



The Advertising
Research **Foundation**

Context Effects on Engagement: Application to Radio Advertising



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Background



The effectiveness of advertising can be influenced by the media context that an ad appears in.

The impact of context effects on radio advertising is less well established. At least two different mechanisms, direct and indirect may exist for auditory context to affect radio advertising:

- Indirect “halo effect”
- Direct associative priming

Commissioned by the ARF this study aims to evaluate the degree and manner by which audio contextual factors influence neural engagement with radio advertising.



METHODS & STUDY DESIGN

Study Design



GENDER

50% Female
50% Male

PARTICIPANTS

28 per cell*
N=84



ETHNICITY

Representative mix
of ethnicities



TESTING LOCATIONS

Boston, Chicago,
Atlanta, San Francisco



RECRUITMENT CRITERIA

Ages 21-54; Frequent radio listener (> 1x
per week); Expressed preference for pop
music; Non-rejecters of advertised brand

3 CONDITIONS

:30 sec Radio Ad

Music + DJ Context

Music + Ad

Brand ERP

2 Brands (Target + 1 Competitors)*

AD BRAND

COMPETITOR

Measurement Approaches

Assessment Tools



Electroencephalography

Whole head EEG recording concurrent with ad exposure, sampling from 32 sensors 500x per second using biomedical grade equipment



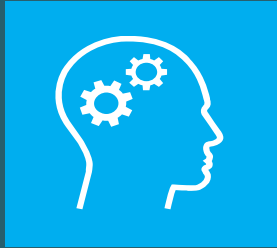
Self-Report

Explicit articulated responses on questionnaire following ad exposure

Primary EEG Measures

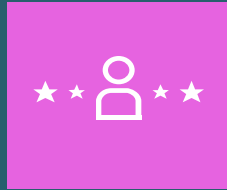


SECOND BY SECOND PRIMARY MEASURES



EEG ENGAGEMENT

Summary measure of all three core metrics.



EMOTIONAL MOTIVATION

The intensity and extent of being drawn to the experience emotionally (approach/avoid)



MEMORY ACTIVATION

The formation of connections – with new and past experiences



ATTENTION PROCESSING

Measures sustained focus and shifts in focus over time

DERIVED MEASURE



ACTION INTENT

Predicts likelihood of behavior change of intent to act on a message

Reported on a 10-pt. scale with an overall score difference of 0.4 being significant at a 95% confidence level.

Brand Resonance

Implicit Measure of Brand Activation or “Mental Availability” Following Ad Exposure



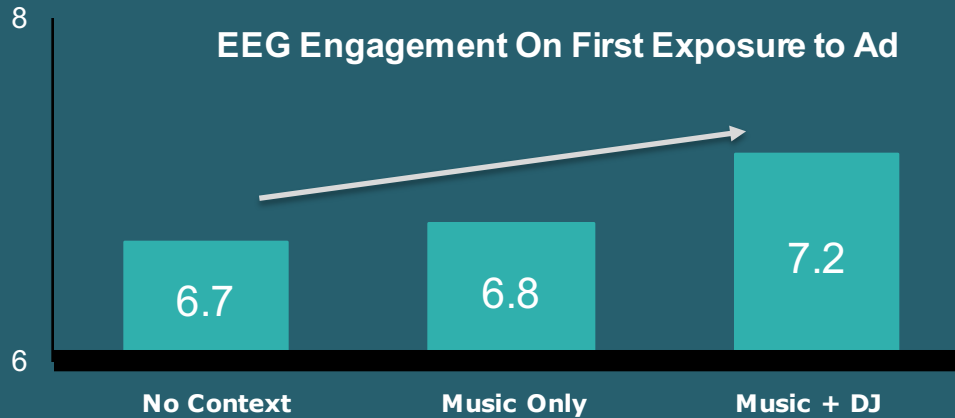
Resonance reflects brand or word association experienced after exposure to stimulus

RESULTS

Context Impact Highest on First Ad Exposure



EEG Engagement in Response to Radio Ad





Directional only. A difference of 0.8 is required to conclude a significant difference

The impact of priming context was greatest on the first exposure of the ad (i.e. that which immediately followed the priming context), with an increase in EEG Engagement in the Music + DJ condition.

Context Increases Relevance

Music + DJ Context Accentuated Gender Differences in Response to Ad

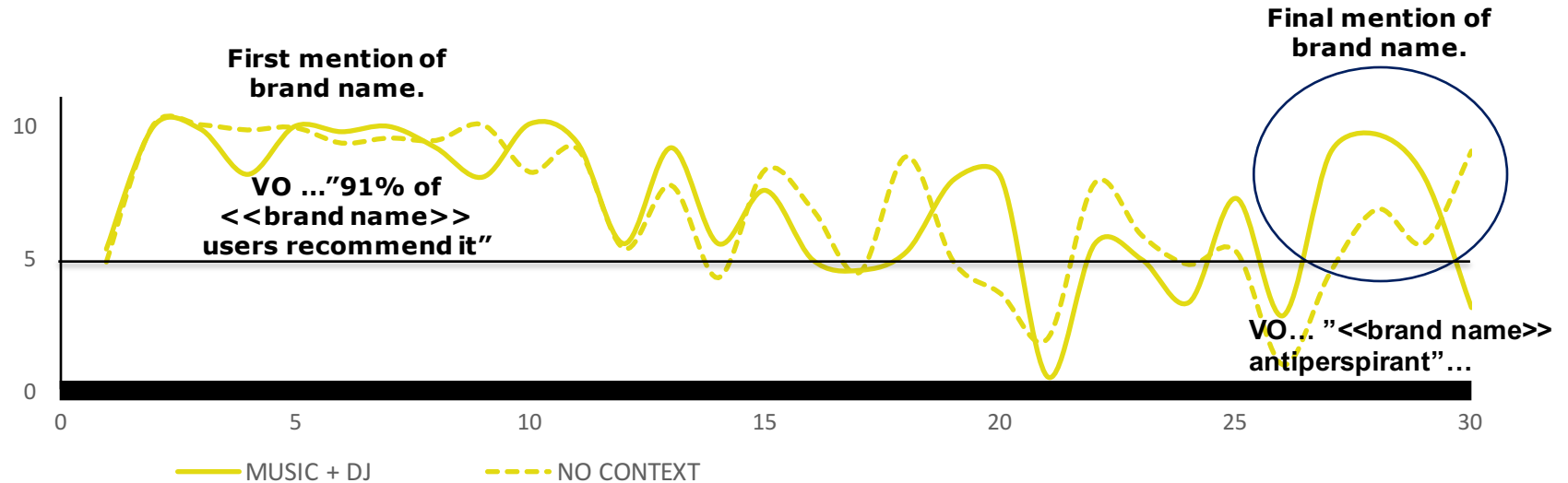
	MUSIC	MUSIC + DJ
PERFORMANCE SUMMARY	MALE 	MALE 
ACTION INTENT	6.5	7.2
EMOTIONAL MOTIVATION	6.4	7.3
MEMORY ACTIVATION	6.3	7.1

Individual Key Metrics (as estimates of the population) are significant at a 95% confidence level of ± 0.4 (an overall difference of 0.8 to conclude statistical significance).

Action Intent was higher for males than females following the Music + DJ priming condition, driven by a large asymmetry in Emotional Motivation. Priming led to communication of greater personal relevance of the communication for the males in the sample.

Attention Processing Profiles

Music + DJ prime enhanced Attention Processing during final branding mention



Music + DJ priming context enhanced attention processing following final branding mention.

Context Can Improve Brand Resonance

Combining Music with Relevant DJ Chatter Improved Implicit Brand Resonance

	No Context	Music + DJ
Excellent		
High Strong		Ad Brand
Low Strong	Ad Brand Competitor	
High Good		Competitor
Low Good		
High Fair		
Low Fair		
None		

Minimum Recommended Level



BRAND RESONANCE:
Association of target and competitor brands with ad content.

Answers: How ownable is this ad?

Note: A two step difference is significant at a 90% confidence level. Difference in sub-level is significant at a 60% confidence level.

A music prime without relevant DJ chatter was associated with lower levels of brand resonance than when the ad was presented in isolation. Adding in relevant DJ chatter improve the response over baseline.



CONCLUSION

Key Take-Away



Ad processing was facilitated when the music prime was integrated with DJ chatter that included explicit linkage to the brand. This elicited:

- Increased attention to key branding moments.
- Increased engagement with the ad by the target demographic.
- Increased brand resonance and differentiation from competitor.

Conclusion: The findings indicate that auditory context can facilitate ad processing as indexed by neural measures of engagement and brand resonance.



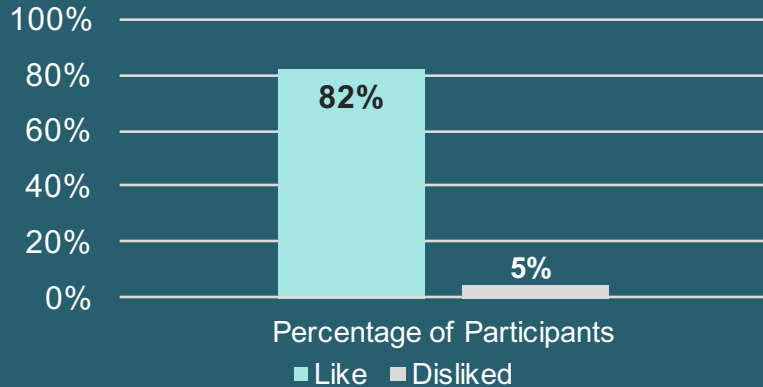
APPENDIX

Post-Study Questionnaire

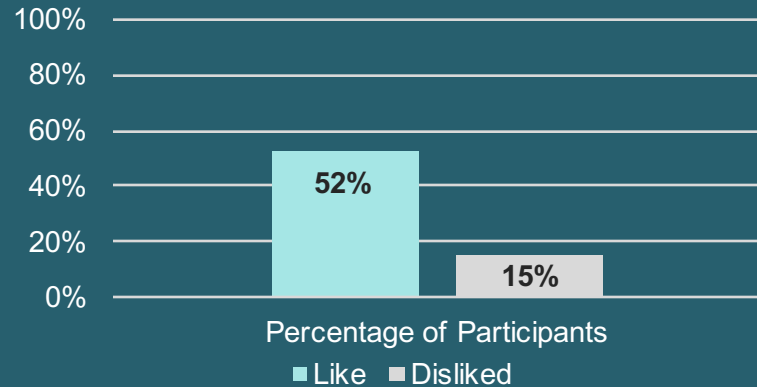
Summary of Participant Responses



Majority of participants primed with music reported liking it.



More than half the participants liked the ad



Post-Study Questionnaire

Summary of Participant Responses

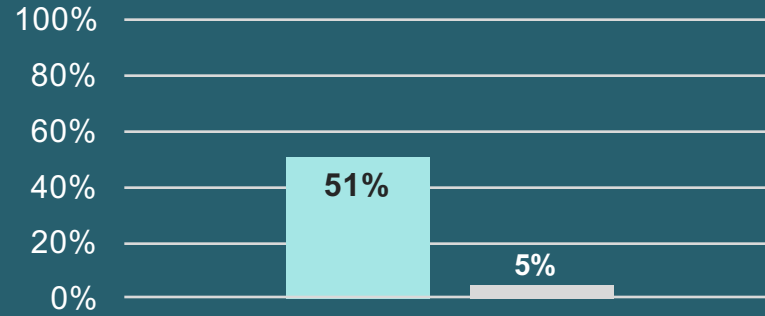


90% of participants recalled brand name or product type



■ Brand/Product Recall

The ad increased interest for half of the participants



Percentage of participants

■ Increased Interest

Music Prime Alone: Negative Impact on Response

Significant Reduction in Memory Activation for Radio Ads



CONTRIBUTING METRICS	CONTEXT CONDITION	
	NO CONTEXT	MUSIC
EMOTIONAL MOTIVATION	6.6	6.7
MEMORY ACTIVATION	6.8	6.3
ATTENTION PROCESSING	6.9	7.2

Individual Key Metrics (as estimates of the population) are significant at an overall difference of 0.4 at 95% confidence level.

When the Radio Ad followed unrelated music, Memory Activation was significantly reduced compared to the condition when the ad was presented without priming context. No other brain responses in terms of EEG metrics of ad performance reached significance.

Music + DJ Prime Doesn't Hurt Ad Performance

Directional Gains on Key Metrics

PERFORMANCE SUMMARY	CONTEXT CONDITION	
	NO CONTEXT	MUSIC + DJ
ACTION INTENT	6.7	6.7
CONTRIBUTING METRICS		
EMOTIONAL MOTIVATION	6.6	6.8
MEMORY ACTIVATION	6.8	6.8
ATTENTION PROCESSING	6.9	7.2

Individual Key Metrics (as estimates of the population) are significant at an overall difference of 0.4 at 95% confidence level.

When the Radio Ad followed music combined with relevant DJ chatter, directional improvement in ad response was observed across some metrics, with no reductions in ad response. While no differences reach statistical significance, the largest directional difference was seen for Attention Processing, with higher Attention Processing in the Music + DJ context condition.



THANK YOU!