

We often read about the importance of feelings and emotions in driving consumer attention and engagement. Whilst decision making is generally viewed as a rational process, studies have shown that decisions and actions are very much influenced by feelings and emotions. People have been seen to post rationalise their reasons for purchase.

Two important questions to consider are:

“How can emotions drive advertising effectiveness?”,

“Which emotions have the most impact in terms of engaging the audience, and prompting them to take action?”

Understanding the answer to these 2 questions is key for any advertiser to ensure that they are producing advertising campaigns that increase the audience attention, enhance the product appeal and have an influence on their audience’s intent to purchase or take action.

Research & Analysis of Media (RAM) are delighted to share with you, unique analysis from over 800 case studies in the UK & Ireland, from over 40,000 responses.

With over 20 years experience in measuring advertising effectiveness across the recognised metrics of recall, brand recognition, engagement and action, we can now bring you a new dimension to this data, through linking these results to our emotions database.

Online surveys are sent to RAM panelists, and using our standardised questions, we cover the key metrics of effectiveness including Recall, Brand Recognition, Engagement and Action. One of these key questions is whether the campaign has triggered any emotional reaction.

In 2016, we enhanced our emotions data, by not only asking whether an ad drives emotion, but understanding exactly what emotions & feelings are generated from each advertising campaign measured.

Using a detailed list of 40 emotions, we have categorised these into the following groups:-

- Reactive (e.g startled)
- Positive feeling (e.g. calm)
- Positive emotion (e.g enthusiasm)
- Negative feeling (e.g doubtful)
- Negative emotion (e.g sorrow)
- Care (e.g concerned)

RAM have partnered with DataTile to enable us to bring this data to life.

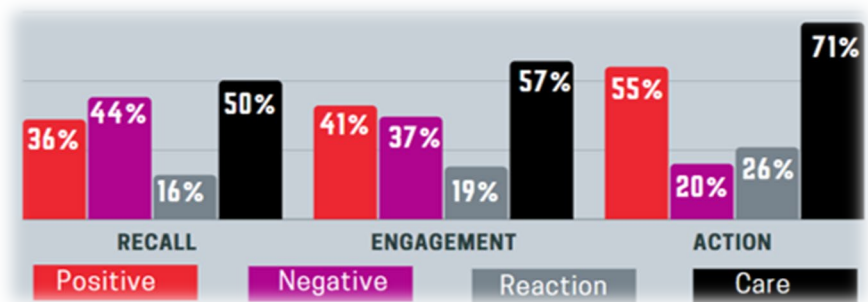
For the purpose of the analysis, we have categorised the emotions/feelings into Positive, Negative, Care and Reaction.

Unless otherwise stated, all analysis is based only on those ads where we have collected specific emotions data.

Do different types of emotions impact on effectiveness metrics?

We all know that when we feel strongly about something, we tend to remember it, discuss it, and in some cases take some form of action. This also appears to be true in advertising, but interestingly, the type of emotion that is triggered impacts on the level of response it generates. *(% based on those adults who recall seeing the ad, engaged with the ad, and took some form of action)*

When it comes to memory trace, those campaigns which generate strong negative emotions actually have a higher recall than those which generate positive emotions. However positive emotions have a higher impact on the level of engagement that the consumer has with the ad.



In all cases, it is the “caring” emotions such as concern and sympathy that outweigh all other emotion types across the effectiveness metrics.

Specifically with regards to taking action – 71% of respondents who took action on campaigns felt some element of “care emotions” when consuming that ad – this compares to just 20% who took action following “negative” feelings.

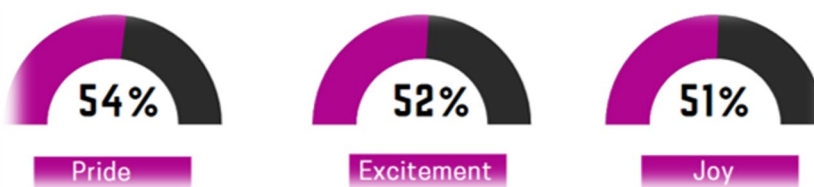
Emotions that drive Purchase Intent?

In many cases emotional response to an ad, as opposed to the ad’s actual content, has a higher influence in driving purchase intent, therefore it is crucial to understand exactly which emotions are likely to have greater impact.

Approximately 95% of our purchase decision-making takes place in the subconscious mind, a place where emotion rules the world.

When creating ad campaigns, having this simple understanding of what you would like your audience to “feel” can make the difference between an effective ad and an ineffective one.

Top 3 Positive Emotions to Drive Purchase



RAM have analysed our case study database, and identified the top 3 positive emotions that people feel, prior to making a purchase. *(based on the % of people who feel each emotion and then go on to make a purchase)*

Let’s first of all take a look at the dictionary definition of these:-

PRIDE: a feeling of deep pleasure or satisfaction derived from one’s own achievements, the achievements of those with whom one is closely associated, or from qualities or possessions that are widely admired.

EXCITEMENT: a feeling of great enthusiasm and eagerness

JOY: a feeling of great pleasure and happiness

Do negative emotions have a place in advertising?

An interesting question.

In some cases, advertisers want to evoke an unfavourable set of emotions that trigger the consumer to make a purchase decision to solve the problem highlighted in the “negative ad”.

Our data shows that the top 3 negative emotions felt, that influence the consumer to make a purchase are:-

FEAR: an unpleasant emotion caused by the threat of danger, pain or harm

UPSET: the state of being disappointed, unhappy or worried

ANGER: a strong feeling of annoyance, displeasure or hostility



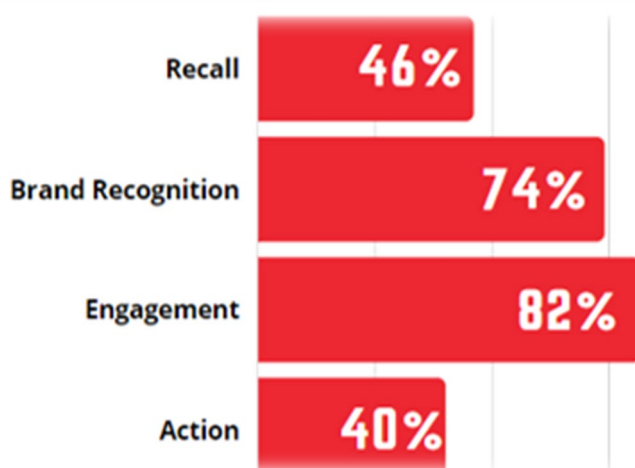
Whilst these emotions still trigger purchase intent, they are not nearly as impactful as the positive emotions above.

Industry Focus – Information & Society – Public Services Advertisements

Within our extensive database, we are able to delve into the data right down to industry sector, and in this report we are focusing on one specific industry which has been ever present in media in the last 2 years.

Information & Society which covers all campaigns ranging from government ads, charities and environmental organisations, has seen many national campaigns feature across all media.

In this section we take a look at the impact that these ads have had, not only across the key effectiveness metrics, but also specifically in terms of emotional engagement and response.

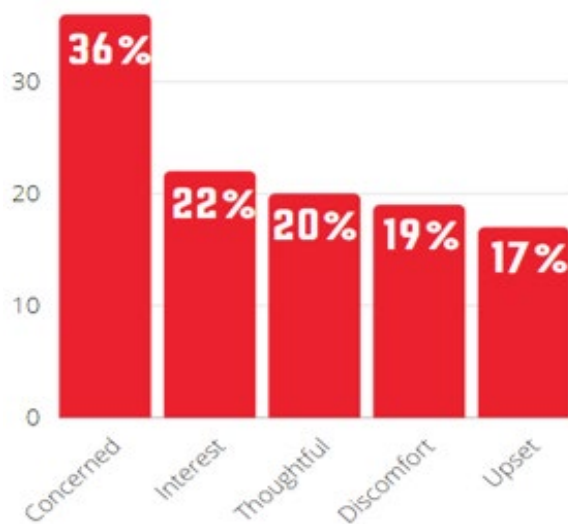


From over 480 case studies in this sector, we can see that they perform well across the standard ad effectiveness metrics. (based on ALL ads in this sector, regardless of whether emotions data was collected)

When asked about which emotions these ads generated, we could attribute specific feelings to 35% of the ads measured (169 case studies)

What is possibly alarming here (but not surprising) is that 85% of these cases generated a feeling of “concern”.

If we look in depth at only those advertisements where a specific emotion was cited, the brand recognition figure increases from 74% to 78%. Engagement increases from 82% to 90%, and Action, shows a healthy increase from 40% to 55%. This once again, shows that any advertisement campaign that triggers some form of emotion, whether it be positive or negative, highly impacts on the effectiveness of the campaign.



By their very nature, a lot of these ads do indeed include messages that tug at people’s heartstrings, or present concerning facts.

If we take a look at the top 5 feelings/emotions generated by campaigns in this sector, we can start to see a pattern arising – these all come from within the “care” or “negative” groups of emotions/feelings.

Whilst these ads of course generate some level of positive emotion, the extent of feeling is by no means as pronounced, with the highest individual positive feeling – that of “inspired”, only generates a figure of 7%.

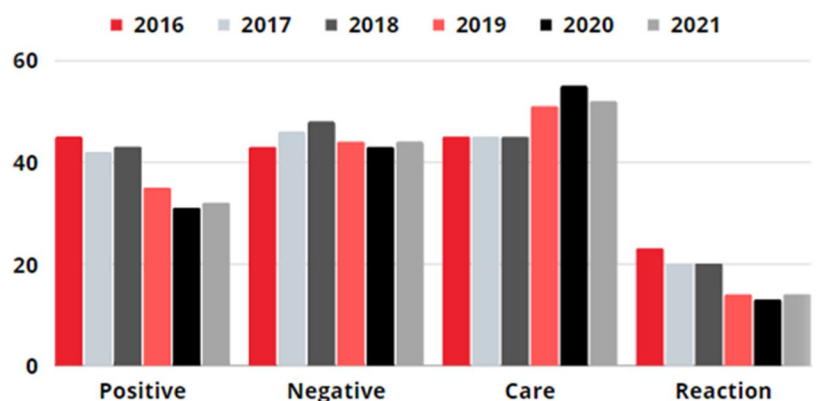
Trends in Emotional Reaction to Advertising

As we are aware, the last 2 years have been challenging on many levels, and it is interesting to see the trend in how advertising has impacted on people’s emotions.

Since 2016, there has been a steady fall in the number of people who experience positive emotions in advertising.

Contrary to this, advertising since 2019 has shown an increase in the “care” emotions generated by advertising campaigns. Perhaps this is not

surprising when looking at the number of national campaigns focusing on the pandemic that have featured heavily in newsbrands in recent years.



Summary

The media industry has a long history of measuring how ads perform against key effectiveness metrics, and the RAM data adds a new dimension to these insights.

To find out how your advertising campaign performs, and to truly understand what is driving success, get in touch:

Dianne Newman
 CEO RAM UK & Ireland
 e-mail: dianne.newman@rampanel.com
 Mobile: +44 7476 904 240