Tuesday, March 27 – **Trip Report**

Build Brands & Engage Consumers

BREAKFAST SESSION
Creating Breakthrough Audio

Andrew Eisner – COO/Co-Founder, Veritonic, Inc
Michele Madansky, Ph.D. – EVP, Research, Insights & Analytics, iHeartMedia   Presented by:

iHeart MEDIA

Two hundred seventy-one million people listen to on-air radio each month, having the largest weekly each of any medium (93% more than TV, smartphones, PCs, or tablets). Even among Millennials, radio has a reach of over 90%, greater than any other medium. Audio is also growing, with yearly increases of 3% for broadcast radio, 30% for audio streaming, and 41% for podcasts.

A recent study showed that radio ads played in context with music and DJs have a higher level of attention and emotional engagement than those played without regard to context. To build on this, iHeartRadio and Veritonic partnered on a study to answer "how do we make radio creatives that resonate?".

Veritonic uses machine listening and panel data to upload and predict the performance of radio ads. Their dashboard shows second by second results for an ad, allowing extensive evaluation. For this study, a sample of 7,000 persons 18-65 was used to test 200 ads in 10 different categories.

Key Takeaways:
- The top performing ads were 8x more likely to use a jingle.
- Audio "logos" improve purchase intent. Seven of the top 10 performing ads had one, compared with none of the bottom 10.
- Make sure there is clarity and focus. The top 20 ads included an average of 1.6 product mentions; the bottom 20 included an average of five product mentions.
- Emphasize your product, not competitors. The top 20 ads had no mentions of a competitor, while nine of the bottom 20 did.
- Disclaimers aren't a negative if done right. Six of the top 20 ads had a disclaimer.
- Millennials 18-34 actually respond more positively to radio advertising than older adults 35+.

MAINSTAGE SESSIONS

Opening Remarks
Scott McDonald, Ph.D. – President & CEO, ARF

The ARF has been embracing science as part of our DNA. Facts and evidence do matter, despite the age we live in. This is reflected in the ARF's mission statement: To further, through research, the scientific practice of advertising and marketing.

But what does "scientific" mean? The classic model of discovery and a mindset of skepticism are essential. It involves the use of evidence to describe behavior; discussion and criticism are part of the problem solving. The scientific mindset is important. Art and science are not opposites. However, science is the opposite of magic. Science's triumph over magic was a hard-won battle. Since the Enlightenment, facts, evidence, and the development of empiricism have become the norm.

Today, in addition to the established methods, we have new tools and new techniques for research. New modes for discovery (AI, pattern recognition, machine learning, etc.). We need to combine traditional and new modes for discovery in the future.

As this year's conference badge reads "Foment Empiricism!", empiricism must be encouraged. Facts and values are different things. Facts can be proven, values cannot. There is a need for a stronger code of ethics in our business, especially in light of the Cambridge Analytica issue.

The Rise of You: The New Work of Customer Engagement
Maria Bartolome Winans – CMO, IBM Watson Customer Engagement

It's a challenging time to be in business. Within 10 years, 40% of Fortune 500 companies will be gone. However, incumbent brands, like IBM, can change and adapt to meet the market's demand. Sixty-eight percent of business leaders expect their organizations to focus on customer service rather than products. IBM is now focused on customer relationships and customer service. As a result, testing, tracking, measurement, and adaptation are vital. Everything is quantified. This gives marketing a more influential place at the management table.

Marketers need to be storytellers, outcome drivers, difference makers, and:

- **Customer-centric**: Only one out of five companies provide good or great customer experiences. Adding a digital platform for NPS can close the feedback loop. NPS is more than a number, it is a source of customer feedback.

- **Data-led**: 4.5 quintillion bytes of new data are being generated every day. Ninety percent of data has been created in the last 12 months. Seventy percent of the world's data is unsearchable. How to find meaningful data? A company's data is that company's advantage. To know a customer, you must make sense of your data, but data is not wisdom. Adding expertise and insights using the right technology creates meaning.

- **Using performance driven-AI** to listen and learn from the customer's data. Optimize every marketing dollar, measure cost of each marketing action. This allows for complete transparency.

- **Agile to the core**: This dramatically reduces hierarchy and teams can be more effective. Applied to IBM's marketing: $1 billion invested in training and education of teams in the next four years. Six agile marketing hubs. This represents a huge cultural shift for IBM. Inclusion and diversity has always been important to IBM. It is also important to clients and the world.

- **Embrace digital disrupters**: Blockchain will change business. It can eliminate the middleman, be used in media buying, change the agency relationship. Using Blockchain can lead to transparency, efficiency, reconciliation, and trust.

Data Meets Insights
David F. Poltrack – Chief Research Officer, CBS Corporation; President, CBS VISION
Radha Subramanyam, Ph.D. – Chief Research & Analytics Officer, CBS Television
Moderator:
Scott McDonald, Ph.D. - President & CEO, ARF

Presented by:

CBS VISION

Disruption can be good, but can be scary for individuals and companies.
How is CBS dealing with disruption? How has the process changed?

- Disruption is hard. It is essential to stay focused on objectives. Data is useless without insights. Smarter data leads to better insights. Surround yourself with people who are not afraid of change. Commit to it. Harness threats to business goals. Individuals should not be afraid of lateral changes. CBS is looking for employees with curiosity, but skills are important, too. Curiosity is necessary for insights.

- The research industry embraces insights, but it has come back to bite us. Insights are not empirical, but intuitive. Advertising research is based on science. Data scientists come up with lots of numbers. Need to reeducate management. Get insights out of your title.

How has disruption changed the TV broadcast model?

- It has totally changed our model; it's now sell directly to consumers, sell internationally. Involved in new customer relationships, new pricing models, extending the scope of CBS's research. CBS owns Showtime, Showtime is teaching CRM to CBS. It's a whole new ballgame.

- CBS is mastering attribution, CBS pushed to be much sharper, dashboards, next gen insights.

Do new shows have more opportunities to find their audiences?

- Traditional models for a new program involved a strong marketing push; five weeks into the season, a decision was made whether to continue the program. Now, better data lets CBS track the program, track progressive CUME. Due to social media and time shifting programming, there is a need to track continuously, change marketing promotions.

- Continuous measurement, new sources of data streams, know how your promotions are working in real time. Know much more about how the programming is doing.

- No longer must the mass audience love the new program; a smaller segment of the audience can make a program successful.

How has the advertising changed with these tools?

- We are much smarter. Use best in class data solutions. We view ourselves as long-term partners with our advertisers.

PRESENTATION

The Seven Sins of Brand Identity (And How to Avoid Temptation)
Jenni Romaniuk, Ph.D. – Research Professor and Associate Director, Ehrenberg-Bass Institute; Author, *How Brands Grow Part 2*

Distinctive Assets are non-brand name triggers for the brand. As these assets are indirect branding, it is easy to unknowingly interfere with category buyer mental structures and erode their strength. Brands need to build a distinctive asset palette (audio, word, shape, color, story, face, etc.) on a long-term basis.

The seven sins of brand identity and the "paths to redemption":

1. **Pride**: We give something, such as a logo, more power than it deserves. **Path to redemption**: Understand the role of your Distinctive Assets; solve the right problem; avoid "cheap" shot with expensive consequences.

2. **Sin of Gluttony**: People get addicted to changing their brand assets. This erodes the strength of the brand. **Path to redemption**: Ask yourself, is this change really necessary? Set high benchmarks for change.

3. **Sin of Greed**: Only one tagline is necessary. **Path to redemption**: Clarify the purpose of each asset; check for unnecessary duplications.

4. **Sin of Sloth**: Lazy, not using the brand assets. If you don't put your brand assets to work, there is a decay in brand memory. **Path to redemption**: Value your brand's history; identify neglected assets; identify over/underused assets and redress the balance.

5. **Sin of Lust**: Marketer neglects the current brand assets, tries to build something new, which may be unnecessary; meanwhile, the current brand assets get neglected. **Path to redemption**: When adding an asset, ask "what does this do that others in my palette don't?"

6. **Sin of Wrath**: Anger, emotion. Need to focus on the asset as a branding device. For example, use of a celebrity conflicts with the focus on the brand. Using a celebrity may put an expiration date on

the brand asset. **Path to redemption:** Avoid "projection rejection"; check that the asset is "fit for purpose".

7. **Sin of Envy**: colors, fonts, styles become trendy. All brands change their branding elements in order to fit in with the trend. As a result, brands cannot be distinguished. **Path to redemption**: Zag when others Zig; ownability is more important than fitting in (everyone chooses green package for environmental products, so your brand should choose a different color).

The 4 commandments for distinctive asset management:
- Choose wisely
- Prioritize smartly
- Execute well
- Resist change

Lessons from Applying Behavioral Science to 1,000,000,000 Shoppers
Om Marwah – Global Head of Behavioral Science, Walmart

There are universal principles for how people think. Behavioral science provides insights into these principles, which are especially relevant today. Walmart has been an industry trailblazer in implementing behavioral science based principles in their businesses. For example, behavioral science was used to understand and craft the onboarding of new Sam's Club members.

The challenge: How do we get non-renewing members to follow the same script as members who renew? How do you get all customers to act the way the high value customers act? These high-value customers buy more and renew their memberships. There was a need to study consumer motivation plus channel behavior. Based on behavioral science insights, they created cognitive scripts for first time loyalty members that rewarded proximity through mobile gamification. Creating proximity became the preferred KPI. Proximity proved to be powerful, leading to engagement and purchase/conversion.

Key Takeaways:

- **A brand relationship is based on shared values,** and the process of understanding your consumer starts with empathy. A study showed that the act of giving creates chemical feelings of happiness. Compared to a group who did 30 min. of aerobic exercise every day, a group who gave small amounts of money throughout the same time period had lower blood pressure and overall better physical well-being. Eighty-nine percent of Millennials report that they are willing to switch to a brand with a cause. This is illustrated in the success of the buy one, give one to those in need models of Warby Parker and Tom's shoes. Walmart's "Fight hunger, Spark change!" is another example and proved to be a success in forging emotional relationships with their customers.

- **Product benefits are more powerful than product attributes.** These benefit-based identifications are more meaningful for customers. For example, Flowers.com is organized by occasions rather than type of flowers; this helps the consumer solve a need.

- **People don't immediately know their own preferences**. Help them understand their preferences throughout the process as you also help them move slowly towards the decision. Progress is highly engaging for people.

- **Systematize creativity in organizations.** Predictors of success include: idea volume; interaction (creativity happens when ideas and people mix and mingle with each other); also bringing together people and ideas with weak-ties; diversity and differences help build and spark new things; expertise allows more divergent ideas to come out; imposing problems across businesses leads to increases in idea volume, new frameworks, new ideas; creative agility (continually test and learn to validate your ideas); formal innovation process can capture and scale ideas faster; slack time.

Connecting Across Generations
John Cora – VP, Sales Research, Forecsting & Measurement, Disney-ABC
Sarah Gardiner – VP, Research & Strategy, Insight Strategy Group
Jonathan Steuer – CRO, Omnicom Media Group

Marketers and researchers tend to focus on targeting specific generations, rather than trying to understand people holistically. As you rarely reach a person in isolation, it's crucial to understand what unites us as well as divides us. Findings showed that there are five unities that exist across the generations in the U.S.:

>**N1 United States of Anxiety:** Today's cultural climate has all Americans feeling very cautious. The institutions and systems that we used to rely on are no longer as reliable. Americans are worried about the future, and the American Dream has been turned upside down. On the positive side, this results in an increase in self-reliance. People are looking within, and there's been growth in entrepreneurial spirit. Three out of four say that "I'd rather tackle obstacles on my own than seek help from others."

>**N2 Family Values 2.0:** Strengthening of family bonds; family includes friends. In a world of uncertainty, relationships are everything. Eighty-seven percent say "family is the most important to me." This type of relationship, bond, they crave from brands. Parent and child relationships are shifting toward "peer-enting". Content sharing facilitates closeness by creating a common language. Sharing occurs both up and down generations.

>**N3 Media as a Dialogue:** Content is a form of dialogue. Visual media, such as memes and short clips are becoming a shared vocabulary across all generations.

>**N4 Video as Mood Therapy:** All generations use video for identity and for mood benefits. Using video as mood therapy spikes even more among those in certain life stages.

>**N5 Loyalists to Brand Values:** Consumers of all generations express loyalty to brands that reflect their values. Once a brand wins a consumer over, that consumer is loyal to that brand. There may be life stage and generational differences, but N5 holds true. Consumers are attracted to brands that understand them, and which are authentic.

Consumers of all ages say they discover new products and have made purchases based on ads. Ads are preferred when the ad fits the programming environment. Passion for content improves ad receptivity.

Best practice:
- N1 Unity-address consumer anxiety by channeling comfort and security.
- N2 Unity-reflect "peer-enting" relationships and multi-generational influences.
- N3 Maximize visual language, especially via social.
- N4 Explore the emotional connection between consumers and content; deliver your message where the signal is strong.
- N5 Speak to values that drive brand love, represent generations appropriately.

Understanding the Consumer in the Age of Disruption
Brad Jakeman – Senior Advisor & Consultant; Former President, PepsiCo Global Beverage Group
Scott McDonald, Ph.D. – President & CEO, ARF

We are often told that we live in a very polarized world, and that companies need to affiliate. How do you think research in particular help mitigate risk?

- Younger consumers, and even the general population, want brands to stand for something. Before, it was enough that brands weren't doing harm, now the expectations are that brands take a POV and make society better. Consumer are less interested in what the company makes, and more in what makes the company.

- This is an opportunity to engage deeper with their consumers in a more meaningful way. But, there are always two sides to every cause, very few with only one side. There will be some people on the other side of that argument – so it's very, very tricky.

Practitioners have been schooled in studying the whole population with a normative distribution. We are focused on the average - is there less of a value in this? Is the middle the deceptive place to be looking?

- A lot of the tools that test pre-market creatives miss out on the vocal minority. Brand faux pas – mostly came from a vocal minority with broad reaching social media platforms which feeds into mainstream media. This is the reality right now. Are the tools focused too heavily on the commercial impact of the creative? Do we pay enough attention to the social impact?

- A lot of these analytics are tied to the "target audience" – respondents are collected according to who we are interested in, but our works exist in a larger society. Non-brand users will still comment on the ad. Looking for gross negative/gross positives can lead yourself in hot water. We need to look at outliers more – where brand opportunities may exist. Work should be polarizing – if you generated something that a sizable number of people really, really loved, it's a good thing.

- H&M issue, Dove issue, Pepsi issue – brands wandering into space that they did not intend to. Work that big brands publish are under much more scrutiny by much more people in a much more divided society than ever before. The tools that we have traditionally relied on, are not as relevant.

- Marketers have been trained with traditional methods that are failing us now. We are experiencing most profound changes, esp. by technology and others - have tools kept up to date with these changes? If not, the people in the audience (if not then who) can make these changes. Tools we have today need to be profoundly changed, at minimum, augmented.

Most companies use social media defensively – put out fires, do you see any stream of information that you are looking at, type of data (e.g., purchase data)?

- You want to replicate the context as close as you can, where the content will be consumed by the consumer. Now, it's more likely shared, forwarded by someone. People are rushing to judgment on brands on partial information – because there's a rush to be first out with news. Dove issue – someone extracted 3 seconds of a whole campaign, out of context, and people are quick to judgment.

- But playing safe is a mistake. We are inevitably going to face issues, the upshot of dealing with issues that are important to society, authentically stand for. If you want to be a relevant brand, with cultural resonance, you are likely to be in a situation – be prepared for it to happen, have relationships with people that are willing to talk about the issue without your asking them to. It's hard for brands to come out in their own defense – comes across as doubling down on the unintended insult, or arrogant. We have to acknowledge that more brand faux pas have happened in recent history. Brands used to create four or five tent pole campaigns in a year, now we are creating 5,000 creatives across multiple channels. Reaction happens in real-time.

Do all brands need to be culturally relevant?

- No, but all brands *can* be culturally relevant. Impulse purchase brands, like beverages - they are a badge, says something about your socioeconomic standing. It's incumbent to maintain cultural currency or they lose all cache.

- Find credible space that you can own. Make sure that it's not only the brand's value, but the company's value. Has the company done anything that is inconsistent with these values/cause? Avoid spaces that are so emotionally charged that any notion of commercial work associated with it is off-putting. Assume that you are going to have an issue. Make sure you have other people to stand up and defend the company; how you protect yourself from long-term reputational damage, and deal with short-term embarrassment.

CONCURRENT SESSIONS – UNDERSTANDING CONSUMER SEGMENTS

PRESENTATION

The Remarkable Influence of Millennial Men

Brad Fay – Chief Commercial Officer, Engagement Labs
Maggie Fosdick – VP, Engagement Labs

There is more to Millennial men than just beer drinking sports fans. Compared to the total male population, Millennial men are more likely to be talking about children's products, the home, travel, and beauty. Beer and sports are present in Millennial men's conversations, but so are financial services, Nivea, and Gillette.

Millennial implications for marketers:

- **Creative messaging**
  - Men care about relationships, want to be smart shoppers, enjoy meal preparation
  - Stereotype of beer-drinking sports fans is only partly true
- **Targeting**

- o Time for more categories to think about targeting young men: Beauty, Apparel, household products, CPG
- **Trend-spotting**
  - o Watch younger men as your guide to what's coming next
- **Influencer marketing**
  - o Young men's social networks become a major asset, making young men more valuable as targets for influencer marketing

PRESENTATION

What 2018 Has in Store for Social Branded Content

Jason Klein – Co-CEO and Co-Founder, ListenFirst
Frank Kavilanz – SVP of Social Strategy and Solutions, Turner Ignite

Presented by: ⟁ LISTENFIRST

Social branded content published by TV networks over the past year has grown steadily, with a 67% jump from Q4 2016 to Q4 2017. However, branded content is still less than 1% of the total content posted on Facebook. Research by ListenFirst of social branded content on Facebook showed that there was 12X more engagement for branded content published by TV programs and networks than those generated by advertisers on their own.

Social branded content published by media (vs. published by advertisers on Facebook):
- Bucks the trend of a decline in organic and paid reach and impressions.
- 4X more link click.
- Drives more emotion: 414% more "Haha's", 121% more "Loves", 220% more shares.

Performance is highly correlated with the media property that posts the content. Best practice include:
- Pick the right media partner for your brand.
- Evoke emotion or is practical and interesting.
- Drive audience to the advertisers.
- Select the best genre and that drives the most engagement for your category.

PRESENTATION

BrandZ™: Building Valuable Brands in a Changing World

Sana Carlton – NE Group SVP, Kantar Millward Brown
Christopher J. Frank – VP, American Express
Julia Oswald – SVP, Business Insights, Strategy & Consumer Insights, Dominos
Mark Truss – Global Director of Brand Intelligence, J. Walter Thompson Company

Presented by: KANTAR MillWARD BROWN

Brands are an important and valuable intangible. Strong brands generate superior shareholder returns. Important elements of brand health based on BrandZ™:
- Brand purpose-important for customers and employees
- Perceived innovation (being known for innovation)
- Strong communications accelerate growth
- Brand experience. For example: The Amazon ecosystem experience: Prime, Echo, Amazon Go changes the idea of the retail experience.
- Love of the brand-this is irreplaceable. Features can be replicated, but the attachment cannot.

Two tactics represent different pathways to a brand's success:
- Loyal and trusting relationships, such as Starbucks and Pampers
- Enduring innovation, such as Google

Tools for transforming the game:
- Personalization
- Simplicity

- Emotion
- Connectivity
- Accessibility

The presentation was followed by a panel. Some takeaways from the panel discussion, including a discussion of the brand purpose of the brands:

- American Express started out as a freight company. Trust, service and security is what the company stood for, long before the company went into credit cards. The physical credit card is going away. As long as American Express stays true to the company's brand, the exact product/services are not critical. Innovation includes the company's fintech investments.

- Domino's brand purpose is at the core of everything the company does. Innovation is grounded in the company's brand purpose. The company does not frequently change promotional offers. The company is also innovating in the tech space.

- Insights are more about the consumer than the product. There is a need to focus on the consumer's perspective and the motivation for their decision in favor of one brand vs. another brand. Marketers should shift away from seeing digital as just another channel. Brands need to behave differently in social media situations.

Unified Marketing Measurement
Nishat Mehta - President, Media Center of Excellence, IRI

Presented by:

The CPG space is undergoing a revolution in terms of how consumers access content and buy products, coupled with tech innovation, which is creating confusion, chaos, revolution. Among the changes: consumer behavior, media fragmentation, direct to consumer model, the Millennial consumer. Marketers are trying to make sense of new data, tech, and ad formats to improved efficacy and efficiency. Measurement is needed for optimization.

The CPG space is unique:
- Purchases still basically happen offline. Attribution is difficult.
- CPG companies, themselves, are facing challenges.

The current tools are not enabling consistent measurement.
- Marketing mix models drive big picture, strategic analysis. There is a need to understand the impact of each marketing channel related to both base and incremental sales.
- Contribution of marketing tactics.
- Effectiveness
- Did I make money?
- Attribution is challenging.
- Need to look at exposure to offline sales at the HH level.

The industry needs to deal with these problems and the conflicts of the models. There is a critical need to unify measurement and the brand's data by having Marketing Mix and Attribution models work together.

Marketers need to optimize advertising every week. It is critical to apply insights and to change campaigns while they are still running. This approach needs buy-in throughout the organization.

In conclusion, Unified Marketing Measurement requires improvements to data and technology:
- Have right, accurate data assets
- Speed-weekly basis to change campaign based on insights
- Granularity
- Technology platform
- Deployment of this information throughout the process

CONCURRENT SESSIONS – CUSTOMER JOURNEY

Can an Old Category Modernize the Purchase Journey?

Donn Froshiesar – VP, Market Research & Insights, New York Life
Tasha Space – Managing Director, CS Space

New York Life wanted to make its own journey from an agent-led company to one that makes more broad use of corporate sales and marketing. A big question was "does advertising even matter to us?". The company was performing well without a focus on it. Their data showed greater brand awareness did not lead to more buying.

Insurance also had a couple of axioms: "life insurance is sold not bought" and "air cover and ground troops" (corporate advertising and agents). However, changes in society and consumer behavior is undermining the traditional approach. Three questions guided the research:

1. What are the dynamics in culture and society that are affecting the business model?
2. Can marketing stimulate demand for insurance?
3. If so, how?

Insurance is a very complex category. It includes two taboo topics: death and money. There is a stigma if people don't get insurance that they are somehow not providing for their family. And it's a category that people witness others doing buying.

The methodology included two phases. The first was a brand and cultural immersion. The second was a consumer immersion using primers, ethnographies (75) and long-form digital narratives (50 people over 3 weeks of promoted feedback).

Key Takeaways:

- The dynamics are deeper than was thought. Buying is something we learn to do, we aren't born doing it – so insurance, being bought "under cover" and very rarely, means people never learn the skills to buy it.

- What criteria can consumers use to differentiate different insurance companies? Be responsible.

- The confusion and pressure involved in insurance buying leads to the consumer feeling anxiety and inertia, and buying the first thing that they see that even comes close to what they need, rather than shopping around.

- Consumer truths = clarity.

PRESENTATION

Radio Drives Search

Philippe Generali – President & CEO, Media Monitors, RCS Works
Tammy Greenburg – SVP, RAB
Alice Sylvester – Partner, Sequent Partners

One of the most common questions to the RAB from both ad buyers and sellers is "can you prove radio can drive online action, specifically search?"

Media Monitors did an analysis of spend and search volume in summer 2017 with 2,157 ads from eight advertisers across 250,457 spots in 31 PPM markets, across 6 am to midnight over seven days a week. Analysis included spend data from CPP benchmarks, GRP calculations, and share of advertising spend. Minute by minute Google search data was matched to radio spend data by brand, market, date, and daypart. Analyses used marketing mix modeling to calculate an increment over baseline search data by day and daypart.

Three factors drove lift: campaign effectiveness, campaign spend, and starting baseline search data. Results include a +7% lift for automotive to a +370% lift for a retail jeweler (although the latter was a result of a moderate increase over a very small baseline starting point). Overall, a 29% lift was found across all the categories measured.

By category, the insurance company measured showed radio was 228% more efficient in driving search than was TV.

Radio was found to impact all aspects of the consumer journey by driving search, including awareness, search consideration, purchase, and retention.

Not surprisingly, impact varied by the effectiveness of the creative. Top creative elements driving search included price deals, non-price offers, product news or updates, inclusion of specific locations, or personalization of the creative for a particular target demo (car owners vs truck owners, for example).

Key Takeaways:

- Radio ads consistently drive incremental google brand searches.
- Drive of search varies by brand.
- Radio was better to drive search than TV except for one case.
- Creative is a major contributor to driving search.

Who's in Charge Here Anyway? Millennial Families' Path to Purchase
George Carey – Founder & CEO, The Family Room
Theresa Pepe – VP, Marketing & Partner Insights, Viacom

The family structure is undergoing enormous change, with the traditional two-parent households down by 25% since 1980 while "non-traditional" households increase. To understand implications of this, Viacom undertook the Millennial Family Decision Making project in partnership with The Family Room. The Family Room used two lenses to address this, their Family Dynamics Study and their Family Passion Point Study.

Questions to address included:

1. Who is calling the shots at each stage of the purchase funnel?
2. What are the drivers of choice?
3. And why?

Key Takeaways:

- "Protection and safety" as an emotional driver went to the #1 position among parents after years of being a much lower consideration – a sea change.

- There is no category that is of low interest to kids, only categories that haven't given kids a reason to be interested.

- Questions to ask yourself:

    o Is your company staying ahead of the profound changes in emotional priorities that form the basis of decision making?

    o Does your company understand emotional WHY of your category and brand?

    o Is your company starting with the rational WHAT or emotional WHY in constructing your brand's selling proposition?

Customer Journey Insights Through a Unified Lens
Preeti Mehta – Director, Analytic Partners
Maggie Merklin – EVP, Analytic Partners

This presentation discussed how adaptive measurement helped a higher education company (for profit college) understand their customer's journey. This category has a complicated business model with many touchpoints that include not only enrollment but persistence to remain enrolled to graduation. The journey is slow, taking many months, and includes seven or more steps in the decision process.

Previously the company depended on digital analytics or on late stages of the purchase funnel; they had no understanding of the full purchase journey. Analytic Partners recommended a unified measurement using

marketing mix modeling and multi-touch attribution. This would allow more insight into drivers and more granular insights, including TV path analysis. It would also allow analysis of immediate and latent impacts.

The most effective tactics for each major step were

1. Inquiries: aggregators, paid search, and online video
2. Submit applications: native, paid search, online video
3. Enrollment: paid social, native, TV

The organization had to convert from a metric derived from last click attribution to an algorithmic multi-touch attribution. This revealed a number of mistaken assumptions, including:

- By program of study, one type of digital ad was much less efficient than had been assumed by last click.
- Online video had been assumed to not be good but turned out to be one of the most efficient means of advertising.

Key Takeaways:

1. Implementing the study results provided an opportunity for 6% growth in inquiries or applications, and a 3% increase in enrollments.
2. Measurement needs to be customized by type of business.
3. Need to measure full journey, not just top and bottom of the funnel.
4. Leverage a unified measure for a better "truth".

AT&T Actionable Attribution Insights
Anubhavi Gupta – Principal, Advanced Analytics, AT&T
Charlie Hinton – AVP, Marketing Analytics, AT&T
Warren Thompson, Ph.D. – Director, Advanced Analytics, AT&T

AT&T wants to understand customer journeys to build a better brand experience and to be more surgical in their marketing so as to increase ROI. They have many different product combinations and four consumer segments. The solution was to do a multi-touch attribution model. The model is:

1. Holistic – accounting for all demand factors
2. Accurate – provide true incremental impact of each factor
3. Integrated – unified by design, using marketing mix modeling for the upper funnel and multi-touch attribution for the lower funnel
4. Actionable – designed for agile, aggressive marketers

Key Takeaways:

1. Paid search was costlier than expected
2. Social had a halo effect from other AT&T branded products/messages
3. Display showed a change in efficiency
4. Customer path fragmentation exists but there are synergies that can be leveraged
5. Constantly improve so there are better inputs and better outputs

CONCURRENT SESSIONS – BREAKTHROUGH CREATIVE

PRESENTATION
Context Matters: Emotions and Ad Effectiveness
Aaron Hoffman, Ph.D. – VP, Product Innovation, Magid
Gregg Liebman – SVP, Strategic Insights & Research, NBCUniversal

This new research is the largest study on the effects of the context in which advertising is embedded on the ad, in 60 years of context effects research. The study focused on TV shows as ad context and tested 60 ads in 31 programs after an even larger pre-test. It was presented by Dr. Aaron Hoffman and Gregg Liebman and started with the premise that TV's ability to emotionally connect with consumers is not being fully maximized by advertisers and that taking advantage of the interplay between the emotions that attract

viewers to a show and the emotions evoked by the ad can generate improved ad "receptivity", including more purchase intent.

Among points of discussion from the study:

- Targets, scale, and demographics make up only part of the equation when it comes to good media buys.
- Ads, like TV shows, elicit rich emotional responses that can be measured.
- Some ad emotions yield better ad performance than others.
- Taking advantage of the interplay between show and ad emotions ("emotional alignment") is likely to result in greater ad impact.
- Stronger emotional matches between shows and ads lead to superior results.

Branded Content to Effectively Reach the Consumer
Stephanie Fried – EVP, Research, Analytics & Audience Development, Condé Nast
Pranav Yadav – CEO, Neuro-Insight US Inc.

Research from Condé Nast and Neuro-Insights evaluated the impact of quality of creative and of the strength of a brand, how people respond to native advertising and delivery. In their study, they set out to measure brand activity of participants using four scenarios that were randomly rotated via YouTube and Facebook. Ads were delivered by interest within their personal feeds. The main objective was to understand branded content and uncover best practices to continue optimizing branded partnerships.

Neuro-Insights' research method is focused on measuring reactions to branding moments and key messages as they found that only if those moments result in memory encoding and long-term memory, can positive results for the brand be expected.

Key finding include:

- Branded content can perform better than the personal feed. The study shows that strong brands can drive attention and engagement
- Device matters – mobile is a more personal screen, more emotional. Desktop is a more focused experience, more engaging.
- Screens matter – if you need to evoke an emotional response, mobile was found to be the best way to get impact and desktop is the best way to get higher engagement.
- Platforms matters – content on individuals performs better on YouTube whereas alternative storytelling performs better on Facebook where it broke through personal feeds.

Pursuing Creativity – Bringing Back the Magic
Jodi Harris – Vice President, Marketing Culture & Learning, Anheuser-Busch
Shaun Dix – Executive Vice President, Ipsos Connect

Presented by:

How can consumer research fuel advertising? Is research the creative killer? The partnership between Ipsos and Anheuser-Busch showed that you have to move beyond the scorecards and traffic lights. The creative process is non-linear, messy, and needs a lot of collaboration and trust, along with structure. The Wieden+Kennedy model illustrates this: rigor in the front and back, but space in the middle for chaos to allow for the creative process.

After falling into the trap of the dashboard and scorecards, Anheuser-Busch revamped their research process: moving away from using the same methods to test TV and digital; involving research much earlier in the process; and making sure that the compass is designed correctly from the beginning with a brief that ensured that the objective of the brand is clear. The goal of the research and testing changed to nurturing

nuggets of ideas and protecting them through the process. Moving beyond traditional focus groups, Anheuser-Busch also blended quantitative and qualitative methods, sometimes incorporating neuromarketing based methods.

For the Super Bowl, Anheuser-Busch and Ipsos went through a psychological exercise with their consumers and found an unexpected insight that lead to the strongest piece of creative in over ten years. By focusing on humanizing the history and journey of the company's founder, Adolphus Busch, the team created the Cannes Lion winning spot for the Super Bowl.

Key Takeaways:

- The role of testing is not to kill creative, but to nurture and fuel it.
- Involve consumers in the journey early.
- Use a system that nurtures and foster learning.
- Trust in people.

Measuring Creative Impact Through Location Tracking
SPEAKER:
Vardan Kirakosyan – VP, Research Solutions, MFour Mobile Research

Presented by: **mfour**

MFour wanted to understand consumer behavior as it related to ad assets. They went beyond A/B testing and looked at an all mobile experience in a real-world context on multiple platforms for two brands – McDonald's and Target. In addition, inferred attribution measurements were discussed in this presentation.

Key findings for McDonald's:
- Shareability is highest among McDonald's heavy users for Facebook and Instagram.
- Viewers are more likely to audio-click on Instagram, compared to Facebook.
- The ad was most effective in increasing visitation among light users.

Key findings for Target:
- Brand recall is highest among Target heavy users.
- Interaction (ad visible, playback duration, and audio clicked) are all higher for Instagram than Facebook.
- The ad positively influenced visitation among medium and light users for Facebook and Instagram.

Inferred attribution measurements:
- Problems with inferred attribution measurements include non-verified, 3rd party demographics, incongruent measurements from attribution to ad testing, and that testing is not a real-world environment.
- Solutions include behavior analytics with complete, verified 1st party consumer data, research conducted using same sample source that behavior analytics is recorded, and testing scenarios are in context to respondent's daily life.

Wednesday, March 28 – **Trip Report**

Drive Creative Impact

Location Intelligence: Stories from the Frontline

Jasper Snyder – Senior Director, Ad Research & Measurement, Foursquare

Why is location intelligence important? Now 96% of adults have a smartphone in the USA, transforming how to reach and to understand consumers. How is location data being used?

- Audience segmentation
- Proximity targeting
- Measurement and optimization

Where do the data come from for Foursquare? It has two apps – City Guide and Swarm – and an SDK that is used by third parties. Together, these three sources give Foursquare a panel of 25 million people globally. There are also 125,000 developers who use a Foursquare API.

What can location data tell us?

- Understand consumer journeys

- Understand consumer segments based on consumer interests and the location visit

  o Can track customer evolution over time by trends in locations visited by your customers

- Moment based messaging – providing marketing messages in context

- Measurement and optimization – understand impact of ads and how to optimize, typically using control vs exposed comparisons

  o Can see effect of ads on competitors (e.g., visits to the advertised store increase while visits to competitors' decrease)

  o Can evaluate media partner's performance in terms of placement

  o Can evaluate the performance of the ad creative

  o Evaluate performance by geography

The Importance of Brand Equity in an Era of Distrust

Michael Sussman – CEO, BAV Group
Kyle Boots – Director of Brand & Social Analytics, BAV Group
Lauren Hayden – Brand Consultant, BAV Group

Presented by:
BAVGROUP

During a nearly 20-year period of observation, brand trust is seen to be at an all-time low. BAV attempts to answer the question, "how do brands reinforce trust in a culture where the establishment is questioned?"

- Define it: identify brand values that drive trust. There is a rise in the importance of Purpose in driving trust, particularly with younger Americans. Compared to 10 years ago, there is a:
    - +42% greater impact on trust among Millennials today.
    - +6% greater impact on trust among Boomers today.
    - Authenticity alone has a 20% impact on trust.
- Live it: articulate in an authentic way.
    - Brands that haven't reinforced their purpose authentically have failed. E.g., Pepsi's mistake with Kendall Jenner ad: Tried cashing in on Black Lives Matter. Demonstrates why Authenticity is not just a buzzword. Comparing pre and post advertising, Pepsi suffered -16% to -34% declines in authenticity, cares about customers, social responsibility, and trustworthiness.
    - Brands that demonstrate commitment to their Purpose are breaking away. E.g., Patagonia's success with "don't buy this jacket" campaign—repair what you have. Ties into mission statement to build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis. Out of 3,000 U.S. brands, ranked within the top 6% to 27% on scales in social responsibility, visionary, authenticity, and trust.
- Understand it: keep a pulse on real-time conversations that impact trust. We learn from brands like Domino's that emerged stronger after a crisis online through equity.
    - Crisis in 2009 when video prank by a kitchen staff member tainted brand.
    - Aftermath in 2010 with business turnaround when company posts apology video on Youtube.
    - Social conversations also help brands identify vulnerabilities surrounding their core purpose.

BAV identified 4 ways that brands translate their purpose into calls to action online:

- Urgency: the cause is timely and the time for action is now.
- Solvability: contribution however small can have a real impact.
- Relevance: personal stories make abstract causes relatable to my life.
- Trends: bragging rights and a sense of pride or belonging.

MAINSTAGE SESSIONS

Opening Remarks
Scott McDonald, Ph.D. – President & CEO, ARF

Last year Cambridge Analytica won an ARF David Ogilvy Award. In light of recent discoveries, the ARF is looking into whether the ARF should rescind the award. The Cambridge Analytica situation also raises a bigger issue, a need for a code of ethics in market research. We need to ask ourselves, what responsibilities and obligations do we have as researchers? Just because we can do something doesn't mean we should. Cambridge Analytica is a reckoning. External regulation can be clumsy; we should recognize that the data we collect belongs to the consumers, we should respect it. What is ethical is what's good for business, and our industry works best this way. Ultimately, deceptive practices lead to a shortage of data collection.

The ARF is calling to create guidelines on consumer protection in research. Scott asked and welcomed members to be a part of the development; he believes ARF should lead the way and the goal will be to form a working group and draft a code of conduct.

The Science of #SeeHer

Panelists:
Christine Cervenka, Ph.D. – Director – Marketing Analytics, AT&T, Global Marketing Organization
Chrystal Day – Marketing Impact, Sr. Manager, HP
Claudio Zibenberg – Manager, IBM Worldwide Media
Moderator:
Shelley Zalis – Co-founder, #SeeHer; Founder & CEO, The Female Quotient (TFQ)

In this panel, equality and the Gender Equality Measure™ (GEM) were discussed with IBM, AT&T, and HP – three companies who utilize the module in their current business practices. The discussion tackles the topic of gender equality, highlighted how research has changed, the shift of emotion in advertising, and ways in which media defines culture.

Key Takeaways:

- The GEM™ module asks four questions:

    o What is the overall opinion of the female presented?

    o Is she portrayed respectfully?

    o Is she depicted inappropriately?

    o Is she seen as a positive role model for women and girls?

- One thing that unites the industry is equality.

- When you start to discuss, you start to create awareness.

- When advertisers challenge stereotypes, the best results come out.

- Intuitively we all know this is the right thing to do, but it is also good for business.

- Equality should be a requirement for copy testing.

- If we do not put new rules into place – we are not going to go anywhere, and our businesses will fail.

- What's important: Women need to be in ads, give her screen time, test putting her in the lead role but also in a wide variety of roles.

- How women are portrayed is critical as well – portray her as embracing life and not being the brunt of jokes – show her in a compassionate way – be conscious.

PANEL

Stop Talking and Start Doing Something

Panelists:

Catharine Hays — Executive Director, The Wharton Future of Advertising Program - The Wharton School

Natasha Hritzuk, Ph.D. — VP Advertising Innovation Research and AdLab Lead, Turner Ignite

Sheri Roder — EVP, Chief of WHY, Horizon Media

Audrey Steele — VP Sales Research Insights & Strategy, FOX Network Sales
Moderator:

Howard Shimmel — Chief Research Officer, Turner Broadcasting System

What can companies in the media ecosystem do to generate new consumer ad experiences to make the experience friendlier to consumers, as well as to marketers and advertisers?

- The biggest obstacle to achieving this vision is measurement. Past measurement methods, have been product focused. There is a need to become more customer-centric. Think about both the product and the impact on the consumer. Human-centric is an accurate concept.

- Media and creative are coming together again. There is much more advertising out there. However, if it's not a good ad, that works counter to the effectiveness of the media company's

work. Less content, but better content is needed. Understand and measure the emotional side, which can now be done empirically. Marry brands with communication to make them relevant. Consumers don't describe themselves in terms of marketing demographics. Demographics are limited and targeting should not be done based on demographics. Help clients make more money. Be smarter about the who, when, etc.

- Implementing a lower ad load and changing the consumer experience has been a goal at FOX for many years. Linear programming must meet this goal. Do, test, measure, learn. Look at common sense things that you know will work and implement quickly.

- Advertising is inherently useful, but how to get the consumers to desire this utility? Reinvent the ad experience from the consumer perspective. AdLab Lead developed a workshop setting enabling the co-creation of ads with consumers. 18 new ad experiences were built. Major brands are also looking for the development of these new ad experiences.

The consumer seeks relevancy. What is the next big thing after relevancy?

- All players in the ecosystem must demonstrate responsibility. The flip side of relevancy is respect. Human-centric speaks to the entire ecosystem and this system must be instituted quickly.

- Don't shove the message at consumers, Super Bowl advertising demonstrates well thought out spots. Brands and advertisers need to create that kind of excitement continuously. Consumers come to you to hear what the brand is saying.

- Demonstrate to the consumers that you respect their time and won't bombard them with ads. This practice gets a positive response. However, the cost of getting content must be understood by the consumer.

- Free ourselves from the linear prison. Digital, social should not be massaged to be more like linear. Start with the experience for the consumer. Then, format, platform.

How will we know that we have made progress at the next ARF Conference in March 2019?

- New ad experiences that reinvent advertising. However, new metrics are needed for this type of advertising.

- Measuring the success of ad load reductions.

- Examples that show effectiveness. New measurement metrics. Brave experiments with results.

- Less interruption for consumers, increased ROI for brands and agencies.

What a Shorter Ad Can (and Can't) Do
Magda Nenycz-Thiel, Ph.D. – Mars Professor of Marketing & Senior Research Associate, Ehrenberg-Bass Institute, University of South Australia
Duane Varan, Ph.D. – CEO, MediaScience

This research was done before 6 sec ads became the short ad "norm" and looked at 7 sec ads compared to 15's and 30's. The purpose of the research was to explore: Are shorter ads as effective? Is the effect of commercial length different for older vs. younger users? How does clutter affect performance of a shorter commercial? MediaScience and the Ehrenberg-Bass Institute discussed these questions based on the findings from three studies in their award-winning paper presentation.

Findings:

- In isolation (not in a pod of ads), 7-second ads delivered 60% of the impact of a 30-second commercial, measured in unaided brand recall.

- In terms of developing the spot's emotional arc and obtaining an emotional reaction from the consumer, 30-second ads are most effective.

- Age had no impact on the effectiveness of 7-second commercials. However, 60-second commercials did perform better with older audiences.

- Clutter perception is not a function of time, but a function of the number of ad units within the same time.

- If the consumer sees a 60-second commercial first, subsequent exposure to a 7-second commercial is as effective as a kicker as a 30-second ad. However, a 7-second commercial does benefit from the prior 30-second ad.

Key Takeaways:

- 7-second ads can work - they deliver 60% of the value of the traditional 30-second commercials.

- The benefits of 7-second spots diminish as clutter increases.

- This is a new creative arena-we need to understand new opportunities and limitations. More research is needed.

When Longer Isn't Necessarily Better
Mark Green – Chief Strategy Officer - TVision Insights
Dan Schiffman – Co-Founder & Chief Revenue Officer, TVision Insights

TVision Insights takes the research from the lab into the home. They analyze viewer-level TV attention data of their TV panel on a second-by-second basis with the device in the living room; they measure Is the TV on? Are people in the room? Are eyes-on-screen? The Attention measure is eyes-on-screen, directed towards the TV set. Viewers are also surveyed
Among the issues examined: How many seconds do you need for a spot to have an effect? Does eyes-on-screen attention lead to better outcomes? What ad duration has the best chance to capture attention? How many seconds matter? Does impact vary by creative or audience? Most ads tested were 15's and 30's.

Key Findings:

- Eyes-on-screen attention has an impact. It makes a difference whether the viewer is actually looking at the screen vs. just being in the room. Attention has a substantial impact on unaided awareness.

- Attention on TV varies by such variables as brand, industry, audience, context, content, and creative.

- Longer ads provide an opportunity for longer attentive ad exposure, but may not be the most efficient.

The Future of the Agency
Eric Salama – Chairman and CEO, Kantar
Scott McDonald, Ph.D. – President & CEO, ARF

There are interesting disruptions in the agency world, including competition from consultancies, data analytic firms, FANG (Facebook, Amazon, Netflix, Google). FANG can bundle research with the media buy. Additionally, many advertisers are bringing some formerly outsourced marketing services in-house.

Scott asked: **How does Kantar and WPP cope with these disruptions?**

- Kantar rebranded all units as Kantar.

- Set up Kantar Consulting to analyze proprietary data, develop strategies, and help clients activate through better creative and media.

- Kantar Analytics to be launched shortly.

There are many growth areas for Kantar relative to its peer group, including ROI-related issues, purchase data, media data, brand lift data. This provides clients with a full range of data. Additionally, WPP simplified its structure with an emphasis on the clients.

Scott asked**: How do you staff to meet the need for expertise?** Data analytics and Insights personnel often do not speak the same language." Eric explained that Kantar needs people who are comfortable with

unstructured data, comfortable with partnerships. "T-shaped people" have a deep expertise in one thing, but also, broader general knowledge, plus they connect well with other people.

There was a discussion about resources in the media sector.

- There is downward pressure on cost from the advertisers. Where will media innovation come from?

- There is a need to measure content on all devices as well as to consider time-shifted programming.

- The economics are challenging. Outside the U.S., joint industry committees are funded by the media businesses. The advertisers must become involved in paying for these services. Otherwise, these groups will tell the companies that they can monetarize the data or the quality of media research may decline.

- The industry wants more competition to the mainstream measurement companies, even the digital industry wants alternative measurement sources.

KEYNOTE
Leveraging Technology to Drive Brand Affections
Raja Rajamannar – Chief Marketing & Communications Officer, MasterCard

A global study showed that more than 80% of people in a marriage are not loyal to their partner. Why do we expect customers who have no commitment to us be loyal? It's not about consumers being loyal to brands, it's brands that need to be loyal to the consumers. Building brand relationships is critical to the brand's survival.

5K messages hit consumers every day. Consumers have been saying ads are interruptive, annoying. Ad blockers are devastating to marketers. 600 million devices are coming with pre-installed ad-blockers. Effectiveness of brands are coming down. ROIs are coming down. Advertising is not the way forward. Storytelling is dead. It's more about experiences. Go where the consumer are. MasterCard has identified nine consumer "passion points": sports, entertainment, music, travel, art and culture, culinary and dining, philanthropy, shopping and the environment. Examples:

- **Priceless Cities**: Once in a lifetime experience for MasterCard holders. E.g., chance to go to the Louvre after hours and view the Monet Lisa in candle-light. MasterCard curates these global experiences. There is a need to develop scale.

- **Priceless Causes**: Tap into philosophic interests. E.g., partnered with the WFP (World Food Program) in Eastern Europe. Even after the promotion ended, there was still momentum. Raised enough money to feed 300K school children for one school year. Brand liking increased and MasterCard became 4th most liked brand in the year of campaign.

- **Personalize Loyalty:** Within 2 meters of wherever you are, MasterCard can provide highly personalized rewards for you. Plug & Play APIs created for smaller merchants. Banks, the issuers, can differentiate themselves through customized offers.

- **Shopping with Augmented Reality**: Virtual Showroom with Atelier Swarovski - tracks your eye movement so that you can virtually select and buy things. VR overlaid over ecommerce: create apps to give 3D experience; AR shopping experience at Saks Fifth Avenue with Masterpass, which allows authentication using wearer's iris.

MasterCard has seen positive financial results from these initiatives. The brand is growing 4x as competitors and is the best growing brand in the financial category. By embracing the latest technology, they are providing solutions and connections to their consumers.

ARF BREAKOUT SESSIONS

Open Discussion on Ethics in Research
Scott McDonald, Ph.D. – President & CEO, ARF

Scott lead an impromptu, open discussion on ethics in the industry. Following previous assertions made in his opening remarks regarding the importance of the scientific mindset and the difference between facts and values, Scott discussed the critical need to come to an updated consensus on the code of ethics in research and advertising, especially around the "wild west" of big data. The Cambridge Analytica situation is a wake-up call, not only for the ARF but for the industry. Following are some of the issues discussed:

- What are the codes of ethics that guide us? When we look at the code of ethics that do exist, e.g., ESOMAR, AAPOR, CASRO, they tend to be relevant to research as they were practiced a decade ago, not the way now. Research these days are not confined to surveys, focus groups, etc., but big data, google trends, geolocation data, cookie data, CMR - this "wild west" of big data.

- We need to look at the protection of data and obligation of collection of data to keep it secret. GDPR, which is based on the principle that consumers own their data and companies are under obligation to not harm them with their data, is a really good starting point. Should this become a global standard? It would be easy to have one single standard.

- We have a tendency to treat the customer as the other, as prey instead of partners. It's embedded in the language of advertising, our entire language around advertising is deeply martial. For instance, we talk about "targeting" consumers, and we engage in micro-targeting, where we follow the consumer around. What are the ethics of that kind of profiling? There are alternatives, like permissive advertising. But because so much for our advertising has been so interruptive, there is a constant struggle for control between the consumer and marketer.

- We have to be proactive in the way we think about consumers and the data rather than wait until rules are imposed on us. This is long overdue. Majority of consumers are already aware that their data is being used. It is incumbent upon us to be respectful and provide reciprocal data sharing.

- A lot of activity around ad fraud has been focused on the value back to the marketer. No one dies from ad fraud, but when it spills over into the population, then the wider public is much more alert. This has engendered a crisis for us. Value of science, value of transparency and validity – falls short of it. But I think it's the ethical discussion that we don' t get around to.

- As the ARF grapples with the codes of ethics, we should also grapple with it in the client side – I don't think there will be a lot of players looking at the client side, a lot on the human side. Would be a unique contribution.

- A standard code of ethics would help serve as a bulwark for young researchers or marketers when they are asked to do something that is unethical.

There was an announcement for a Town Hall on this issue at the ARF offices on April 26. The goal is to create a working group to draft a set of standards. A call for the ARF community to share their own codes or rules of ethics to help better understand what already exists.

ARF COUNCIL PRESENTATION

Buy or Boycott: Multicultural Millennials, Causes and Connections
Cultural Effectiveness Council
Devi Shah - Colgate Palmolive; ARF Cultural Effectiveness Council Chair

The Council presented the results of studies it conducted on Millennials, which focused on brands' advocacy of social causes in their advertising.

Why focus on Millennials?

- Huge group in size and buying power.

- Every new generation is becoming more multicultural.

- There has been a shift from minority to multicultural.

- The multicultural population will continue to grow through immigration and births.

Millennial relationships with brands:

- Millennials expect more of brands in terms of social causes. Millennials are vocal about causes, and they want to see what a company has done, not just a statement of the brand's beliefs.

- A two-way conversation often takes place on social media between brands and their customers.

- 35% call out brands that support/don't support their brands.

- 62% use social media to connect with brands.

- They are likely to boycott brands if they disagree with the brand's POV.

- Multicultural millennials are more supportive of brands that support social causes.

- Female millennials also more supportive of brands that support social causes than are male millennials.

How brands can win:

- Be authentic

- Be brand relevant

- Be relatable

- Be light hearted. However, be careful with humor, which can be offensive

Insights: The Killer of Creative? Or the Driver of Killer Creative? ARF Creative Council

Panel:
Andy Smith – Flower Foods
Amy Carvajaj – J. Walter Thompson
Michael Joffe – Google
Moderator:
Jay Mattlin – ARF Councll Director

Does research help or hinder the process of advertising creative development? This panels explores that question, drawing on the results of a new study of ARF members' attitudes about the role of research in creative development. The survey shows that:

- Majority believed that research can either expand or limit creative opportunities depending on how they are used.

- Non-researchers were slightly more likely to view research as extremely important in the creative process (64% vs. 51% researchers).

- Respondents from research firms believed that Optimization is the most important role of research and data in the creative process.

- Respondents from non-research firms chose Exploration as the top role of research in the creative process.

Key takeaways from the panel discussion:

- Move away from doing research in silos and involve the creatives in the process from the get-go. If you approach creatives with the opportunity to influence the questions being asked, they are more likely to buy-in to the research process, and this collaboration will lead to deeper insights.

- Rather than a report card punishment that just green/red lights a creative, use creative testing to help understand how to make it better. Help the creatives understand why the ad doesn't work instead of throwing it in the garbage can after months of work.

- We need better tools to more accurately measure emotion, instead of relying solely on legacy metrics created decades ago.

- There's no formula for great creatives, but better collaboration that has everyone on the same page from the beginning of the process, builds trust and learning, and ultimately better results.

CONCURRENT SESSIONS – CONSUMER SEGMENTS

The New Battleground for Marketing-Led Growth
Dave Elzinga – Partner, McKinsey & Company
Alex Swales -Associate Partner, McKinsey & Company

It is important for a brand to be in the initial consideration set. However, brands come in and out of the consumer's consideration set. This make it important for the brand to consider its impact at all touchpoints and at all stages of the journey. Once the brands in the consideration set have been selected, the consumer actively evaluates those brands. The post-purchase experience is also important. Most triggers recur, and ideally, lead to repurchase of that brand.

Key Takeaways:

- Loyalty is elusive for most products. Most products are driven more by shopping than by loyalty.

- Every purchase is up for grabs; brand switching occurs frequently.

- It is critical for a brand to get into the consumer's initial consideration set.

- 58% of consumer change brands.

- 42% remained with their incumbent brands.

- Brands can impact their CGI (customer growth indicator) by:

  o Expanding their target consumers to include a wider set of consumer segments.

  o Reallocating marketing budget to emphasize marketing-related activities to encourage consideration by the consumers.

  o Building a pipeline of innovative products and services.

Omnichannel Uplift: Measuring Campaign Levers to Drive Marketing ROI
Bret Weinberg – Director, Media Measurement, InfoScout

Presented by: **InfoScout**

Some retail channels will always be blind spots. InfoScout collects information about consumer shopping trips, and provides single-source measurement. They enable companies to obtain real-time omnichannel purchase data across all retailers. As a result, companies can connect purchases across channels. Customers submit receipts via gamified shopping apps (Shoparoo, Receipt Hog). The gamification and its shopping rewards aspect keeps customers highly engaged.

How are America's biggest brands connecting these data sets?

An example from the QSR industry was analyzed:

- New guests vs. consumer base

- Greater total sales vs. incremental revenue

- What's driving the incremental lift?

- It is necessary to analyze total QSR omnichannel uplift. Decompose the total sales, examine the conversion of HH, the buy rate compared to promotional offer. Is this campaign successful?

Super Bowl ads were analyzed to understand if there was conversion based on these ads.

- Where do Super Bowl viewers shop?

- Were there differences in the shopping/purchase behavior of food store shopper vs. online shopper vs. convenience shopper?

- The research reveals information about the in-store conversion of these shoppers.

- For those consumers who saw a brand's ad, how many consumers purchased that brand?

- A wide variety of channels are shopped by Super Bowl viewers that are not accounted for by the current measurement sources. It is critical to measure the total market across all channels. The full market view is critical.

The Psychology Behind Image Perception

Ameneh Atai - SVP, Business Development, Nielsen
Tristen Norman - Manager, Creative Insights & Planning, GETTY

We live in an age of distraction. In 1970, people were exposed to 300 ads per day. In 2017, it was up to 10K ads per day, along with 9 billion mobile interactions per day. This challenges advertisers to capture the attention of the consumer but make it impactful so that it triggers a response.

GETTY's challenges: What drives instinctive reactions? They have assumptions of who is buying those images and why, but lacked validation and understanding of why people respond to certain images in certain ways. What are the differences between amateurs vs. photo/visual professionals? Are there regional differences in image choice? Are premium imagery recognizable?

Nielsen designed a global psychometric survey, originally intended for 10 countries, but it soon went viral. The survey was translated in 5 languages. The survey is based on a personality test using OCEAN methodology (Openness, Conscientiousness, Extroversion, Agreeableness, Neuroticism). Nielsen translated questions into an image-based, gamified survey that was non-incentivized. It provides value to the user; helps them understand their personality.

Key Takeaways:

- True engagement enabled rich data collection. 85% satisfaction rate from respondents. 60K respondents in a couple of weeks.

- Top performer image deemed as the least creative.

- Insights from the study helped better inform the image creation process; what images they should be shooting; serving the right image to the right people at the right time; optimize image recommendations.

- How to win in today's complex world – break from tradition – go beyond age and demo, create quality customer engagement, gain access to quality data on a global scale, make big data actionable data.

- If you get personality data in an ethical way, you can avoid being creepy and intrusive.

CONCURRENT SESSIONS – CUSTOMER JOURNEY

Does Brand Usage Influence Visual Attention to Advertising?

Magda Nenycz-Thiel, Ph.D. – Mars Professor of Marketing & Senior Research Associate, Ehrenberg-Bass Institute, University of South Australia

A key task for advertising is refreshing and reinforcing memory of brands, among both buyers and non-buyers. Ehrenberg-Bass argues that advertising should impact all potential customers, not just buyers or users.

The link of advertising to memory is critical. There is a lot of evidence that ad memory for non-users is lower than for users. Among academic papers, brand users were more likely to recall brand advertising (93% of 8,000 brands examined) Could visual attention explain this finding?

Visual attention can be influenced by top down (brand usage) or bottom up (visual attention to marketing). This study used to eye-tracking among 696 persons 18-78, 11 brands, and 4 categories. Ads were tested within programs; 52 ads were tested with various lengths. Visual attention was measured by eye-tracking, memory by open-end brand recall and by recall of ad screenshots, and brand usage by survey questions.

Results showed that for both category-cued recall and visual-cued recall, users had higher recall than non-users. However, there was no significant difference in eye-tracking between users and non-users either in number of attention points or in dwell times.

Key Takeaways:

- Visual attention is similar between users and non-users by eye tracking measures.

- The good news is marketing can get non-users' attention. However, the findings suggest the need to include specific creative elements to appeal to non-users to improve recall.

This Month's Brand Conversations Produce Next Month's Sales
Koen Pauwels, Ph.D. – Professor, Marketing, Northeastern University
Ed Keller – CEO, Engagement Labs

Social/online listening is just the tip of the iceberg where conversations are considered. Offline conversations make up the bulk of the iceberg below the surface. A finding from previous work showed that there is no correlation between online and offline conversations; they are two different channels of communication. Example given of a Lay's promotion, where similar online and offline conversations were seen up to a point; after that, offline persisted while online plummeted. If only online was measured, that offline impact would have been totally missed and not leveraged.

Engagement Labs looked at 21 brands using marketing mix models to explore trends over three years, and how well TotalSocial predicted next week's sales. There were seven key findings:

- Conversations explained 19% of sales – 10% offline, and 9% online. This relatively equal impact was seen across all the categories.

- In terms of driving sales, volume is the most important factor for offline conversations, and sentiment was most important for online.

- Conversation impact starts ~8 weeks before sales and accelerates closer to purchase. It's a leading KPI.

- Media buys can drive conversation, especially online.

- Marketing effects are cross-channel. Both online and offline conversations are driven by TV, online video, and online display. Surprisingly, radio is effective for both (see the RAB presentation from day 1 of the conference).

- Media stimulates conversations which in turn stimulates sales, compounding the conversation effects.

- An increase in conversations leads to sales. Among the brands examined for the paper, a 10% increase in TotalSocial score would lead to a 2.6% increase in sales, equal to an increase of $36 million.

Consumer Data Value Exchange
Natasha Hritzuk, Ph.D. – VP Advertising Innovation Research and AdLab Lead, Turner Ignite

Turner explored the attitudes of consumers towards their data. The study started with an exploratory phase that included expert interviews, media diaries, and in-home qual. Implicit and conjoint testing then were implemented to come up with a final explicit questionnaire. Consumers are willing to share data, especially data intrinsic to digital experiences – in fact more so since a similar set of questions were asked in 2014.

The two main areas covered by Turner in the presentation were willingness to share data to enable curation and serendipity. By curation, this means how can networks make recommendations of programs to view, or advertising to watch, based on viewers' habits and interests. Based on consumer responses to Turner surveys, there is certainly willingness in sharing different types of personal data to enable better curated

suggestions for both programs and ads. If there's an expected benefit of value, consumers are willing to part with their data.

Serendipity means using data to surprise and delight consumers. While consumers do enjoy a certain level of curation, they also want that sense of discovery – the joy of discovering something new and exciting (even if nudged behind the scenes by data). Turner looked at serendipity when it came to both programs and ads; and again, they found consumers pretty willing to part with the type of personal data needed.

Three key findings were identified by Turner to empower consumers in their sharing of personal data:

- **Trust and transparency**: Explain to the consumer why the network needs the data; make any user agreement clearly written and brief.

- **Shared benefits power the relationship**: Articulate the benefits to the consumer that result from their sharing of data.

- **Celebrate progress**: Share with participating consumers the new products and experiences that are being powered by sharing of personal data.

Customer Path to Purchase Across Platforms
Karlo Cordova – Group Media Director, Wieden+Kennedy
James Fennessy – CEO, Standard Media Index
Bill Harvey – Executive Chairman, Bill Harvey Consulting
Audrey Steele – EVP Sales Research Insights & Strategy, FOX Networks

Audrey Steele introduced a study she did with SMI about the value of TV; it was unique because it was designed to be transparent and objective. Results indicated that sales were positively correlated most with TV and premium online video; sales were negatively correlated most with digital. In periods of increasing digital and decreasing TV, market share actually declined. And in terms of "next dollar spent", digital has already been overspent. Results for digital would have been even worse if there wasn't a halo effect from synergistic campaigns across TV and digital.

98% of TV ads had a positive correlation to sales; but 67% or more of digital (search, social, non-premium video) had negative correlation to sales. Overall, 76% of sales were attributable to TV as compared with 24% to digital. In fact, towards the end of the 3.5-year period under examination, there was a trend of moving marketing share back to TV from digital.

Two other studies used DriverTags and looked at scatter bias and upfront bias. In study 1, DriverTag resonance can more than double, implying a +33% increase in ROI. In study 2, DriverTag resonance can double with allocation of upfront stable.

Key Takeaways:

- Brands that increased spend in non-premium video lost sales and market share.

- If they had switched $1 million from digital to TV, there would have been a large increase in sales.

- Plans to conduct ROI HH-level research to see what happens when all DriverTag resonances (ad, program, audience) are in sync ("hyper-resonance").

What Jack Kerouac Can Teach Us About Mobile Location Data
Nadya Kohl – EVP, Business Development & Marketing, PlaceIQ
Jennifer Pelino – SVP, Omni Channel Media, IRI

Consumer mobile use is increasingly important with 50% of time online spent on mobile – even higher, with higher engagement, for Gen Y and Millennials. Tracking consumer path to purchase can be daunting. There are also personalization challenges. How to serve marketing at the right level, right point in the purchase cycle, and the right context? IRI data and PlaceIQ worked together to determine purchase impact, using geolocation to assess path to purchase, to serve ads at the right time, and close loop to in-store sales. This allows ads to be served that are relevant, personalized, and optimized.

A use case looked at the value of season-long sports event sponsorship. It identified all persons who had attended an event during the course of the season. Compared to the control group, exposed persons had 2x higher dollar spend per HH. Looking deeper, those who attended 3+ events had a sales lift of 31.7% compared with 12.8% for those who attended only one event. Further digging can reveal opportunities for event marketing in the event area, for example in this case, event attendees tended to visit QSRs, casual dining restaurants, and mid-level hotels.

CONCURRENT SESSIONS – BREAKTHROUGH CREATIVE

PRESENTATION

Reimagining Advertising

Natasha Hritzuk, Ph.D. – VP Advertising Innovation Research and AdLab Lead, Turner Ignite
Larry Allen – VP, Ad Innovation and Programmatic Solutions, Turner

Presented by: **Turner**

If consumers are rejecting ads, then we need to step back and understand what would make them receptive to the ads. Turner examined research over 18 months to understand how the ad experience can be reimagined for the consumer. They developed the following foundational insights which became the North Star for building ad experiences at Turner:

1. Consumers as content creators.
2. Content curation – avoiding the echo chamber.
3. Advertising as entertainment.
4. Connecting through ordinary moments.
5. Content to counter balance/enhance mood.
6. Serendipitous content, advertising experiences.
7. True authenticity.
8. Avoid bad decision making.
9. Content catalyzed networks.
10. Immersive experiences.

Key Takeaways:

- Personalization for the sake of personalization doesn't engage consumers unless there is some utility or reason for the personalization or interactivity.

- Narrow the subset of choice. Enable the consumer to make a smarter decision of what they eventually buy.

- Consumers are increasingly impatient with superfluous information in advertising; want one salient info.

- More concise info, not constrained in existing ad format. Deliver sound bites of info in a linear environment; not in a truncated ad pod.

- You still need the creative to bring it to life.

- Buying demos massively misses the mark. E.g., 45% of heavy grocery purchasers fall outside the demographic target.

- The standard media currency is challenged.

- Increasing marketplace pressures demand a new way of doing business.

PRESENTATION

1 Bloody Shakespeare Play: 3 Experiences – Stage, Screen & VR

Elissa Moses – CEO, Neuro & Behavioral Science Center, Ipsos

Working with Ipsos, the Royal Shakespeare Company (RSC), launched an audience a project to explore the emotional response to a production of Titus Andronicus – which is known as Shakespeare's goriest play – in

---

different contexts: live in a theatre, streamed cinema, or a filmed VR experience. Participants wore heart monitors to test reactions and there was a survey after exposure.

Key Takeaways:

- Consistent response in heart rate across test cells – emotional engagement as measured by heart rate, was not significantly different across the three delivery conditions.

- 91% in VR felt like they were in the theater versus 64% said the same of the cinema experience.

- The play created for the cinema has benefits: respondents liked seeing detailed reactions etc.

- Many VR participants reacted as the audience in the live experience.

- Theatre and cinema performance participants focus more on acting performance – but it is not as crisp as the real thing for VR.

Implications for advertising:

- The study confirms that context matters and that the ad medium or platform is an important context. Understanding the channel you choose matters. Advertisers can take advantage of the strengths of a specific medium.

- The industry has not begun to examine what VR can deliver – but the assumption is that being in the VR experience is compelling – those early to adopt will be ahead of the curve.

- The industry needs to think about VR as a different advertising channel – that said, advertisers may need to manage respondent expectations.

How Short Can Be Sweet: The Effectiveness of 6-Second Video Ads
Mihkel Jäätma – CEO &
Co-Founder, Realeyes

Presented by: **real eyes**

Video is projected to make up 80% of all internet traffic by 2019. Therefore, it is important to study attention to video, especially in light of declining consumer attention. Will the adoption of 6-second ads result in effective advertising? Realeyes' emotional advertising technology platform measures how people react (webcams with facial coding technology) as they watch video content online.

Key Takeaways:

- Shorter videos deliver more per second, but a longer duration enables marketers to tell a more powerful emotional story. Still, the shorter videos deliver nearly 10 times the impact per second.

- In Snapchat study 30 ads of 10-seconds or shorter were shown to be effective for the teenage and 20-45-year-old bracket. Older consumers seem to prefer longer formats.

- There are no differences on ability to get attention early.

- Short ads need a different creative approach. Rule #1: No clutter in the ad, keep it simple. Achieving a high emotion peak in a 6-second videos needs extra thought and creativity.

Walk the Talk: Insights to Concepts
Brian Laverty – Sr. Manager, Advertising Innovation Research, Turner Ignite

Consumers want ads that align to the same quality of content they are watching. Advertising that are "in-tune" with the mood of consumers have proven to be successful in their latest research. Through the creation of 11 different concepts, Turner surveyed measurable questions that addressed how noticeable, unique, memorable the concept was and if the respondent felt they would like to learn more or share the product advertised.

Key Takeaways:

- There is often an echo chamber that people might only look at ads they are interested in and not branching out to new products – Turner wanted to flip this idea by giving consumers the reigns and allowing them to serve as their own content creators.

- Consumers want ads that are in-tune with their own mood or ads that are able to counterbalance moods.

- The idea of the empowered self: Give them the chance to make better decisions; the more informed consumer the better – help them feel better about their purchase after they buy.

- Consumers want to be wrapped in welcoming content, think: geolocation through Pokémon – this immersive experience was found to have high breakthrough as well as remote control voting that is personalized.