

THE SCIENCE OF SPONSORSHIP

Paramount

CBS

SHOWTIME



nickelodeon



COMEDY CENTRAL



pluto

5



colors

VIZIO

WE KNOW THAT
SPONSORSHIPS WORK

Across **5** years and **over 200** measured brands

1.1x increase in **brand awareness**

2.1x increase in **brand talkability**

1.5x increase in **purchase intent**

NOW WE KNOW WHY

ENGAGEMENT

FANDOM

EMOTION

TRUST

The Research Design

3,256

18 - 69 Australian
TV viewers across
the capital cities

Large scale **quantitative survey** and **experiment**:

The multi-year survey looked at **viewing habits** for 24 key programs across 10 / Seven and Nine.

And for 4 x Network 10 shows we gathered **deeper insights on touchpoints** and responses to programs.

The experiment looked to test **responses to content and advertising** for a series of program moments from *The Bachelor*, *MasterChef*, *Survivor* and *The Project*.

The design allowed us to look at the impact of **ad placements, talent** and **sponsorships**.



marketing Scientist Group

The Experiment Design

Research Design

We tested **48 different moments** across 24 treatment clips for the four key shows, and ...



a range of TVCs, playouts and billboards for **34 different brands**, and...



the clips also included **sponsorships** via integrated content and **talent** TVCs, and...



the clip viewing was conducted on computers, smartphone / tablet and TV devices to **replicate natural TV and BVOD viewing!**



Computer = **819**



Mobile = **869**

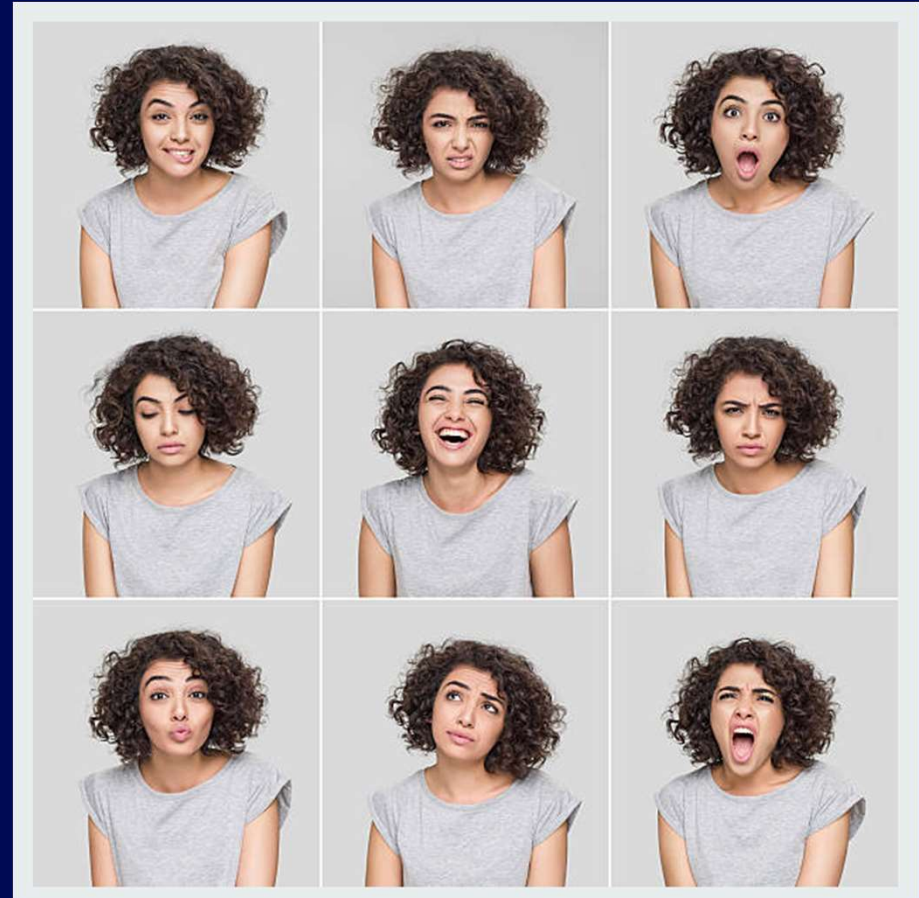


TV = **369**

Gaze Technology – Passive Attention/Emotions Measurement

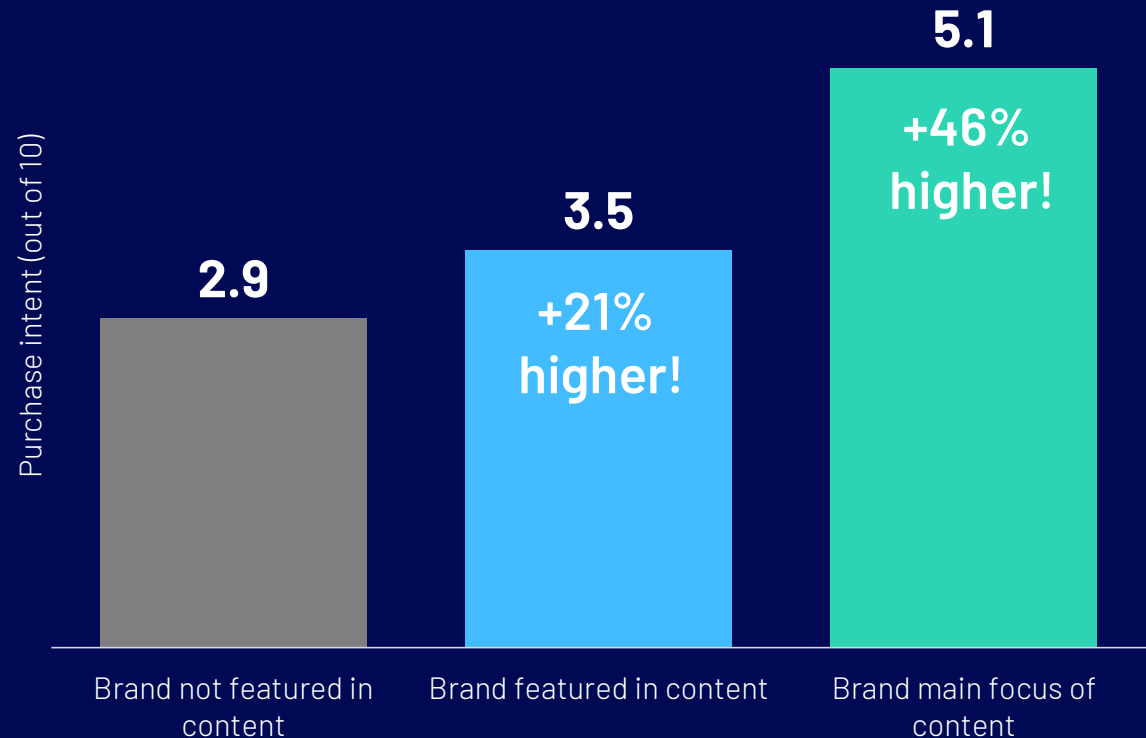
Research Design

We also used *computer vision* and *machine learning* techniques to measure **attention and emotions** as they watched content via their webcams.



Sponsorships Work!

Including a brand within programming content increases purchase intent by 21%, and by even more when the brand is the main focus of the content (+46%).



Purchase intent by brand inclusion in content no TVC

**ENGAGEMENT IS
HEIGHTENED WHEN
SHOWS ARE LIKED**

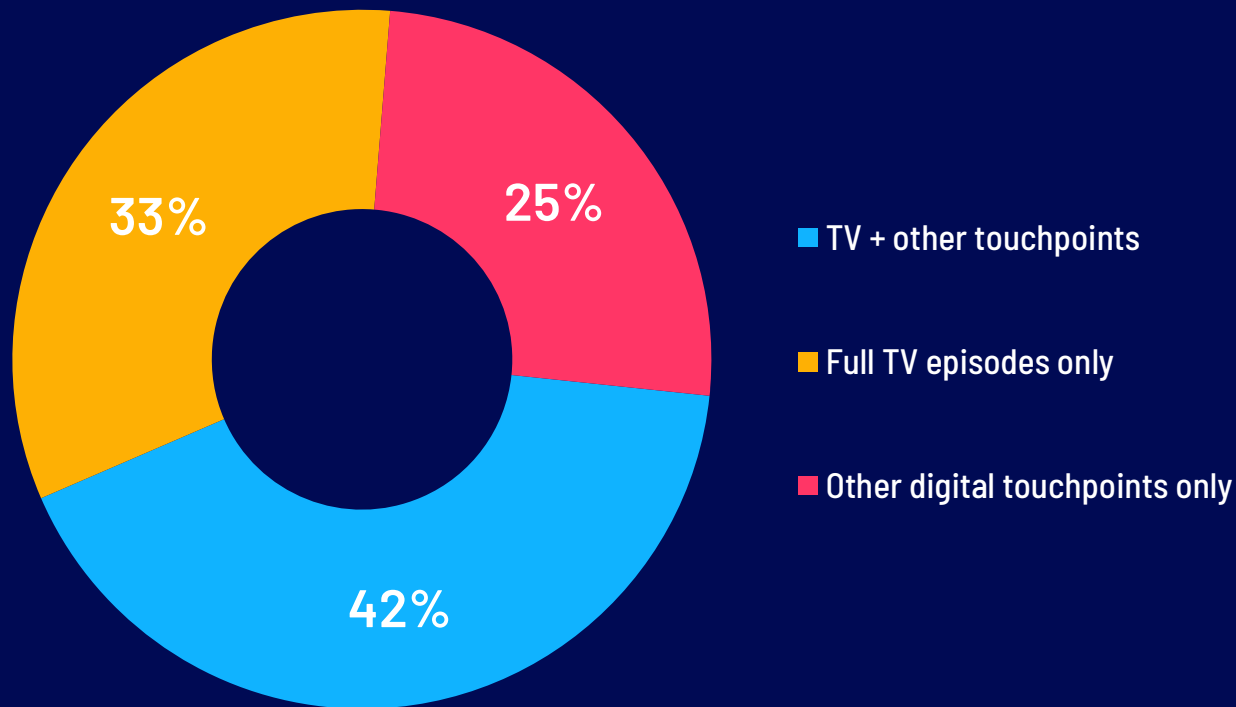
Liking A Program Improves Ad Effectiveness

The more you like a program and say you “never miss an episode”, the more likely you are to recall the ads, like the ads and intend to buy the products!

	Recall of ads	Likeability of ads	Purchase Intent
Regular viewers	+12%	+3%	+10%
“Never miss an episode”	+21%	+4%	+14%

Viewers Of 10's Key Shows Engage On More Platforms

Touchpoints : Total audience touchpoint reach for MasterChef/Bachelor/Survivor/Project



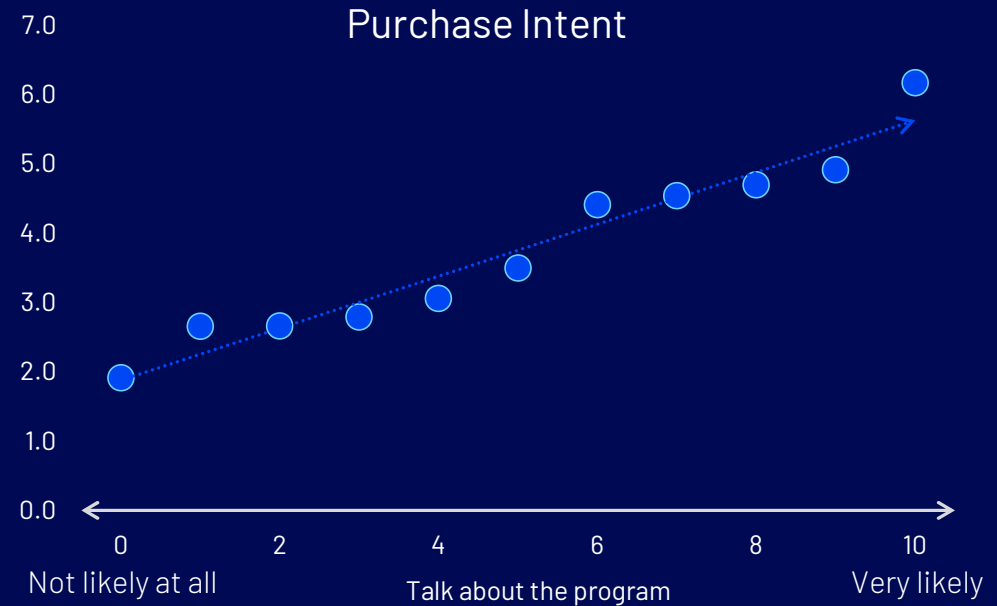
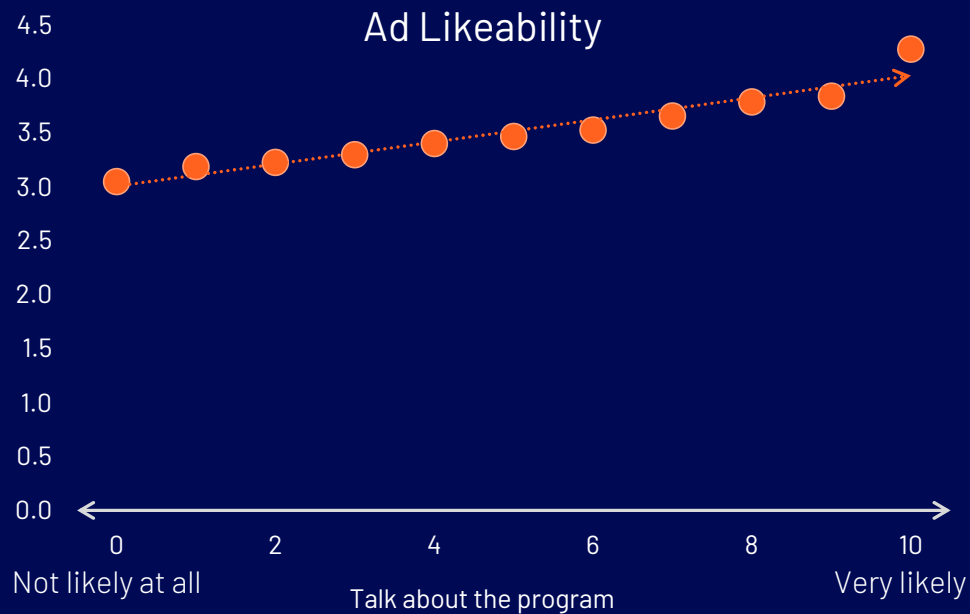
Other touchpoints:

- Official website
- Social media
- 3rd-party digital sites (recaps etc.)
- Podcasts

The Effect Of Talkability

The higher the “talkability” of a program, the more viewers like the ads and the more likely they are to buy the products.

Likeability / Purchase Intent by Talkability

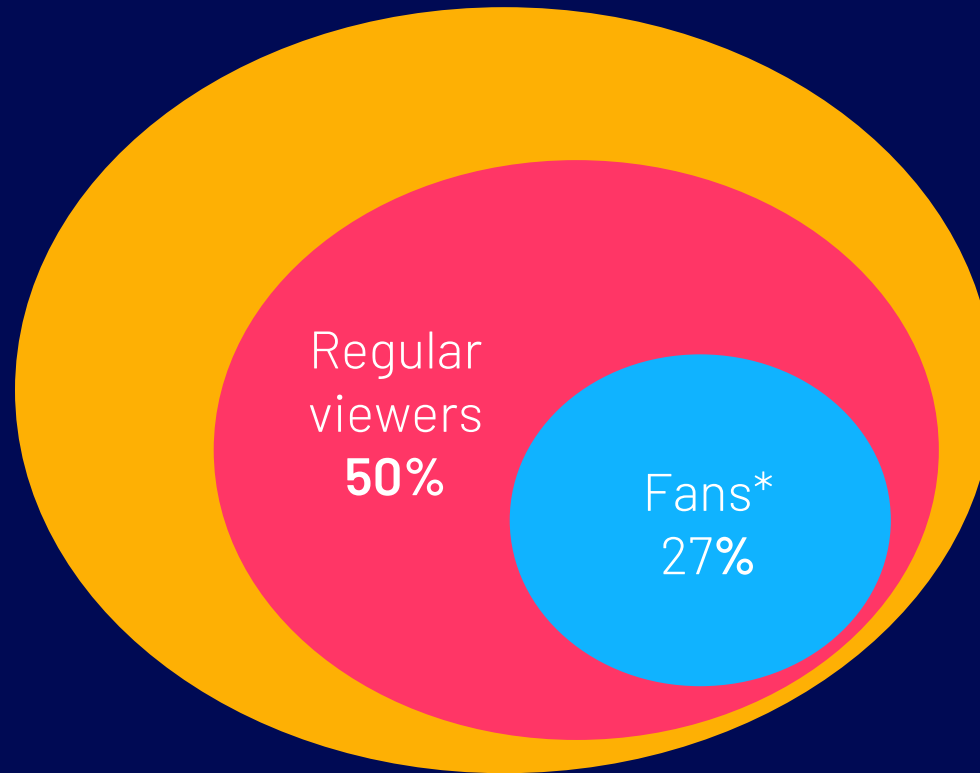


**FANS PAY MORE
ATTENTION THAN
OTHER VIEWERS**

Fans made up about a **quarter** of total viewing audiences across the 24 titles we analysed...

Viewers : Share of Program Audiences
(average for 24 titles)

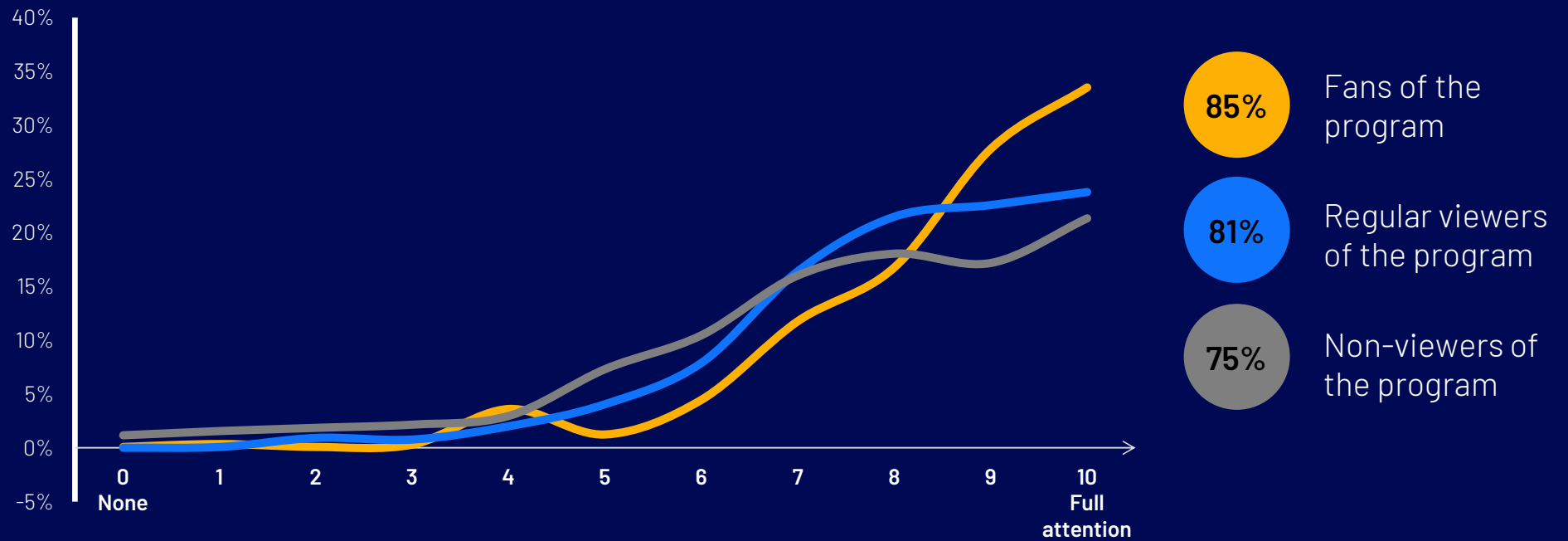
Watched
in the past
12 months
100%



* Based on those who never miss an episode

Fans Claimed To Pay Greater Attention To The Content

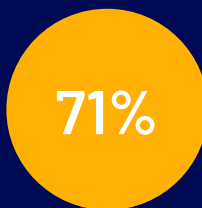
Attention : Claimed content attention by viewer type



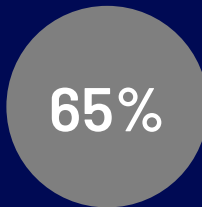
And also **higher attention levels for the ad break**, along with higher recall and purchase intent scores

Fans : Ad break attention and key brand impact metrics

Ad Break
Attention %



Fans



All others*

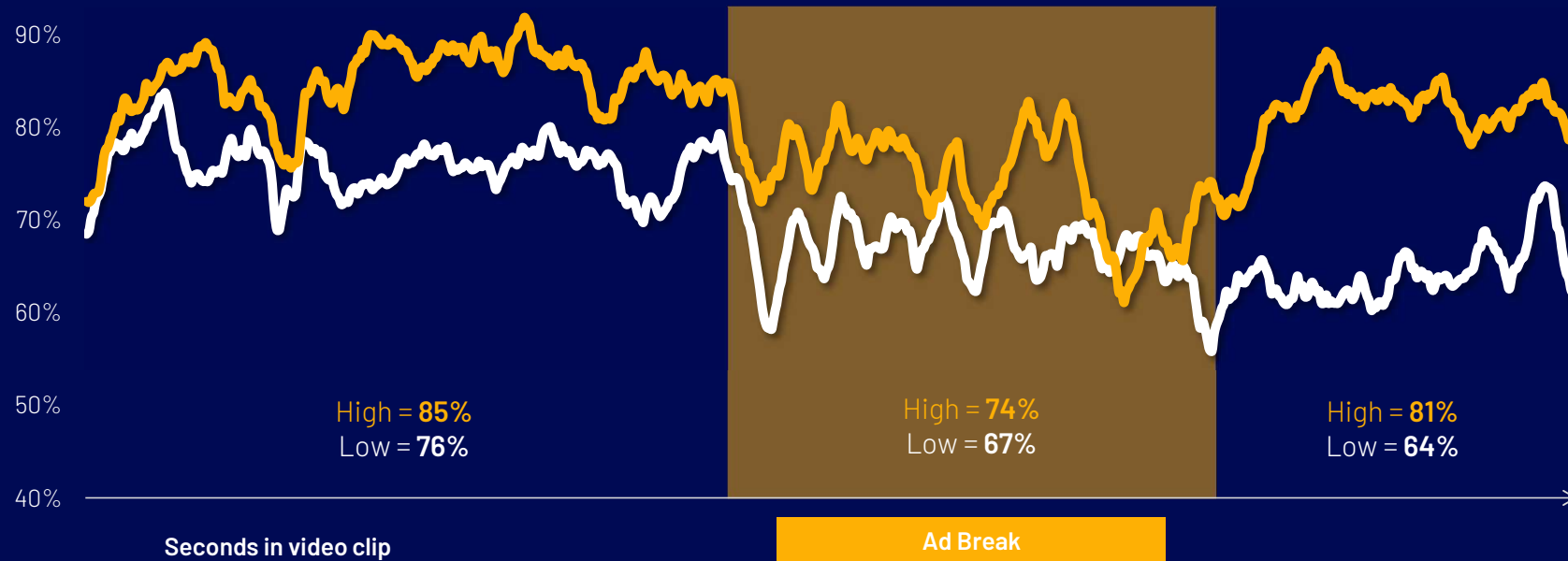
Brand Impact Metrics :

	Fan	All Others*	
Brand Recall	28%	23%	+22%
Purchase Intent	4.5	3.9	+14%

* All other includes regular, viewed in last 12 months and non-viewers

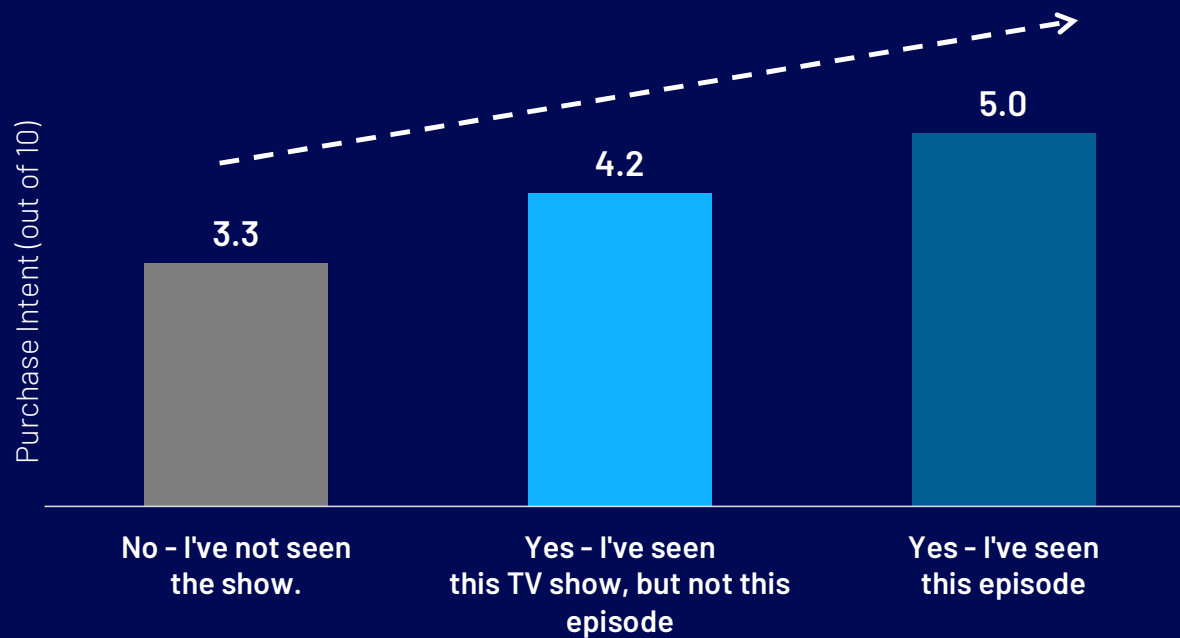
When attention **was higher in the content**, it was also higher in the ad break ...

Attention : Passive attention measurement by claimed content attention (The Bachelor Clip 1)



Purchase intent scores were also higher for those who had seen the episode before

Past viewing of treatment content : Purchase Intent for included TVCs - exc. billboard and playout

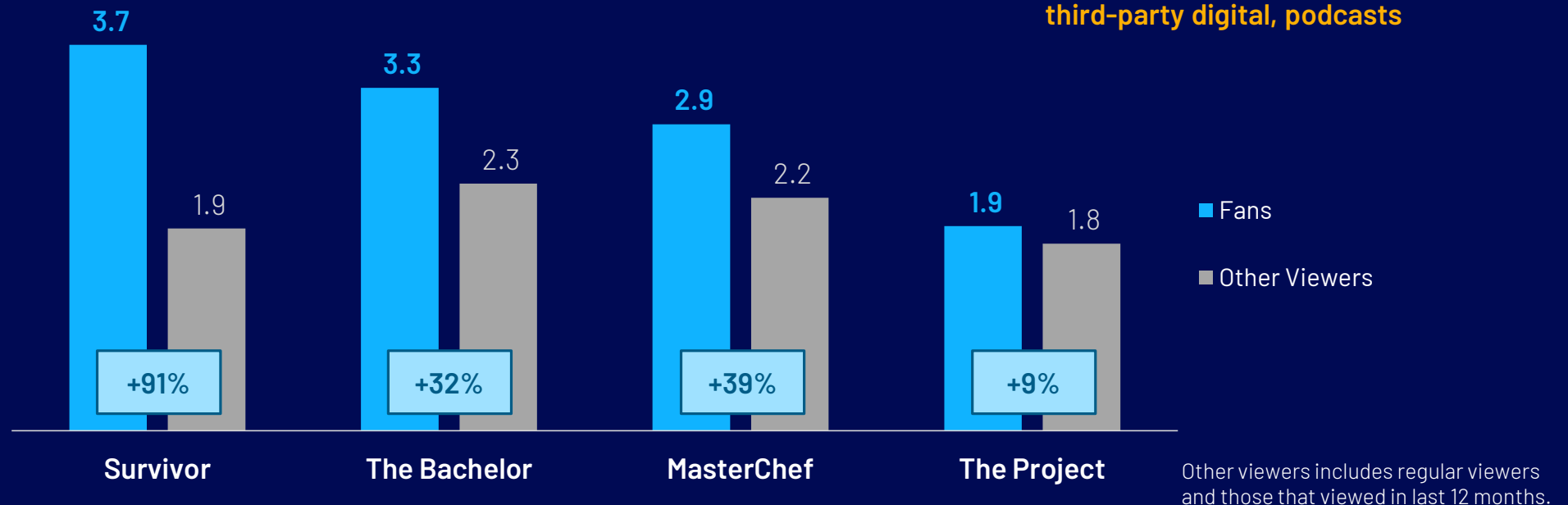


**FANS VIEW ACROSS
MORE TOUCHPOINTS**

For the key 10 shows we tested, **fans consumed more touchpoints** than other viewers

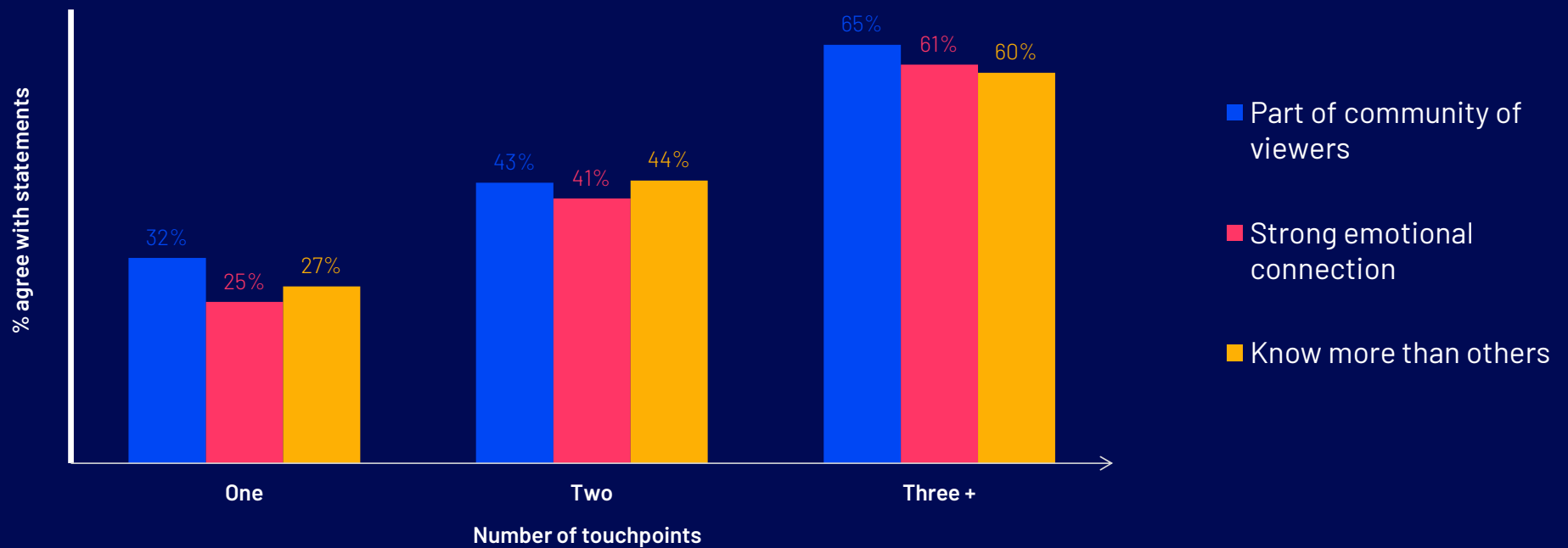
Fans vs. Other Viewers : Average touchpoint count by program

Touchpoints = official site, social, third-party digital, podcasts



Touchpoint consumption helped to **deepen their connection** with the program...

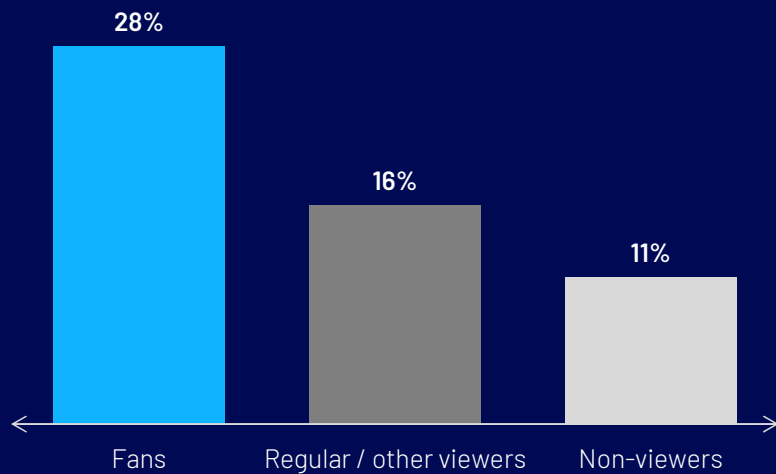
Touchpoints : % agree with statement by touchpoint count



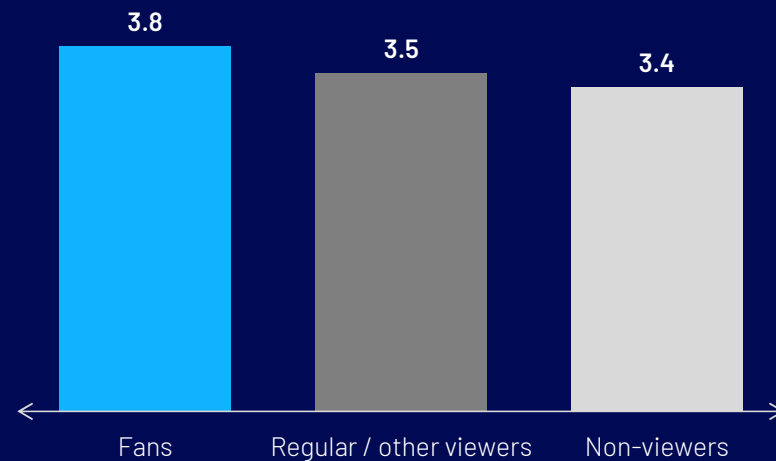
Fans Responded Better To Talent Ads

Talent Trust : % trust brand more / ad liking by fans – average for 8 TVCs including talent from the program

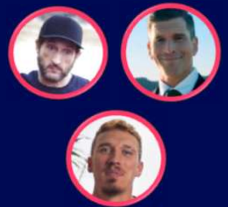
% Who Trust Brand More



Average Ad Liking



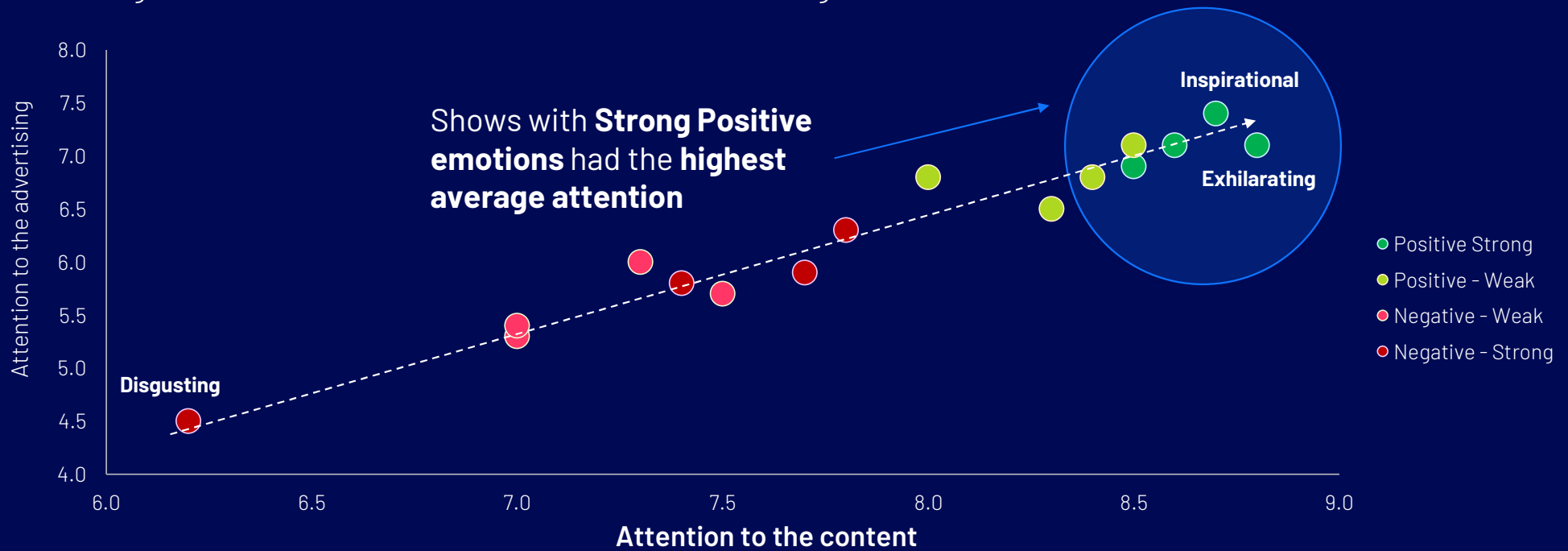
Talent TVCs included :



**EMOTION IMPROVES
AD EFFECTIVENESS**

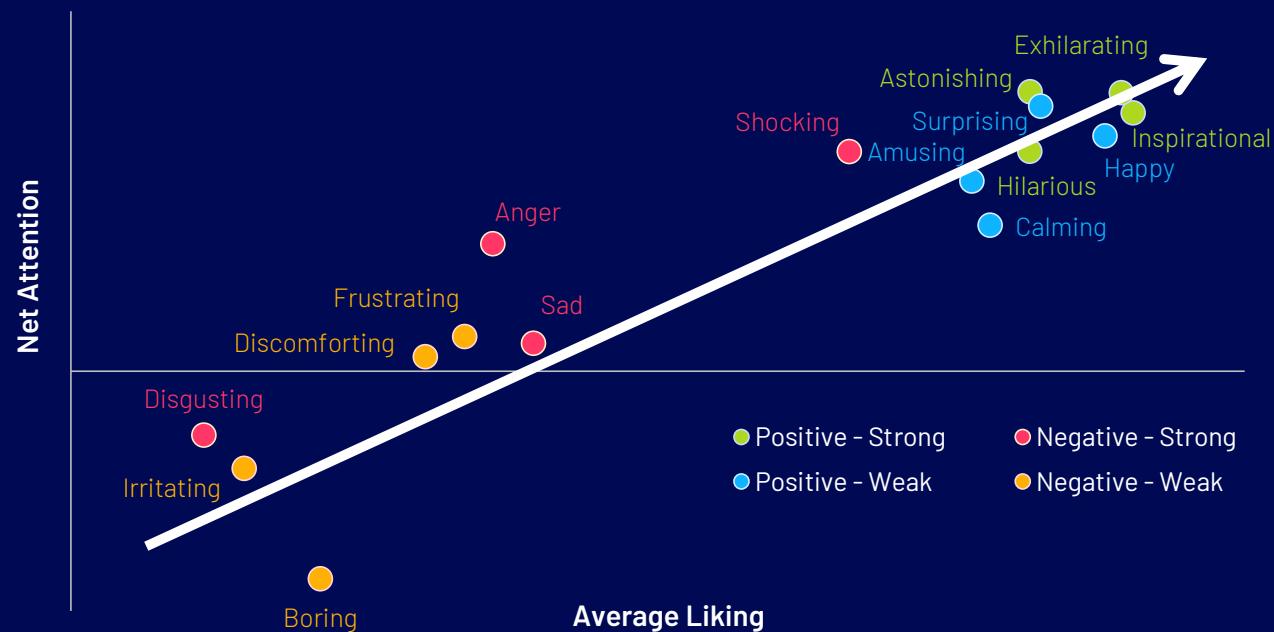
Positive Emotion Is Linked To Ad Attention

Programs that drive **strong positive emotions** in viewers, such as “inspirational”, “exhilarating”, “hilarious” or “astonishing” drove higher attention to the content and to the advertising.



Along with **attention**, positive emotions were correlated with stronger **liking**

Program Moments : Average liking vs. net attention by 16 core emotions (survey)

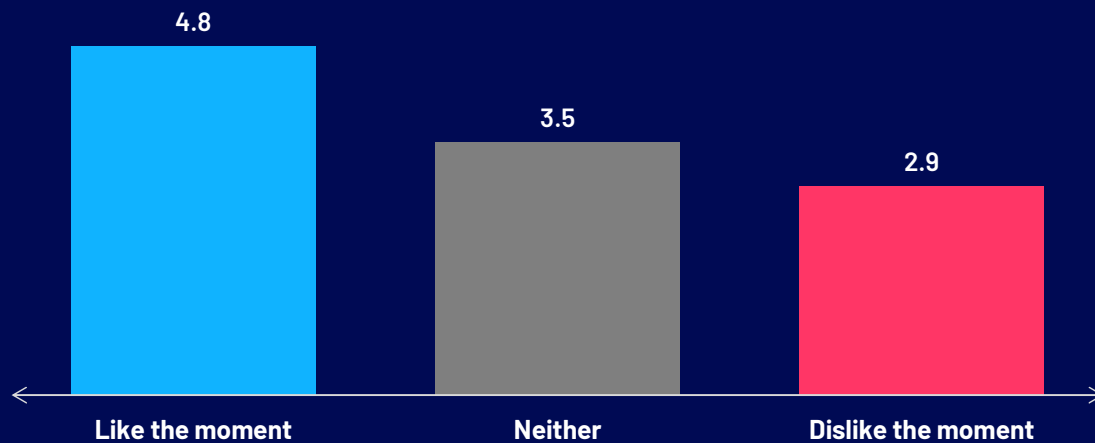


	Average Liking	Net Attention
Positive - Strong	4.1	+43%
Negative - Strong	3.0	+13%
Positive - Weak	4.0	+35%
Negative - Weak	2.6	-11%

TVCs surrounding liked or high attention program moments had **higher purchase intent**

Main : TVC Purchase Intent by Moment Liking / Attention

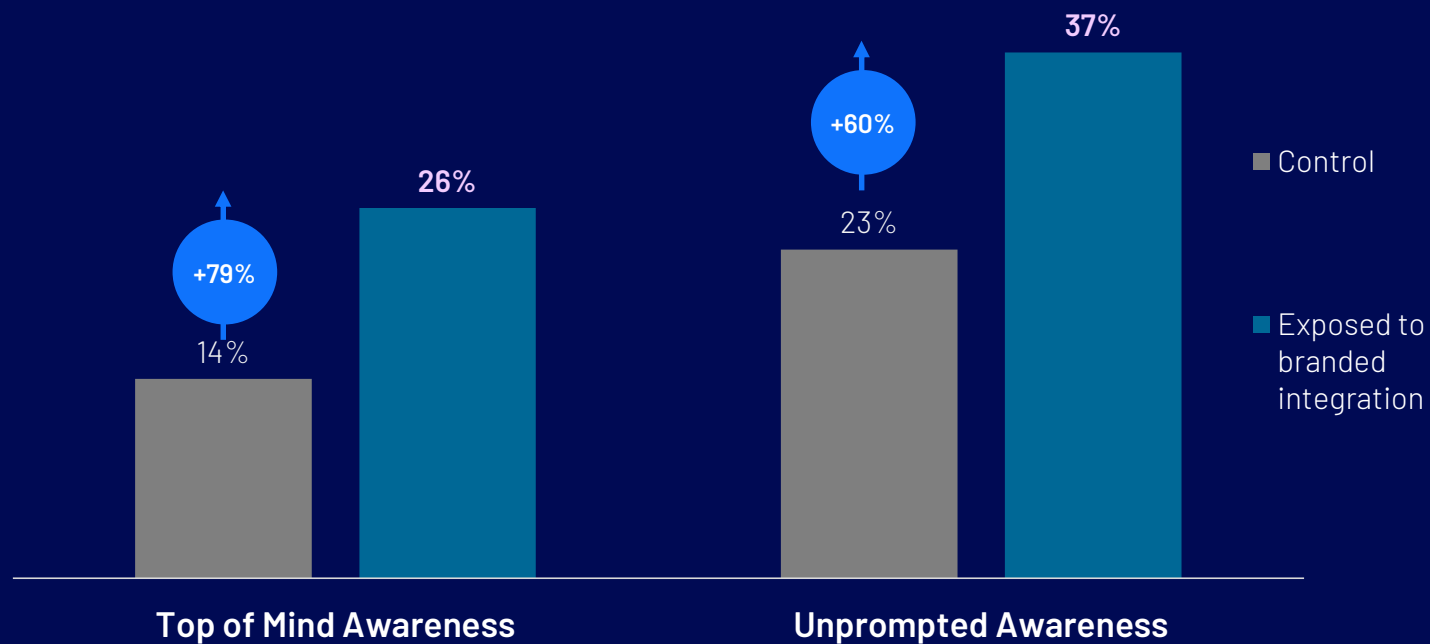
Purchase intent (out of 10)



FREQUENCY
BUILDS
SPONSORSHIPS

Sponsorships Work In Part By Building Top-of-mind Awareness

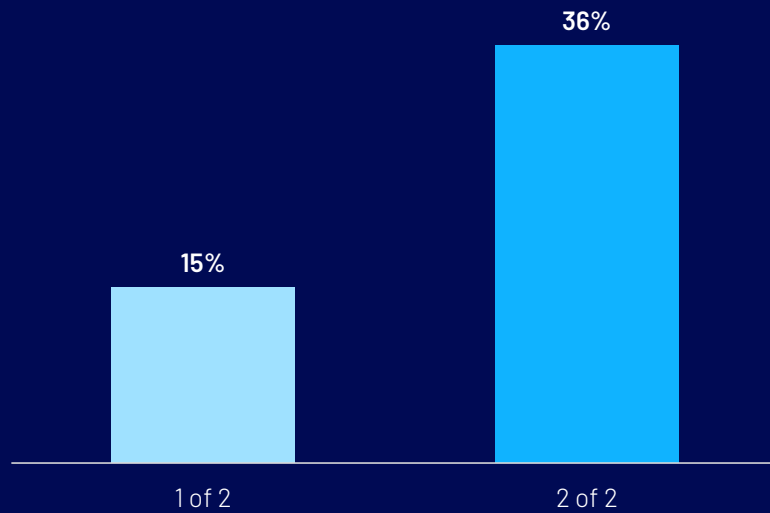
Sponsorship : Top of mind / Unprompted Awareness (Exposed vs. Control) (*n* = 22 sponsorships)



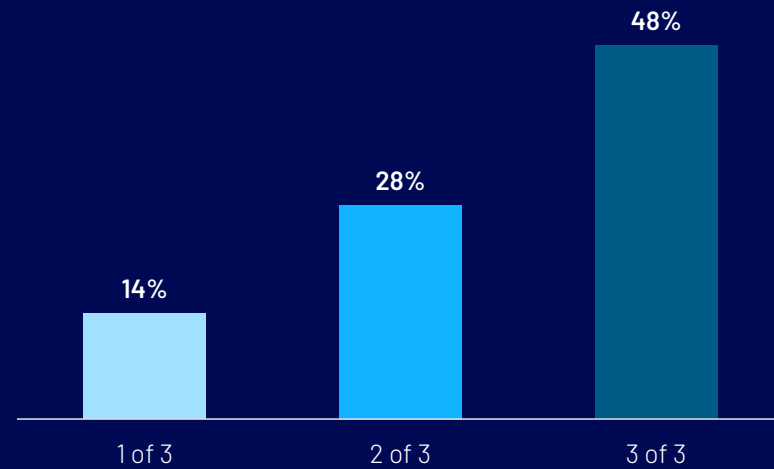
This Is Enhanced Because Of Frequency

Spot Frequency : Unprompted Brand Recall by the number of spots shown

Brands with up to two spots (n = 12)

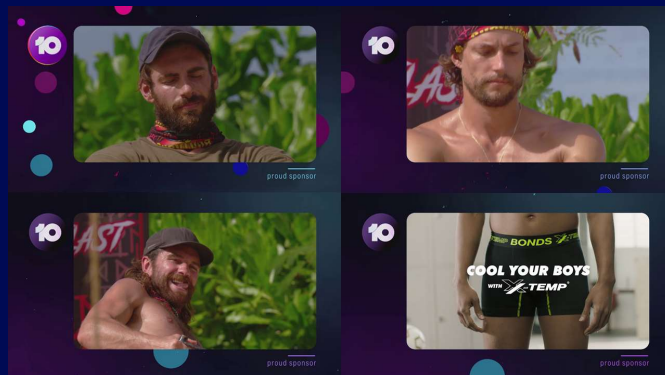


Brands with up to three spots (n = 4)



Content integrations had **higher uplifts in unprompted brand awareness** than TVC-only sponsorships

Sponsorship : Uplift Unprompted Awareness by type of sponsorship (exposed vs. control)



+12%

Billboard / Payout
/ TVC Only
(n = 6)

+64%

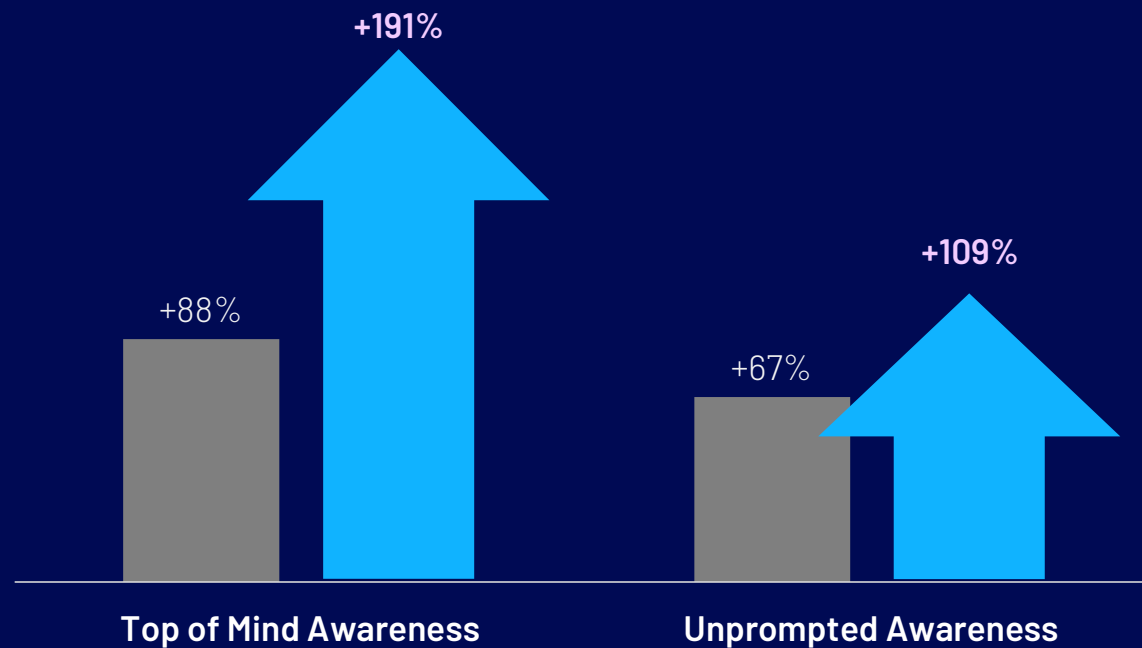
Content Integration +
1 x Billboard / Payout
(n = 8)

+105%

Content Integration +
2 x Billboard /
Payout
(n = 8)

Brands that were integrated into the storyline had **higher uplifts in awareness**

Content Integration : Uplift in unprompted awareness – with/without storyline integration



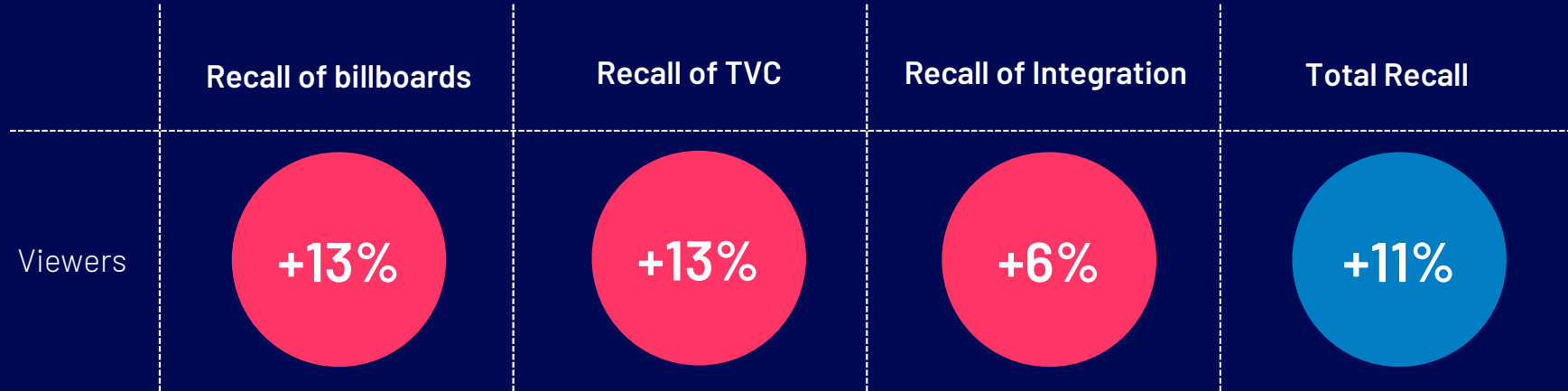
Sponsorships drive **higher outcomes** for lapsed / lighter buyers of the category

Sponsorship : Uplift in unprompted awareness by category buyer classification (n = 16 brands)



Returning Sponsors Achieve Stronger Campaign Recall

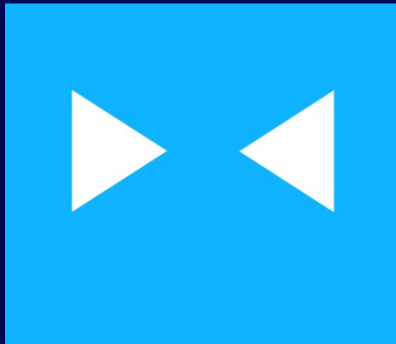
SPONSORSHIP RECALL: RETURNING VS. NEW SPONSORS



Brand Engagement & Sentiment Is Higher For Returning Sponsors

Sponsorship Impact: Returning vs. New Sponsors
Percentage point difference

+13%



Brand fit

+8%



**Feel more positive
about brand**

+15%



**Purchase / consume
brand**

How we've used The Science of Sponsorship

Refine sponsorship strategies and inclusions

Arm agencies and marketers with collateral to support significant investments in program sponsorships

Helped to support 20% growth in premium sponsorship revenue in 2021

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THANK YOU!

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