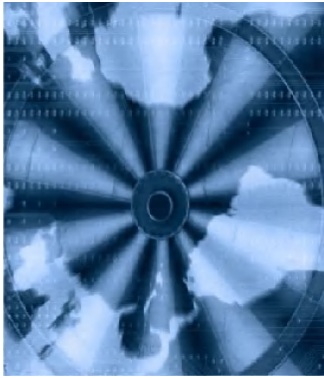




**Ipsos-ASI**

The Advertising Research Company



# Emotion and Engagement, Brand Equity, and Persuasion

Dave Walker / Ipsos ASI  
ARF 52<sup>nd</sup> Annual Conference  
New York / 20 March 2006



# Ipsos-ASI Perspective on How Effective Ads Work



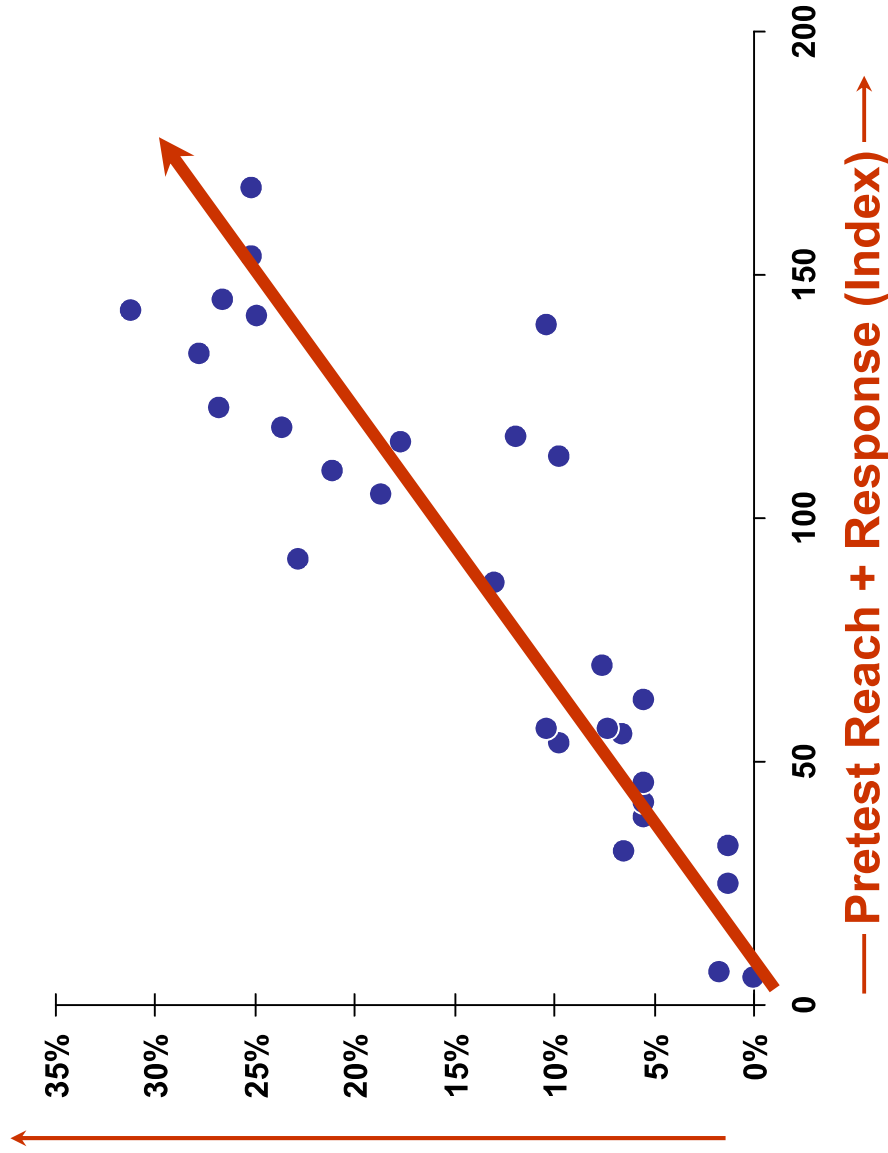


## Reach & Response measures combined explain ad volume contribution in market

**Added Sales Volume** per 100 GRPs  
as % of each brand's average weekly sales

- ✓ 31 pretested ads for 7 brands, 5 advertisers.
- ✓ Reach + Response measures in combination explain 3/4 of the variance in Sales ( $R^2 = .77$ ,  $R = .88$ ).

... **Validating not just these test measures, but the *Reach and Response* construct they represent.**





## Beyond “Reach and Response”:

- **Brand Equity**
- **Emotional Response to Brands and Ads**
- **Low-Attention Processing**
- **Engagement**

## Joint ARF, ANA, 4As task force initiative:

- 1. Engagement with the medium**
  - Are consumers actively involved, or merely present?
- 2. Engagement with the creative execution**
  - Does it interest and involve the viewer, to leave a branded impression?
- 3. Engagement with the brand**
  - Creating identity, meaning, affinity, and value.

- **Engagement with the creative Ad execution**
  - **Engagement with the Brand.**
- **Essentially the same concept we have been calling Reach:**
  - Not just whether consumers “saw” the ad, but
  - Whether they are interested, involved, engaged enough to be left with an impression, and
  - Whether they associate that impression with the brand.

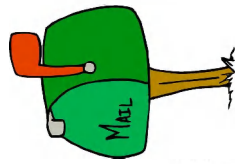


## Low Attention Processing (“LAP”)

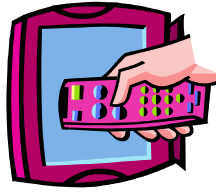
- **Theory:**  
**Consumers are influenced by ad messages without conscious, cognitive processing.**
  - I.e., Engagement without measurable Awareness or Recall.
- **We do find some evidence for this in our pretest data from Next\*TV.**



# Next\*TV Test Design



**Recruit  
Sample,  
Mail/Place  
Packets**



**Consumer  
watches  
program  
with ads**



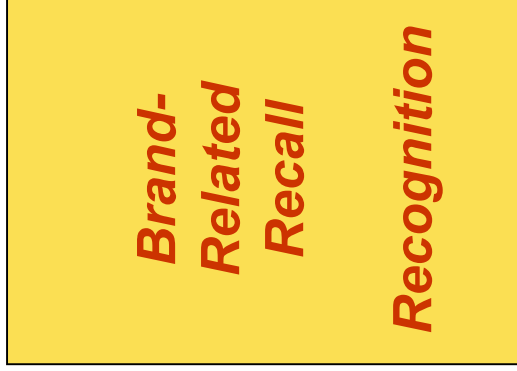
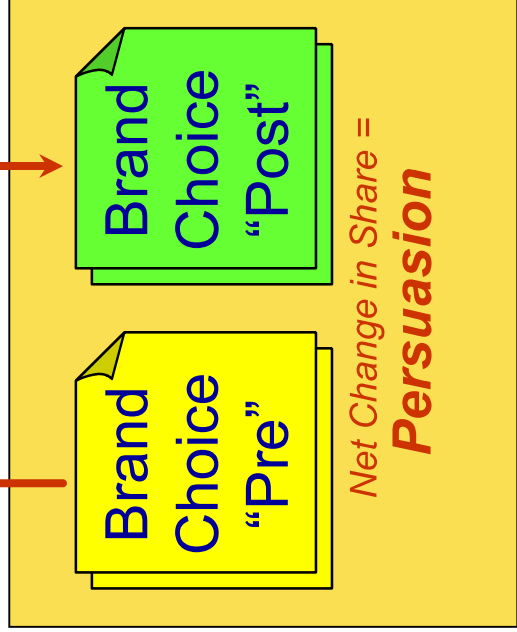
**Next Day**



**Recall  
Interview**



**Ad Re-Exposure  
Intent Ratings  
Communication  
& Diagnostics**





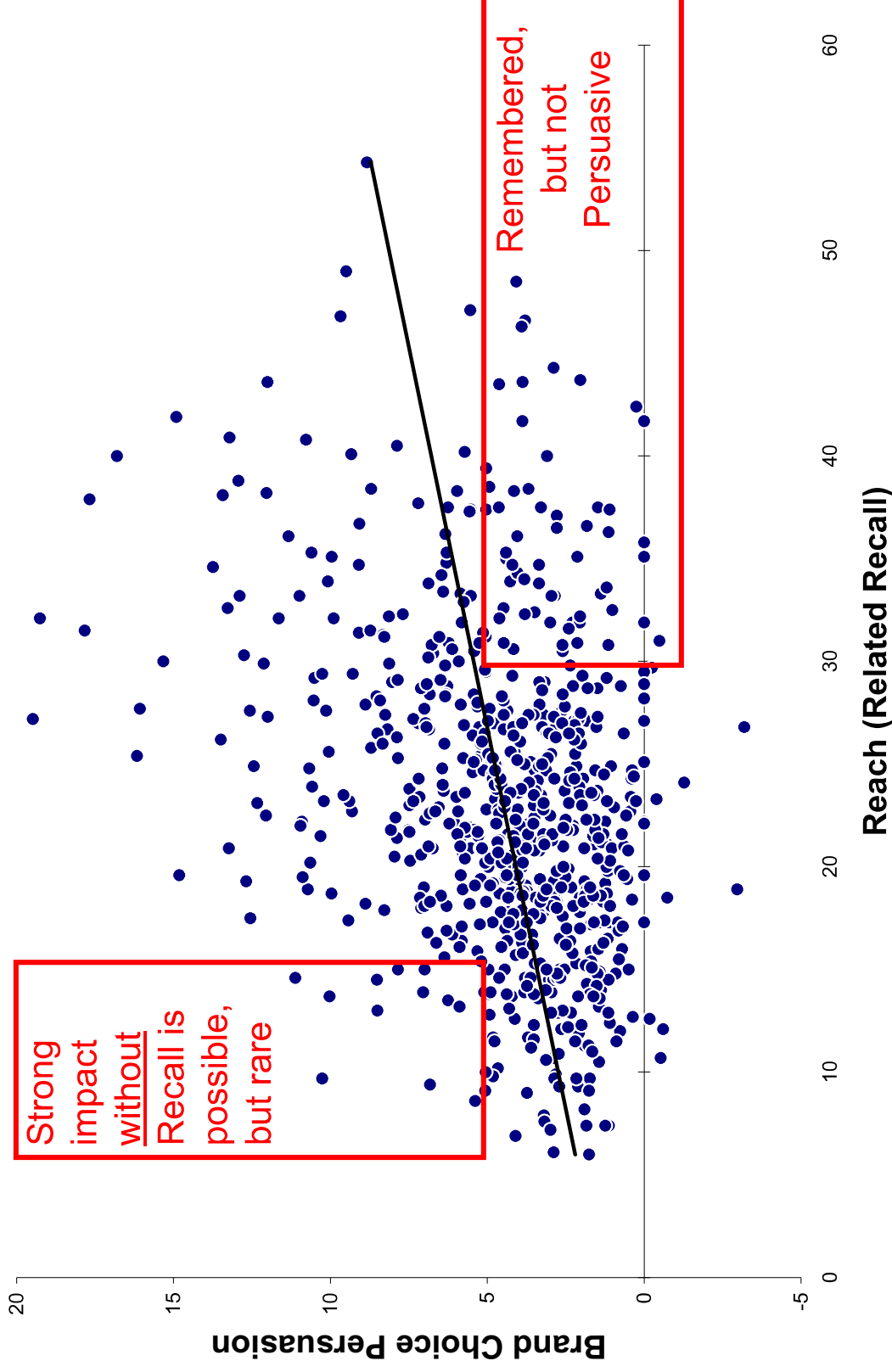


## Reach (Recall) & Response (Persuasion)

- **The Brand Choice measure shows persuasion effects are not entirely dependent on “Recall”:**
  - Net Change in Brand Choice: correlations with
    - Related Recall (conscious memory):  $R = .34$
    - Aided recognition (lower attention):  $R = .15$
- **In-market results show that ads that do both have a bigger impact. Why?**



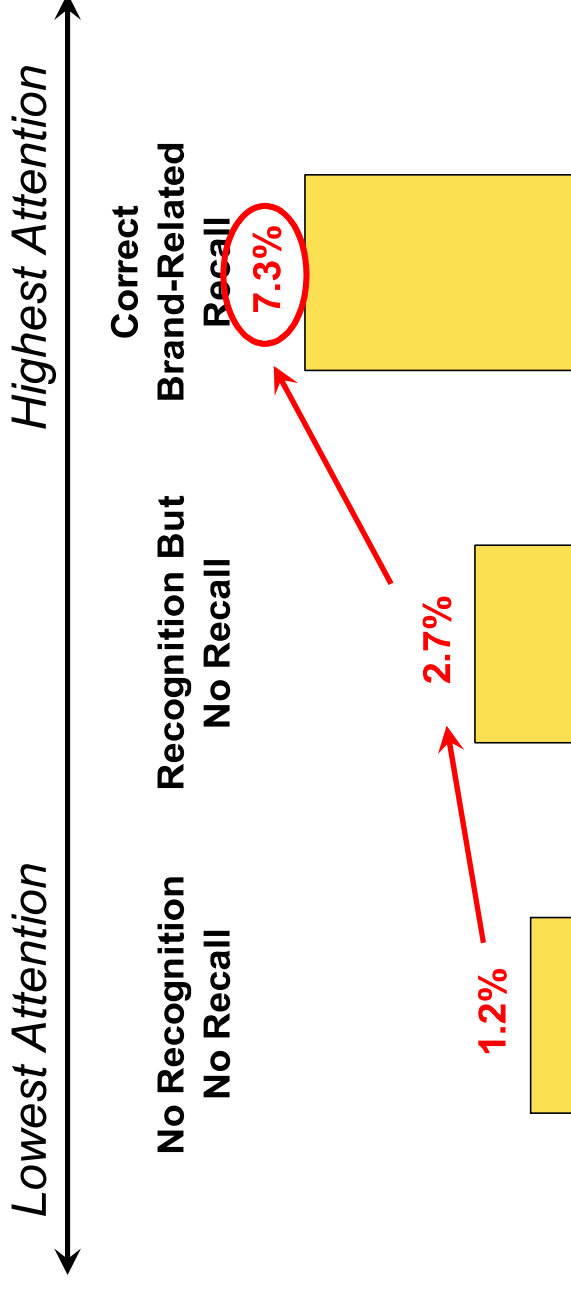
# Persuasion can be relatively independent of conscious Recall:



- **Related Recall represents “High Attention” cognitive processing:**
  - The viewer was involved enough to remember and describe the ad, and can associate it with the brand name.
- **Recognition = Lower Attention Processing**
  - Claimed recognition from a description of the ad indicates viewer did “process” it at a lower level.
- **No recognition: “Lowest-Attention” processing**
  - Viewer does not even recognize the ad, when described.
- **Increase in Share of Brand Choice**
  - Demonstrates an Ad effect, when it happens, even without evidence of cognitive processing.

- At respondent level, persuasion is higher among viewers who demonstrate higher levels of Attention:

## Net Brand Shift Among Viewers With



Based on 97,083 respondents from 512 ad tests for established products in Next\*TV.



## LAP and “Emotional Ads”

- **Theory:**
  - **LAP is more important for “Emotional” ads.**
    - Rationale: They rely less on information content or rationale arguments that depend on or contribute to higher-level cognitive processing.

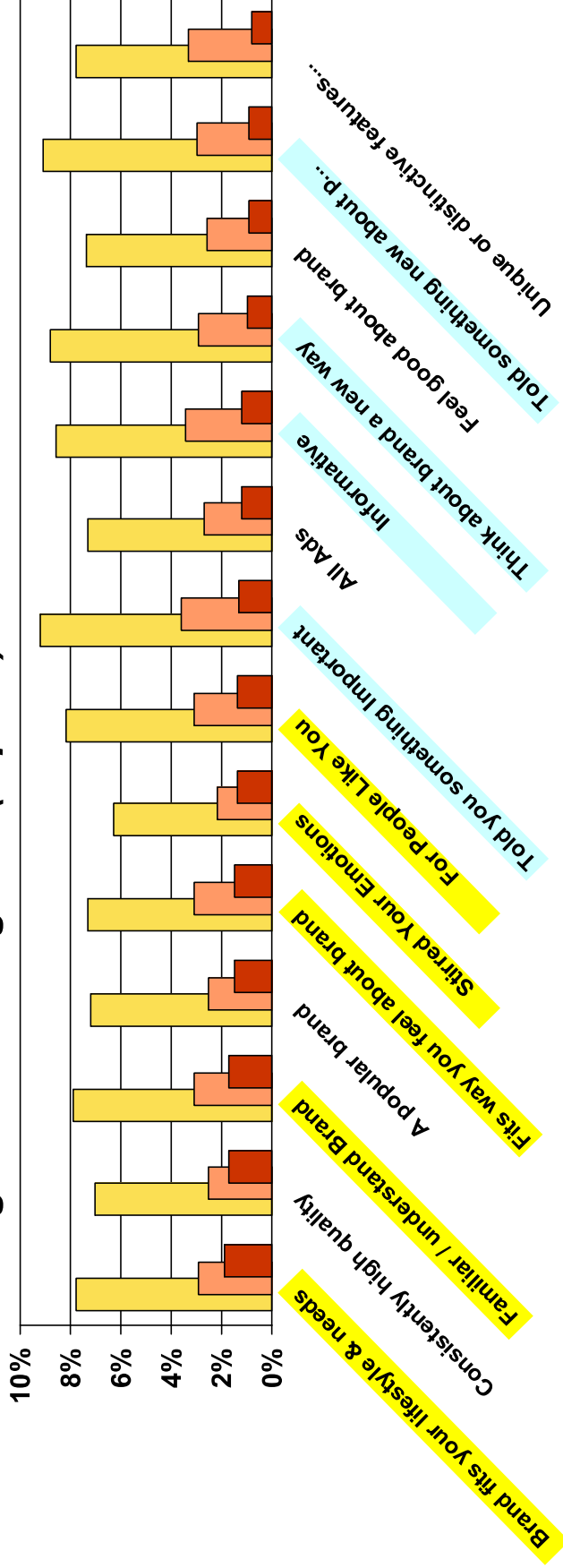


# LAP Effects Are Small for All Types of Ads:

## Net Brand Shift Among Viewers With

- Correct Ad-Related Recall
- Recognition But No Recall
- No Recognition and No Recall

... among ads rated highest (top 1/3) on each attribute:



Based on 97,083 respondents from 512 ad tests for established products in Next\*TV (bases vary by item).

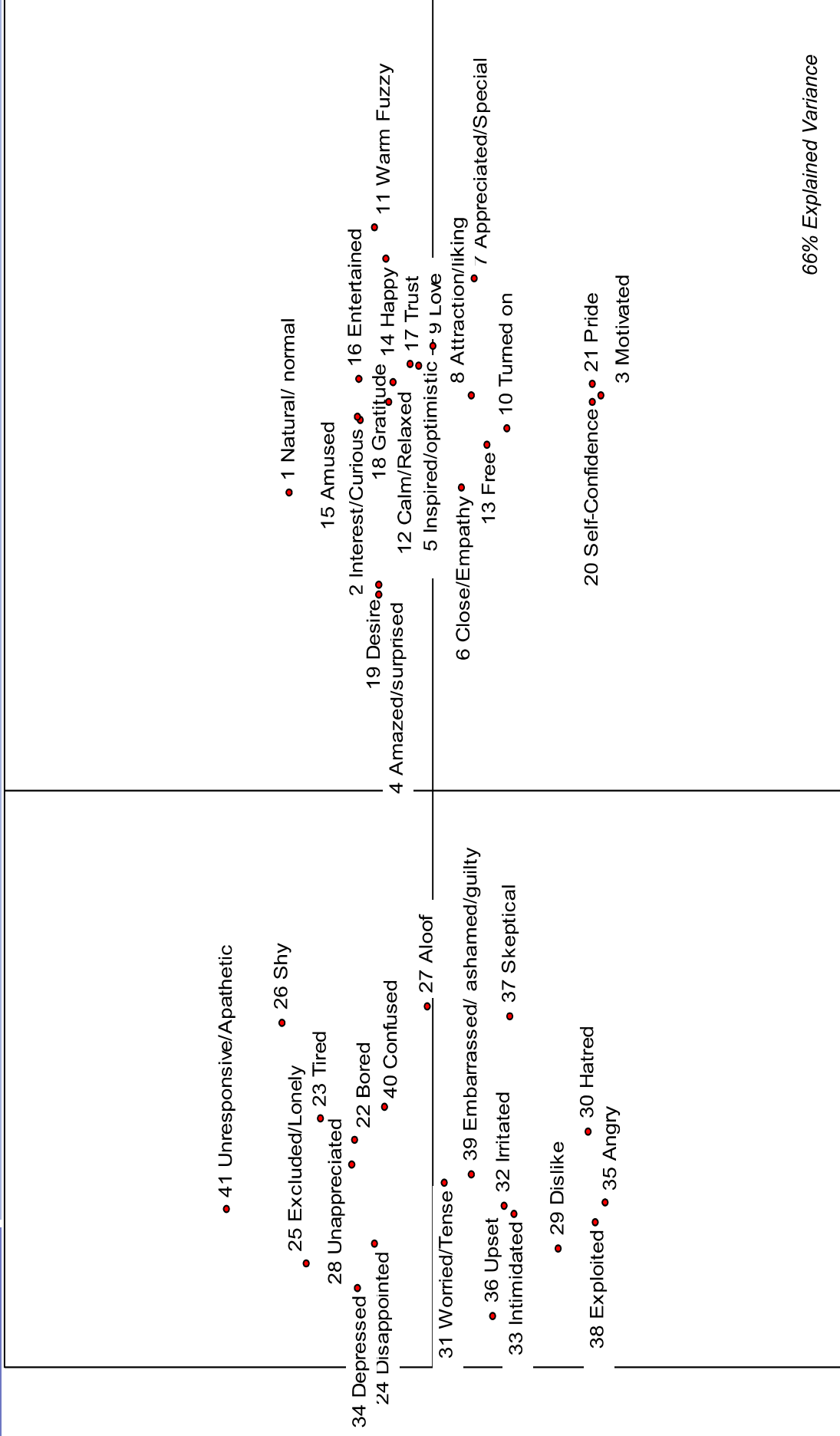


## Measuring Emotional Response

- **Started with 200+ emotional descriptors**
  - Based on an extensive literature review
  - Respondents rated random pairs of these words for their degree of similarity
  - Multivariate analysis combined or eliminated the ones that were most similar...
- **Producing a list of 40 differentiated emotions.**



# Multi-Dimensional Scaling: 40 Emotions on a Map





- People identify Emotions more from visual cues than by verbal descriptions.
- Commissioned artists to create “icons” to represent each of the 40 Emotions.
  - Survey ratings confirmed agreement between words and icons for each emotion.



Disappointed



Irritated



Apathetic/  
Unmoved



Skeptical



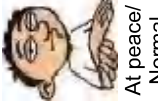
Surprised/  
Amazed



Harmony/  
A Connection



Curious/  
Interested



At peace/  
Normal



Proud/  
Self-Respect

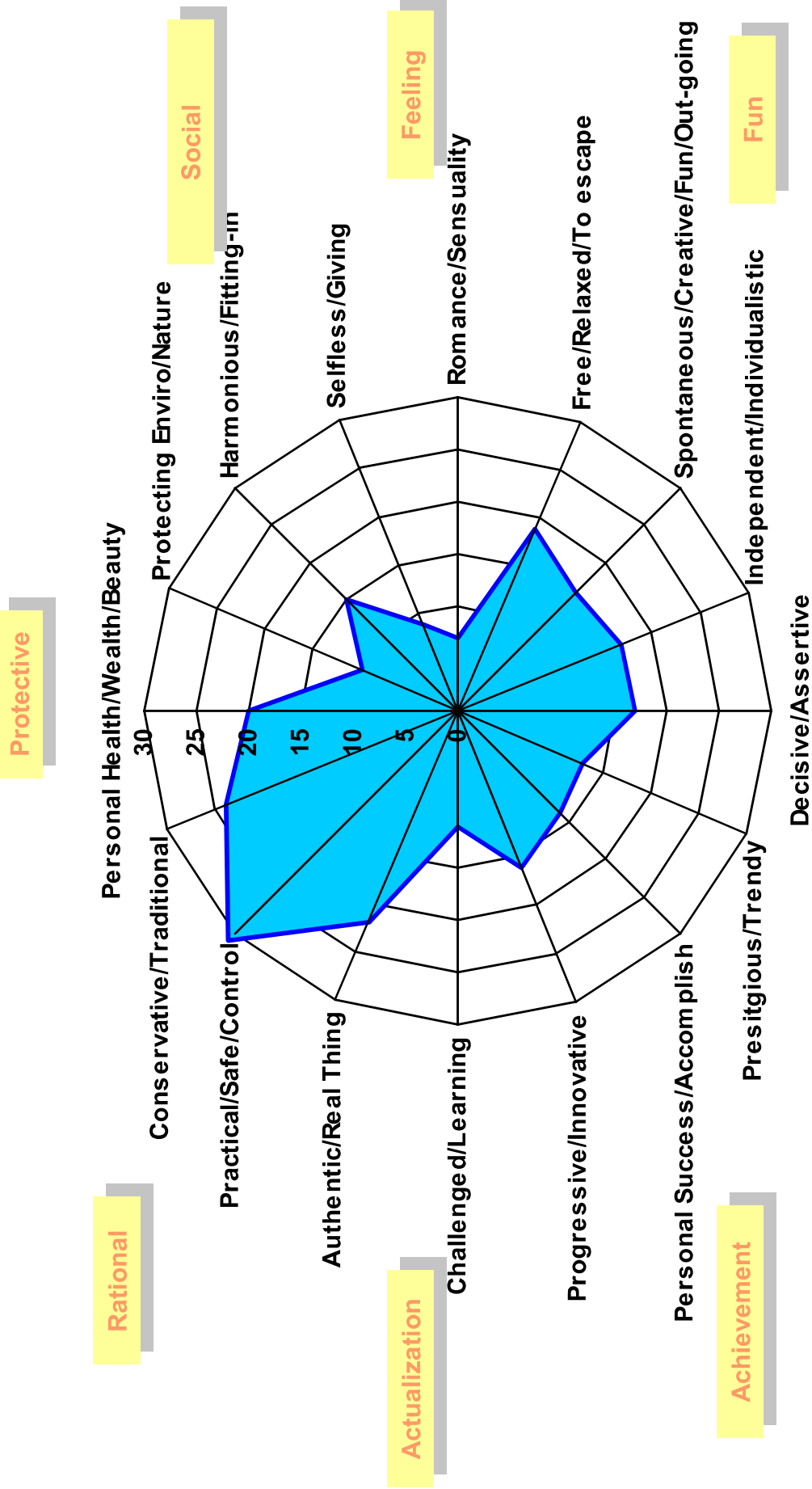


Happy





# Emotional Values and Personal Motivators



Rational

Protective

Actualization

Achievement

Leadership



## Learning From Our Emotion Measures

Consumers can report emotional response to an Ad, or to a Brand.

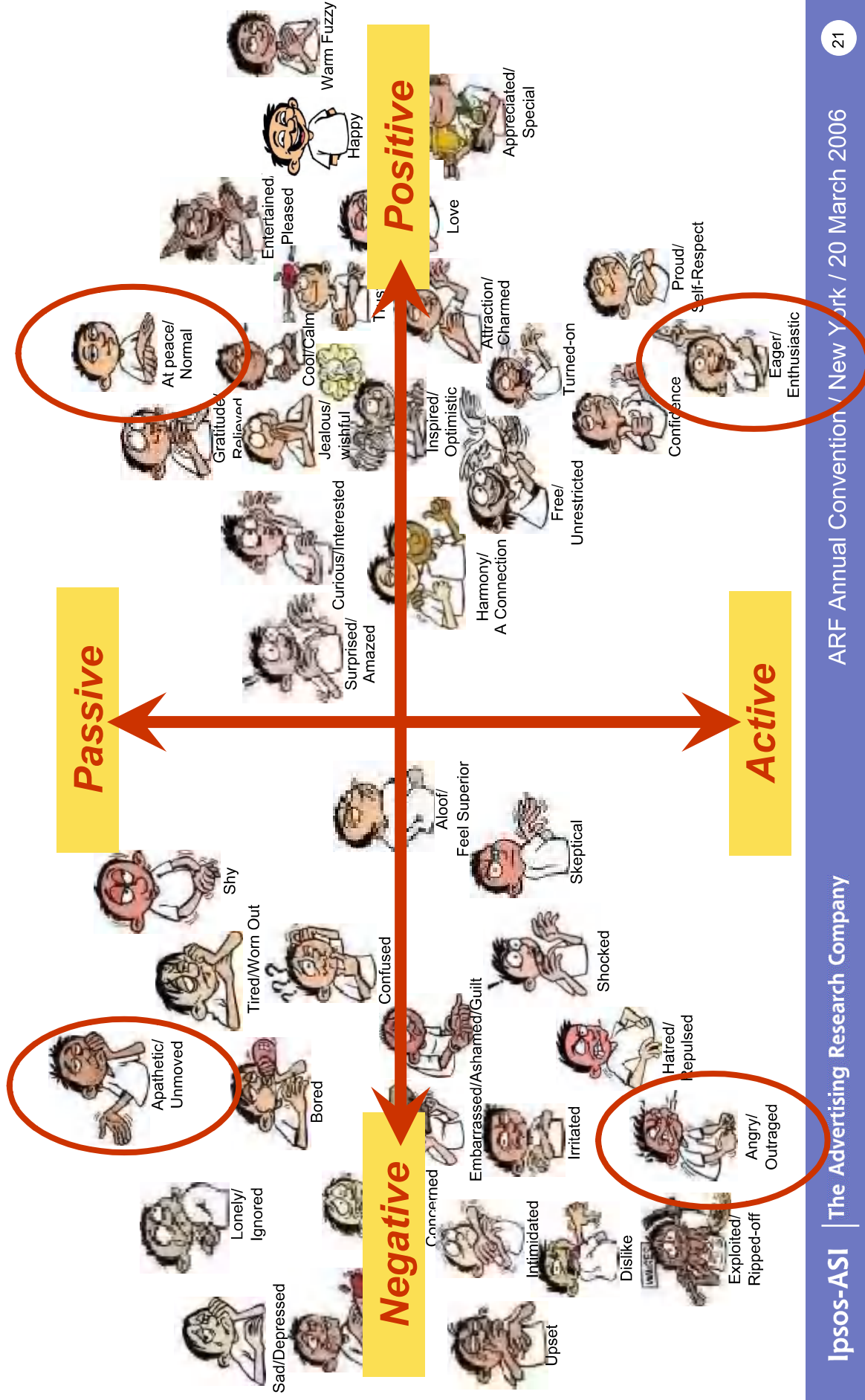
- We can differentiate Brands on these measures
- We can differentiate response to ad messages.

“Emotional engagement” is associated with

- Reach, or processing of the ad message, and
- Persuasion, the resulting effects on attitudes or intentions toward the brand.

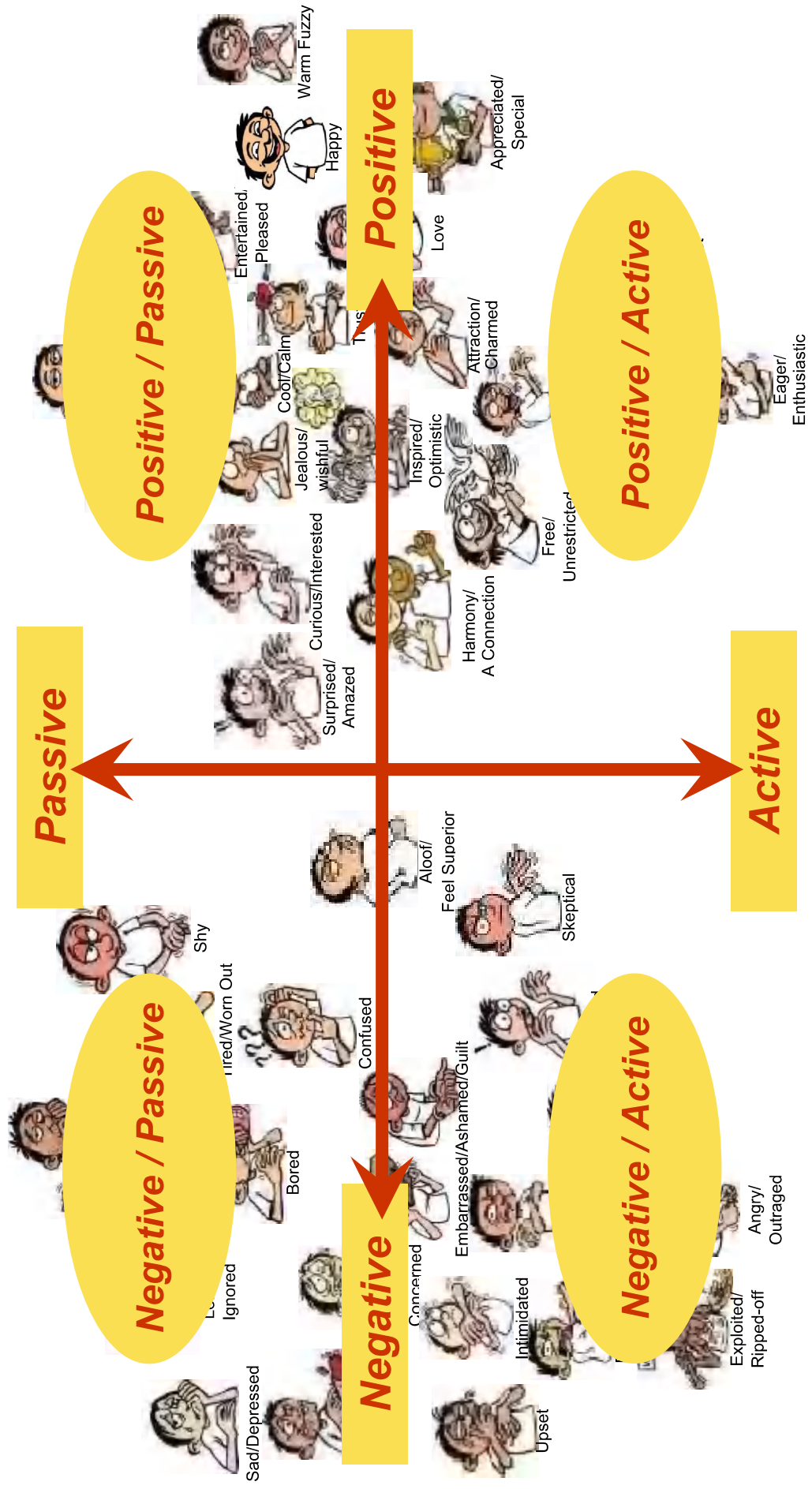


# Reading the Emotional Map





# Reading the Emotional Map





# Reading the Emotional Map

**Passive Negative**

**9%**



Sad/Depressed

Disappointed

Worried



Apathetic

Shy



Tired

Bored



Confused

Afloat



Embarrassed/Ashamed/Guilt

Irritated

Angry



Injuncted

Dislike

WAGERS

**Active Negative**

**6%**



Upset

**"Average Response"**



**Passive Positive**

**46%**



At peace

Gratitude

Cool/Calm

Tired



Entertained

Happy

Love



Warm Fuzzy



Appreciated



Curious/Interested

Surprised



Curious/Interested

Surprised



Inspired

Harmony

Free



Attraction

Turned-on

Confidence

Proud

Motivated

**Active Positive**

**53%**



Proud

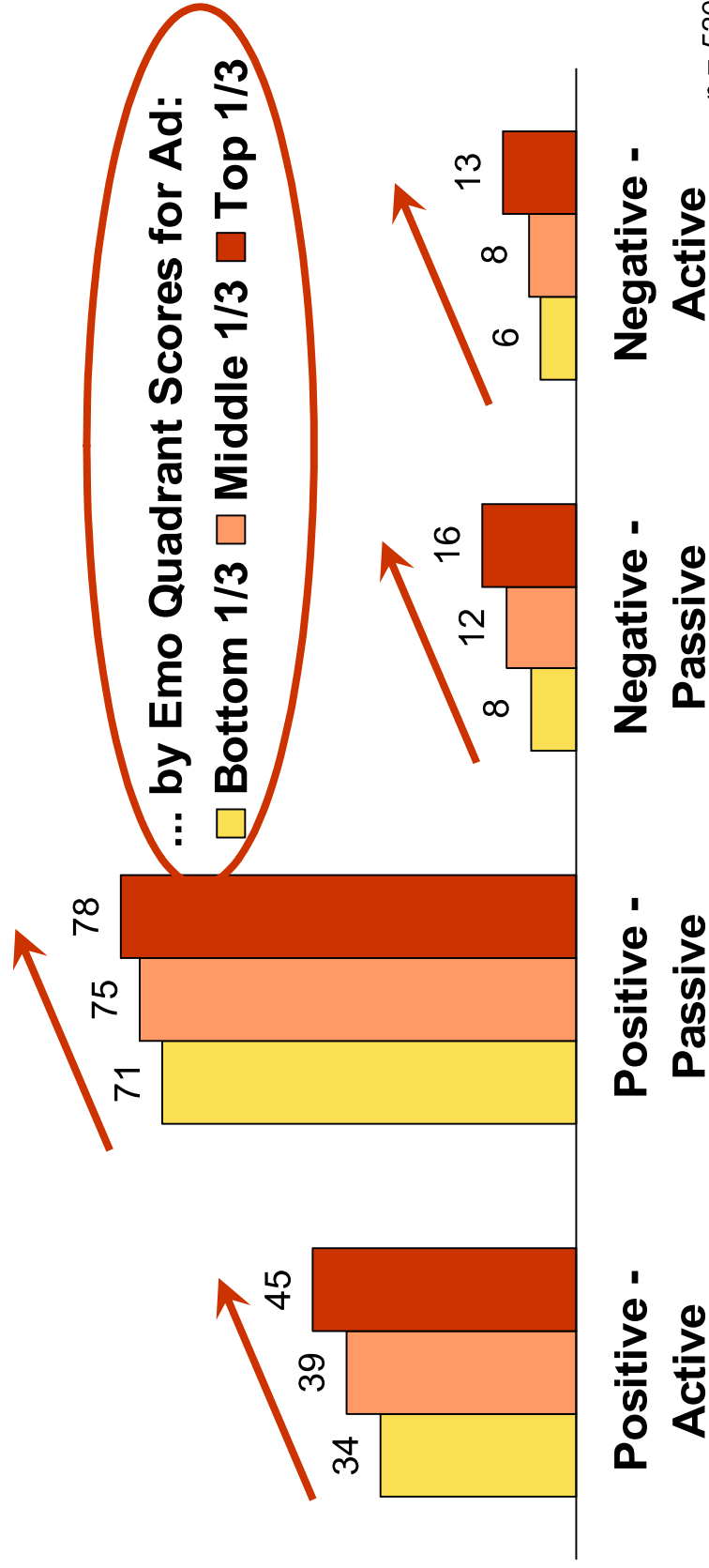
Motivated



# Emotional Response to Ad and Brand

- Emotional response to the Ad is related to emotional engagement with the Brand:

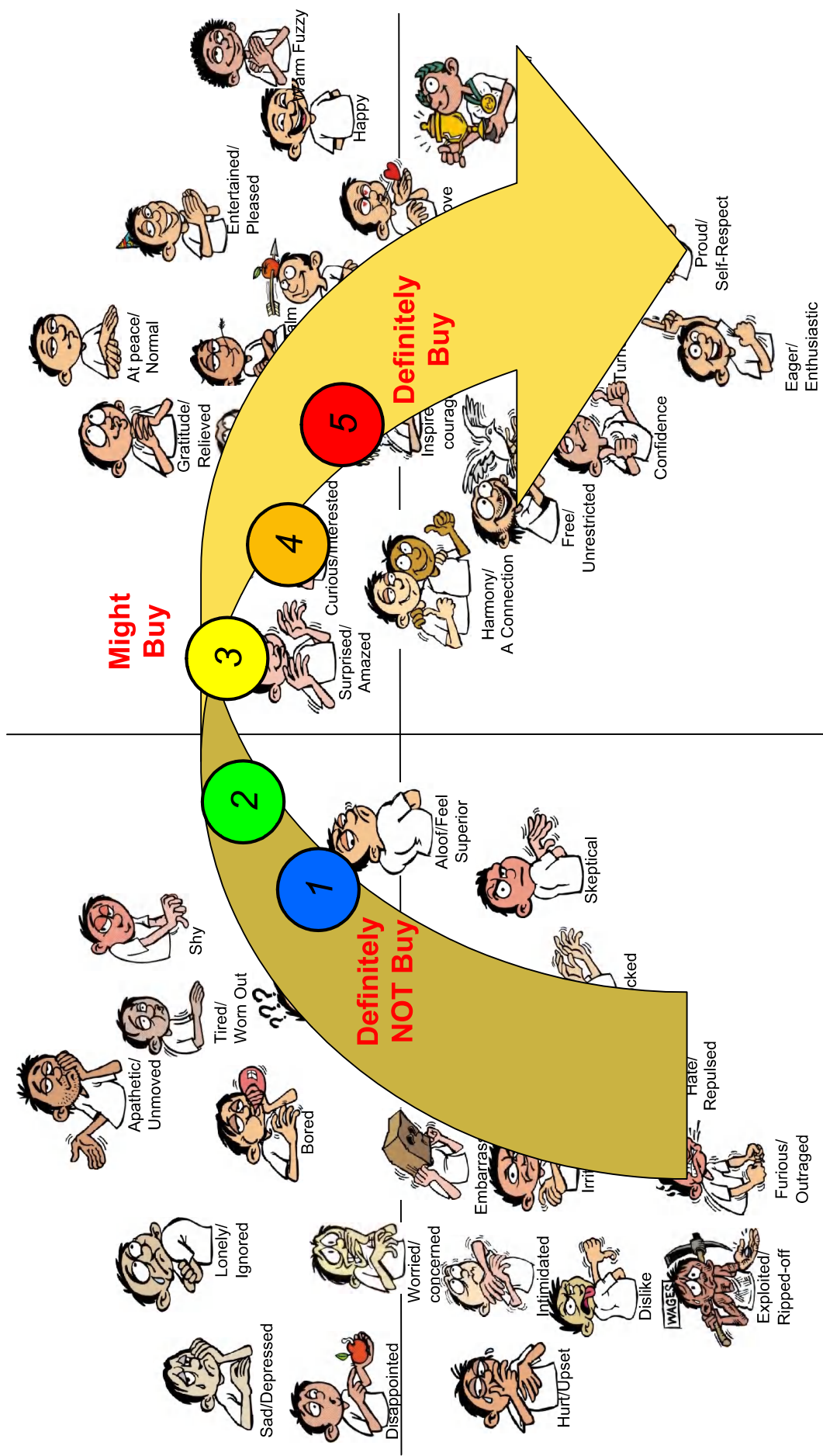
Emo Quadrant Scores for Brand...





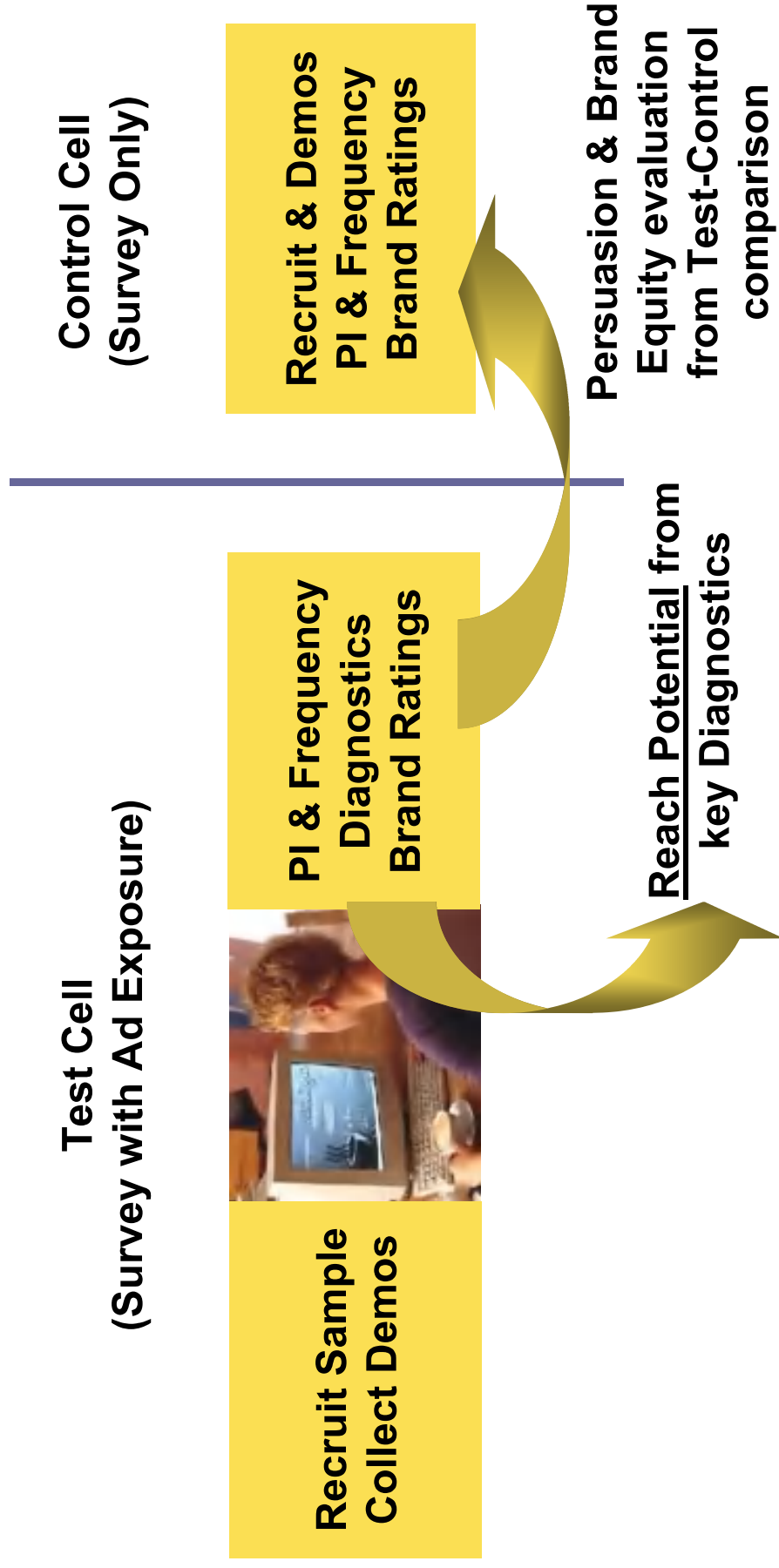


# Emotional Response Relates to PI



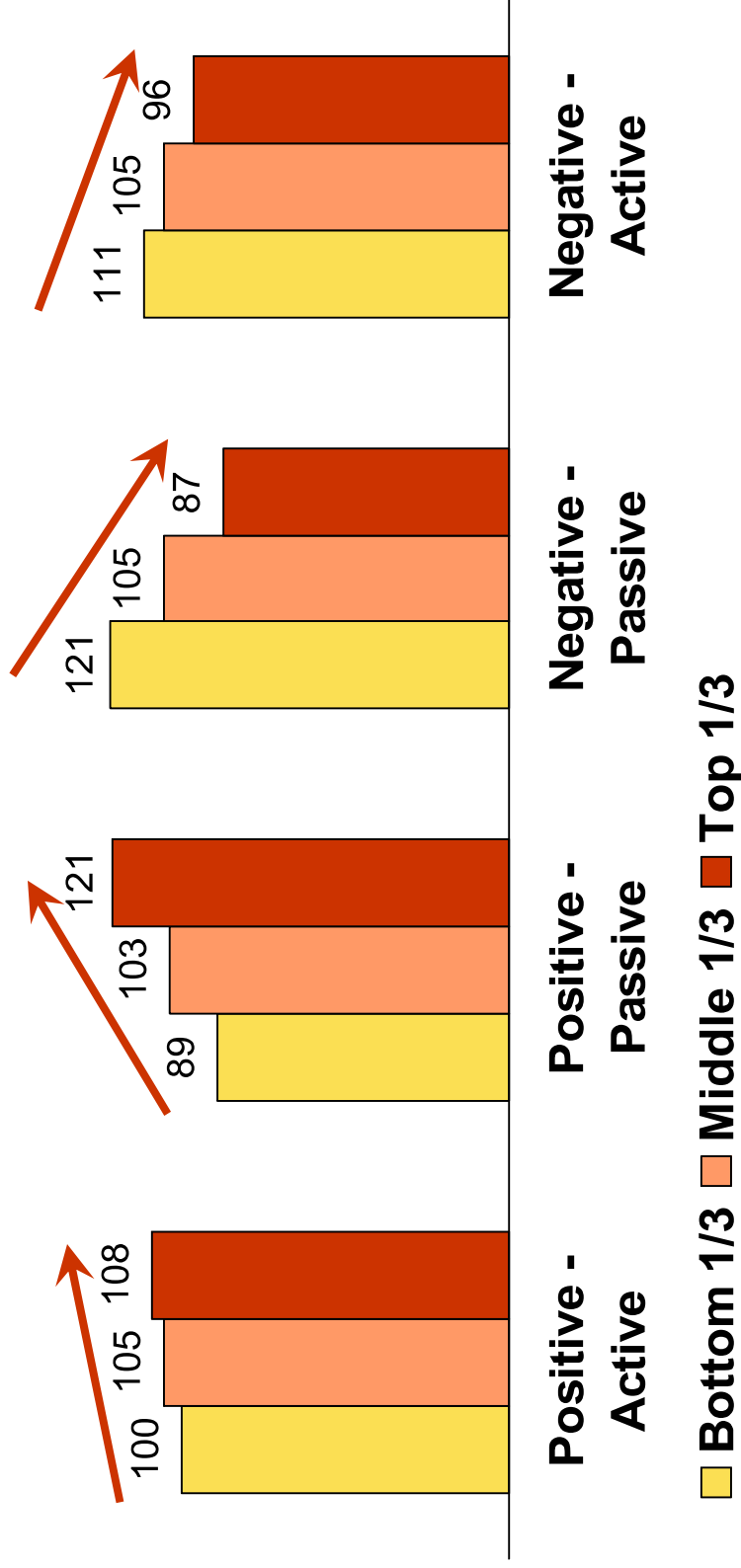


# Online Ad Test Methodology



■ **Positive emotional response** → **higher Reach Potential**

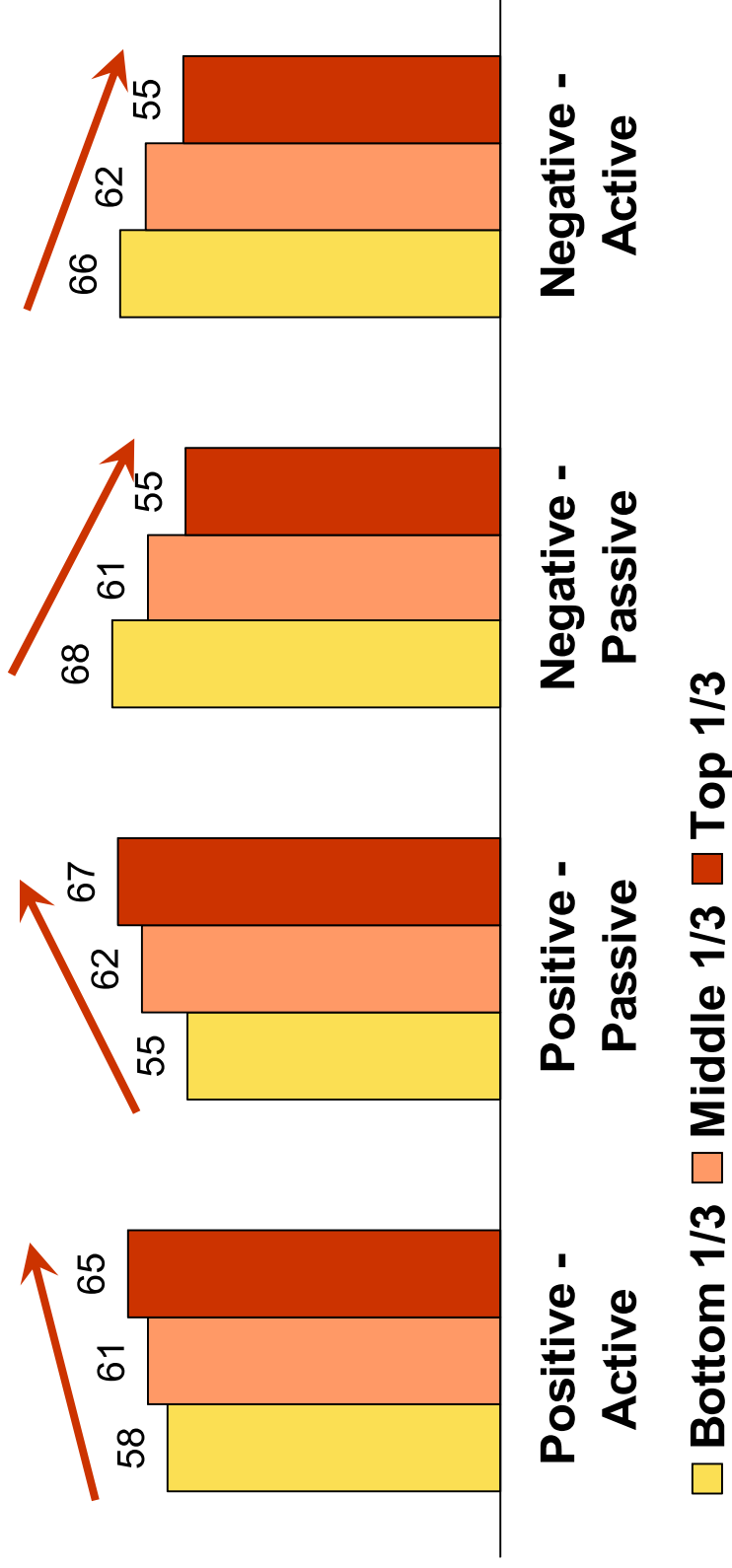
- And the reverse for Negative response.



n = 539 ads

## ■ Positive emotional response → higher Purchase Intent

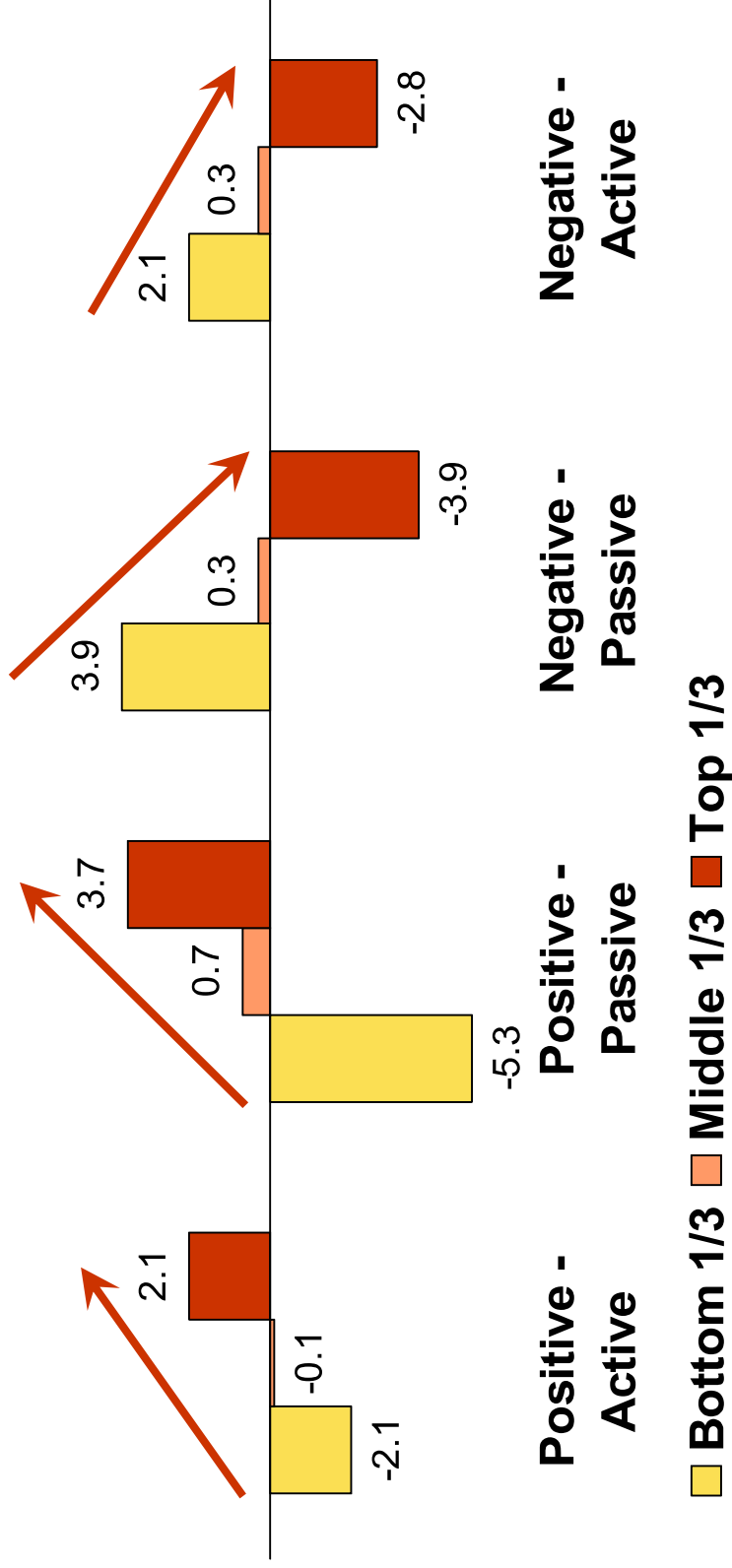
- And the reverse for Negative response.



n = 386 ads

## ■ Positive emotional response → increased Purchase Intent

- And the reverse for Negative response.



n = 253 ads



## Some Points About Ads and Emotion

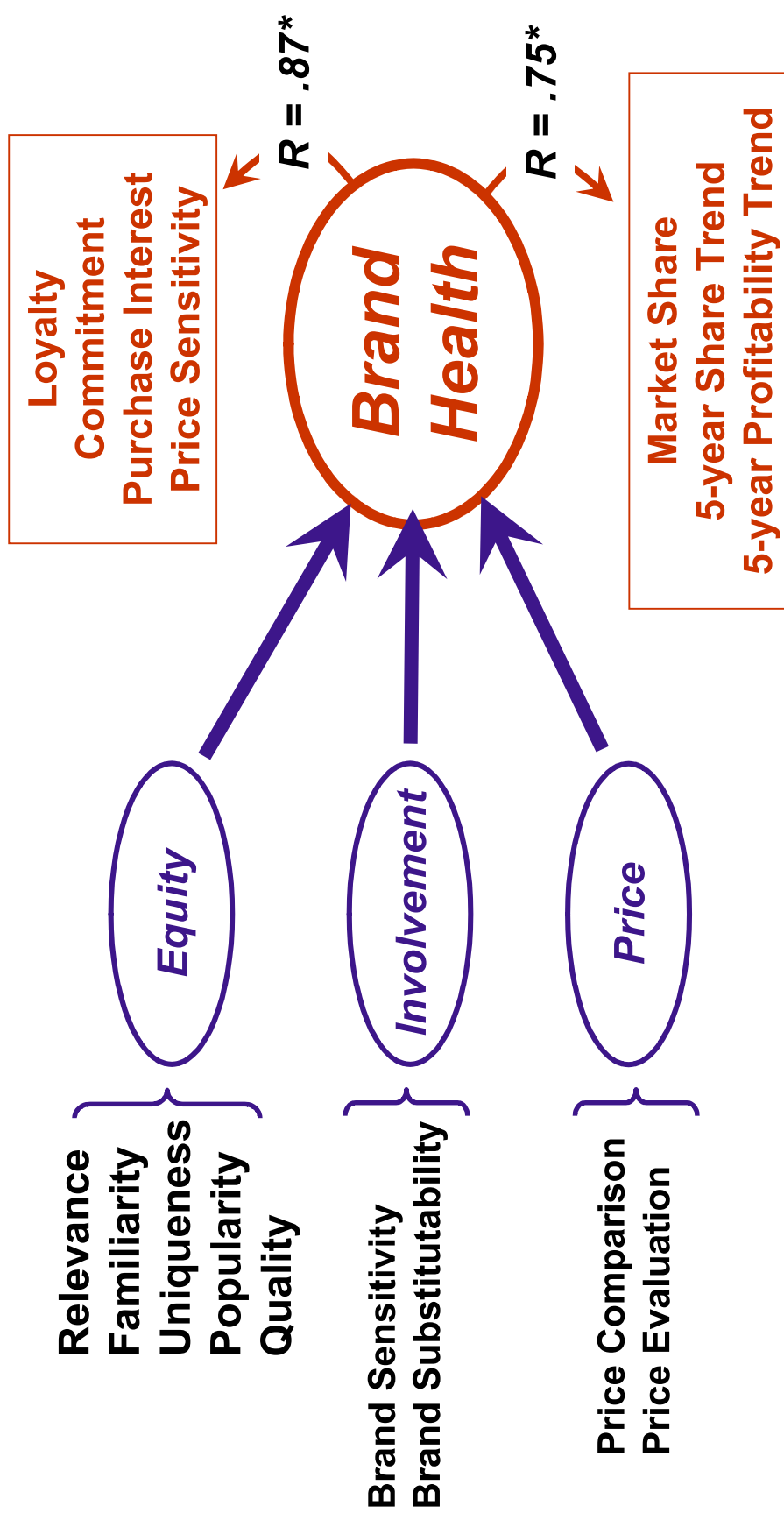
- **“Emotional Ads” and “Rational Ads” are not different species:**
  - Every ad has some kind of information content or connotation
  - Every ad evokes some kind of emotional associations.
- **We need to measure and consider both.**
  - Some ads depend more on one than the other.
- **Emotion is not a business result...**

**But Emotion can and does contribute to**

- **Engagement with the Ad message, and**
- **Engagement with the Brand**



# Ipsos ASI Equity\* Builder Model



\*Partial Least Squares – Multiple R



## Advertising Can Influence or Reinforce Equity Perceptions

- **Five standard, generalizable ratings:**
  - Is appropriate and fits your lifestyle and needs
  - You are familiar with and understand what this brand is about
  - Has unique or distinctive features, or a distinct image other brands in this category do not have
  - Is a popular brand
  - Has consistently high quality

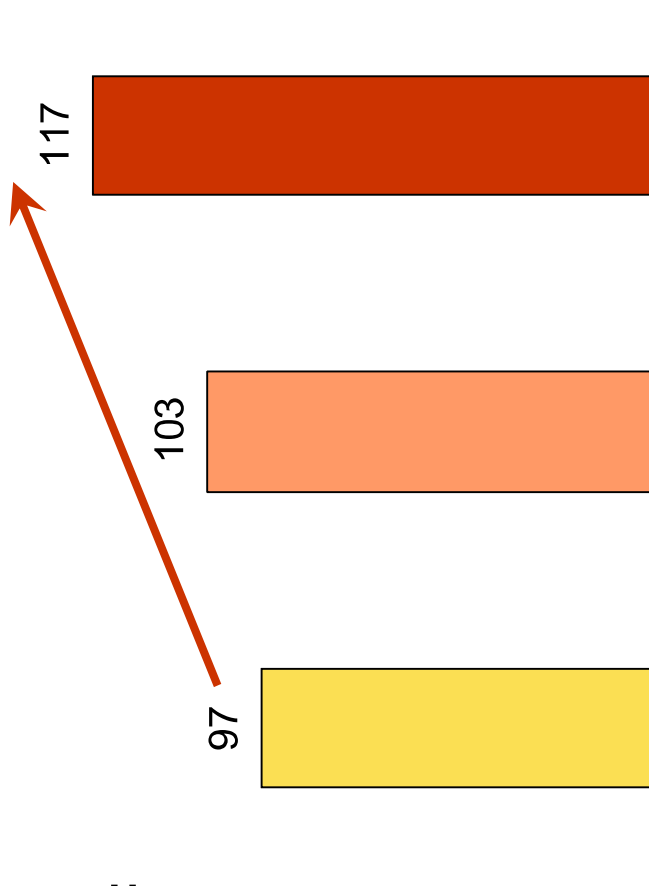




# Ads That Get Higher Equity Ratings Also Produce Bigger Persuasive Impact

- Reinforcing Equity perceptions and generating immediate sales response are complementary outcomes.

Persuasion Index:



Brand Equity Rating: ■ Bottom 1/3 ■ Middle 1/3 ■ Top 1/3

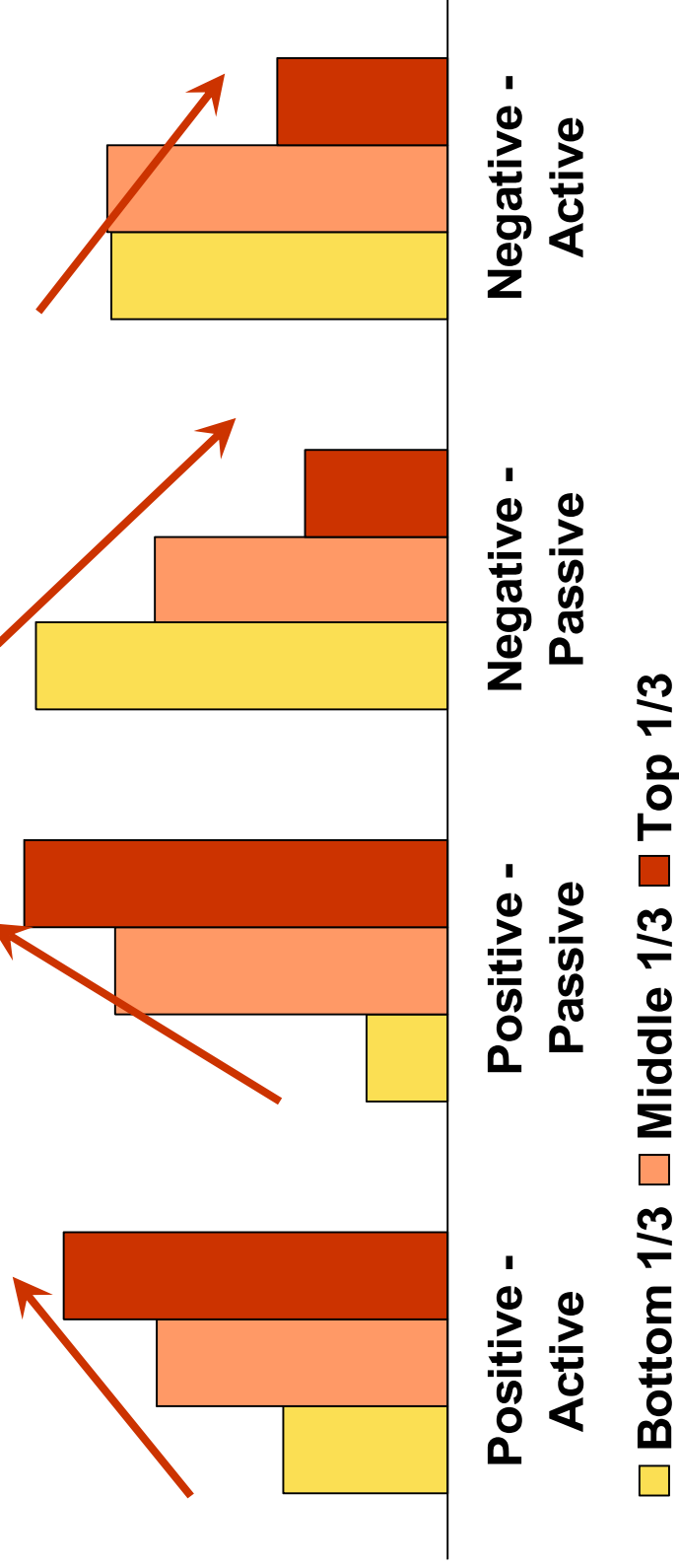
n = 411 ads



# Equity Ratings Are Related to Emotional Response

- Emotional activation is associated with consumer Engagement with the Brand, as well as the Advertising.

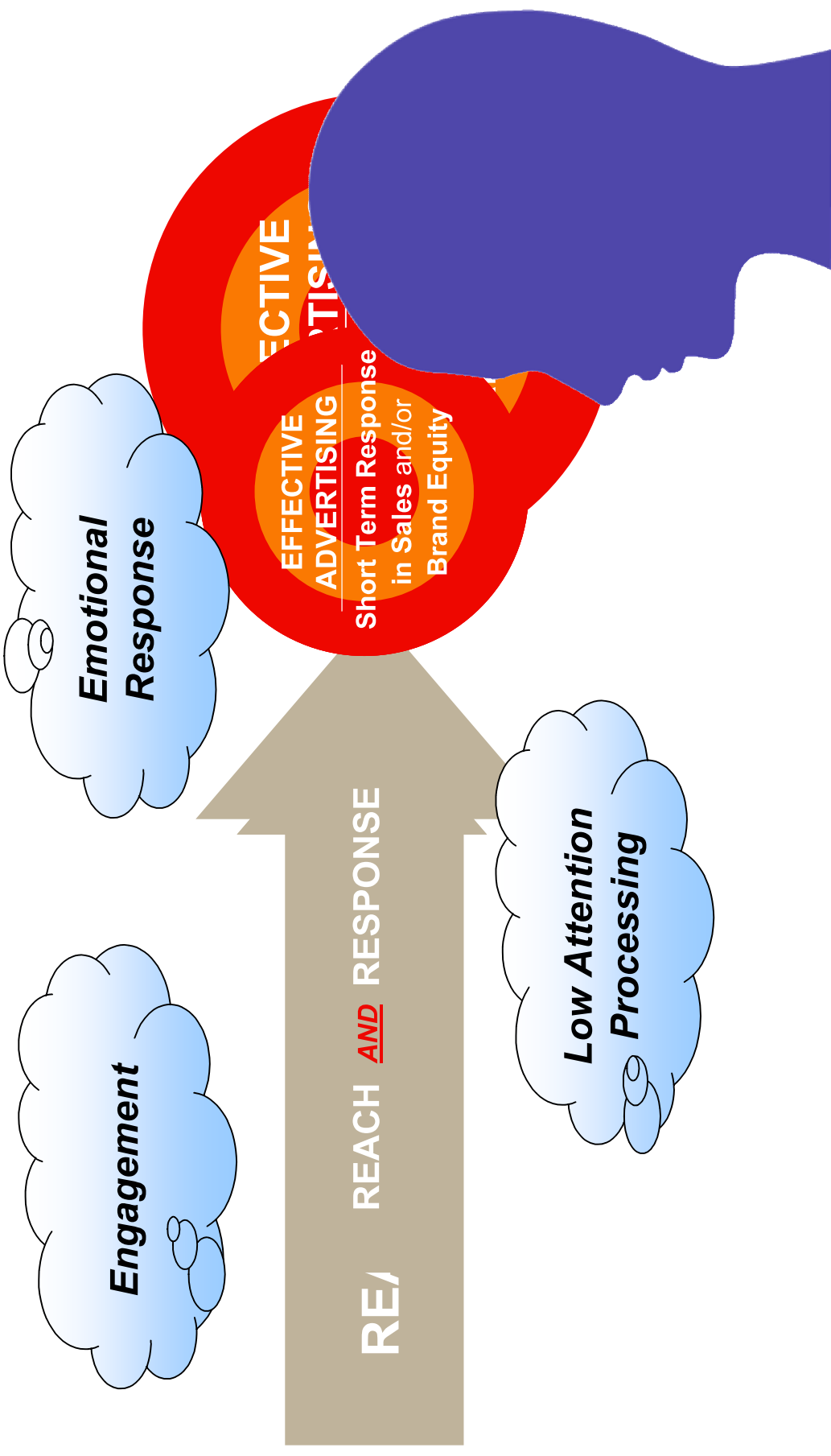
Brand Equity Rating by Emo Quadrant Scores:



n = 97 ads



So Where does this leave us?  
Where does it lead us?

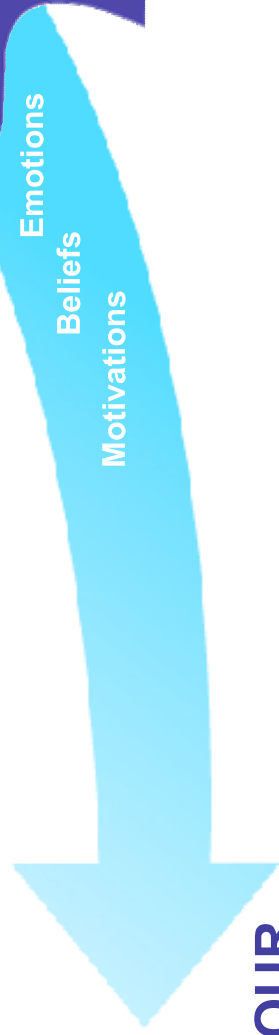
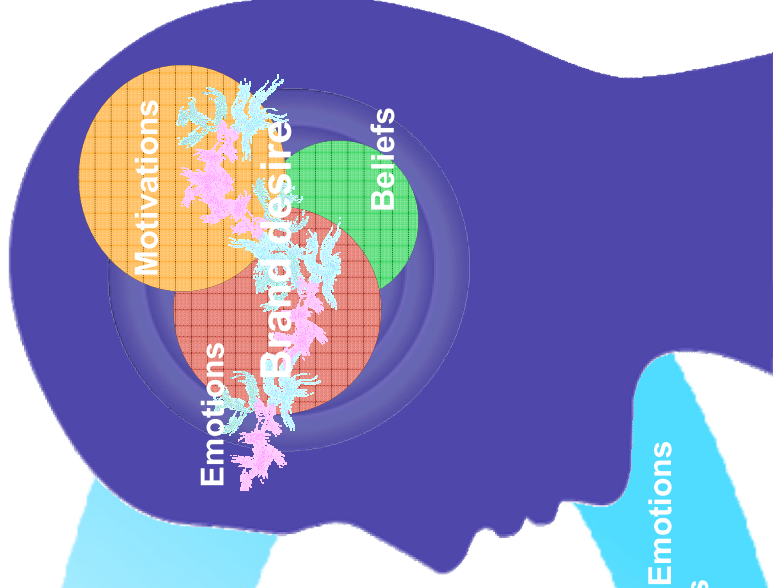




Ipsos

# Moving toward a more holistic view

**Brand experience**  
**Advertising**  
**Marketing activities**



**Brand BEHAVIOUR**