



Research into the synergy between TV, YouTube and Videoland

Research questions

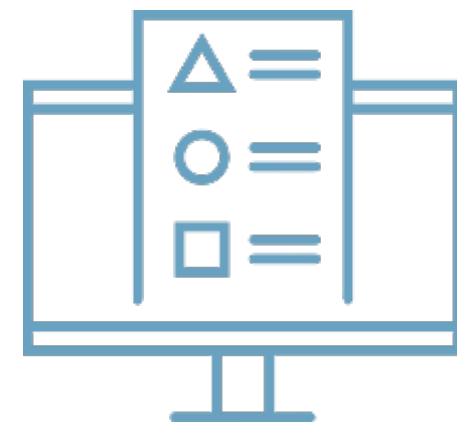
- ✓ Does a campaign have more impact when you encounter it on different platforms?
- ✓ Do platforms reinforce each other and, if so, what is the optimal sequence of channels?
- ✓ Do these effects depend on the age of the viewer?

Research design



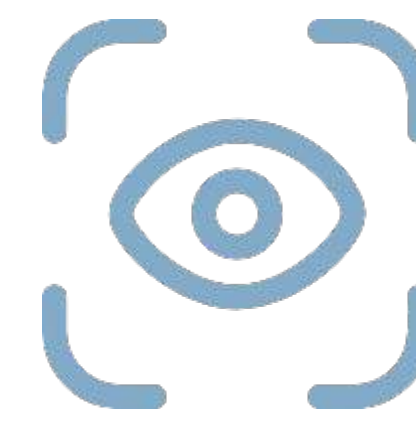
**Subconscious
brand preference**

Measured with IRT



Recall

Measured with survey



Attention

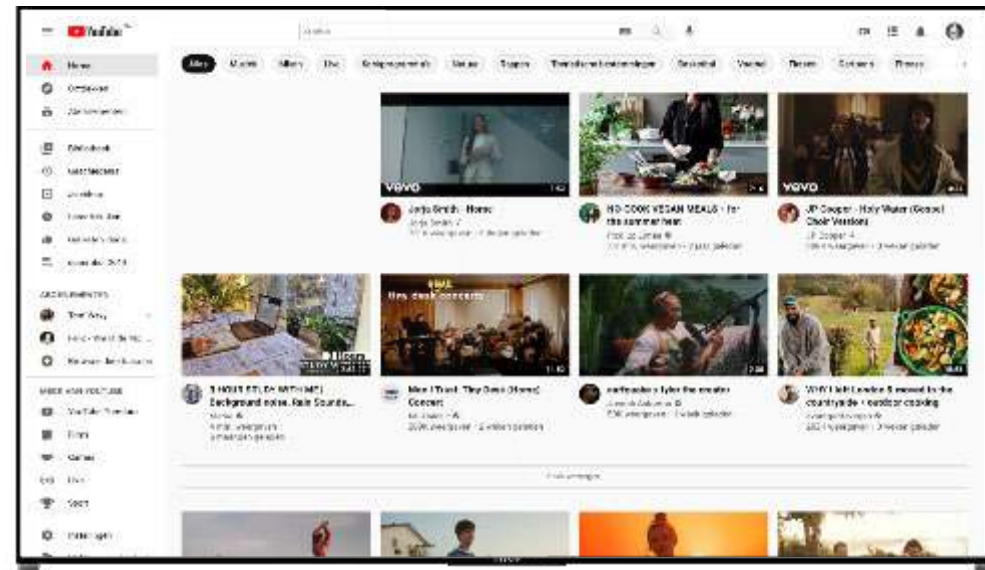
Measured with Eye Tracking



**Processing in
the brain**

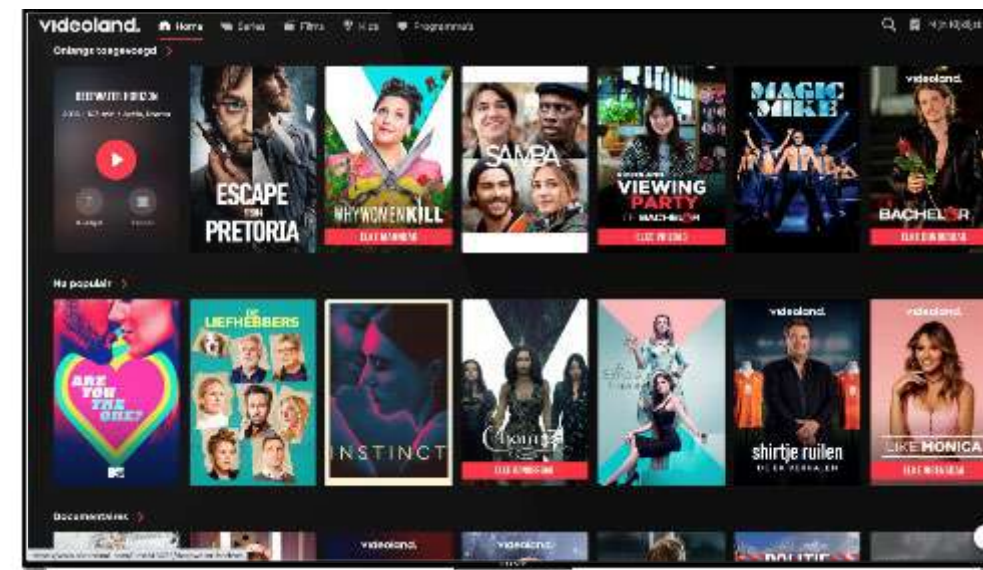
Measured with EEG

Research design: on the big screen



YouTube

- Ad Alliance stock
- Pre-roll
- Mid-roll



Videoland

- AVOD subscription
- Pre-roll
- Mid-roll



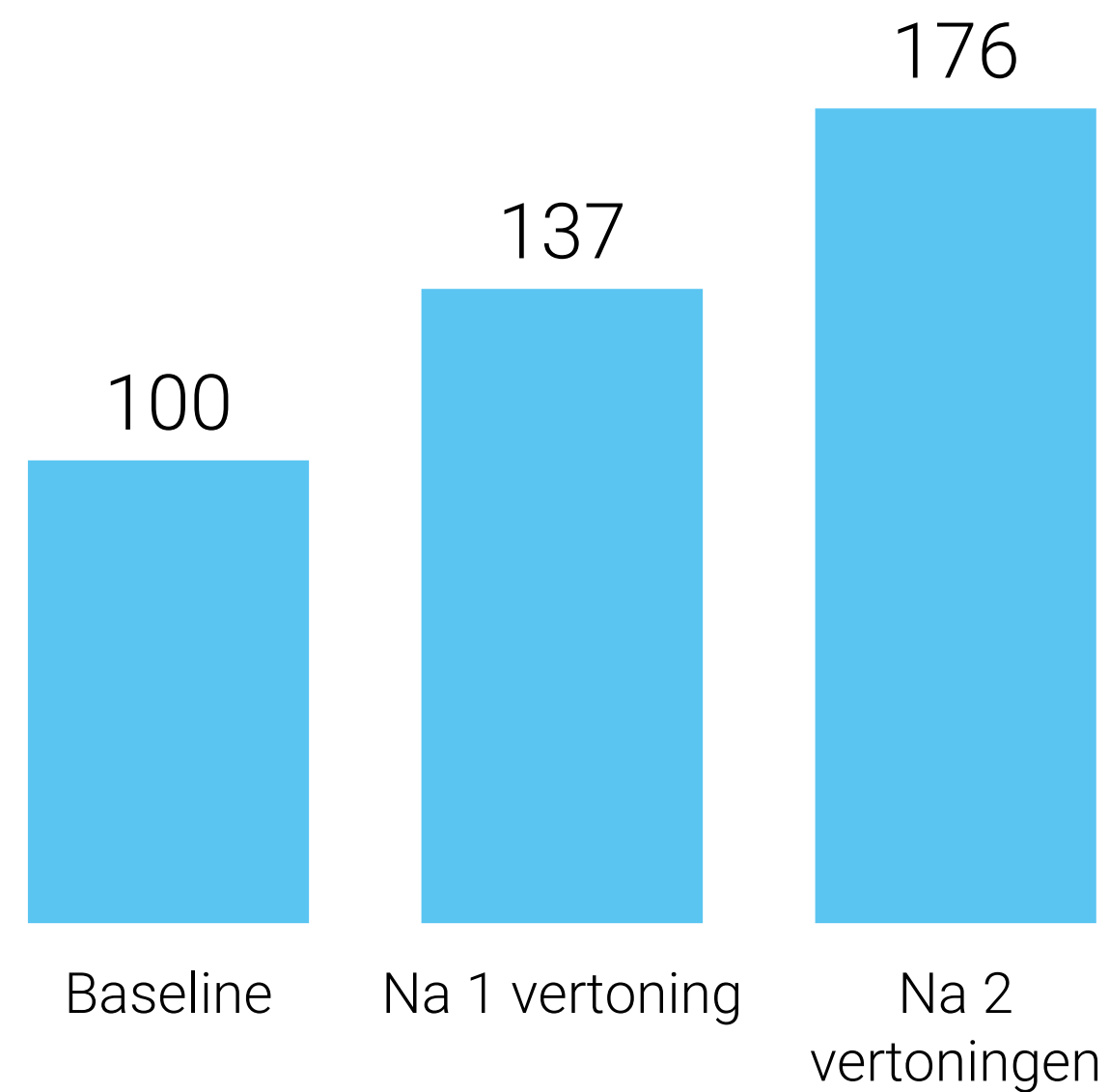
Linear TV

- Ad breaks around programme

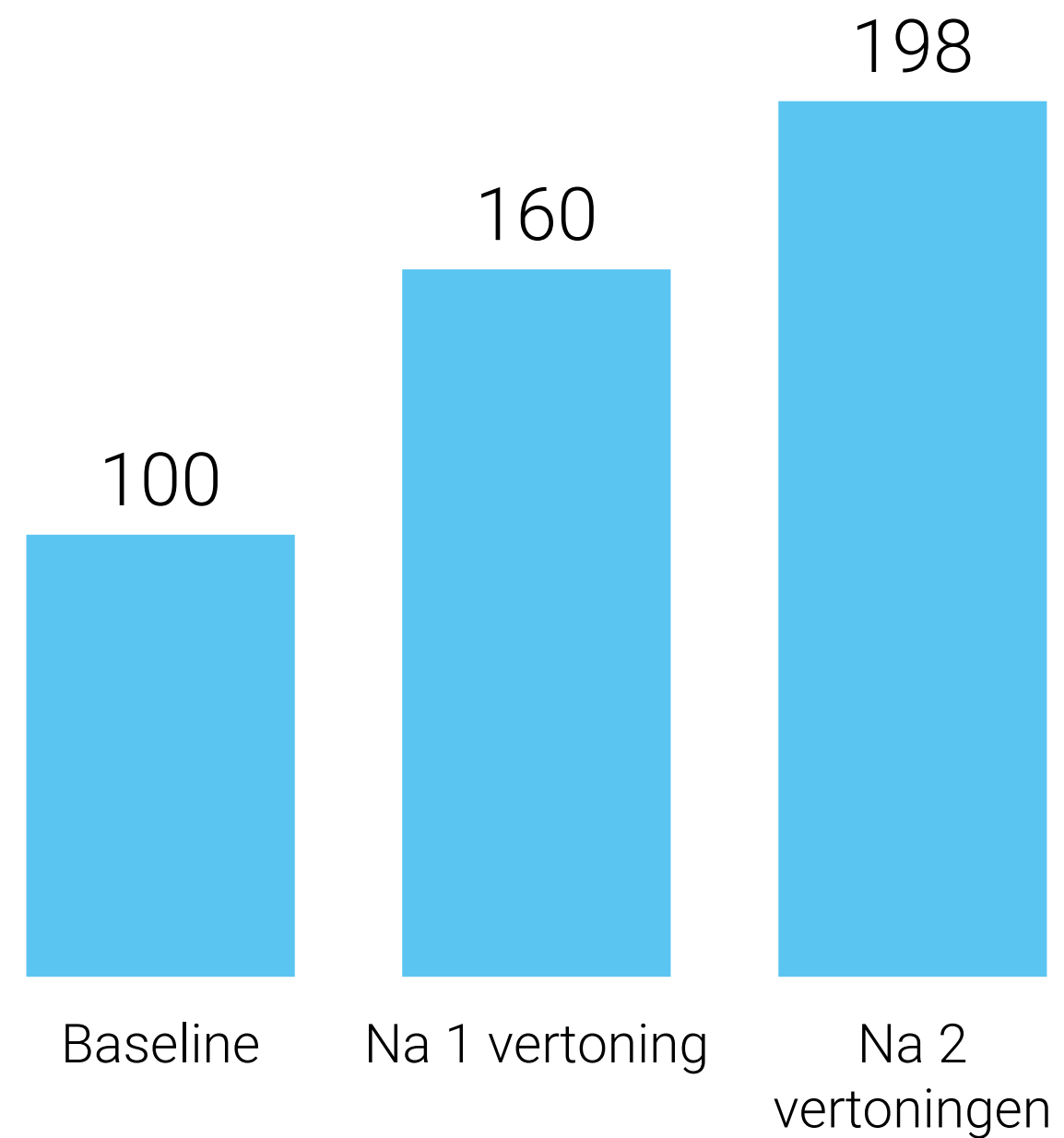
Power of repetition

Repetition of the expression makes the brand more reliable,
more attractive and increases purchase intention

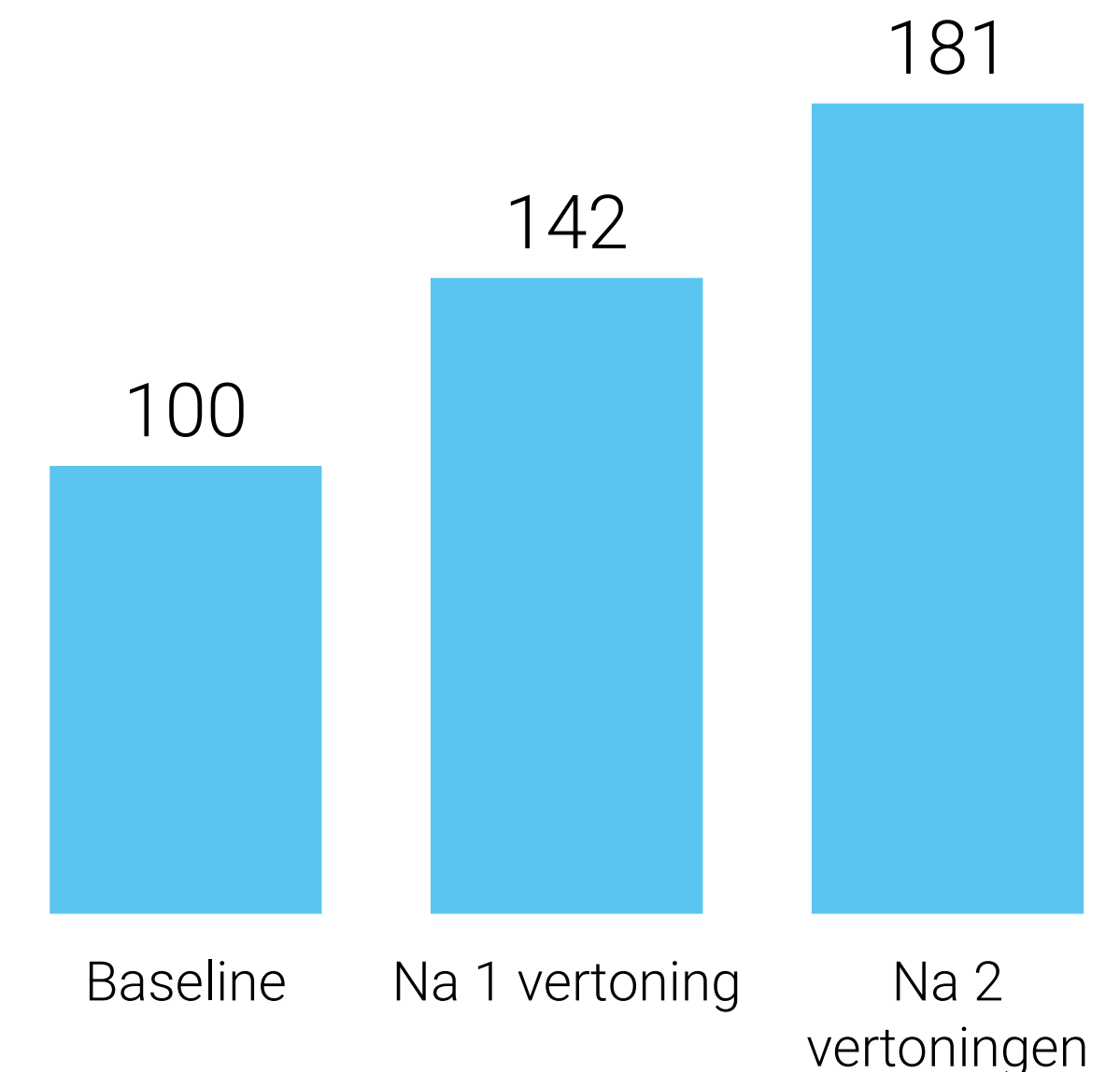
Reliability



Attractiveness



Purchase intent



Repetition **increases**
the subconscious brand
preference

Repetition
increases **brand
recall**

34%

Increase in brand recall

Attention
remains the
same with a
second showing



Desire also remains
unchanged, the
creation is decisive
here



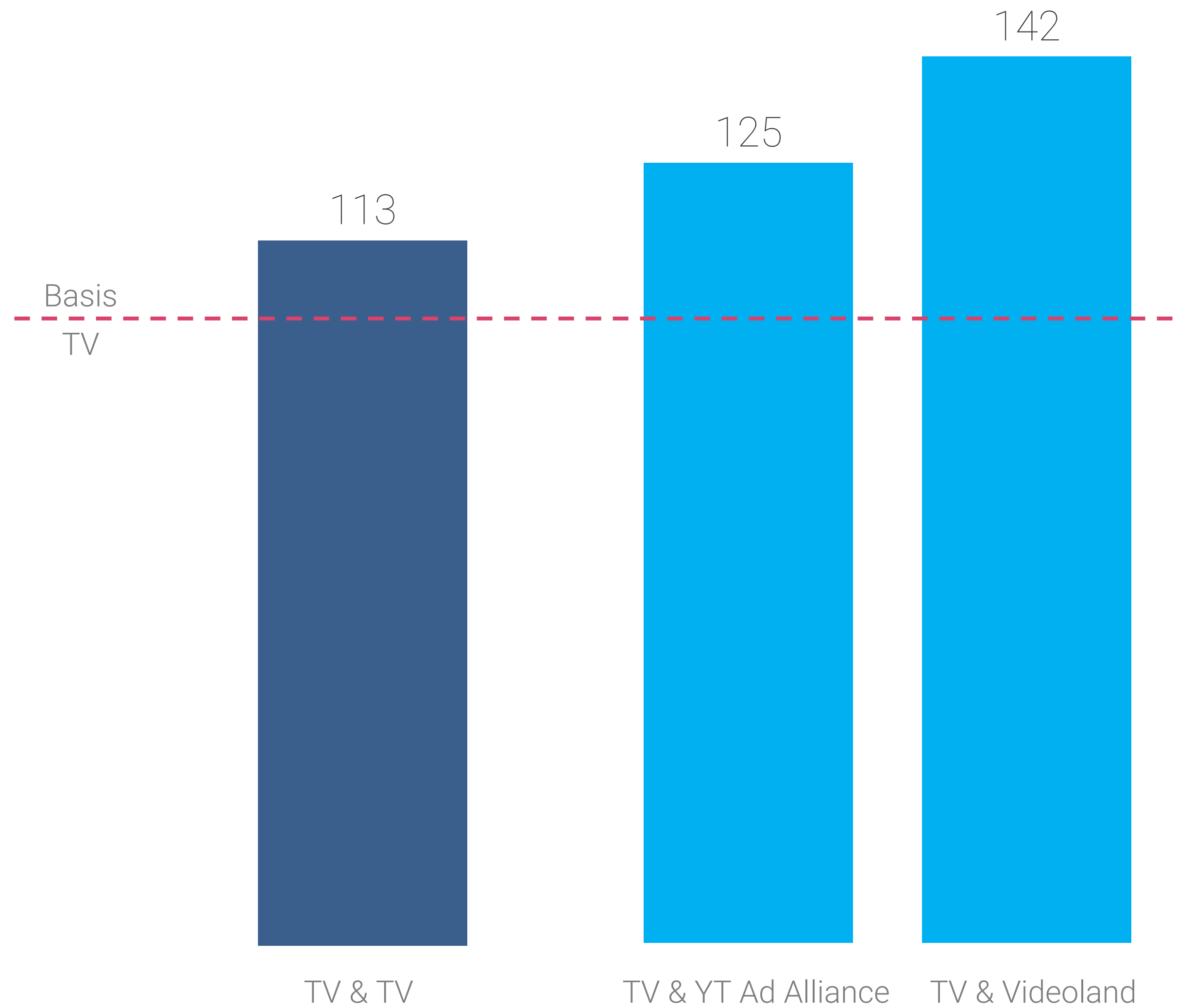


The power of combinations

What is the effect on
subconscious brand preference
if you combine TV with
an online platform?

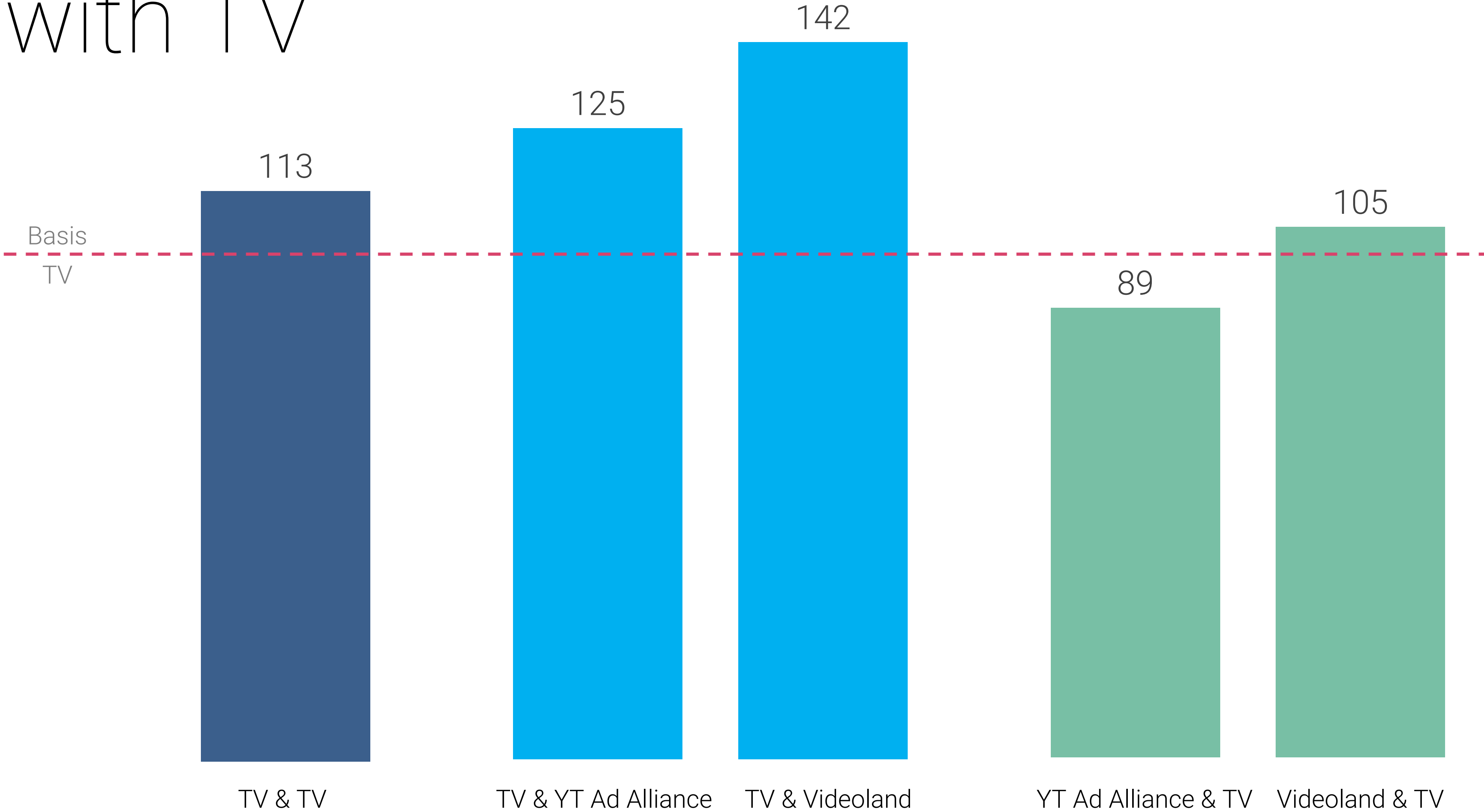
Subconscious brand preference

TV & Online Video provide synergy...

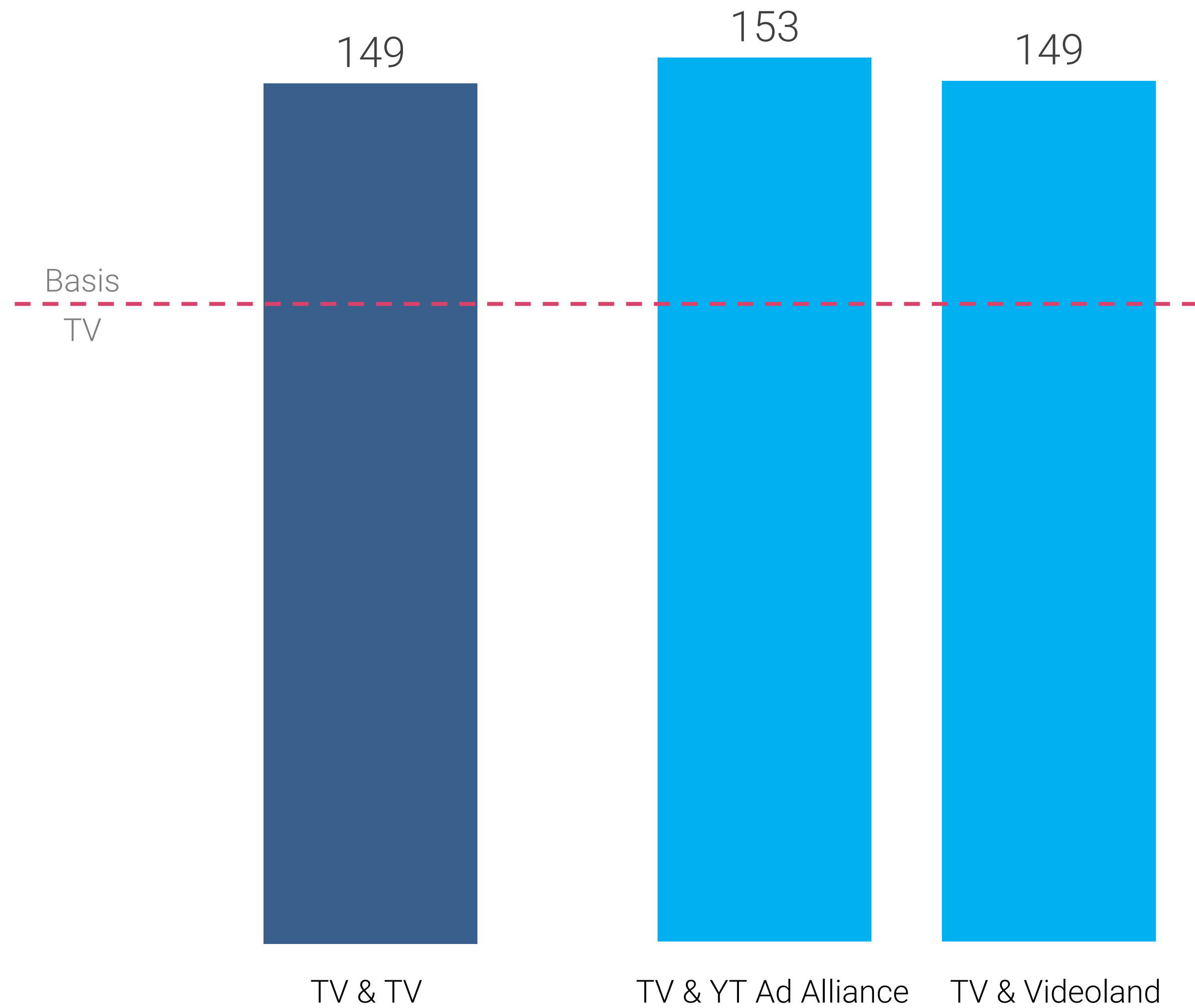


Subconscious brand preference

... provided you start the campaign with TV

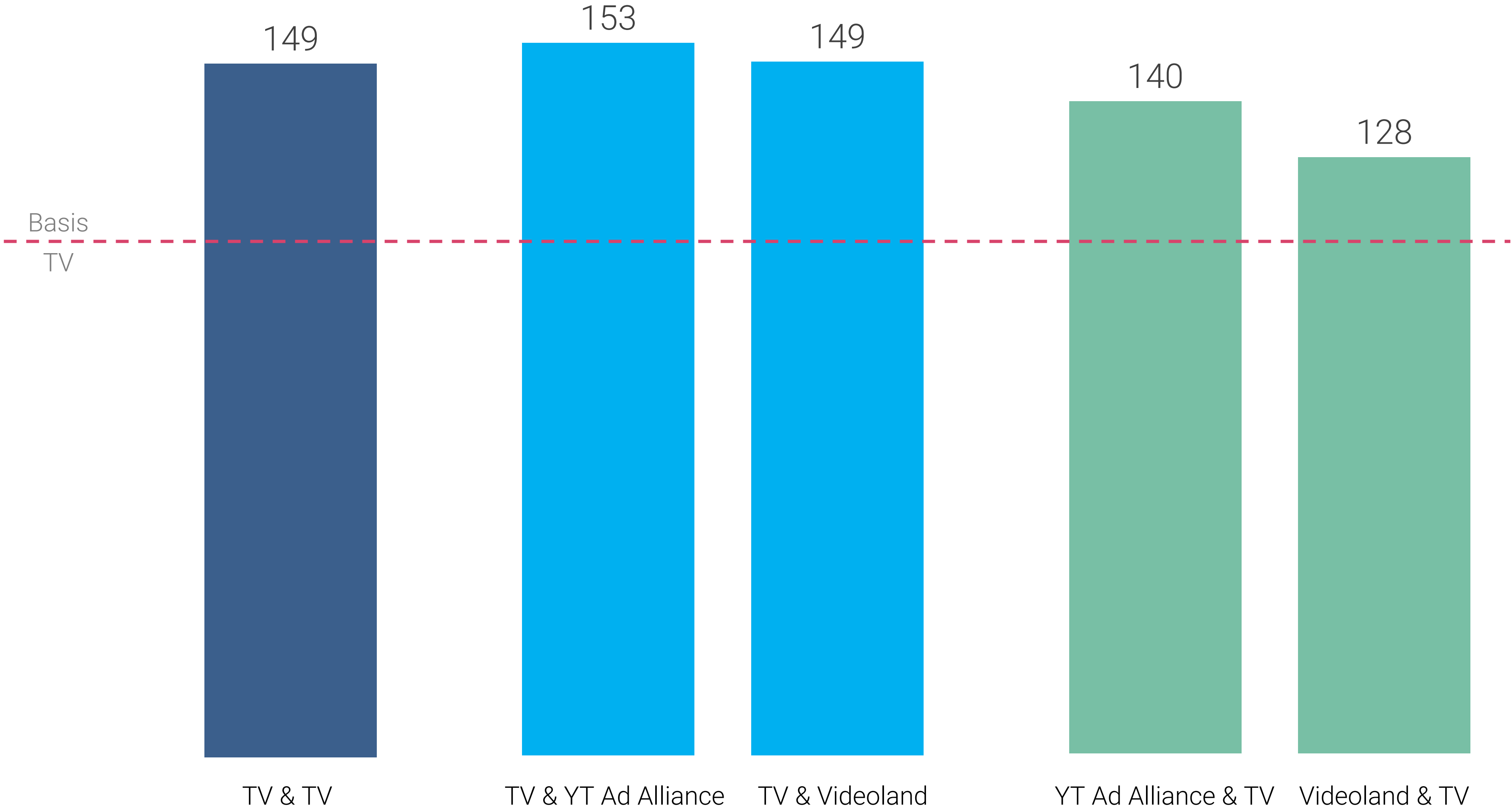


The combination of channels does not lead to additional effect on brand recall



Brand recall

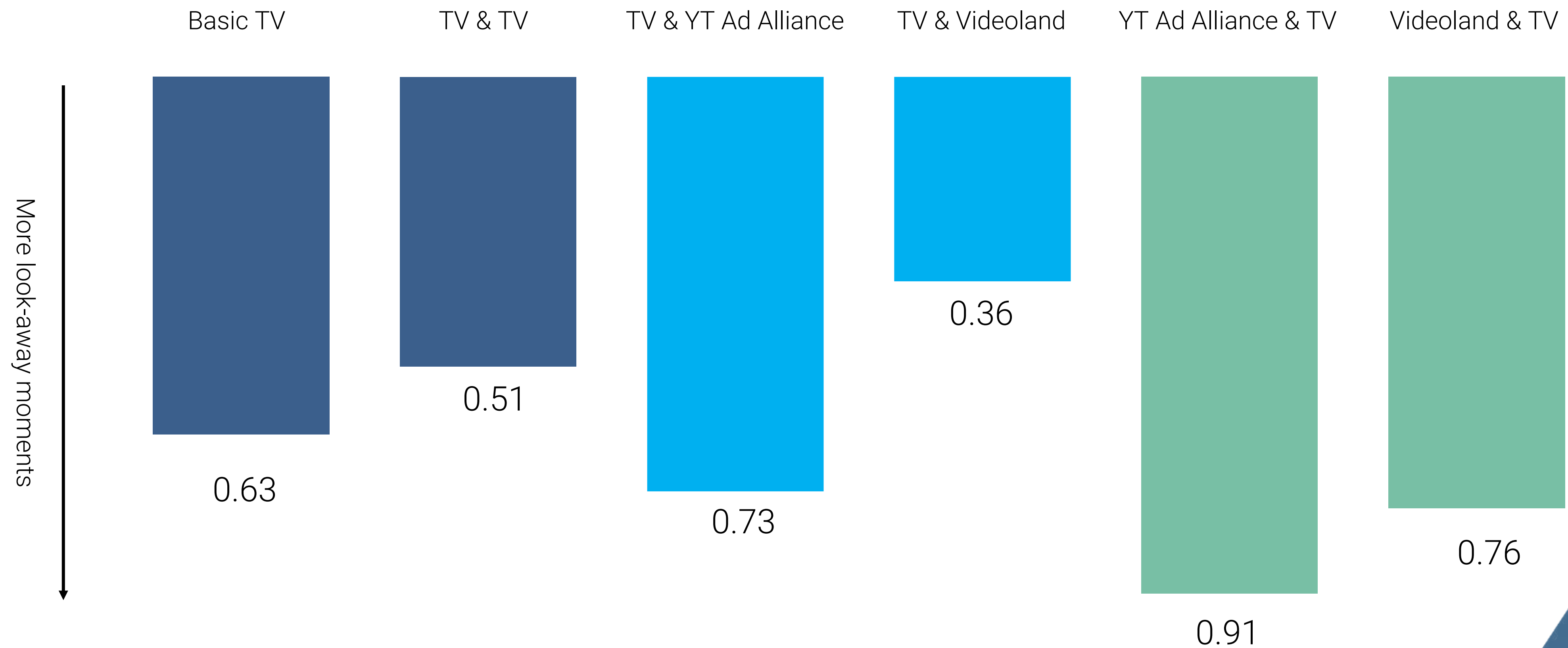
but the sequence does have an effect



Attention **remains the same** during
a second showing

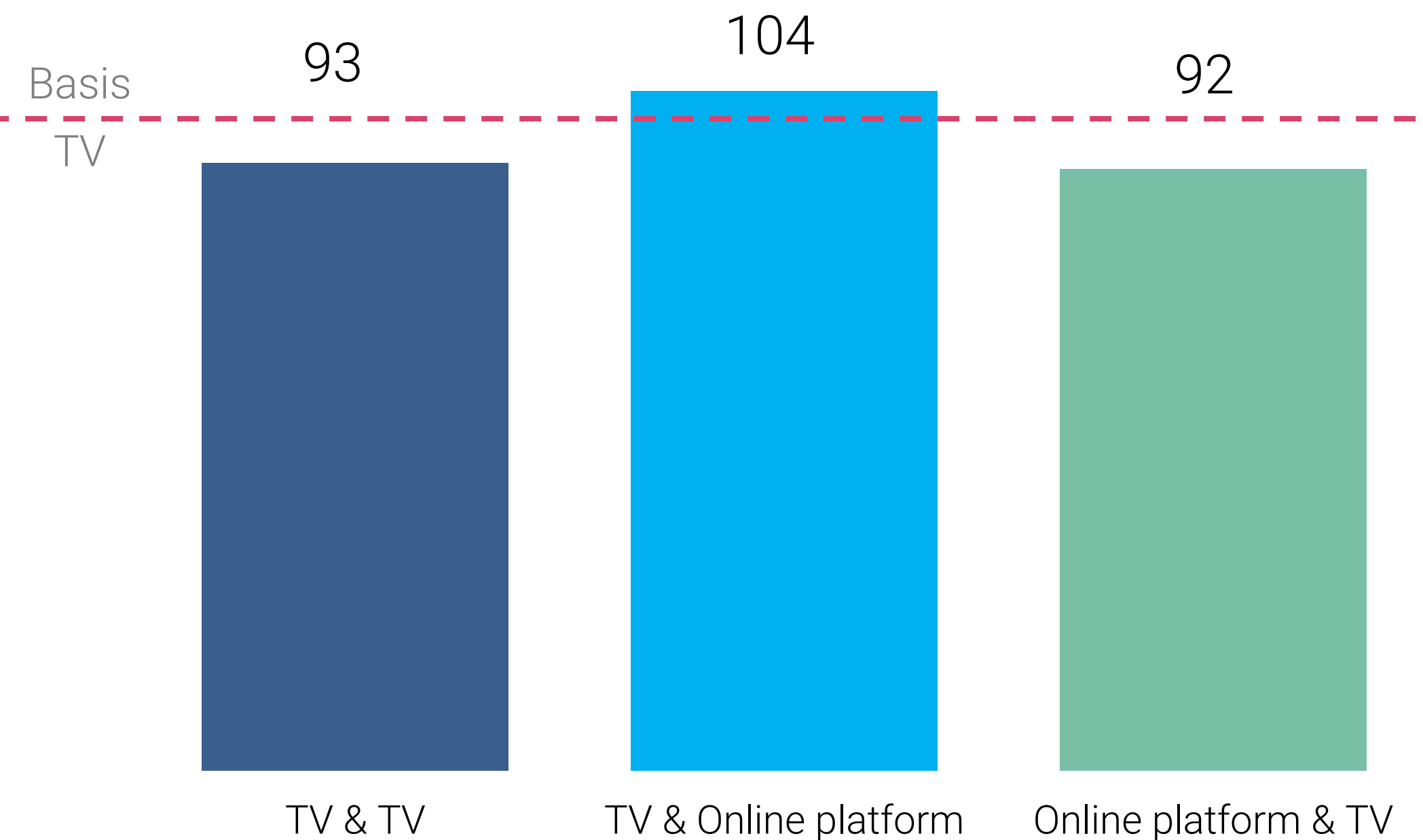
What is the effect of the
combination?

The sequence has an effect on the degree of attention



Starting with TV
increases
relevance of the
ad on a
subsequent
platform

Impact on relevance



Comparison of target groups

- ✓ **Repetition** is effective for the 18-35 and 36-54 age groups
- ✓ **Starting with TV** is effective for both age groups
- ✓ The 18-35 target group is **more distracted** across the board
- ✓ Overall, the 18-35 target group has a **more negative emotion** during ads



A close-up photograph of a person's eye, looking directly at the camera. The eye is partially obscured by a white, mesh-like material that is draped over it. The background is a soft, out-of-focus blue. The overall image has a blue tint.

What does this mean for you?

- ✓ Use the power of repetition
- ✓ Advertise on multiple platforms
- ✓ Use TV as a base
- ✓ Don't get too hung up on age
- ✓ Don't underestimate the power of creation

Do you want to know more about the
research?

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