

Beautiful bias:

Behavioural science and TV

WiFi:

Network: Beautiful bias

Password: Thinkbox2024!

thinkbox 



A vibrant, stylized illustration of an astronaut in a space suit floating in space. The astronaut is positioned in the lower right, with their hands raised. Above them is a large, metallic, cylindrical structure, possibly a satellite or part of a space station, featuring a prominent yellow letter 'A' inside a blue circle. The background is a deep black space filled with numerous white stars. The overall aesthetic is reminiscent of classic science fiction art.

The Value of TV: A Behavioural Science Perspective

Richard Shotton

The Choice Factory | The Illusion of Choice

@rshotton

ASTROTEN



***“Thinking is to
humans as
swimming is to
cats;***



“Thinking is to humans as swimming is to cats; they can do it but they’d prefer not to” - Daniel Kahneman





ZARA





Table 3: Relationship between mood and noticing advertising

	% advertisements seen in this issue	
	Positive mood (top 2 boxes)	Negative mood (bottom 2 boxes)
<i>Reading mood</i>		
Read feeling very relaxed		
<i>General mood</i>		
Today everything was super*		

Source: Bronner (2007)

Table 3: Relationship between mood and noticing advertising

	% advertisements seen in this issue	
	Positive mood (top 2 boxes)	Negative mood (bottom 2 boxes)
<i>Reading mood</i>		
Read feeling very relaxed		36
<i>General mood</i>		
Today everything was super*		35

Source: Bronner (2007)

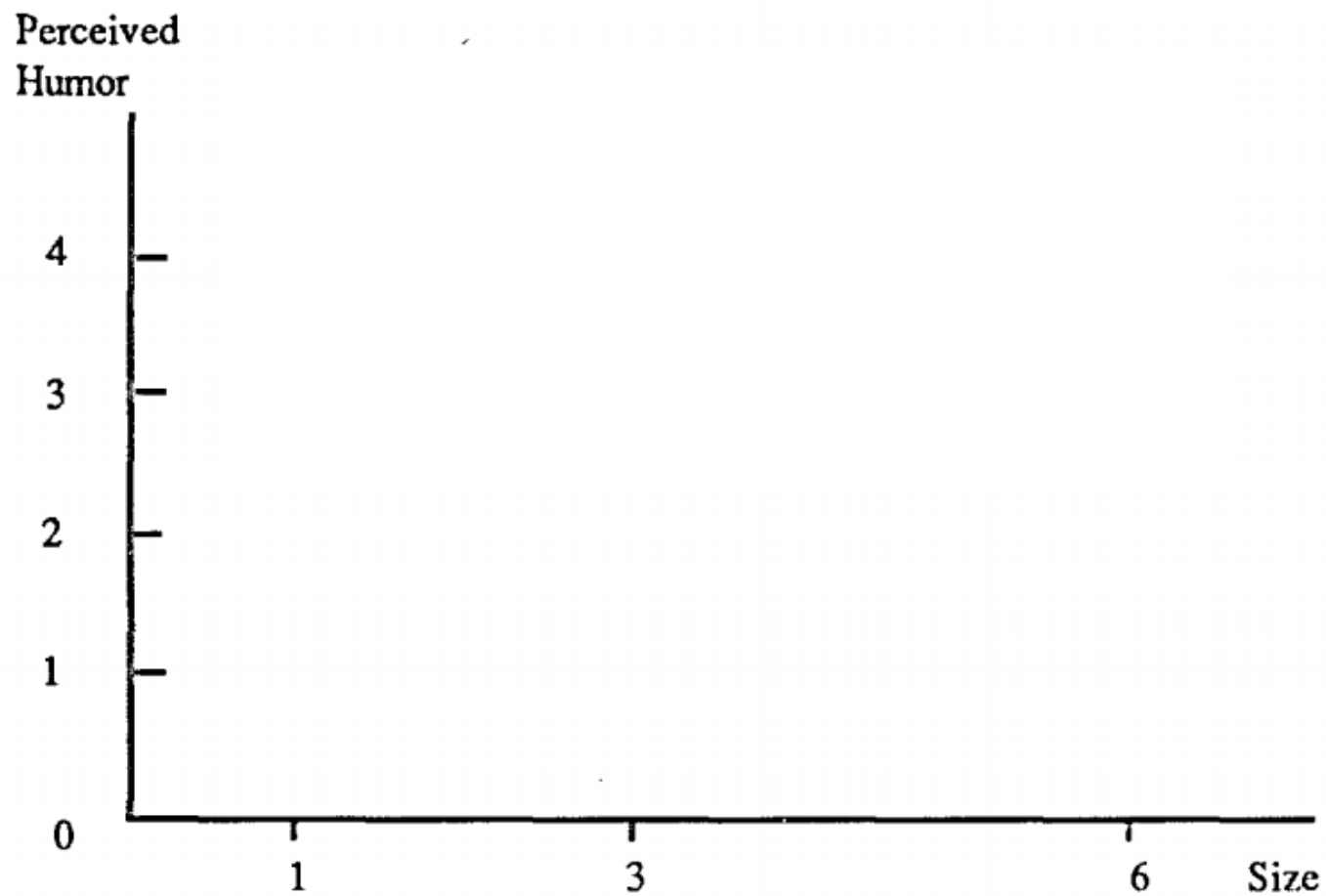
Table 3: Relationship between mood and noticing advertising

	% advertisements seen in this issue	
	Positive mood (top 2 boxes)	Negative mood (bottom 2 boxes)
<i>Reading mood</i>		
Read feeling very relaxed	54	36
<i>General mood</i>		
Today everything was super*	52	35

Source: Bronner (2007)

FIGURE 2

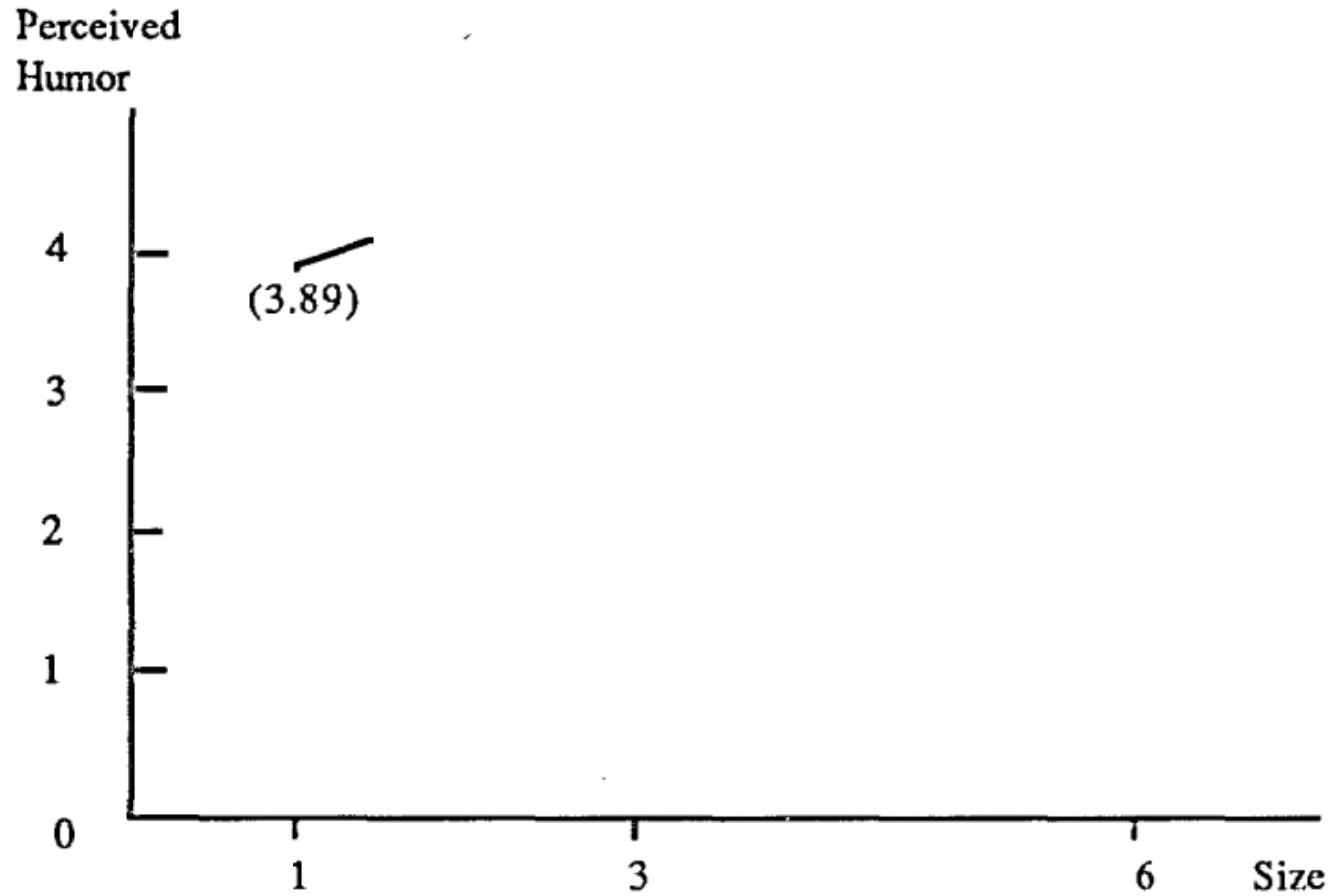
Perceived Humor Scores for the Humorous Ad across Each Level of Audience Size



Source: Zhang & Zinkhan (1991)

FIGURE 2

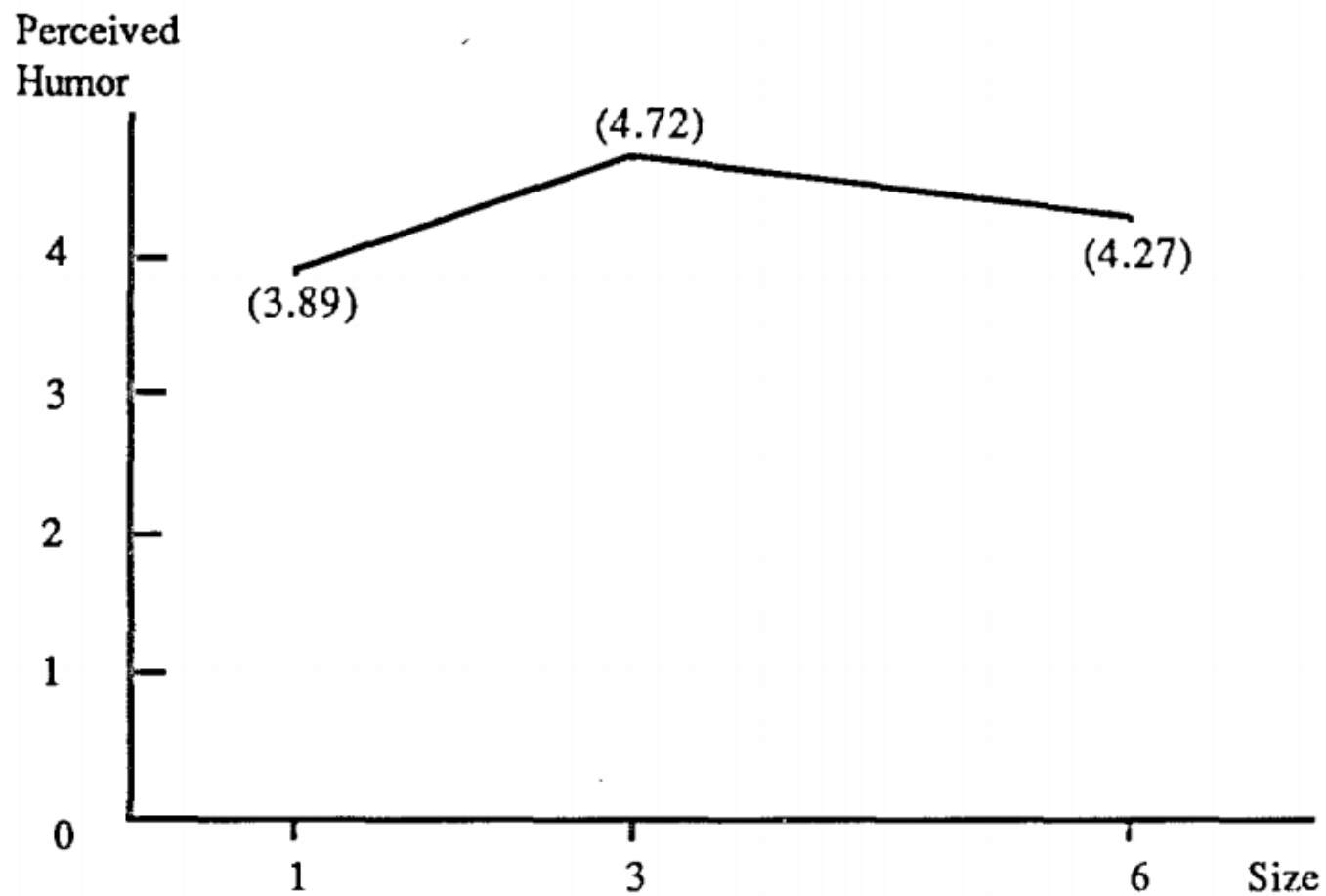
Perceived Humor Scores for the Humorous Ad across Each Level of Audience Size



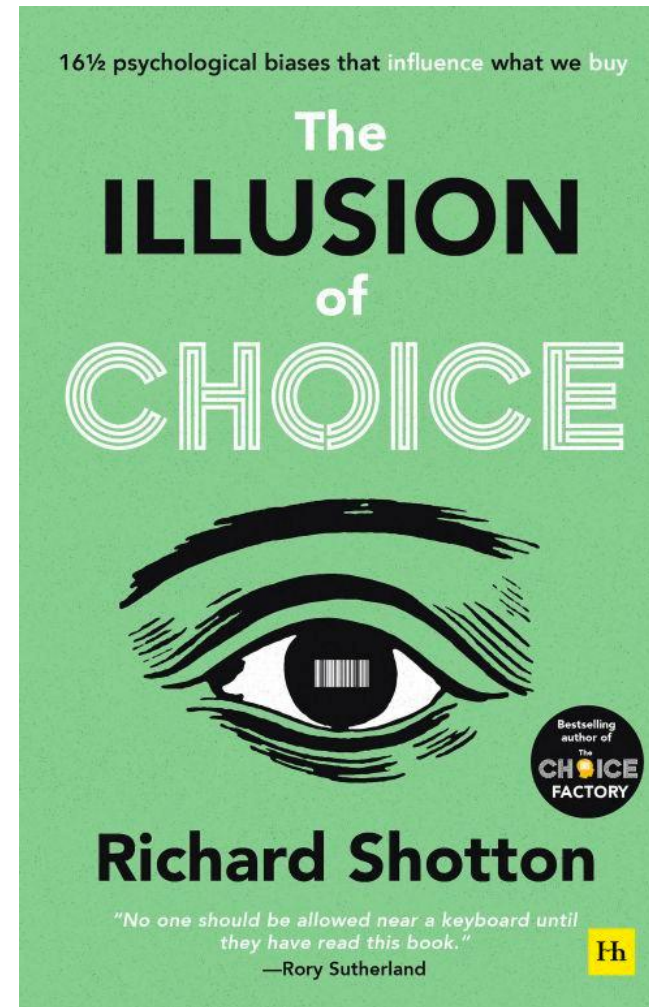
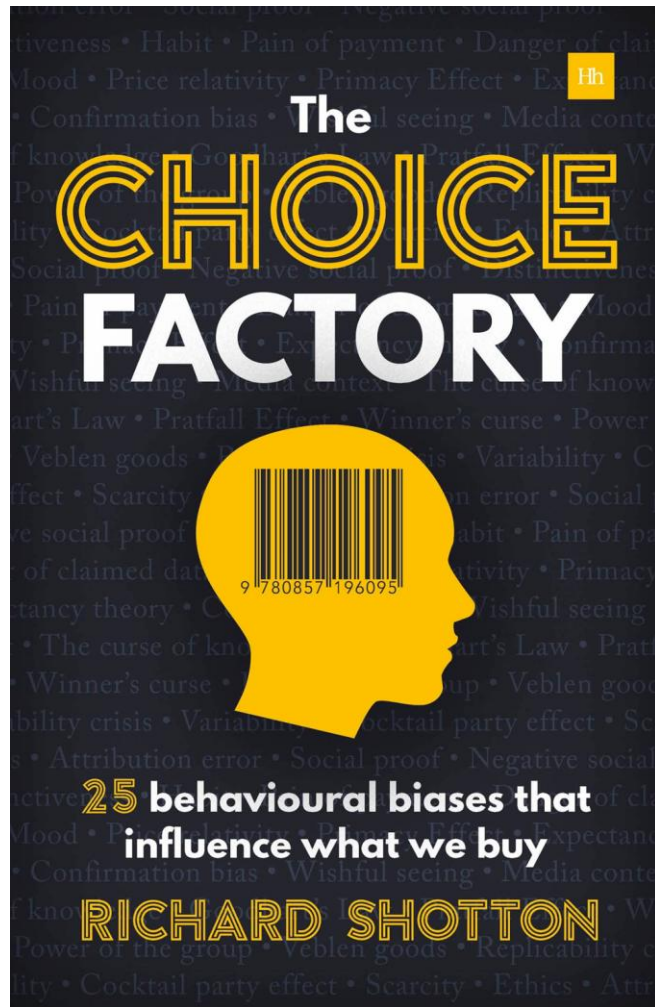
Source: Zhang & Zinkhan (1991)

FIGURE 2

Perceived Humor Scores for the Humorous Ad across Each Level of Audience Size



Source: Zhang & Zinkhan (1991)



A vibrant, stylized illustration of an astronaut in a space suit floating in space. The astronaut is positioned in the lower right, with their hands raised. The background is a deep black space filled with white stars. A large, metallic, cylindrical structure, possibly part of a space station or shuttle, dominates the upper half of the image. A prominent yellow banner with a blue circle containing a yellow letter 'A' is visible on the structure. The overall aesthetic is reminiscent of classic science fiction art.

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ASTROTEN

The power of context

Anthony Jones

Head of Research, Thinkbox

Learnings from Behavioural Science

Positive mood

Public statements

Better together



Smyths, "Two Magical Words"

“The context within which you see something affects how you react to it”



Source: Anthony Jones, pretty much everyday

A 'modern' understanding of advertising context

*“Advertising context is **crucial** for optimizing the effectiveness of ad campaigns*

*It influences consumer perception, memory, emotional response, and engagement, ultimately affecting brand image and the **success** of marketing strategies*

*As the media landscape evolves, the strategic consideration of advertising context **remains a critical factor for advertisers aiming to maximize their impact**”*



ChatGPT



Tesco, "Ices"

Signalling Success

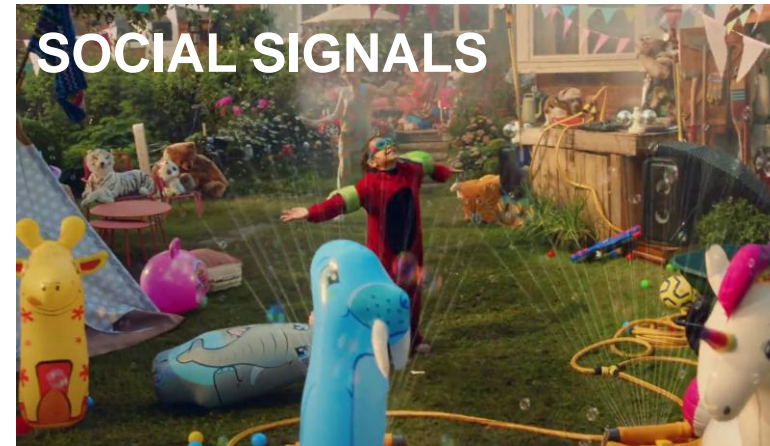
2020

Metrics non-marketers instinctively understand are important



FITNESS SIGNALS

Quality
Financial strength
Confidence (in the product)

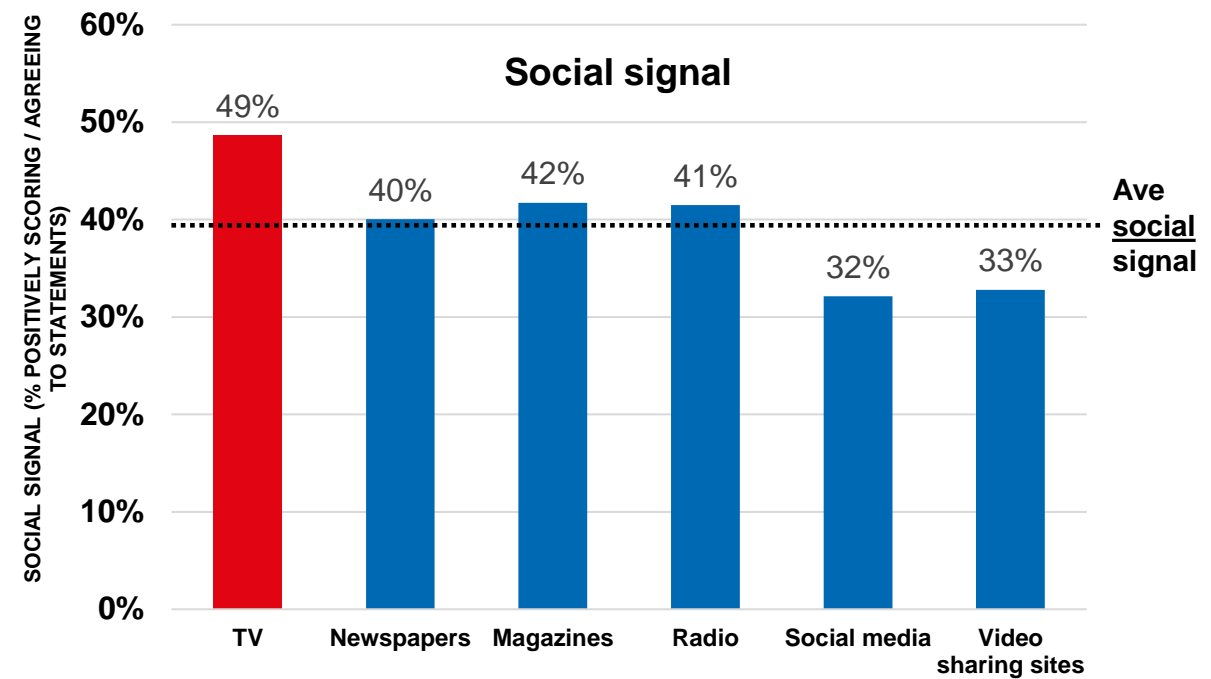
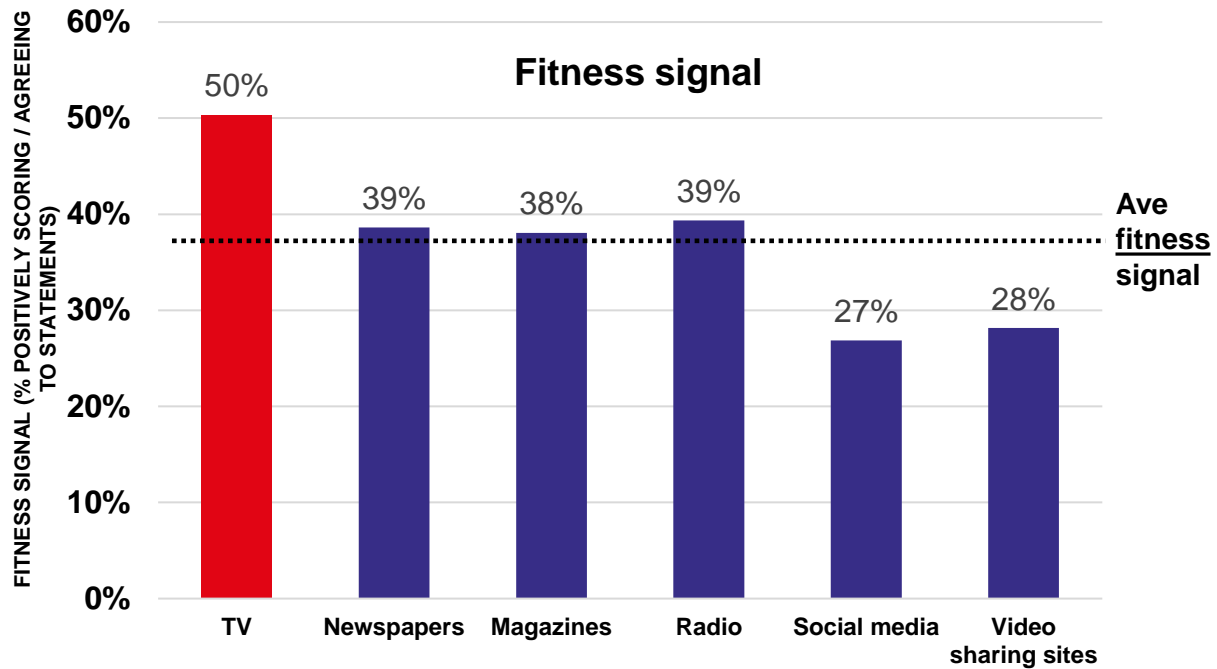


SOCIAL SIGNALS

Fame
Popularity
Success

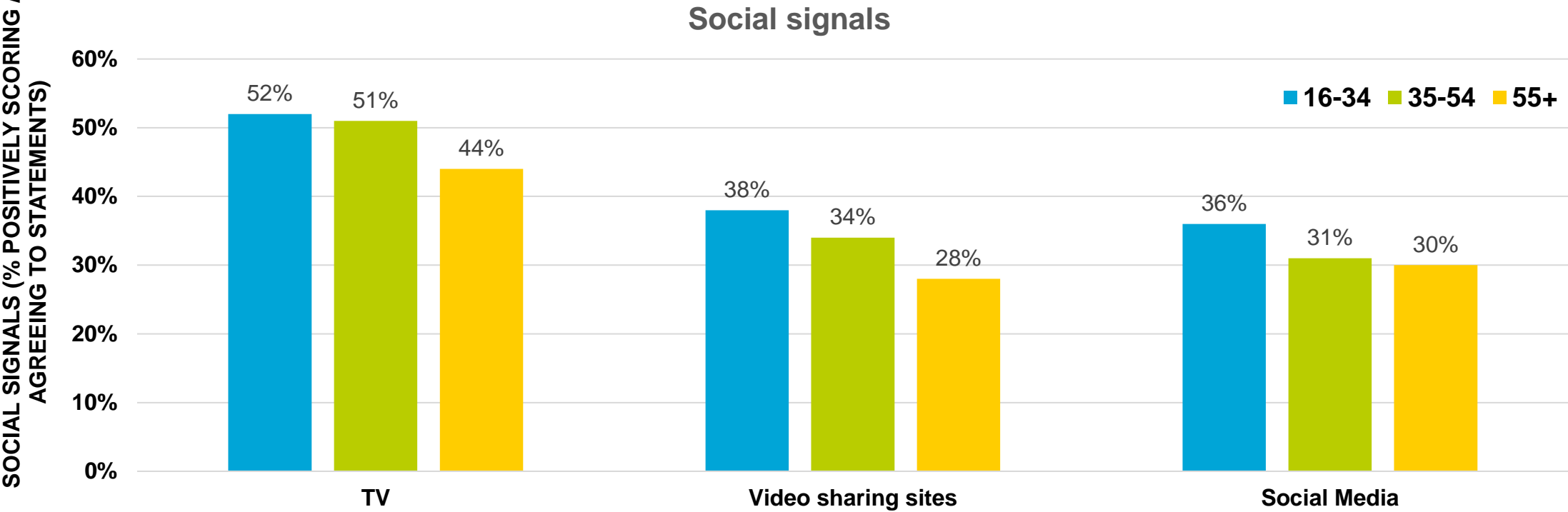
Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)

TV drives strongest fitness and social signals



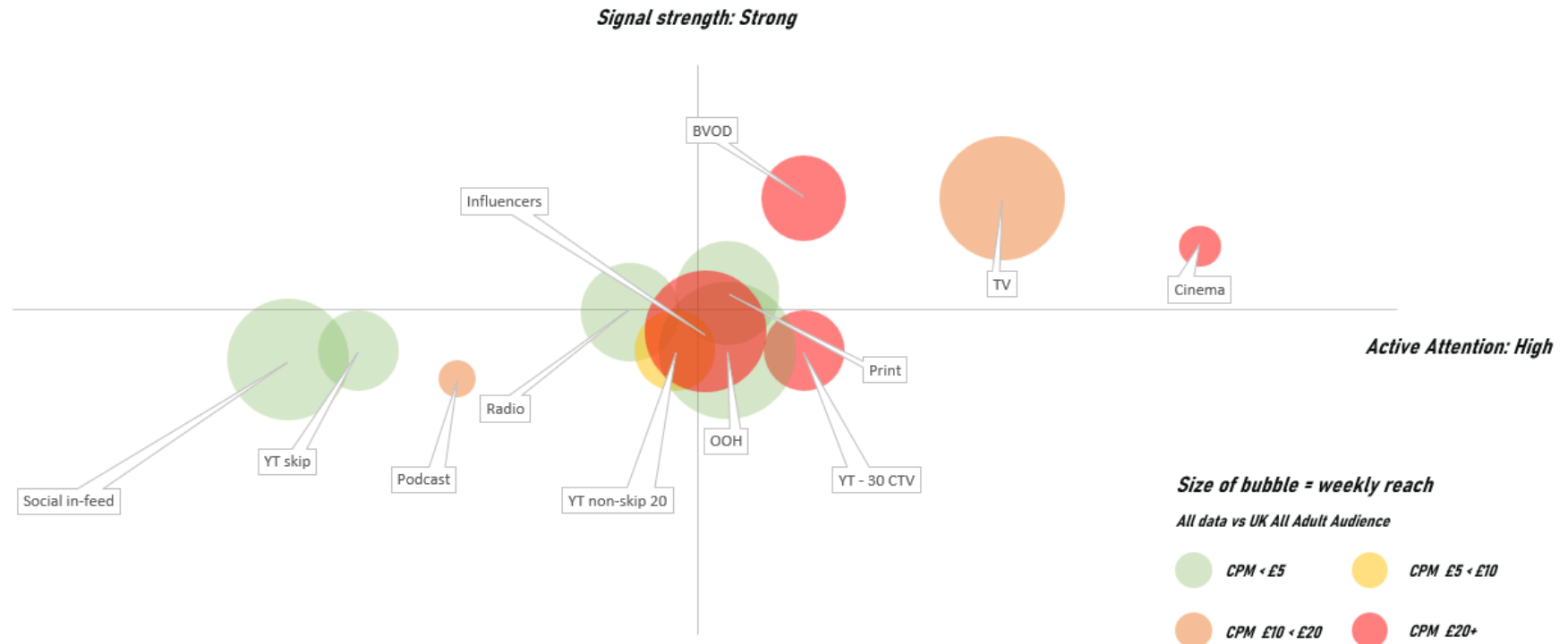
Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)

Younger audiences are more sensitive to social signals



Source: Signalling Success, 2020, house51/Thinkbox Q: Base 16-34 (186), 35-54 (189), 55+ (234)

The first ever view of media price and reach alongside a holistic quality metric














Attention data: Amplified, Lumen :: Signal Strength, Thinkbox, EM
Bubble Size: PamCo, BARB, UKOM, ROUTE, RAJAR, Ofcom :: Pricing: EM



TV delivers memorable, emotional, liked & trusted advertising

Where does the British public find advertising that...

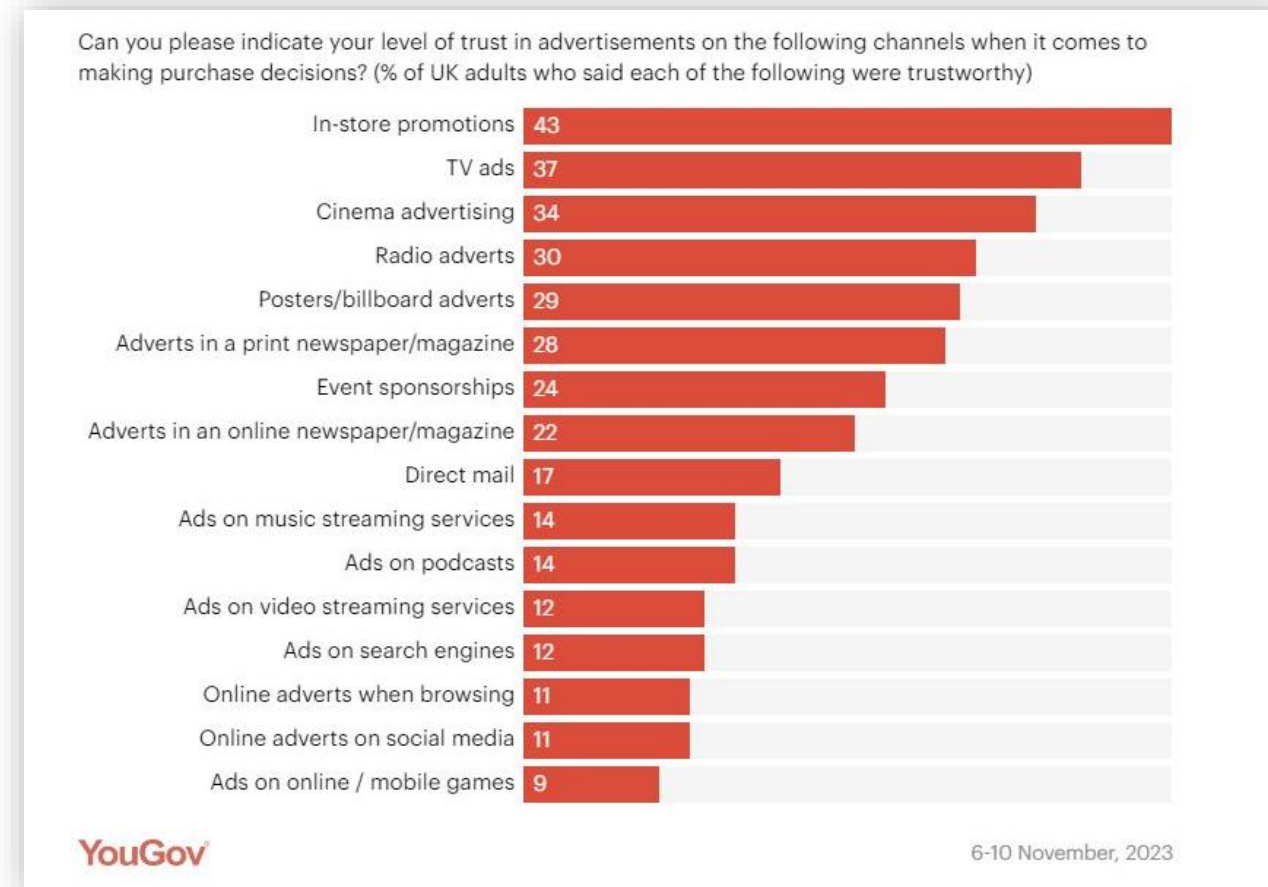
% who selected each medium

	 TV	 Social Media	 Radio	 YouTube	 Cinema	 Magazines	 Outdoor	 Newspapers	 Search	 Direct Mail	 Websites
Sticks in their memory	57%	28%	19%	13%	12%	12%	12%	11%	10%	6%	3%
Makes them feel emotional	47%	17%	6%	10%	15%	5%	3%	9%	4%	2%	2%
They like	40%	27%	10%	12%	14%	15%	8%	12%	14%	4%	4%
They trust	35%	6%	16%	4%	9%	12%	6%	19%	11%	6%	4%



Source: Thinkbox/ Ipsos, Adnormal Behaviour, 2022. Question TN3: In which, if any, of the following places are you most likely to find advertising that ... Base: Total (1,158)

Trust is higher for regulated advertising channels



Source: YouGov 2024

Significance of environmental trust

“Ad effectiveness and purchase intent were significantly higher when the ad was displayed on a platform that the audience trusted”

Source: Kristin Stewart (California State University/San Marcos) & Isabella Cunningham (University of Texas/Austin), Journal of Advertising Research, 2017



iD Mobile, “See The Light”

Context impacts...

Attention

Social signals

Fitness signals

Trust

Effectiveness



“The Curious Life of the Travelling Mixologist”, Campari



Context Effects

2024

Practical guidance and evidence on the in-home contexts that deliver for advertisers

tapestry

MAP THE TERRITORY

thinkbox

6.3x

The right in-home advertising context can increase ad recall by up to 6.3 times

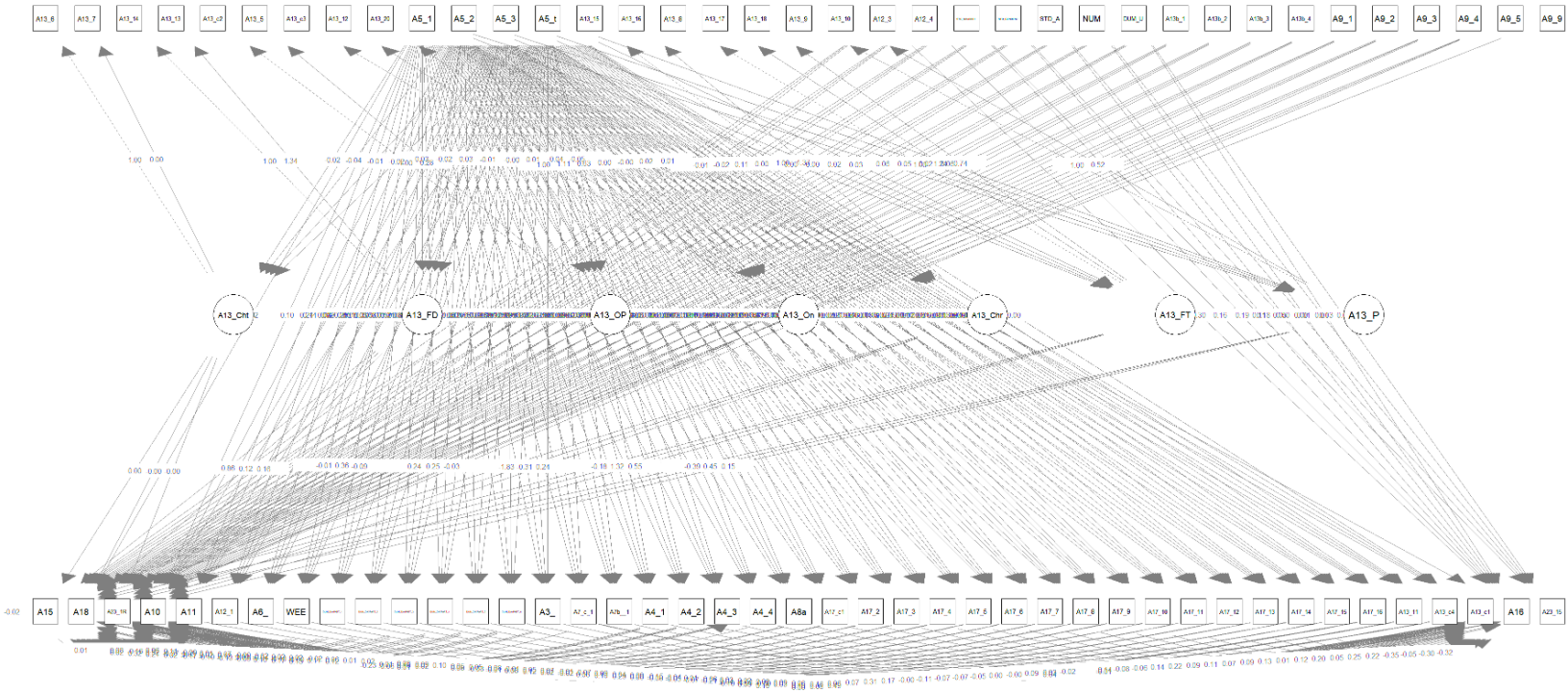
Ecosystem quantified via Structural Equation Modelling

348,435

data points

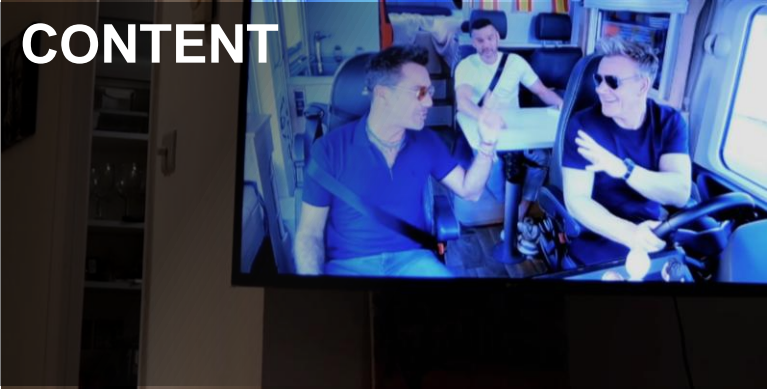
87

different variables



Source: Context Effects, Map The Territory & Tapestry Research, 2024

Factors having biggest influence on advertising recall



Source: Context Effects, Map The Territory & Tapestry Research, 2024

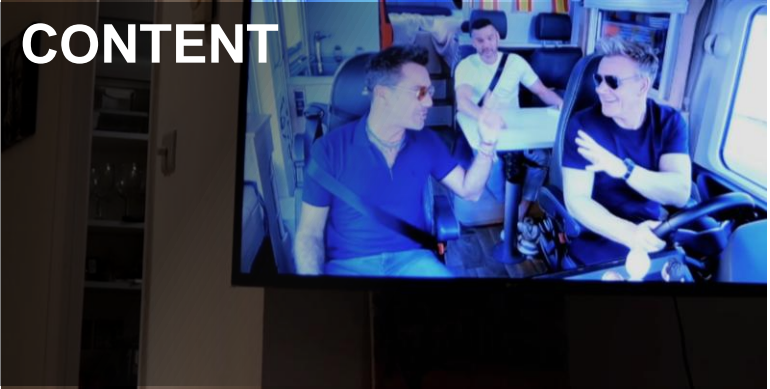
A photograph of a living room at night. A large window with grey curtains is in the background. A television on the right shows a woman in a plaid shirt. In the foreground, a wooden coffee table holds two lit candles and a smartphone. A beige armchair with orange cushions is to the left of the coffee table. A small wooden side table with a plant and framed picture is on the far left. The room is dimly lit, with light from the TV and candles.

So where are all these factors operating the best?

...The living room

(+176% higher ad recall than in the kitchen)

Factors having biggest influence on advertising recall



Source: Context Effects, Map The Territory & Tapestry Research, 2024

Factors having biggest influence on advertising recall



Source: Context Effects, Map The Territory & Tapestry Research, 2024



**Ad recall increases by 23%
when watching with others
vs. alone**

**2x more likely to repeat /
mimic the ads (increasing
to 3.2x when watching with
kids)**

Source: Context Effects, Map The Territory & Tapestry Research, 2024

Right in-home context can increase ad recall by up to 6.3x



+23%

recall when watching with others



+60%

recall watching TV vs. personal device



+44%

higher trust vs. non-professional content



-80%

less intrusive vs. non-professional content

Source: Context Effects, Map The Territory & Tapestry Research, 2024

Applying behavioural science & context effect

Borrow the signals

Go where trust exists

Harness shared moments

Target happiness

Leverage laughter



Argos, "20th Century Toy"

Cracking Creativity

2023

Three studies shedding new light
on the business importance of
creativity and how to achieve it

A man with white hair and a goatee, wearing a dark blue suit, a patterned tie, and a pocket square, is sitting on a balcony. He is pointing his right index finger towards the camera. The background shows a balcony railing, green plants, and a window with blinds. The lighting is warm and natural.

“You think of advertising as this monolithic machine making you buy things, but it’s just people trying to make other people smile”

Source: Cracking Creativity, 2023

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