Mapping the Impact: When, How and Why TV Commercials Work Best

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eye square

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#ARFAxS

Screenforce established a series of studies

All studies are based on the latest findings and are interconnected

2020
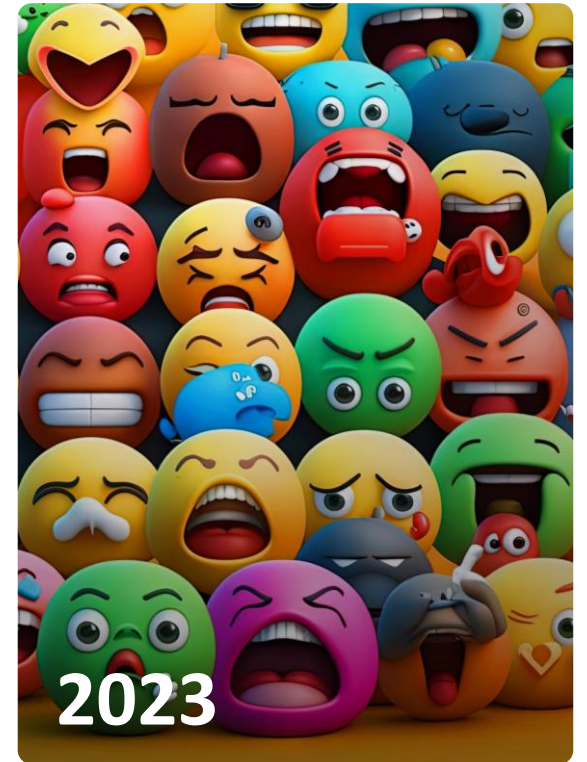
2021

2022

2023

Not all Reach is Equal
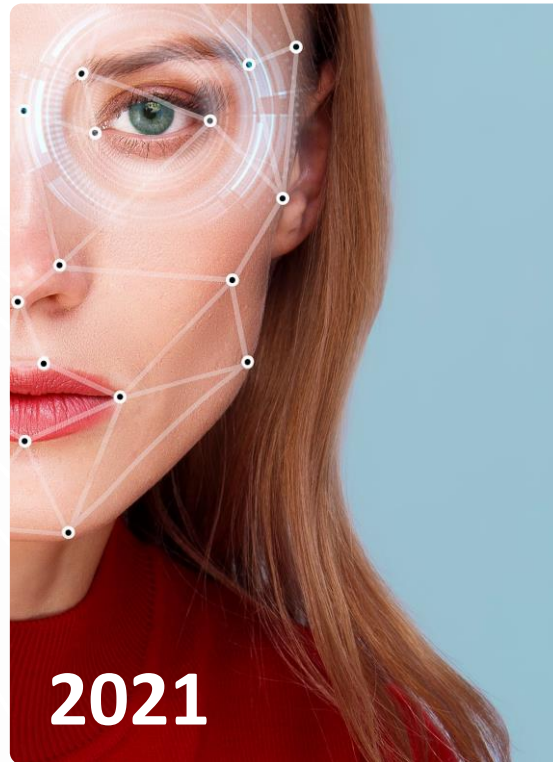
Track the Success

Mapping the Moods

Mapping the Impact

The latest study on media usage and ad effectiveness
A large InHome study to delve into the influence of context and creation

Mapping the Impact

When does which type of communication work best and why?

Mapping the Impact: The Biggest Media Ethnography

3 countries

64 brands

855 hours of media behavior

Over **1,000** Sessions

8,304 advertising contacts

8 test groups

24 coded spot features

285 participants

Usage situations and scenarios

Each participant used television in four distinct usage situations

Busy Day	Work is done	Quality Time	Dreaming Away
2-6 pm	6-8 pm	8-10 pm	10 pm – 1 am
Mon - Fri	Mon - Fri	Thu - Sun	Mon - Sun
alone	together	together	alone
neutral	positive	very positive	neutral
very busy	lightly busy	marginally busy	not busy
Very high activation	Medium activation	High activation	Low activation
Big Bang Theory (ProSieben)	The Simpsons (ProSieben)	Iron Man 3 (ProSieben)	Star TV (RTL)
The Criminal Court (RTL)	Berlin Day and Night (RTL II)	Top Dogs Germany (RTL)	Late Night Berlin (ProSieben)
Shopping Queen (VOX)	The Perfect Dinner (VOX)	CSI:Miami (RTL)	Criminal Minds (Kabel Eins)
Britt - the talk (SAT.1)	K1 Magazine (Kabel Eins)	Indiana Jones 3 (Cable One)	Blade Runner (Cable One)
	Galileo (ProSieben)	Joko vs. Klaas (ProSieben)	Medical Detectives (RTL II)
			From Dusk till Dawn (SAT.1)

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64 TV commercials - each tested in all 4 scenarios

High number of features requested 64 spots

SCREEN FORCE
THE MAGIC OF TOTAL VIDEO

64 Brands/Ads   **24** Characteristics

Technical-Objective Criteria

Industry, length, quality seal, pricing, slogan, logo presence, jingle, brand song, well-known song, early sender recognition, early logo

Subjective feeling

Sympathy, emotionality, natural/realistic vs. artistic/creative, aesthetics, humor

Creative approaches

Performance/product vs. branding/image, product presentation, product explanation, protagonists, storytelling, protagonist as expert, outstanding audio track, powerful visual brand presentation

Each individual spot can be described by 24 characteristics.

Each characteristic can be (and must be) represented by a large number of spots.
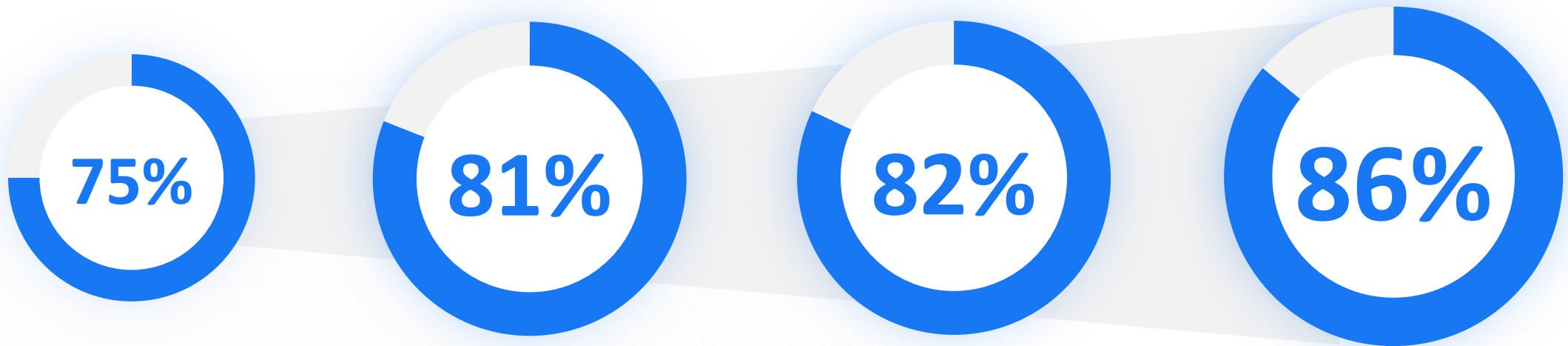
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Results
per Scenario

What can we learn about different usage situations?

Visual attention highest at late night

Eyes on Screen: Proportionate allocation to the TV screen during the commercial break

SCREEN FORCE
THE MAGIC OF TOTAL VIDEO

75%

81%

82%

86%

Busy Day
Mon - Fri
16-18 o'clock

Work is done
Mon - Fri
18-20 h

Quality Time
Thu - Sun
20-22 h

Dreaming away
Mon - Sun
from 10 pm

eye square

Advertising generally fits better earlier in the day

Spot Fit in % (comparison of the four scenarios)

57%

53%

48%

46%

Busy Day

Work is done

Quality Time

Dreaming away
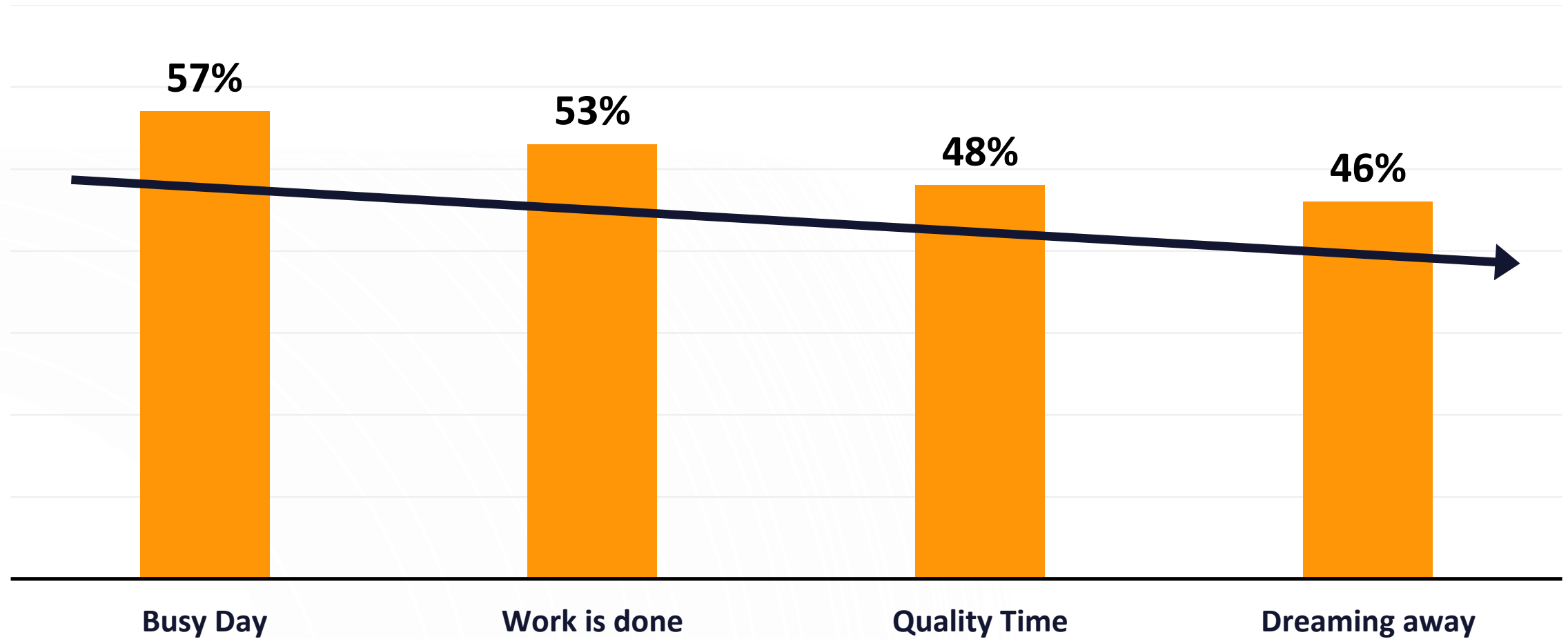
Characteristics per Scenario

Which ad features work particularly well in which usage situation?

Jingle supports on the soundtrack and is rated positively

Spot liking when using brand jingles

64

49

+15

percentage points

(in other scenarios max.
+7 percentage points)

Liking Uplifts

SCREEN
FORCE
THE MAGIC OF TOTAL VIDEO

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Busy Day

Summary

Strong Brands by
Strong Branding.
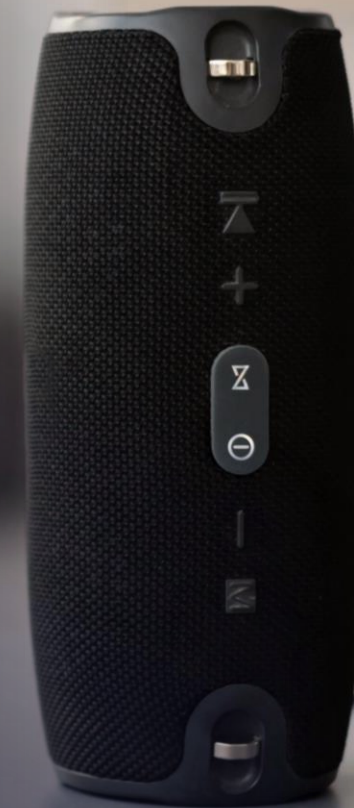
Use Ads to create
a good mood.

Time for the
big stories.

Less is
more.

Busy Day
2-6 pm
Mon - Fri

"A commercial that
makes it clear what it's
all about and tells the
story of real life"

Work is done
6-8 pm
Mon - Fri

"I see something great
and beautiful that is
interesting for me"

Quality Time
8-10 pm
Thu - Sun

"The captivating
experience that we talk
about later"

Dreaming away
10 pm – 1 am
Mon - Sun

"Advertising that is not too
loud or shrill and leaves me in
my cosy mood"

eye
square

Summary

Each participant used television in four distinct usage situations.

Busy Day

2-6 pm

Mon - Fri

alone

neutral

very busy

Very high activation

Work is done

6-8 pm

Mon - Fri

together

positive

lightly busy

Medium activation

Quality Time

8-10 pm

Thu - Sun

together

very positive

marginally busy

High activation

Dreaming away

10 pm – 1 am

Mon - Sun

alone

neutral

not busy

Low activation

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Summary

Busy Day

- ✓ Design: true to life and realistic
- ✓ Experts and product explanations
- ✓ Strong brand integration through logo presence and branded soundtrack
- ? Be careful with emotional storytelling

Work is done

- ✓ Design: emotional; Create a good mood, e.g. with humor
- ✓ High sympathy for the protagonists
- ✓ Use well-known songs
- ? Avoid creatives that are too sober or present too objective info.

Quality Time

- ✓ Design: artistic and creative approaches
- ✓ Storytelling (creating a movie atmosphere)
- ✓ Protagonists support cinema feeling
- ? Closeness to everyday life, e.g. through product explanations

Dreaming away

- ✓ Design: artistic and creative
- ✓ Simple information that supports the processing (seal of approval)
- ? Don't involve the brand too intrusively
- ? Be careful with Stories that are too emotional

How to use
this knowledge

Find out which scenario works best
for your spot with our new Online-Tool

MATCH YOUR AD

SPOT CHARACTERISTICS

Length	please select
Quality Seal	please select
Product Presentation	please select
Product Explanation	please select
Protagonists	please select
Protagonist as Expert	please select
Protagonist as Celebrity	please select
Slogan	please select
Staging	please select
Emotionality	please select
Humor	please select
Setting	please select
Jingle	please select
Brand Song	please select
Familiar Song	please select

MATCH FACTOR FOR OPTIMAL AWARENESS

ⓘ **Busy Day**   **0%**

ⓘ **Work is done**   **0%**

ⓘ **Quality Time**   **0%**

ⓘ **Dreaming away**   **0%**

SPOT PROFILE

ⓘ Awareness

ⓘ Image

ⓘ Impact

EXPORT RESULTS AS PDF

Spot title (optional)   [Generate pdf]

Key Take Aways

Take Away 1

Take Away 2

Take Away 3

TV advertising has a strong effect.

The usage scenario of the audience has an impact on the ad effectiveness.

TVCs can achieve a higher effect if they take the usage scenario into account.