T⟩⟩VISION
INSIGHTS

Viewer Attention Analysis Informs Creative Effectiveness

Logo Shown at High-Attention Spot Leads to High Brand Recall

You're watching your favorite show when an ad for a juicy burger comes on TV. Your mouth is watering. Your stomach is rumbling. You want a burger. You're sold. But how can the brand that spent millions on that ad be sure that you want their burger not just a burger?

That's the question a well-known Quick Service Restaurant with a heavy reliance on TV advertising posed to TVision Insights.

SITUATION

The QSR ran three ads on both TV and digital. At first glance, all three spots in the QSR's campaign performed equally well at standing out from surrounding commercials on TV. Using digital survey data, the brand revealed one commercial was consistently credited to a competing QSR. The advertiser asked TVision why.

THREE SPOTS, BY CREATIVE ATTENTION SCORE

COMMERICAL #1	108.7
COMMERICAL #2	107.3
COMMERICAL #3	101.9

CREATIVE ATTENTION SCORE : ATTENTION INDEX OF AN AD / ATTENTION INDEX OF POD

OBJECTIVE

Use attention data to measure why brand recognition was attributed to a competitor's ad.

APPROACH

The spot in question could be separated into three key parts:

SECOND-BY-SECOND CREATIVE ANALYSIS

First, a beauty shot of the hamburger that caused a spike in attention.

Next, a happy customer enjoying the burger led to another spike.

Finally, a logo sequence at the end where attention had already dropped.

A second spot in the campaign was accurately associated with the QSR brand. **The difference? That ad had branding throughout moments of peak attention, leading to strong memorability performance.**

OUTCOMES

QSR can now optimize their creatives to improve ROI using second-by-second viewer attention data.

Instead of featuring a logo sequence at the end when attention is waning, layer branding throughout (like pickles, lettuce, and tomato), and your results will be delicious.

Want to learn more about how you can analyze your own your creative breakthrough? Reach out to us at Hello@TVisionInsights.com