VIDEO ADS BENEFIT FROM TOP CONTENT

Research conducted for video advertising company Teads finds that premium editorial engages viewers with highly memorable content that has a greater impact for video advertisers. The study was conducted by Neuro-Insight, which is known for neuroscience-based market research.

The 100 respondents recruited were split in two groups for the study, each of whom were outfitted with neuro-mapping caps used to measure brain response. Both groups were exposed to eight identical mobile video creatives on either their Facebook newsfeeds or outstream video ads from Teads that appeared across several of Teads’ premium publisher customers—including Time Inc., Condé Nast, Forbes and The Atlantic.

Through testing editorial articles from the publisher partners, the study discovered that premium editorial’s unique value lies in delivering greater effectiveness. Premium editorial content was found to be 16% more personally relevant, or engaging, than social news feeds.

Among the findings were that for the rational/detailed-oriented (left) side of the brain, premium editorial was found to have a 19% greater impact on memory. For the emotional (right) side of the brain, premium editorial had an 8% greater impact on memory. Video ads within premium editorial performed better than 8 out of 10 online ads tested when measured by detailed memory encoding, a key metric for ad impact.

Teads says premium editorial also helps create more memorable peak “hero” moments that influence consumer behavior. Peak memory describes the highest level of detail memory (correlated with purchase behavior) achieved. The video ads within premium editorial content had a 15% higher impact on peak detail memory, which the researchers say has a validated correlation with purchase intent.

“As our partners look for ways to allocate their budgets, this study reinforces the effectiveness and engagement of video advertising within premium editorial content,” said Jen Wong, COO and President of Digital, Time Inc. “Advertising within high-quality content is a win-win for our partners who want the highest ROI.”

Creative also matters—a lot—and the researchers emphasize that the right creative strategy can boost long-term memory. Teads’ study found that ads featuring individuals are star performers on premium editorial, whereas ads showing complexity and movement perform well on social. Lastly, overt branding, often thought to be a way of delivering a strong branding effect, may have the opposite impact on memory encoding.

“Neuro studies are really pushing the envelope of what is possible when it comes to measuring how ads resonate with consumers,” said Teads CMO Rebecca Mahony. “We’re excited to see that results support the concept that premium editorial helps video ads rise to the top.”

ADVERTISER NEWS

A report from Bloomberg says hhgregg could file for bankruptcy protection in March. The chain which operates 220 stores has previously announced it would look at a range of strategic and financial options, and the report also notes gregg would like to find an out-of-court settlement that could avoid Chapter 11….

Jack in the Box systemwide same-store sales outpaced the general industry in the quarter that ended on 1/22 with a 3.1% sales gain and the average check up close to 5%. Sibling Qdoba didn’t do as well—same-store sales were down 1% on a 2.5% decrease in transactions. The company is also warning February may be negatively impacted due to rain and flooding at its California locations….

Sprouts Farmers Market managed a 0.7% same-store increase in its fiscal fourth quarter based on a 0.4% increase in store traffic and a 0.3% improvement in the average check, despite retail deflation the chain estimates amounted to a 2.5% negative factor. The chain attributes much of the success to the expansion of private label SKUs, which are outpacing branded items in growth and comps. Sprouts expects to add 32 stores to the roster this year….

Honda’s Clarity all-electric model will reach dealers this spring, but Automotive News reports “in a surprise twist” the vehicle will only have about 80 miles of range on a single charge, well below competitors such as the Chevrolet Bolt that can do about 200 miles. Still, Honda is optimistic about sales, expecting to outsell its Fit model “by a whole lot” because the Clarity will be larger….

Mercedes is reported to be considering bringing a midsize pickup to the U.S. market after that segment produced a resurgence in sales. The segment sold close to 450,000 trucks last year, with the Toyota Tacoma the leading seller in the segment….

Grand Rapids-based Family Christian bookstores, which had originally filed for bankruptcy in February, 2015, said it will close its 240 stores in 36 states and go out of business. It noted growing competition from online sales as well as bricks-and-mortar competitors such as Barnes & Noble and Books-A-Million expanding their selection of bibles and Christian-market titles. The CEO also added, “We were not able to get the pricing and terms we needed from our vendors to successfully compete in the market”….

7UP is not normally one of the top TV spenders, but Kantar Media reports the brand spent $2.8 million on national TV to break a new campaign during the week of 2/13.
CABLENET CHATTER

ESPN’s O.J.: Made in America won an Academy Award for Documentary Films at the Oscar presentation Sunday night. The film also won a Spirit Award in the same category at the 32nd Annual Film Independent Awards last Saturday.……

CMT’s Thursday premiere of Sun Records got off to a strong start with 2.1 million total viewers. Its Nielsen 18-49 rating was 0.71 over four airings on three networks, two on CMT, one on Nick at Nite and one on TV Land. The program benefited from a strong lead-in from a pivotal episode of Nashville……Ryan Murphy, the force behind The People V. O.J. Simpson on FX told interviewers that he drew inspiration from prosecutor Marcia Clark for his latest project. Murphy starting working on Feud, an anthology exploring the rivalry of Bette Davis and Joan Crawford as they worked on the 1962 film Whatever Happened to Baby Jane. Murphy was quoted by Yahoo TV, “For me, Feud was sort of a continuation of the Marcia story. Sadly, jumping back to 1962 – we realized Bette and Joan and Marcia, what they faced on a daily basis was really not that different.” Feud premieres Sunday, March 5th at 10 PM (ET) on FX……

BBC America’s co-production of Ripper Street is set to return for its fifth and final season on March 8th. The season will consist of six episodes and will pick up a few days after the grisly death of Detective Inspector Benne Drake (Jerome Flynn). Ripper Street is produced in conjunction with Tiger Aspect, Lookout Point Productions and Brown Bear Films……The star of the National Geographic reality series Life Below Zero is suing the BBC producers of the show accusing them of contriving scenes to heighten the drama and putting her life at risk. In the lawsuit filed in federal court in Alaska, Susan Aikens alleges a producer on the show forced her to drive her snow machine across an icy river at 60 mph, resulting in a crash that threw her from the vehicle. She also claims the producer delayed her rescue to get more footage. A spokeswoman for the BBC said the company has not yet reviewed the lawsuit and would have no statement.……

CNN will host another of its town halls, with Senators John McCain and Lindsey Graham on Wednesday night following Tuesday’s Presidential address to Congress. The pair will discuss foreign policy and domestic issues with CNN political correspondent Dana Bash……Ari Melber will host a new Sunday evening series on MSNBC focusing on the Trump administration. The Point will air 2 hour episodes for 10 weeks on Sundays at 5 PM (ET). The program will endeavor to cover everything Trump-related, including a seemingly never-ending war with the news media……

Jon Gruden’s QB Camp series is returning for its eighth year this spring. ESPN said in a release that Gruden will welcome seven quarterbacks to ESPN’s Wide World of Sports Complex in Orlando where he’ll spend time with each prospect in the film room and on the field. The seven QB’s include two-time Heisman Trophy finalist Deshaun Watson of Clemson and Mitch Trubisky of North Carolina, both projected to be first-round picks in the NFL draft. Gruden’s QB Camp begins on Tuesday, April 11th at 8:30 PM (ET).

ACCOUNT ACTIONS

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