

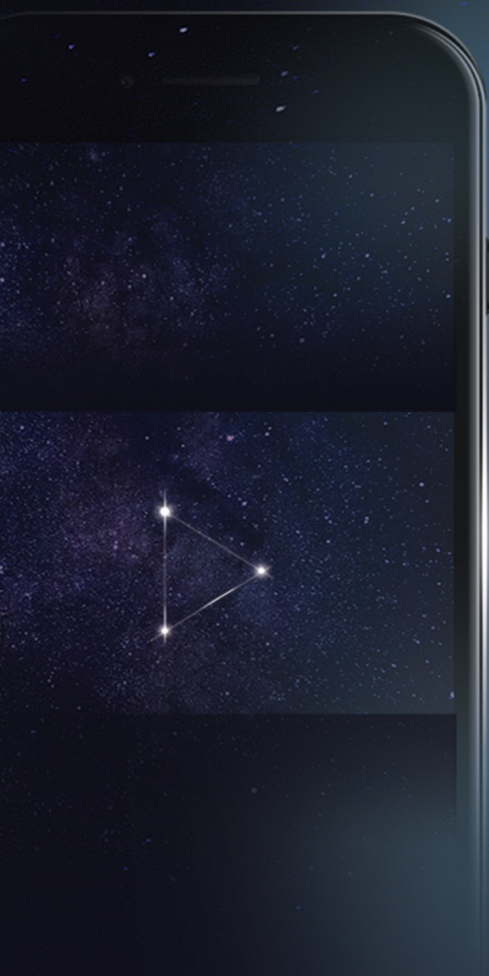


Your Brain on Premium Content

Why premium is the optimal environment for video advertising

#whypremium





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Introduction

Content has a powerful impact on people. It can change minds, influence decisions, and alter the way we think. Much of this content exists because of the advertising that funds its creation.

The content environment which advertising lives within has a direct impact on the way advertising is perceived, internalized, and interpreted. In fact, the effectiveness of the advertising may depend, at least partially, on the impact of the content that surrounds it.

Neuro-Insight, set out to quantify the impact of premium editorial content on video advertising in comparison to the impact of Facebook social feeds. Both environments provide advertising value to brands; however, the immersive nature of premium

editorial content increases the likelihood that consumers will retain and remember the advertisers messaging.

Teads went beyond the measurement of attitudinal ad effectiveness data to understand the *why* behind premium editorial content's powerful impact on video advertising. Through a partnership with Neuro-Insight, Teads leveraged a neuro-measurement approach to discover how premium content neurologically alters the way people retain advertising messaging.



Methodology



Premium editorial

100 respondents separated into two cells of n=50 were selected based on balanced demographics. All respondents had either an affinity for premium editorial content or social media feeds.



Facebook in-feed

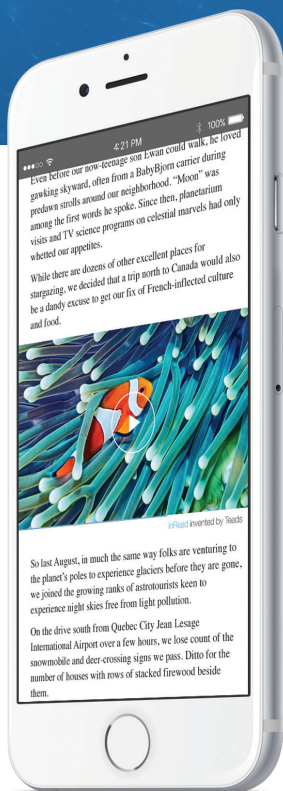
One cell was exposed to 8, 15-second rotated video ads within 8 premium editorial digital articles on mobile. The other cell of respondents was exposed to the same 8 video ads within their personal Facebook feed.

Teads partnered with four of the industry’s most premium editorial publishers:



Teads selected 8 diverse, high-performing video creatives across 8 brands within 8 different verticals:

- | | | | | | |
|-----|-----------------|-----|-----------------------|-----|----------------------|
| Ad1 | Hospitality | Ad2 | TV Entertainment | Ad3 | E-commerce |
| Ad4 | Coffee/QSR | Ad5 | Health/CPG | Ad6 | Consumer Electronics |
| Ad7 | Retail Clothing | Ad8 | Household Product/CPG | | |



Key Takeaways:

1

Premium editorial content is more personally relevant

2

Premium editorial content creates memorable advertising

3

Premium editorial content provides an opportunity for a broad range of creative strategies to be successful

Premium editorial content is **cognitively engaging**

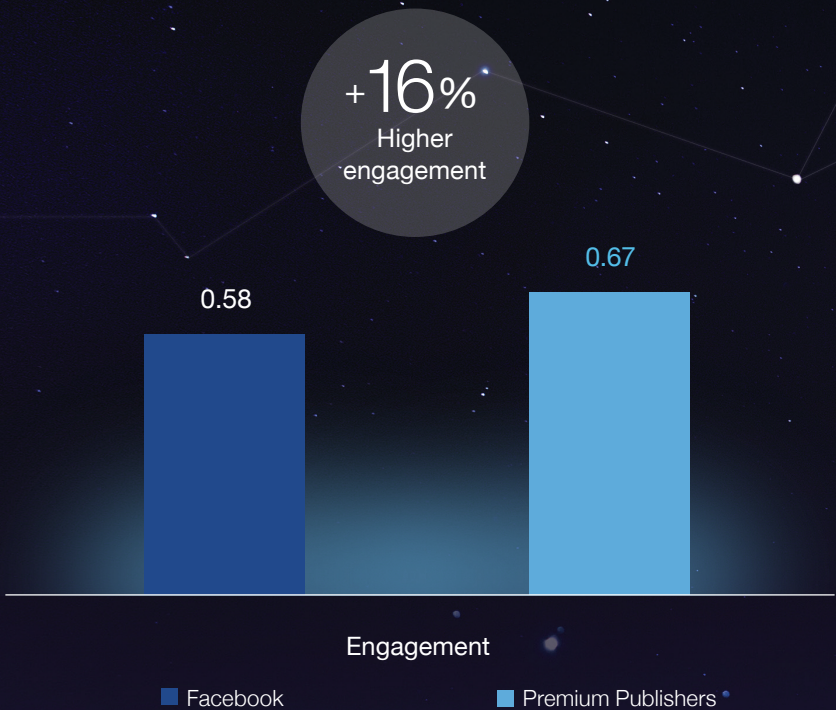
Engagement measures the level of personal relevance someone feels towards the content experience.

Content with a high level of engagement is more likely to significantly impact the memorability of online video advertising.

Despite the personalized nature of a user's Facebook feed, respondents felt more personal relevance to the editorial content. This is a result of the content being more dense and immersive, drawing users into the content experience. Users are more invested in the premium editorial consumption experience; whereas, Facebook browsing behavior tends to be more rapid and passive.

Engagement

A measure of the content environment's level of personal relevance



Statistically significant difference

Memorable content creates **memorable** **advertising** **experiences**

The key variable for advertising impact is memory encoding. Memory encoding refers to the impact of the content environment and advertising on long-term memory.

The left side of the brain is focused on rational detailed thought processing, while the right side of the brain is more closely associated with global or emotional thought. Memory encoding within both sides of the brain is an important predictor of ad effectiveness; however, the left brain is a slightly higher predictor of long-term memory impact.

Memory encoding drives higher ad effectiveness because long-term memory is strongly correlated with an influence on consumer purchase behavior.

Memory encoding measures each brain hemisphere

Memory encoding is a measure of the impact the content has on the **subconscious mind**

The left brain

Is the detailed or rational center of the mind and is a stronger predictor of video ad performance



The right brain

Is the global or emotional center of the mind that also has a measurable impact on ad performance

Premium content strongly activates both sides of the brain

Memory encoding

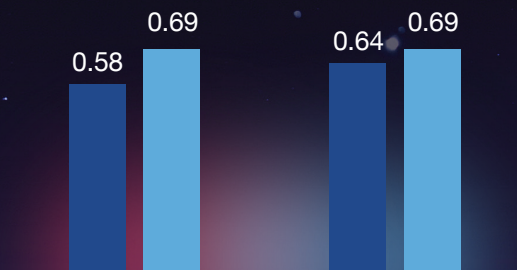
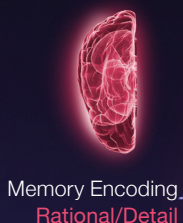
Key metrics for advertising performance

+19%

Greater vs.
Facebook

+8%

Greater vs.
Facebook



■ Facebook News Feed

■ Premium Publishers

Premium content significantly and evenly activates both the left and the right sides of the brain

Both premium editorial content and Facebook social feeds create high impacts on long-term memory, exceeding online advertising benchmarks.

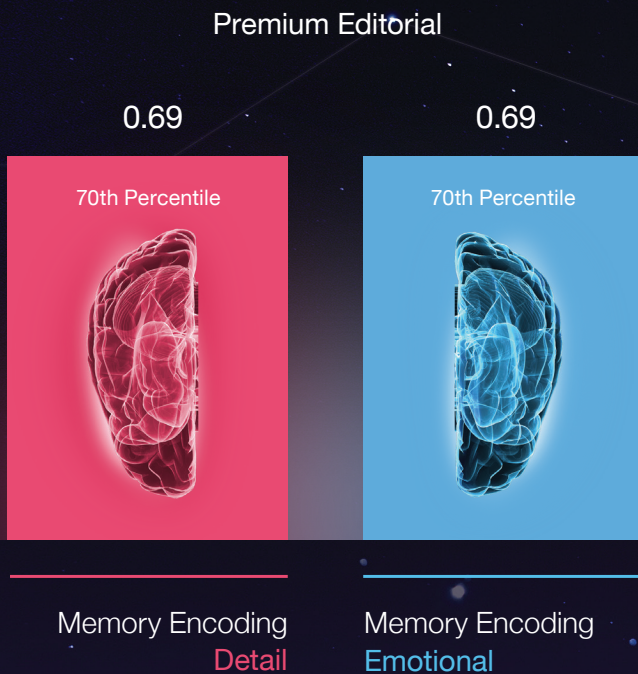
However, premium content generates greater activity in both the left and the right sides of the brain.

Premium editorial content activates both sides of the brain evenly in contrast to Facebook which generates a slight right brain skew. An even activation across both sides of the brain provides the best opportunity for broad video advertising creative strategies to have an influence on a consumer's long-term memory.

Smartphones, in general, skew slightly to the right brain due to the personalized nature of the device. Premium editorial content neutralizes the mobile skew as a result of significantly activating both sides of the brain.

Premium editorial is a balanced opportunity

Premium editorial provides an even NeuroState



Both emotional and detailed NeuroStates can be effective on premium editorial

Broad creative strategies have an even opportunity to be successful on premium editorial

Similar to content environments, digital video advertising can also generate a left or right brain skew. When the skew of the advertising aligns with the skew of the content environment, the advertising is more likely to impact long-term memory.

Premium content is unique due to the significant impact on both sides of the brain. This means that whether or not the advertising generates a skew, it has an equal and significant opportunity to impact consumers. This is reflected in the data through the broad range of creative strategies successful within premium content.

Key



Health/nutrition brand



Coffee brand



Hospitality brand

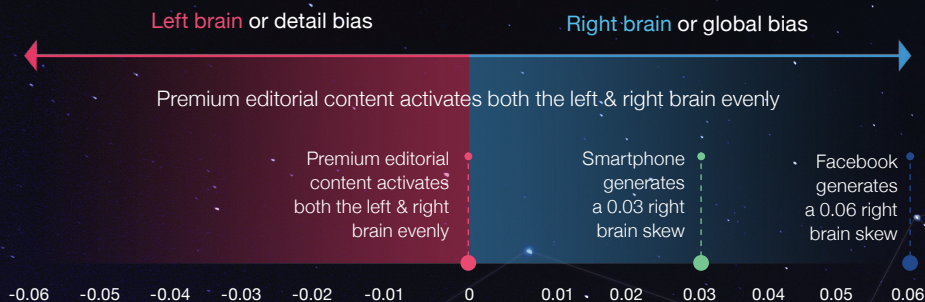


Consumer electronic/music brand



E-commerce brand

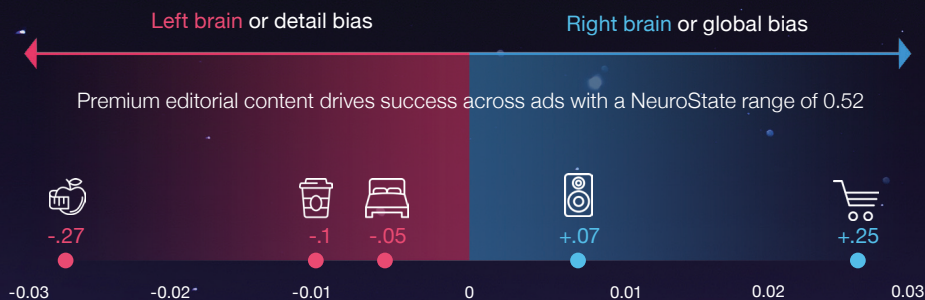
Premium content activates both sides of the brain significantly and evenly



Premium editorial content drives high and impact across a broad range of creative strategies

Premium editorials top performers

(All ads below scored memory encoding above 0.95)



Facebook social feeds generate a right-brain skew

This means that Facebook social feeds favor advertising that also skews right brain while having the potential to weaken advertising that skews left brain.

Premium editorial content drives a higher and more even impact on long-term memory. This ensures that no matter how the advertiser's creative strategy activates the brain, the ads will be more likely to have an impact on long-term memory.

Key



Hospitality brand



TV Program

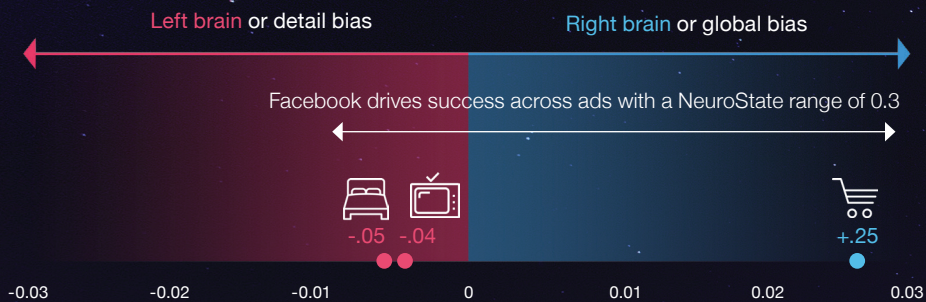


E-commerce brand

Facebook content generates a slight **right-brain skew**

Facebook's top performers

(All ads below scored memory encoding above 0.95)



In conclusion

TV publishers have attempted to establish themselves as the sole destination for premium video inventory. With some success, they have branded TV as premium and digital as an unknown, scary place full of ad fraud, brand risk, and low advertising impact.

With the rise of outstream video advertising, brands now have the opportunity to unlock premium inventory for video outside of the video stream. TV publishers are right that premium content has an intrinsic value that user-generated platforms are not able to produce, but they are wrong about one thing: the assertion that premium content doesn't exist outside of the television set.

Premium editorial publishers provide advertisers high engagement, low fraud, and a brand-safe environment. Beyond the quality of the audience, we now have a full understanding that the content itself creates higher impact advertising.

With the launch of this research, we have a better understanding of how premium content impacts users in a way that is both unique and valuable for brand advertisers.

Facebook provides an environment for video advertising, but both the high engagement of premium editorial content combined with the power of sight, sound, and motion through video advertising creates memorable advertising experiences that alter the way consumers think and ultimately drive potential ROI.

Teads and Neuro-Insight have found a way to understand the brain's reaction to video advertising. While both Facebook and premium editorial content drive value through video advertising, it is clear premium content creates an incremental impact that Facebook social feeds can't replicate.

Premium editorial content provides video advertising a home that is safe, immersive, and impactful. Premium video inventory no longer belongs to the TV screen.

Recommendations

- 1 Drive higher **impact on long-term memory** within premium editorial content.
- 2 Leverage premium editorial content to build high-impact campaigns with **significant user engagement**.
- 3 **Invest in a variety of premium editorial environments** to ensure your campaigns aren't influenced by a strong left or right brain creative skew.
- 4 Create higher memory impact through strategic brand placements during peak memory moments within the creative.
- 5 Consider **premium editorial content** for a broad range of advertising creative strategies.



REINVENTING VIDEO ADVERTISING

#whypremium