

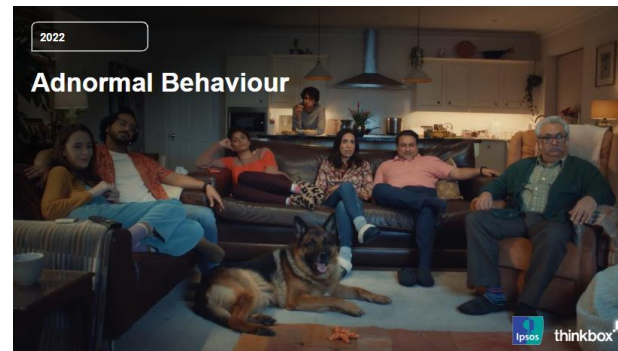
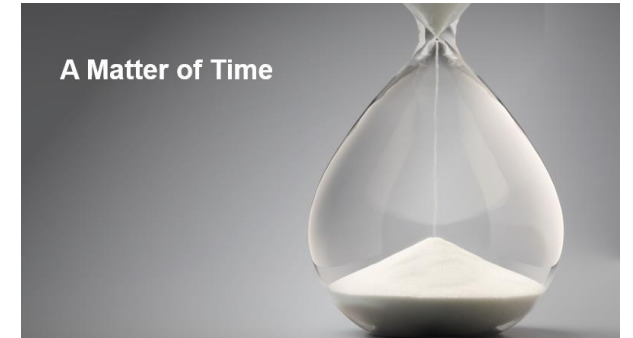
The importance of branding & emotion in TV advertising



Just as it turns people into stars, TV turns brands into household names

Research has repeatedly shown that emotive advertising campaigns are by far the most effective

Drawn from Thinkbox's catalogue of research studies, let's take a look at how emotion and branding work in TV advertising...



Agenda

WHY BRANDS MATTER

THE IMPORTANCE OF EMOTION, FAME & TRUST

MEMORY & STORYTELLING

BOOSTING THE EFFECTS OF BRANDING



McDonalds Trust+ - Happy Readers



**Brands are
important as they
provide a sense
of:**

connection
stability
identity

Connection

- Brands bring **colour** into people's lives
- They build deep, often subconscious **connections** which can impact our behaviour & attitudes
- Provide important mental shortcuts (**heuristics**)
- An extension of our **core values** & connection to our personal history



Stability

- Brands bring **stability** to people's lives
- They give us a sense of **permanence, familiarity, comfort**
- Provide a crucial **'anchor'** for snap judgements & future decisions
- We have an innate desire to combat **loss aversion**



Beats by Dre – Move How You Want

Identity

- Brands become part of our **identity**
- They **prime** others to see us a certain way
- Brands anchor into our **moral values**
- Taps into key behavioural economics wiring, such as **authority bias** & social norms



Virgin Atlantic— See The World Differently

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TV builds brands
through
emotional
connection

McDonald's Trust+ – Happy Readers

The importance of emotion in advertising

- A brand consists of what we **feel** & what **remember** about it
- Emotive advertising campaigns are **50% more likely** to create large business effects, like sales & profit*
- Emotional connection drives **trust**, which is hugely important

*Source: IPA Databank, 2008-2018 creatively awarded cases



Cadbury – For Grown Ups

The importance of emotion in advertising

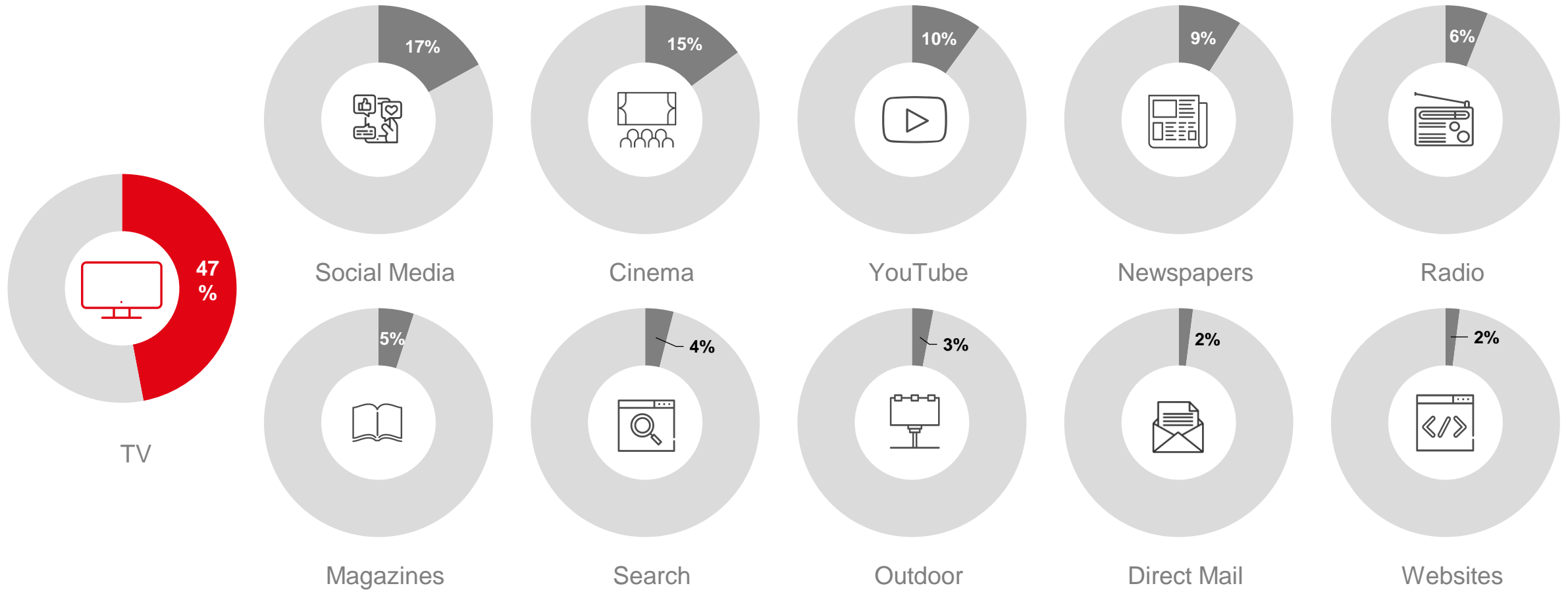
Emotion is crucial in TV advertising as:

- Emotional ads tend to be more creative
- Creativity makes us feel something about brands
- That drives fame, implicit memory & mental availability
- High-performing creatively awarded campaigns are **8 times more effective** than their lower-performing peers*

*Source: 'Crisis in Creative Effectiveness'; 2019, IPA



TV ads evoke emotion more than those in other media



Source: Adnormal Behaviour, 2022, Ipsos / Thinkbox. Q.TN3: In which, if any, of the following places are you most likely to find advertising that...makes them feel emotional
Base: 'normal' people (1,158)



TV advertising sticks in our brain and drives **brand fame**

Panini – The GOAT of swaps

thinkbox

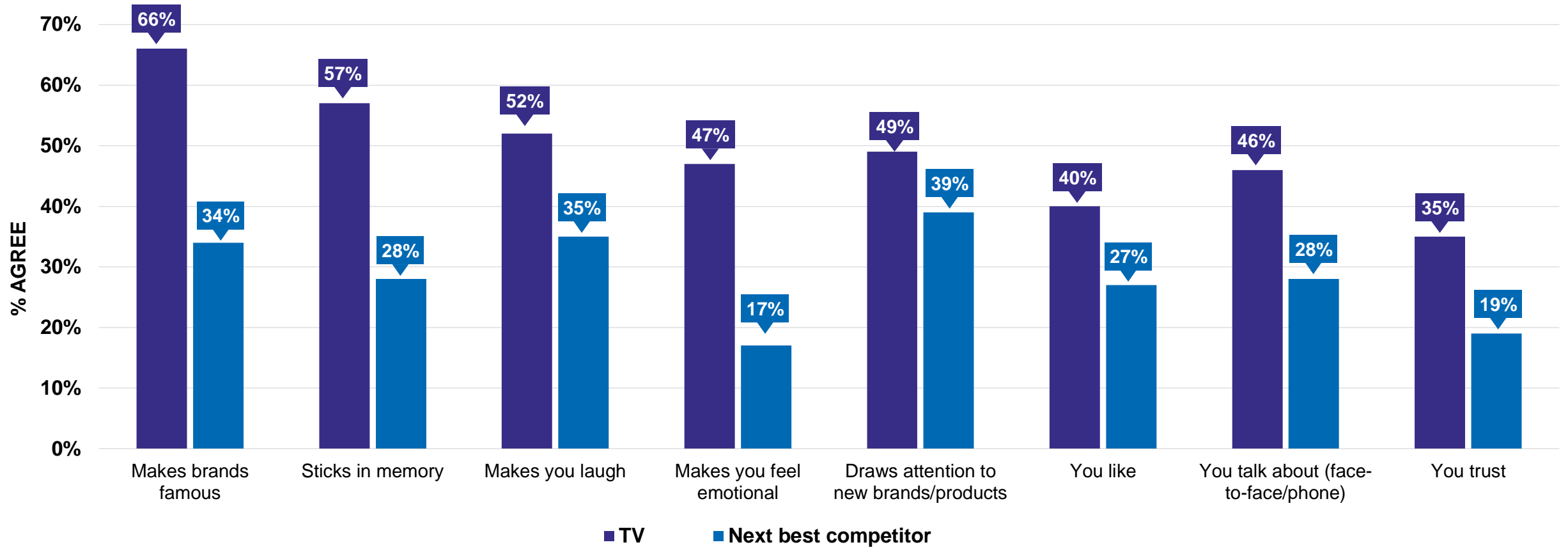
Why is brand fame important?

- Brand fame is important because famous brands are **memorable**
- Fame helps create **mental availability**
- Brands that are talked about seem **bigger** than they really are
- This creates 'top of mind' awareness & **influence**



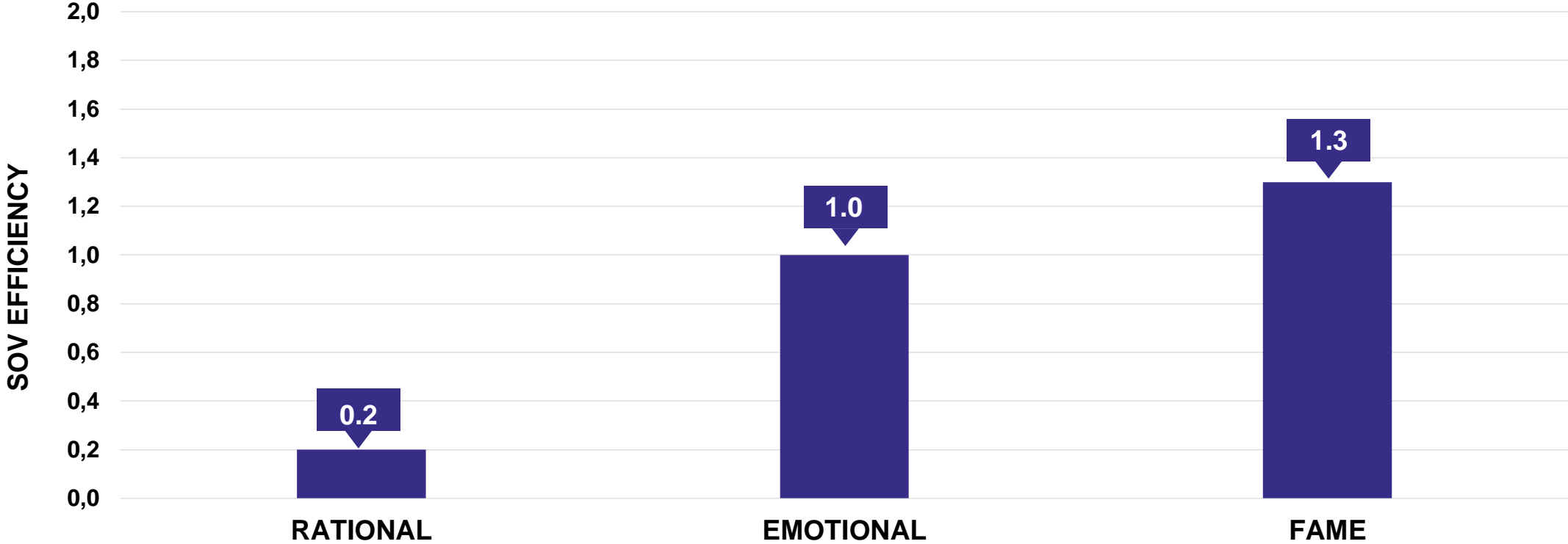
Thoughtful – Dolphin

TV drives fame more than any other media



Source: Adnormal Behaviour, 2022, Ipsos / Thinkbox. Q.TN3: In which, if any, of the following places are you most likely to find advertising that...
Base: 'normal' people (1,158)

Emotional & fame strategies are the most efficient



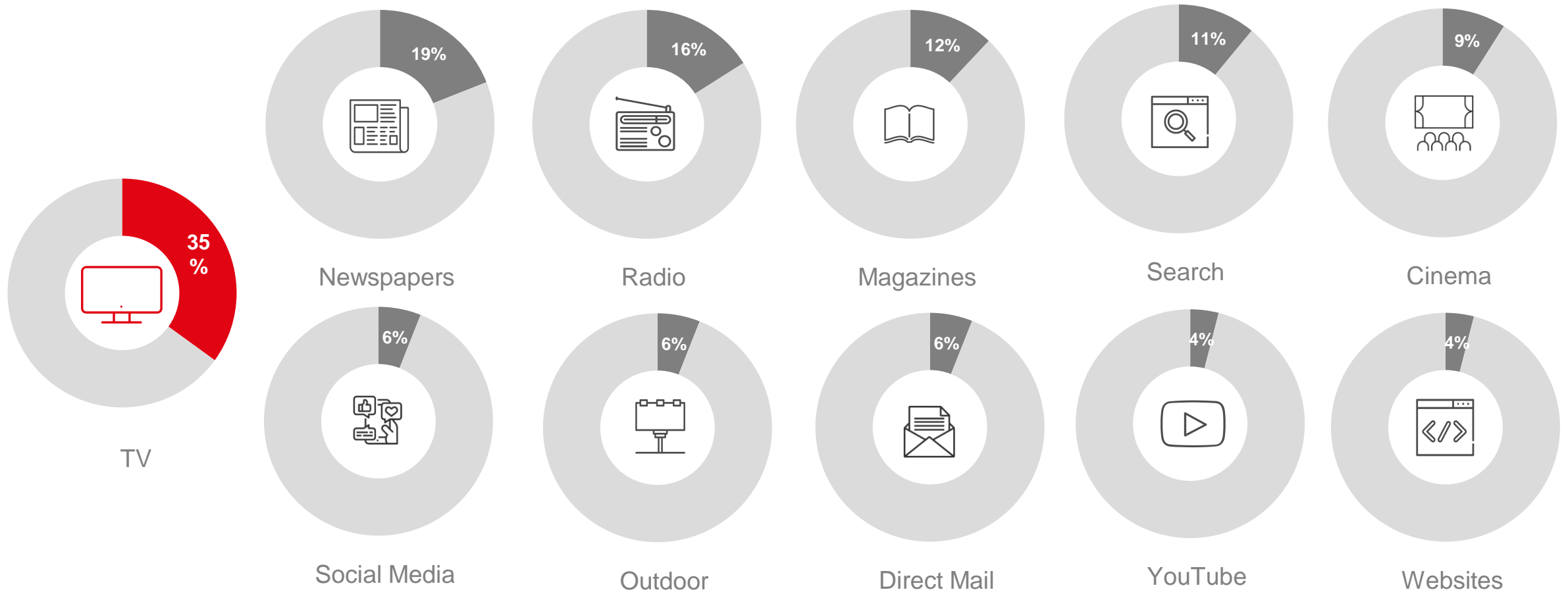
Source: IPA Databank, 2004-2016



TV ads are the most trusted form of advertising

Over **3 times more people** trust TV than the next best performing advertising medium

TV advertising is the most trusted



Source: Adnormal Behaviour, 2022, Ipsos / Thinkbox. Q.TN3: In which, if any, of the following places are you most likely to find advertising that...you trust
Base: 'normal' people (1,158)

Trust in TV is reflected globally

The 2019 Ipsos Global Advisor study found that globally, consumers are **more likely** to trust television as a news source

This is particularly true in the UK which has a **32% net trust score** for television, a traditional pattern reflecting stronger rules for impartiality on broadcasters than print media

Source: 'Trust: The Truth?'; 2019, Ipsos



Easyjet - NextGen

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McDonalds Trust+ - Happy Readers

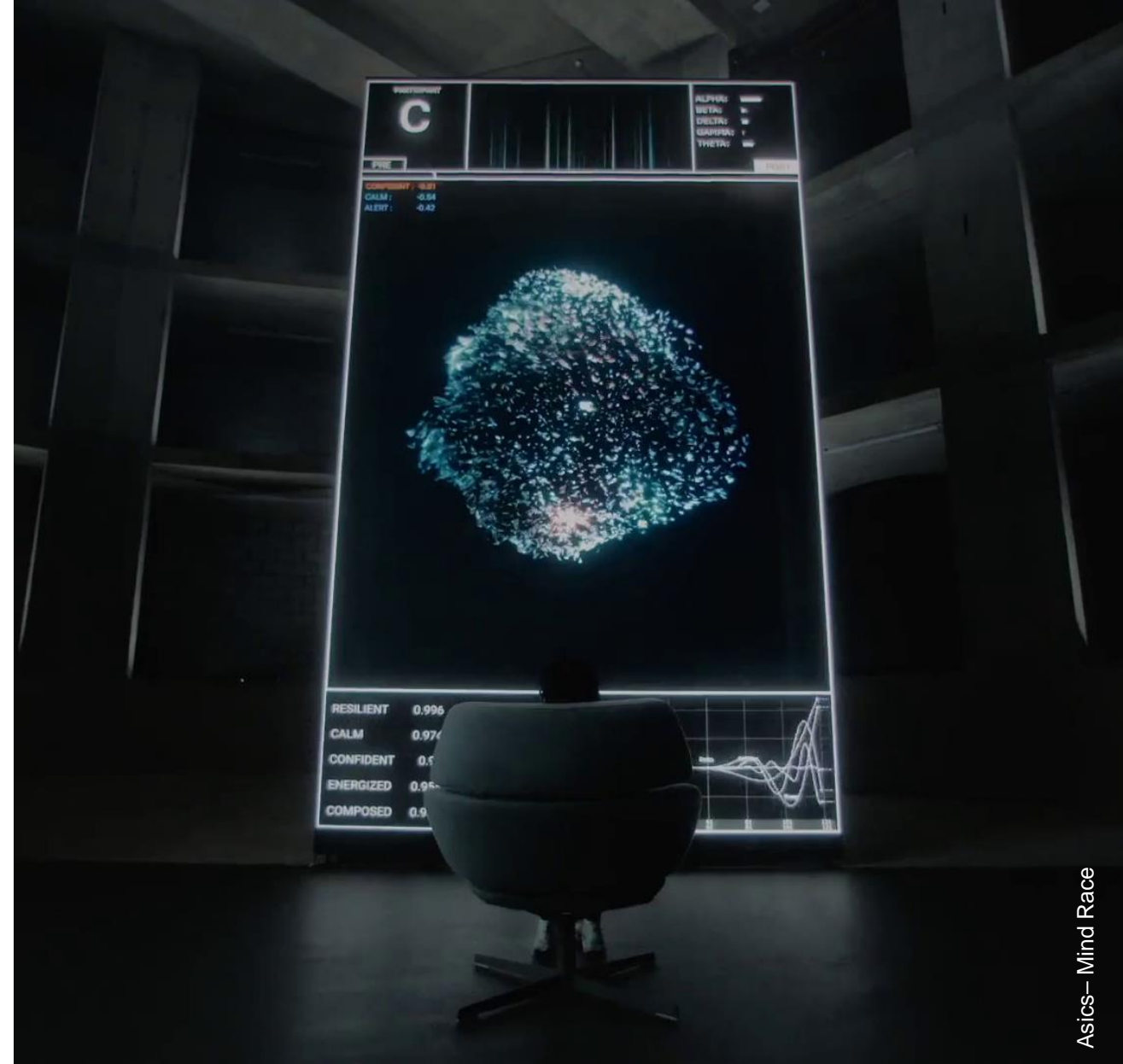
A humanoid robot with a white, segmented head and a dark suit is shown in profile, looking out a window at night. The room is dimly lit, with a lamp visible in the background. The robot's head has a glowing blue light on its forehead and a transparent section on its ear.

Emotion is a key driver for **long-term memory**

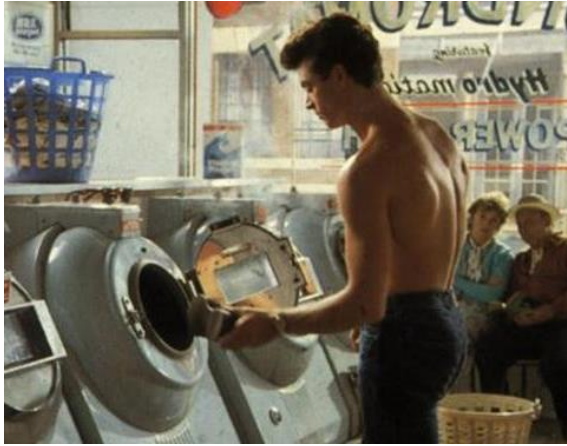
How does memory work in advertising?

- We remember things that evoke strong **emotions**
- Long-term memory is anything longer than a few seconds & can stay with us for a **lifetime**
- Long-term memory encoding is linked to **decision making** & future behaviour
- For advertisers, it is **crucial** for ads to reach this part of the brain

Source: 'Creative Drivers of Effectiveness', 2016, Thinkbox



Most of us can remember ads from decades ago



Levi's:
Lauderette
1985



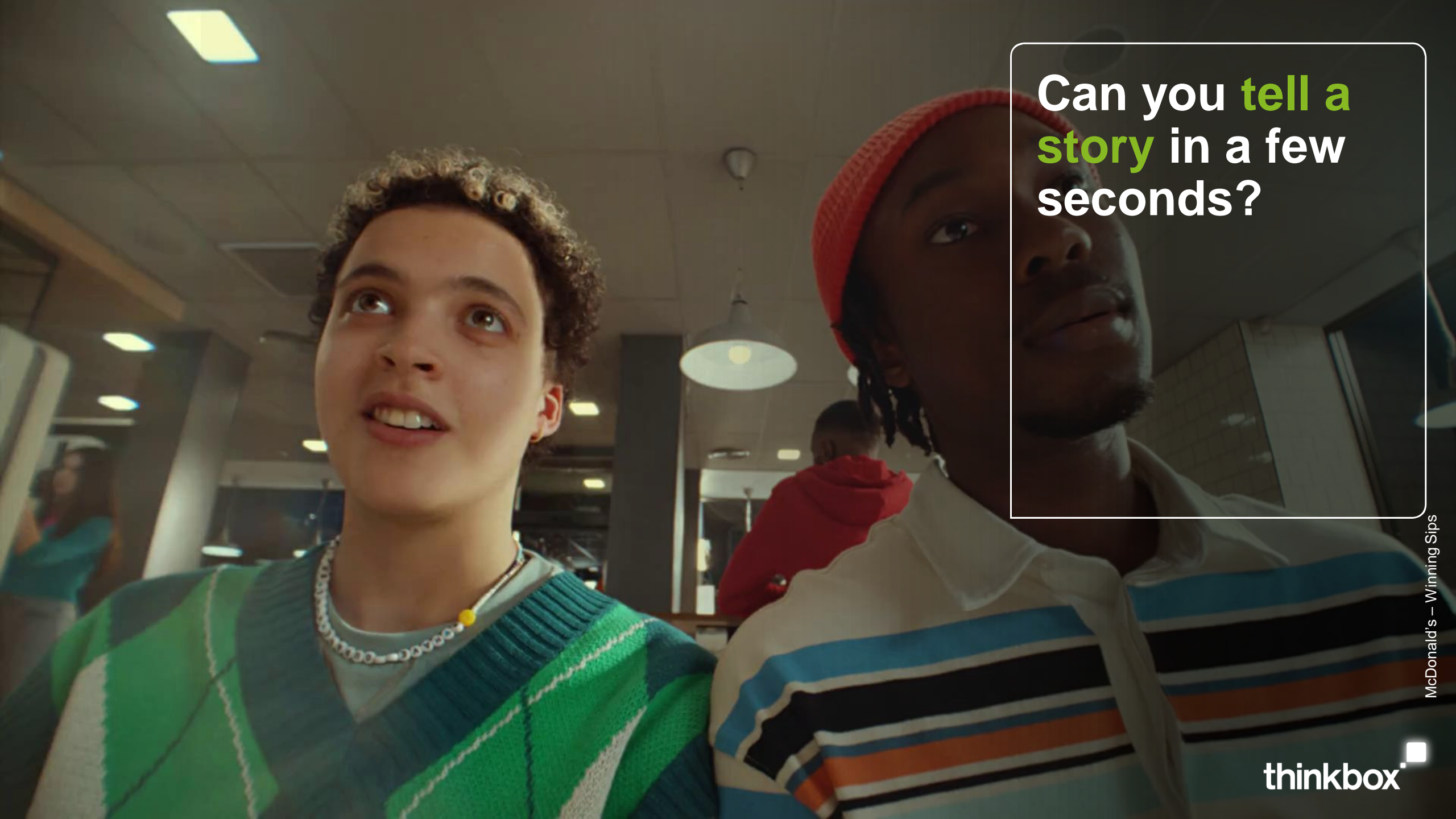
Guinness:
Surfer
1999



John Lewis:
Always a woman
2010



National Lottery
Lotto - #PleaseNotThem
2016



Can you **tell a story** in a few seconds?

Our brains don't work like video cameras...

- We evoke memories by storing **still snapshots**
- This is why **imagery** is so important in building effective brands
- **Context** and **narrative** are key drivers of brand memory



Virgin Atlantic – See The World Differently

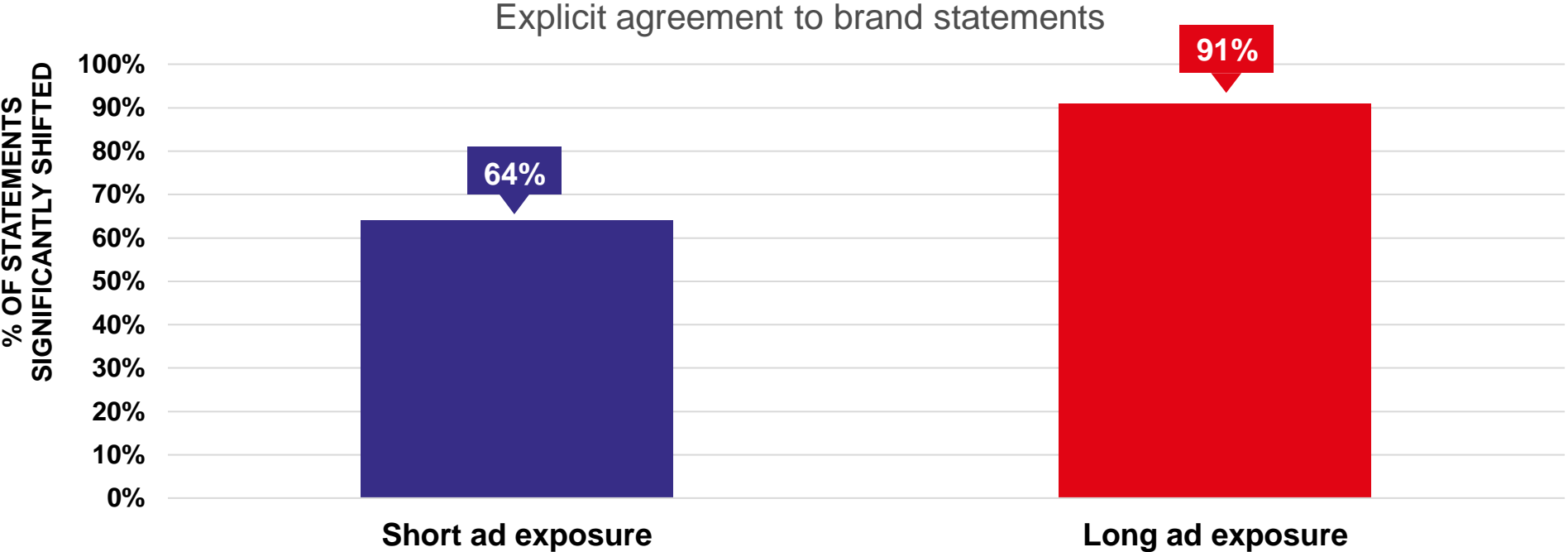
The impact of time-lengths in TV advertising

- **Storytelling** is the cornerstone of TV's effectiveness
- Longer ads are better at building **narratives** & are better equipped to drive positive brand perceptions
- They act as memory anchors & increase the **effectiveness** of shorter executions
- Shorter ads work best when placed after longer executions

Source: 'A Matter of Time', 2019, Thinkbox

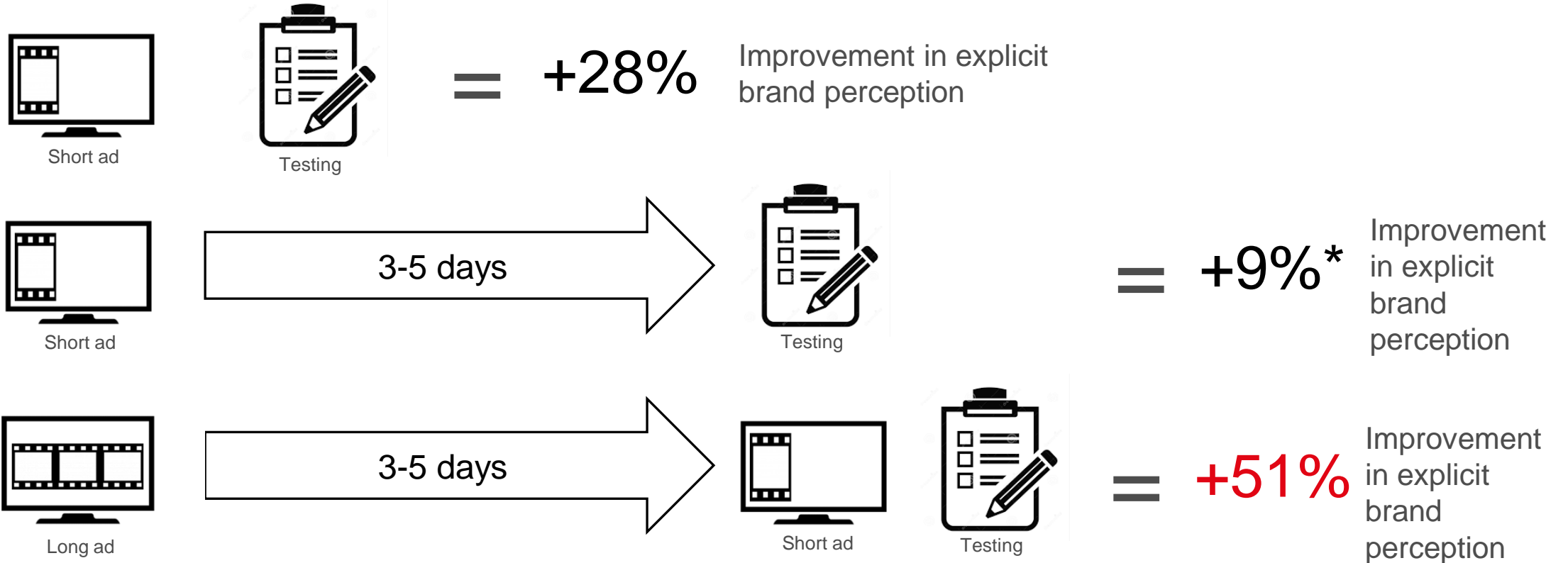


Longer ads deliver more explicit brand information



Source: A Matter of Time, 2019, Work/Walnut/Thinkbox. Based on 3 brands (3 x short ad; 3 x long ad)

Longer ads enhance memory effects



Source: A Matter of Time, 2019, Work/Walnut/Thinkbox. Based on 3 brands (3 x short ad; 3 x long ad) * Based on one test cell for one 10 second ad

How can we ramp up emotion and brand memory through TV advertising?



Creating memorable ads

1) Great storytelling leaves a lasting impression

Ads that use storytelling are more noticeable & more memorable, both of which contribute to sales

Make the story enjoyable, easy to understand in the time-lengths available & highlight what differentiates the brand from its competitors

Source: "5 rules for creating memorable ads"; 2017, Kantar Millward Brown



Bulldog - Moisturiser

Creating memorable ads

2) Make that impression a meaningful one

Sustainable competitive advantage comes from building a brand's emotional meaningful difference

Emotional difference is about a brand behaving in a way that makes it seem more dynamic or progressive than other brands

Source: "5 rules for creating memorable ads"; 2017, Kantar Millward Brown



Lyle's Golden Syrup – Absolutely Golden

Creating memorable ads

3) Don't skimp on the branding

The single best predictor of in-market sales effects for ads is branding

This is also consistent with the importance of mental availability

Ads with a strong narrative only result in motivation if they are also well branded

Source: "5 rules for creating memorable ads"; 2017, Kantar Millward Brown



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What elements of creativity can boost the effects of branding on long-term memory?



Make the brand intrinsic to the story

Strong branding throughout the ad resulted in **9% higher** brain response at final branding within our 'Creative Drivers of Effectiveness' study*

*composite long-term memory encoding at final branding
Source: 'The Creative Drivers of Effectiveness', 2016, Thinkbox



Levis - Fresh

Use celebrities, but advisedly

Ads where **celebrities** delivered the **call-to-action** elicited **13% higher** memory encoding*

*composite long-term memory encoding at final branding
Source: 'The Creative Drivers of Effectiveness', 2016, Thinkbox



Human interaction drives brain response

Ads with the highest level of **interaction** elicited responses **10% greater** than those with the lowest levels of interaction*

*composite long-term memory encoding at final branding
Source: 'The Creative Drivers of Effectiveness', 2016, Thinkbox



Easyjet - NextGen

If used, music should drive the action

Ads where **music drove the action** elicited **14% higher** encoding vs those that used music as a recessive, background feature*

*composite long-term memory encoding at final branding
Source: 'The Creative Drivers of Effectiveness', 2016, Thinkbox



Just Eat – Katy Perry

Multiple emotional peaks are key

70% of long-term memory encoding peaks are associated with peaks of **emotional intensity**

Source: "The Science of Memory"; 2018, BBC StoryWorks



Ireland – Jamie-Lee Donnell & Saoirse-Monica Jacson

In summary...

- Brands provide a sense of **connection, stability** and **identity**
- TV is the most powerful means of delivering **emotion** and **fame** at scale
- Emotion and fame are the best means to grow **mental availability**
- TV creates memorable ads that increase the chance of **sales generation**