

Emotional Drivers of Long-Term Effectiveness of YouTube Ads



Manuel Garcia-Garcia
Ph.D.
Ipsos



Ariane Pol
Google



Geraldine Rodriguez
Ipsos

EMOTIONAL DRIVERS OF LONG-TERM EFFECTIVENESS OF YOUTUBE ADS

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Manuel García-García, PhD

Global Lead of Neuroscience -
Ipsos Global Science
Organization



Geraldine Rodríguez

Consumer Insights Manager -
Ipsos Creative Excellence



Ariane Pol

Global Head of Research
Google Creative Works



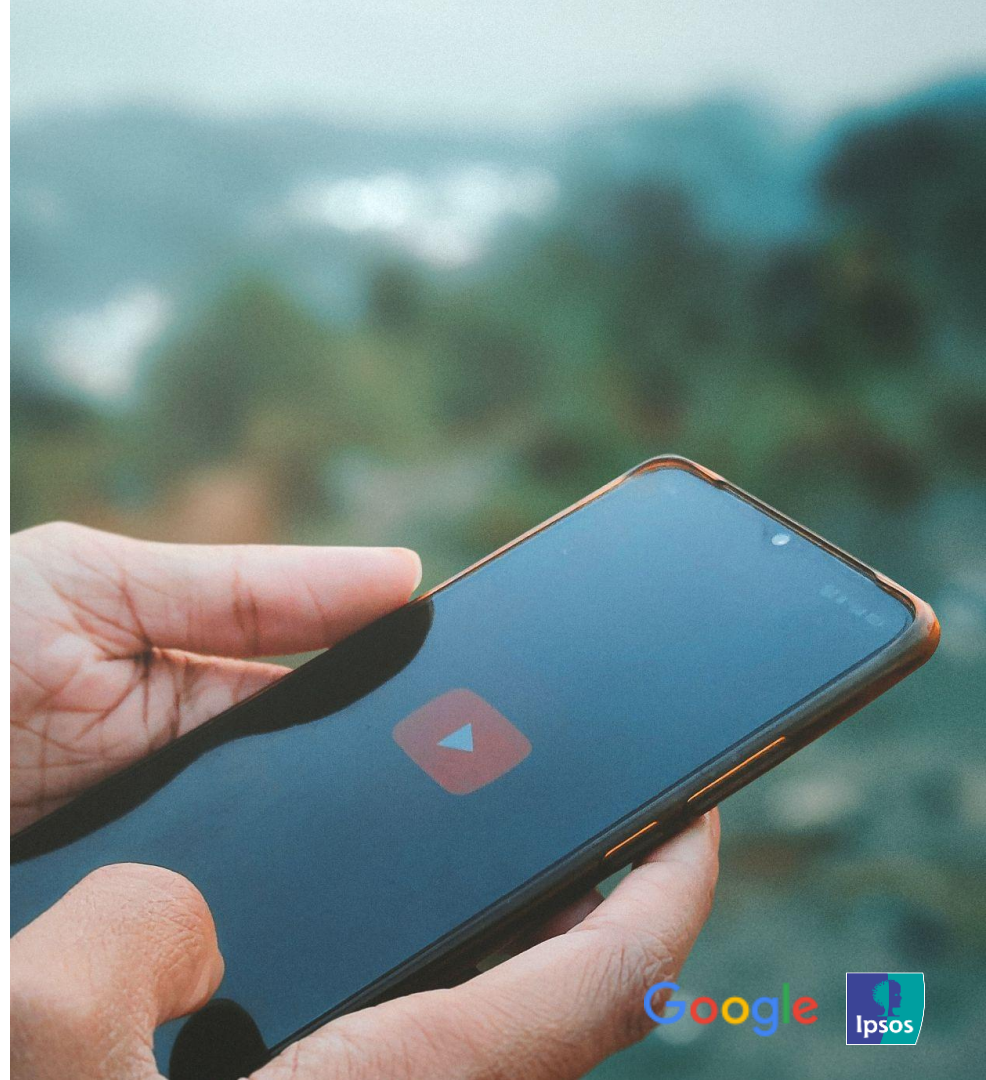
Business question

Can YouTube help drive long-term brand building?

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- Most advertisers shift to TV, often leaving digital media, like YouTube, for more tactical, short-term sales campaigns.
- How digital platforms like YouTube, can also significantly contribute to long-term brand growth beyond tactical objectives?



Background and experimental approach

While a larger number of people may not be aware, interested, or in immediate need of a brand's offerings...

They ironically represent the greatest potential for sales growth.



Experimental approach

10 years ago, the IPA discovered that the campaigns whose primary focus was emotional, rather than rational, were the most effective across all effectiveness metrics.



Emotions are the
fuel that allow
high conversion
over time.



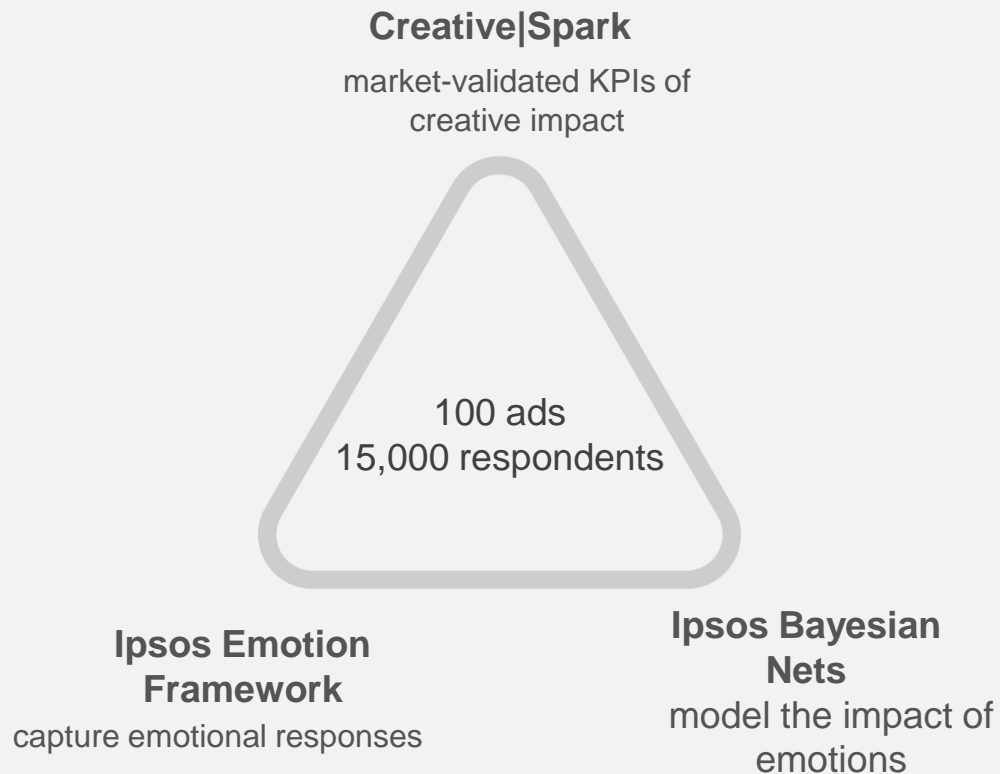
Source: WARC 2007, 2021 & IPA 2013

Google



Experimental approach

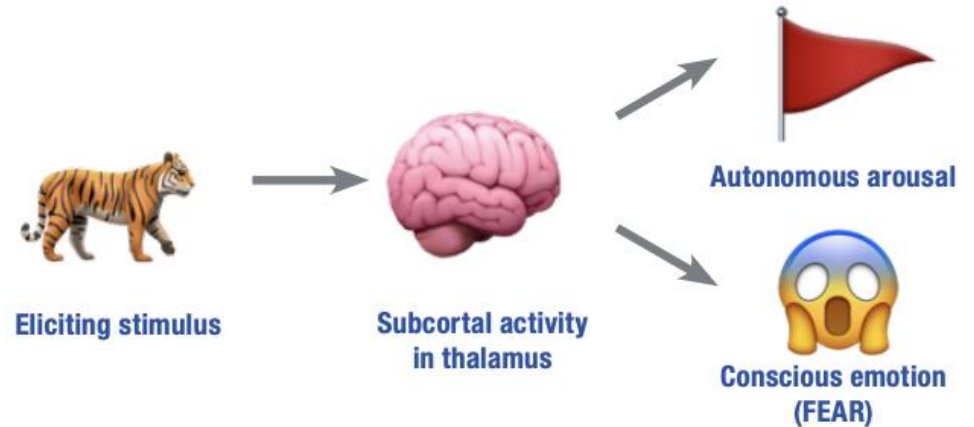
Ipsos + Google Creative Works deployed a triangulation of methods to study respondents' observed and declared behaviors.



Experimental approach:
**Measuring Emotions with
the Ipsos Emotion
Framework**

Deep diving into how residual emotions were measured: using the Ipsos Emotion Framework

Emotional constructs are heavily driven by culture and context, and therefore are **not universal***.

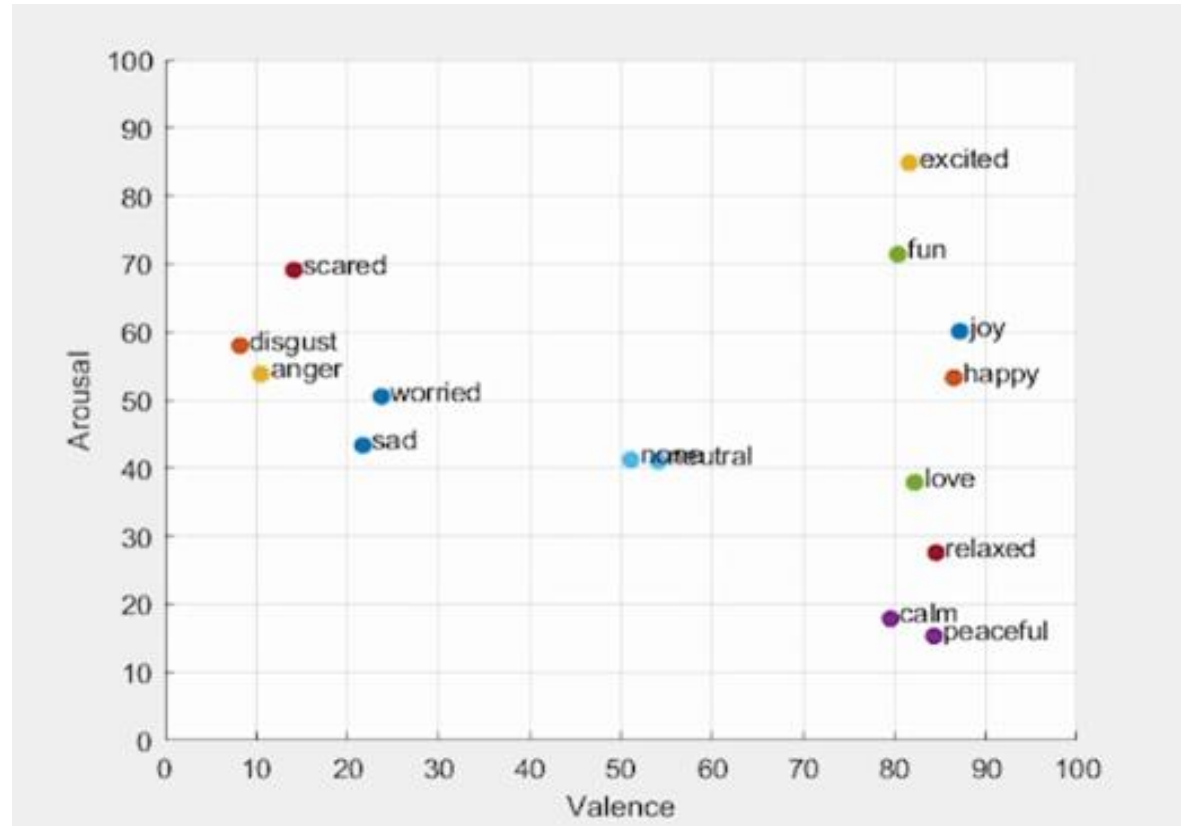


*Source: García García, M., Goddard, O., Venkatraman, V. (2021) Redefining Emotions.

The role of Emotions in decision making. A scientific report by Ipsos Science Organization (GSO). PAD Space: Pleasantness, Arousal and Dominance.

Ipsos Emotion Framework

Emotions: the VAC-Space

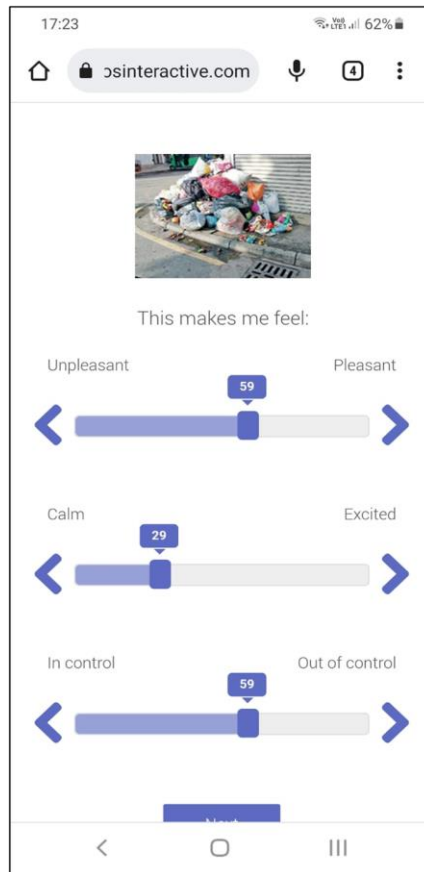


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Ipsos Emotion Framework methodology: Valence, Arousal and Control

In one or two words, what emotion do you feel when ---?



Experimental approach:
**Measuring long-term
brand growth**

How did we measure long-term brand growth?

Brand Relationship Index (BRI)

Long term effects are measured comparing the strength of feeling the brand can help meet emotional and functional goals after exposure to the test ad.



Brand Performance:

How would you rate [BRAND] in terms of what you are looking for in [CATEGORY]?



Brand Closeness:

How close do you feel to [BRAND]?

Results



Valence is a significant predictor of Brand Relationship (long-term brand growth)

Running a linear regression, we found Valence alone explains

28%

of the variance of long-term brand sales growth for YouTube videos**.

*n= 15,000 respondents across 100 ads

***Highly pleasant emotions:** Measured through Valence: Average % of answers to "This ad made me feel...". Scale: 0 (Unpleasant) to 100 (Pleasant). Valence is a validated metric from the VAC model, validated in the US to measure emotions, by the Ipsos Global Science Organization (GSO). [More information about the VAC Model.](#)

Long-term brand growth: Brand Relationship Change Index (BRI) measures brand equity shift (post-pre) after ad exposure according to Ipsos' Brand Value Creator (BVC) sales validated model.

****Linear regression:** 100 observations, 98 error degrees of freedom. Estimated Dispersion: 994. F-statistic vs. constant model: 37.4, p-value = 2e-08

Results

This means highly pleasant residual emotions on YouTube ads have predictive power over long-term brand growth.

Google



Results

Both for **skippable** and **forced** exposures.



YouTube ads with the highest emotional charge
vs. the lowest ones are:

+38%

more likely to build long-term brand growth
for skippable ads

+42%

more likely to build long-term brand growth
for forced exposures

Highly pleasant YouTube ads also make people be willing to pay more, reducing price sensitivity

YouTube ads with the **highest emotional charge** vs the lowest ones are:



more likely to reduce brand price
sensitivity*

*n=15,000 respondents across 100 ads

Highly pleasant emotions: Measured through Valence: Average % of answers to "This ad made me feel...".
Scale: 0 (Unpleasant) to 100 (Pleasant). Valence is a validated metric from the VAC model, validated in the US to
measure emotions, by the Ipsos Global Science Organization (GSO). [More information about the VAC Model.](#)
Price sensitivity: '[BRAND]...is worth paying more': Average % of answers to Top Box: "A lot more" in "How
much did this ad make you think that <the advertised brand> ...'is worth paying more?"

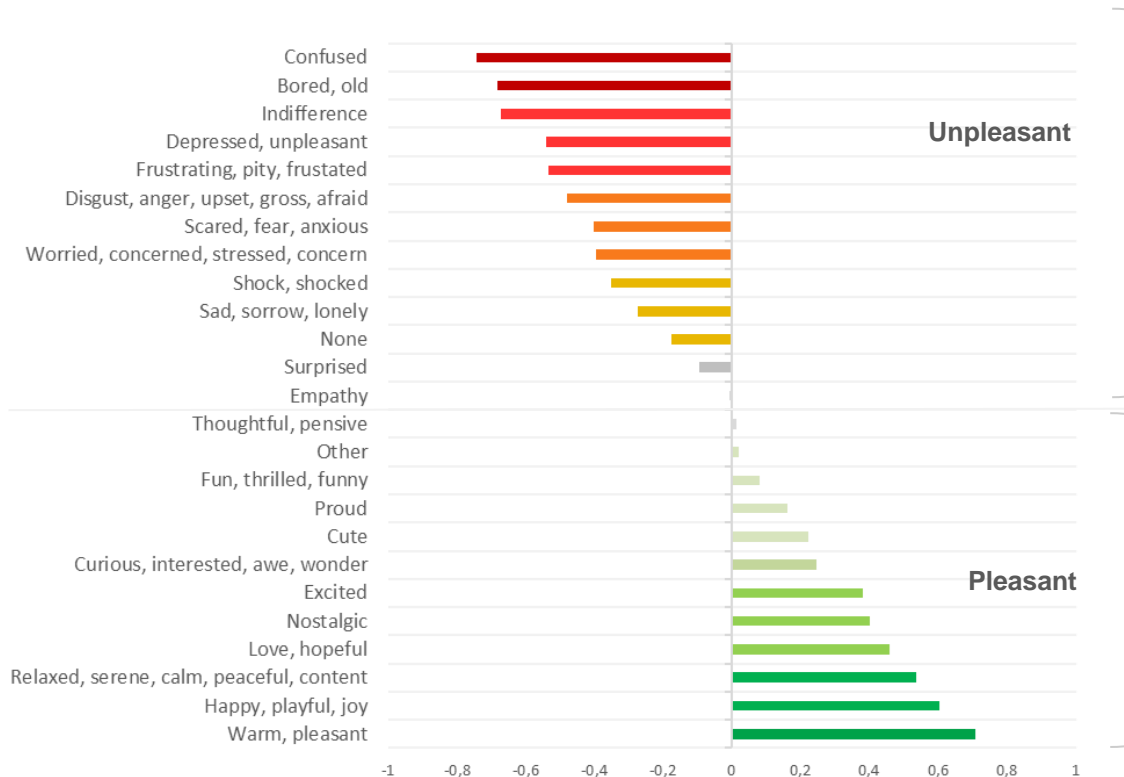
What are these highly
pleasant emotions behind
‘Valence’?

Highly pleasant emotions in tested YouTube ads are Warmth, happiness, calmness, love, nostalgia, excitement.

Source: Creative Spark survey-based research n=15,000 respondents across 100 YouTube ads

Correlation between **Valence**: Average % of answers to "This ad made me feel...". Scale: 0 (Unpleasant) to 100 (Pleasant). and **Residual emotions** (reported emotion). Average % of people who selected each emotion out of a suggested emotions list, answering the following question: "Select all the emotions that you felt while watching the ad".

CORRELATION BETWEEN VALENCE X EACH PROMPTED EMOTION

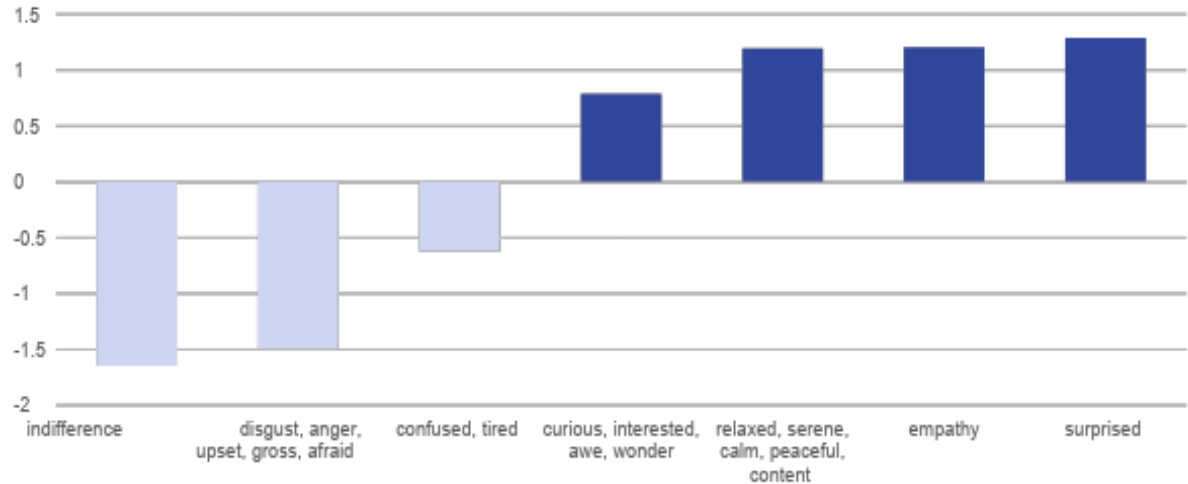


However, which of these emotions are more powerful to predict long-term growth?

By running a linear regression, Empathy and Surprise become important predictors of the Brand Relationship Change Index in the long term.

Both are compatible with other positive and negative emotions, therefore, these two are more singular and predictive since they amplify the effect of the rest.

LINEAR REGRESSION MODEL: PROMPTED EMOTIONS WITH LONG-TERM BRAND RELATIONSHIP CHANGE



n=100 ads

Brand Relationship Change Index: Long term brand sales growth metric

Prompted emotions: Select all the emotions that you felt while watching the ad.

Please also include the one you mentioned previously if included on the list

Linear regression:

Number of observations: 100, Error degrees of freedom: 92

Root Mean Squared Error: 27.5

R-squared: 0.485, Adjusted R-Squared 0.445

F-statistic vs. constant model: 12.4, p-value = 4.72e-11

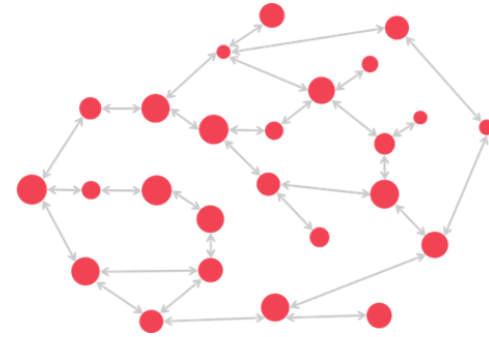
How do emotions interplay with one another?

To analyze how respondents group emotions when reporting how ads made them feel, we used a sophisticated analytic technique based on bayesian networks

We ran a proprietary Ipsos' Bayes Nets (IBN) analysis with 15.000 respondents to uncover what emotions are typically reported together after watching a Youtube ad.

The output of this analysis is a structural map that shows the most consistent links between emotions across hundreds of separate underlying maps.

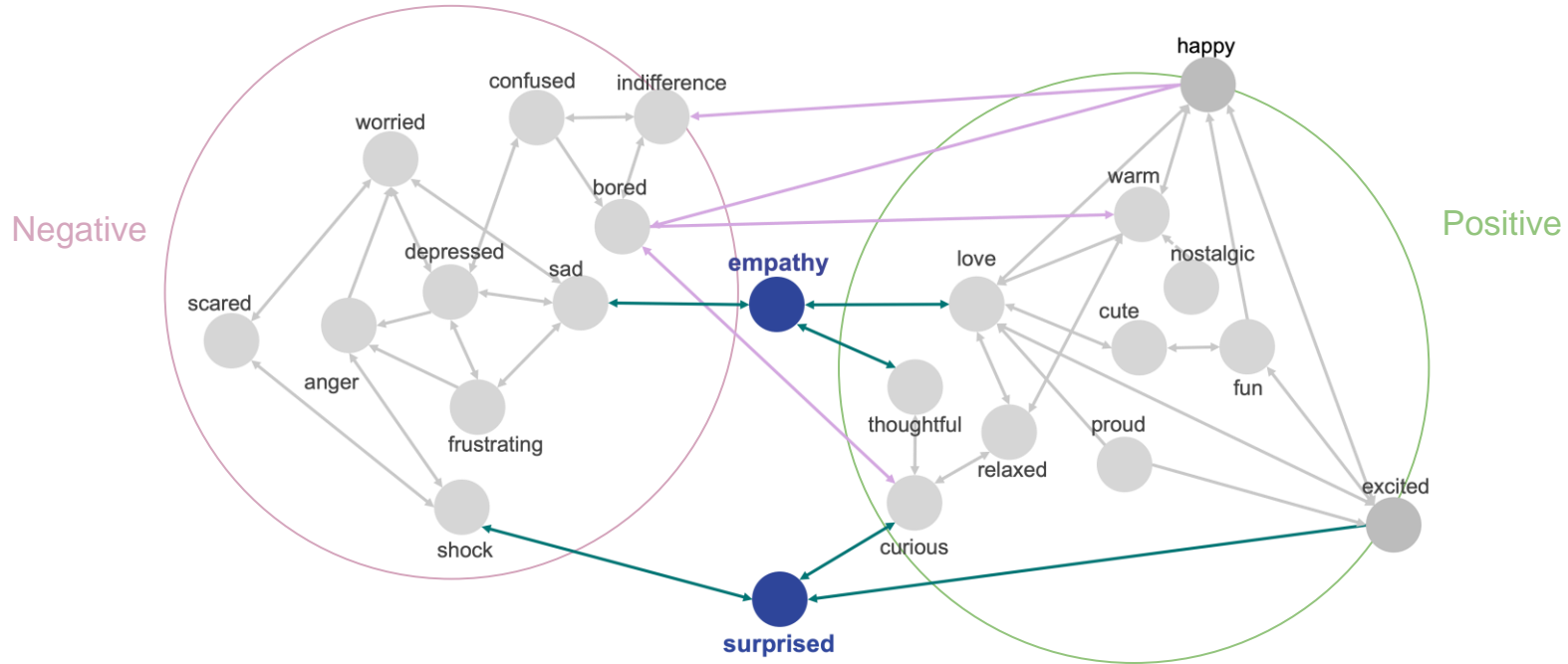
Ipsos Bayes Nets example of output: the structural map



- Each dot represents a reported emotion
- An arrow means that a significant match was consistently found between two emotions in the underlying maps
 - Single headed arrows mean an emotion being mentioned consistently in conjunction with another (but not necessarily the other way around).
 - Double-headed arrows mean reciprocal pairing.

Ads can awaken different emotions, not just one emotional note

Among the predictive emotions, two serve as a bridge between the realms of positive and negative feelings. Surprise and empathy are neutral by nature and help to combine different emotions more effectively throughout the ad narrative, which can be useful for producing powerful emotional storytelling.





Ladder



LadderLife.com

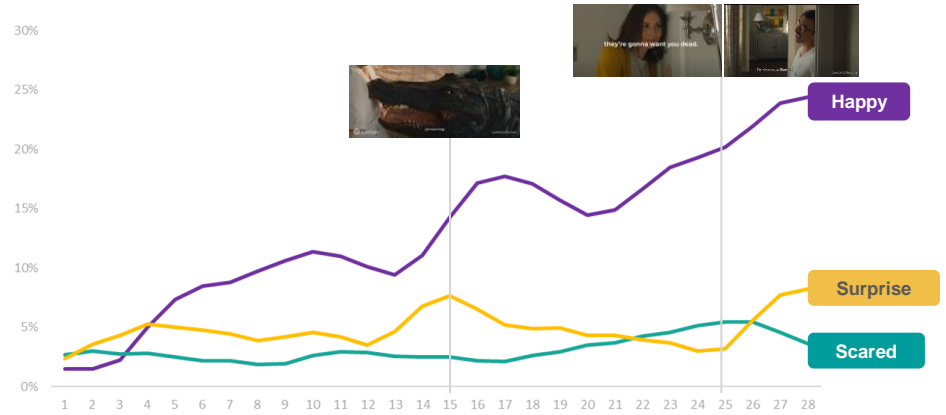
An example of an emotional journey, where **surprise acts as a bridge** between negative and positive emotions.



Equity Effect Index

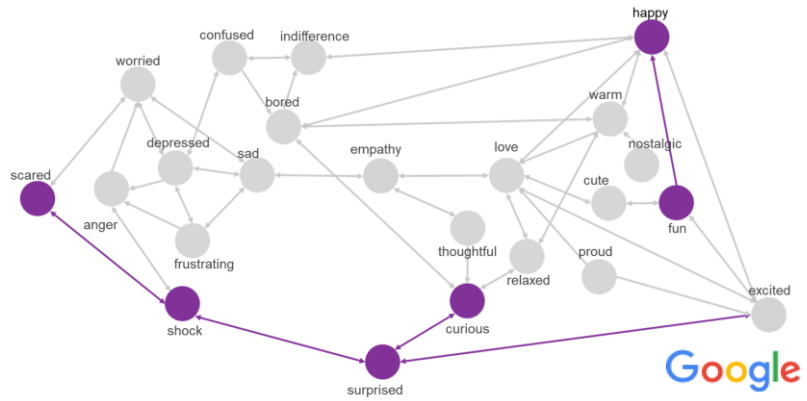


Instant emotions (Facial Coding whilst watching the ad)



Emotions

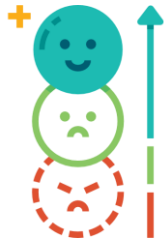
● Reported emotions after watching the ad



Implications



Digital media like **YouTube can be a prime brand-building vehicle**, not only restricted to short-term, tactical business objectives.

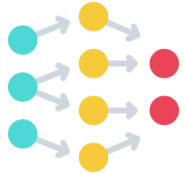


Highly pleasant emotions account for 28% of long-term brand growth.

Brands must leverage this knowledge to create powerful, emotional storytelling to get closer to their current and prospective clients.



Positive emotional storytelling in advertising makes people willing to pay more for a brand.



Emotional storytelling doesn't mean focusing on one single tone – brands can experiment with several emotions to create powerful and emotionally stirring narratives.

Implications

Thoughts from our partner Ariane Pol, Global Head of Research, Google Creative Works



Thank you



Manuel García-García, PhD

Global Lead of Neuroscience -
Ipsos Global Science Organization



Geraldine Rodríguez

Client Manager -
Ipsos Creative Excellence



Ariane Pol

Global Head of Research
Google Creative Works