

PRESCRIPTION FOR CHANGE

Optimizing Healthcare Ads for
Streaming TV Success



M/GNA MEDIA TRIALS

KARGO

Today's expectations from healthcare ads are simple—

DETAIL & CLARITY



What do streaming TV viewers expect from healthcare ads today? % selected

90%

Detailed information
about the benefits of the
medication

89%

Clear explanation
of safety information (e.g.,
side effects)

72%

A way to learn more
(e.g., links, QR codes, etc.)



However, for most TV streamers healthcare ads

FALL SHORT OF EXPECTATIONS

80%

Net Score

I expect but don't see...

~~Detailed information~~
about the benefits of the medication

~~Clear explanation~~
of safety information
(e.g., side effects)

~~A way to learn more~~
(e.g., links, QR codes, etc.)

WE TESTED A NEW FORMAT

that taps into streamers' expectations

BRANDED CANVAS TV ADS

A video ad featuring a branded banner with product details and a QR code to learn more or take action

QR code

to learn more or
take action

Branded banner
with more product
information

HYDRA
~NASE

Hydrate and soothe
nasal congestion
wherever you are.

HYDRA
~NASE

>>>

>> ALL NATURAL · EASY APPLICATION · INSTANT RELIEF

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HYDRA~NASE.COM

Two-pronged

METHODOLOGY

1 IN-LAB NEURO TESTING

to measure subconscious responses to branded canvas TV ads vs. standard TV ads

- Data points=120*; Regular streaming TV viewers

Visual Attention ●

Cognitive Load ●

Motivation ●

Arousal ●



2 CONTROLLED, AT HOME TESTING

to measure the impact of branded canvas TV ads vs. standard TV ads

- Data points=1448*; Regular streaming TV viewers



Standard TV Ads

VS



Branded Canvas TV Ads

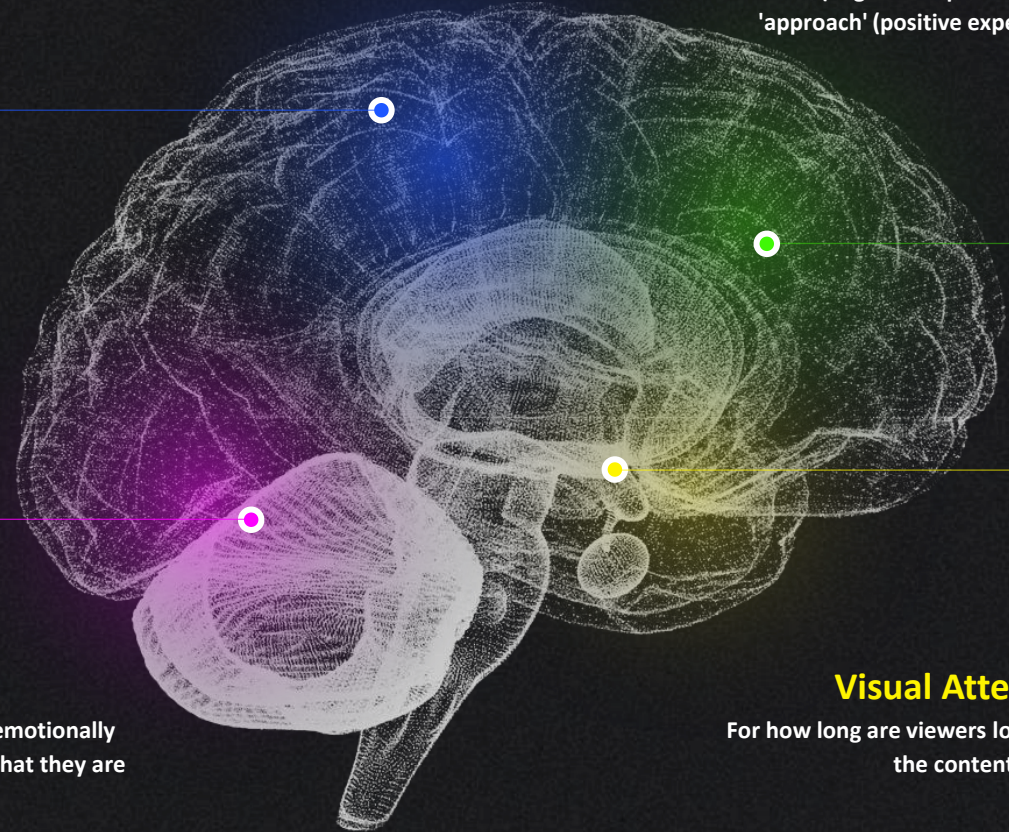
MEASURING COGNITIVE RESPONSES

Cognitive Load

Are viewers processing the information given? Are they experiencing information overload or stress?

Motivation

Are viewers having a positive or negative experience? This score reflects two main states: 'aversion' (negative experience) and 'approach' (positive experience)



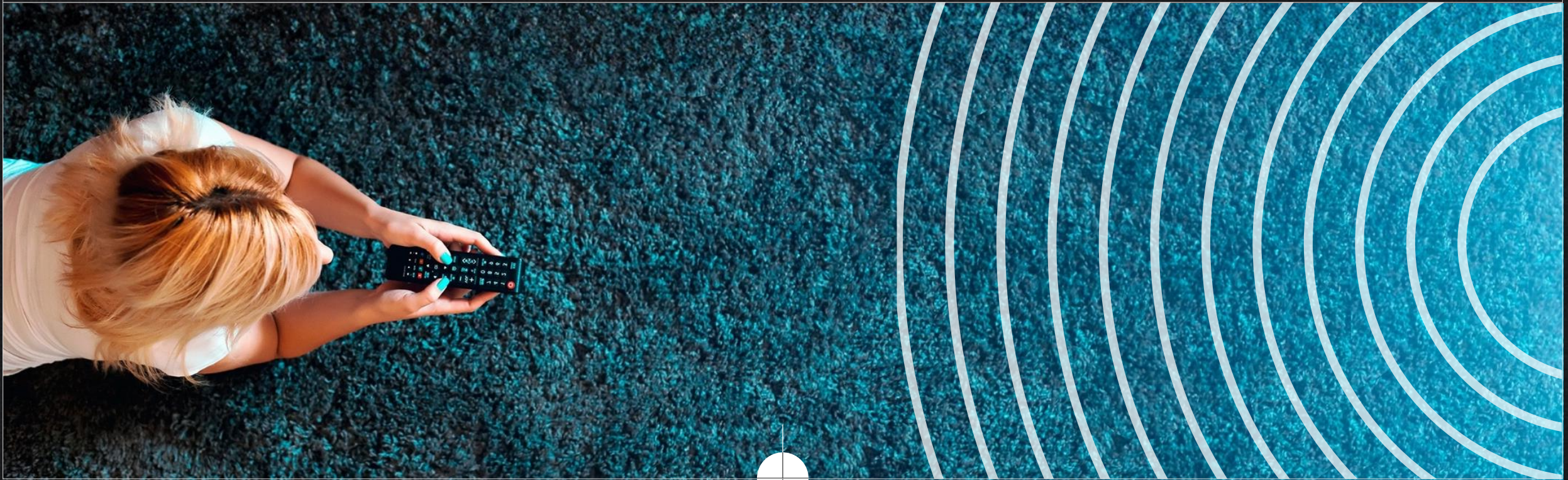
Arousal

Are viewers emotionally engaged in what they are viewing?

Visual Attention

For how long are viewers looking at the content or ads?

DELIVERING ON EXPECTATIONS



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TV streamers take notice of the

ADDITIONAL DETAIL IN BRANDED CANVAS

Neuro Response, Attention

% looked at the QR code + the
information banner

70%

looked at the QR code +
information banner



WHAT TV STREAMERS LIKE MOST ABOUT BRANDED CANVAS TV ADS IS EXACTLY

what they find lacking in healthcare ads

Features liked in branded canvas TV ads % liked

71 %

The QR code provided



66 %

More information in the branded banner



As a reminder, 80% expect detailed information, a clear explanation, and a way to learn more in streaming TV healthcare ads, but don't see it these days

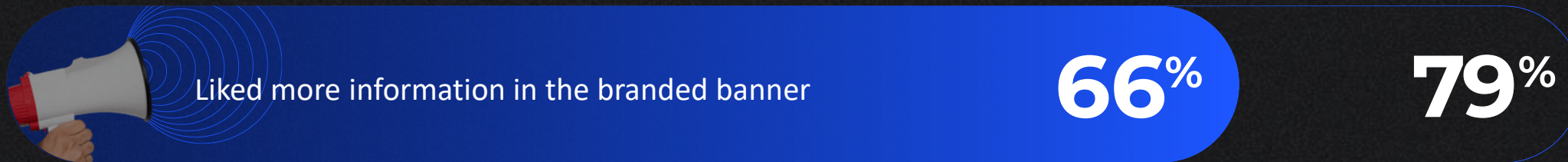
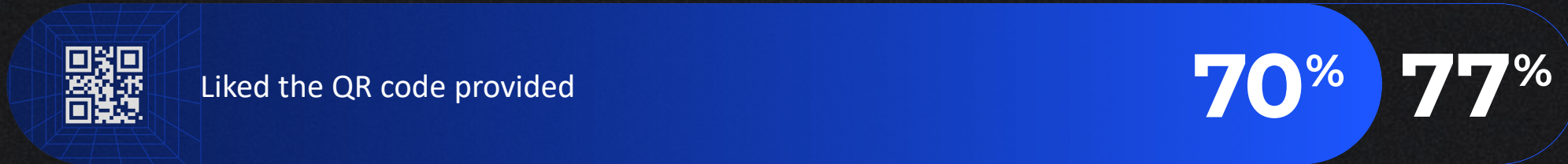
THE STRONGER THE TARGETING,

the more branded canvas TV ads are appreciated

Feature liked in branded canvas TV ads % liked

● Overall audience

○ Patients or family members of patients



While standard TV ads face resistance,

BRANDED CANVAS TV ADS DRAW VIEWERS IN

Neuro response among patients: Motivation – Normative EEG Scores

● Branded Canvas TV Ads

● Standard TV Ads

APPROACH

54▲

Branded canvas TV ads generated an approach motivation score of **+4 points above neutral**, indicating that viewers were having a positive ad experience

AVERSION

48

Standard TV ads had an aversion motivation score of **-2 points below neutral**, suggesting a mild avoidance response to the ad



BRANDED CANVAS, HARD AT WORK



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Branded canvas TV ads cut through the noise and

BOOST AWARENESS

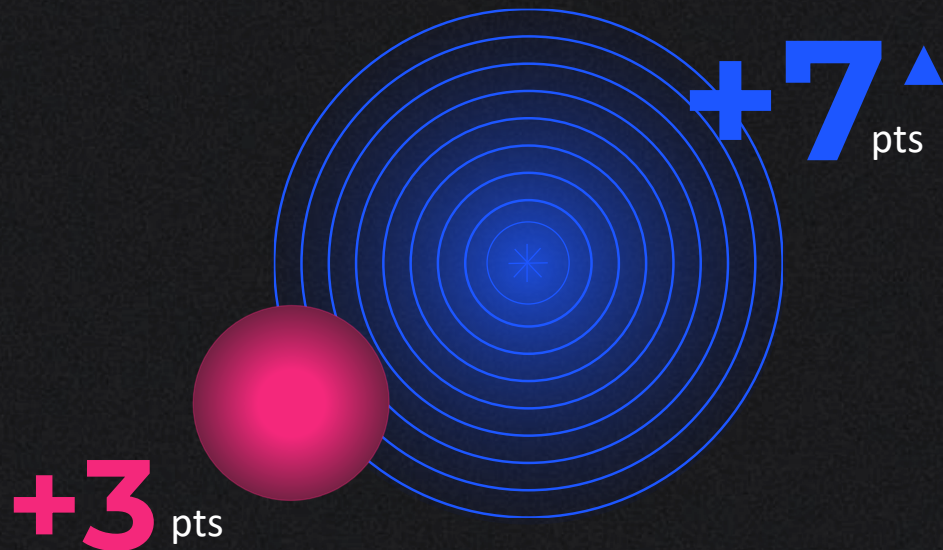
Branded canvas TV ads grew awareness 3x more than standard TV ads

Impact on brand Delta [Exposed ad – Control ad]

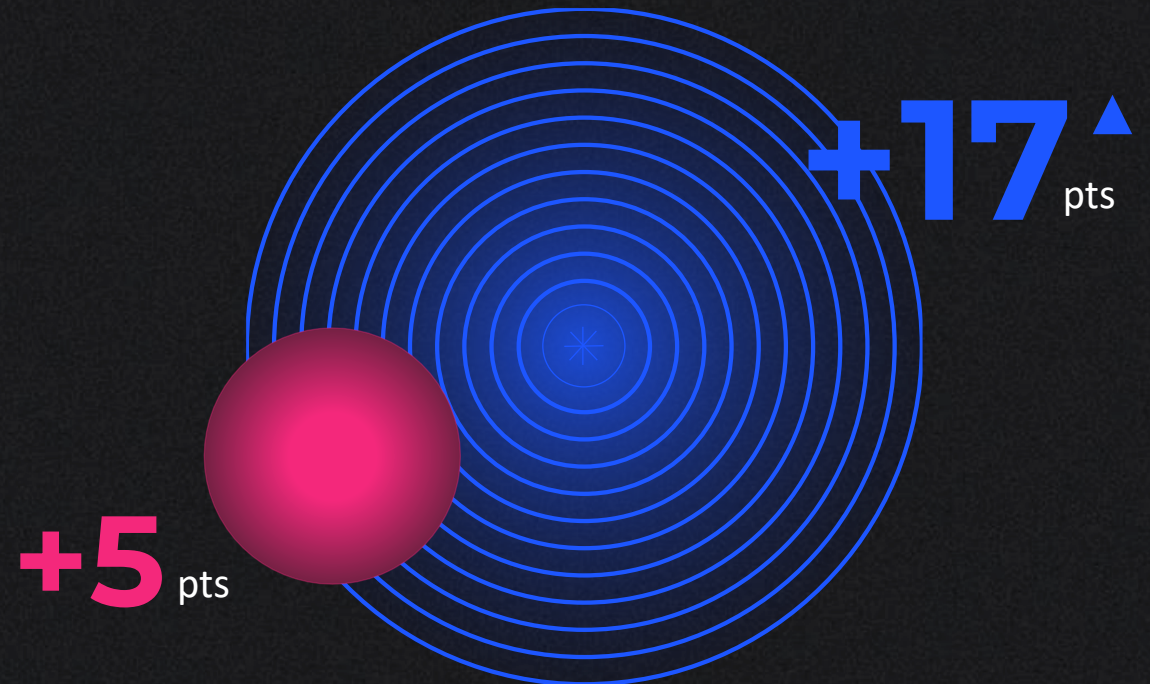
● Standard TV Ads

● Branded Canvas TV Ads

Unaided ad recall: first mention



Aided brand awareness



USEFUL INFORMATION IN BRANDED CANVAS TV ADS MAKES THE MESSAGE STICK

Having useful information in ads drives message recall – more in branded TV canvas ads

Impact of useful information in ads on message recall Modeled Impact



A single exposure is enough to

BUILD BRAND FAMILIARITY

Impact on brand familiarity Delta [Exposed ad – Control ad]

+12[▲] pts

Branded Canvas TV Ads

+4 pts

Standard TV Ads

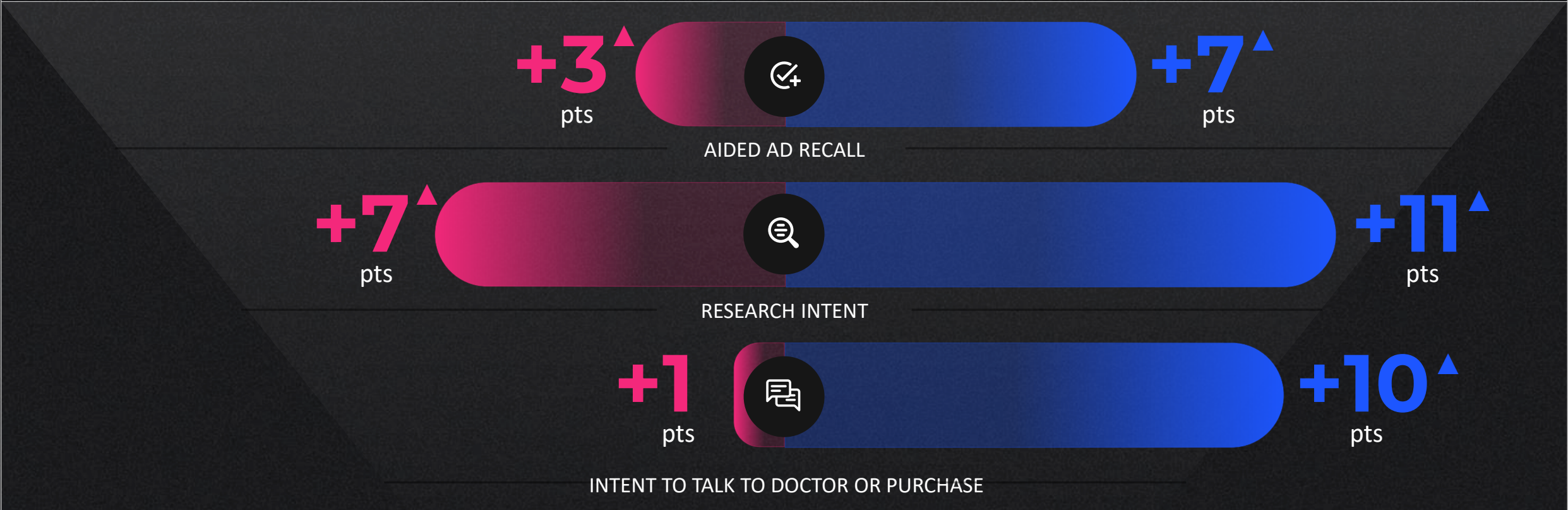
It's often difficult to build familiarity in a single ad exposure—added information in **branded canvas TV ads** may help bridge the gap

Branded canvas TV ads move streaming TV viewers down the funnel—

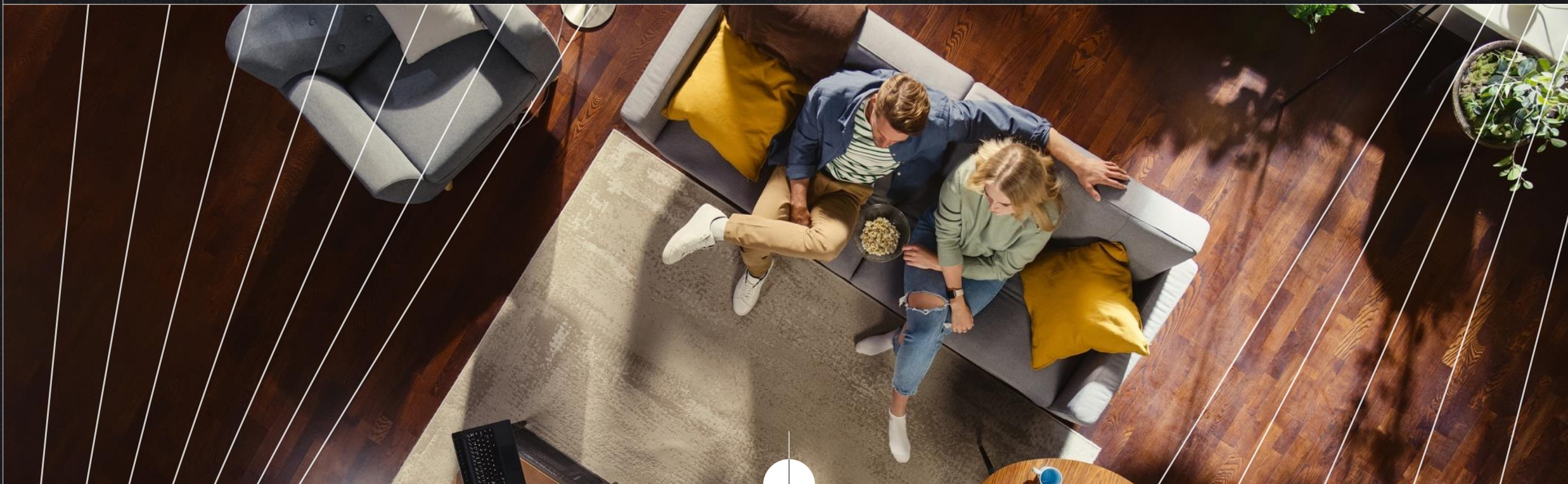
FROM AWARENESS TO ACTION

Impact on brand Delta [Exposed ad – Control ad]

● Standard TV Ads ● Branded Canvas TV Ads



ADVERTISERS' PLAYBOOK



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Consider aligning branded canvas with relevant

MOMENTS IN THE CONTENT

Impact on aided brand awareness Delta [Exposed ad – Control ad]

Branded Canvas TV Ads



Without Moments

Ads placed randomly in content

+12[▲]
pts



With Moments

Ads placed near relevant brand moments in the content

+22[▲]
pts

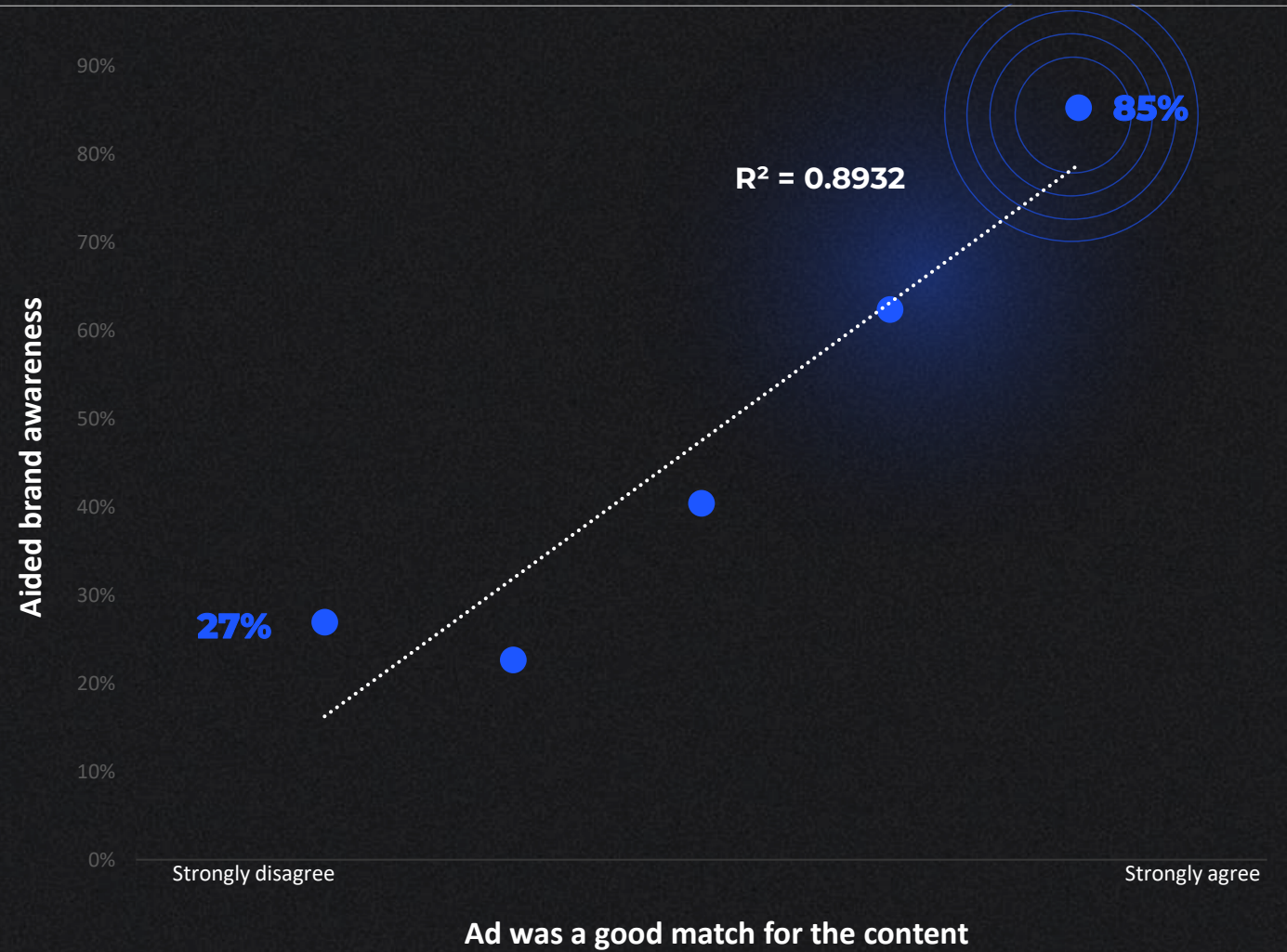
The better the contextual match,

THE HIGHER THE AWARENESS



Correlation between perceived contextual match and aided brand awareness

Among branded canvas TV ads with moments



LESS IS MORE

Use clear ad frames to direct attention to key details

Neuro response, attention Heatmap

Cluttered

×

HYDRA NASE

Hydrate and soothe nasal congestion wherever you are.

×

Nasal decongestants are a type of medicine that helps provide relief for stuffy, congested noses (nasal congestion).

>>>

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>>>

Nasal decongestants provide temporary relief for blocked or stuffy noses. Nasal congestion makes it difficult to breathe through your nose. You may start breathing through your mouth because you can't take air in through your nose. Nasal congestion also often causes a runny nose. Nasal decongestants help clear the stuffiness and runniness.

>>

Heatmap analysis shows scattered attention across the ad frame, with significant focus on the QR code and the central image of people exercising.

Cluttered ad frame dilutes focus

Scattered attention with less focus on key information & QR code

Clear

HYDRA NASE

Hydrate and soothe nasal congestion wherever you are.

>>>

LEARN MORE AT HYDRA-NASE.COM

>>>

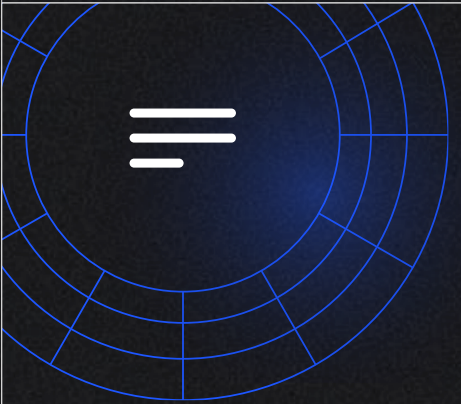
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Heatmap analysis shows focused attention on the key information and QR code, with minimal distraction from other elements.

Clearer ad frame directs focus

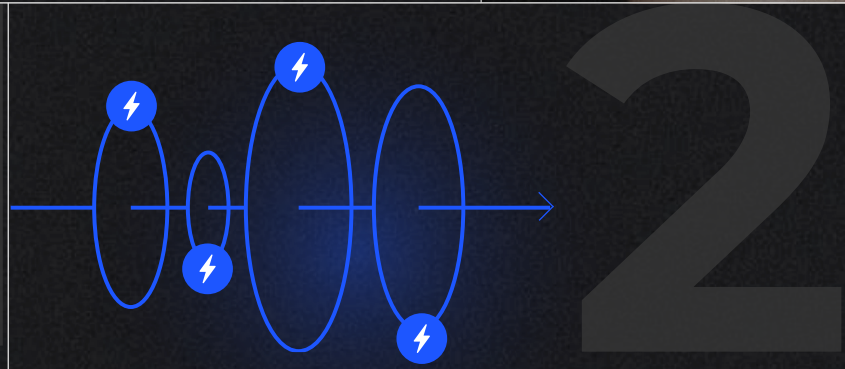
More attention on key information & QR code

IMPLICATIONS



1

Meet streaming TV viewers' expectations by **providing clear, useful details** in healthcare ads – along with accessible ways to learn more



2

Boost brand impact by **aligning with key moments in content** that strongly match the brand



3

There's a fine line between informing and overwhelming. **Use clear ad frames** to help direct attention to what matters most

THANK YOU



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