Reimagining Video Creative for faster impact

Presented by Amit Shah, President

November 2020





Attention, cognition, impact: From research to execution

1. What do we know about the ***role of attention and cognition*** in advertising?
   i. Quick recap of MMA neuroscience research
2. What ***real-life learnings*** do we have in terms of the role of ad length, exposure time and creative?
   i. Real life case studies from 1-800 flowers

In 2019 we released a large neuroscience study on ad cognition



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Mobile Ads Do More Work in One Second Than You Might Think

By Nat Ives

3 COMMENTS

March 6, 2019 6:00 a.m. ET

Mobile advertisements begin triggering reactions in less than a second, new research suggests, leading some brands to re-examine their creative strategies as well as the industry's emphasis on longer exposures.

Consumers took 400 milliseconds to see and react emotionally to 67% of mobile ads tested in a study by neuroscience research company Neurons Inc. for the Mobile Marketing Association, a trade group of marketers, agencies, media sellers and technology players.

On desktops, it took two to three seconds to hit the same mark, according to the researchers, who said they used eye-tracking and EEG monitoring to measure what 900 participants saw and how they responded.

Although all brands had the same chance at being seen, bigger ones triggered emotional reactions more quickly.

Participating publishers

ESPN

Oath: A Verizon company

Pinterest

Advisors

ARF Advertising Research Foundation

MSI Marketing Science Institute

groupm

MOAT

IAS Integral Ad Science

MMA



New “High velocity” environments = New rules?

Cognition is fast

More than 67% are already seen at 0.4 seconds

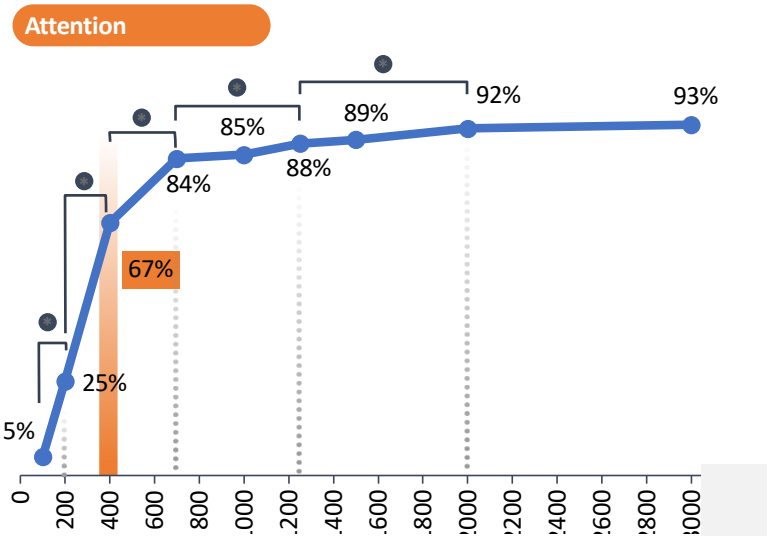


Chart shows percentage of participants who have a minimum of 60ms (3 gaze points) at the ad that they were exposed to. All ads were shown to the same number of participants at each speed.

Two third of ads are cognitively recognized at 0.4 seconds

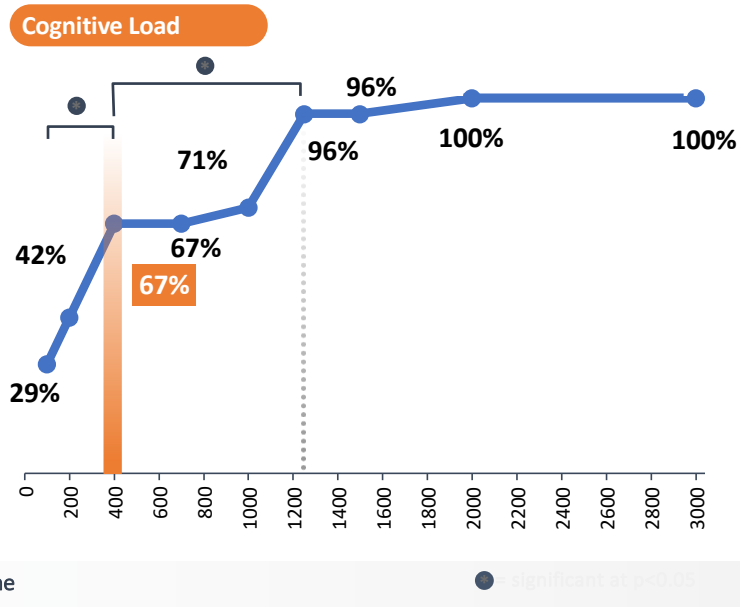


Chart shows the percentage of Ads who have shown a significant lift in cognitive load compared to the control group at the given speed.

Attention and cognition take much longer in desktop

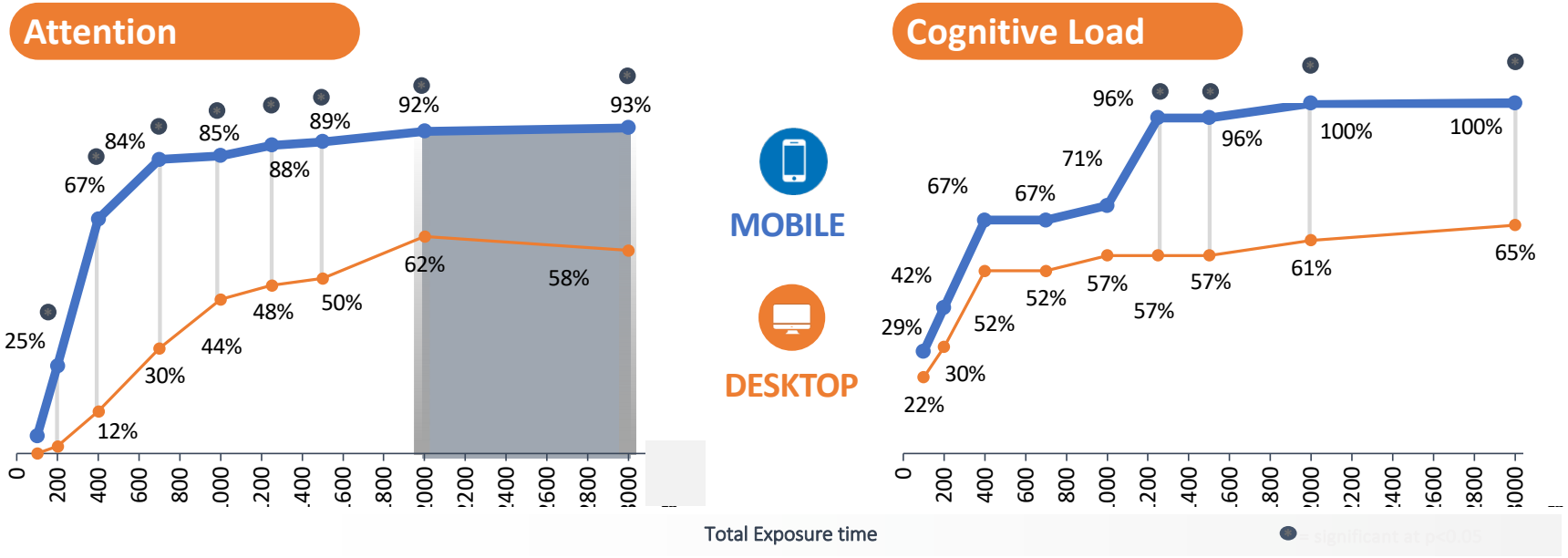
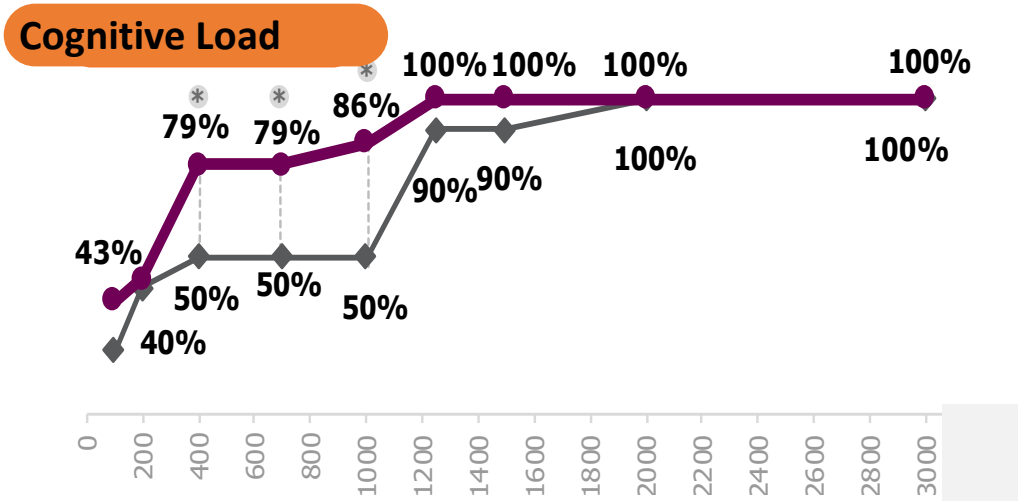
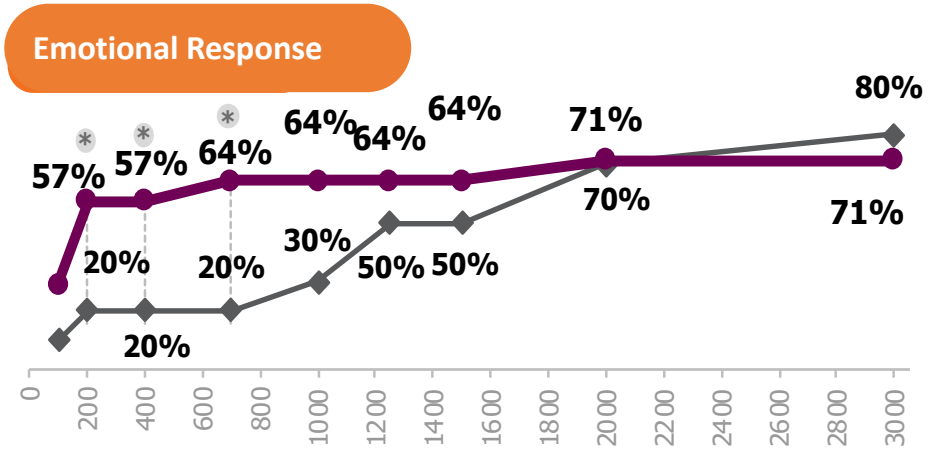


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Our brain is faster “on branding”



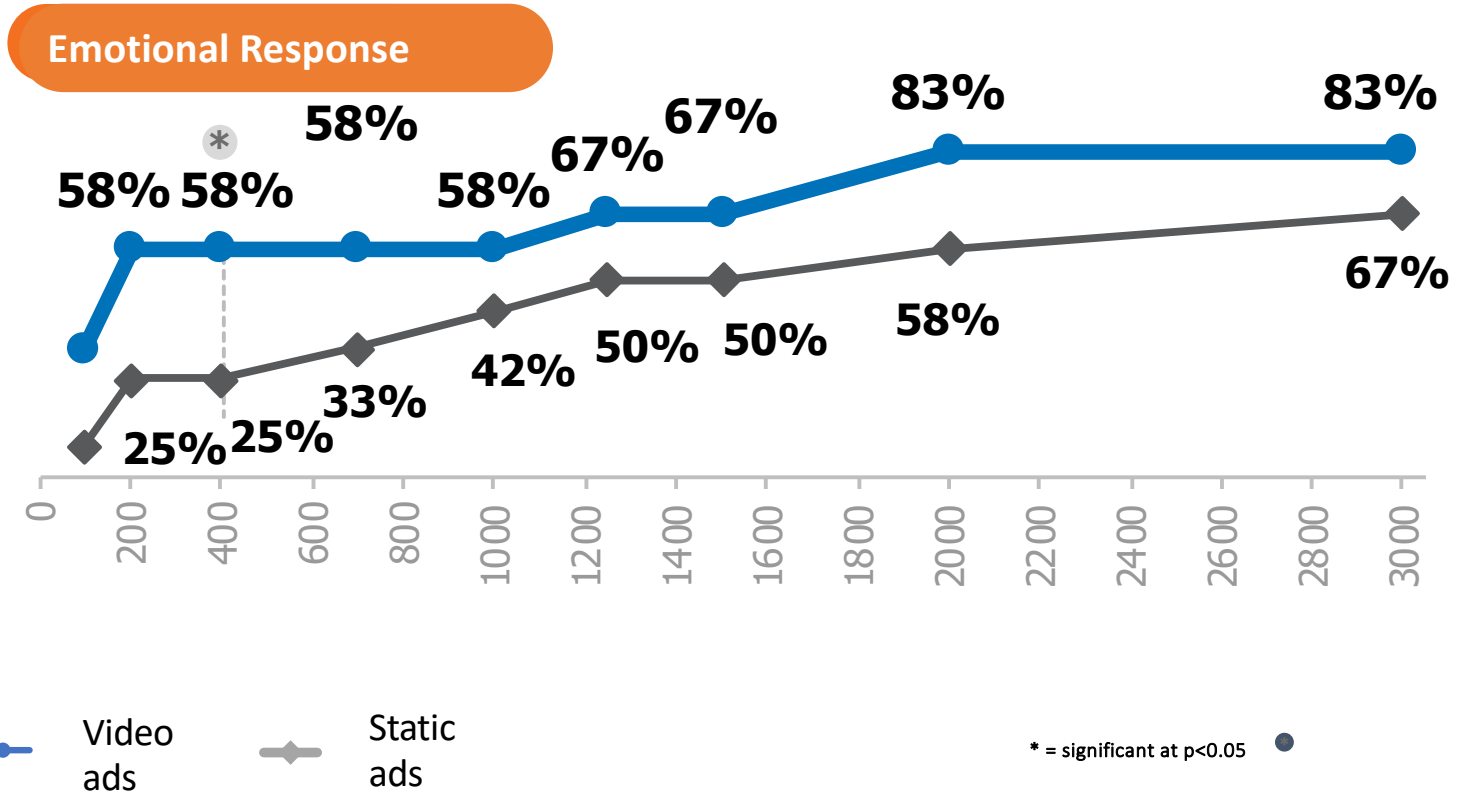


* = significant at p<0.05

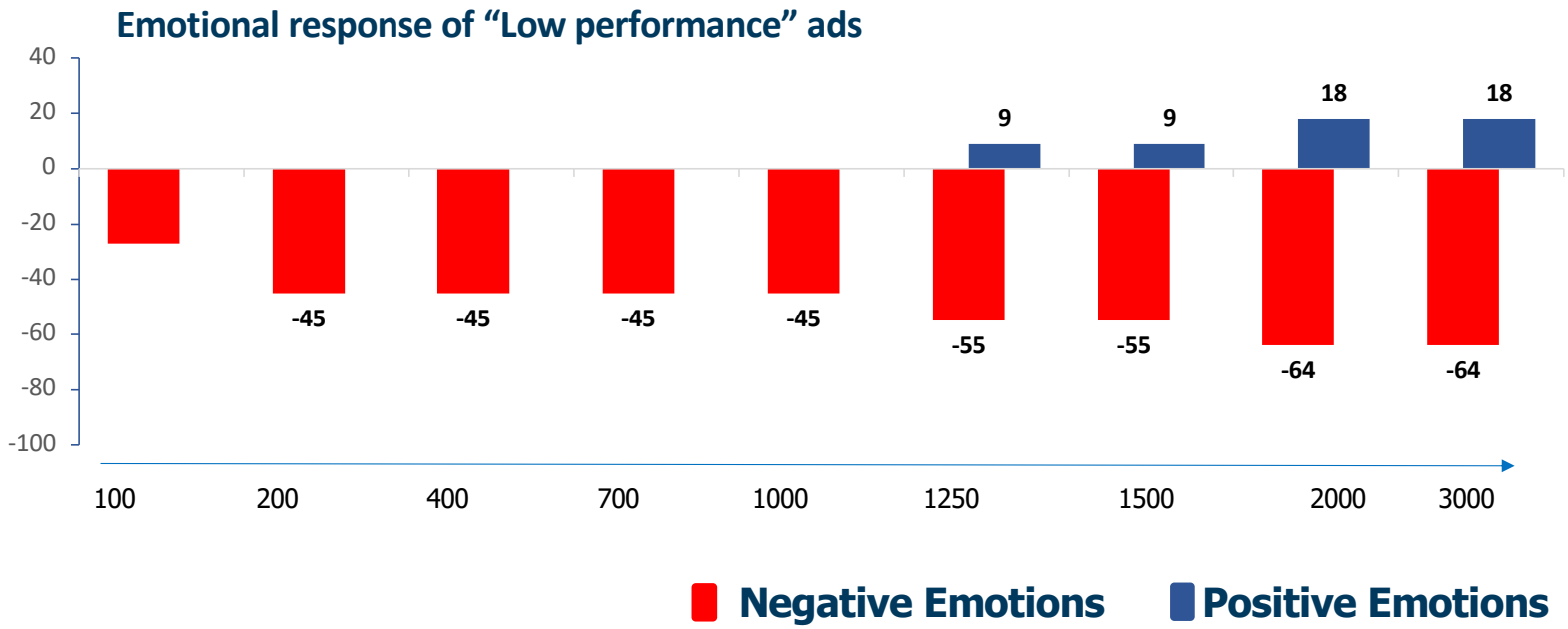
Well known brands

Less known brands

Motion drive Emotion, from the first second



Make the seconds count: First impressions last



*Low performing ads: Bottom quartile from a database of brand lift studies

Summarizing key insights from neuroscience research

1. Cognition is fast
2. Attention and cognition take much longer in desktop
3. Our brain is faster “on branding”
4. Video more quickly and better engages the emotional brain
5. First impressions last

Cognition is Fast

:15s



:06s



↑ 62% clicks

↑ 3% conversions

First-Second Strategy Amplification

- "Office Envy" original



- "Office Envy" with amplification



Embellishments drove 85% more clicks

Attention and cognition: Mobile vs. Desktop

97M Impressions served on YouTube

Results:

- Mobile drives higher conversions at more efficient CPC
  - ↓ 70% cost per click vs. DT

Video engages the emotional brain

Static:



Animated:



↑ 10% clicks

↑ 15% conversions

1-800 Flowers: 4 key take-aways

Screen size matters:	1. Mobile delivers higher CONV + CPC
Video grabs attention:	2. Video delivers higher CTR + CONV
Shorter is better:	3. Especially in the social space, make every second count
Best practices:	4. Embellishments and “attention grabbing” boost short video performance