

Leveraging 6-Second Ads in Today's World



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nielsen
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AUDIENCExSCIENCE
#AxS2018

Agenda

- 1 The Media Landscape is Rapidly Changing
- 2 Nielsen and Turner's 6-Second Ad Research
- 3 What Can We Learn About 6-Second Ads?

ADWEEK

Why Brands and Agencies Are Preparing for the Era of 6-Second Ads

2018 is the turning point toward snackable spots

ADWEEK

TruTV Goes All-In on Reduced Ad Loads, Will Transition Entire Schedule by 2021

Network says its smaller ad pods are already providing big ROI lifts

AdAge

TOYOTA HITS THE OLYMPICS IN SIX-SECOND ADS AND MORE

Auto Brand's Presence at the Games Will Feature Various Formats

Forbes

Will Cutting Down On The Number Of Ads Pay Off?

Zenith
The ROI Agency

Innovative digital formats to drive global ad growth to 2020

Los Angeles Times

TV networks shed ad time as consumers skip commercials



Nielsen and Turner's 6-Second Ad Research

How This Work is Different

Pods vs. Individual Ads

*Understand how consumers **experience short-form ads** and ad pods relative to traditional formats*

Context

*Tested in the **context of media**, including regular programming*

Multiple Methods

***First consumer neuroscience** study to combine multiple tools with traditional self-report*

Integrated Metrics



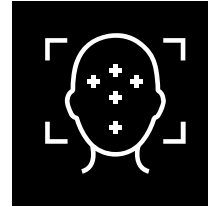
BIOMETRICS

Captures second-by-second nonconscious depth of emotional processing with the viewing experience.



EYE TRACKING

Captures viewers' real-time visual attention and fixations on the television and key areas of interest during ad pods.



FACIAL CODING

Measures discrete facially expressed emotions, such as surprise, confusion, joy, and sadness.

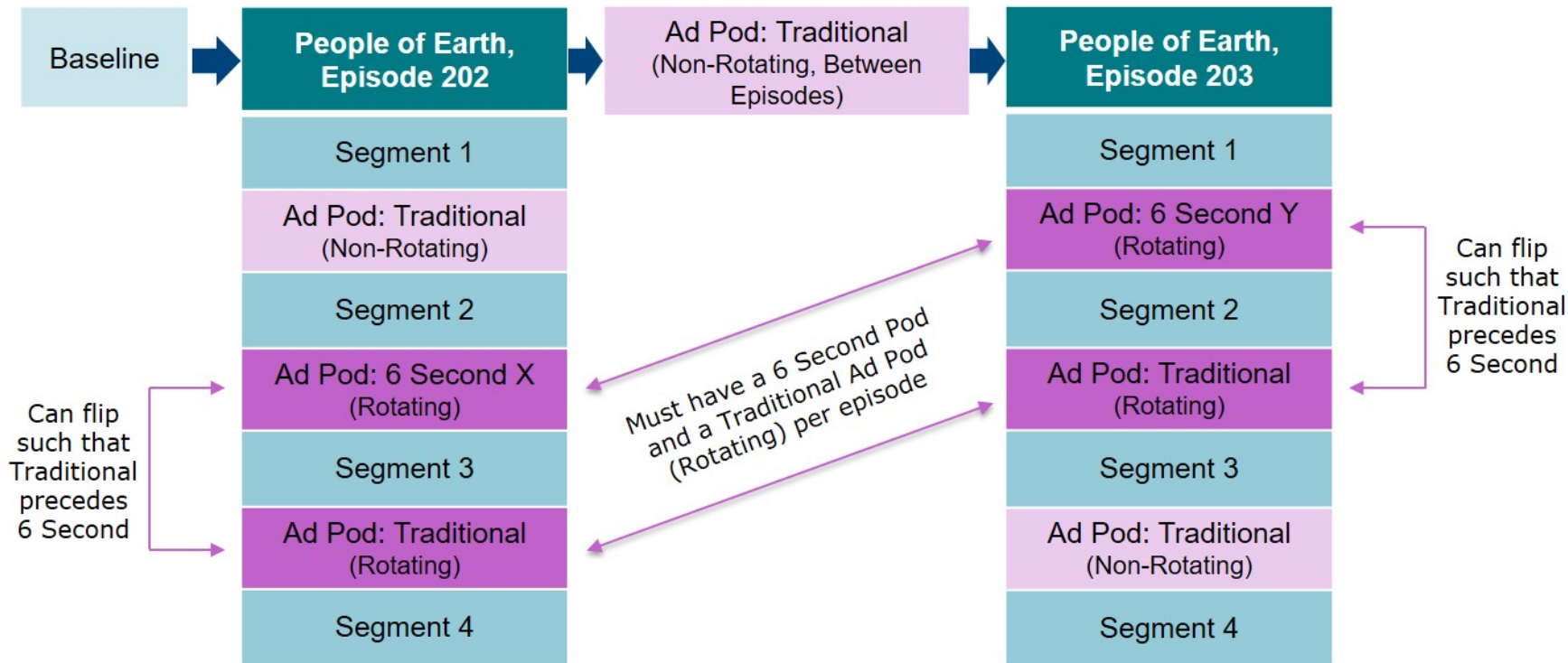


SELF-REPORT

The voice of the consumer. Understand rational perceptions of the viewing experience and brand recall.

Content Breakdown

+ Two traditional, rotating ad pods



6-Second Ad Pods

6 SECOND AD POD X

Claws [Promo]



Love Has No Labels [PSA]



Goodness Knows [Ad]



Neutrogena [Ad]



Nissan [Ad]



Shelter Pet [PSA]



6 SECOND AD POD Y

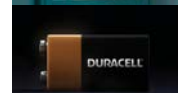
Walking Dead [Promo]



Old Spice [Ad]



Duracell [Ad]



Snickers [Ad]



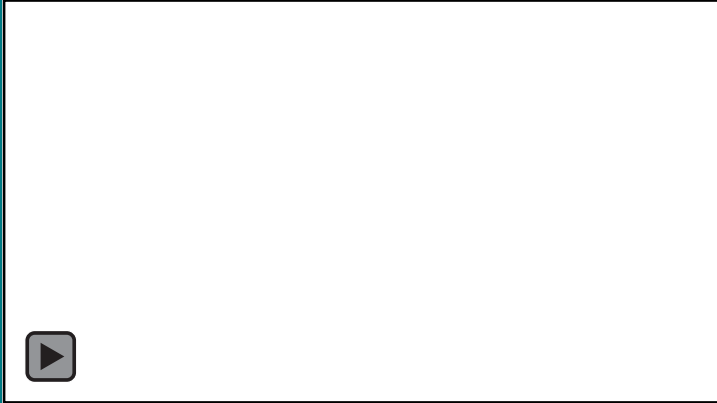
T-Mobile [Ad]



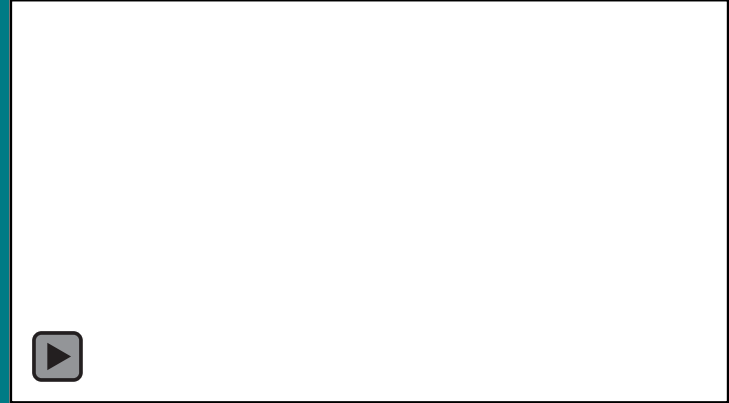
Fatherhood [PSA]



6 SECOND AD POD X



6 SECOND AD POD Y



What can we learn about 6-second ads?

- 1 **Branding:** Do 6-second ads generate attention to the brand?
- 2 **Engagement:** Are 6-second ads more or less emotionally engaging than traditional ads?
- 3 **Recall:** What do viewers say they take away from 6-second ads?

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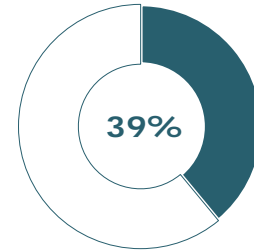
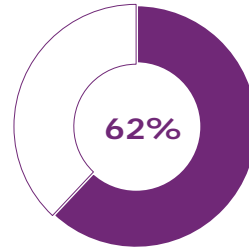
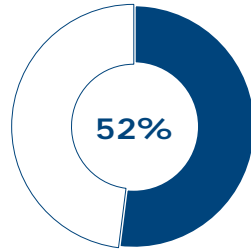
The longer the ad, the more branding potential

6-seconds

15-seconds

30-seconds

Avg Time (%)
of Branding

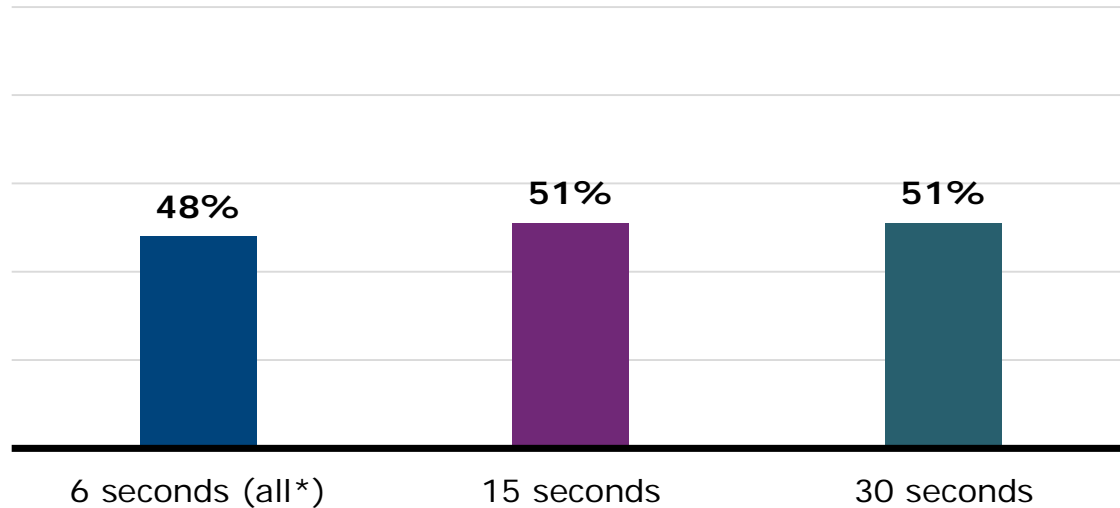


Avg Time (sec)
of Branding



Regardless of length, viewers visually fixate on about half of the ad

Average Percent of Time in fixation on ad[†]

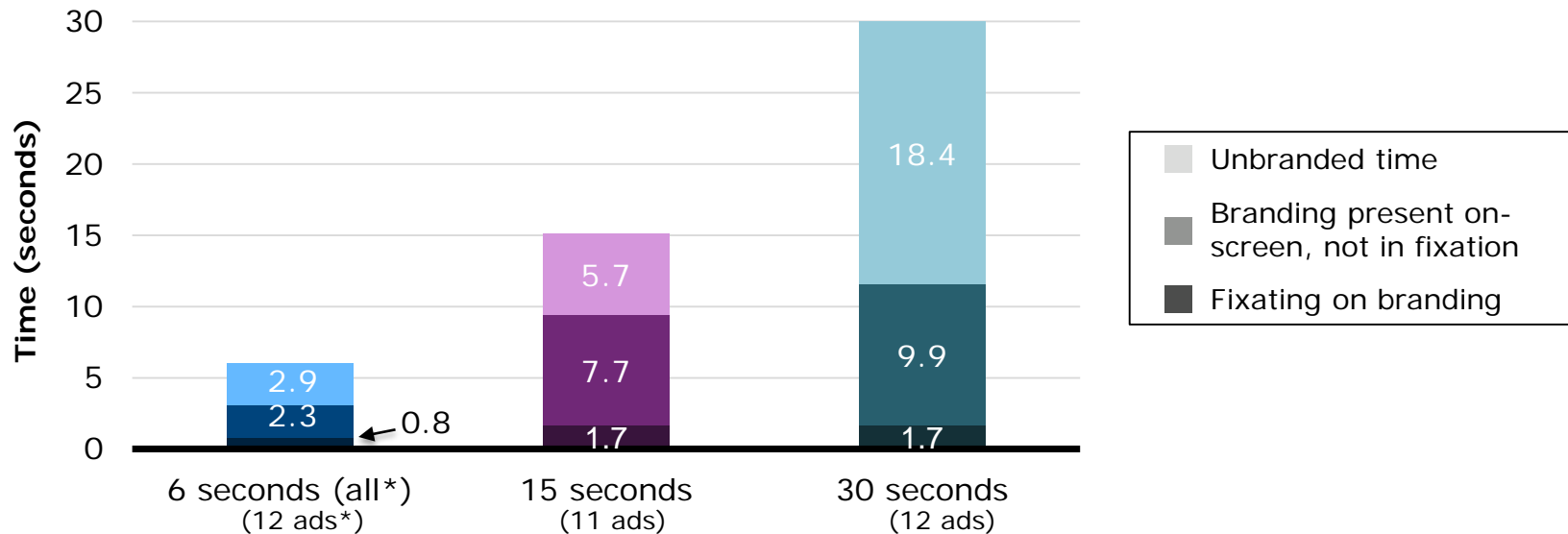


* Includes ads, promos, and PSAs. For PSAs, messaging moments were used in place of branding moments.

† Refers to fixations anywhere on ad

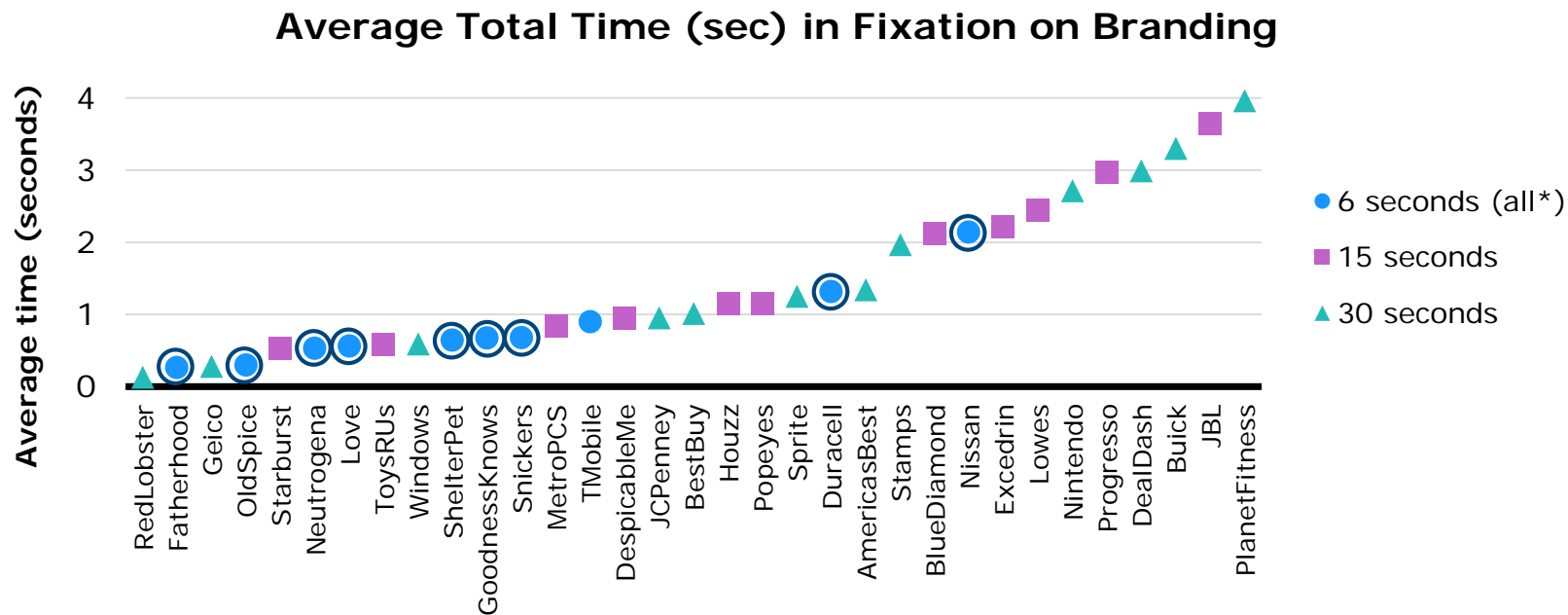
As ad length increases, so does unbranded storytelling potential

Time Fixating on Branding & Unbranded Time



*Includes ads, promos, and PSAs. For PSAs, messaging moments were used in place of branding moments.

Distribution of time in fixation on branding shows variety in creative



*Includes 6 second ads, promos, and PSAs. For PSAs, messaging moments were used in place of branding moments.

What can we learn about 6-second ads?

1

Branding: Do 6-second ads generate attention to the brand?

2

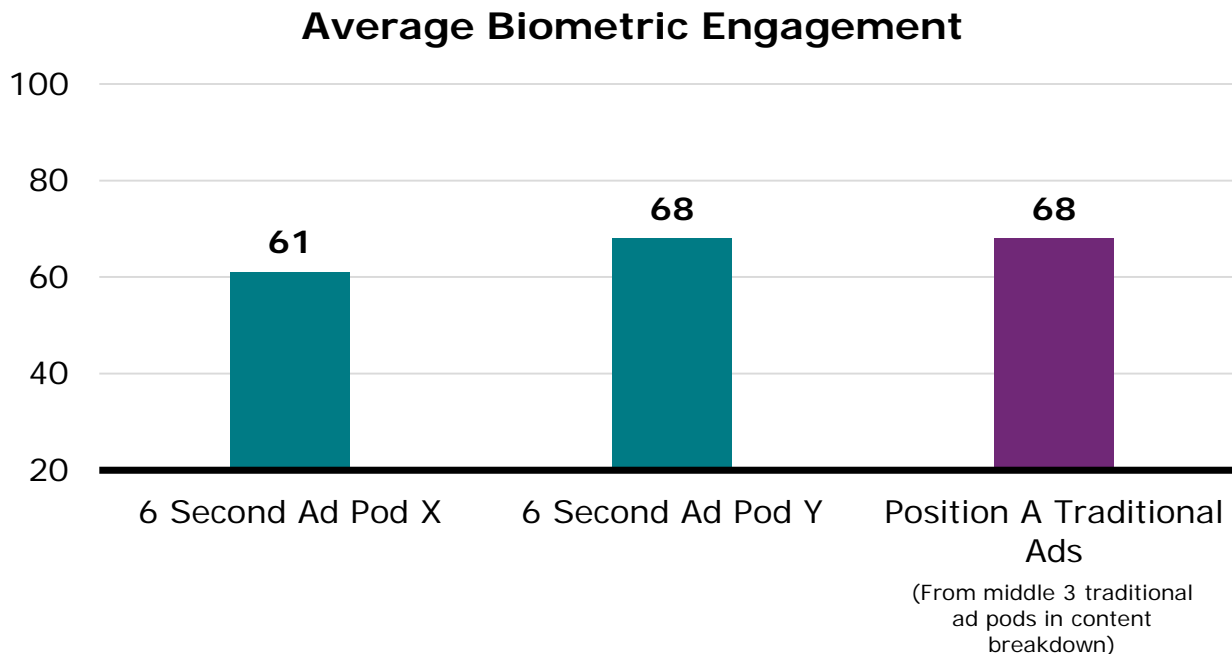
Engagement: Are 6-second ads more or less emotionally engaging than traditional ads?

3

Recall: What do viewers say they take away from 6-second ads?



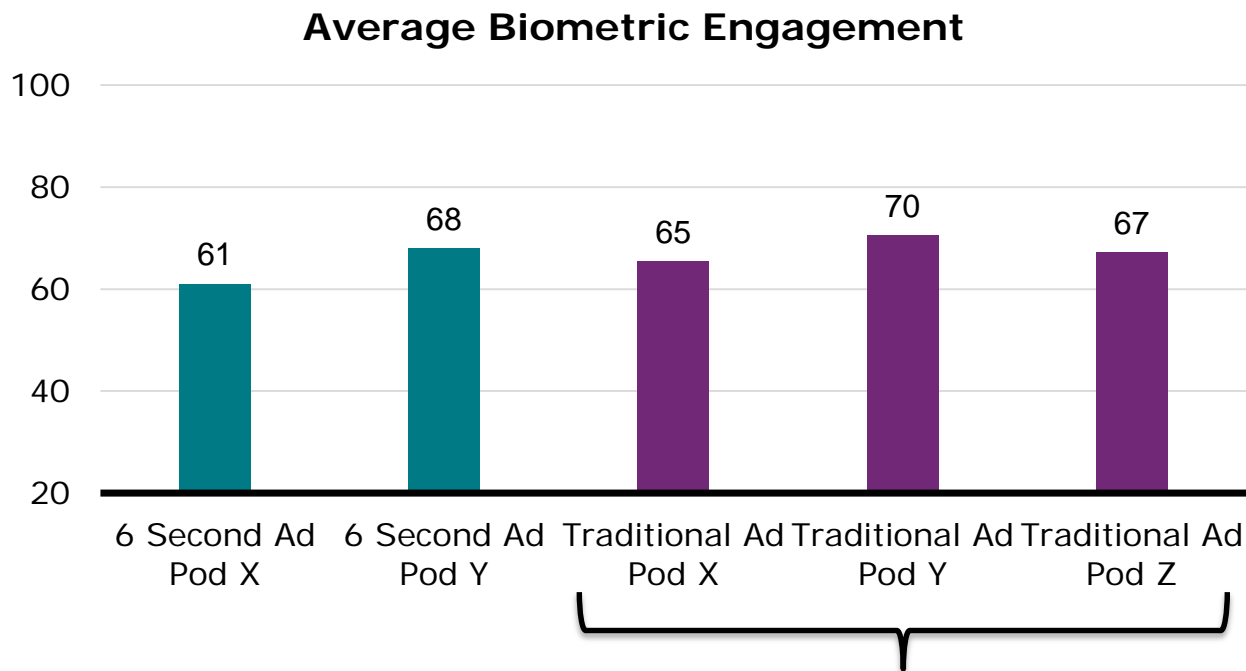
Engagement with 6s ad pods and position "A" traditional ads at parity



*Averages are weighted by ad length



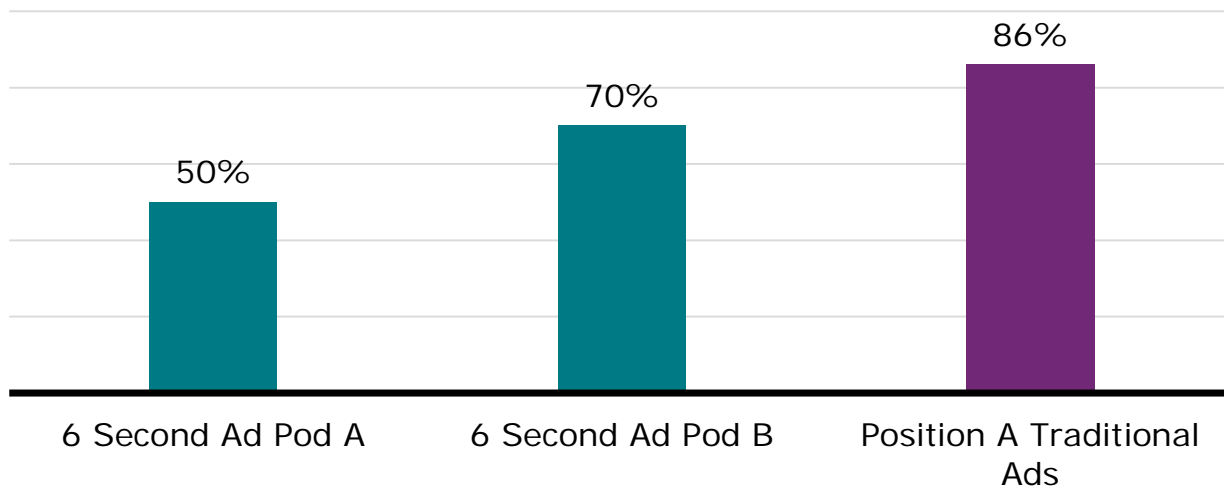
Engagement with 6s ad pods and traditional ad pods at parity



*Averages are weighted by ad length

6s ad pods struggle to reach and sustain an emotional payoff

Percent Time Highly Engaged (Over 60)

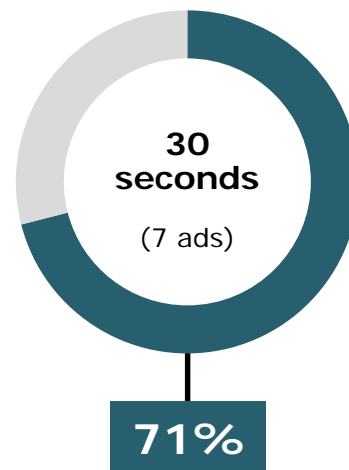
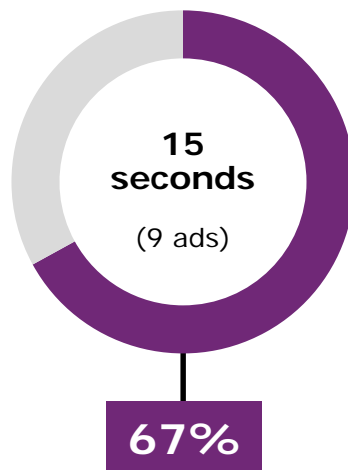
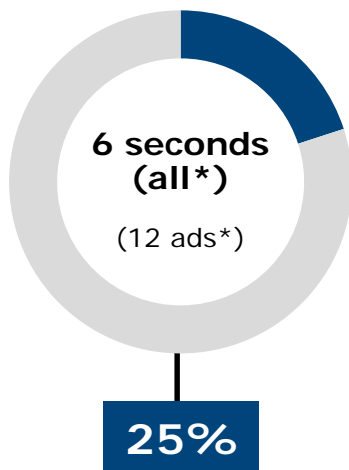


(From middle 3 traditional ad pods in content breakdown)



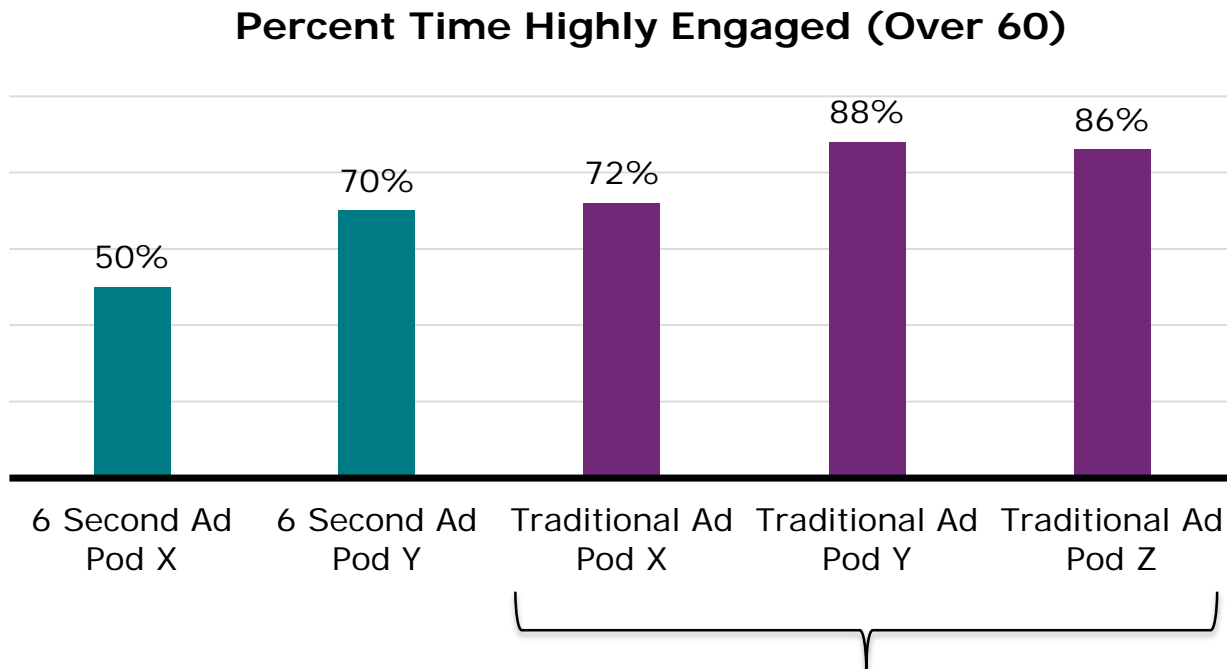
6s ads less likely to elicit expressed emotion

Percentage of Ads With Any Instance of Expressed Emotion





Creative variability exists in both 6-second and traditional ad pods



*Over 60 metrics are weighted by ad length

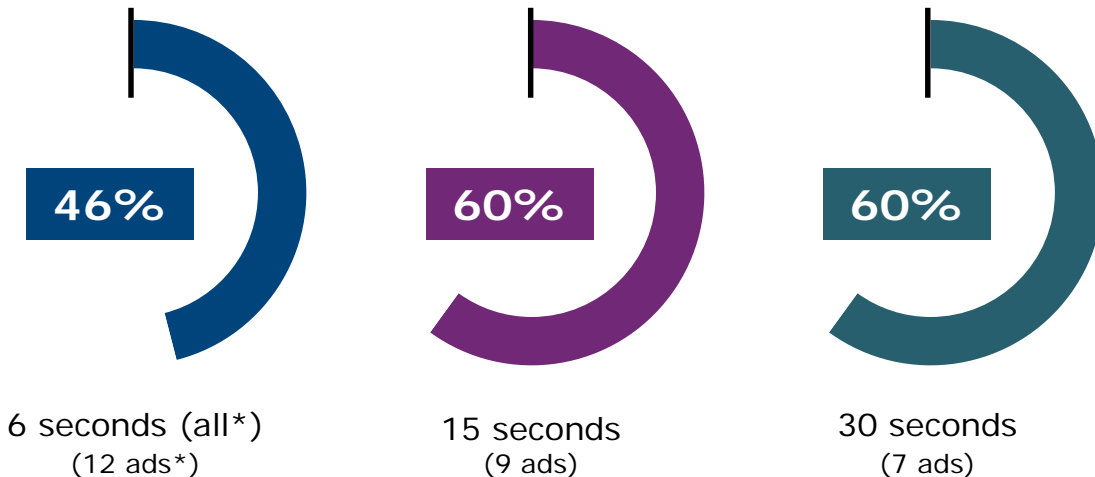
What can we learn about 6-second ads?

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6s aided recall falls below that of 15s and 30s ads

Average Aided Recall

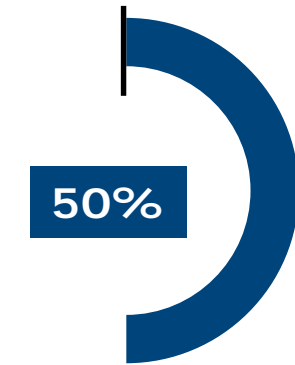
Q: For the list of brands below, please indicate if you remember seeing ads for that brand during your experience today. [Yes / No]



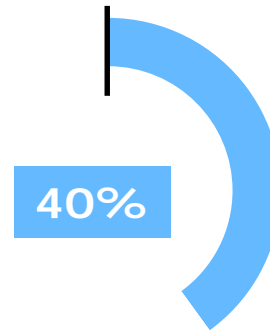
6s PSAs less recalled than other 6s ads

Average Aided Recall: 6 Second Breakout

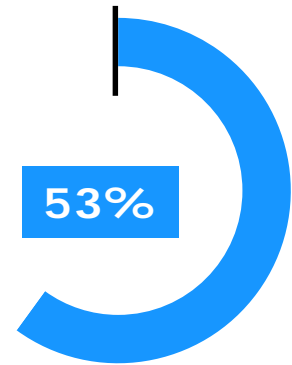
Q: For the list of brands below, please indicate if you remember seeing ads for that brand during your experience today. [Yes / No]



6 seconds (all)
(10 total)



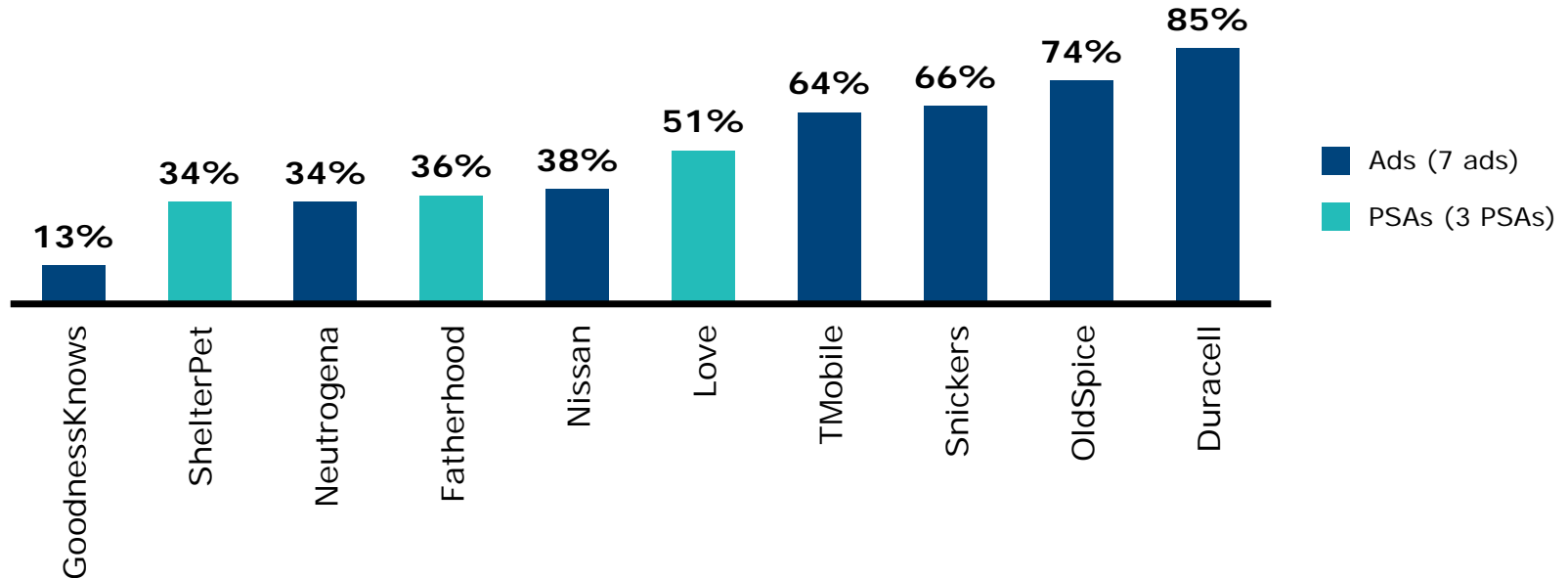
6 seconds PSAs
(3 PSAs)



6 seconds Ads
(7 ads)

Mental availability of brand impacts aided recall for 6s ads

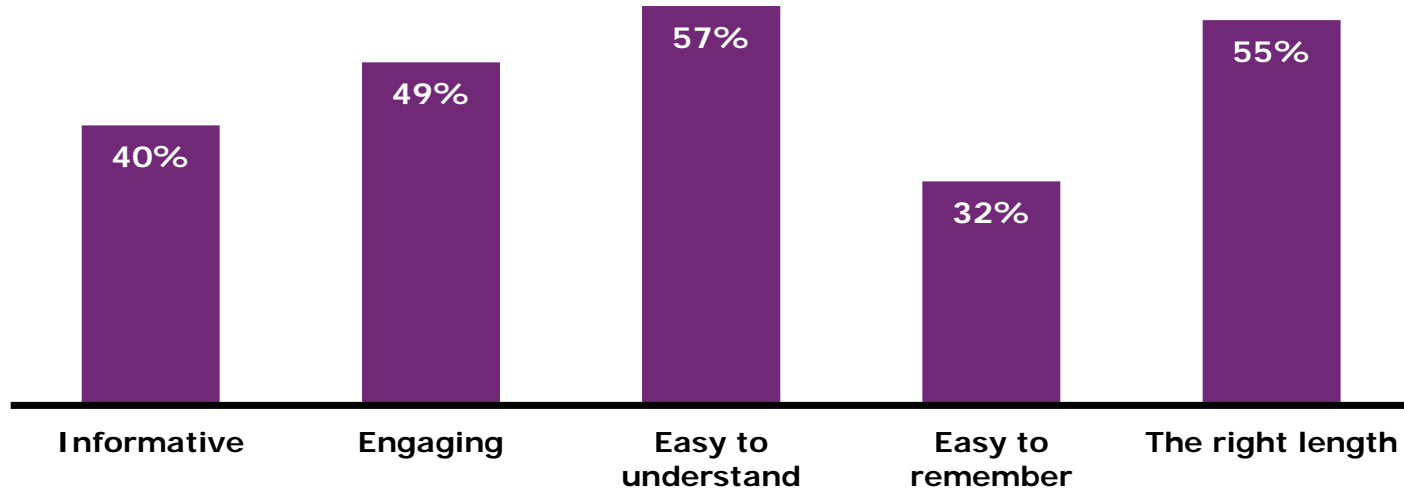
Aided Recall – 6 Second Breakout



Q: For the list of brands below, please indicate if you remember seeing ads for that brand during your experience today. [Yes / No]

Participants reflect positively on 6 second ads in general

Q: The 6 second ads were ... [Top 2 Box]



In Summary

- 1 6s ads generate comparable visual attention to traditional ads
- 2 Visual attention to branding within 6s ads varies by creative
- 3 Emotional payoff and storytelling is difficult in 6s ads
- 4 Larger brands & creative consistency facilitate recall in 6s ads

THANK YOU!

nielsen
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turner