

Effect of Context

Council of Dads Promo



LOVE MOTIVATION 37.5%

A



LOVE
MOTIVATION
31.3%

THIS IS US

B



LOVE
MOTIVATION
<5.0%

CHICAGO | MED

ROI-RESONANCE CURVE DERIVED FROM
NIELSEN CATALINA STUDY SUGGESTS 3.4 TIMES
THE EFFECT IF THIS AD PLACED IN SHOW "A" VS. SHOW "B"

