

# Neuro: TV Brand Attraction Advantage Over Digital



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## Media Drivers of Brand Attraction

## Predicting Platform and Content Impact on Sales Lift



# Attention and recall do not predict sales impact

Variable, directional indicators of premium vs nonpremium video environment value

	Attention/Recall Comparison	Sales Effect
BHC/Meta Study	2X premium longform video <b>attention</b> advantage	No Brand Recognition difference
Amplified Intelligence	+43% premium longform video <b>attention</b> advantage	+18% Purchase Intent benefit
Media Science Benchmark Study	2.6X premium longform video <b>attention</b> advantage	No measured sales effect
Adelaide	+14% nonpremium shortform <b>attention</b> advantage	No measured sales effect
TVision/Lumen	+39% premium longform video <b>attention</b> advantage	No measured sales effect
Marketcast Brand Resonance	+27% premium longform video <b>recall</b> advantage	No measured sales effect

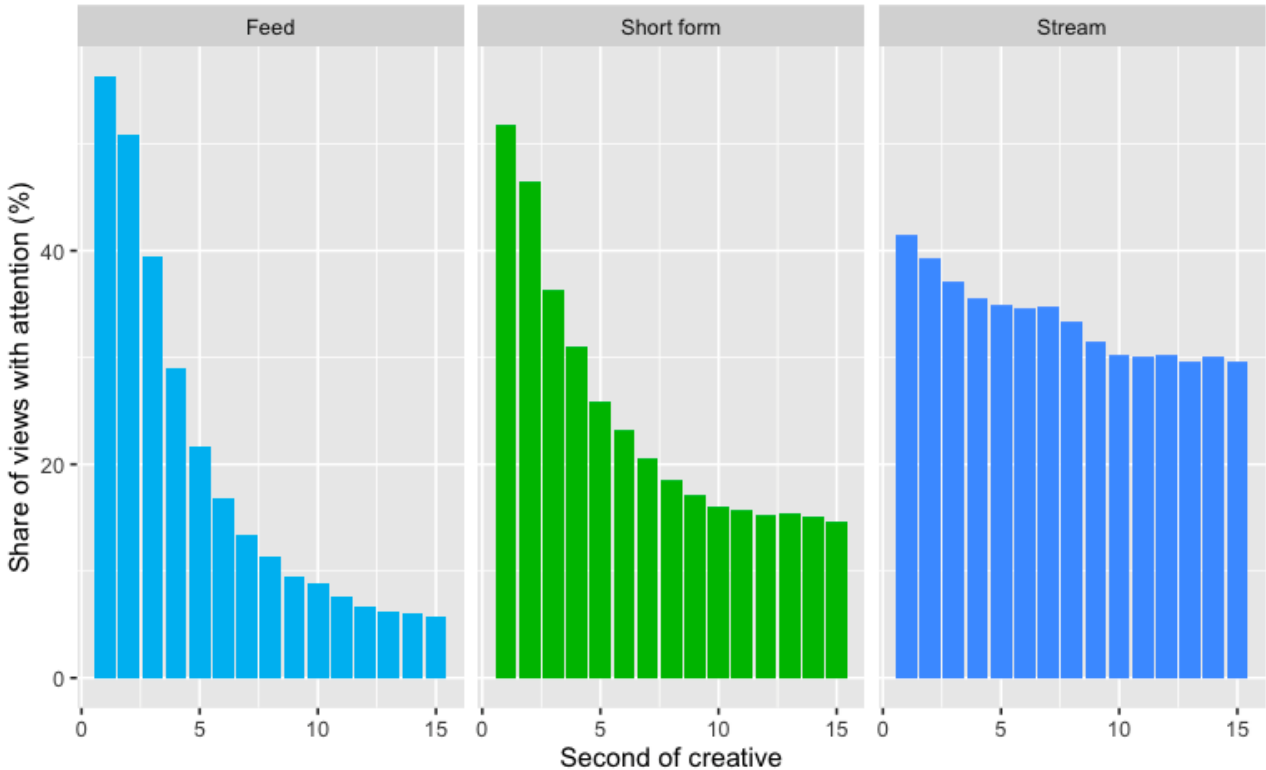
→ Premium longform video ROAS advantage: +86%

# Attention is required for engagement

But is only part of the equation

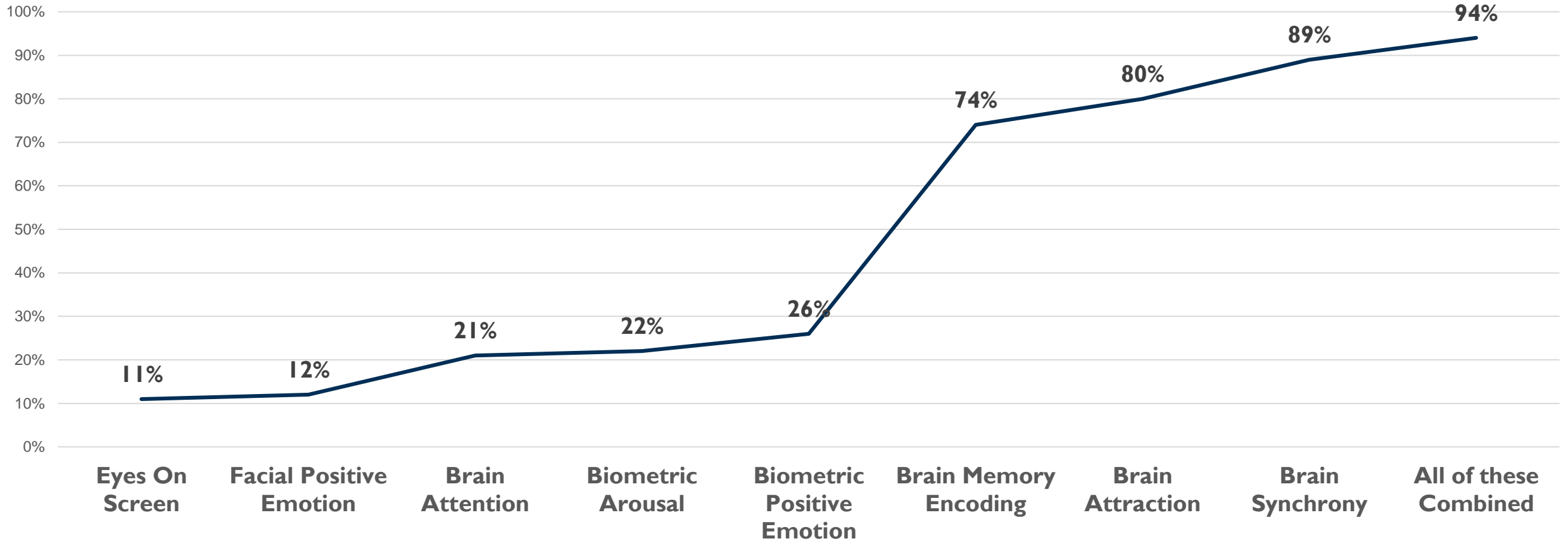
**Short Form:** intense initial burst of attention

**Stream/longform:** more constant level of overall attention – higher average



# How neuroscience measures predict sales effects

Sales Predictivity



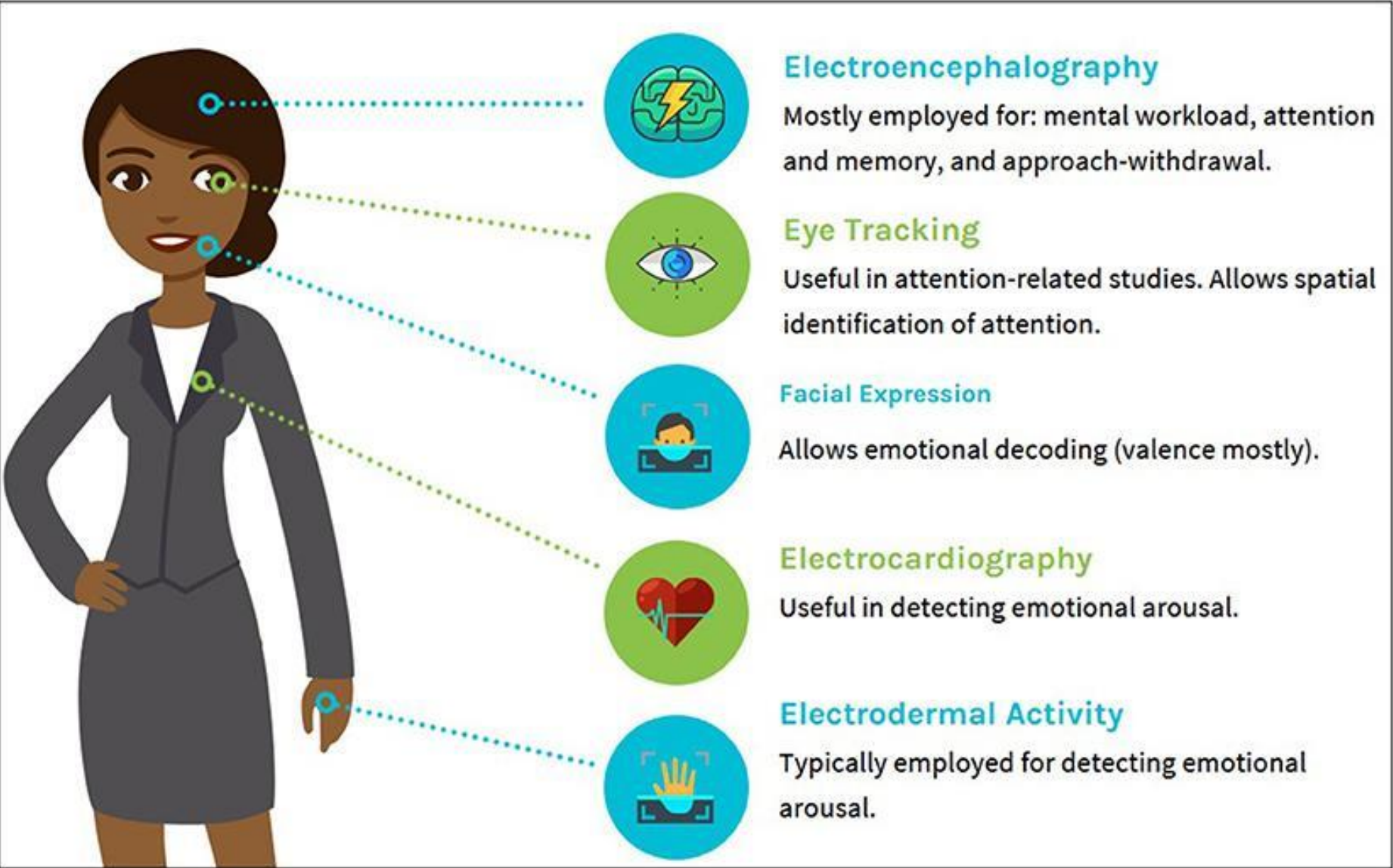
# Attention does not convey sales impact and brand equity

Three main brain measurement dimensions account for sales and branding effects:

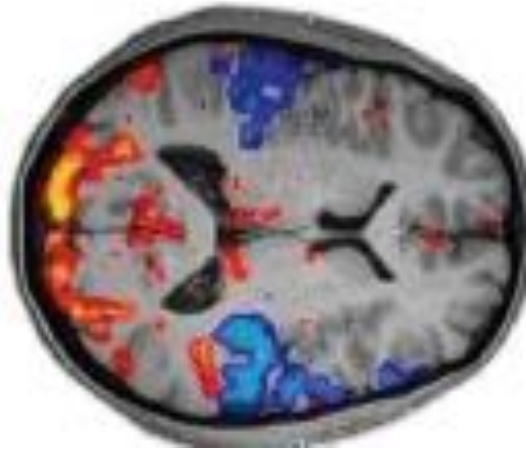
- Brand Attraction/Joy: Motivational signals in fMRI & EEG
- Memory: Theta power in EEG
- Synchrony: Collective resonance across audience brains (in fMRI or EEG)

***All require more than 1-2 seconds to unfold and measure***

# Neurotechnology varies in precision, cost, and scalability



# Using neuroanalytics to unmask hidden thoughts and feelings



Hypothesis testing  
with small sample



Derive quantitative analytical  
models from larger sample of  
biometric data

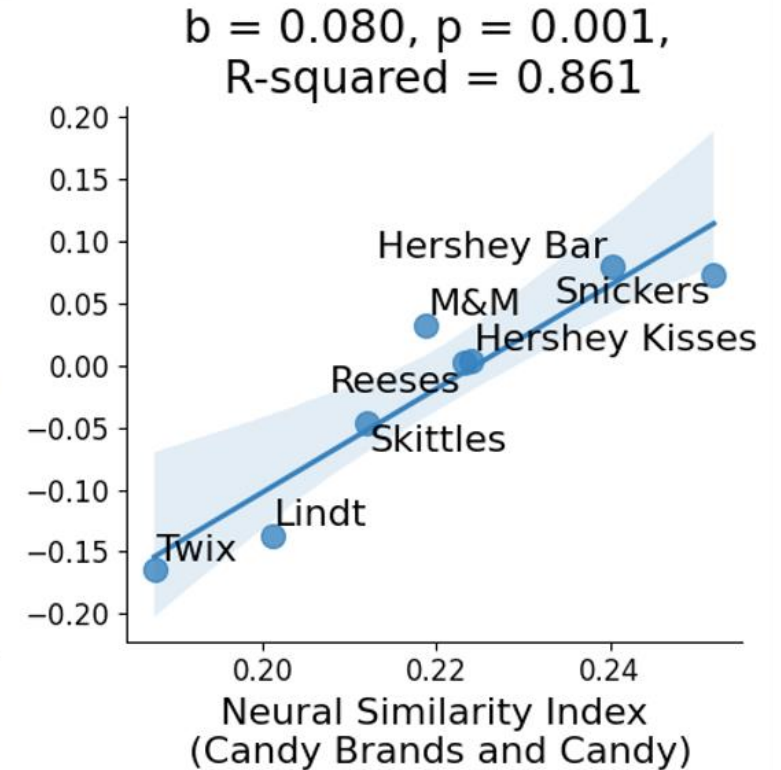
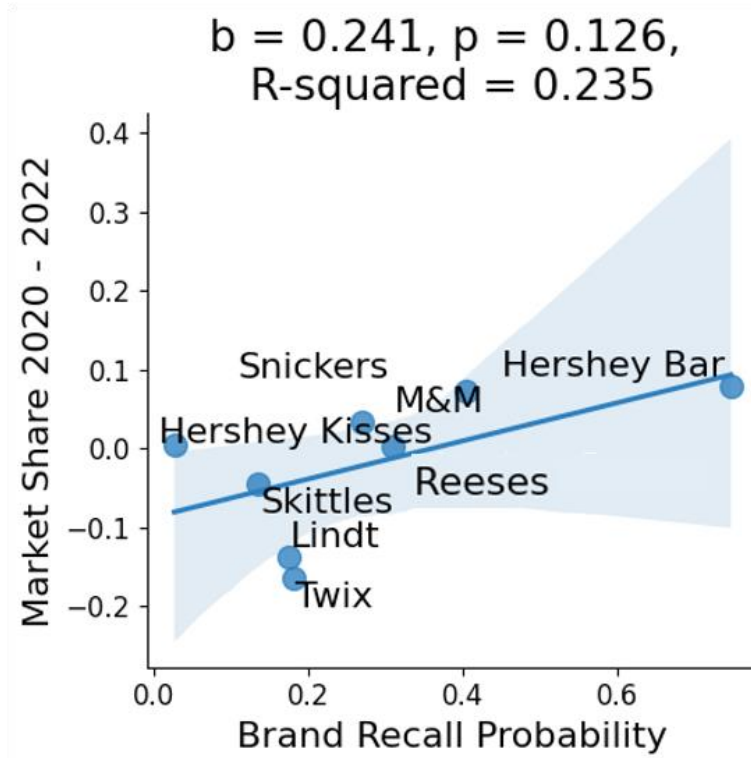
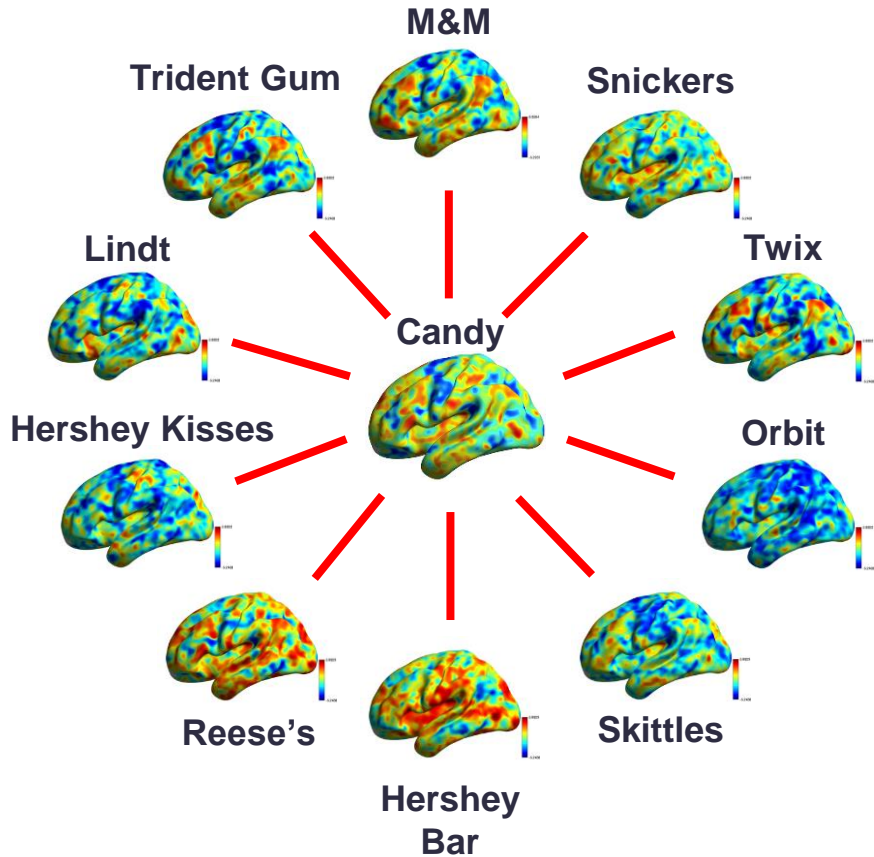


Predict real world behavior  
(i.e. sales)



# Patterns of brain activity predict sales best

The sum of all perceptual, attentional, emotional, social, and memory processes



# What EEG can tell us

**Frustration**

**Beta**  
[12-30 Hz]



**Attention**

**Alpha**  
[8-12 Hz]



**Memory**

**Theta**  
[4-8 Hz]



**Sleep/  
Introspection**

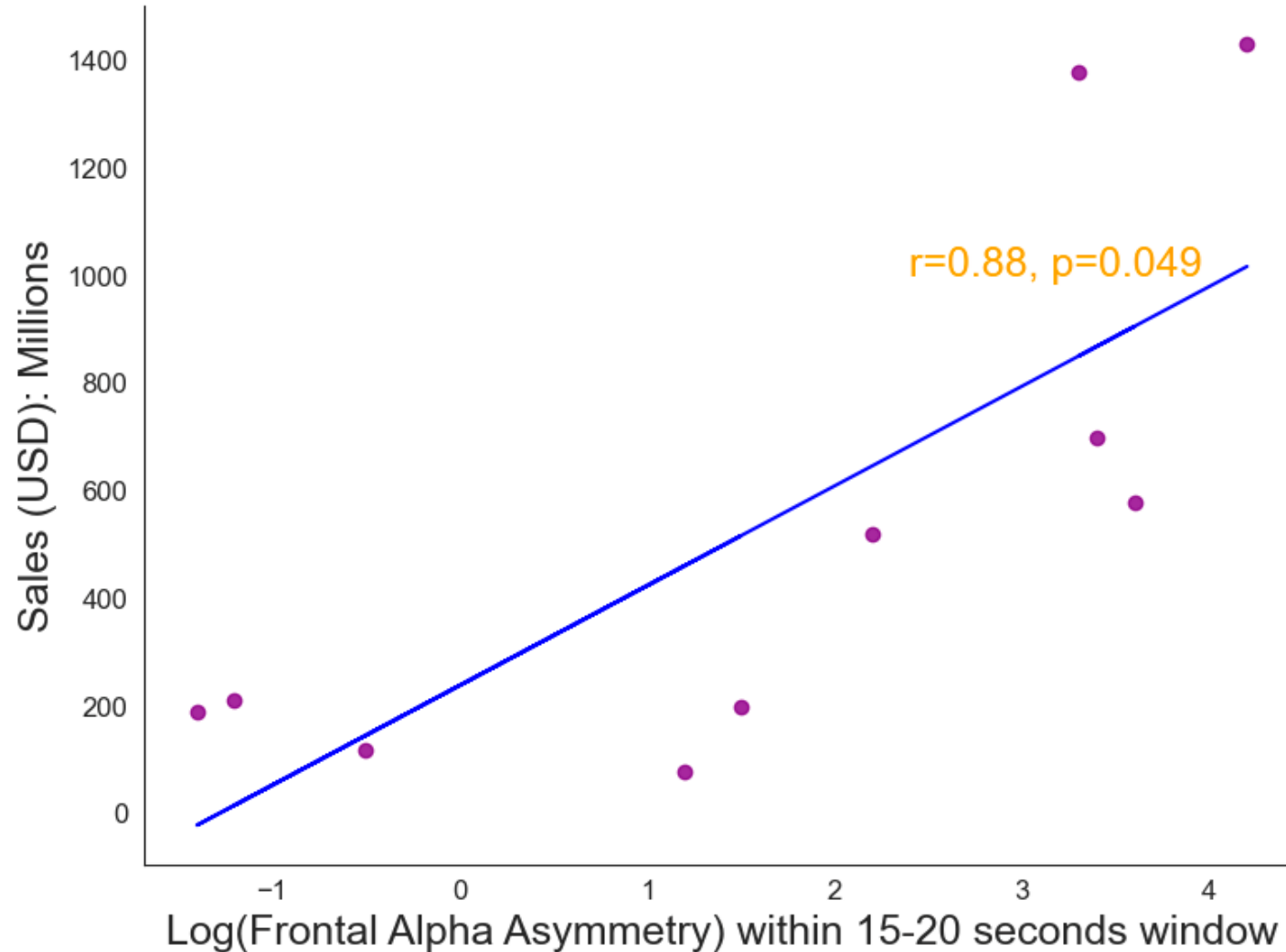
**Delta**  
[1-4 Hz]



Time  
→  
1 sec

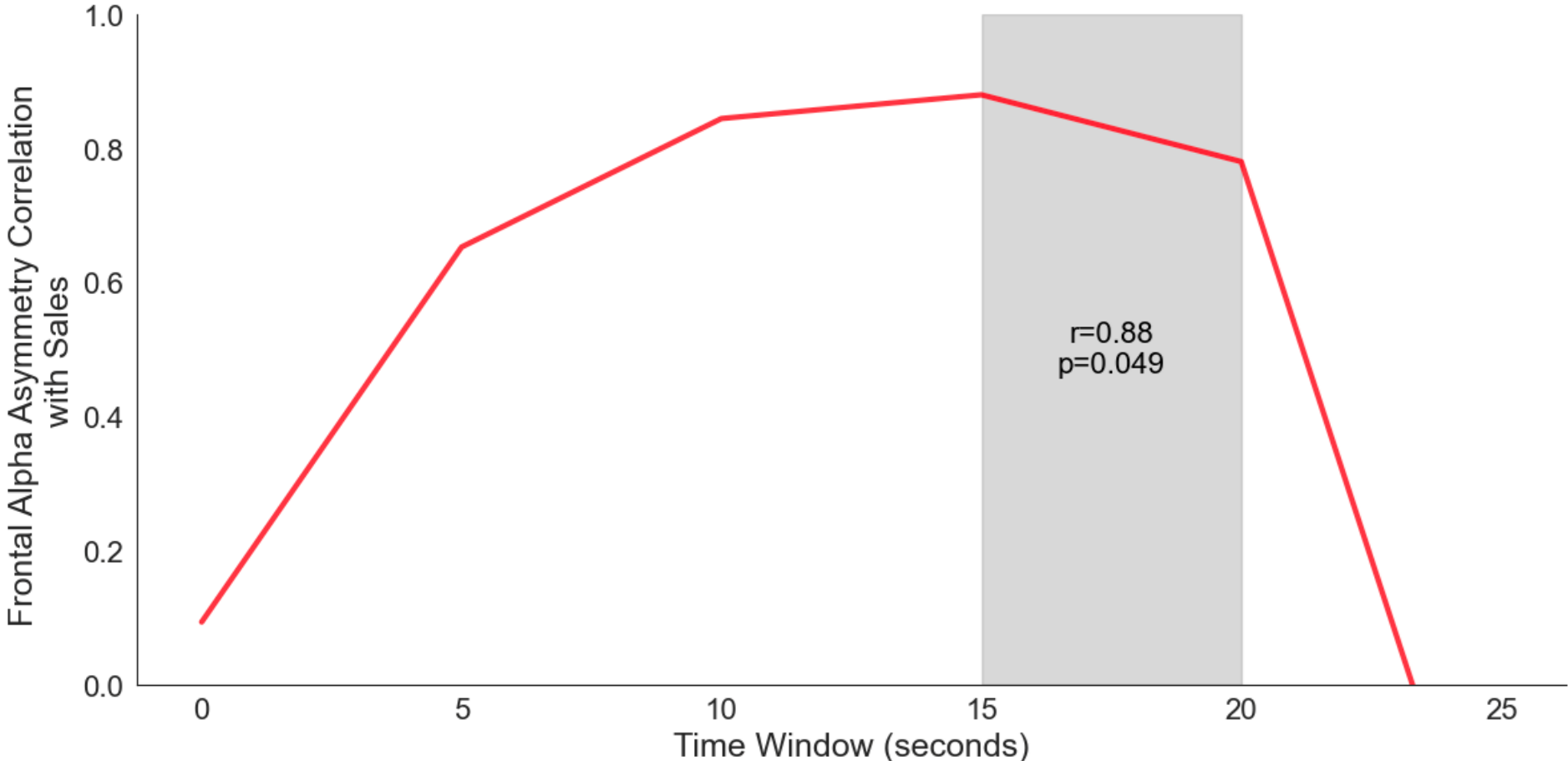
# Brand attraction/joy predicts ~ 80% variance in sales

Measured via EEG

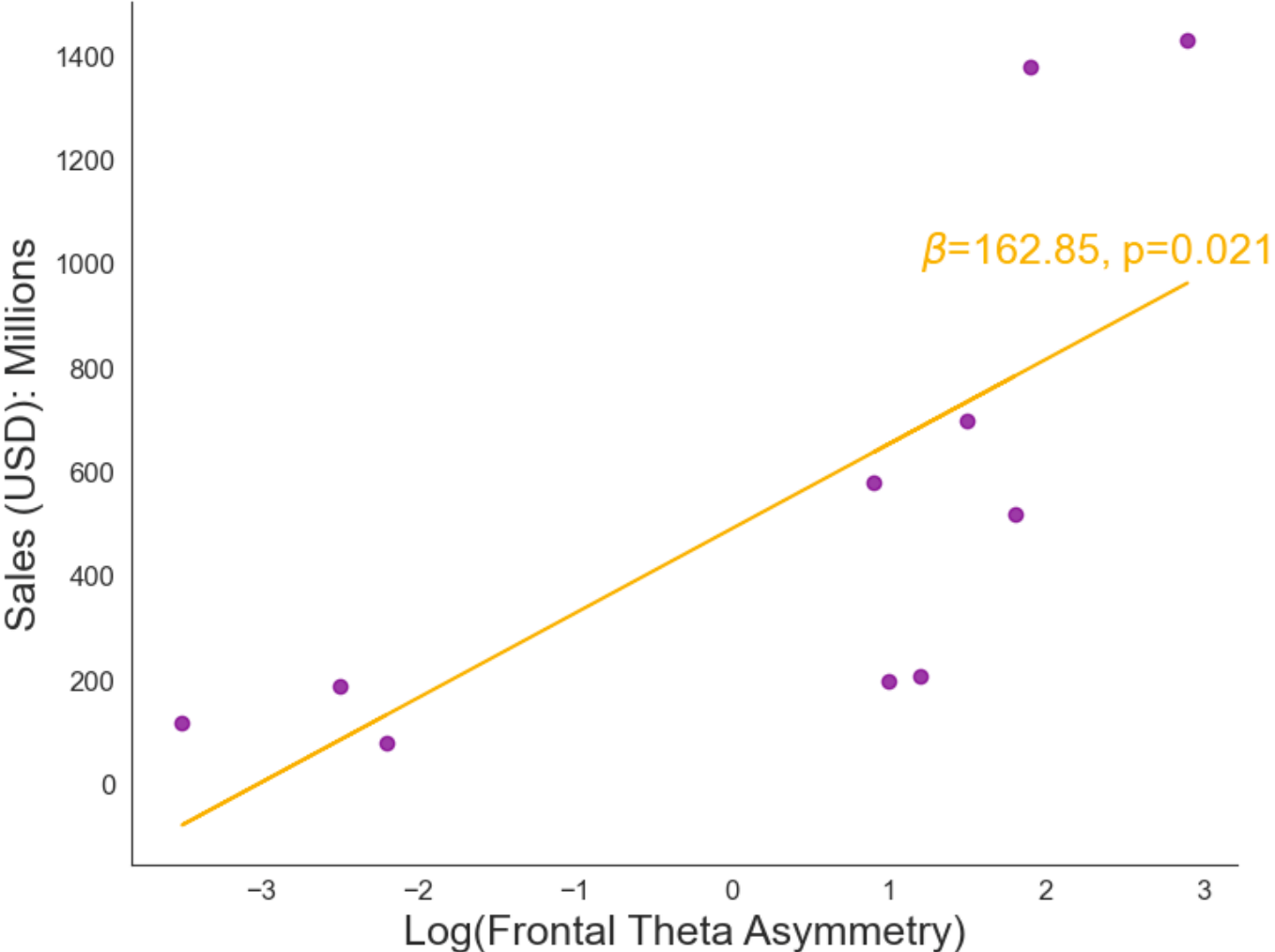


# Brand attraction/joy takes 15 seconds to peak

Non-premium digital's 1-2 seconds of attention can reinforce but rarely change behavior

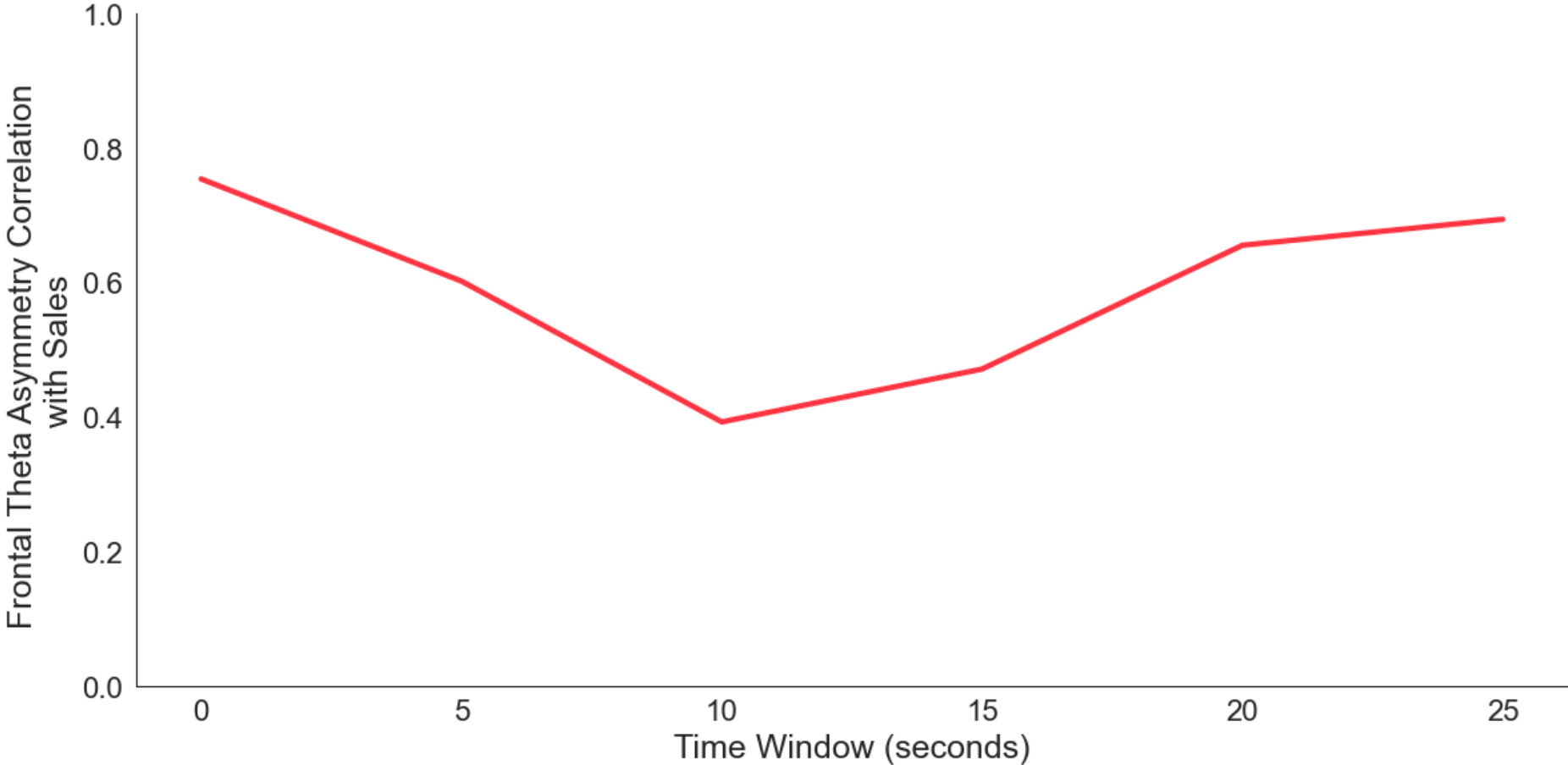


# Brain memory signals also predict sales



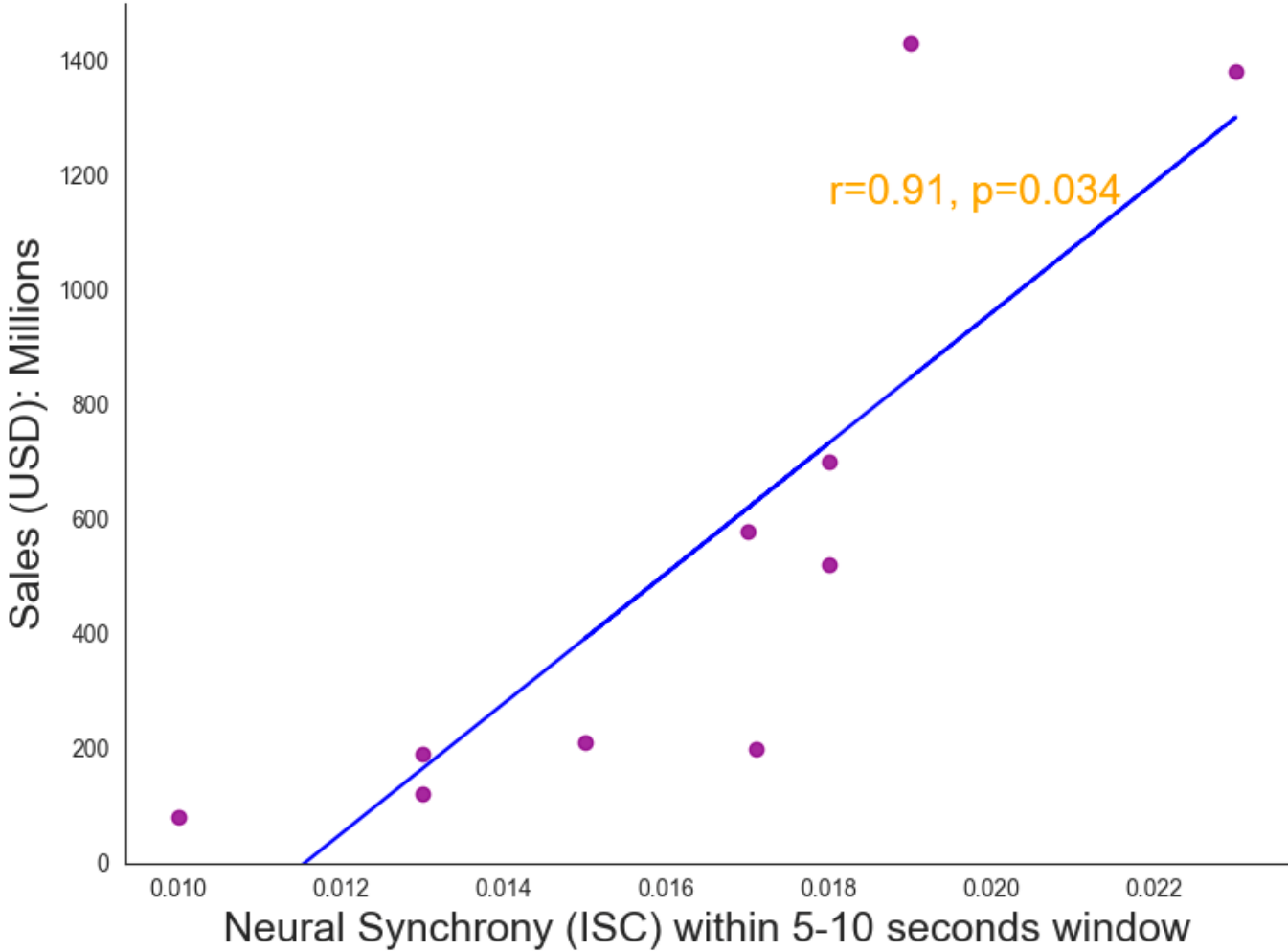
# Memory encoding picks up after 10 seconds

Non-premium digital's 1-2 seconds of attention can reinforce but rarely change behavior



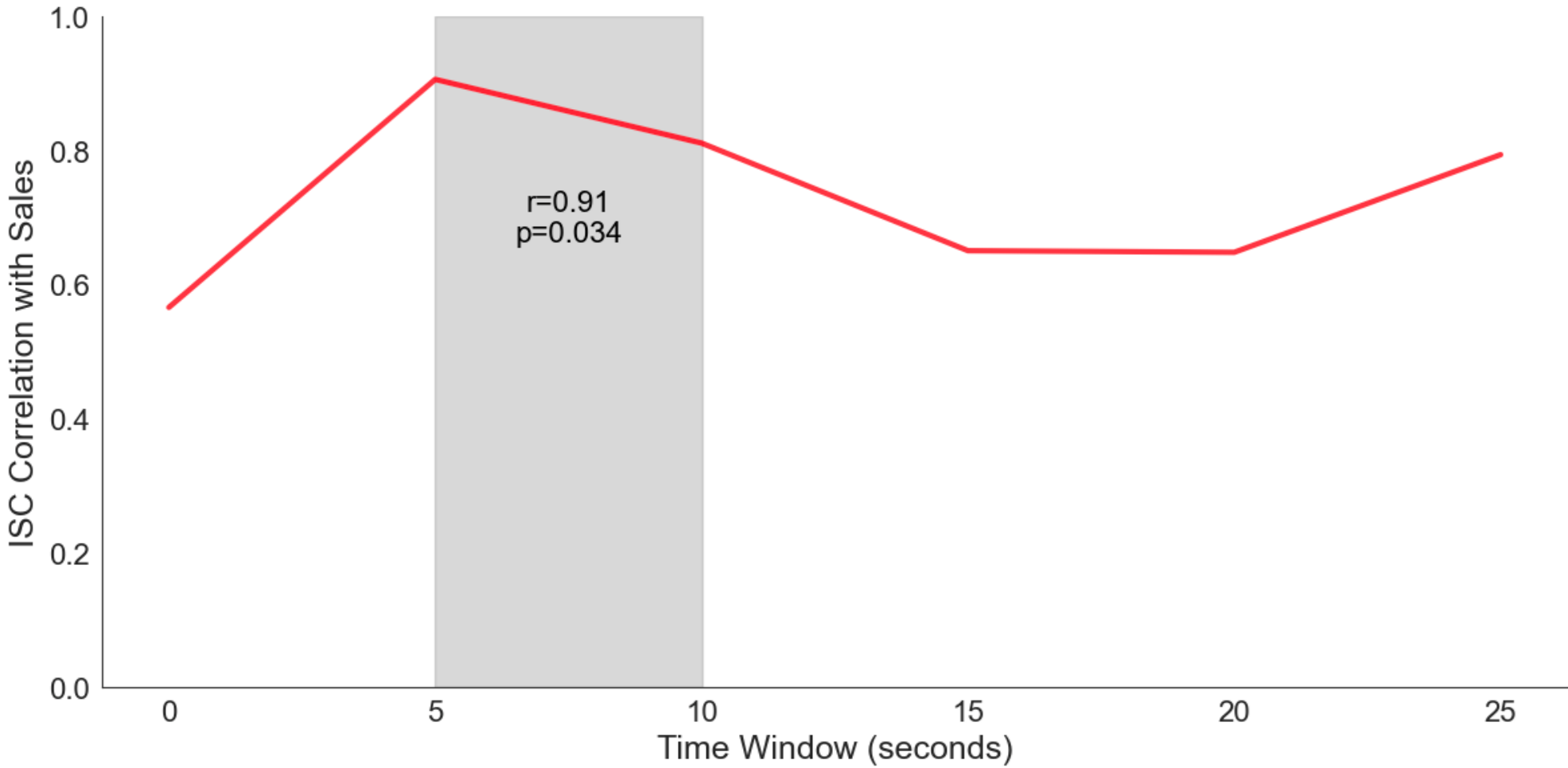
# Audience brain resonance predicts > 90% of sales

Also known as *Synchrony*



# Synchrony first peaks at five seconds...

...and picks up again after 15-20 seconds





# Media drivers of brand attraction

## Predicting content and platform impact on sales lift

- How do neuro sales predictor measures differ by media context and platform?
- Wharton Neuroscience is using all three key measures and many more
  - Breakouts by demographic and brain types
  - Breakouts by the individual brain, bio, and questionnaire metrics
- Ongoing results will appear in the ARF Attention 2024 Conference

# Study Design

8 ads in 8 verticals tested in each of ten experimental cells against all metrics calibrated to sales effects (N=75 per cell)



7 Television Contexts



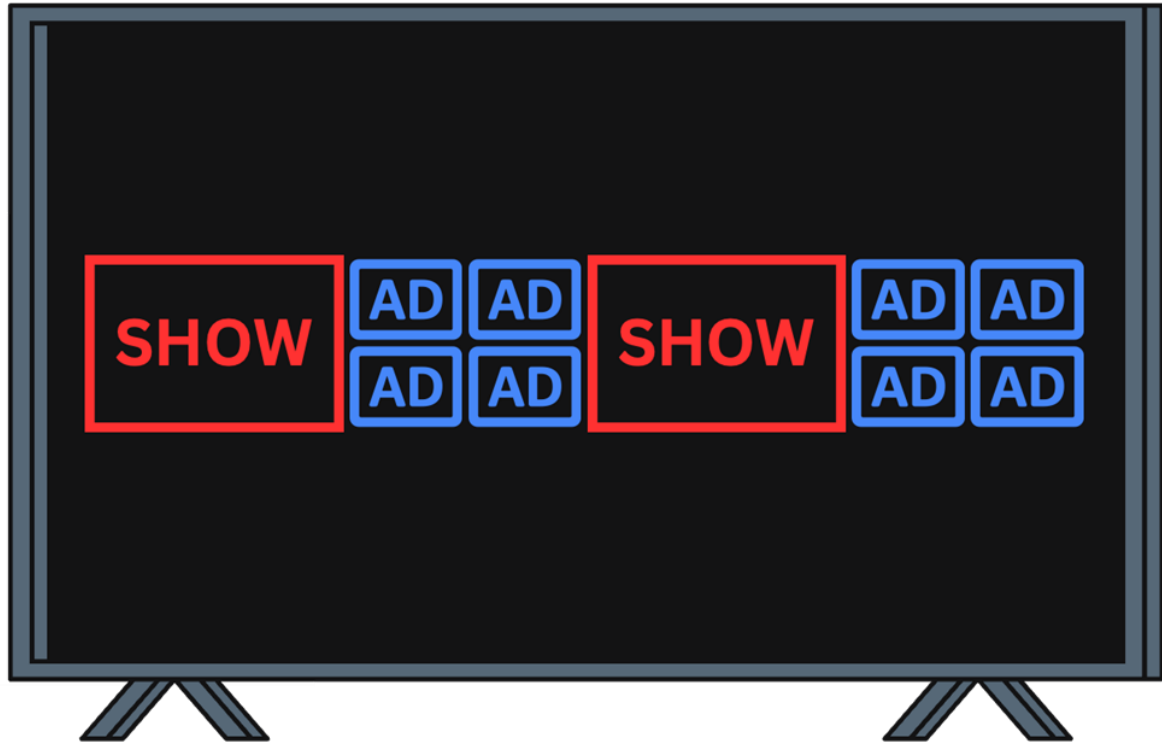
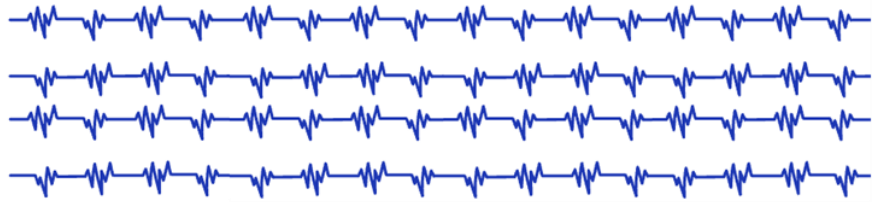
2 Smartphone Contexts



Control Condition

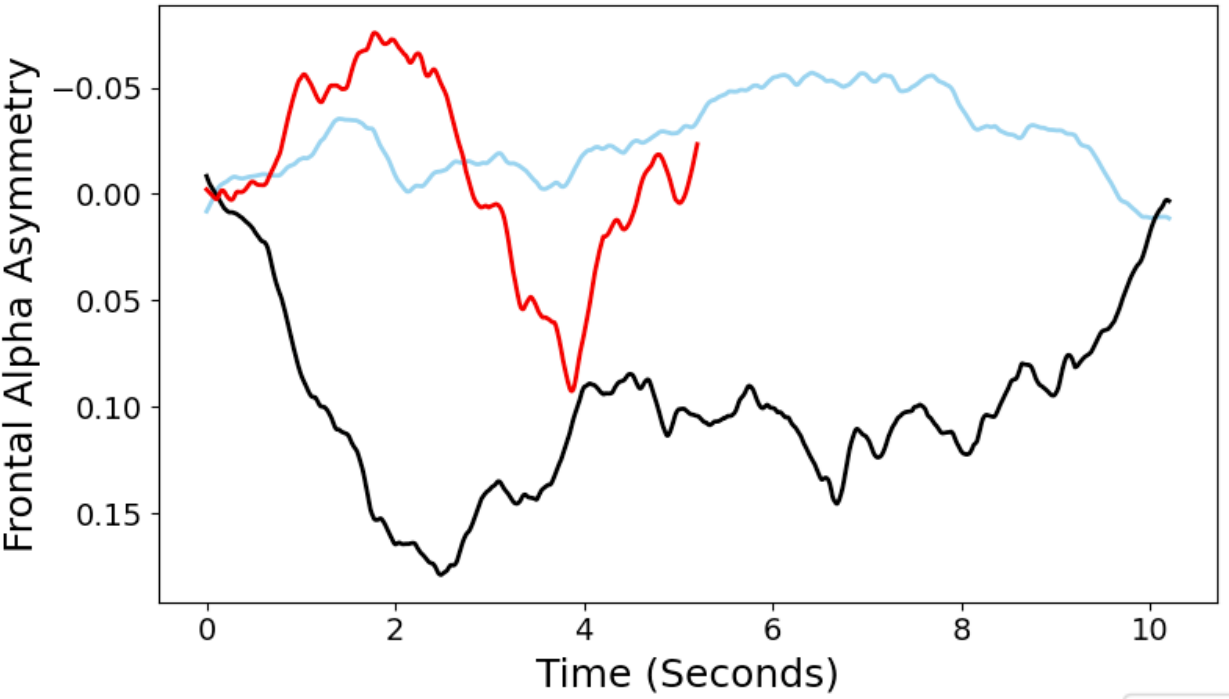
*Wharton Neuroscience laboratory study initiated March 1, 2024*

*US adults 25-54 in selected markets, screened for non-rejectors by media type/context*

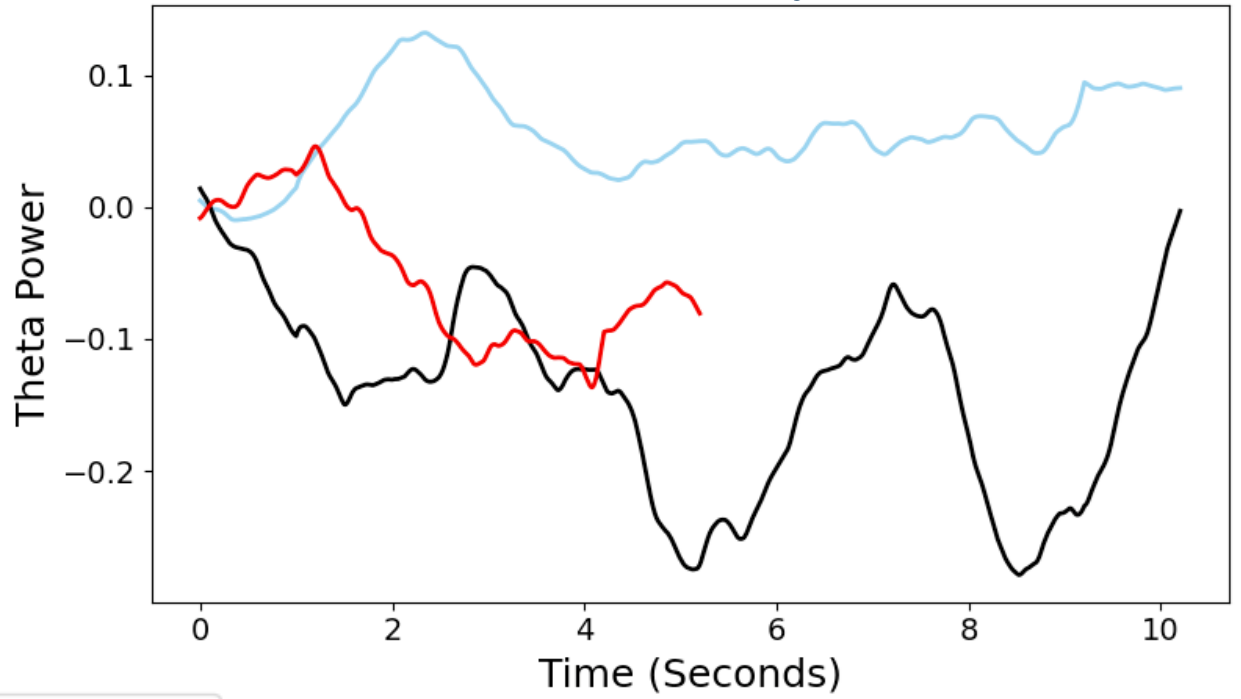


# Attraction and memory are sustained for ads shown in premium channels compared to YouTube

## Attraction



## Memory



- 7 Premiums
- Control
- YouTube

# Expected Takeaways

- Attention is an incomplete measure by which to select media contexts and platforms for specific campaigns
- Premium longform content and contexts have more sales and branding impact than digital, especially in new customer growth – due to emotional immersion in TV contexts vs. brevity of ad attention/engagement in digital