Cognition Council Context Effects Working Group

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A Study of the Motivations Subconsciously Communicated by Altruistic Commercials
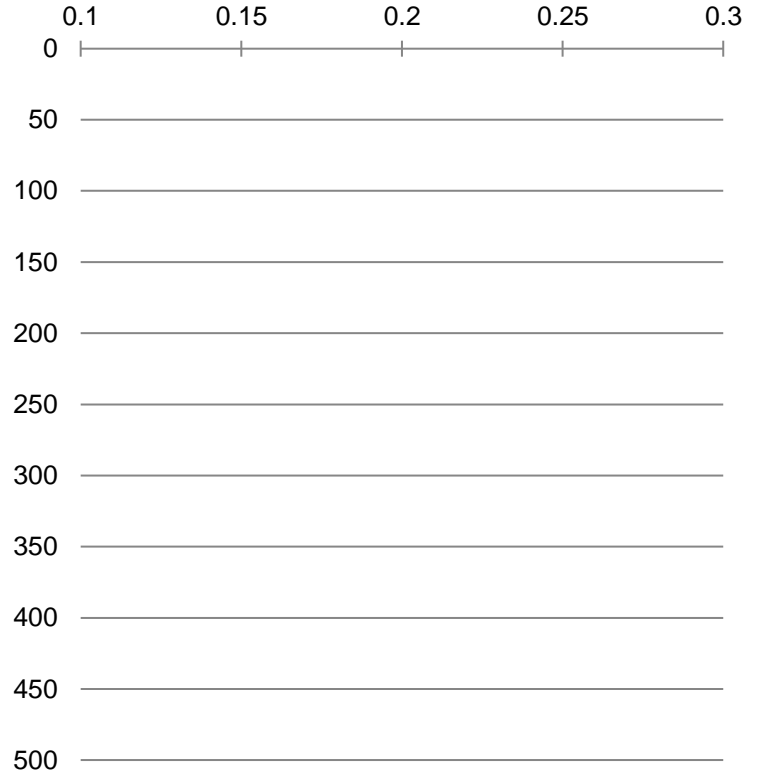
Bill Harvey
Chairman
RMT

COGNITION
COUNCIL

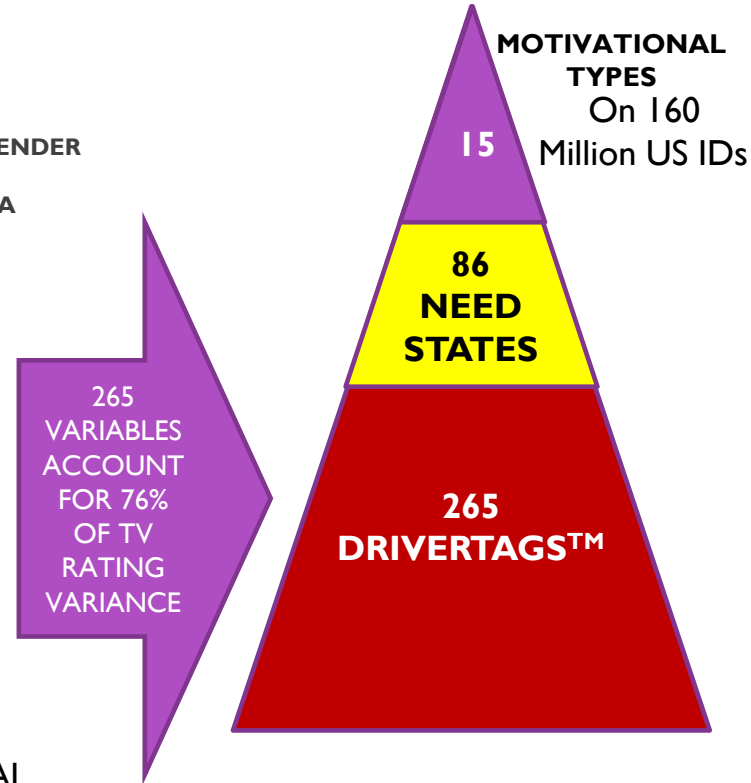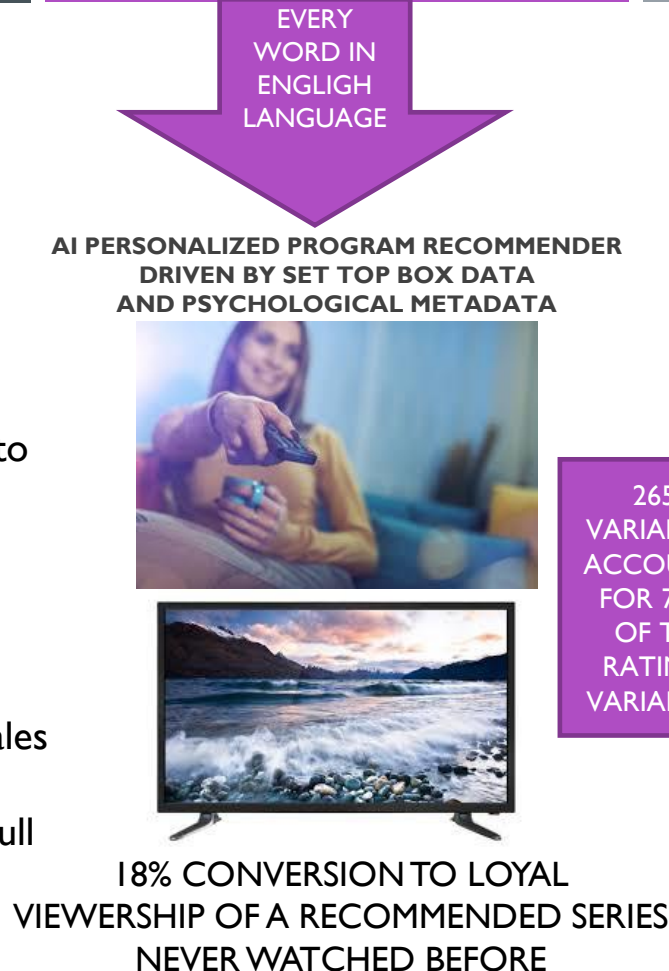# Context Effects Proven by Kwon *Journal of Advertising Research* April, 2018 Meta-Analysis of 70 Studies

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

EVERY WORD IN ENGLIGH LANGUAGE

AI PERSONALIZED PROGRAM RECOMMENDER DRIVEN BY SET TOP BOX DATA AND PSYCHOLOGICAL METADATA

18% CONVERSION TO LOYAL VIEWERSHIP OF A RECOMMENDED SERIES NEVER WATCHED BEFORE

265 VARIABLES ACCOUNT FOR 76% OF TV RATING VARIANCE

MOTIVATIONAL TYPES On 160 Million US IDs

15

86 NEED STATES

265 DRIVERTAGS™

RMT DriverTags (Value Signals) Third Party Validations

Higher alignment lifts in not just ad recall, but for incremental sales ROI and full funnel branding effects
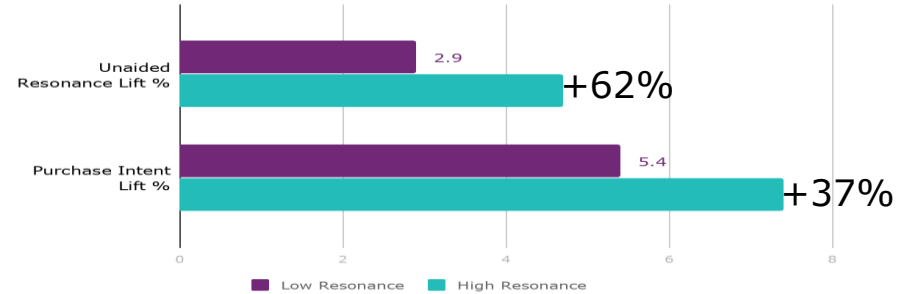
Turner Nielsen Catalina RMT 2017 study 15 Ads

+35% +37%

Brand A   Brand B

■ Control ■ Test
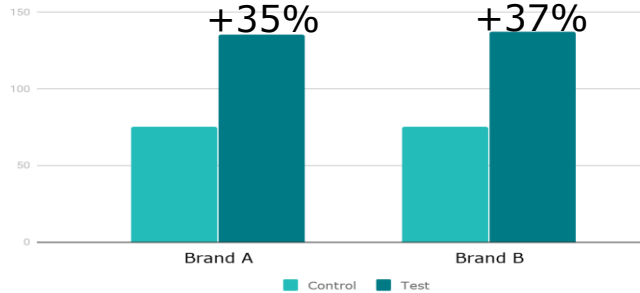
605 Study for Major CPG Brand

Unaided Resonance Lift % 2.9 +62%

Purchase Intent Lift % 5.4 +37%

■ Low Resonance ■ High Resonance

Neustar ROAS Index

Google Target IDs **100**

RMT Semasio IDs **195**

0 50 100 150 200 250
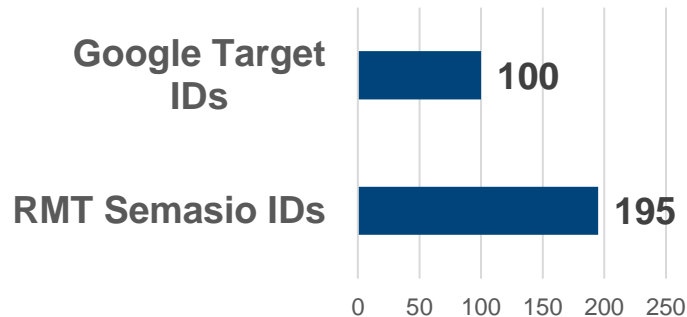
Neustar ROAS Index by Segments

181 288 213 105 143 **366** 21

A B C D E F G
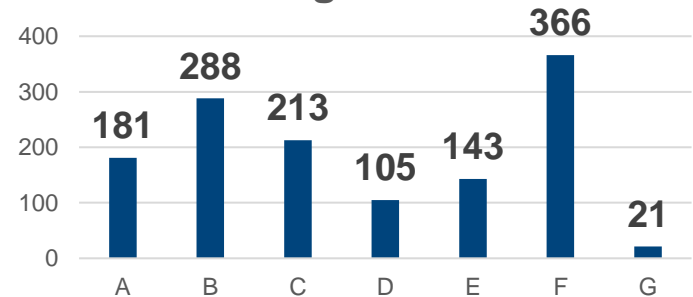
RMT Empirically Expands Maslow Motivational Types

Maslow's hierarchy of needs

Maslow hypothesis developed intuitively. RMT science based on empirical data.
RMT validates, expands, clarifies Maslow.

RMT MOTIVATIONAL TYPES

SELF-TRANSCENDENCE
SELF-KNOWLEDGE
CREATIVITY
LOVE
POWER
EXPERIENCE/SEX
HEROISM/LEADERSHIP
WEALTH/SUCCESS
STATUS/PRESTIGE
FITNESS
COMPETENCY
ASPIRATION/LEARNING
ACHIEVEMENT
BELONGING
SECURITY/CONSERVATION
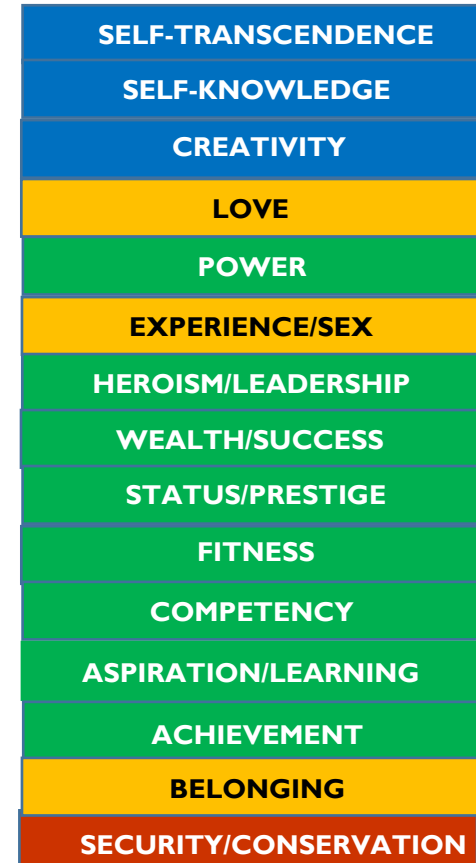
Activating RMT with Contexts

In Linear Television, and in OTT/CTV, Value Signals 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
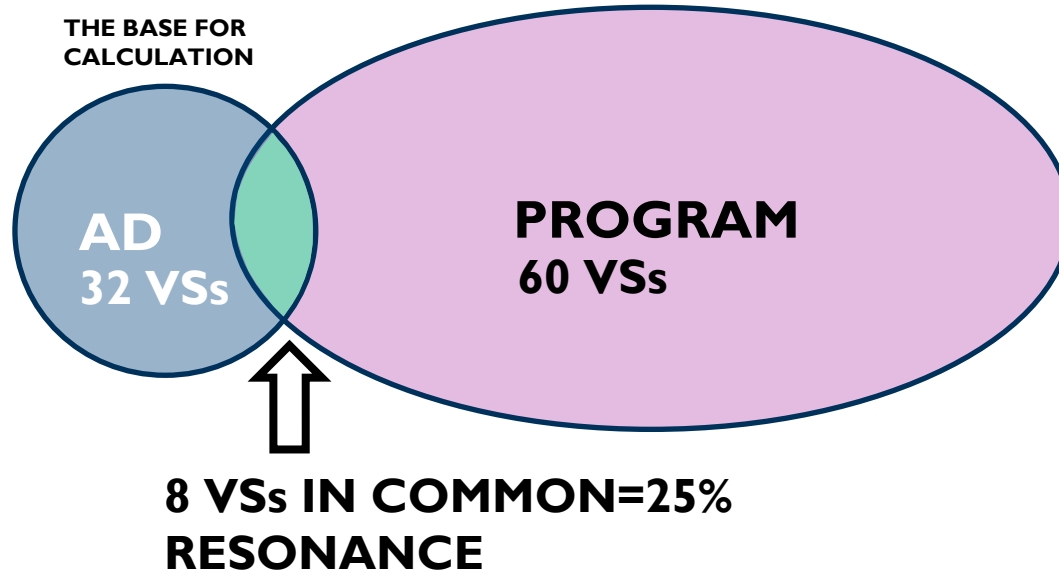

THE BASE FOR
CALCULATION

AD
32 VSs

PROGRAM
60 VSs

8 VSs IN COMMON=25%
RESONANCE

RMT
Research
Measurement
Technologies

Examples of High Program-Ad Resonance

Brand B/Ad SR15	Network	Resonance - Total Value Signals 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%

RMT
Research
Measurement
Technologies

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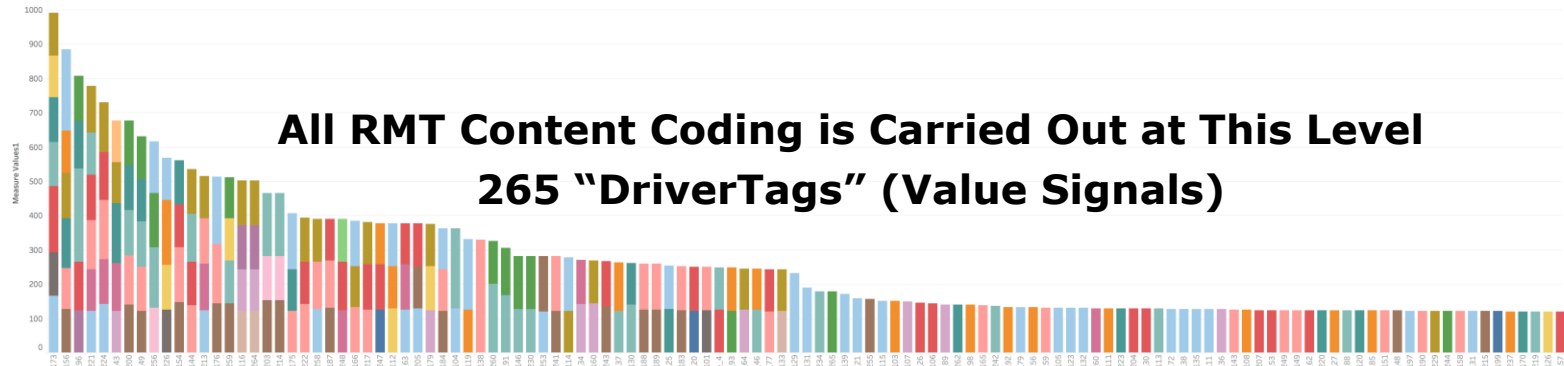
None of the 433 ads in the database is a public service announcement

Important Methodological Note
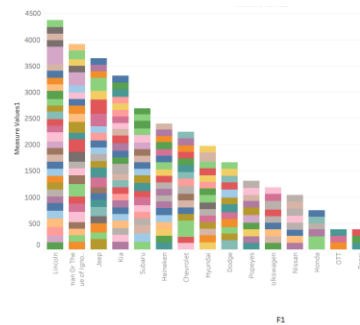
What You See In This Deck is Summarized up to This Level

15 "Motivations"

All RMT Content Coding is Carried Out at This Level

265 "DriverTags" (Value Signals)
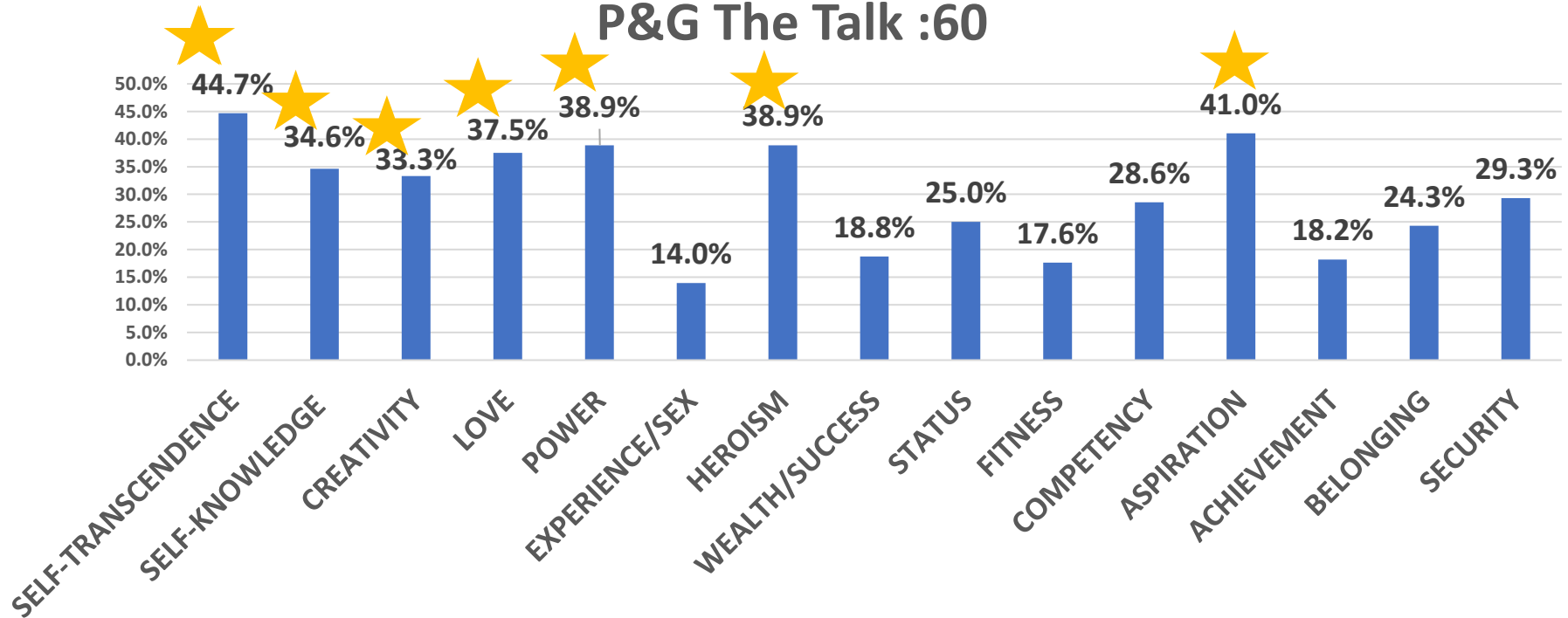
RMT
Research
Measurement
Technologies

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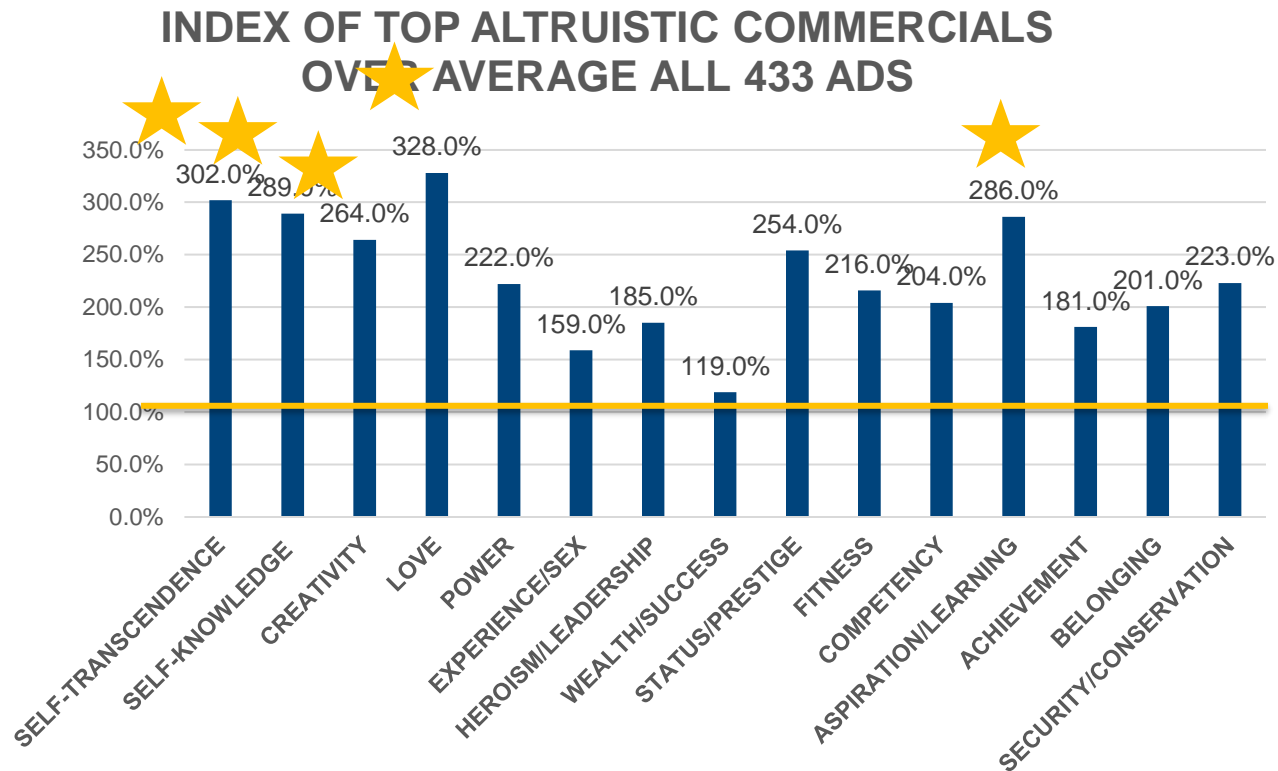
P&G "The Talk"

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

INDEX OF TOP ALTRUISTIC COMMERCIALS OVER AVERAGE ALL 433 ADS

Motivation	Index
SELF-TRANSCENDENCE	302.0%
SELF-KNOWLEDGE	289.0%
CREATIVITY	264.0%
LOVE	328.0%
POWER	222.0%
EXPERIENCE/SEX	159.0%
HEROISM/LEADERSHIP	185.0%
WEALTH/SUCCESS	119.0%
STATUS/PRESTIGE	254.0%
FITNESS	216.0%
COMPETENCY	204.0%
ASPIRATION/LEARNING	286.0%
ACHIEVEMENT	181.0%
BELONGING	201.0%
SECURITY/CONSERVATION	223.0%

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

Categories (top to bottom):
SECURITY, SERVICE TO HUMANITY/SELF..., STATUS/PRESTIGE, ASPIRATION, HEROISM/LEADERSHIP, THE GOOD LIFE/HEDONISM/EPICUREANISM, WEALTH/SUCCESS, FITNESS, COMPETENCY, ACHIEVEMENT, POWER, LOVE, CREATIVITY, SELF-KNOWLEDGE, BELONGING

X-axis: 0.0%, 10.0%, 20.0%, 30.0%, 40.0%, 50.0%, 60.0%

Legend:
- 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

BUT:

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

SAMPLE SIZE <10,000 PROGRAMS, 433 ADS
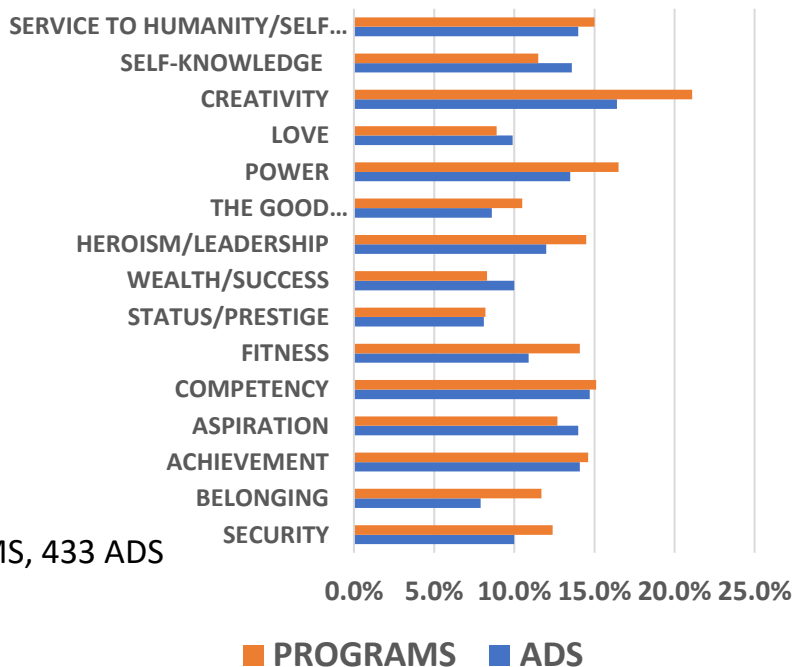
Average Motivation scores for programs only 10% higher than for ads, a testament to copywriters given the length of screen time they have vs. scriptwriters

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