

Contribution of Media vs. Creative vs. Brand



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NCSolutions

CONTRIBUTION OF MEDIA VS. CREATIVE VS. BRAND



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*IMPROVE THE EFFECTIVENESS
OF ADVERTISING
FOR ALL MEDIA*

FIVE KEYS OF ADVERTISING EFFECTIVENESS



ADVERTISING EFFECTIVENESS EVOLUTION

2006

2010

2017

2020

2023



Project Apollo
Launched

NCS Founded

Five Keys to
Advertising
Effectiveness
published

Year of
disruption

New updates to
Five Keys research

METHODOLOGY

~450
Campaigns



Looked at **18**
Campaign Features



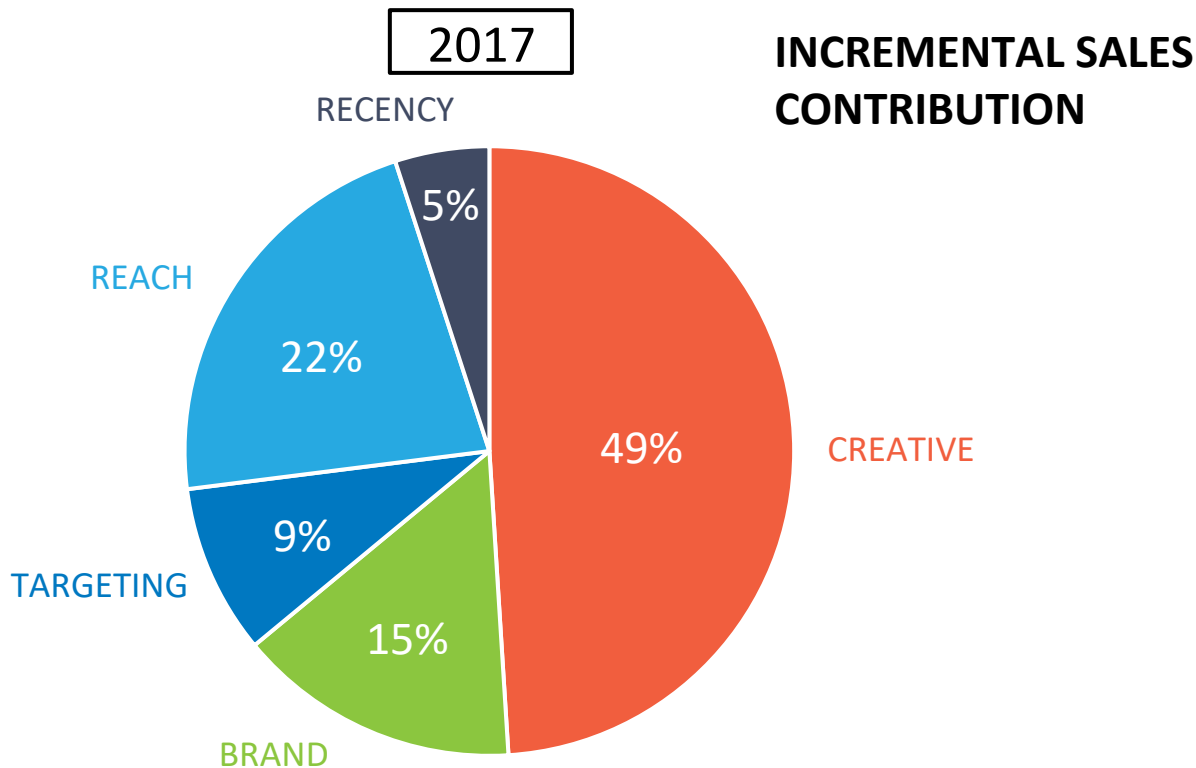
TV & Digital
NCS Sales Effect



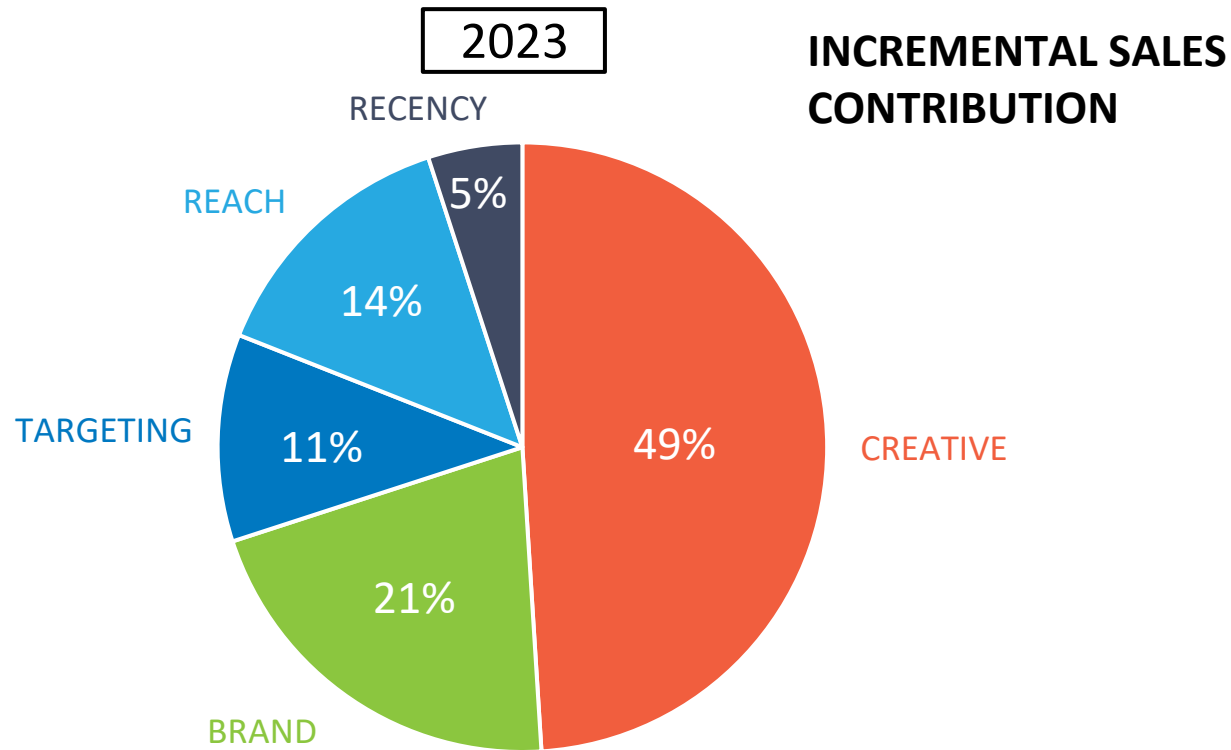
Modeled
contribution
of five keys to
short-term sales lift



REACH CONTRIBUTES ALMOST 25% in 2017

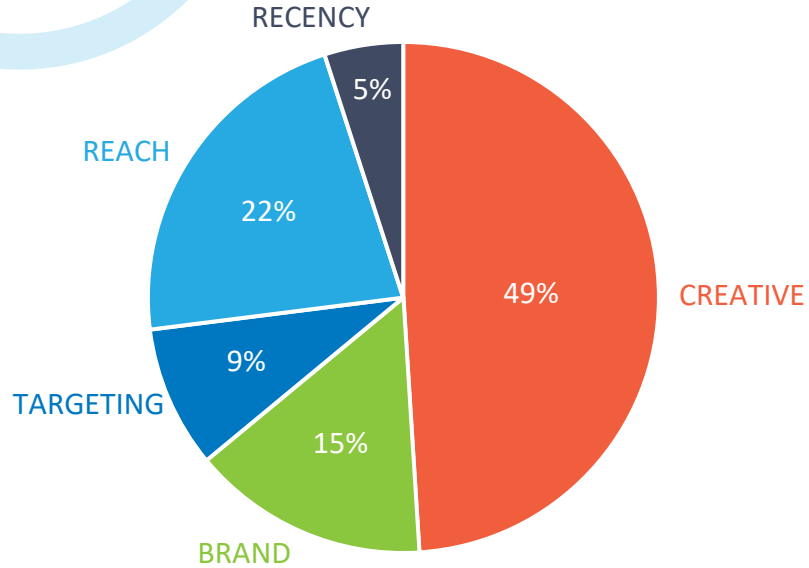


BRAND BECOMES MORE IMPORTANT

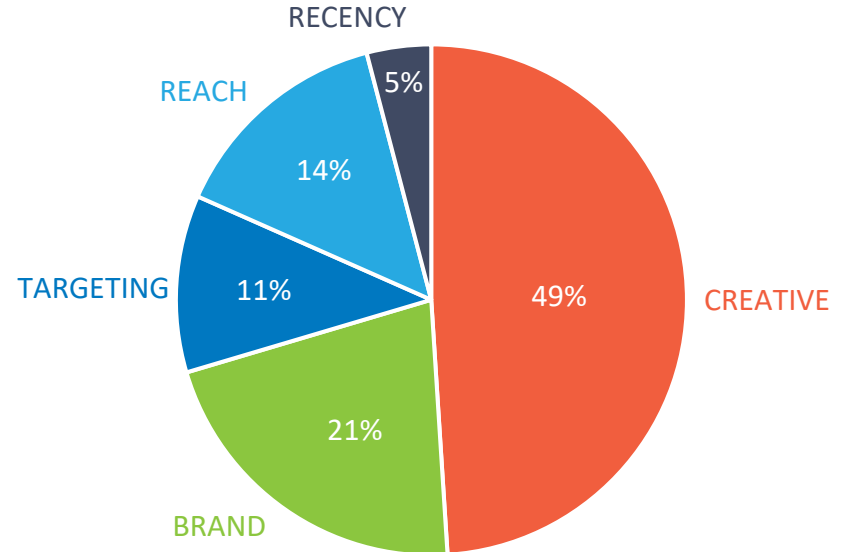


INCREMENTAL SALES CONTRIBUTION

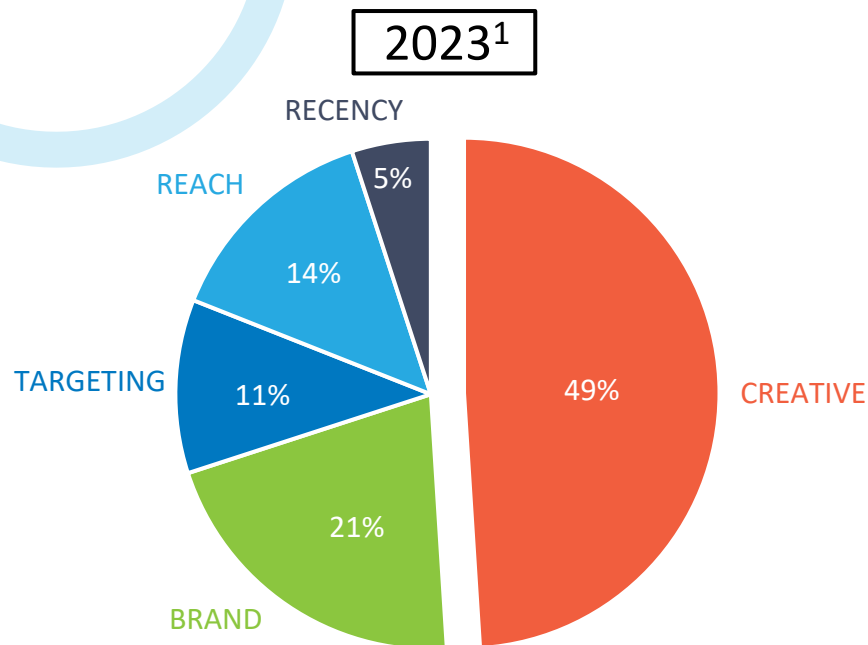
2017



2023



CREATIVE IS STILL KING



INCREMENTAL SALES CONTRIBUTION

NCS CONSUMER SENTIMENT SURVEY*

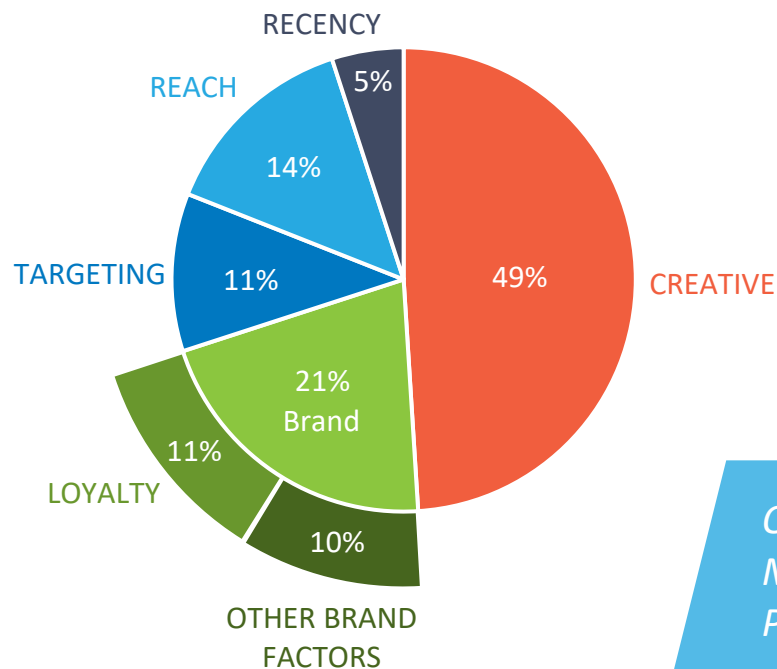
- 43% of Gen Z prefer it when the ads are funny
- 52% when the ads are creative and entertaining

¹Based on 455 NCS Sales Effect studies

*NCSolutions, Consumer Sentiment Survey, Gen Z 2023

BRANDS RESONATE WITH TODAY'S AUDIENCES

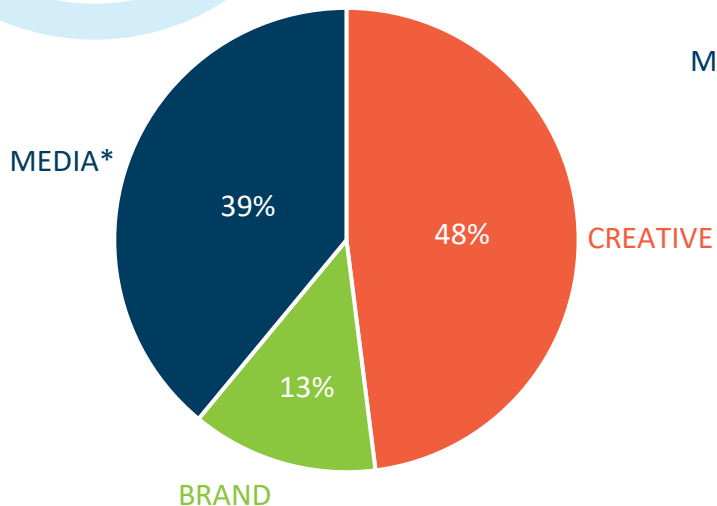
INCREMENTAL SALES CONTRIBUTION



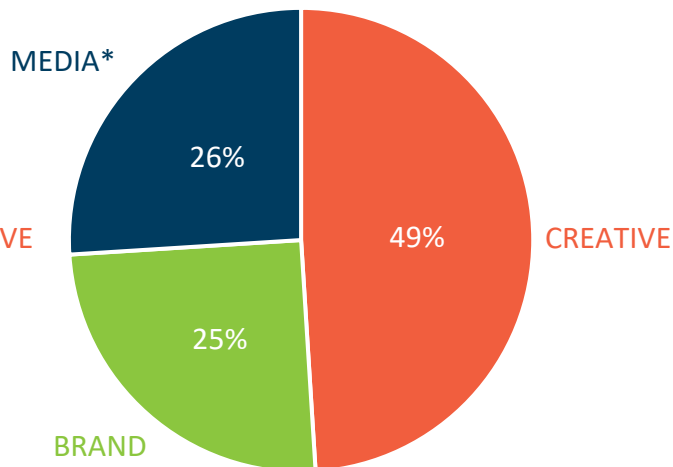
OVER HALF OF THE BRAND CONTRIBUTION COMES FROM MEASURES OF BRAND LOYALTY, THE REST FROM BRAND PENETRATION AND SHARE OF REQUIREMENTS

LINEAR TV VS DIGITAL

LINEAR TV¹



DIGITAL²



INCREMENTAL SALES CONTRIBUTION

- Creative still prominent, and similar importance
- Reach and Frequency provided by TV make Media an important component relative to Digital
- Brand resonates more in digital due to types of audiences exposed to advertising

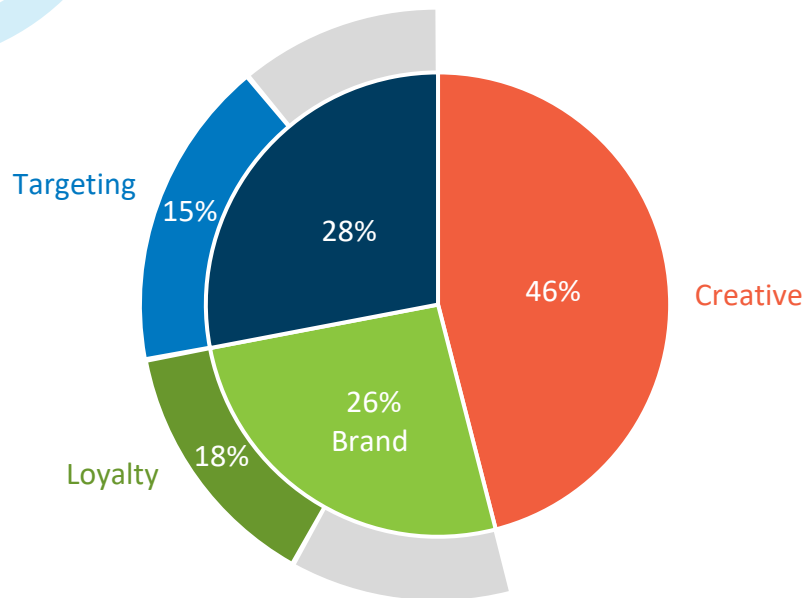
¹N=47 studies

²N=359 studies

*Media made up of targeting, reach and recency

SOCIAL MEDIA GENERATION

Social Media Breakdown



INCREMENTAL SALES CONTRIBUTION

NCS CONSUMER SENTIMENT SURVEY*

- 72% of Gen Z is most receptive to experiencing ads on social media

¹N=314

*NCSolutions, Consumer Sentiment Survey, Gen Z 2023

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KEY TAKEAWAYS



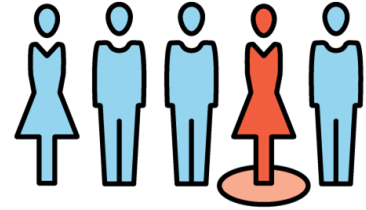
CREATIVE

Always Matters For
Advertising
Effectiveness



BRAND LOYALTY

More important
today than ever
before



TARGETING & PERSONALIZATION

Become more
relevant with the rise
of digital and social

THANK YOU!

Brett.Mershman@ncsolutions.com



SCAN ME



**SCAN THE QR CODE TO BE THE FIRST TO
RECEIVE THE 2023 FIVE KEYS OF
ADVERTISING EFFECTIVENESS**