

**measuring advertising
effectiveness beyond
attention.** what the brain
'says' about brand building.



**dr
shannon
bosshard**

**research and
neuroscience
specialist
arn**



neurolab 

The word 'neurolab' is written in a white, lowercase sans-serif font. To its right is a logo icon consisting of three overlapping circles: a large light blue one, a medium teal one, and a small pink one.

Measuring advertising effectiveness *beyond* attention.

What the brain '**says**' about *brand building*.

Today's Agenda

1

**Measuring & Enhancing
Advertising Effectiveness**

2

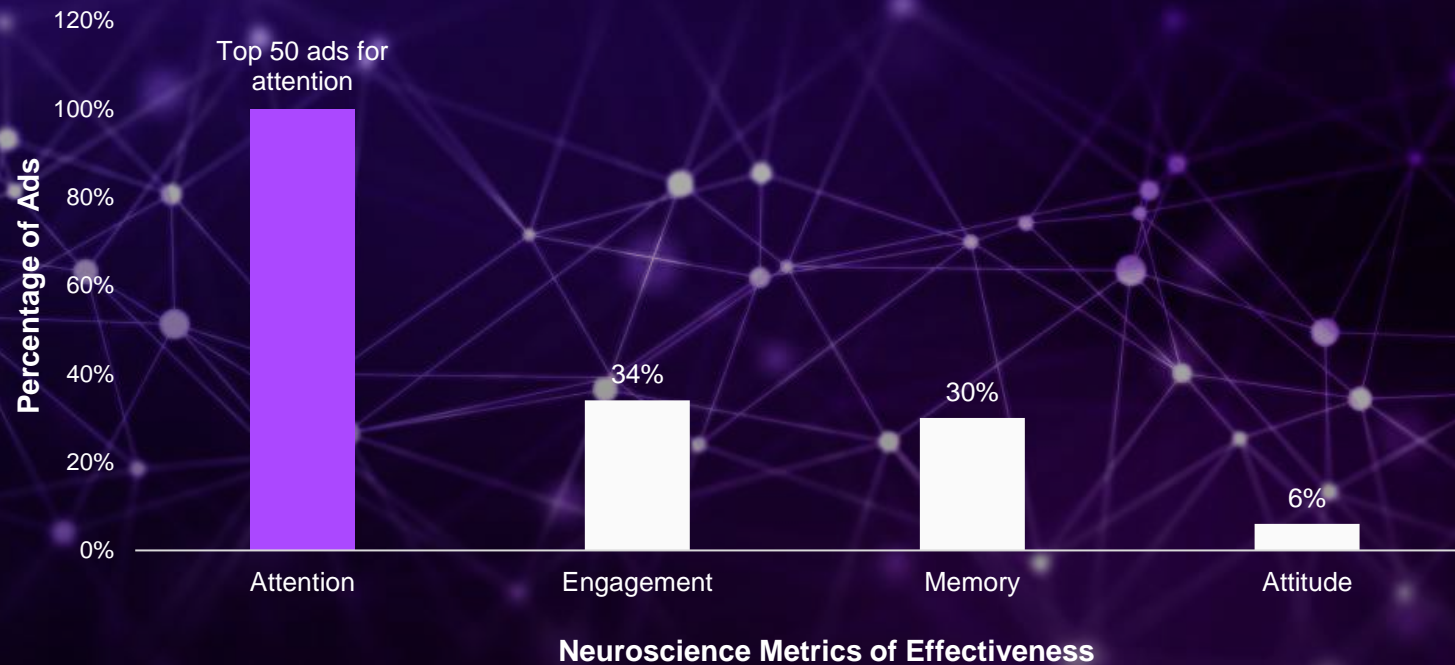
Planning for Effectiveness



Measuring Advertising *Effectiveness* *Beyond Attention*

Attention is only mildly correlated with other drivers of consumer behaviour

Percentage of High-attention Ads Which Also Score Highly For Engagement, Memory, & Attitude.



Effectiveness is multidimensional

1

**Increase
Attention**

Get Noticed

2

**Increase Memory
Encoding**

Be Remembered

3

**Increase
Attitudes**

**Increase Loyalty &
Habitual Purchases**



Attention

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Attention is what allows the consumer to process your message & proposition

Attention functions on a spectrum



Large brands acknowledge the importance of active & passive attention

*Active attention can
drive consumers to go
elsewhere*



Account Number

Bill Date

May 22, 2018

Previous Balance

Payment Received

Balance Forward

Current Charges

\$145.81

\$145.81 CR

\$0.00

\$11.18

Amount Due on Jun 11, 2018

\$11.18

THANK YOU FOR YOUR PAYMENT

Payment Received

May 11, 2018

\$145.81 CR

Total Payments

\$145.81 CR

Parallel Generation

Rate: 400 - Electric Residential

Billed for: 29 Days

Billing Period	Meter Number	Current Reading	Previous Reading	Metered Units	Multiplier	Usage
Apr 23 - May 22		8,413	7,803	610 kWh	1	610 kWh
Delivered						
Apr 23 - May 22		1,554	857	697 kWh	1	697 kWh
Received						


Note: Meter readings displayed here are for validation purposes only; billing is based on actual interval usage through midnight on the read date.


Bill Factor Proration = 8 Days/29 Days = 0.2758621


Bill Factor Proration = 21 Days/29 Days = 0.7241379

Basic Service Charge	7.000 Days X \$0.3929	\$2.75
Basic Service Charge	22.000 Days X \$0.3781	\$8.32
Local Option Tax	\$11.07 X 1%	\$0.11
Total Current Charges		\$11.18

Questions? Contact us at:

alliantenergy.com
customer@alliantenergy.com

1-800-ALLIANT
(1-800-255-4268)

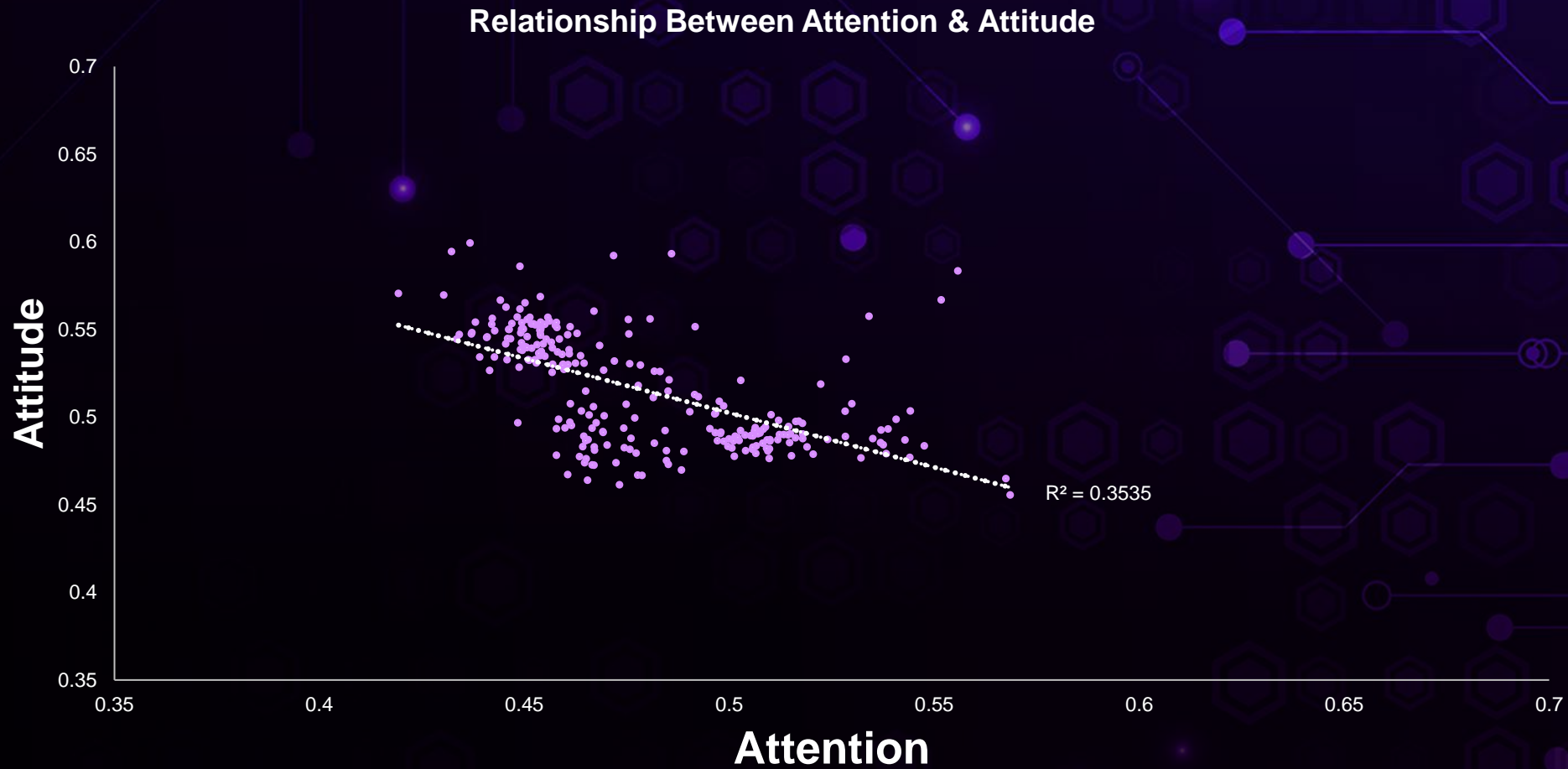
P.O. Box 3060
Cedar Rapids IA 52406-3060

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Message Board

Active attention is a ‘*sometimes*’ metric



The effectiveness of attention differs depending on the channel



Memory Encoding

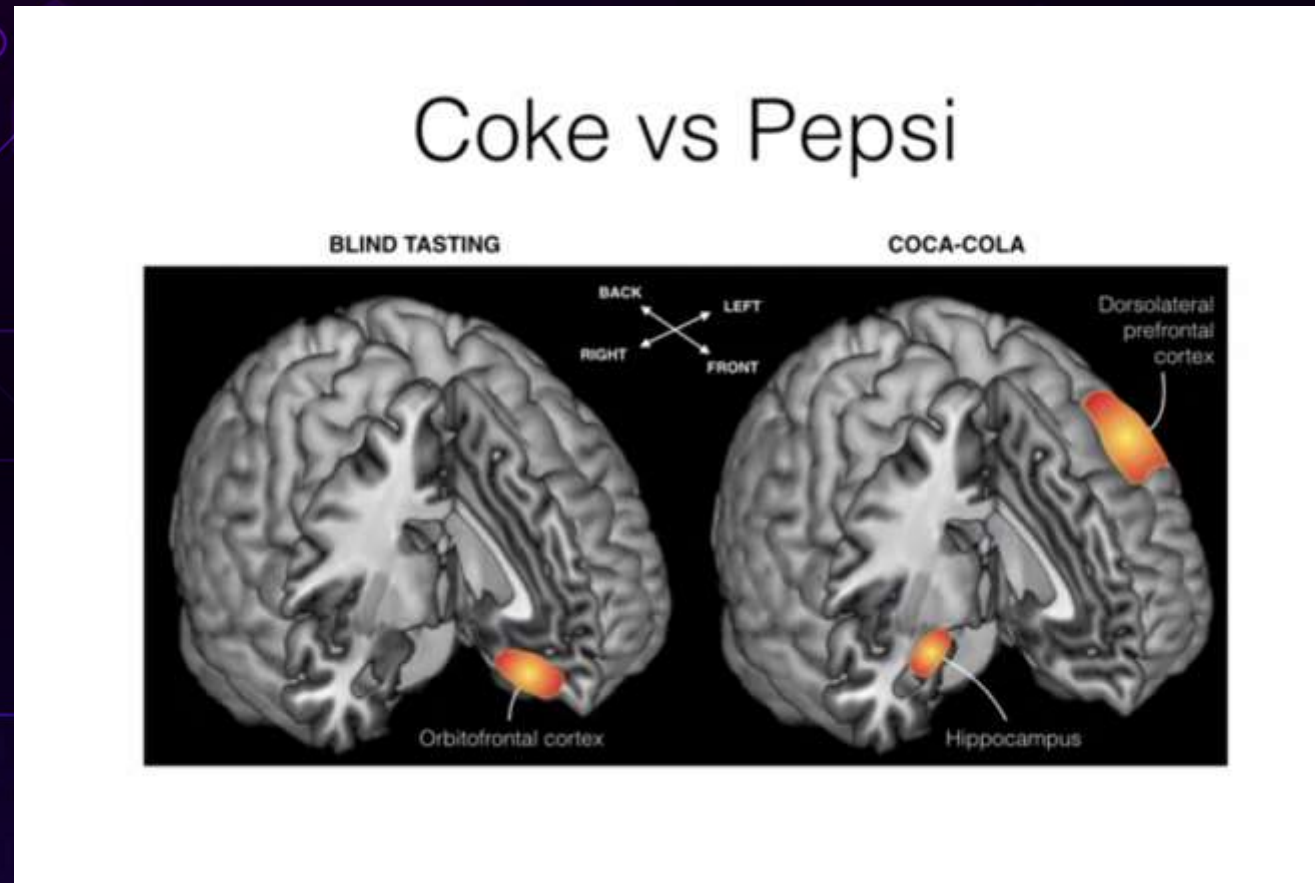
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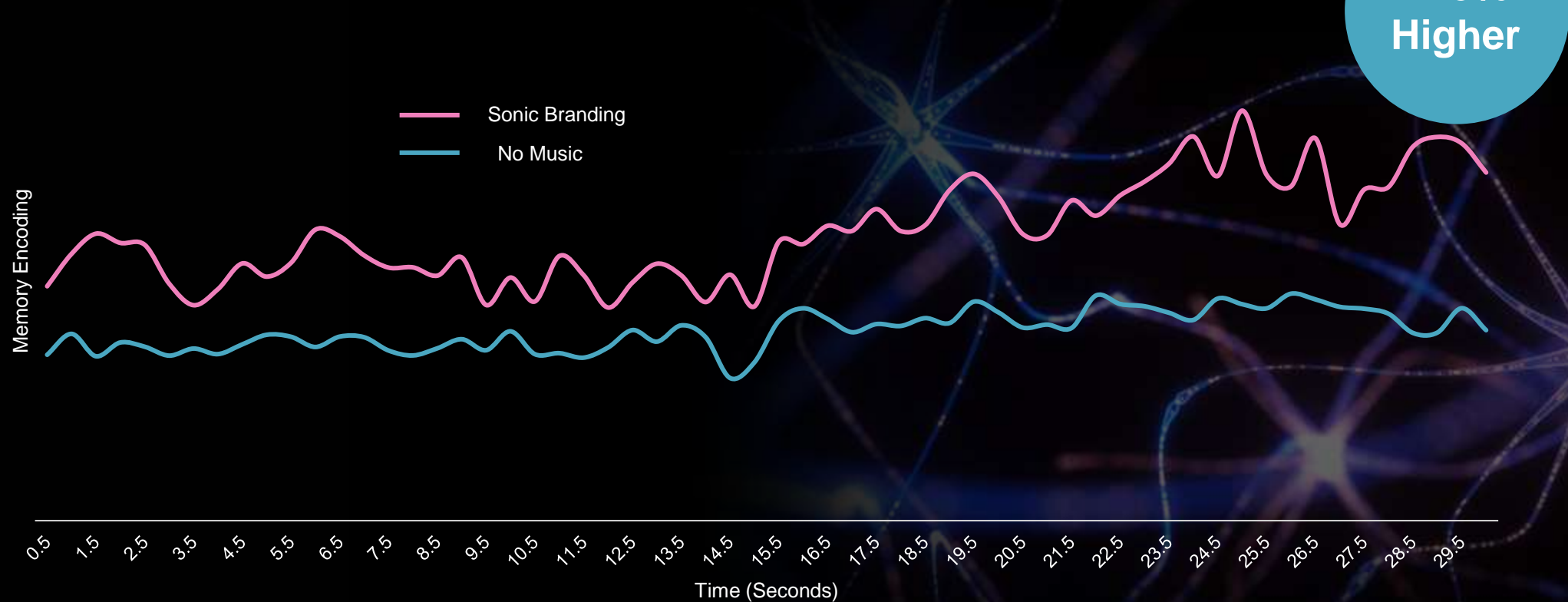
Memory-Encoding drives purchase intent

Memories determine how successful a brand is



Audio increases the advertising effectiveness – memory encoding

The Power of Brand Anthems



Sonic branding messaging allows you to be omnipresent & consistent




lubemobile.com





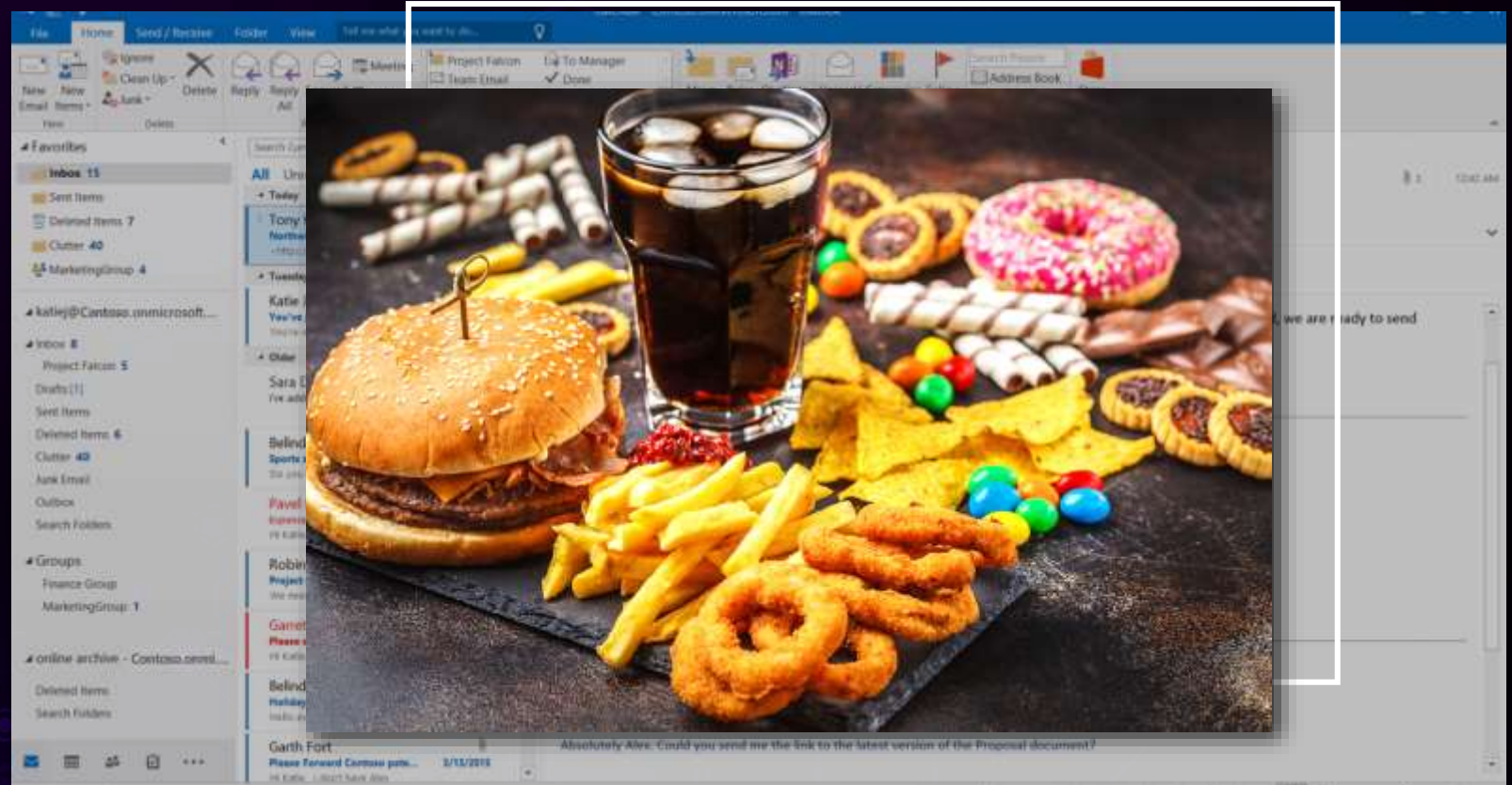
Attitude

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***Attitudes drive brand loyalty,
brand prestige, & habitual
purchases***

**We avoid doing
things we
dislike, while
pursuing the
things we like**



Consumption is largely based on what you like

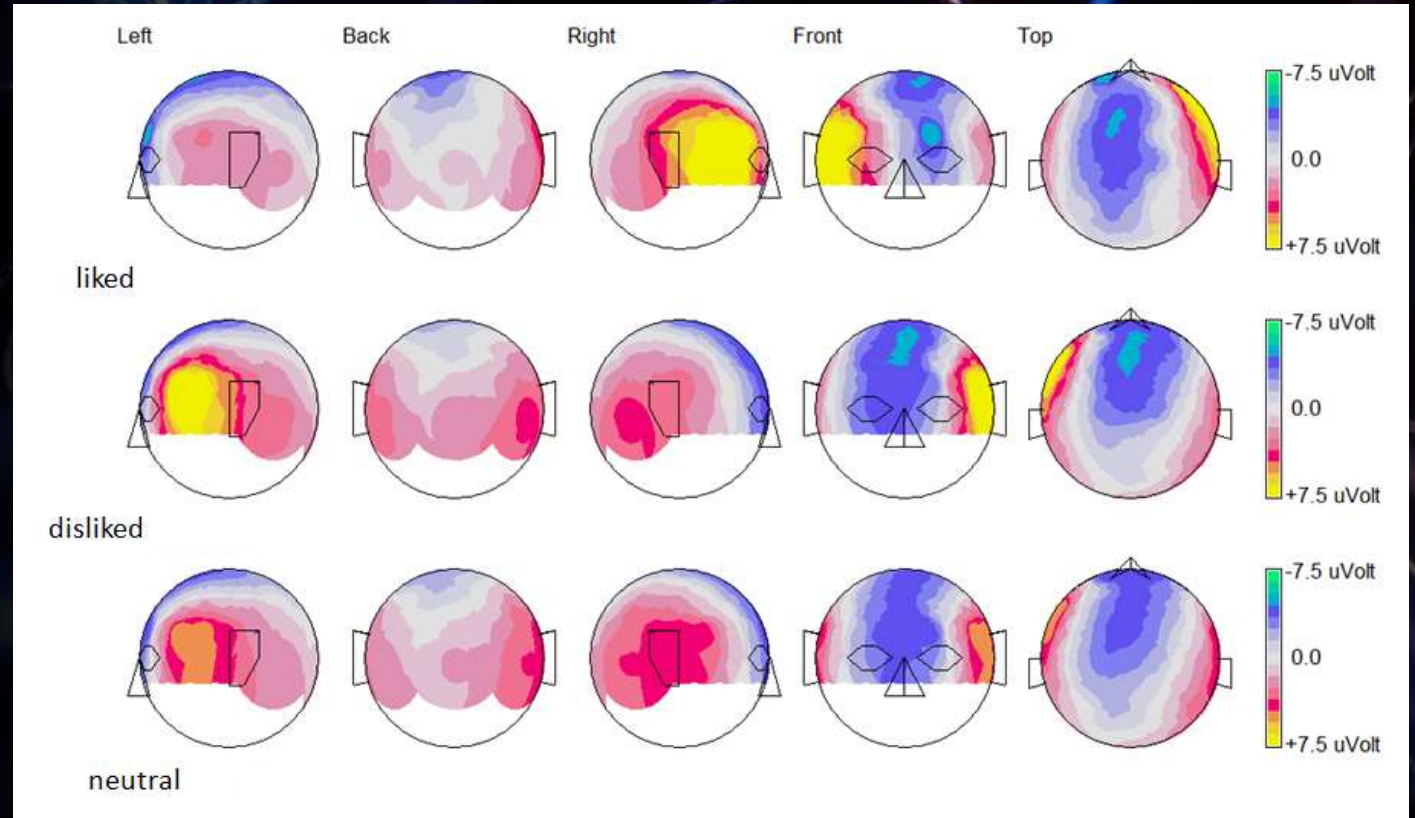


Brands that are well liked, result in stronger connections, & are more resilient

Negative & neutral brands can be made positive after 5 pairings

BUT

Positive brands need almost 16 pairings before they see any type of change.



Planning For Effectiveness

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Advertising effectiveness & brand growth must consider the available media channels

Ad Format	Engagement <i>The level of interest & relevance derived from the content</i>	General Attention <i>The attention that people are allocating to the content</i>	Motivation & Attitude <i>Are people motivated to engage or withdraw from your content</i>	Memory-Encoding <i>Encourage people to store your content to memory</i>	Auditory Attention <i>The attention that people are allocated to the audio message</i>	Arousal <i>Making people feel excited by the content</i>
Radio Ad	129	133	96	106	109	84
Podcasting Ad	95	90	105	88	73	99
Television Ad	98	84	105	98	88	104



Advertising effectiveness requires brands going beyond attention

What is effective for one brand, may not be effective for the next. Active attention may not be a requirement for all brands

Memory-encoding & attitudes are likely stronger drivers of purchase intent

Attention-based metrics only tell us about attention.
Understanding the consumer requires multiple metrics

3

Advertising effectiveness is channel dependent

Planning for effectiveness is easier when we understand what the channel offers



Questions

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Dr. Shannon Bosshard, Research & Neuroscience Specialist
shannon@neuroconsultingaustralia.com.au

Justin Stone, Director of Research & Insights
justinstone@arn.com.au