

Thursday 2 November  
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# / Webinar: Emotion's key role in marketing effectiveness with Pinterest

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# / Welcome

Ellen Lai, Industry Marketing and Partnerships, EMEA, Pinterest @PinterestUK

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# / Agenda

**10.00am** Welcome - Ellen Lai, Industry Marketing and Partnerships, EMEA, Pinterest *@PinterestUK*

**10.05am** Presentation - Ian Gibbs, Director of Insight and Planning, DMA *@DMA\_UK*

**10.15am** Presentation - Andrew Tindall, Global Partnership Director, System1 *@System1Research*

**10.25am** Presentation - Antoine Le Nôtre, Head of Measurement EMEA, Pinterest *@PinterestUK*

**10.35am** Panel Discussion - Ian Gibbs, Director of Insight, DMA *@DMA\_UK*, Emma de la Fosse, Chief Creative Officer, Edelman *@EdelmanUK*, Antoine Le Nôtre, Head of Measurement EMEA, Pinterest *@PinterestUK*, Andrew Tindall, Global Partnership Director, System1 *@System1Research*

**10.55am** Closing comments - Ian Gibbs, Director of Insight and Planning, DMA *@DMA\_UK*

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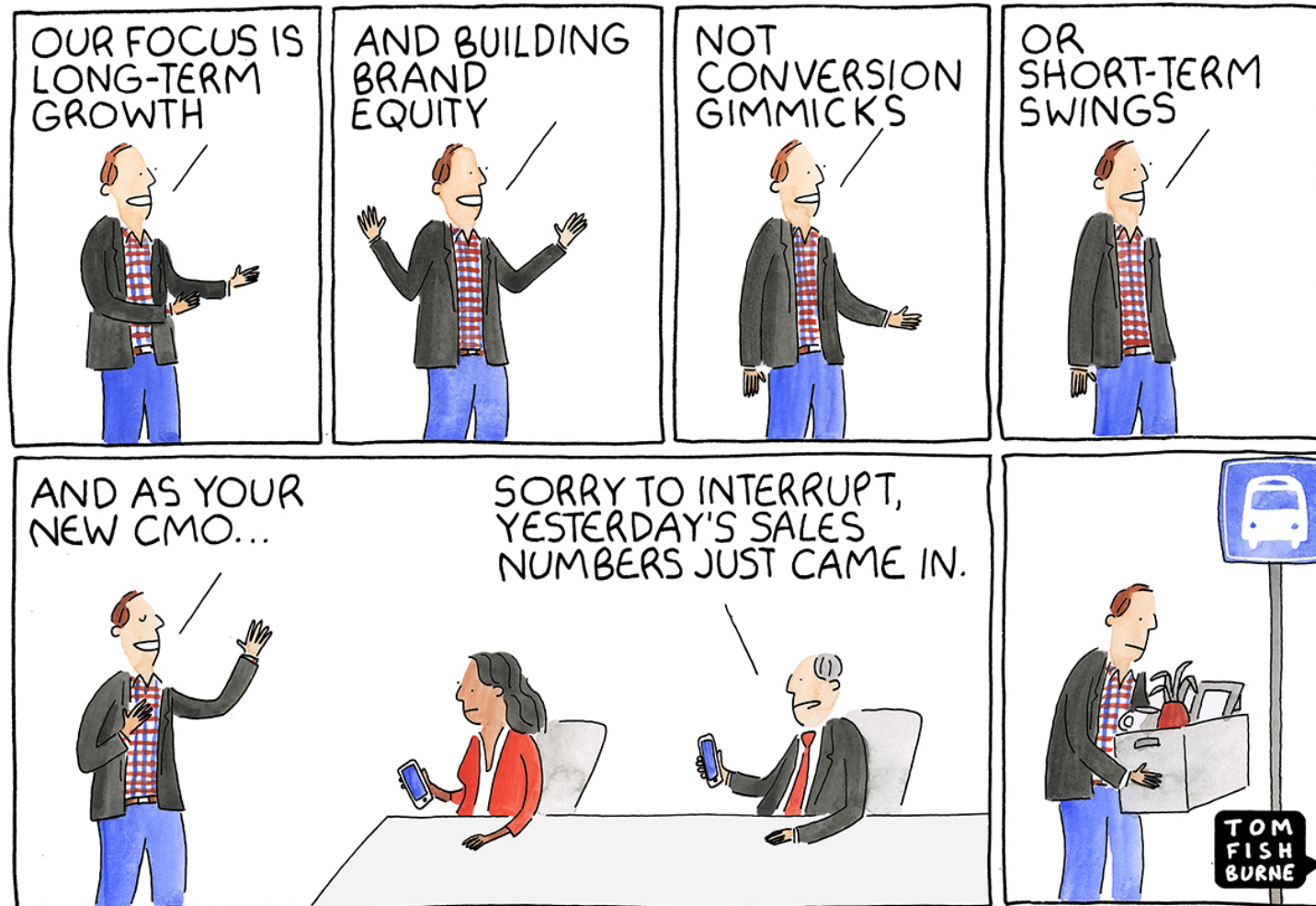
# / Emotion's Key Role in Advertising Effectiveness

Ian Gibbs, Director of Insight and Planning, DMA @DMA\_UK

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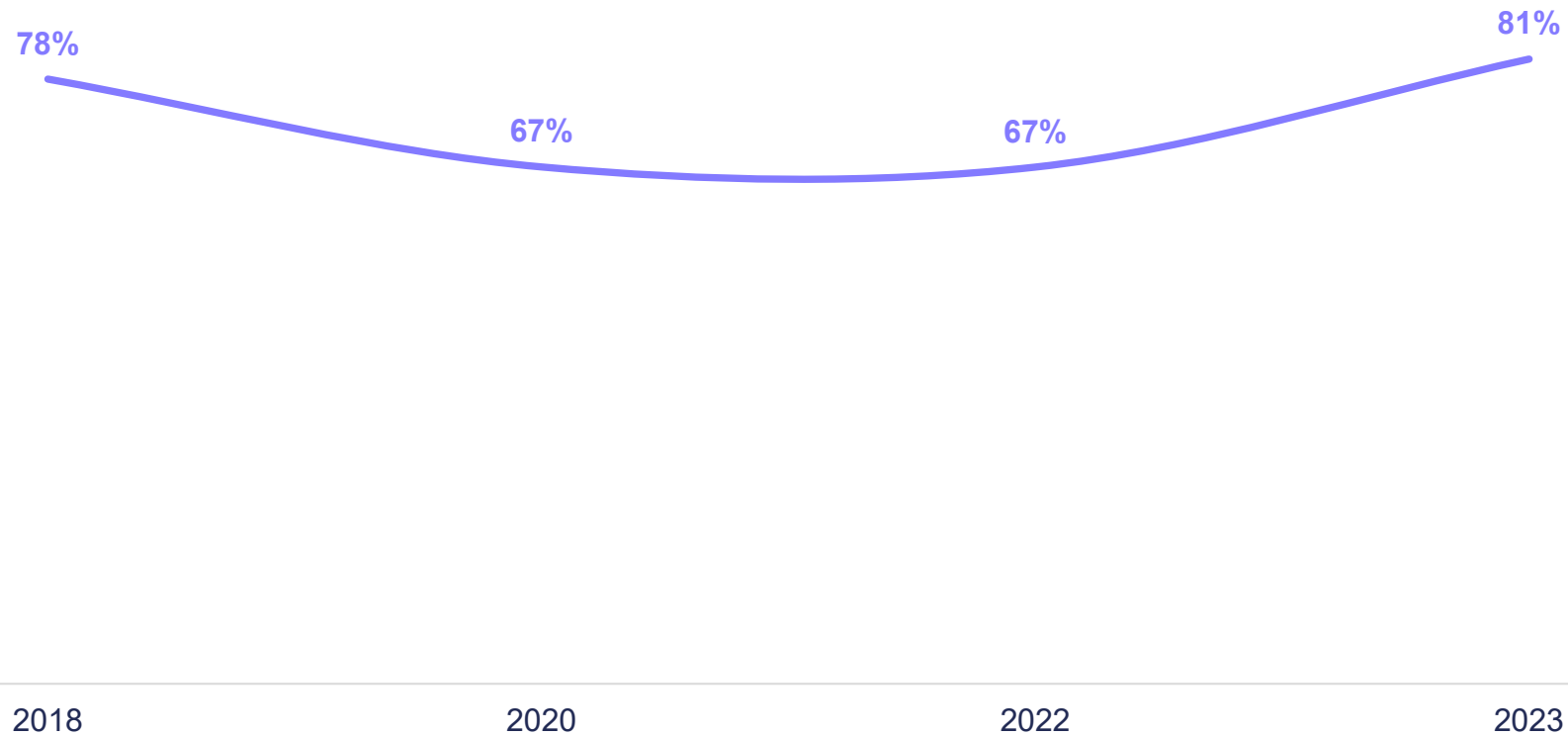


# / The CMO's challenge



# / Consumers are becoming more price savvy

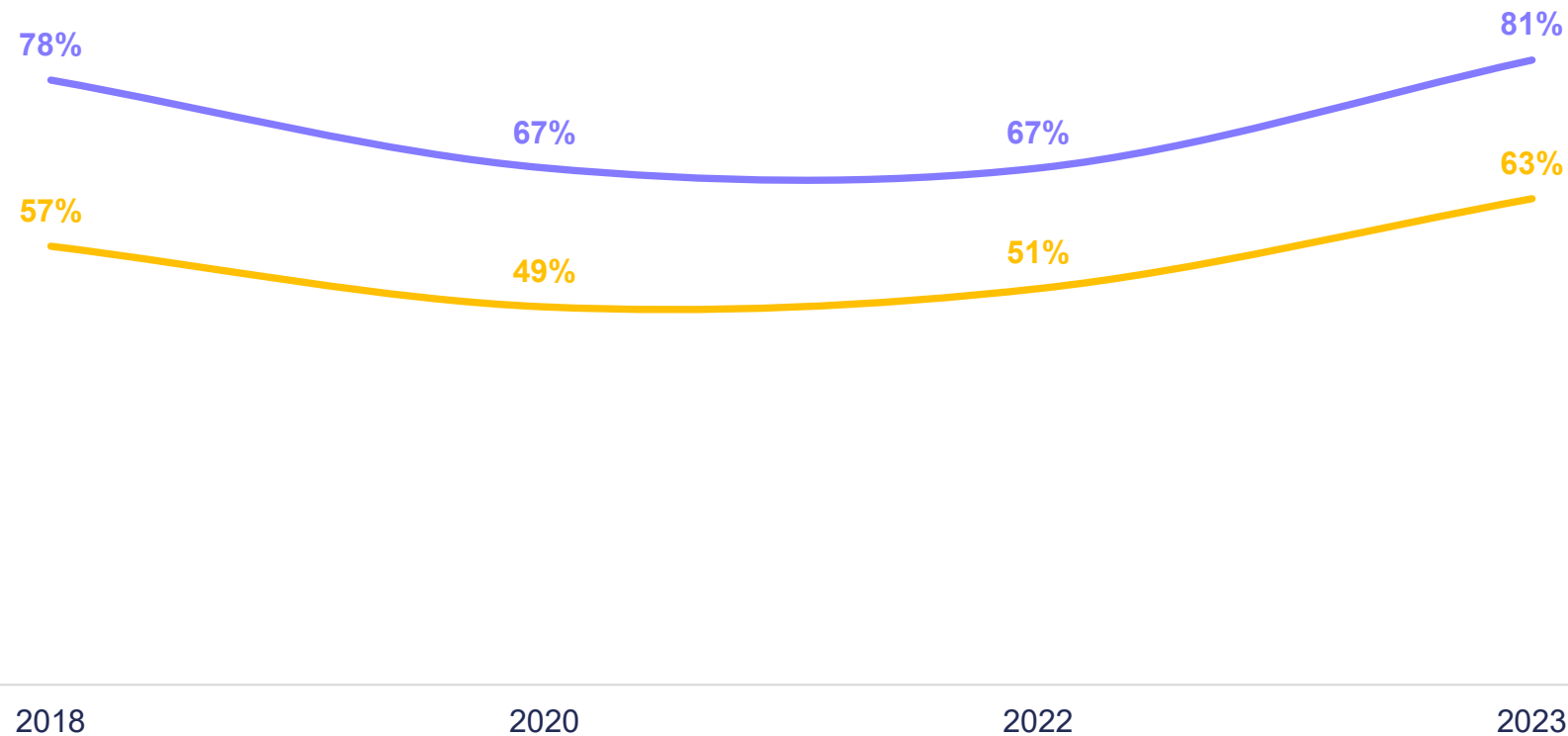
Attitudes towards price and deals (% Agree NET)



When making an important purchase decision I tend to spend time comparing prices

# / Discounts and offers play a big part in this

Attitudes towards price and deals (% Agree NET)

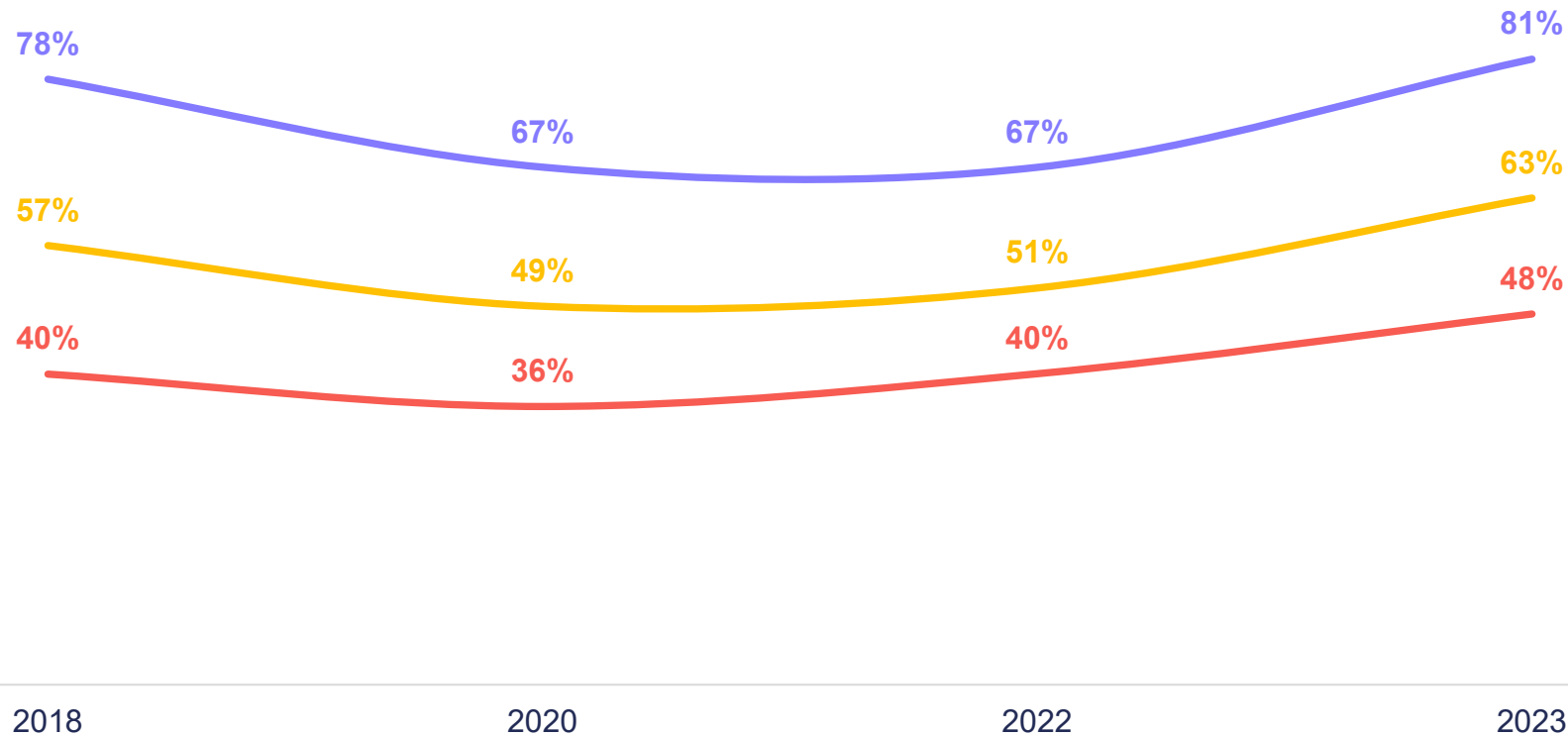


When making an important purchase decision I tend to spend time comparing prices

When shopping, I often change my mind about what brands/shops/sites to use as a result of deals/offers

# But at the same time we are creating more price sensitive consumers

Attitudes towards price and deals (% Agree NET)



When making an important purchase decision I tend to spend time comparing prices

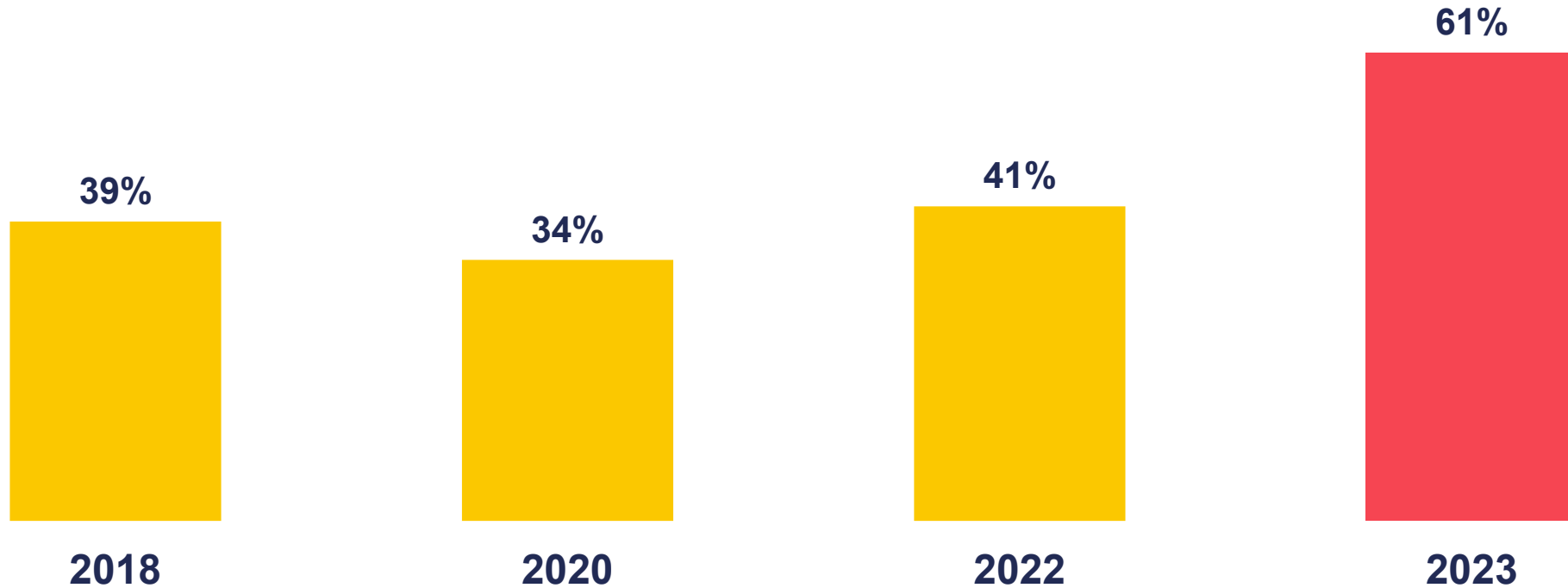
When shopping, I often change my mind about what brands/shops/sites to use as a result of deals/offers

If a brand/shop/site I like stopped offering deals I would stop buying from them

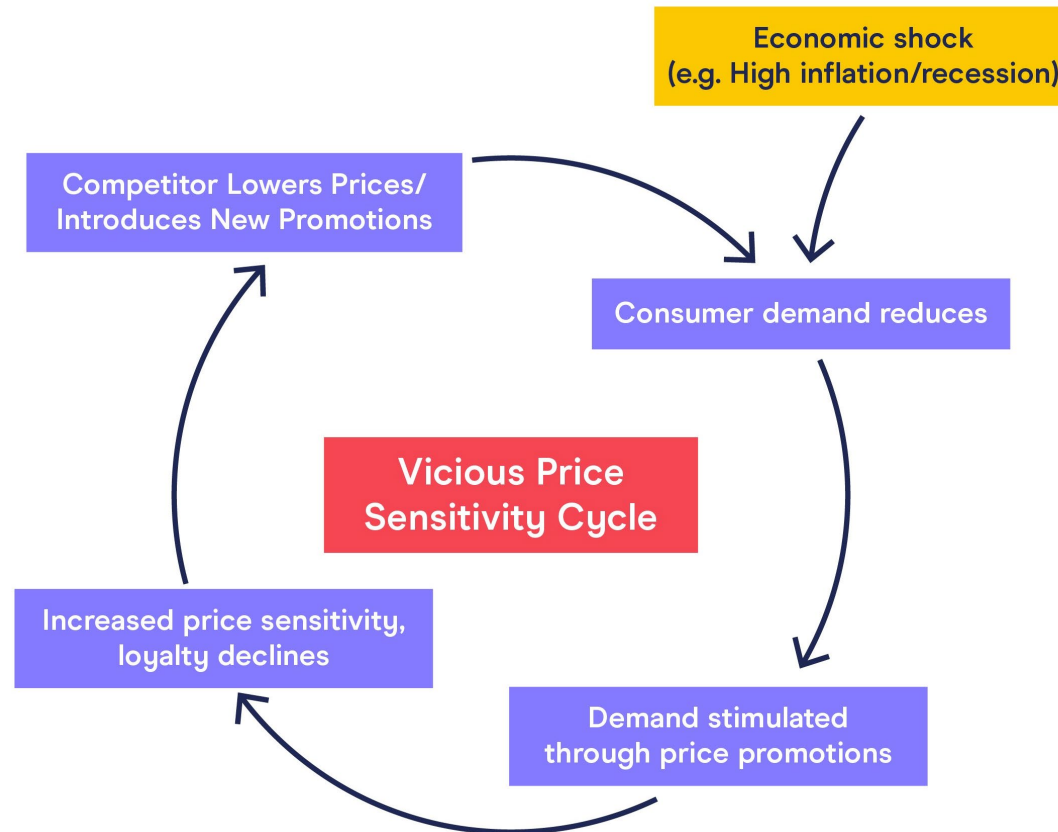


# / As a results brand loyalty is declining

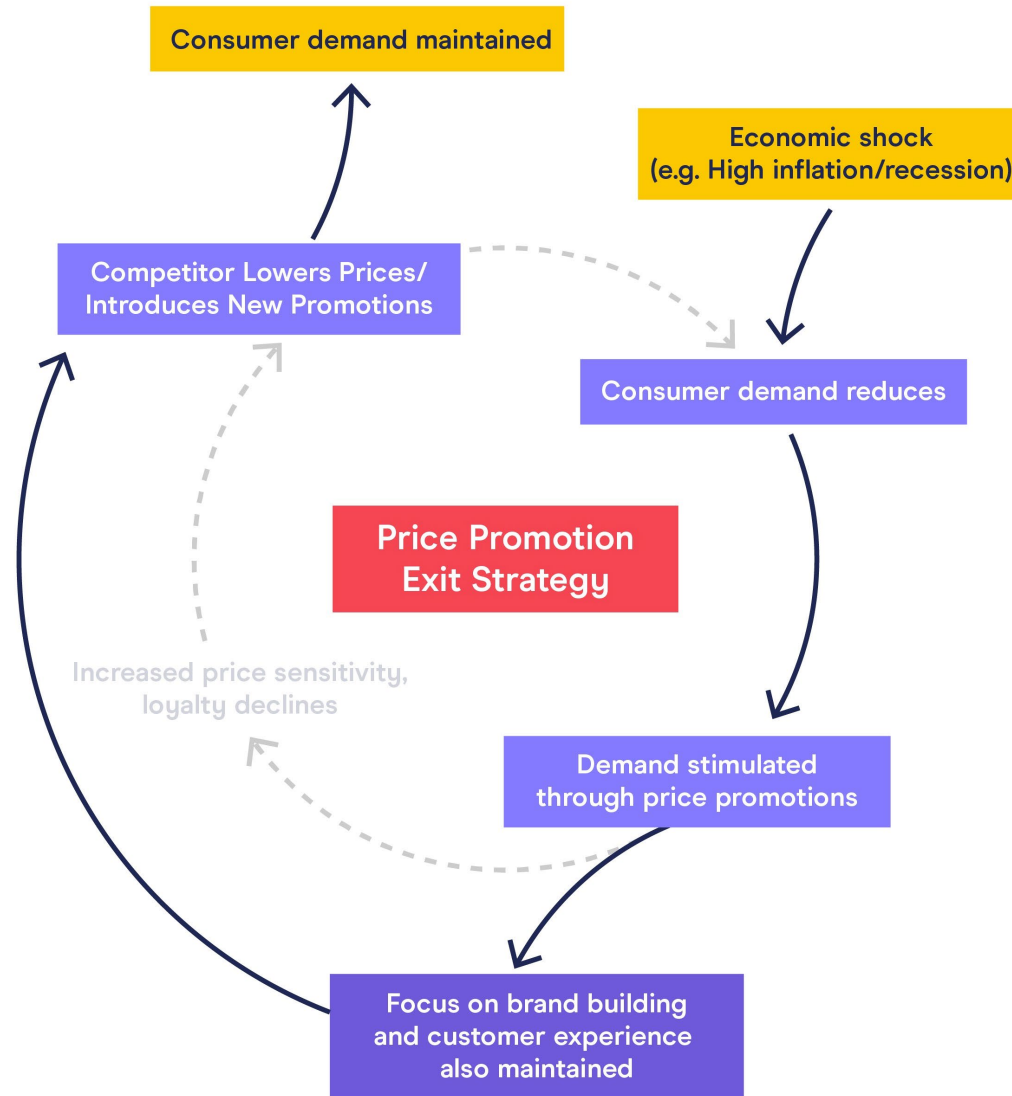
% agree "I feel I am less loyal to brands and companies now than a year ago"



# Why weaning ourselves off short term price promotions is so important



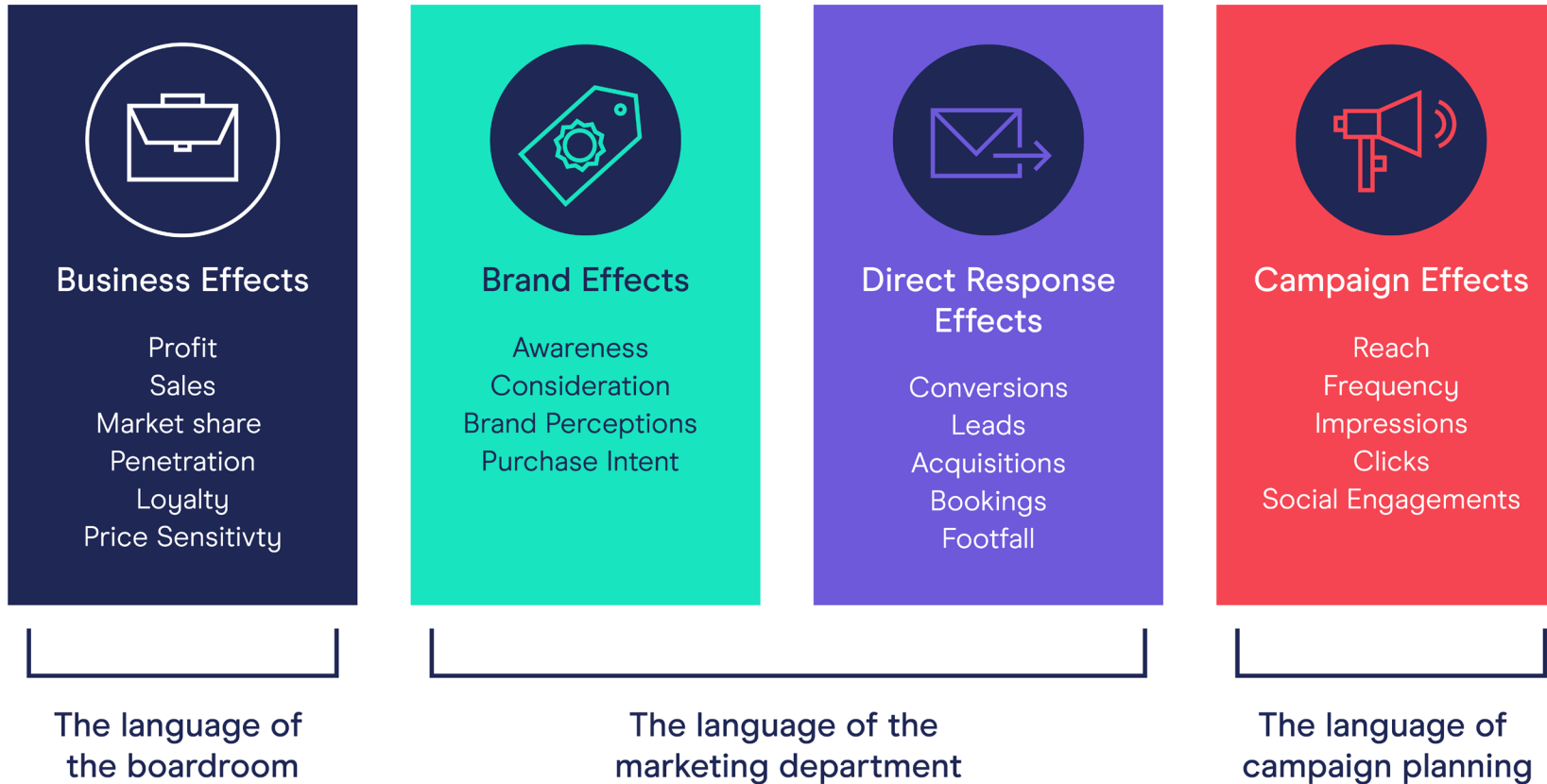
# / Do you have a cost-of-living crisis exit strategy?



**/ Good measurement is essential  
to proving marketing  
effectiveness in the boardroom**



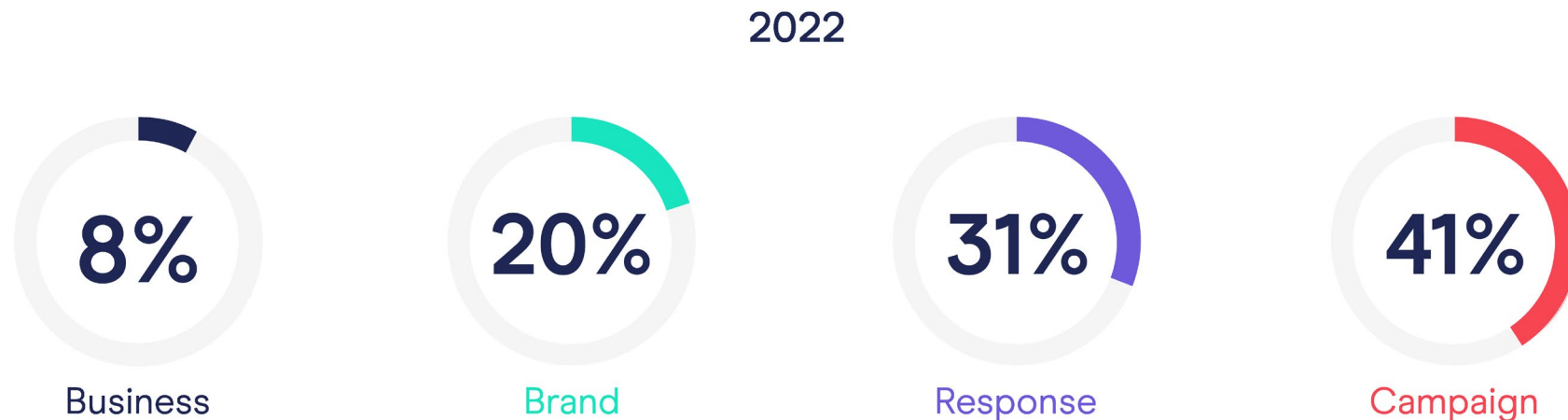
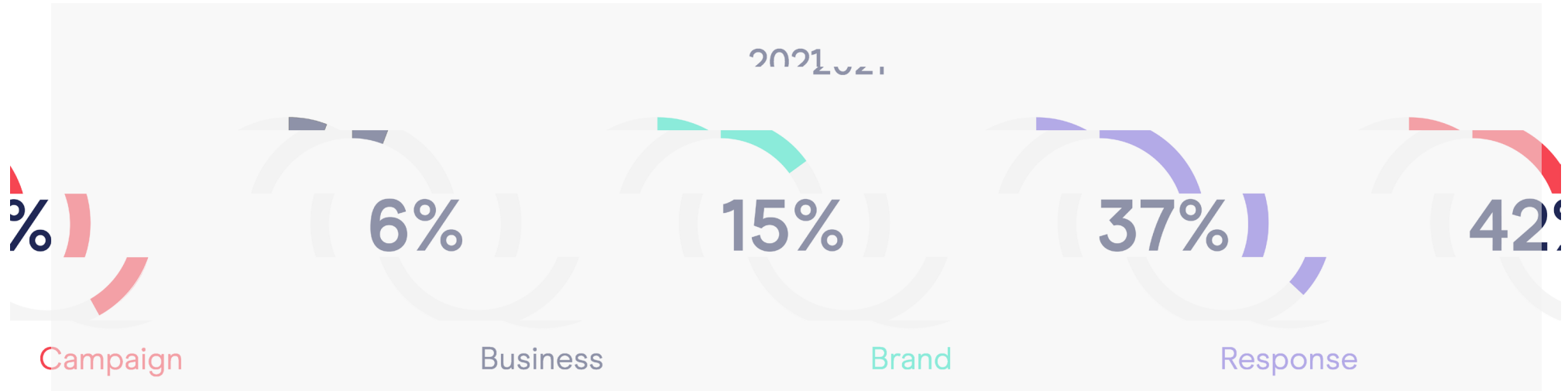
# / Four groups of effectiveness metrics



# / How marketers were measuring in 2021

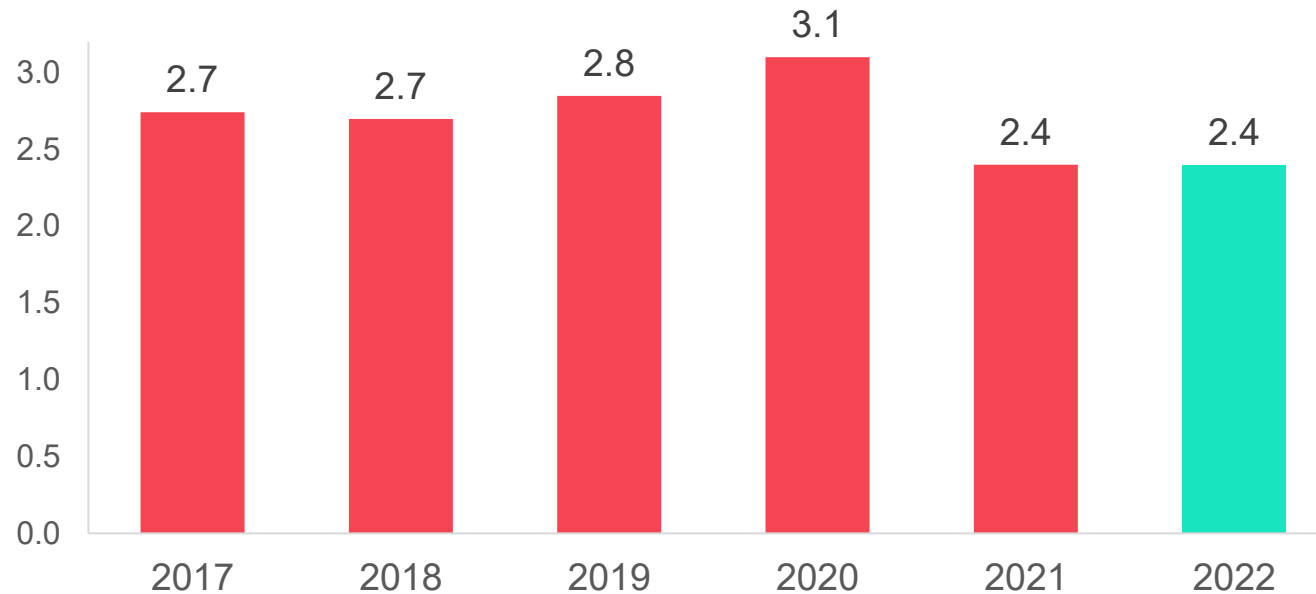


# / A similar picture in 2022



# Marketing effectiveness is below pre-pandemic levels

Average Number of Effects Per Campaign

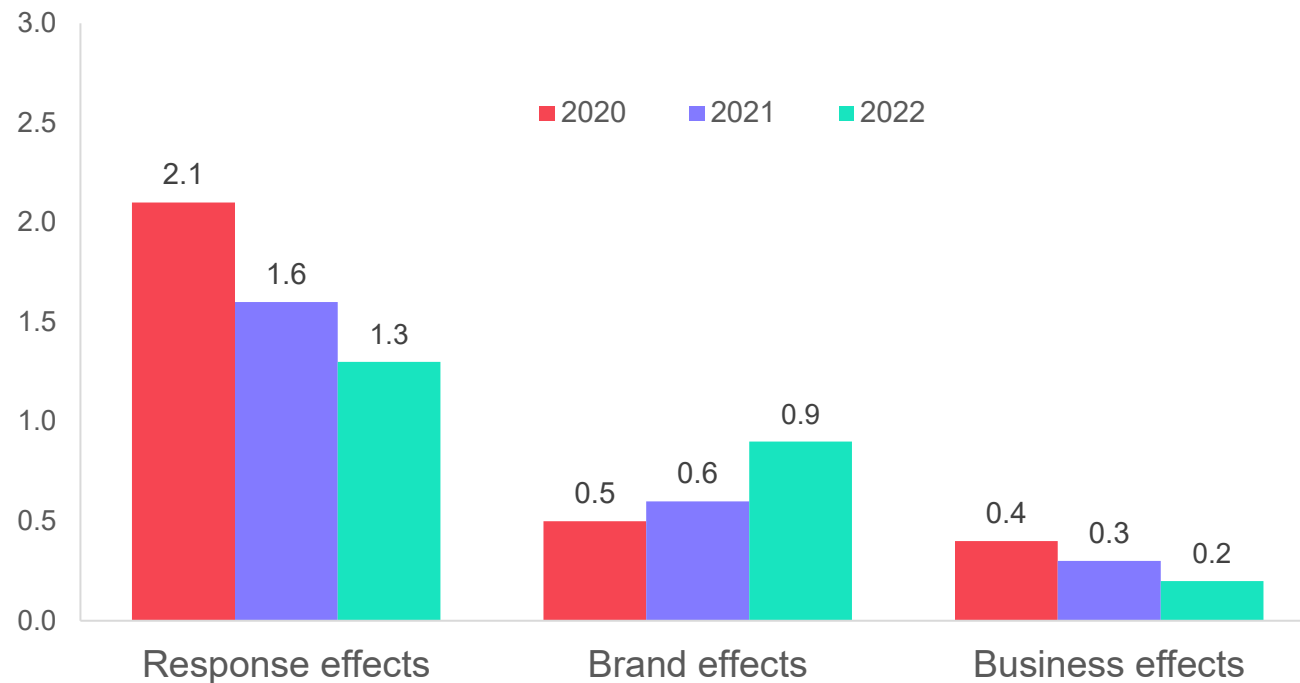


Source: DMA Effectiveness Databank 2023



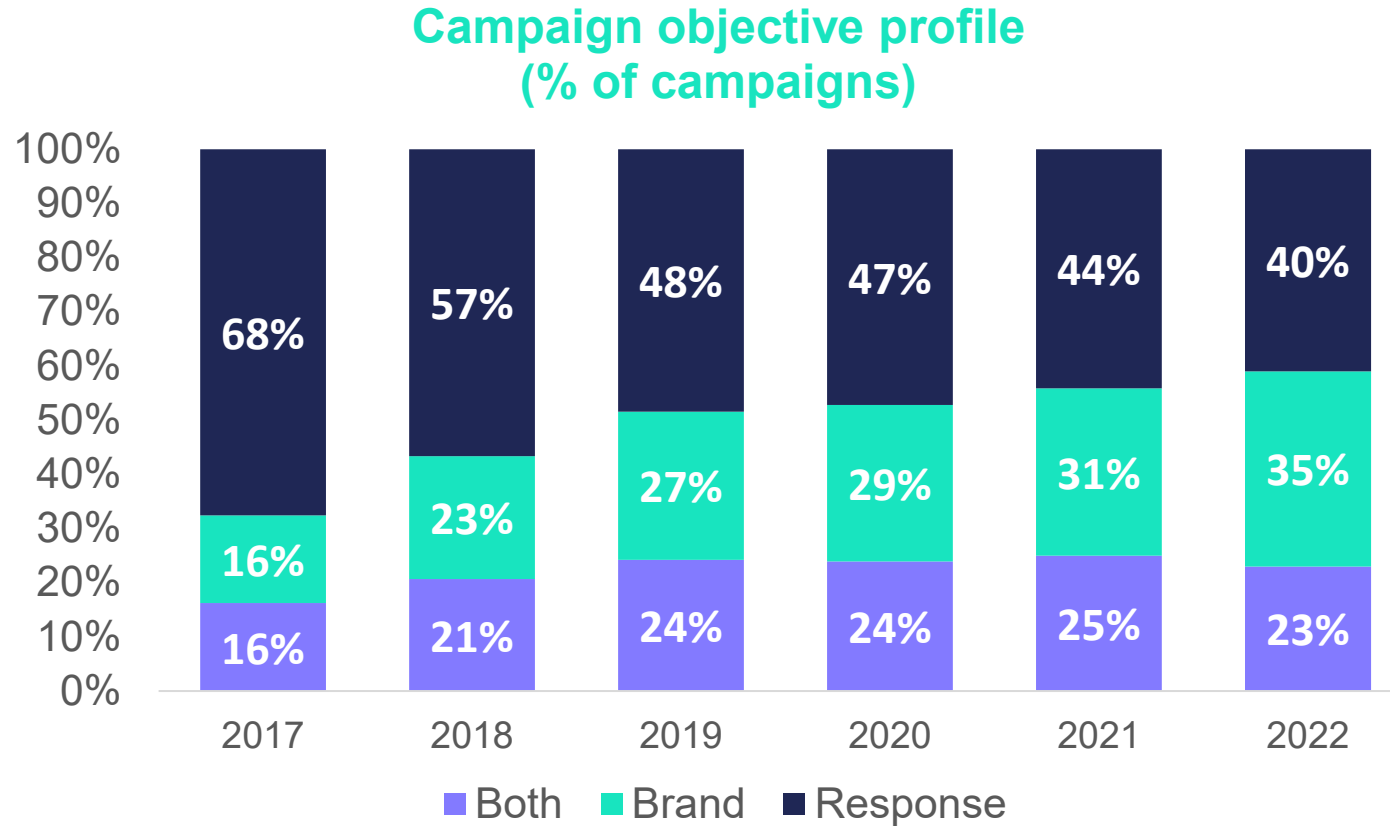
# A performance marketing crisis within a cost-of-living crisis

Average Number of Effects by Campaign



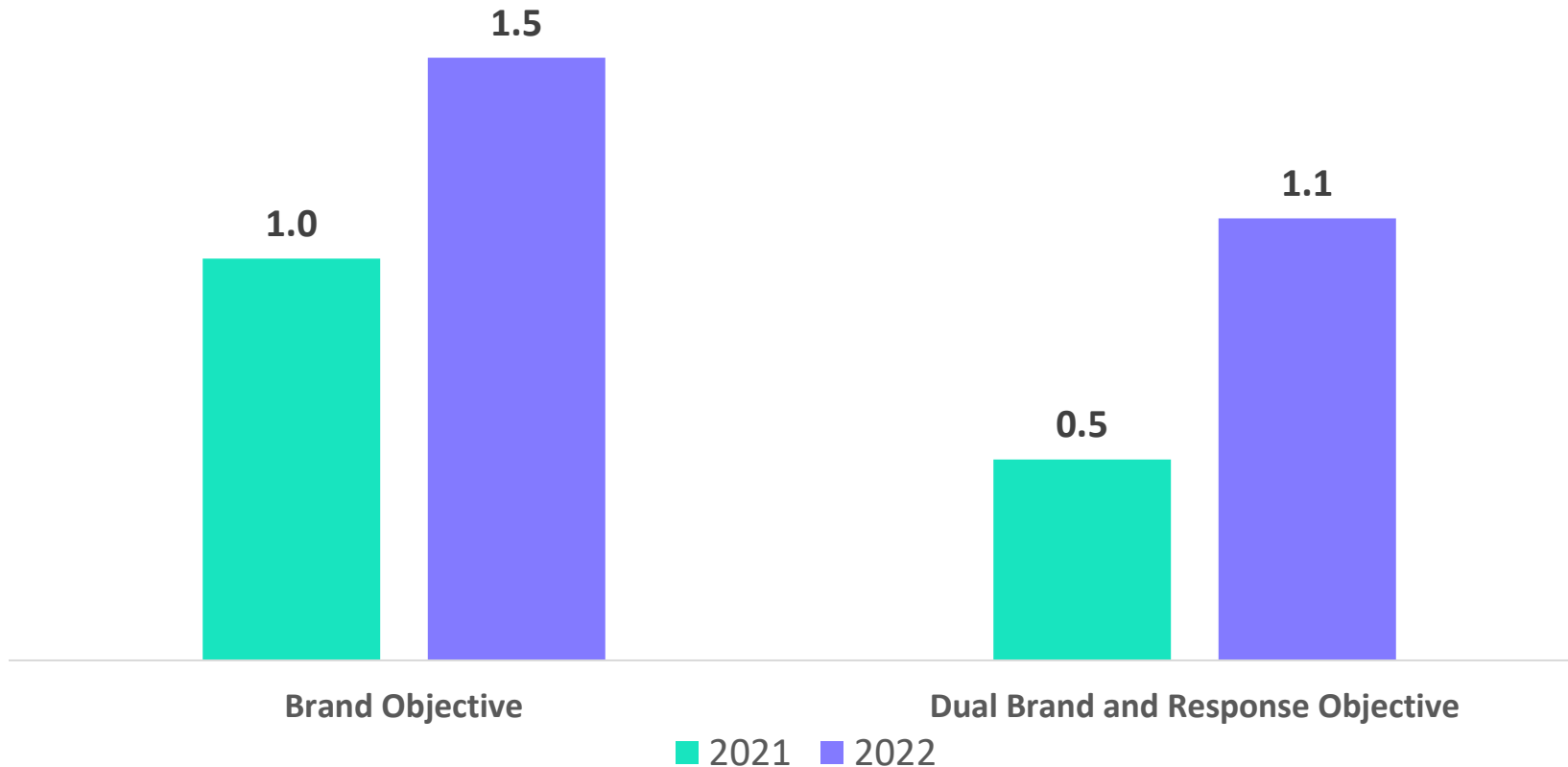
Source: DMA Effectiveness Databank 2023

# / Increasing focus on brand building



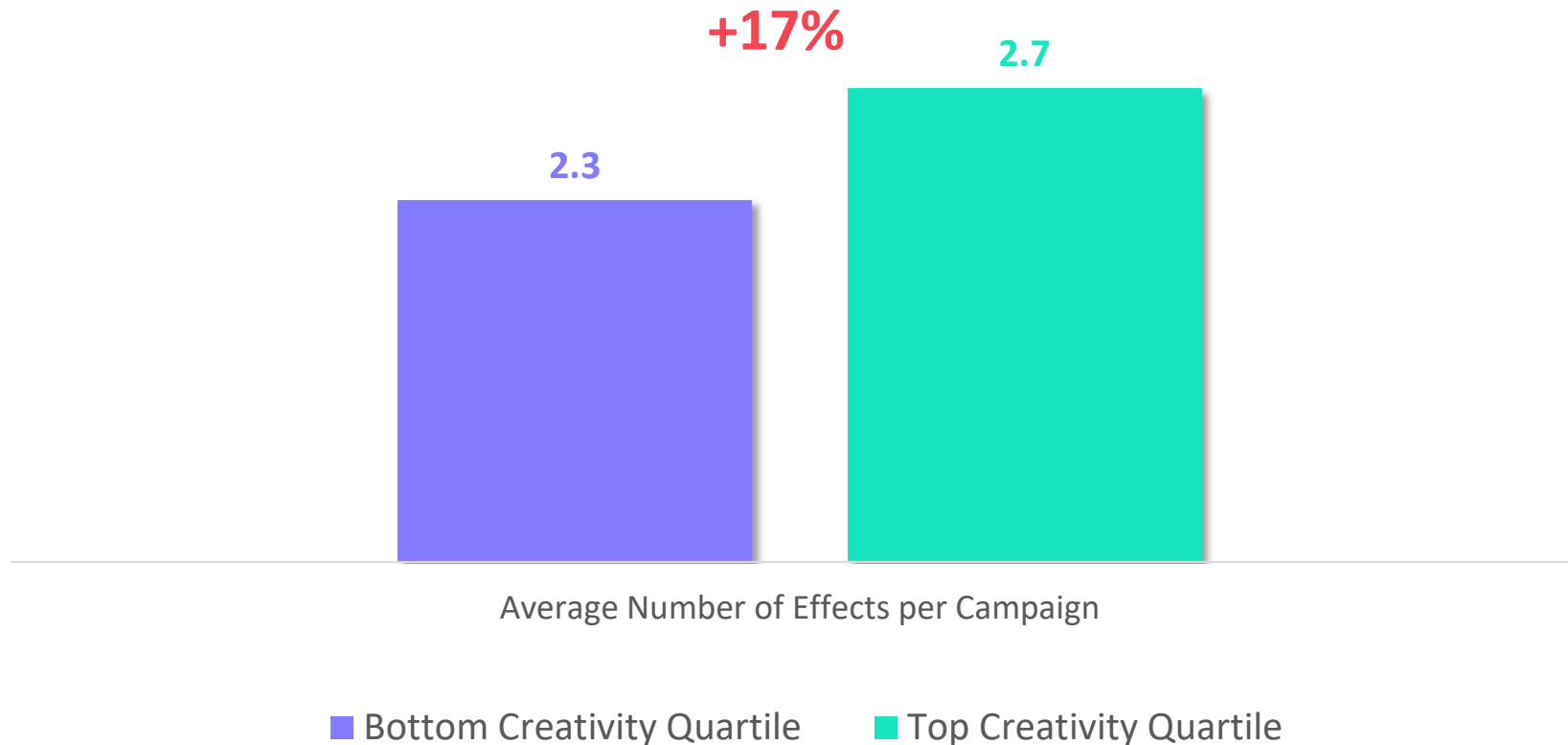
# Improvement in brand effects is not just down / to a greater focus on brand objectives. Brand campaigns are getting *more effective*

Number of brand effects by objective



# Marketers should harness the power of creativity to arrest the overall decline in effectiveness

Effectiveness of high scoring vs low scoring creativity campaigns



**/ Data, technology and creativity  
are essential in plotting a path  
towards your cost-of-living crisis  
exit strategy and proving  
marketing effectiveness in the  
boardroom**



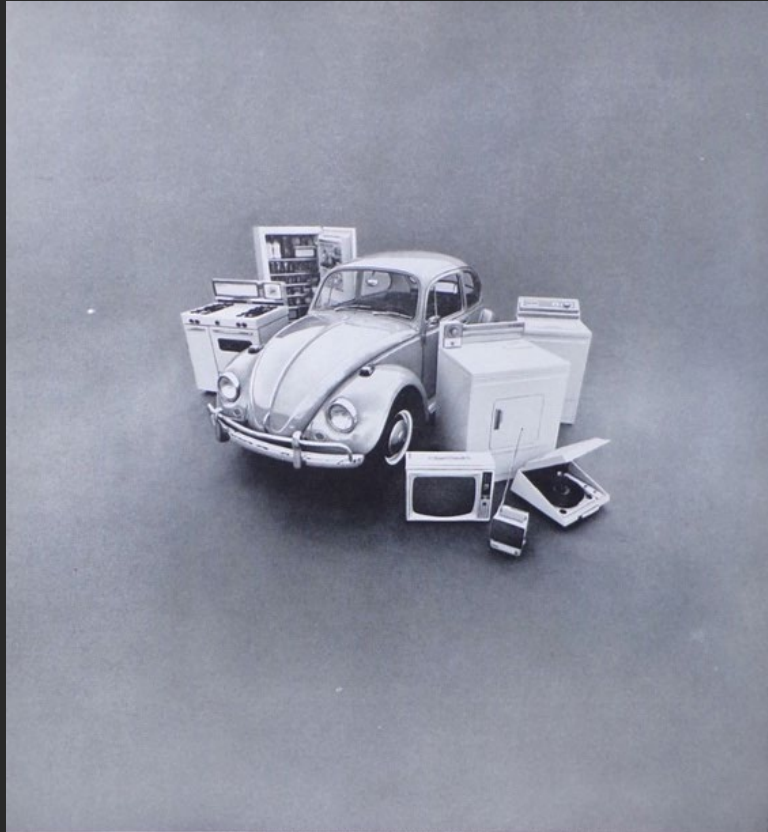
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# / Emotion's Key Role in Advertising Effectiveness

Andrew Tindall, Global Partnership Director, System1 @System1Research

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**All for the price of a fancier priced car.**

\$3260 is the latest average price paid for a new car these days. (So says the Automobile Manufacturers Association.) \$3260 will also buy you a new range, a new refrigerator, a new washer, a new dryer, two new television sets, a record player and a \$1639\* Volkswagen.

Of course our little package doesn't include all those tricky little items you find on those fancier-priced cars, like an electric trunk opener. An electric ashtray cleaner. Or headlights that disappear when the sun comes out! But it does include good food, clean

clothes, nice music and a chance to watch reruns in color. A lot of people frown on a Volkswagen because they feel it doesn't offer enough in the way of fancy gadgetry. Look again. How fancy can you get!





# It makes your house look bigger.



**It makes your house look bigger.**

Cars are getting to be bigger, so houses are getting to look smaller. But one little Volkswagen can put everything back in its proper perspective. A VW looks a lot like a house for your house. And your garage. To say nothing of small parking spots and narrow roads. On the other hand, a VW does make

some things smaller. Gas bills, for instance. (At about 29 mpg, they'll probably be half what you pay now.) When a VW gets oil it saves it by the quart, not by the gallon. They get about 40,000 miles. And with an air-cooled engine, you'll certainly never need anti-freeze. One thing you'll think might be smaller is

a Volkswagen is the size. But there's as much legroom in front of a VW as there is in the biggest cars. When you think about it, you really have only two choices. You can buy a bigger house for who knows how much. Or a Volkswagen for \$1525.\*







It makes your house  
look bigger.



It makes your house look bigger.

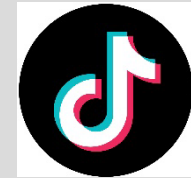
Cars are getting to be bigger, so houses are getting to look smaller. But one little Volkswagen can put everything back in its proper perspective. A VW parked in front does big things for your house. And your garage. To say nothing of making parking spots and narrow roads.

On the other hand, a VW also makes some things smaller. Gas bills, for instance. At about 29 mpg, they'll probably be a lot smaller than yours. When a VW goes off to work in the park, not by the way, they go about 40,000 miles. And with an air-cooled engine, you'll certainly never need anti-freeze. One thing you'd think might be smaller is

a Volkswagen in the middle. But there's so much legroom in front of a VW, as there is in the bigger cars. Where you think about it, you really have only two choices. You can buy a bigger house for who knows how much. Or a Volkswagen for \$1585.\*



The question is not so much 'where is the stage for our brand-building show,' but 'what does our show look like on the stages available to us today?'



## Two schools of advertising



# The two schools of advertising

The sale

Product-centric

**Interesting to those in narrow buying market**

'Reason why'

Seeks to drive immediate action

Believes audience is ready to be 'sold' – a clear message is needed

Favours repetition

Presents a product claim, grasps at a sale

Promotes a clear course of action – makes it easy

Adopts a direct, literal, factual, unilateral, 'scientific' approach

Promotes a unique selling proposition

'Salesmanship in print'

|

Short-termist: 'Sales now, now, now'

**The customer**

**Human-centric**

**Interesting to everyone in broad target**

'Keeps brand before the public'

Puts brand in memory, to be favoured over all others

Believes audience's intelligence should be respected – that they will join the dots

Favours novelty and entertainment

Creates a holistic favourable impression, builds trust

Leads audience to draw its own conclusions – makes it memorable

Works through an emotional appeal: character, atmosphere, metaphor, humour, music

Projects a unique personality

'General advertising'

|

Lasting: 'Present and future earnings'

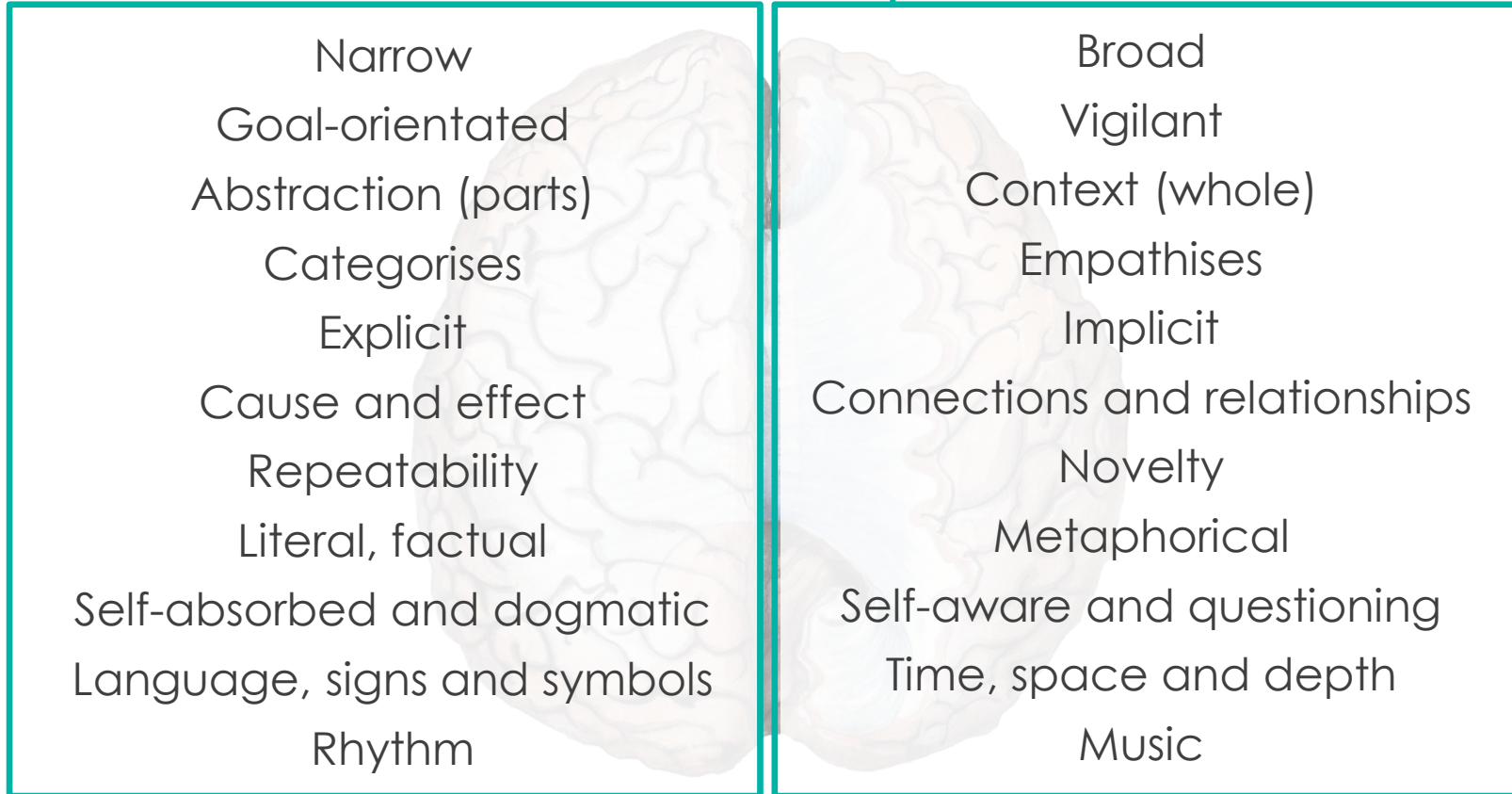


# Left and Right Hemispheres Of the brain interpret things differently

EEEEEE 888888  
EEEEEE 888888  
EEEEEE 888888



EEEE	EEEE	888888
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# Right Brain Creative Is tied to attention, market share & profit gain

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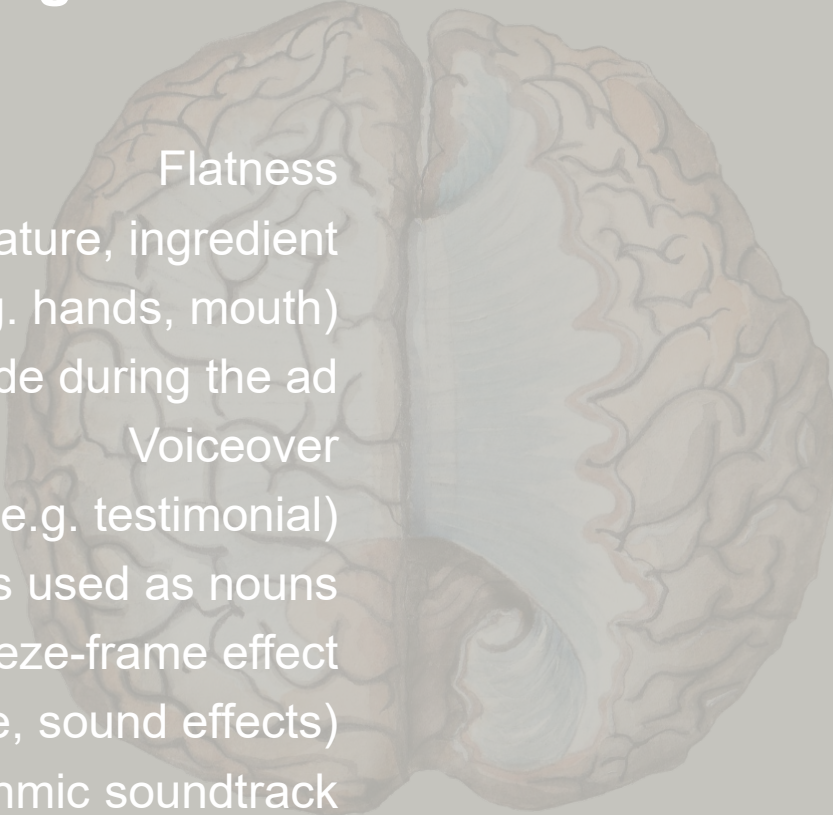
Right brain features tied to attention, Star score, market share & profit gain.

## Right Brain Advertising Features

- A clear sense of place
- One scene unfolding with progression
- Characters with agency (voice, movement, expression)
- Implicit, unspoken communication (knowing glances)
- Dialogue
- Distinctive accents
- Play on words or subversion of language
- Set in the past (costumes & sets)
- Reference to other cultural works (pastiche/parody)
- Music with melody

# Left Brain Creative Helps direct effects for those in 'buying mode'

## Left Brain Advertising Features

- 
- Flatness
  - Abstracted product, feature, ingredient
  - Abstracted body part (e.g. hands, mouth)
  - Words obtrude during the ad
  - Voiceover
  - Monologue (e.g. testimonial)
  - Adjectives used as nouns
  - Freeze-frame effect
  - Audio repetition (metered prose, sound effects)
  - Highly rhythmic soundtrack

**EEEEEE 888888**  
**EEEEEE 888888**  
**EEEEEE 888888**

Left brain features for direct effects only, for those already in 'buying mode'.

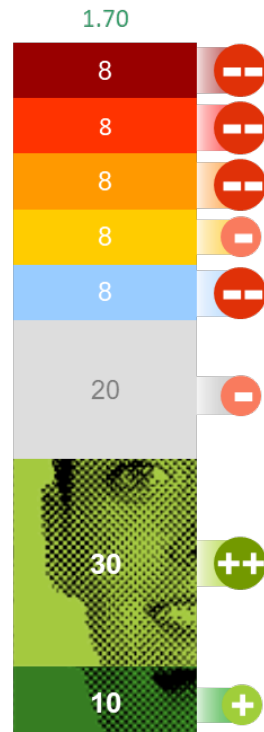


# Star Rating Relates to long-lasting market share effects

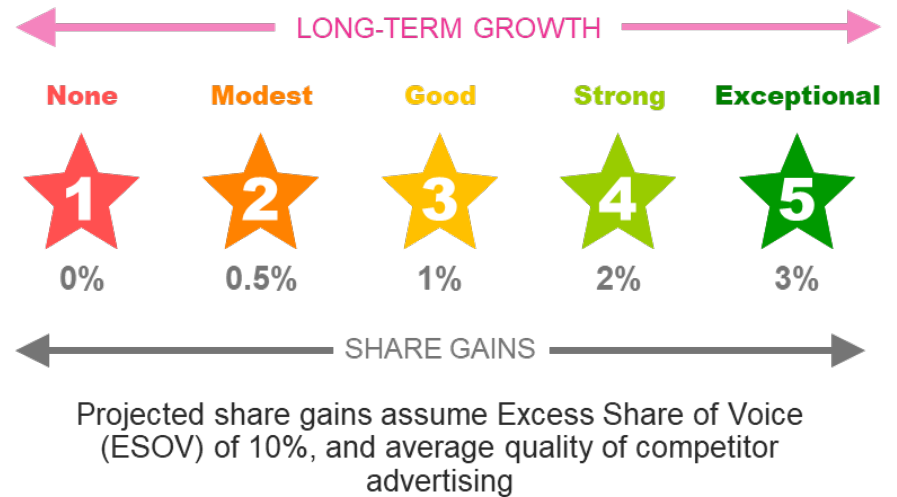
**1** We capture Paul Ekman's core human emotions



**2** Emotions weighted for business effects

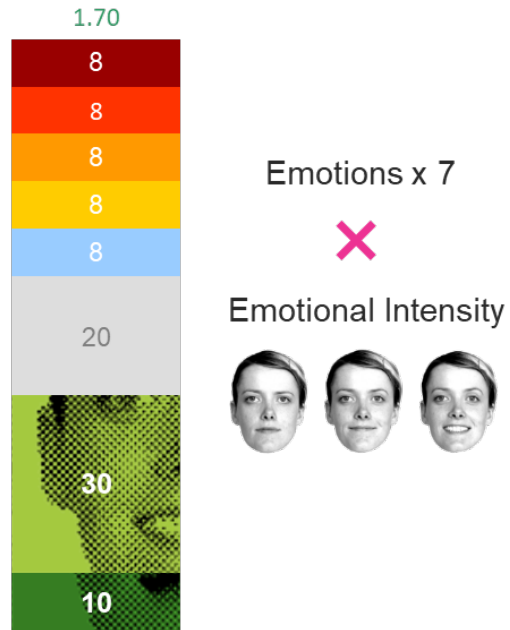


**3** Emotion-into-action score delivers star rating



# Spike Rating Relates to short-term business effects

**1** We capture the level of **emotional intensity**

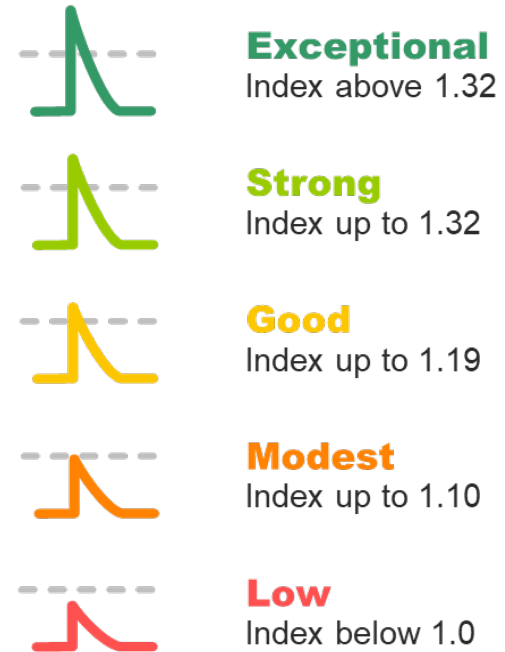


**2** Measure **Brand Fluency** from % recall

% of people who correctly recall the brand, and how quickly



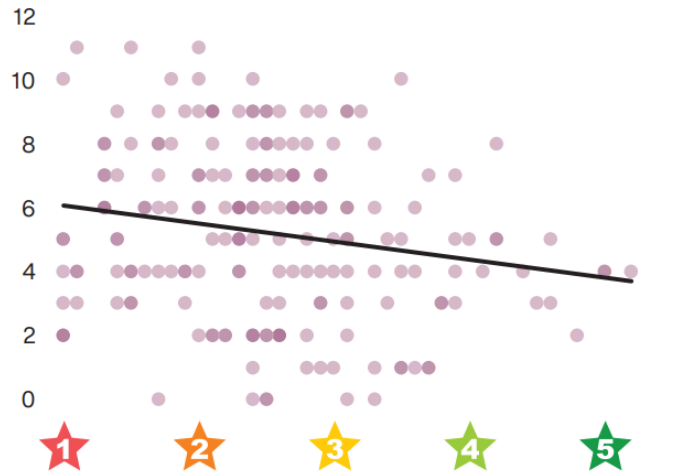
**3** Resulting **Spike Prediction** of short-term activation



# TV Advertising

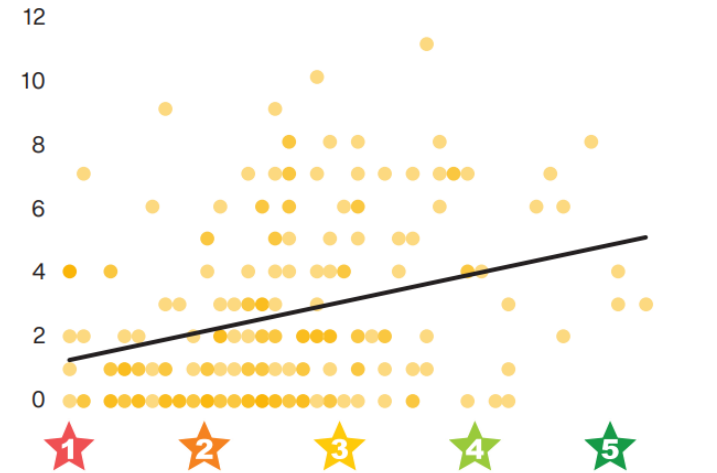
## Emotion

Total no. of 'left brain' features in ad / Correlation significant at 95%



Star rating emotional SOV amplifier

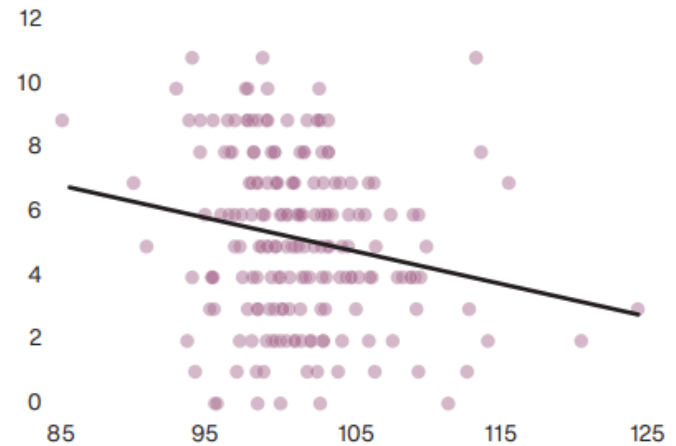
Total no. of 'right brain' features in ad / Correlation significant at 99.9%



Star rating emotional SOV amplifier

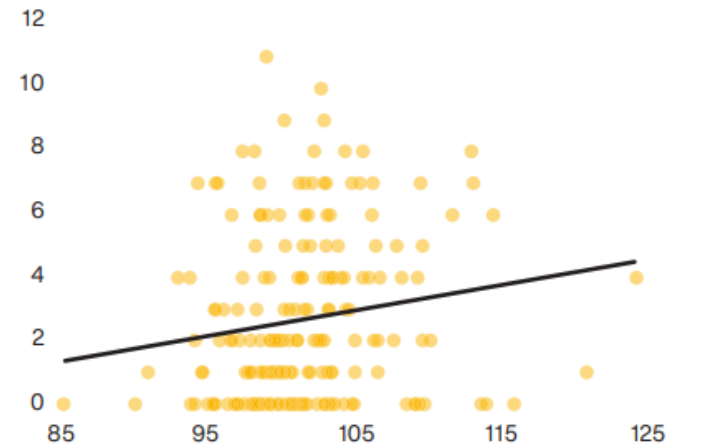
## Attention

Total no. of 'left brain' features in ad / Correlation significant at 99%



TVision Creative Attention Score

Total no. of 'right brain' features in ad / Correlation significant at 95%

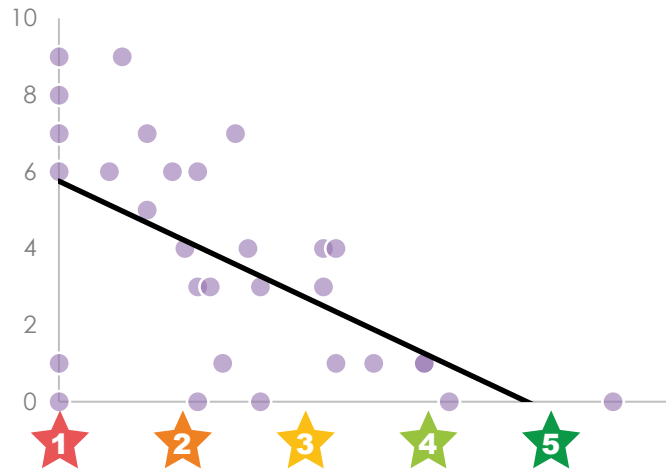


TVision Creative Attention Score

# We see the same pattern with online video ads

## Emotion

Total no. of 'left brain' features in ad / Correlation significant at 95%

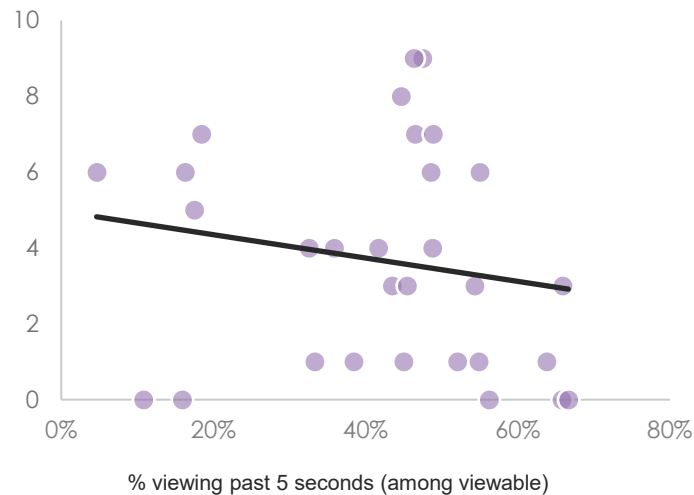


Total no. of 'right brain' features in ad / Correlation significant at 95%

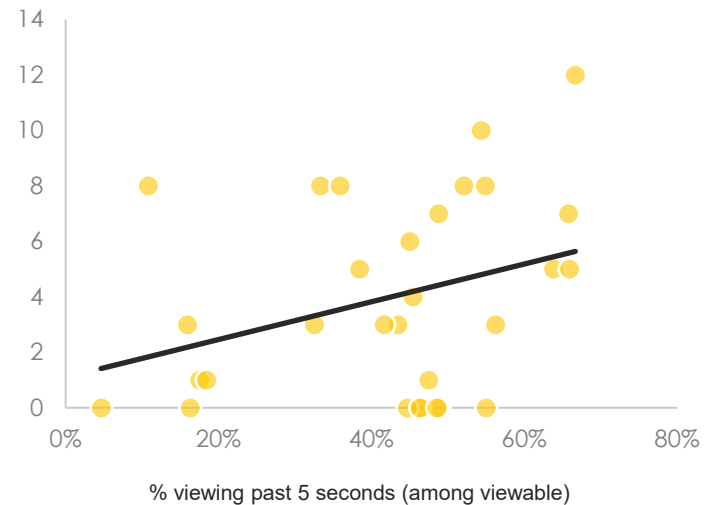


## Attention

Total no. of 'left brain' features in ad



Total no. of 'right brain' features in ad / Correlation significant at 90%



# We see the same pattern with radio ads

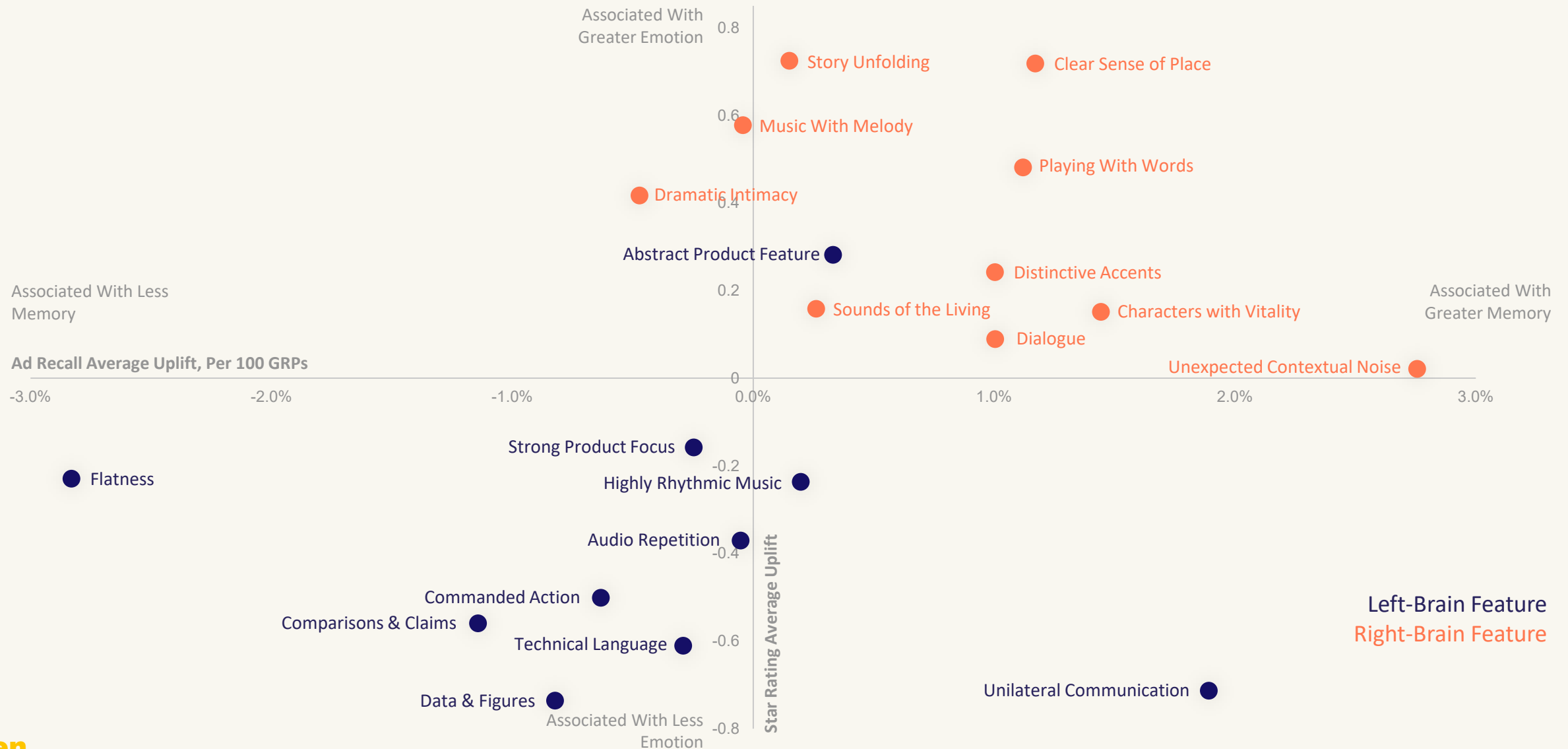
**Total no. of 'left-brain' features in ad**  
correlation significant at 99%



**Total no. of 'right-brain' features in ad**  
correlation significant at 99%



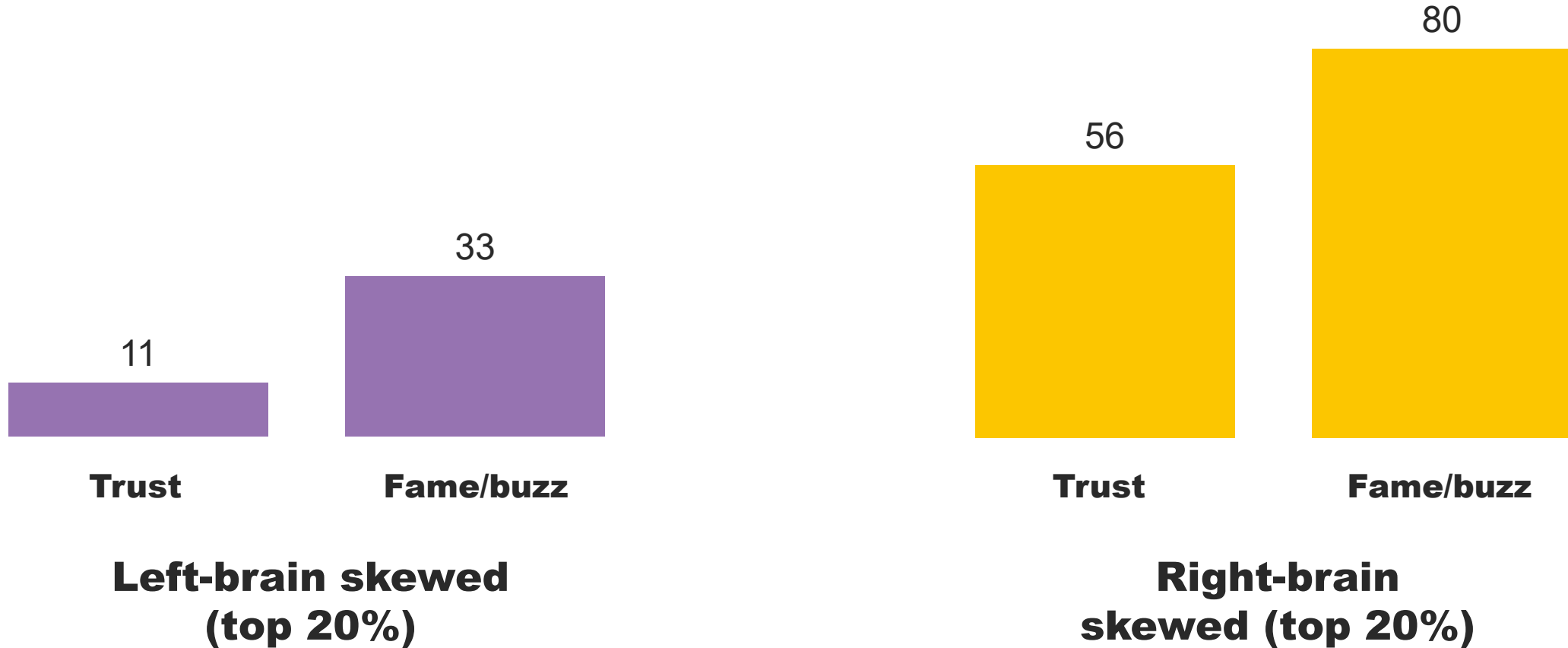
# Right-Brain Audio Creative Features Are More Associated with Memory and Emotion



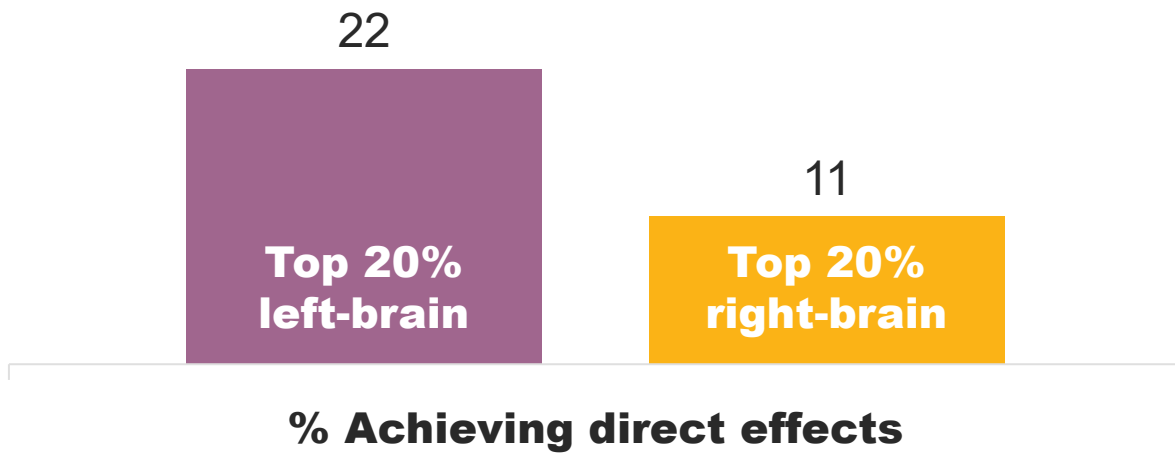
Source: System1 & Radiocentre 55 campaigns. Weighted with total campaign media weight (per 100 GRPs). Average uplift if feature is present.

# Right-brained campaigns more likely to create trust and establish mental availability

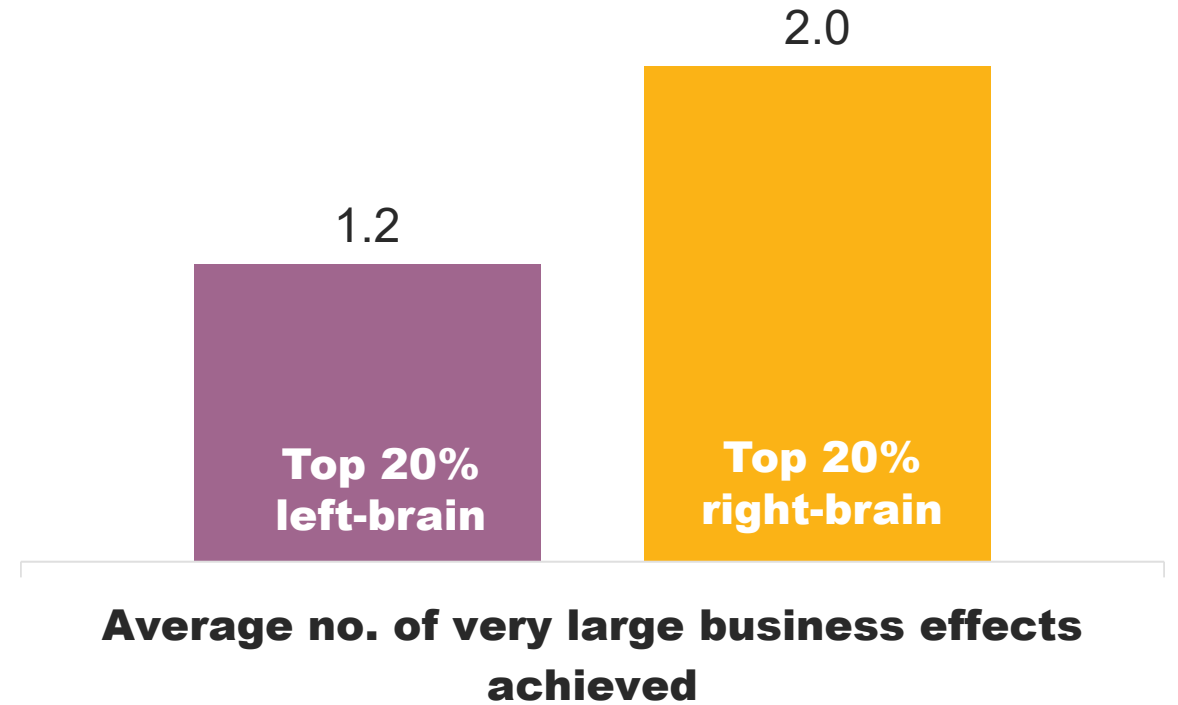
**% Achieving very large effects on each measure**



## Direct Effects



## Future Earnings





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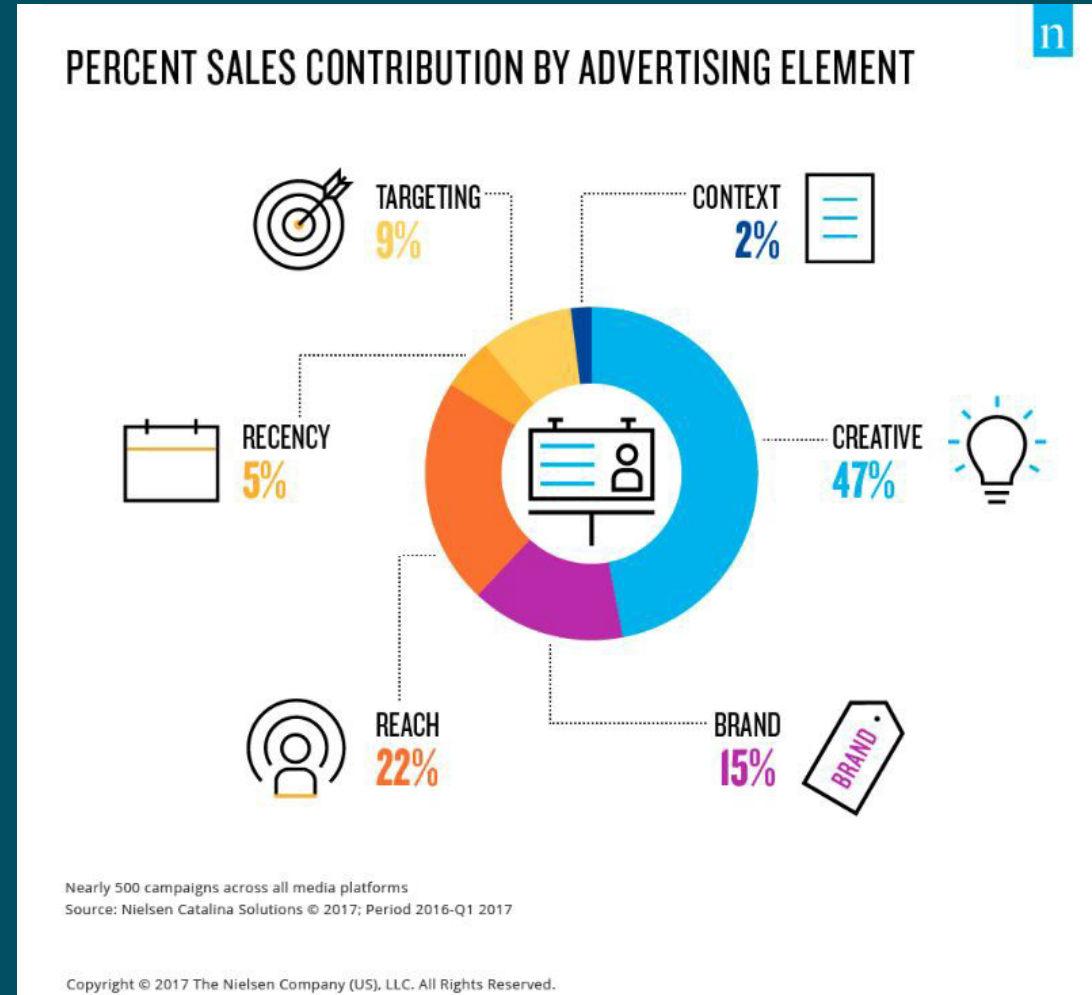
# / Emotion's Key Role in Advertising Effectiveness

Antoine Le Nôtre, Head of Measurement EMEA, Pinterest @PinterestUK

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Creative is the #1 driver of ads effectiveness

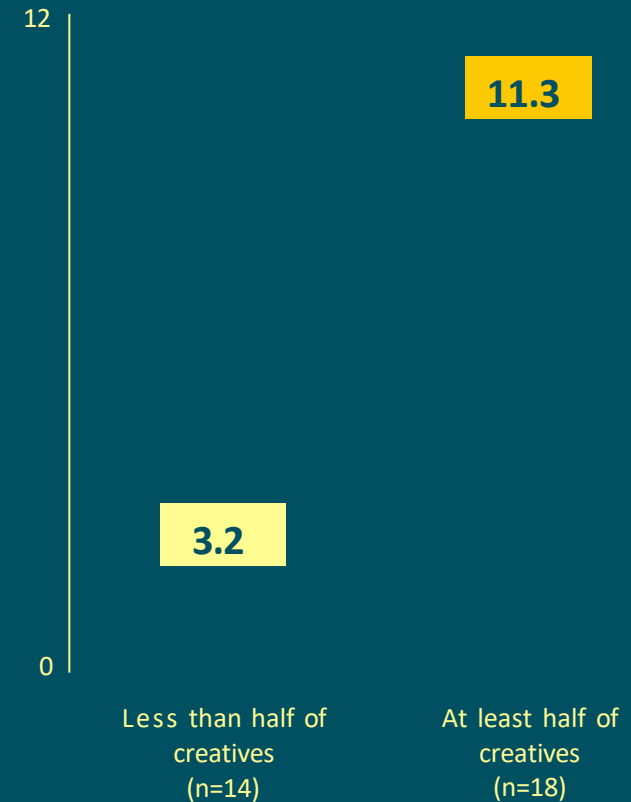




# Prominent Branding is a necessity



## Impact of a clear branding on ad recall





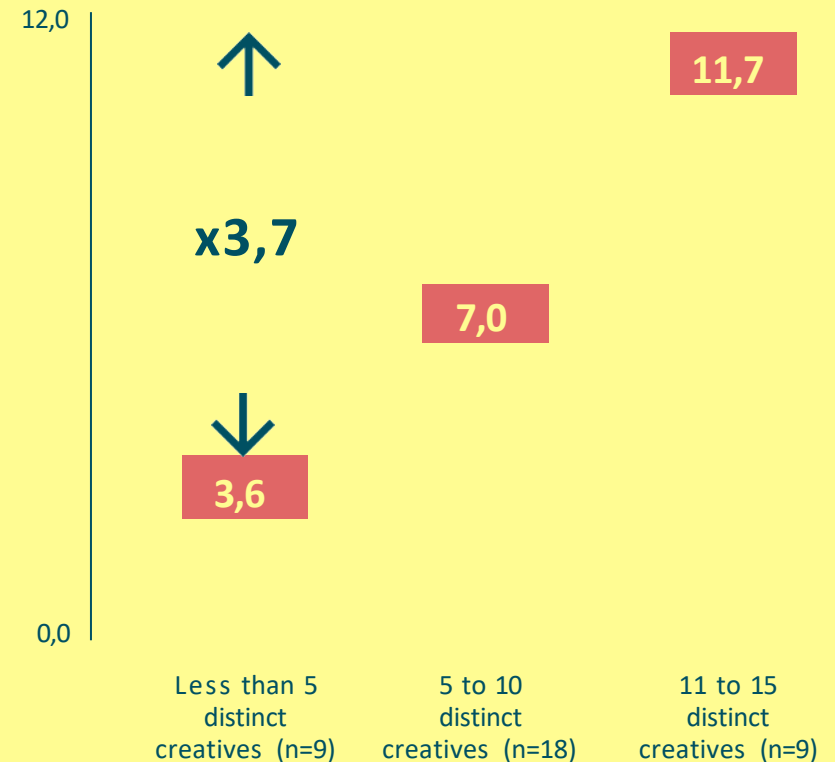
# Creative Diversification Matters

Creative diversification is key to driving Pin awareness in an optimal way

Keep Pinner interested with various creative executions. Use a consistent theme/characters/style to aid ad association.

## Creative Diversity

Impact on the lift of Ad Recall



# Which approach drives better results for CPGs on Pinterest ?

## Product Centric Ads

The product is the centerpiece of the creativity, playing a hero role. Clear packaging showed.

Call out to product USP, benefits, characteristics, price, product description. In half of the ad (video or static) the product is the hero and has a prominent protagonist even if it's part of an experience or people are part of it.



**55%**  
of ads analysed

VS

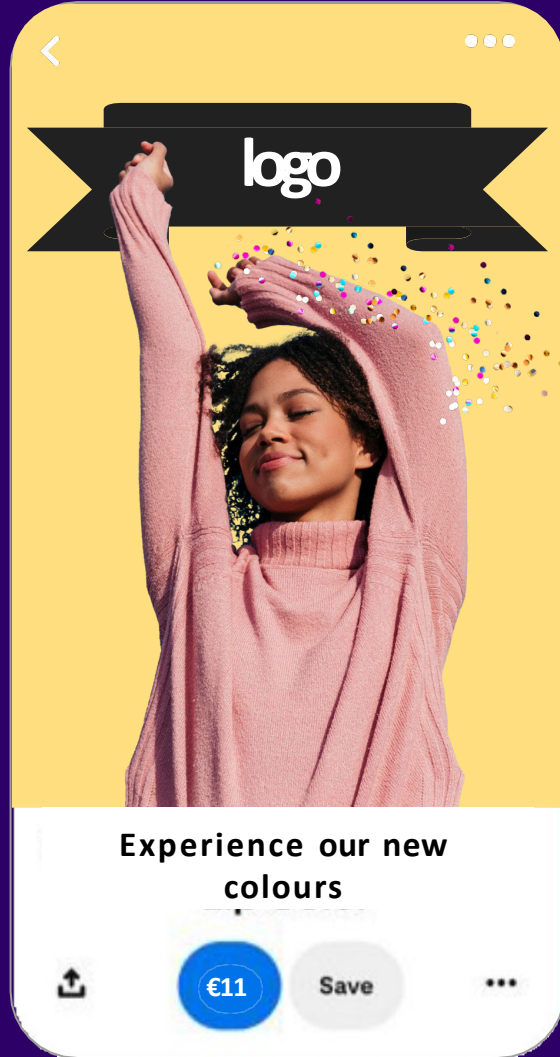
## People Centric Ads

Customers are in the center of the creativity, they are using the product and showcasing the moments and moods the usage or consumption evokes.

Create aspirational feelings on the audience making them believe that it will improve the quality of living.



**45%**  
of ads analysed



Result: people centric ads do a better job at changing driving *Action Intent* and *Favorability*

**+73%**

Brand Favorability lift

**1.5x**

Action Intent lift

... but product-centric ads are slightly better at driving ad recall

# Carnation Condensed Milk drives sales with recipe inspiration

Total sales uplift :

**+ 9 %**

New to Brand Spend:

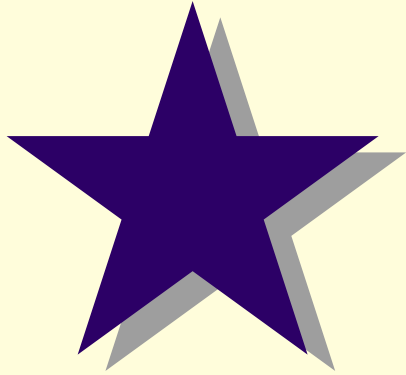
**+ 62 %**

“People are on Pinterest seeking out inspiration and tips on how to bake sweet treats and easy family desserts. We knew it was the perfect platform to reach our target audience - those searching for baking inspiration - and are thrilled with our campaign results.”

Daniela Campanaro, Brand Manager, Nestle UK



# System 1 Star Rating



Predicts long-term performance.

This is created from how positive the emotions are from watching the ad.

If System 1 Star rating is above average, we see a ...



**+ 20%**

higher lift in Ad-recall

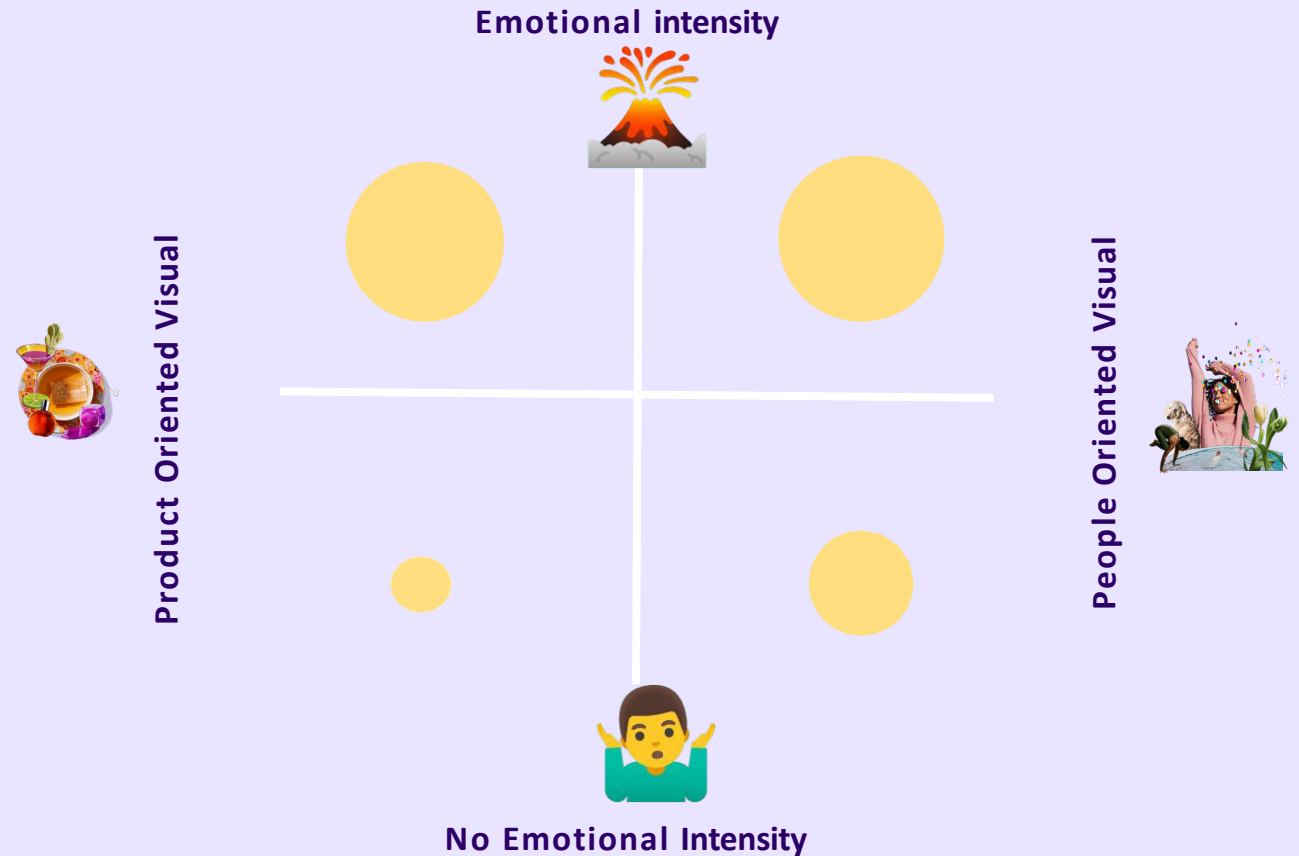
**6x**

higher lift in Action Intent





Product-oriented ads  
have the potential to drive as much intent as  
people-oriented ads  
when they trigger a positive emotional response



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# / Panel Discussion

Ian Gibbs, Director of Insight, DMA @*DMA\_UK*

Emma de la Fosse, Chief Creative Officer, Edelman @*EdelmanUK*

Antoine Le Nôtre, Head of Measurement EMEA, Pinterest @*PinterestUK*

Andrew Tindall, Global Partnership Director, System1 @*System1Research*

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# / Closing comments

Ian Gibbs, Director of Insight, DMA @DMA\_UK

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# / Feedback Link

