Lifting Creative ROI

A Method of Increasing Ad Relevancy

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The Scientific Process

Pragmatic scheme of the scientific process:

1. Define a question
2. Form an hypothesis
3. Make a prediction based on the hypothesis
4. Set up an experiment to test the hypothesis
5. Analyze the results of the experiment

The Creative Question

Is there a way to measure the <u>*relevancy*</u>, and therefore <u>*lift*</u>, of creative treatments?

- *Relevancy*:
  a first-order measure of a creative treatment.
  - Measures of the treatment's emotional connection with the viewer of the treatment. Relevancy explains return on investment (ROI) for a given set of non-creative conditions.

- *Lift*:
  a second-order measure of the INCREASE in the relevancy of one specific creative treatment compared to another.
  - For two treatments A and B:
    A has "lift" over B if the ROI for A is higher than ROI for B, assuming A and B are delivered in identical ways.

7INSIDE Hypothesis

Relevancy of TV advertising can be measured by using the 7INSIDE Behavioral Motivator Visualization System (BMVS) to analyze *motivator curves* from three inputs:

1. The content of the brand creative treatment;
2. Verbatim from a brand's most valuable customers;
3. Spontaneous chatter on the second screen during two-screen media watching during which the creative treatment plays.

Motivator Congruency is a quantitative measure of how closely these three BMVS motivator curves are related to each other. The closer the relatedness of the curves the higher the *motivator congruency* and therefore the *relevancy*.

Lift Prediction

Increased *motivator congruency* is positively correlated with *lift* and therefore with increased ad ROI.

Experimental Testing

Materials:

- An R&D brand partner.
- Verbatims from the brand's most valuable customers.
- Two independent creative teams to produce two independent different ad treatments from the <u>same</u> creative brief.
- Amazon Mechanical Turk for crowdsourcing interpretation of creative treatments.
- Two identical two-screen audiences with a historical chatter record during the property in which the creative treatments will air.
- A system for measuring ROI for an ad campaign.

Experimental Testing

Methods:

1. Create motivator curves for the brand's most valuable customers.
2. Create motivator curves for the second-screen historic chatter.
3. Each creative team will produce a baseline creative treatment.
   - Create motivator curves from the crowdsourced interpretation of each team's creative treatment.
   - Proceed with next step if both initial treatments do NOT have optimum Motivator Congruency (value much less than 1.0).
4. Develop content for production.
   - <u>Control Team</u> is the one with the highest baseline congruency. It will not change its treatment and only develop the treatment for deployment.
   - <u>Experiment Team</u> will use iterative testing to development (TTD) to increase its content motivator congruency ABOVE that of Control Team. TTD is repeatedly creating treatments and then evaluating the motivator curves of crowdsourced interpretations of work-in-progress treatments. Only treatments with higher motivator congruency are retained for further development.
5. Deploy final content in identical ways and then measure ad ROI for each team.

Results Analysis

Higher ROI for Experiment Team will validate not only using the 7INSIDE BMVS to measure *relevancy,* but also using the BMVS during content development to gain *lift*.