

EMOTIONS & THE IMPACT ON ADVERTISING EFFECTIVENESS

METHODOLOGY

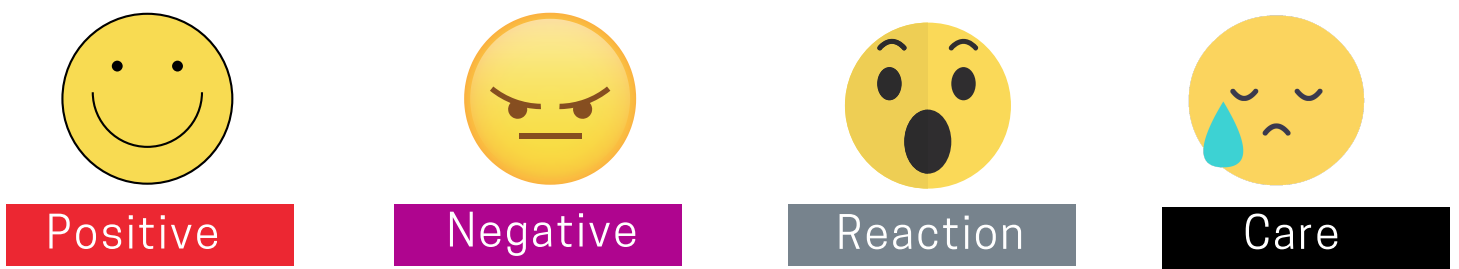
- Online advertising effectiveness surveys sent to RAM panelists across multiple media channels
- Respondents are shown the advertising campaign, and asked a series of questions around ad effectiveness.

830
CASE
STUDIES

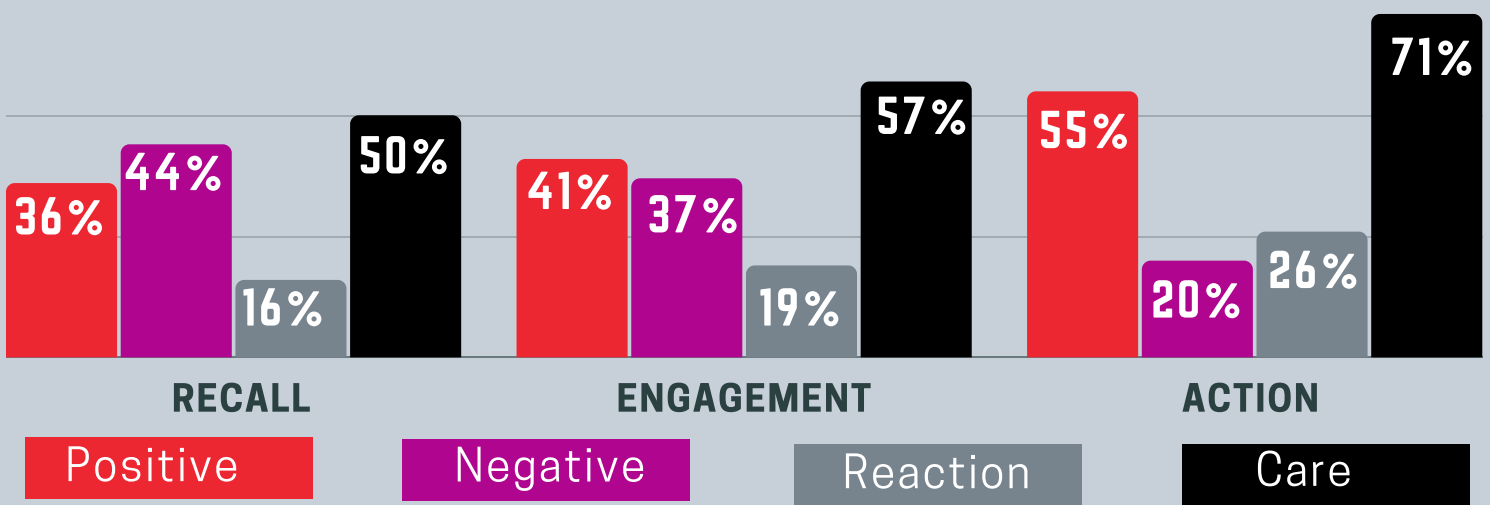
43,000
RESPONSES

- RECALL** Do people remember seeing the ad?
- RECOGNITION** Were people aware of the brand?
- ENGAGEMENT** Did people engage with the ad?
- ACTION** Did the ad drive action?

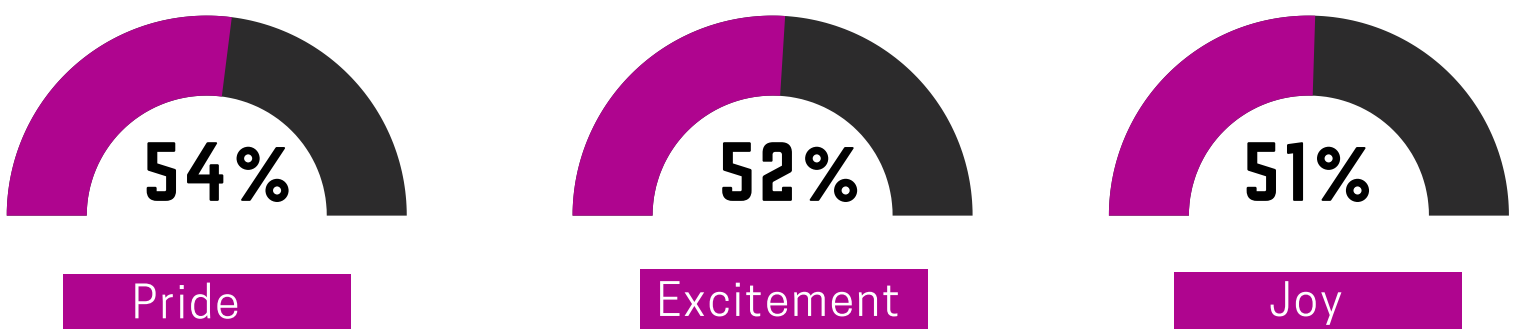
Respondents are then asked if the ad triggered any specific emotions
They choose from a list of 40 emotions, which are categorised as follows



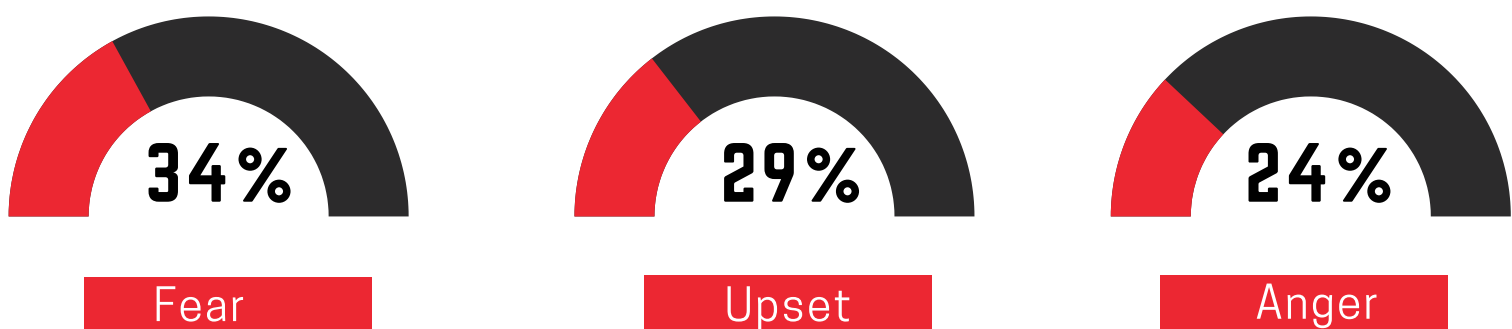
"Caring" emotions & feelings trigger higher recall, engagement & action



TOP 3 POSITIVE EMOTIONS/FEELINGS TO DRIVE PURCHASE (% OF PEOPLE WHO FEEL THIS EMOTION WHO THEN GO ON TO PURCHASE)

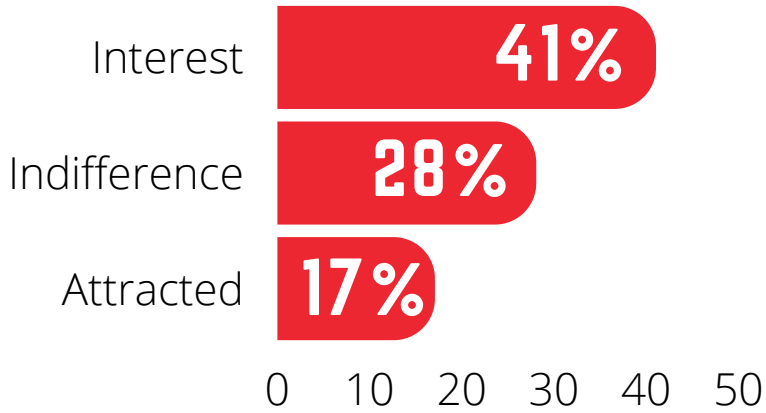


WHILST NEGATIVE EMOTIONS CAN DRIVE PURCHASE - THE FIGURES ARE GREATLY REDUCED



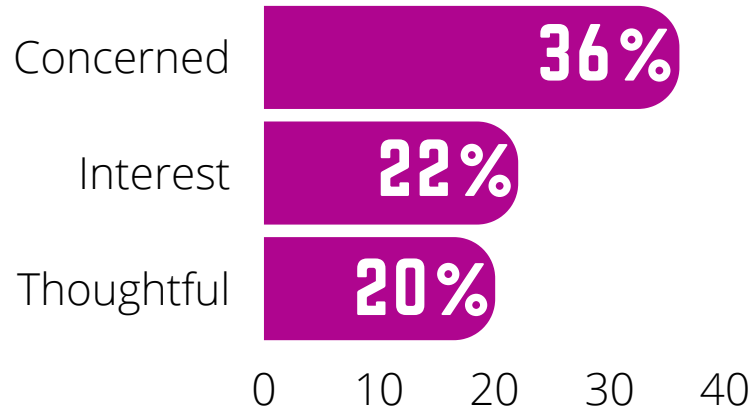
WHICH EMOTIONS DO CERTAIN ADS TRIGGER?

Travel & Tourism



Whilst Travel & Tourism ads generate interest, people become "indifferent" to the message, if, as in many cases the creative does not change

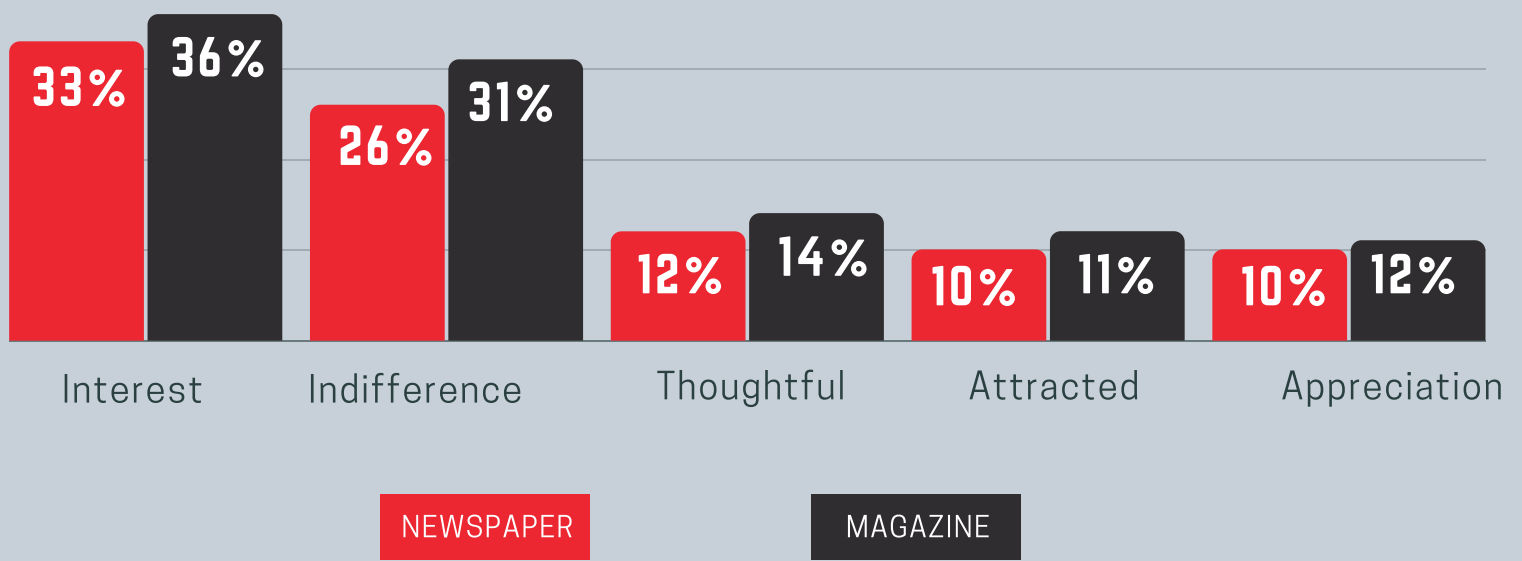
Information & Society



Whilst people are interested in Public Services ads, it is the only category that generate such high levels of concern

TOP EMOTIONS/FEELINGS GENERATED BY DIFFERENT MEDIA TYPES

% of ads in each media type that generate specific emotions/feelings



THE IMPACT OVER THE LAST 4 YEARS



Highlighting the importance of feelings and emotions in driving consumer attention, and engagement.