

Cognition Council: Values in Advertising or the Content Around It, Part I

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A Study of the Motivations Subconsciously Communicated by Altruistic Commercials



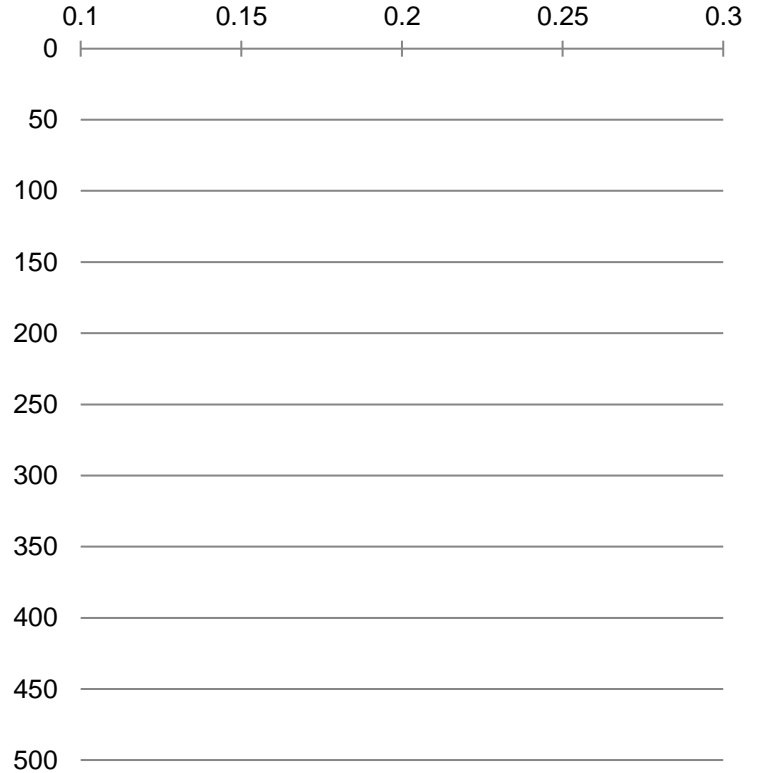
Bill Harvey
Chairman
RMT

COGNITION
COUNCIL

Context Effects Proven by Kwon *Journal of Advertising Research* April, 2018 Meta-Analysis of 70 Studies

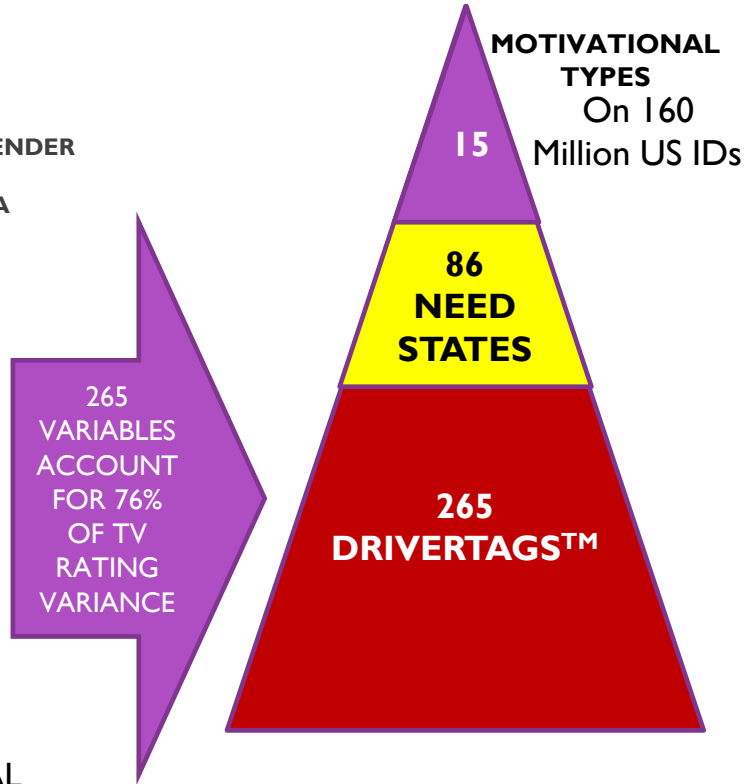
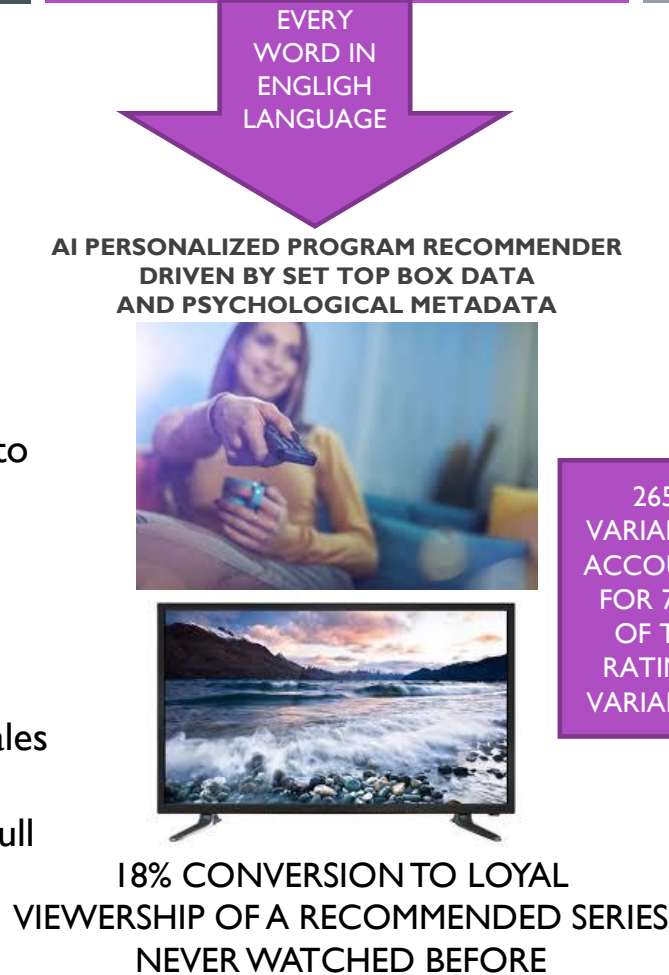
Putting funny ads in funny programs can get you 15% more ad recall

RMT sought to determine the ideal dimensions for such content coding. Surely one could go deeper than funny/serious, etc.



RMT DISCOVERY OF 265 SUBCONSCIOUS MOTIVATIONS

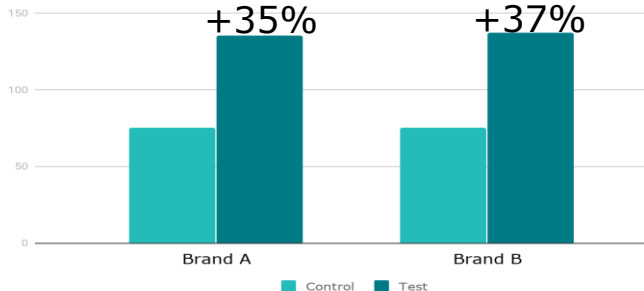
- Machine Learning reduced from over 13,000 to 265 variables
- Simmons finds these add +83% to predicting brand adoption and +271% to predicting TV series adoption
- Nielsen NCS proves ad-context alignment on these dimensions drives double digit increase in sales effects
- 605 replicates these results on full funnel branding metrics



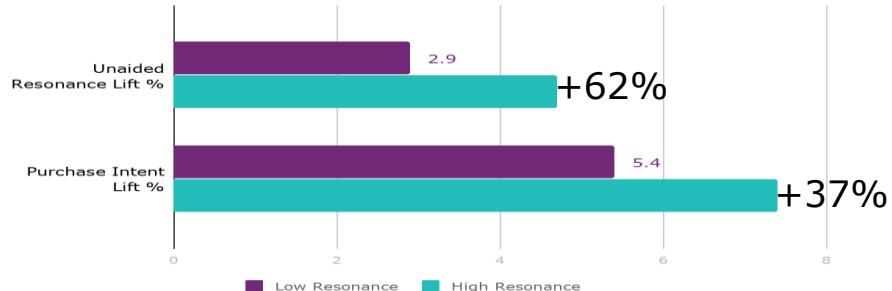
RMT DriverTags Third Party Validations

Higher alignment lifts in not just ad recall, but for incremental sales ROI and full funnel branding effects

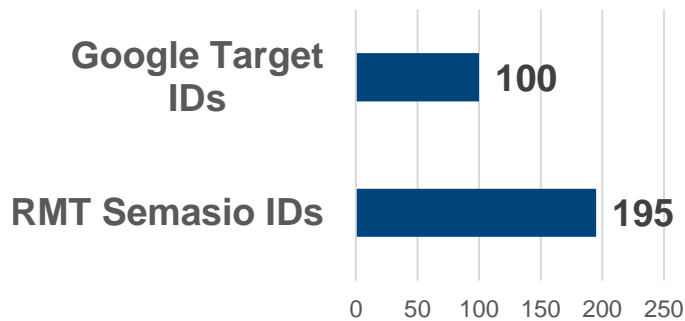
Turner Nielsen Catalina RMT 2017 study 15 Ads



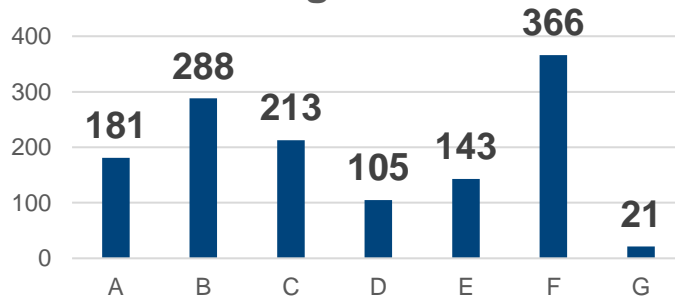
605 Study for Major CPG Brand



Neustar ROAS Index



Neustar ROAS Index by Segments



RMT Empirically Expands Maslow Motivational Types

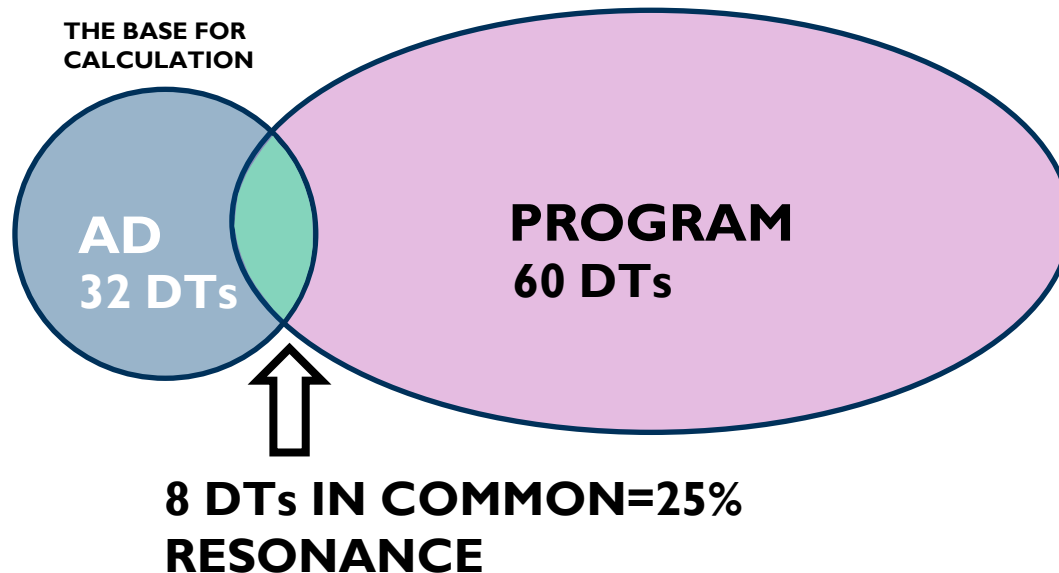


RMT MOTIVATIONAL TYPES



Activating RMT with Contexts

In Linear Television, and in OTT/CTV, DriverTag™ Resonance between the ad and the program (or network, or daypart on a specific network) becomes part of the optimization along with client choice of best of breed purchaser targeting



Examples of High Program-Ad Resonance

Brand B/Ad SRI5	Network	Resonance - Total DriverTags™ in Ad Matched by Program
S.W.A.T.	CBS	70.61%
Good Fight, The	CBS	70.59%
Hotel Hell	FOX	64.71%
Unexpected	TLC	58.84%
Satisfaction	USA	58.83%

NORM
19.20%



Objective

To unpack what makes altruistic commercials work, using the new RMT discoveries on the effects of ad-context alignment



Method

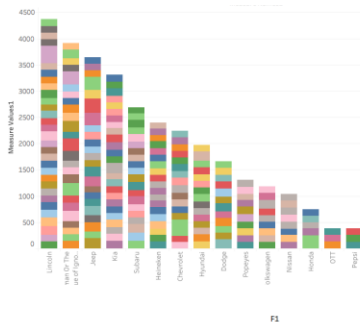
433 spots in the RMT database were ranked based on the Altruism Motivation which RMT calls Self-Transcendence

Scores on all 15 Motivational Types were compared between the top 10 Altruistic ad and the total of all 433 ads

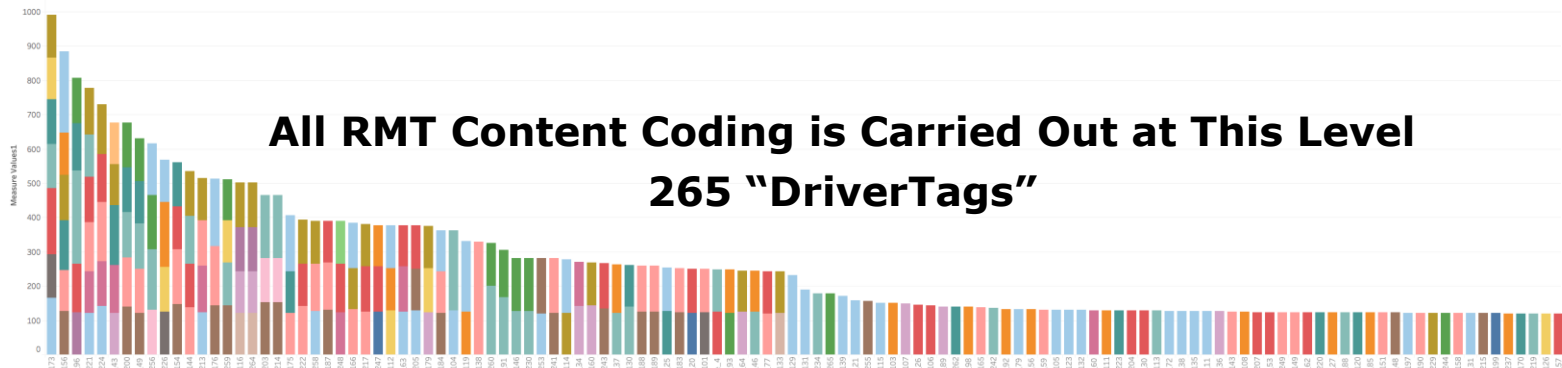
The top 10 Altruistic ads included 8 ads and two P&G spots that we classify as brand content because they don't contain sales points

None of the 433 ads in the database is a public service announcement

Important Methodological Note



What You See In This Deck is Summarized up to This Level
15 “Motivations”



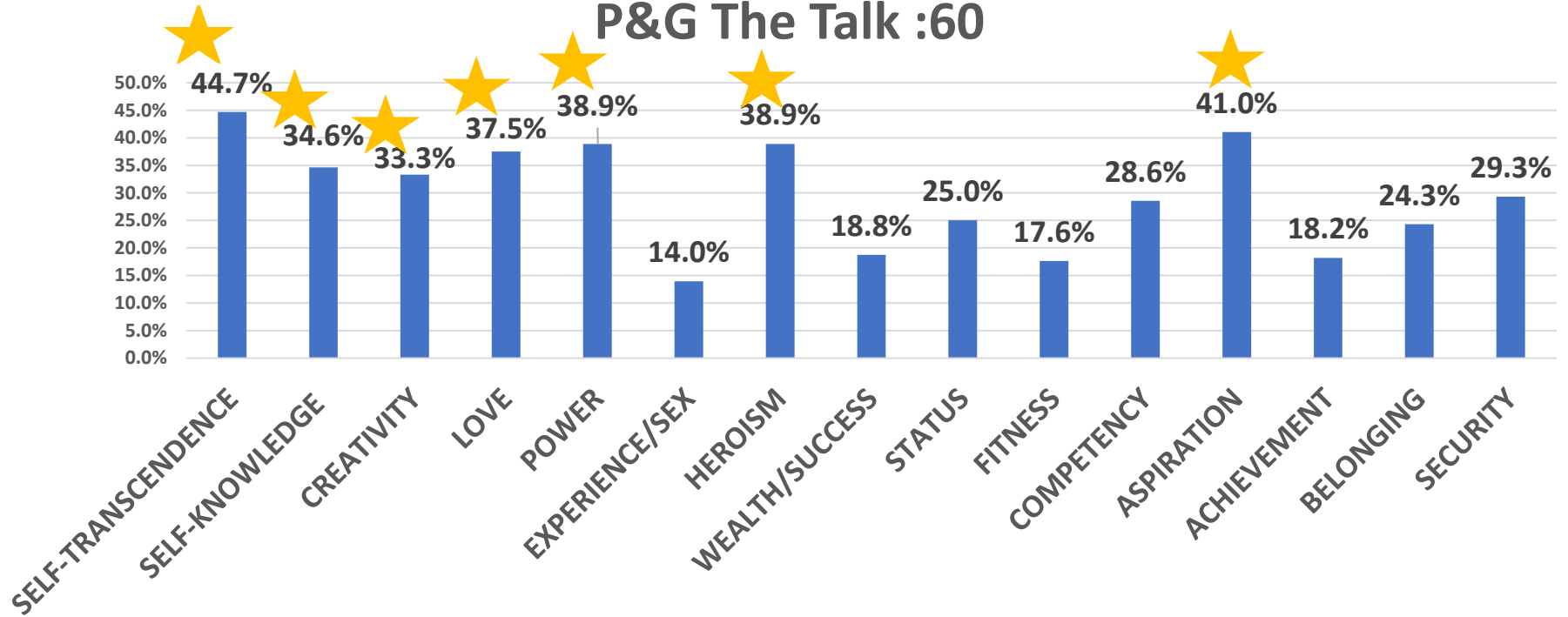
All RMT Content Coding is Carried Out at This Level
265 “DriverTags”

P&G's moving mini-stories about Black Moms tragically having the Talk one must have with Black children to armor them against racism.

P&G "The Talk"

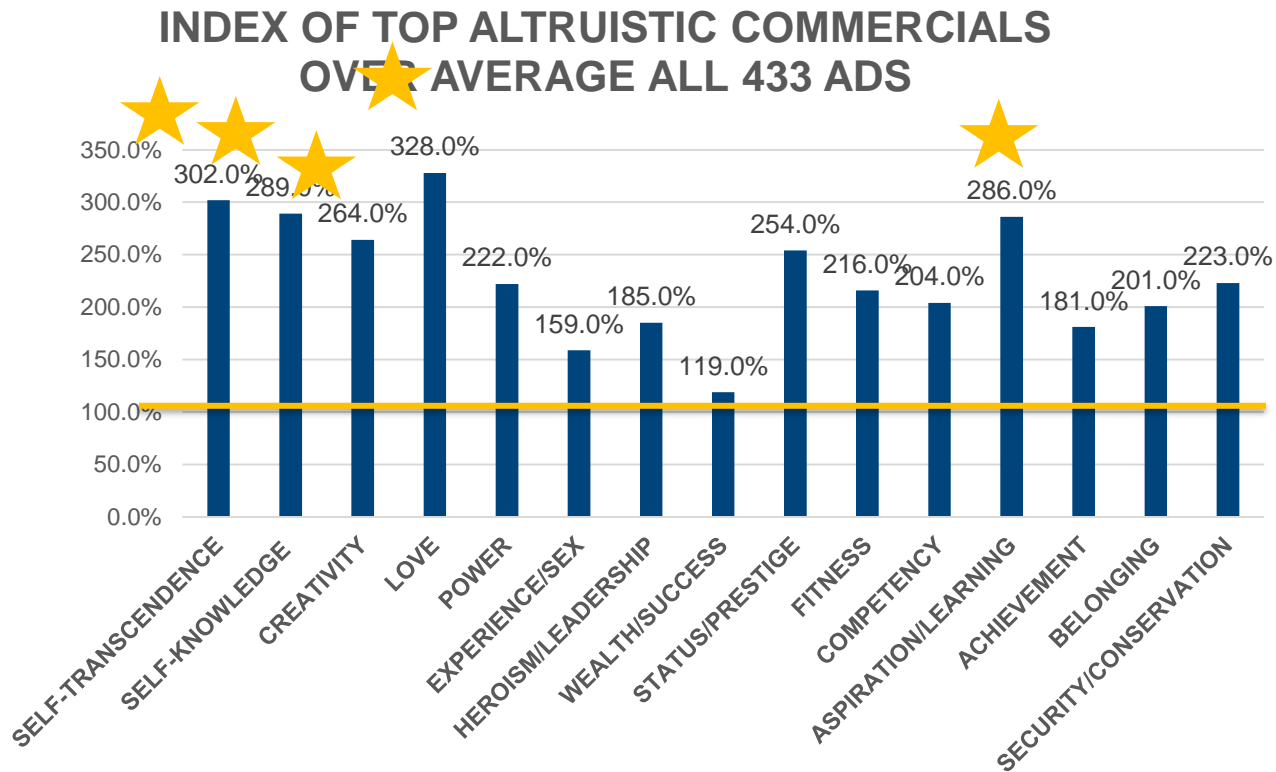


P&G The Talk :60



The mini-program indexed very high on Self-Transcendence, Self-Knowledge, Creativity, Love, Power, Heroism, and Aspiration.

Altruistic ads are above average in every Motivation; Love is increased the most in these ads, even more than Altruism

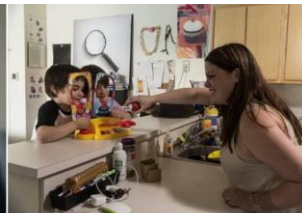


Highest Resonance Contexts to The Talk Based on 265 Subconscious Motivations

NOTE THAT PIT BULLS AND PAROLEES IS A TOUCHING REALITY SERIES ABOUT PAROLEES SAVING DOGS AND THEMSELVES



Pit Bulls and Parolees
Redemption Project with
Van Jones, The
Many Sides of Jane, The
I Am Jazz
Therapist, The
Blue Planet Now
Profit, The
Live PD: Police Patrol
Supervet, The
Oprah's Master Class



Avg. SMI CPM -13% below norm
For all non-sports broadcast/cable

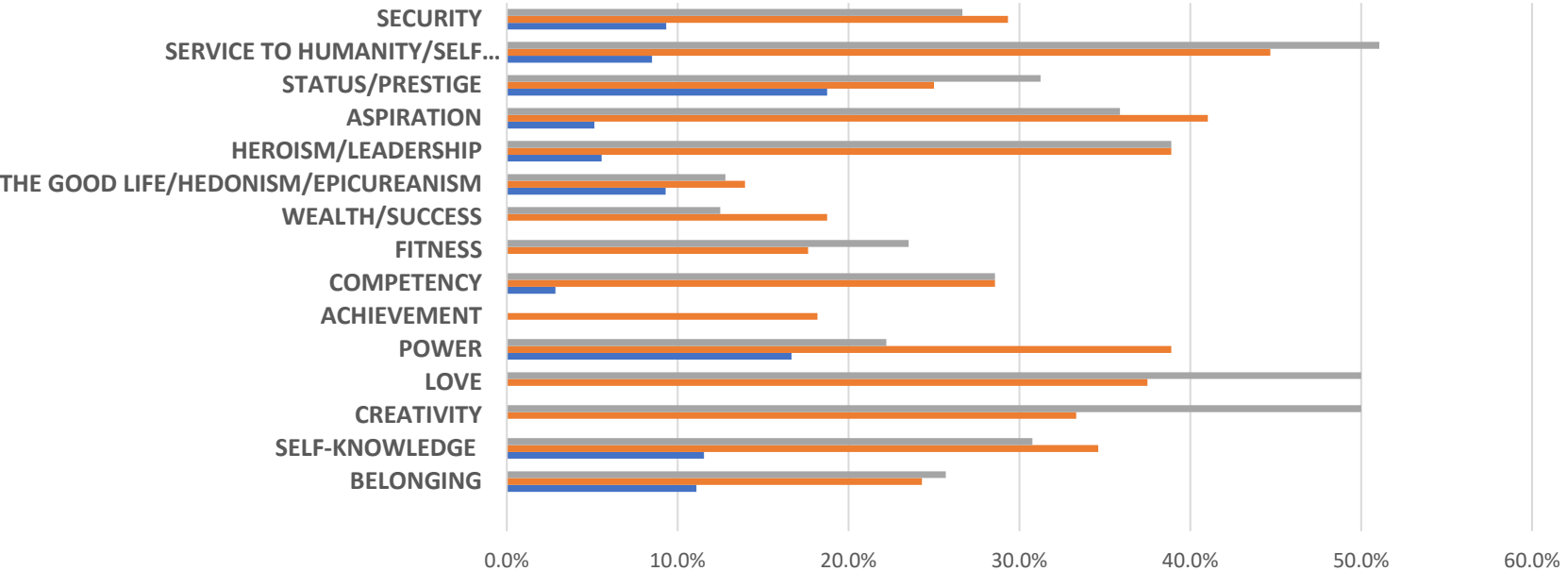


RMT

Research
Measurement
Technologies

Note how closely Pit Bulls and Parolees matches The Talk in Motivations and how far apart Wife Swap is from the latter two pieces of content

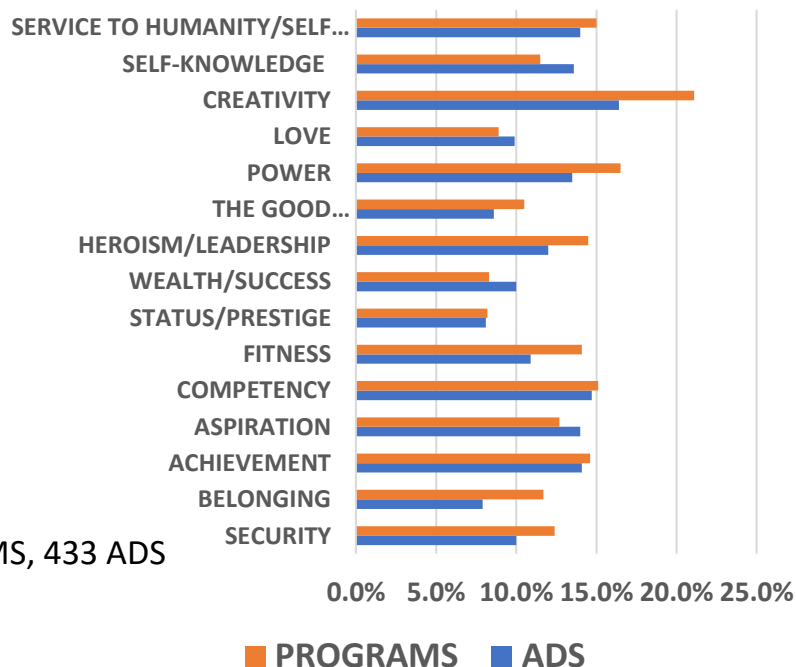
Resonant vs. Dissonant



- Pit Bulls and Parolees: Tia's Most Memorable Adoptions Animal Planet
- P&G The Talk :60 Ad
- Wife Swap (new) CMT

NATURAL EVOLUTION OF TELEVISION CAUSED ADS & PROGRAMS TO MIRROR EACH OTHER

MOTIVATIONS IN ADS VS. PROGRAMS



Average Motivation scores for programs only 10% higher than for ads, a testament to copywriters given the length of screen time they have vs. scriptwriters

BUT:

Not enough programs tuned to Self-Knowledge, Love, Wealth/Success, Aspiration in relation to the ads

SAMPLE SIZE <10,000 PROGRAMS, 433 ADS

Takeaways

- Altruistic ads have something in them for everyone
 - Whatever the person's motivations, an Altruistic ad will tend to have those motivations
 - In this way, they "bring us all together"
 - On average they rate highest in:
 - LOVE
 - SELF-TRANSCENDENCE
 - SELF-KNOWLEDGE
 - ASPIRATION
 - CREATIVITY
- Altruistic ads may be more sensitive to context than average
- Attaining authenticity in Altruistic ads is essential
- Altruistic ads work even better if they relate to the existing brand image