



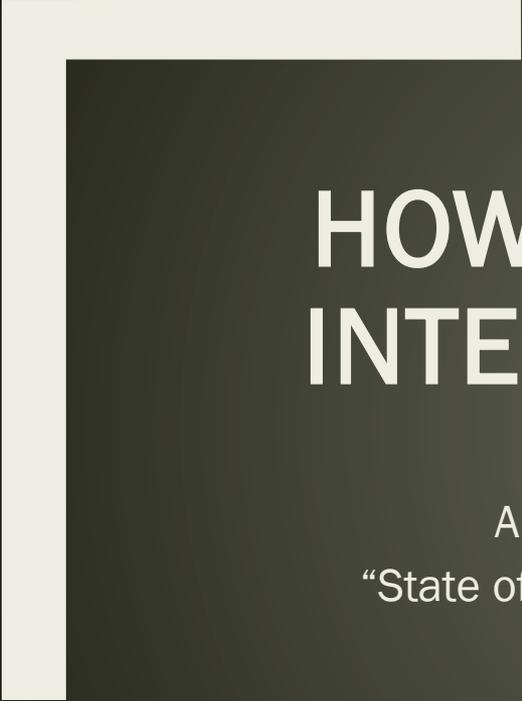
# How to Drive Viewer Interest and Loyalty



**Paloma Gonzalez**

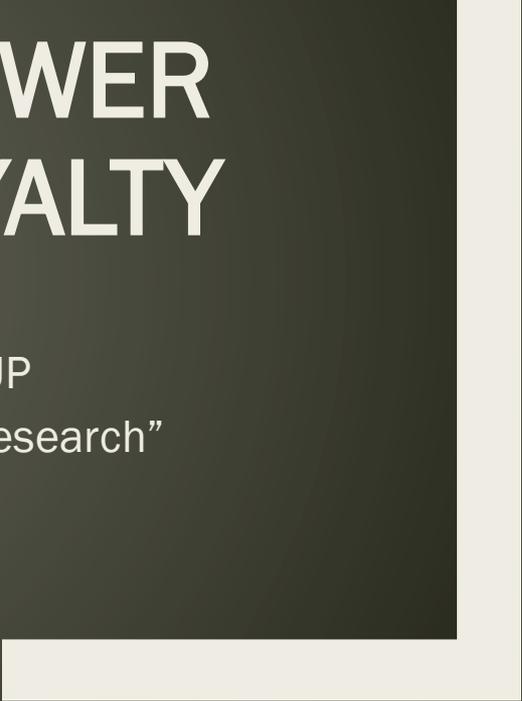
Regional Director of Local Research

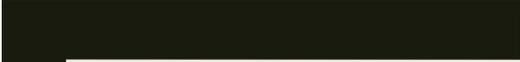




# HOW TO DRIVE VIEWER INTEREST AND LOYALTY

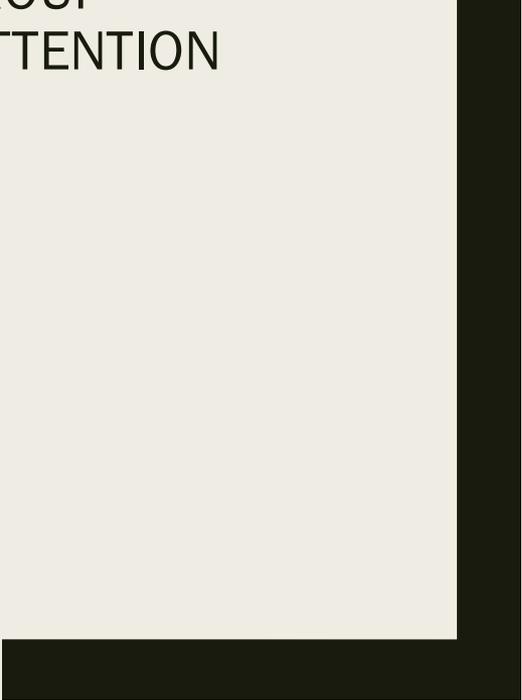
ARF L.A. COUNCIL WORKING GROUP  
“State of the Art in Emotion & Attention Research”





ARF L.A. COUNCIL WORKING GROUP  
“STATE OF THE ART IN EMOTION & ATTENTION  
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Benoit Landry - NBC  
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## Our Focus:

This group has come together to explore how to best assess the factors that...



Drive Viewing



Develop Program  
Loyalty



Lead to Promo  
Effectiveness

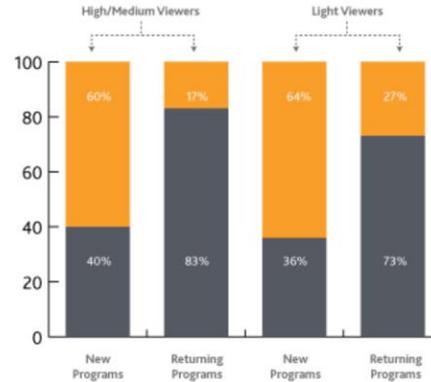
# Our Goal:

Uncover cutting edge measures and best practices to increase effectiveness of promotions and help optimize our content for this current age.

# Why Promotions?

“Promotion works! We precisely measured the impact of promotion on tune in for over 60 different programs, and found only one instance where promotion didn’t work.”

Average Share of Tune-In for New and Returning Program Premieres



Read As: On average, 40 percent of High/Medium viewers that tuned in to new programs only saw on-channel promotions.

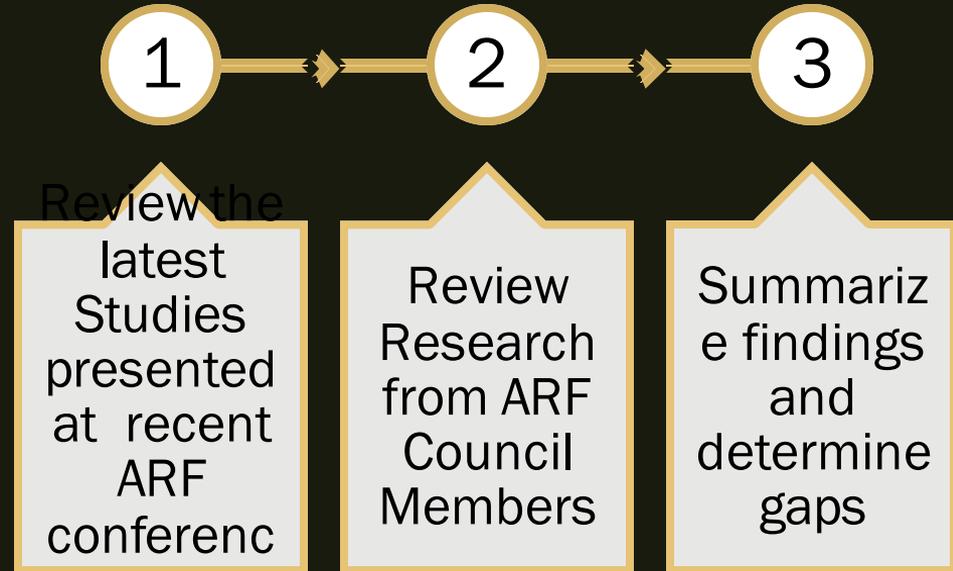
Source: Nielsen, All Other Viewers includes off-channel only, on-channel AND off-channel, and NO promo exposure at all.

nielsen

## Better Promotions = More Impact



# Our Process – Literature Review



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# New Research Methods = New Insights

- New research on attention and emotion, primarily conducted with biometric and neuro methods
  - *Ability to pin-point elements of messages that resonate with target viewer groups.*
- Research on factors that influence emotional involvement, affect the “passion points” leading viewers to seek out new content, develop loyalty to content and the creation of fans
  - *Understand how a viewer’s lens is shaped through Culture, Environment, and also Platform selection. All affect consideration and preference.*
- Research on Message Strategies
  - *What impact do length of message, creative context and how various media are used have on outcomes?*

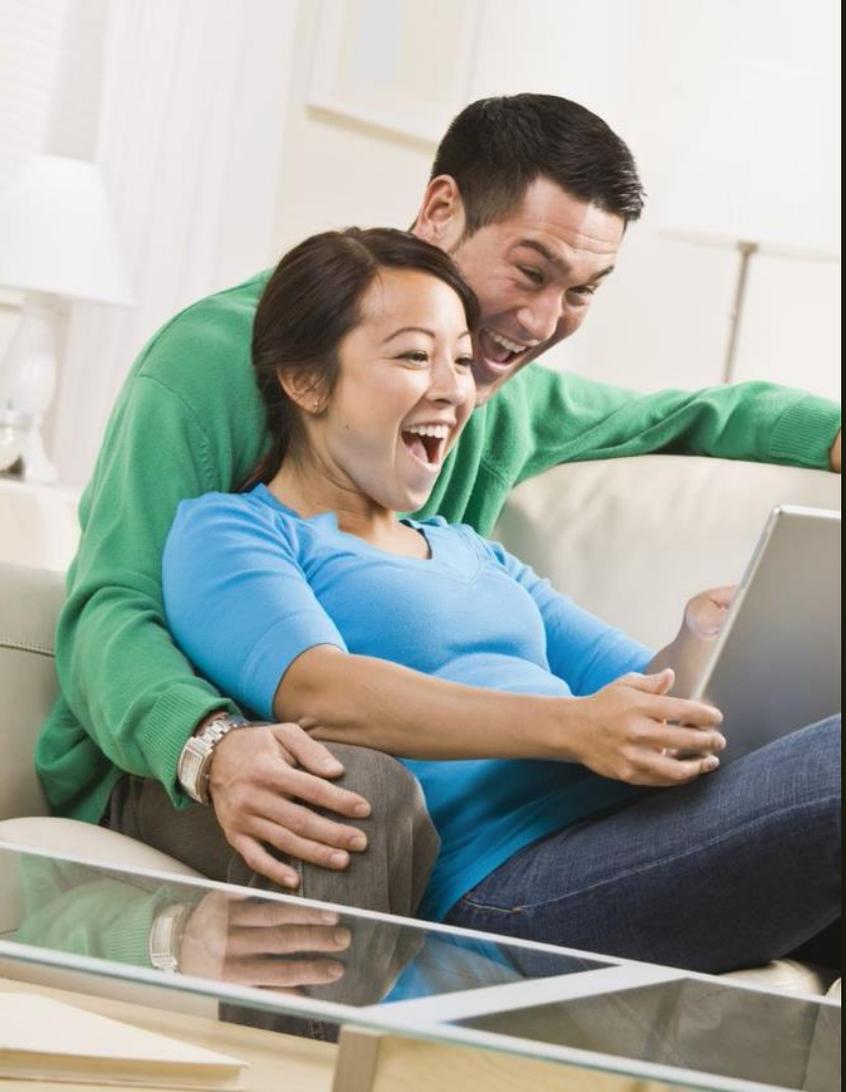
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# BEST PRACTICE RECOMMENDATIONS

# Best Practice Recommendation 1

## ■ It's all about Emotions

- *Recent studies confirm: Emotions are strong drivers of content selection and loyalty*
  - *Review all methods that can identify emotional drivers including biometric and neuro methods*
  - *Identify which elements of your content are the most powerful drivers*
  - *Share insights with Creatives to inspire them*



# Literature/Research Review – Emotions

- Focus on what creates interest to the audience. A recent review of alcohol creative saw that when a female was subbed for a male protagonist, there was no lift in intent for male viewers, but there was a strong lift for women.
- Motion drives emotion. Research has shown that static ads often get similar attention compared to video ads, However video ads create stronger emotional response.

Sources: Azevedo , R. (2019). Business Impact of Women's Presence in Advertising Presented at the ARF's Audience x Science Conference.

Bakopoulos, V. (2019). Going Beyond :30s, :15s or :06s Presented at the ARF's Audience x Science Conference

# Best Practice Recommendation 2

## ■ Talk to the Fans

- *Viewers of the same program may have different “Passion points”*
  - *Assess program loyalty divers among all viewers and explore if “super fans” may view content differently*
  - *Considering targeted messages for different viewer groups*



# Literature/Research Review – Fandom

- In an fMRI (functional magnetic resonance imaging) study of show fans, when shown an emotional scene between regular cast, there was a rise in blood flow to empathetic areas of the brain indicating fans identify with the character stronger than non-fans.
- With so many media choices now, there are many people sampling and there is great fragmentation in exposure to promotions and ads. Fandom is a unique environment to consider.

# Best Practice Recommendation 3

## ■ Context matters!

*– Research shows that ads as well as promos are likely to be more effective when the content and ad/promo can be aligned in these ways:*

- Promo for comedy programs in a sitcom,*
- Promo focusing on informative or documentary programs on a news program*



# Literature/Research Review – Context

- Studies of a premiere audiences have shown that promos are a top driver for tune-in
- Consideration should be given to where the promo would work best. Tone of show should match the tone of promo. Audience know what they are looking for. If the tone of the promo does not match the content surrounding it, attention and consideration drops.

Source: Keller, E. & Rockwood, B. (2014). Talking Social TV 2 Presented at the ARF's ReThink Conference.

Daily, E. (2019). Premium Pods, Presented at the ARF's Audience x Science Conference

# Best Practice Recommendation 4

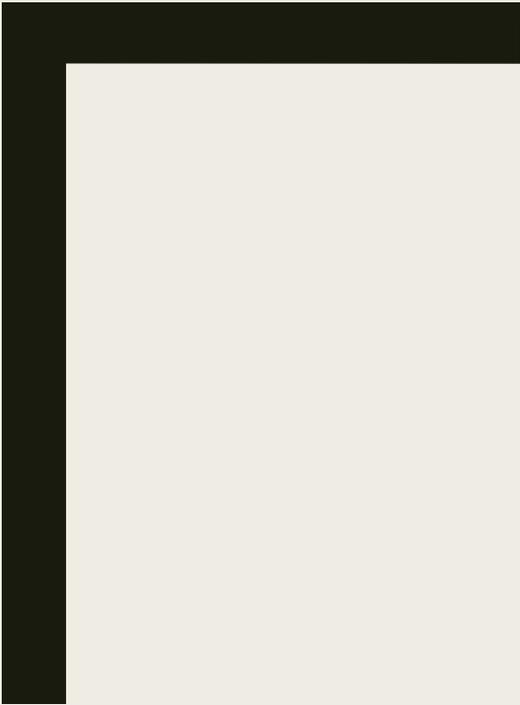
## ■ Pay Attention to Engagement

- *Getting viewers to pay attention is essential – but it's important to make sure they are paying attention to the right things*
  - *Impact of ads and promos depends on when and where viewers pay attention (During branding moments? When name and network of show are mentioned?)*
  - *Music, voice-overs can be important. Not all attention measures capture sound*



# Literature/Research Review – Engagement

- In an EEG (electroencephalogram) test of promos for a new program, the promo with the name of the network in the voiceover had the lowest engagement. While often considered essential branding, naming the network decreased attention, because this program was not typical of the network. This caused viewers to process this, leading to distraction.



NEXT  
STEPS

# ARF's and L.A. Council's Study **Viewers & the Changing Media Landscape**

This study examines the reasons for platform and programming preferences and how viewing decisions are made. There will be a focus on Content/program discovery including the role of promotions, social media and word of mouth.

Some initial results have been reported, more analysis to come...

# Stay Tuned!



LET'S DISCUSS!