

How Advertising Works 2018

Request for Proposals

Cognition in a Connected World

Background

The ARF is continuing its How Advertising Works Today (HAW) series of projects in 2018 with the goal of gaining additional insights that help marketers make advertising more effective under today's conditions. The HAW initiative has addressed cross-platform strategies, optimizing mobile ad formats, context effects, and mobile survey quality. One of the topics for HAW 2018 is "Cognition in a Connected World".

This research series is part of a comprehensive ARF program to advance the science of marketing. Findings from this research are: published as part of the ARF publication series and presented along with our selected partner(s) at ARF conferences, events and special advertiser workshops.

Problem Statement

Recent CRE studies show that more than two-thirds of adults are consuming two or more media concurrently. And if they're "watching" prime time TV, 40% of that time is shared with other media. However, most advertising and brand research presumes the consumer is only consuming one medium when the message appears

Consumers may "snap back" to the TV with certain audio cues, but how does this affect ad comprehension, and does it extend to other media? Do consumers process advertising differently in this connected world?

The ARF is reaching out to members to sponsor this new initiative that will help advertisers make more effective media investment decisions. To be clear, the purpose of this project is to establish best practice in a multi-screen environment.

Hypotheses/Research Questions

This initiative is looking to prove or disprove three key hypotheses:

- Does ad effectiveness (attention, emotional response, message recall, brand recall) diminish or increase when consumers are consuming multiple media concurrently? For example, looking at a tablet during a commercial means the television viewer is still in the room during a commercial and is exposed to the audio component of the ad. Can ad recall or response be enhanced by concurrent media?
- How much does ad effectiveness vary depending on which medium the consumer is more heavily engaged in and which is more passively engaged in?
- How much does ad effectiveness in concurrent media situations vary by gender, age, or daypart, and by the mix of media consumed (Radio and desktop, TV and tablet, TV and desktop,)?

Methods, Measures, and Design

There are two phases of learning to answer these hypotheses.

First, the ARF through its Cognitive and Cross-Platform Councils will synthesize existing evidence on the magnitude of concurrent media consumption and any prior studies of ad effectiveness in concurrent media situations. The goal of this literature review is to identify and clarify any gaps in the industry's existing knowledge base on the impact of concurrent media usage on a consumer's cognition of advertising.

Second, the ARF intends to conduct original consumer research to address outstanding knowledge gaps. We are looking for proposals to conduct original neuro-science and other research on ad effectiveness in multiple two-way concurrent media situations. Proposals should prioritize "in home" data collection as much as possible or recreate the "in home" environment in a lab setting.

The experimental design may include multiple neuro measures such as, but not limited to:

- eye tracking,
- facial coding,
- skin response,
- EEG,
- SST,

as well as self-report surveys.

The media should include:

- TV
- Mobile
- PC (desktop/laptop/tablet combined)
- Audio (terrestrial & digital)
- Print.

While we believe neuro-science techniques will provide important evidence to address the in-going hypotheses, the ARF wants to consider alternative methodologies, such as ethnography or in-the-moment consumer surveys administered on mobile or other devices in order to capture the "in home" environment as faithfully as possible. This can include in-home electronic measurement, ethnographic techniques including self-recorded ethnographies and in home mobile pop-up surveys. Voice assistants are of great interest to our advertiser sponsors.

Proposal Requirements

We ask for proposals containing details of the following:

- Methodology / rationale
- Deliverables (incl. any interim)
- Relevant corporate experience
- Team members and project leads
- Timing for each stage of the research (e.g., design / execution / analysis)

- Cost (including price points for different configurations (e.g., more / less product categories, additional brands)
- Areas where you feel your efforts might be supplemented / complemented by another methodology
 - Partners can join with other companies for more wholistic execution of this landmark project or may bid on only one portion such as: Lab only, in home only, radio only, ...
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- Single page in Word format summarizing the above details
 - A more detailed Word or Power Point document may accompany the one-page summary

Expectations are for bids to reflect pricing consideration that accounts for the ARF's not-for-profit industry role and the associated recognition of being selected.

Please submit responses by March 30, 2018 to chris@thearf.org. The anticipated award date is April 13, 2018.

Fieldwork and/or analysis should commence within one week of award date, with topline results available by May 30, 2018.

Supplier Selection Process

The ARF's mission is to bring solutions to our members and the advertising and research industries that are based on high quality, objective research that provides new insights. As such, potential partners will be evaluated on these criteria:

- The proposal is judged to achieve the above stated goals of the research, reflects methodological and intellectual rigor, and is supported by validation that ensures the reliability and validity of results
- The research reflects leading-edge thought leadership in advertising research and innovative thinking in analytics, research solutions, and/or insight generation

The ARF reserves the right to select one or multiple solutions providers to execute this work, and will have the final determination in which solutions providers are selected.

Additional Terms

- Following the date on which the ARF receives the Supplier's proposal and pricing, that proposal and price shall be binding on the Supplier in all respects for 90 days.
- In submitting a proposal, the Supplier understands that the ARF will determine at its sole discretion which proposal, if any, is selected. The Supplier waives any right to claim damages of any nature whatever.
- This RFP defines specific requirements only. It is not intended to be, nor should it be construed as, an offer to contract. The ARF will consider each

proposal, but is under no obligation to act on any proposal. All submitted proposals shall become the property of the ARF.

- Each supplier agrees that it shall absorb all costs incurred in the preparation, revision, and presentation of any proposal.
- When applicable and approved, any travel and lodging will be billed at cost.
- The ARF intends to share a public report of findings.
- The ARF will make available the original data to ARF Members for validation and further analysis, with approval from Sponsors and subject to any results being shared with the full ARF community.