLifeLock

Energizer

T-Mobile
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

Neura
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 *
- TV Content (C): 46.3 *

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

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

+ Standard Video ad

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

Origin Topper

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

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

Visual Attention, % Seen

Traditional TV Ad (A)

97% A

Traditional TV Ad within Extension (B)

91%

% SEEN

Neuro
Sample size: 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**
- Traditional TV Ad (A): 53
- Traditional TV Ad within Extension (B): 50

**Arousal**
- Traditional TV Ad (A): 44
- Traditional TV Ad within Extension (B): 48

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**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%▲

Ad Effectiveness
Sample sizes: Exposed, Traditional TV Ad n=322, Extension TV Ad n=642, 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)

1. Key Brand Message
   - Traditional TV Ad (A): 21%
   - Extension TV Ad (B): 30%<sup>▲</sup>

2. Key Brand Message
   - Traditional TV Ad (A): 28%
   - Extension TV Ad (B): 34%<sup>▲</sup>

Brand Preference
   - Traditional TV Ad (A): 22%
   - Extension TV Ad (B): 28%<sup>▲</sup>

Ad Effectiveness
Sample sizes: Control Ad n=315, Traditional TV Ad n=322, Extension TV Ad n=642
▲: Statistical significance between groups at >=90% confidence level
KEY TAKEWAY

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

ORIGIN TOPPER

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

Core Message Was Conveyed Agreement with Brand Proposition/Message

- Traditional TV Ad (A): 8%
- Extension TV Ad (B): 17% (∗)

Positioned The Brand To Stand Out Agreement that brand "Stands Out Among Other ____"

- Traditional TV Ad (A): 13%
- Extension TV Ad (B): 27% (∗)

Brand Preference Ranked the brand vs. competitors

- Traditional TV Ad (A): 35%
- Extension TV Ad (B): 48% (∗)

Sample sizes: Traditional TV Ad n=105, Extension TV Ad n=212

A/B = Statistical significance between groups at >90% confidence level

Ad Effectiveness
When extension creative strategy is aligned with campaign goals, success is amplified.
DIFFERENT EXTENSION STRATEGIES
At Work
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.

Traditional TV Ad (A)

Traditional TV Ad within Bookend Extension (B)

AROUSAL, NORMATIVE EEG SCORES

Neuro

Sample sizes: Bookend 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)
THE BOOKEND

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)

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Traditional TV Ad (A)</th>
<th>Bookend Extension TV Ad (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand is innovative</td>
<td>19%</td>
<td>30%A</td>
</tr>
<tr>
<td>Brand I would recommend to others</td>
<td>14%</td>
<td>30%A</td>
</tr>
</tbody>
</table>

Statistical significance between groups at >=90% confidence level
How it worked:

A tail extension that followed the brand ad with more information about the product advertised.

**THE CHASER**

**CHASE WITH “LEARN MORE” INFORMATION**

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

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

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

Ad Effectiveness
Sample size: Traditional TV Ad n=108, Chaser Extension TV Ad n=120
A/B = Statistical significance between groups at >=90% confidence level

AIDED AD RECALL - % RECALLED

- 74%
- 84%*

BRAND FAVORABILITY - % STRONGLY AGREE

- 6%
- 15%*

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

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

**Un-branded**
These extensions primed the ad with fun content that was unrelated to the brand or ad to follow

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**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

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

90% \( AB \)
Branded Extension (C)

76%
Un-branded Extension (B)

71%
Traditional TV Ad (A)

Ad Effectiveness
Sample sizes: Traditional TV Ad n=105, Un-branded Extension n=108, Branded Extension Ad n=104
A/B/C = Statistical significance between groups at >=90% confidence level
BRANDED EXTENSION

LOWER FUNNEL METRICS FLOURISHED WITH STRONGER CONNECTION BETWEEN BRAND AND AD

Traditional TV Ad (A) vs. Branded Extension TV Ad (B):

- **Search Intent**:
  - Traditional TV Ad (A): 13%
  - Branded Extension TV Ad (B): 33%

- **Purchase Intent**:
  - Traditional TV Ad (A): 24%
  - Branded Extension TV Ad (B): 39%

- **Intent to Recommend**:
  - Traditional TV Ad (A): 41%
  - Branded Extension TV Ad (B): 55%

Ad Effectiveness:
Sample sizes: Traditional TV Ad n=105, Branded Extension n=104
A/B: Statistical significance between groups at >90% confidence level
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)

Ad Effectiveness
Sample size: Traditional TV Ad n=105, Un-branded Extension n=108
A/B = Statistical significance between groups at >90% confidence level
KEY TAKEWAY

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.
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.

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.
THANK YOU