

Platform Averages are too Simple To Allow for Successful Optimization



Bill Harvey
RMT

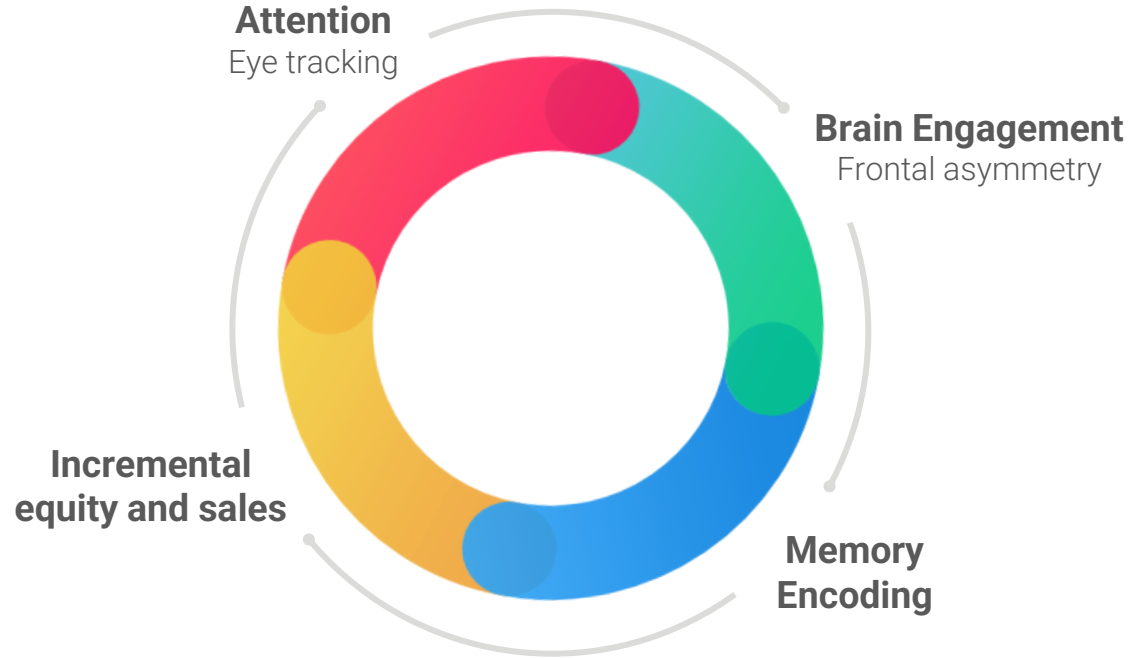


Dr. Shannon Bosshard
Playground xyz



Advertising 'nudges' consumers towards purchases

Attention is the driver of behavioural change



What drives attention & outcomes?

Platform or creative



Current Research

Combine conscious & subconscious measures

Brand Lift Studies

Conscious



- ~20,000 participants
- 35 well-established brands
- 60 ads
- Instagram, Facebook, TikTok, YouTube
- Eye-tracking
- Post exposure survey

Neuro Study

Subconscious



- 50 participants, 150 sessions
- Over 1800 ads
- Instagram, Facebook, TikTok
- Eye-tracking and EEG
- RMT method for measuring subconscious motivations based on content consumption
In-feed, live exposure

Hypotheses

Hypothesis 1

Some ads achieve their desired effects with lower Attention Times than others

Hypothesis 2

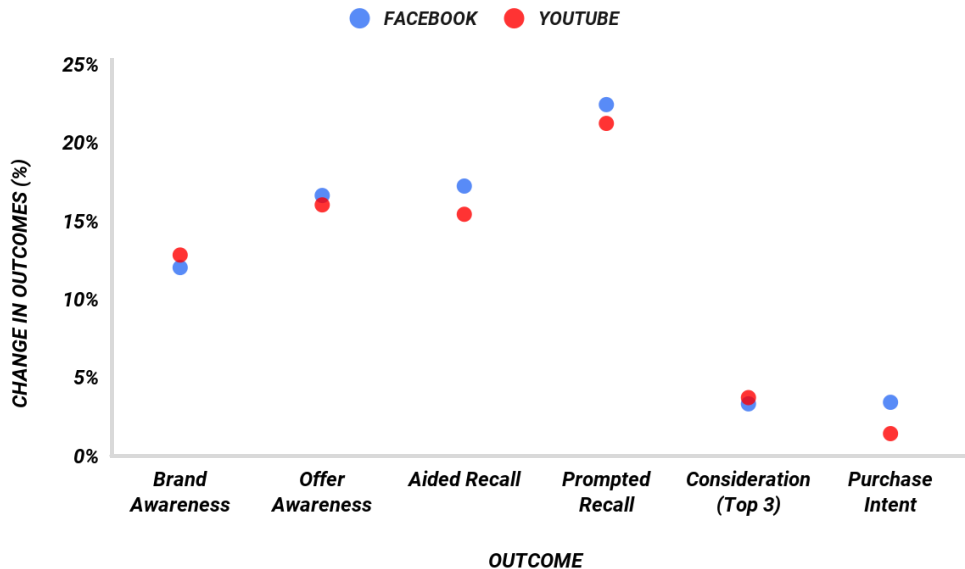
Platform attention averages mislead media selection because they leave out:

- The effect of the creative
- The effect of the motivational resonance between the ad and the viewer

Hypothesis 3

Higher order effects add to our understanding of what is 'Optimal'

- Attitude/Motivation
- Memory Encoding
- Immersion
- Cognitive Load



The platform is not the largest driver of outcomes



Facebook
Avg Attention Time

1.3s



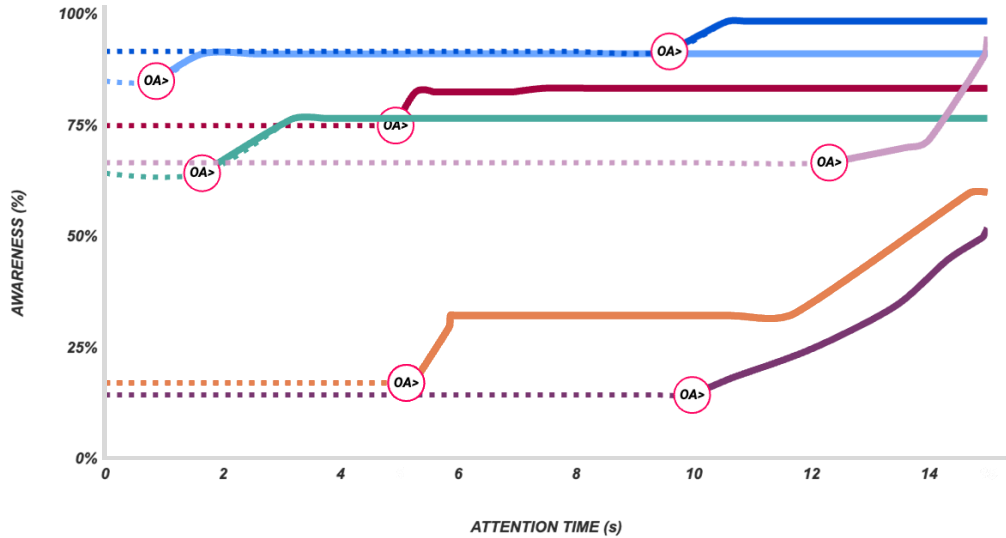
YouTube
Avg Attention Time

4.4s





YouTube
15" Skippable Ads



The creative determines outcomes

Creatives present the best opportunity for behaviour change

Platforms dictate the range of attention and how the consumer interacts, but it's the creative that influences outcomes

A multidimensional approach amplifies our understanding of platform & creative interactions



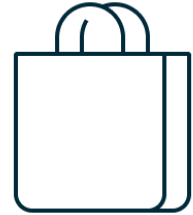
WHAT



HOW

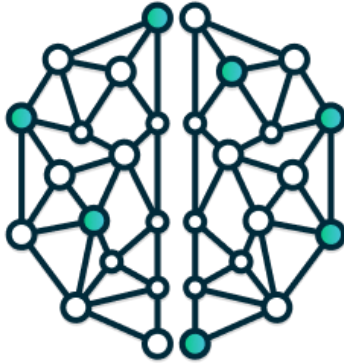


WHY



Better Understanding of Outcomes!

Neuroscience taps into the subconscious mind of the consumer



Memory Encoding

Storing Information

Immersion (Engagement)

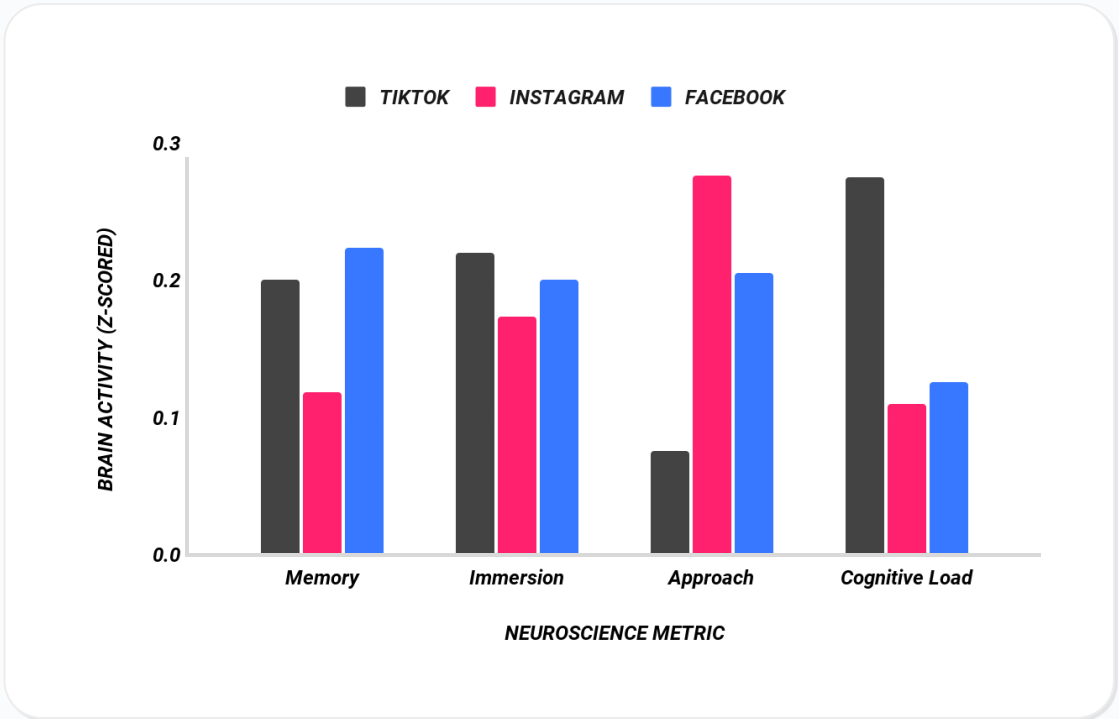
Mental Involvement

Approach (Attitude)


Positive or Negative Interactions


Cognitive Load


Capacity to Process Information

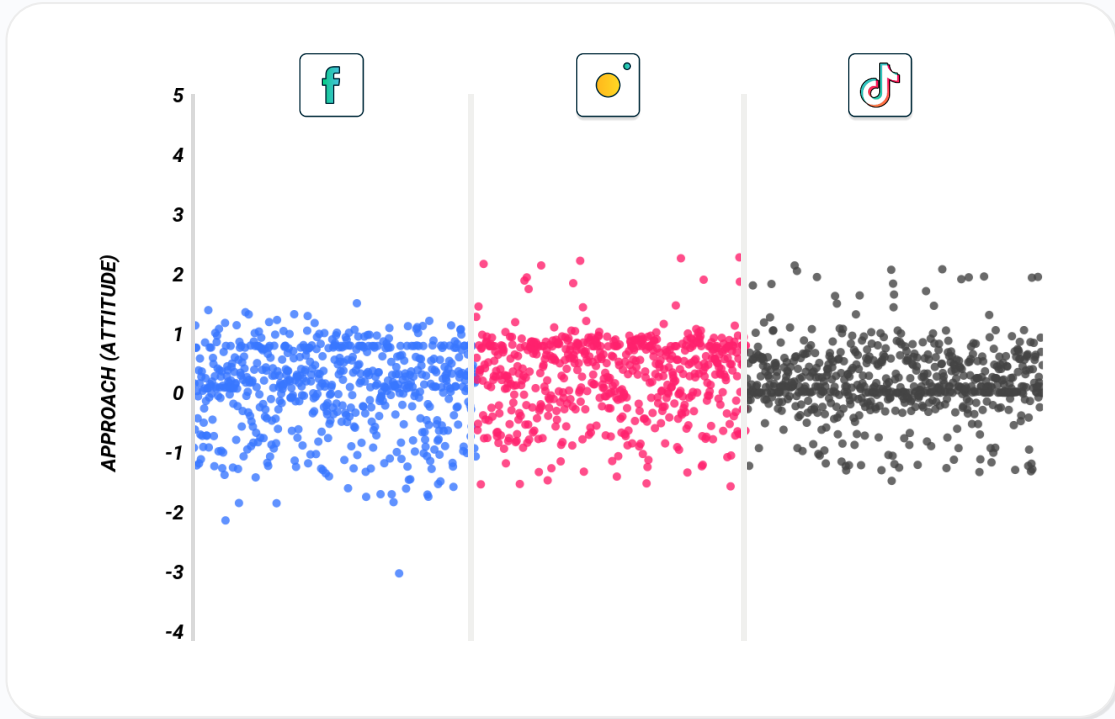


Platform performance is too broad to effectively allocate media spend

 Avg. AT **2.8s**

 Avg. AT **2.4s**

 Avg. AT **3.9s**



Low Variance

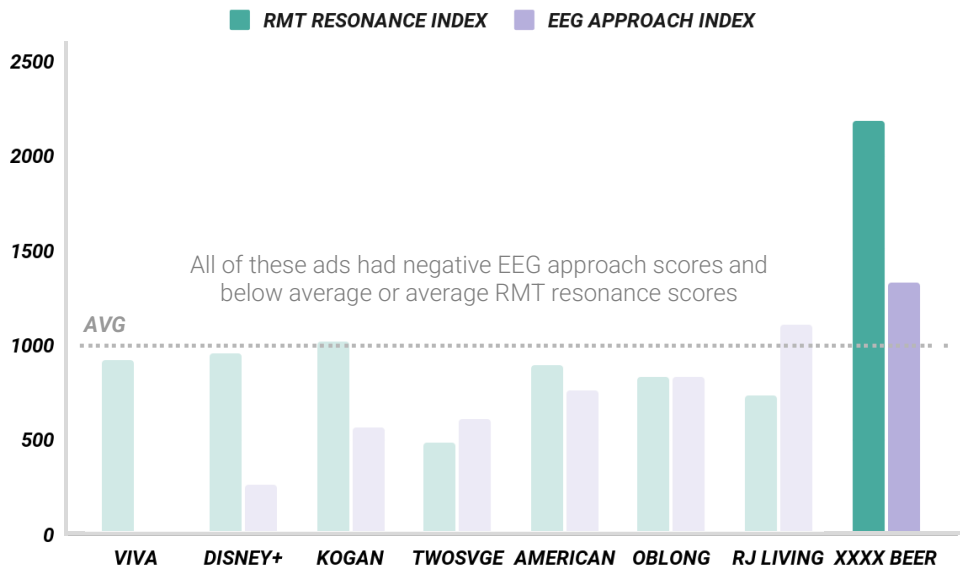
Driver: Platform

Medium Variance

Driver: Platform

High Variance

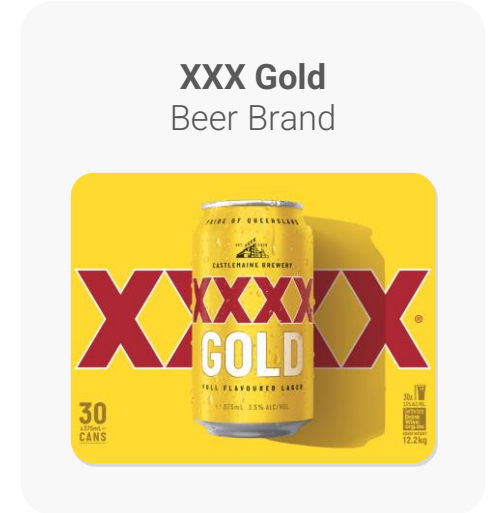
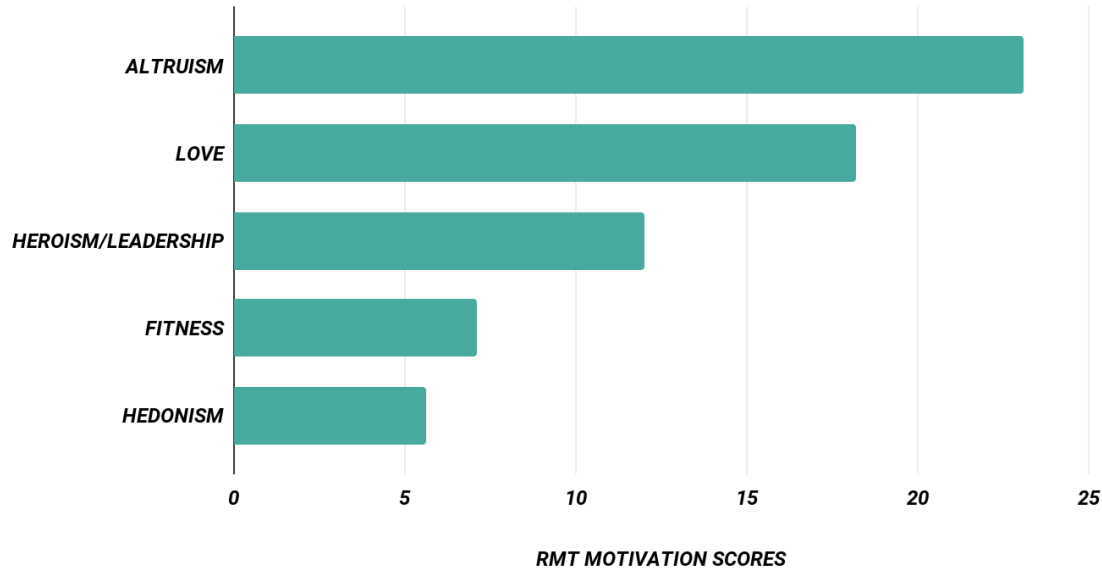
Driver: Creative

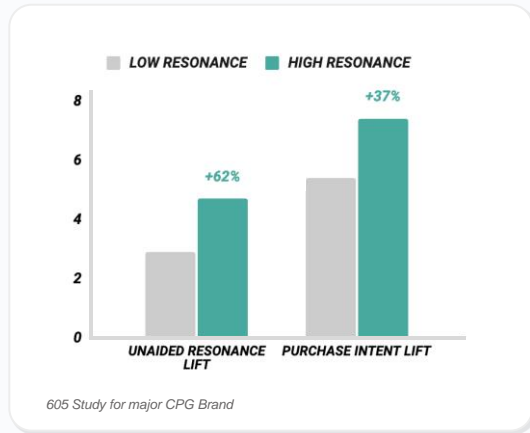
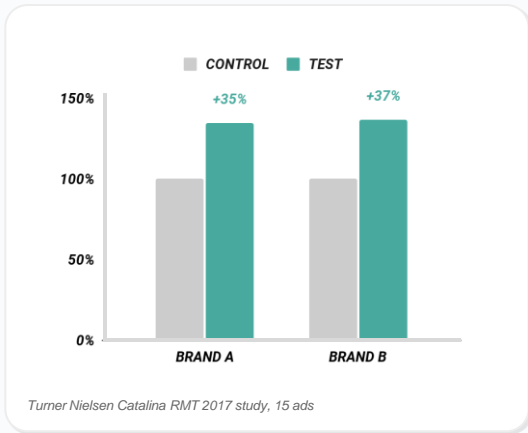


RMT Resonance identified the one ad that worked

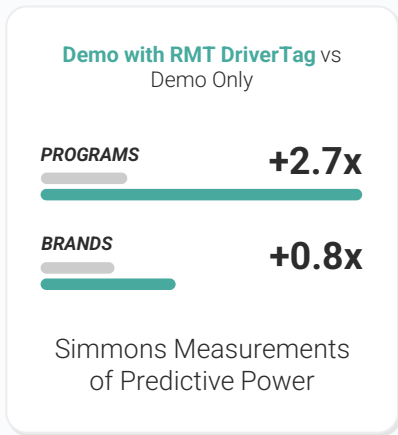
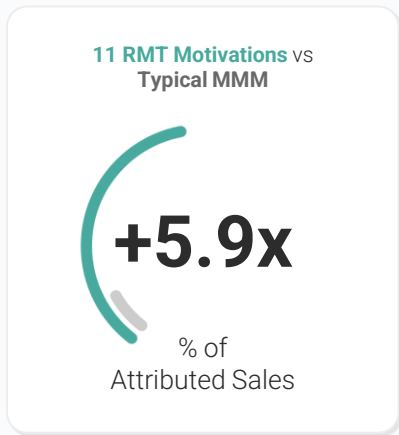
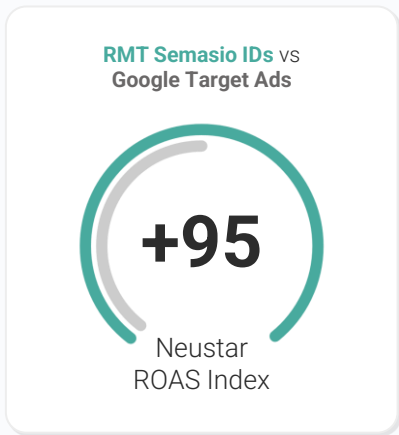
Consumer motivations drive interactions

Consumer motivations predict consideration & purchase outcomes





RMT DriverTags are a validated method of understanding lower funnel outcomes



Key Takeaways

Attention Drives Outcomes

Attention is the key to driving success within advertising. Without attention, the process of building memories and positive attitudes towards brands can't occur.

Creative is King

Brands that are heavily incentivised to pursue a specific platform because they think it yields specific results, need to take a good look at their creative.

Consider Consumer Motivation

Consumer motivations correlate with neuroscience metrics and allow for a more nuanced understanding of the importance of the creative in driving outcomes.