



MAXIMIZE YOUR TV ADVERTISING EFFECTIVENESS

TV BRAND EFFECT: BRANDING BEST PRACTICES

nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™

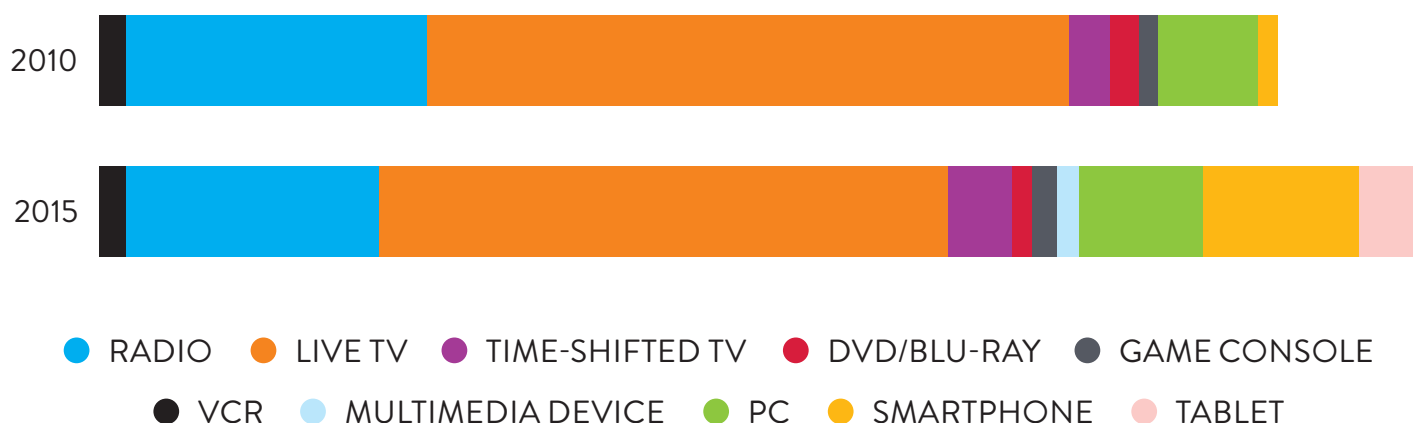
IT TAKES MORE THAN MEMORABLE AD CONTENT TO BREAK THROUGH

We are all exposed to ads from multiple media sources, seemingly every minute of every day. With the sheer quantity of exposure, it's easy for consumers to look right through ads and not be engaged—leaving advertisers lost in the clutter of the marketplace.

According to the Nielsen Advertising and Audiences Report, consumers are exposed to 30 ads per hour each and every day, on television alone. As an advertiser, you need to understand how your television ad campaigns are performing against your core consumer segments. With ever increasing ad units and programming options, it is imperative that you gain feedback while still in-flight to help ensure your ad dollars are achieving your intended goals.

THERE ARE MORE MEDIA OPTIONS FILLING UP A CONSUMER'S DAY

WEEKLY TIME SPENT BASED ON THE TOTAL US POPULATION - BASED ON QTR 3, P18+



TV VIEWING (NUMBER OF MINUTES) REMAINS NEAR HISTORIC HIGH LEVELS, BUT CONSUMERS ARE WATCHING IT LESS FREQUENTLY (FEWER DAYS). AND HOW THEY WATCH IT IS CONTINUING TO CHANGE AS MORE MEDIA OPTIONS ARE ADDED TO THE MIX.

National commercials produced by an advertising agency cost an average of **\$342,000** for a 30-second spot, according to the American Association of Advertising Agencies. With the increase in devices used to watch TV programming, and the ways to multi-task while doing so, it becomes challenging for advertisers to ensure their ad dollars are well spent and ads are effectively resonating with viewers.

A strong ad that builds emotional and behavioral connections with consumers will not only help drive sales for the brand, but can also drive long-term brand loyalty and equity down the road.

In our *Marketing Tips for Memorable Ads* e-book, we provided some insightful tips to help advertisers make sure their ads are getting through the clutter. Making sure that consumers remember not only the ad, but the brand behind it.

MEMORABILITY MATTERS

THE MORE MEMORABLE THE AD, THE STRONGER THE SALES RESULTS



WHAT IS AD MEMORABILITY?

It's the percentage of an ad's natural in-home viewers who are able to remember its content the next day.

MEMORABLE ADS DRIVE SALES



In this case, correlation is measured between the ad memorability scores and incremental sales volume. A correlation of 0.0 indicates that there is no correlation between the two measures, and conversely, a correlation of 1.0 means that there is a 100% perfect positive relationship between ad memorability and sales volume.

BRANDING SEPARATES A “GREAT PIECE OF ART” FROM A DRIVER OF SALES

Successful advertising goes beyond memorability. An engaging ad might last in consumers' minds, but an ad must be associated back to your brand in order to drive sales.

A poorly branded ad doesn't just fail to generate sales for your brand... it could actually be misattributed to your competitor, and drive sales for another brand.



75% OF CONSUMERS
CANNOT CORRECTLY IDENTIFY
THE AD AND BRAND THE DAY
AFTER EXPOSURE TO THE AD.

An ad's success is ultimately defined by its ability to efficiently reach a brand's key consumers, break through the clutter and get correctly attributed to the advertised brand. To maximize ROI, advertisers need to know if their ads and brands are resonating in the memories of their core consumers in time to correct their campaigns while they're in flight.

“A memorable commercial is important, but it won't be effective if viewers don't make a connection between the ad and your brand,” said Joe Stagaman, EVP, Advertising Effectiveness Analytics for Nielsen. “The best ads both breakthrough and accomplish a strong brand association. The latter is necessary if you want the advertising to drive sales in the store versus having a great piece of art.”

MAXIMIZE YOUR TV ADVERTISING EFFECTIVENESS

Measure the memorability, branding and overall quality of your in-market ads to improve your ROI.

Nielsen TV Brand Effect measures ad resonance the day after exposures that occurred during natural in-home TV viewing, helping advertisers measure and optimize the effectiveness of their branding. As the most widely used tool for measuring ad resonance, it incorporates syndicated and historical data to benchmark category norms. Pairing this information with Nielsen's analytical consulting, Nielsen TV Brand Effect can tell you if your campaign is positioned to drive brand recognition and sales.



TV BRANDING BEST PRACTICES



INSERT
BRAND CUES –
EARLY AND OFTEN



COMBINE
VISUAL AND AUDIO
BRAND CUES



LEVERAGE
CONSISTENT
BRAND ICON



INTEGRATE
YOUR BRAND INTO
THE STORYLINE



LEVERAGE
AN 'OWNABLE'
CREATIVE CONCEPT



USE YOUR
MESSAGE AS
A BRAND CUE

RESULTS: BETTER
BRANDING

EFFECTIVELY MEASURING THE IMPACT OF CREATIVE

Once a piece of creative airs on television, Nielsen can measure the brand impact of that commercial creative using Nielsen TV Brand Effect. By surveying consumers about the ads they saw within TV programming in the last 24 hours, we are able to measure the memorability and brand attribution of the ad reflective of the real-world market.

TV commercials receiving above-average Branding Index scores have common themes that help viewers correctly attribute the ad back to the brand.



BRANDING INDEX DEFINITION:

The 'Branding Index' refers to the TV Brand Effect **Brand Linkage** score for the ad indexed against the database average, meaning ALL ads that were measured and that ad's category average.

Brand Linkage is defined as 'Among those who correctly recalled the ad the day after exposure, the % of people who remembered the brand featured in the ad.'

In the following pages you will see examples of brands that have implemented these six simple best practices in the development of television commercials, resulting in above-average brand attribution.

MARKETING TIP #1

USE BRAND CUES **EARLY AND OFTEN**

EXAMPLE: “GROCERY AISLE” (BUSH’S BEANS)



BRANDING INDEX: **147**
(vs. database norm of 100)
Against food & beverage norm: **140**

SHADING LEGEND	“GROCERY AISLE”: 30 - CREATIVE BRAND CUE ANALYSIS																														
BRAND NAME AUDIO																															
BRAND NAME VISUAL																															
SECOND NUMBER	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	

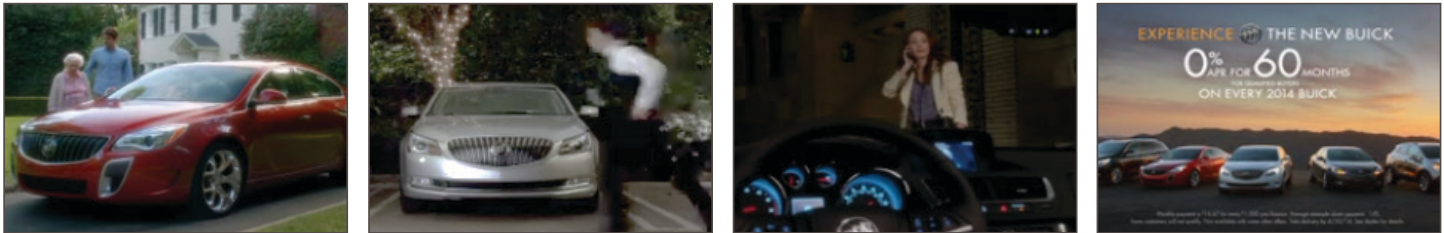
Bush’s Baked Beans received a score of 147 for its *Grocery Aisle* commercial by using audio and visual cues of the brand name at the beginning and end of the 30-second commercial (showing label and naming brand frequently). Nielsen’s Consumer Neuro research recently showed that consumer engagement drops off after the first 5 seconds, and this best practice ensures a consumer connection early on and reinforces the remembrance at the end of the ad. Teamed with frequent brand name visual cues, this strategy helps reduce misattribution to other brands.

View Ad: <http://www2.nielsen.com/BushsBeans>

MARKETING TIP #2

COMBINE USE OF VISUAL AND AUDIO BRAND CUES

EXAMPLE: "HMMM" (BUICK)



BRANDING INDEX against database: 132

Against luxury car norm: 163



In Buick’s 30 second commercial they were able to work in eight brand name mentions and 16 brand or logo combinations. This drives home the main theme of the ad that a Buick is often misattributed to being another luxury model. This clever theme focusing on the brand of the car enforces brand attribution when tested the day after seeing the ad, with an index of 163 against the luxury car norm.

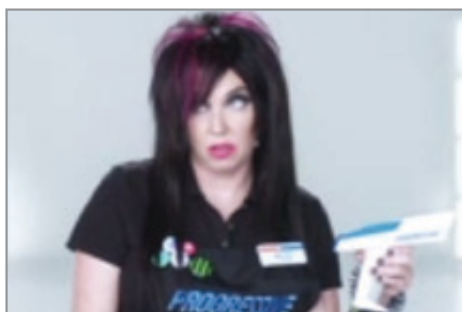
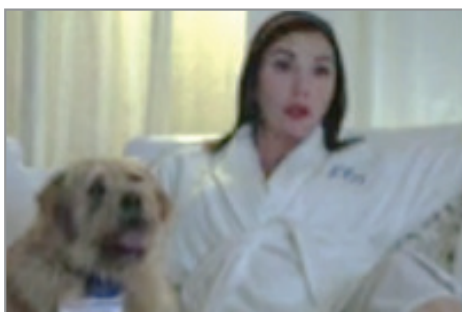
View Ad: <http://www2.nielsen.com/Buick>

MARKETING TIP #3

LEVERAGE A CONSISTENT BRAND ICON

- Brand icons can help ads break through in very cluttered categories.
- Brand icons should be proactively developed & used consistently (even in non-traditional ways) in order to drive recognition of your brand.

EXAMPLE: “DANNY BOY” (PROGRESSIVE INSURANCE)



EXAMPLE: “DANNY BOY”
(PROGRESSIVE INSURANCE)



BRANDING INDEX against database: **146**
Against insurance & real estate category: **134**

View Ad: <http://www2.nielsen.com/Progressive>

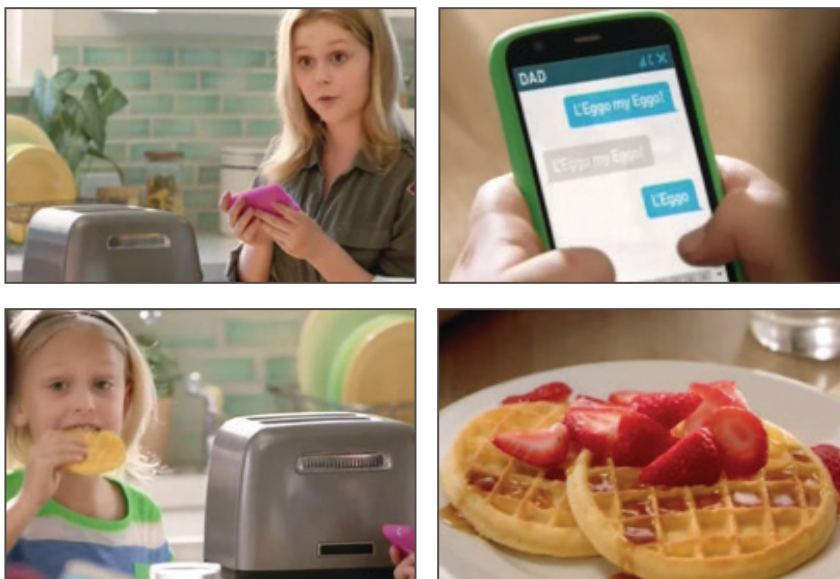
Brand icons, like Progressive’s “Flo”, create a powerful brand connection in the competitive insurance landscape. Progressive uses Flo frequently, with humor, to create a strong brand connection with simple themes, scoring a 146 against the database and 136 against other insurance brands.

MARKETING TIP #4

INTEGRATE BRAND INTO THE STORYLINE

Create a storyline that cannot be recounted without mentioning the brand name and product – make the brand a character.

EXAMPLE: “SHARING A PHOTO” (EGGO BREAKFAST FOODS)

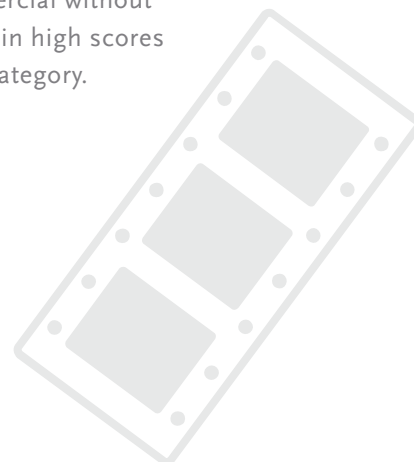


BRANDING INDEX against database: 146

Against food & beverage category: 139

View Ad: <http://www2.nielsen.com/Eggo>

Eggo's “Sharing a Photo” breakfast commercial is a good example of inserting your brand as a character in the story. This heartwarming commercial makes it difficult to retell or recall the commercial without making the connection back to the Eggo waffle, resulting in high scores against the database and the crowded Food & Beverage category.



MARKETING TIP #5

LEVERAGE AN “OWNABLE” CREATIVE CONCEPT

Leverage the same concept – such as a color, song, or storyline – over time and across creatives to drive attribution to your brand.

*The color **orange** is closely tied to the Reese’s brand and packaging, even without any audio or visual cue of the brand name.*

EXAMPLE: “SLOT MACHINE FUN” (REESE’S)



BRANDING INDEX against database: 136
Against confectionary & snacks category: 121

View Ad: <http://www2.nielsen.com/Reese's>

It’s difficult to not think of the Reese’s brand when you see the colors of orange, brown and yellow as all of the product packaging utilizes those colors. This simple, yet effective, brand cue creates an ownable concept for the candy brand.

MARKETING TIP #6

USE YOUR MESSAGE AS A BRAND CUE

Align a brand with a particular message to increase brand recognition.

When a message is closely associated with a specific brand, performance for other brands tend to suffer when they support that same message.

EXAMPLE: “TOUR OF ITALY” (OLIVE GARDEN)



BRANDING INDEX against database: **147**

Against restaurant category: **130**

View Ad: <http://www2.nielsen.com/OliveGarden>

Reinforcing your brand with a consistent message will help strengthen the attribution of your brand to ads featuring that message. Olive Garden’s emphasis on the Italian lifestyle, such as its “Tour of Italy” ad, assists in reminding viewers of their brand even in the absence of other brand cues—enabling the commercial to score an index of 130 against other restaurant categories. Alternatively, other restaurant ads focusing on Italian meals may be misattributed to the Olive Garden brand.

CONCLUSION

Nielsen TV Brand Effect provides advertisers with a comprehensive view of their advertising effectiveness, which enables the real-time implementation of changes and informs future ad campaigns. TV Brand Effect insights have shown that the most successful ads follow the best practices outlined in this report. As an advertiser, you can maximize the effectiveness of your in-flight ad campaign by:

- Measuring how your ads perform against historical and competitive ads, as well as category norms.
- Tracking and optimizing media weight, program placement, creative selection and more throughout your campaign.
- Assessing your TV ad's ability to resonate emotionally and communicate valuable information to viewers.



DRIVE MEMORABILITY

AND BRAND COMMUNICATION

Break through the competitive clutter



RESONATE

EMOTIONALLY

Evaluate your ad's ability to connect emotionally with viewers and convey your message




OPTIMIZE

IN-FLIGHT

Make media adjustments throughout your campaign

To learn more, [contact us](#) or visit www.nielsen.com/tvbrandeffect

WHAT DATA DID WE USE TO DEVELOP THESE MARKETING TIPS?

ON ANY GIVEN DAY	OVER 10 YEARS	THE RESULT
<p>WE HAVE 5,900 PANELISTS</p> <p>TAKING 13,400 SURVEYS</p> <p>INVOLVING 350 PROGRAMS</p> <p>ON 34 TV NETWORKS</p> <p>AIRING 1,700 ADS</p>	<p>THAT MEANS INSIGHT FROM OVER 1,800,000 TESTED ADS</p>	 <p>A COMMON SET OF BEST PRACTICES TO ENSURE YOUR ADS ARE REMEMBERED</p>

WHERE DID THESE INSIGHTS COME FROM?

TV BRAND EFFECT



REAL WORLD VIEWING

To measure memorability, viewers are exposed to advertising via natural TV viewing at home every night, complete with real-life distractions.



REAL-TIME MEASUREMENT

Within 24 hours, panelists answer questions about program exposure from the day before, to capture true recollections.



MEMORABILITY AND ATTITUDINAL METRICS

Ad, Brand & Message Memorability, Likeability and Purchase Intent.

TVBE OFFERS A SYNDICATED MEASUREMENT OF ALL TV PROGRAMMING AND ADVERTISING WITHIN PRIMETIME COVERAGE OF OVER 30 MAJOR BROADCAST AND CABLE NETWORKS

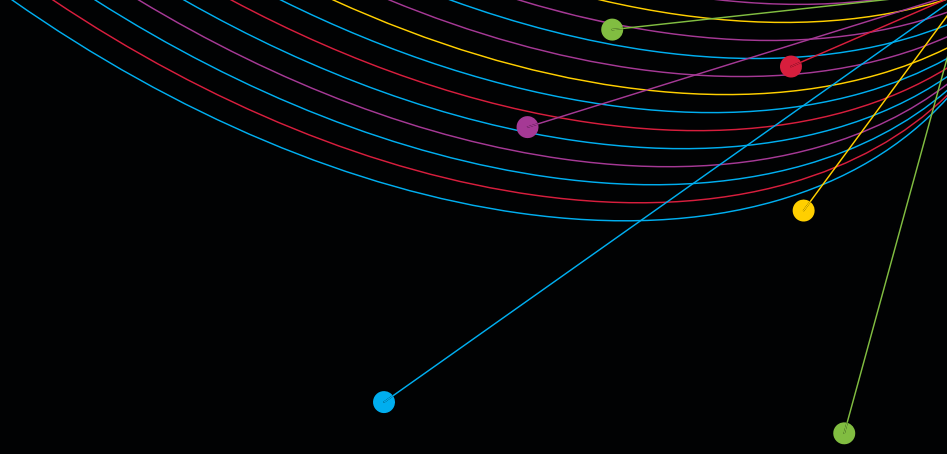
Learn more at: www.nielsen.com/TVBrandEffect
 Or contact a representative today at marketingsolutions@nielsen.com

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content – video, audio and text – is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population.

For more information, visit www.nielsen.com.

Copyright © 2016 The Nielsen Company. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. Other product and service names are trademarks or registered trademarks of their respective companies.16/9882



nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™