

Admeira Study AdLoad

July 2025



Facts

Study objective

How do changing parameters of classic TV commercials affect advertising recall?

Our goal is to answer the following research questions:

Design of the advertising block:

To what extent do the length of the block (7 spots / 16 spots), reminders and tag-ons influence ad recall?

Interactive elements: Do interactive elements such as QR codes or URLs in commercials have a positive effect on recall?

Sample

- N=1'620
- Age: 16-74 years
- 53% female | 47% male

Field

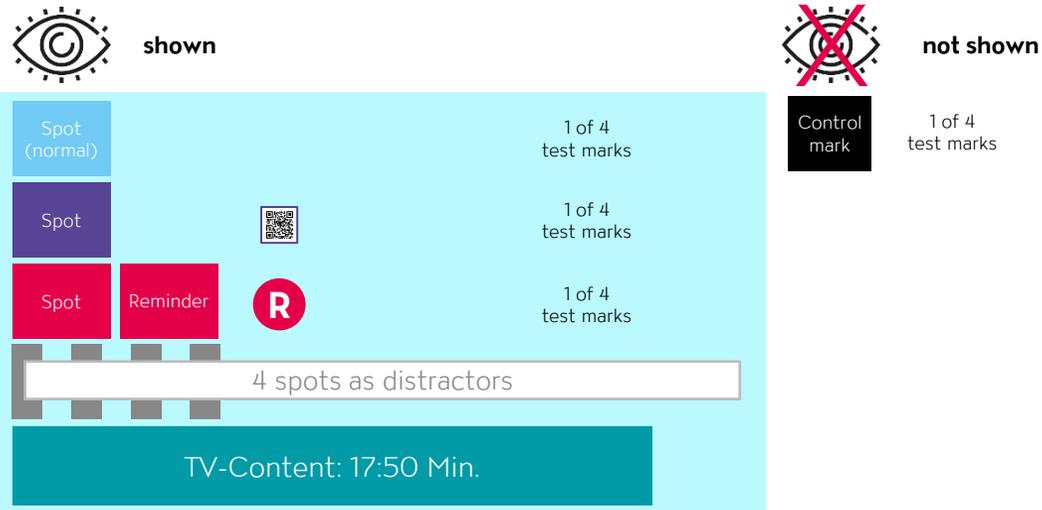
July 2025

Device

- Desktop | Smartphone

TV routes: Two advertising pressure intensities

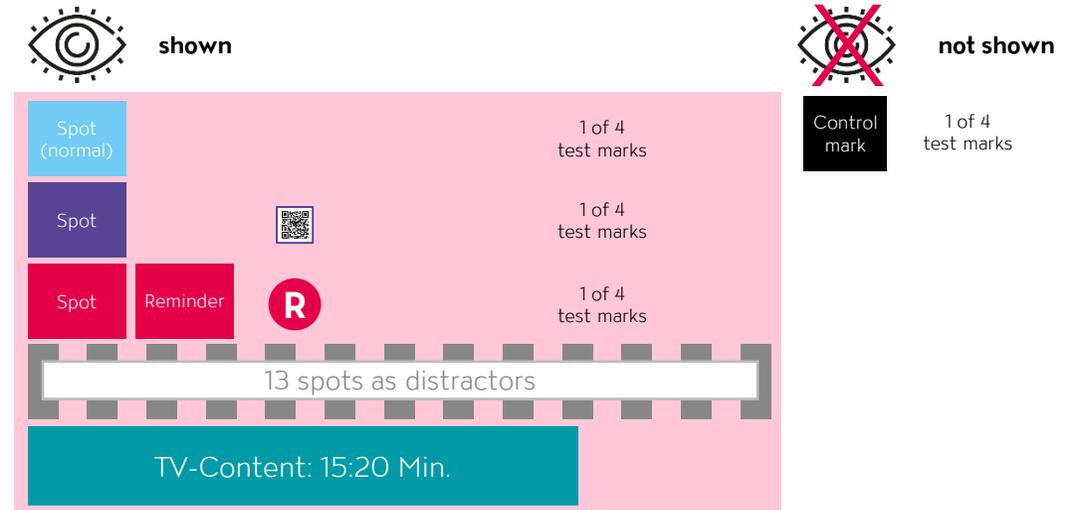
Low AdLoad: Advertisement: 2:10 Min.



8 conditions with 100 people each:

1	Brand A und Brand C neutral	Brand B Reminder	Brand D control
2	Brand B und Brand D neutral	Brand A Reminder	Brand C control
3	Brand A und Brand C neutral	Brand D Reminder	Brand B control
4	Brand B und Brand D neutral	Brand C Reminder	Brand A control
5	Brand A und Brand C neutral	Brand B interactiv	Brand D control
6	Brand B und Brand D neutral	Brand A interactiv	Brand C control
7	Brand A und Brand C neutral	Brand D interactiv	Brand B control
8	Brand B und Brand D neutral	Brand C interactiv	Brand A control

High AdLoad: Advertisement: 4:40 Min.



8 conditions with 100 people each:

The design was mirrored with another 8 groups of 100 people each – but this time in a setting with a higher ad load.

General conditions / settings for all test groups:



In various settings, four spots were shown either in a «neutral» original version or enriched with a **reminder spot**.



In various settings, four spots were shown either in a «neutral» original version or enriched with a "**call to action**»-element such as a QR code and in combination, for example, with a competition or registration for a test drive.

Distractors: "A person or thing that diverts attention. Distractors here refer to the TV spots that were used to supplement the advertising blocks alongside the TV spots in the research focus.

Note: The size of the graphics above does not reflect the actual length of the commercials.

Source: Admeira study "AdLoad 2025"
 Institute: eye square (Berlin/Germany)
 N=1,620, G-CH, 16-74 years, Field: July 2025

The most important things first...

TV advertising works – along the entire sales funnel

The test groups show uplifts compared to the control group on the important KPIs:

- as **Top Funnel Awareness**
- as well as **Mid Funnel Image**
- and **Bottom Funnel Impact**, all spots benefit from advertising exposure.

Funnel		Control group (without advertising contact)	Diff.	With advertising contact
Top	Unaided advertising recall	---*	---	32%
	Aided advertising recall	---*	---	67%
	Aided brand awareness	57%	+19.3%	68%
Mid	Explicit image	44%	+4.5%	46%
	Implicit image	53%	+3.8%	55%
Bottom	Product interest	46%	+4.3%	48%
	Relevant Set	33%	+18.2%	39%
	First Choice	17%	+29.4%	22%

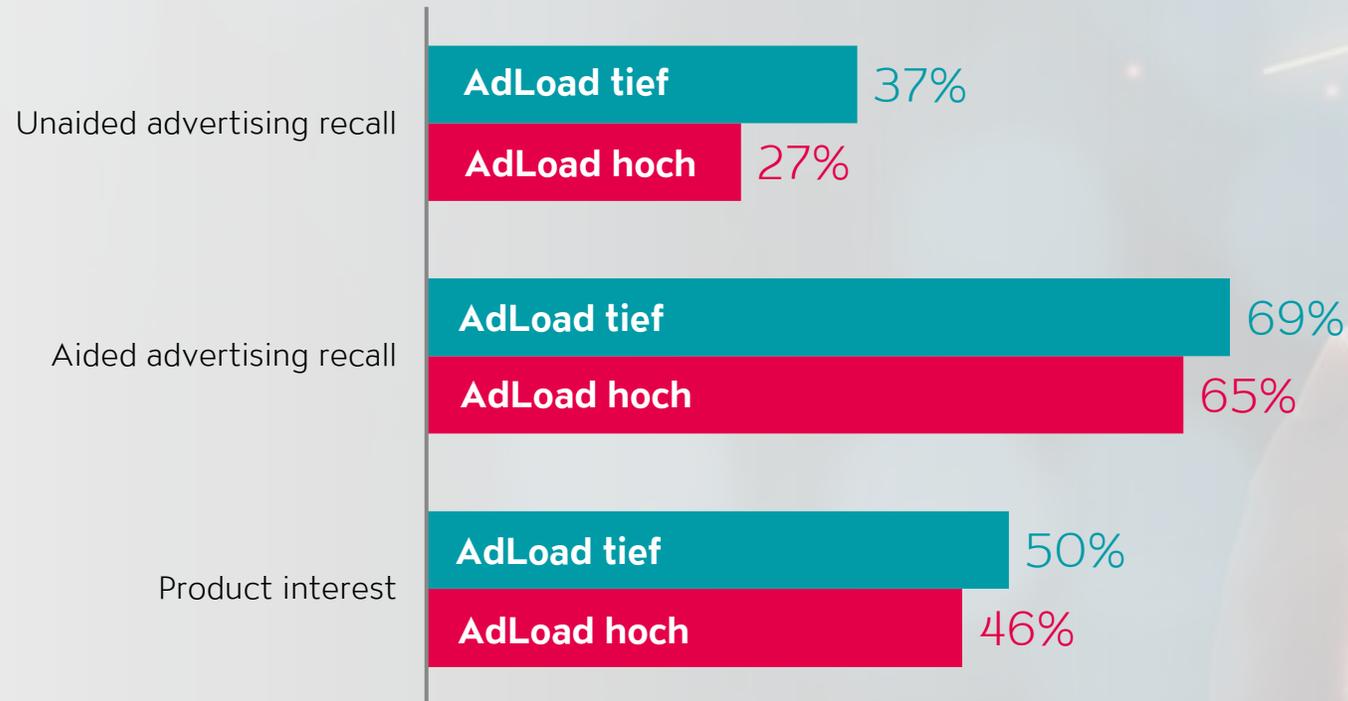
*There are no values for the control group for unaided and aided advertising recall, as this group did not see any adverts..

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Institute: eye square (Berlin/Germany)
N=1,620, G-CH, 16-74 years, Field: July 2025

Lower ad load promotes recall

Advertising in shorter commercial breaks is more memorable, which speaks in favor of SRG channels.

Recall in %, alle Spots



TV advertising works.

The average unaided recall in our study was 32%, and the aided ad recall was 67%. Cognitive top funnel indicators suffer with longer ad blocks.

Lower ad load promotes:

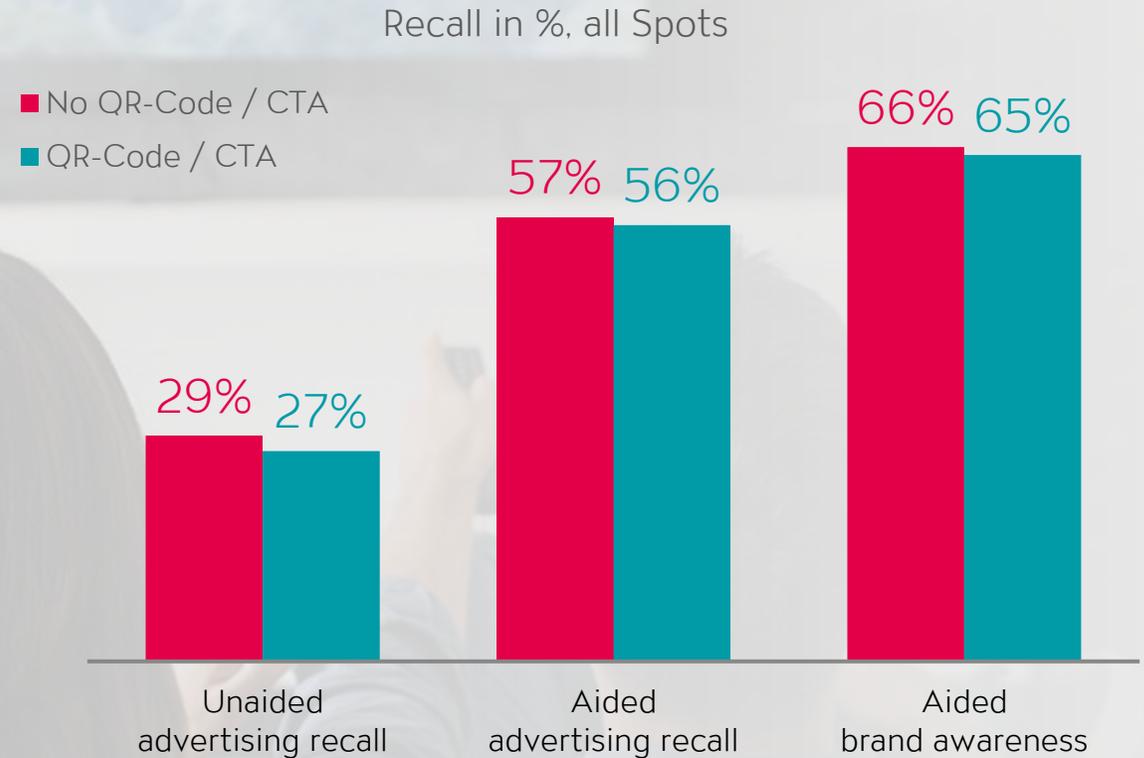
- Unaided recall: **+37%** (+10%P.)
- Aided recall: **+6%** (+4%P.)

Source: Admeira study "AdLoad 2025"
Institute: eye square (Berlin/Germany)
N=1,620, G-CH, 16-74 years, Field: July 2025

Interactive elements do not activate the recall

Four spots were shown in the advertising breaks, alternating between interactive elements. Interactive elements included registration for a test drive, a competition, or a call-to-action for in-store sales.

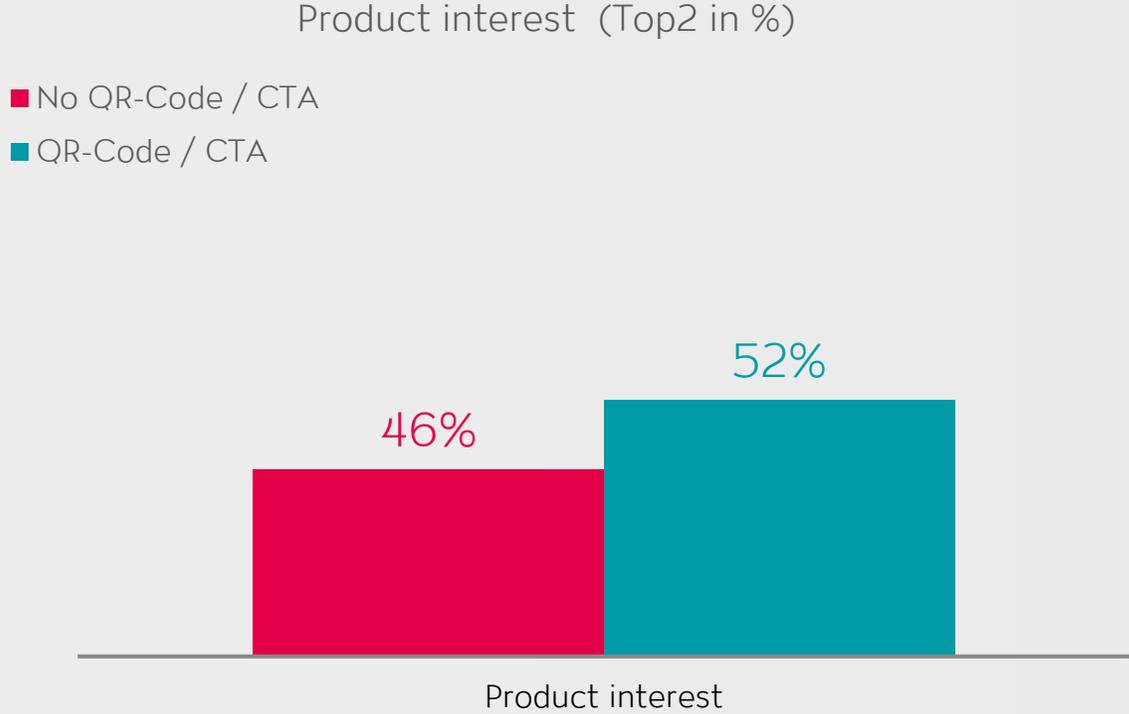
The appearance of an interactive element (QR code or CTA) **has no effect on recall** or brand awareness.



Source: Admeira study "AdLoad 2025"
Institute: eye square (Berlin/Germany)
N=1,620, G-CH, 16-74 years, Field: July 2025

Interactive elements promote product interest

On the other hand, the integration of an interactive element (QR code or CTA) **has a significant effect on product interest.**



Source: Admeira study "AdLoad 2025"
Institute: eye square (Berlin/Germany)
N=1,620, G-CH, 16-74 years, Field: July 2025

Lower AdLoad promotes the effect of the interactive element

With a lower AdLoad, an interactive element activates product interest even better.

		Unaided advertising recall	Aided advertising recall	Product interest
With interactive element ∅		-2%P. (to 27%)	-1%P. (to 56%)	+6%P. (to 52%)
Interactive element with	Low AdLoad	31%	56%	54%
	High AdLoad	21%	55%	49%

Source: Admeira study "AdLoad 2025"
 Institute: eye square (Berlin/Germany)
 N=1,620, G-CH, 16-74 years, Field: July 2025

Reminders promote recall

The advertisement is better remembered both unaided and aided after the reminder appears, and brand awareness is also increased.

Unaided advertising recall:

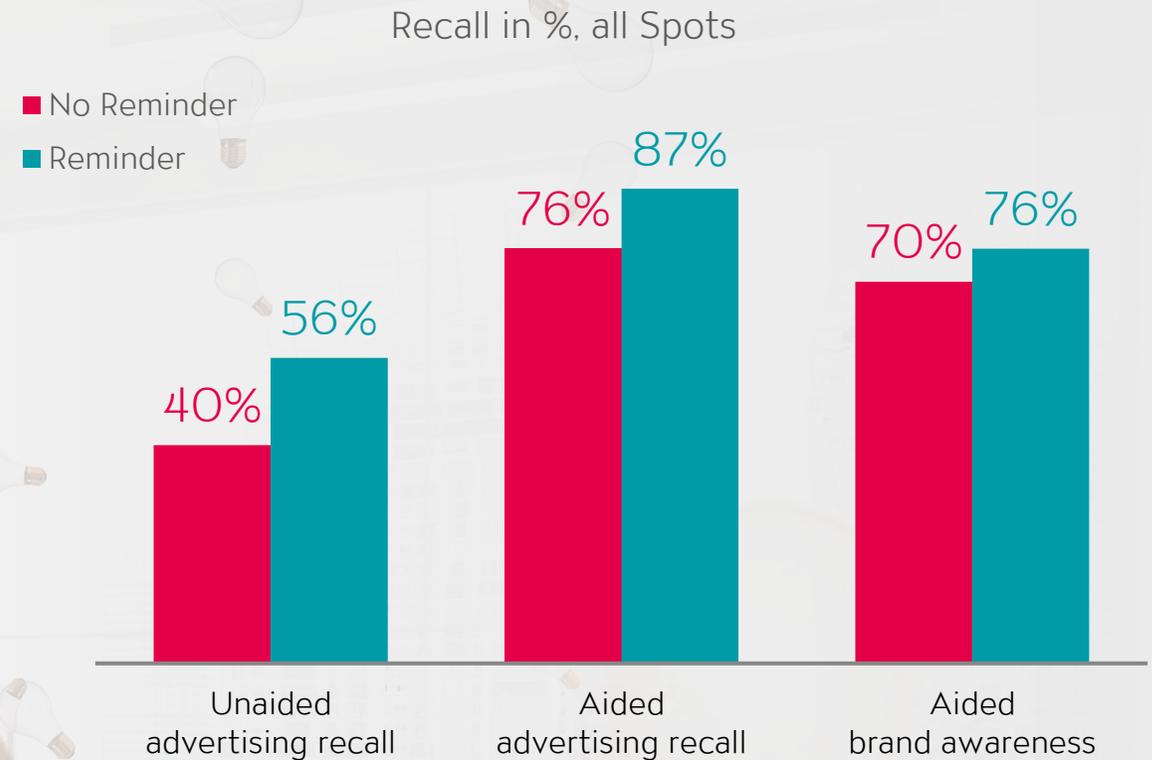
+41% (+16%P.)

Aided advertising recall:

+14% (+11%P.)

Aided brand awareness:

+9% (+6%P.)



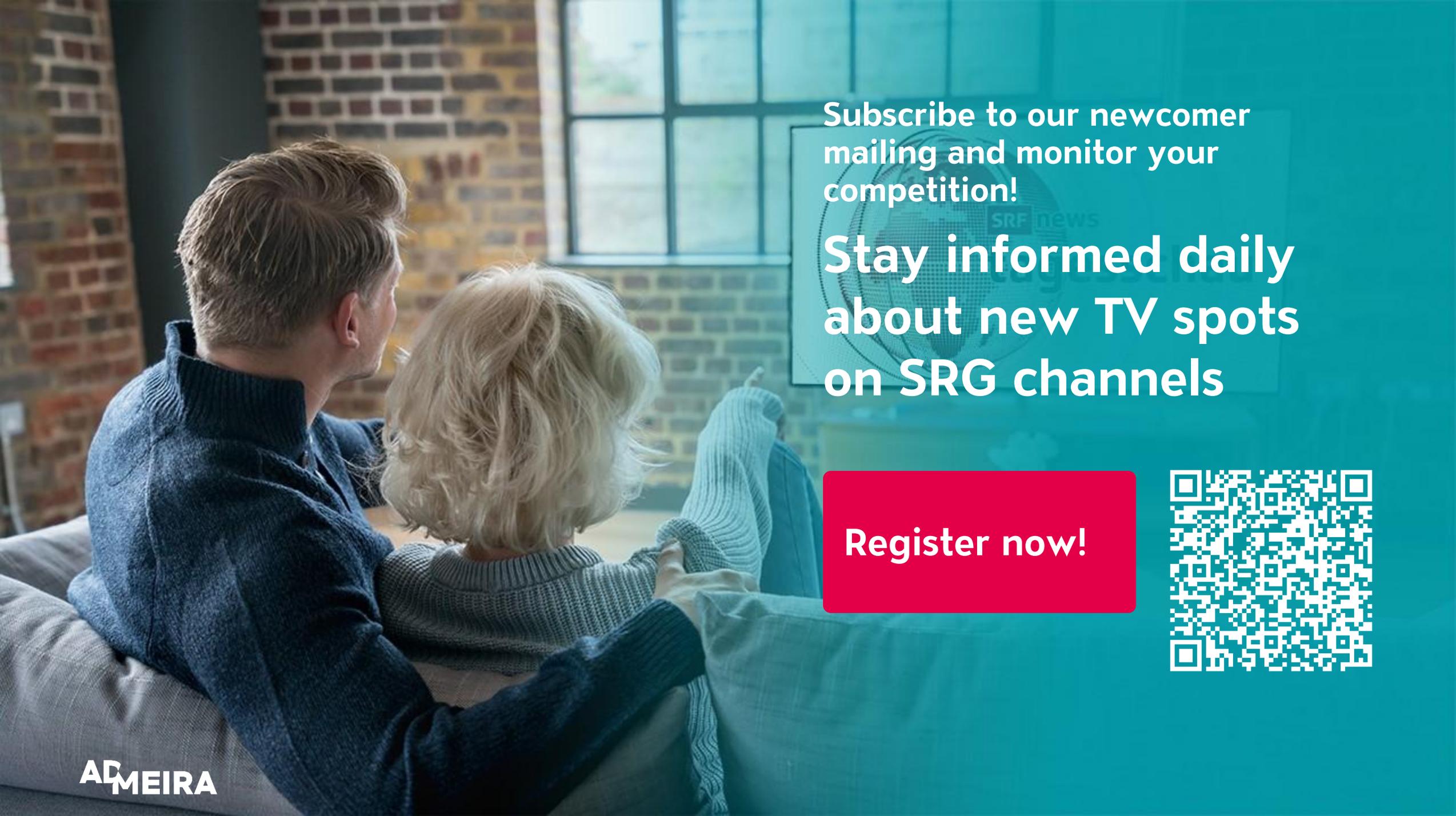
Source: Admeira study "AdLoad 2025"
Institute: eye square (Berlin/Germany)
N=1,620, G-CH, 16-74 years, Field: July 2025

Lower AdLoad promotes the reminder effect on recall

Lower AdLoad anchors reminder spots even better in the brain.

		Unaided advertising recall	Aided advertising recall
with Reminder Ø		+ 16%P. (auf 56%)	+ 11%P. (auf 87%)
Reminder with	low AdLoad	61%	87%
	high AdLoad	51%	86%

Source: Admeira study "AdLoad 2025"
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competition!

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about new TV spots
on SRG channels

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Thank you.

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A hand with the index finger pointing upwards towards a teal rectangular button with rounded corners. The button contains the word "START" in large, white, bold, sans-serif capital letters. The background is a light gray gradient.

START