

Study

ECONTENT

Sustainability in TV commercial creation and in the TV environment

AD
MEIRA



Profile of the study

Theme of the study:

Creative influences of spot creation and placement in different sustainability-related environments and the effects on spot perception and evaluation.

Methode:

In an experiment with 3 monads, both the creation of the TV spot (with sustainability aspects and without) and the broadcast environment (with sustainability aspects and without) were varied. During and after the presentation of the TV clip of about 10 minutes, the attention (eye on screen) and KPIs of the sales funnel (awareness, opinion/image, consideration, preference, purchase) were measured/surveyed.

Source of data:

Methodology partner CreateXY collected the data within GfK Switzerland's online panel

Universe:

Online population of German-speaking Switzerland, 15 - 74 years in the online user group

Sampling:

Random sampling within the GfK online panel, without random quota procedure and without weighting

Sampling size:

n = 289 (in 3 monads with about 96 subjects each)

Periode:

July / August 2023

Implementing institute:

CreateXY (Zürich), GfK Switzerland AG (Rotkreuz)

Setting information

The test persons first watched a part of the SRF programme in different groups. They each watched a part of a documentary, one of which was a general DOK format, the other one had a clear reference to nature.

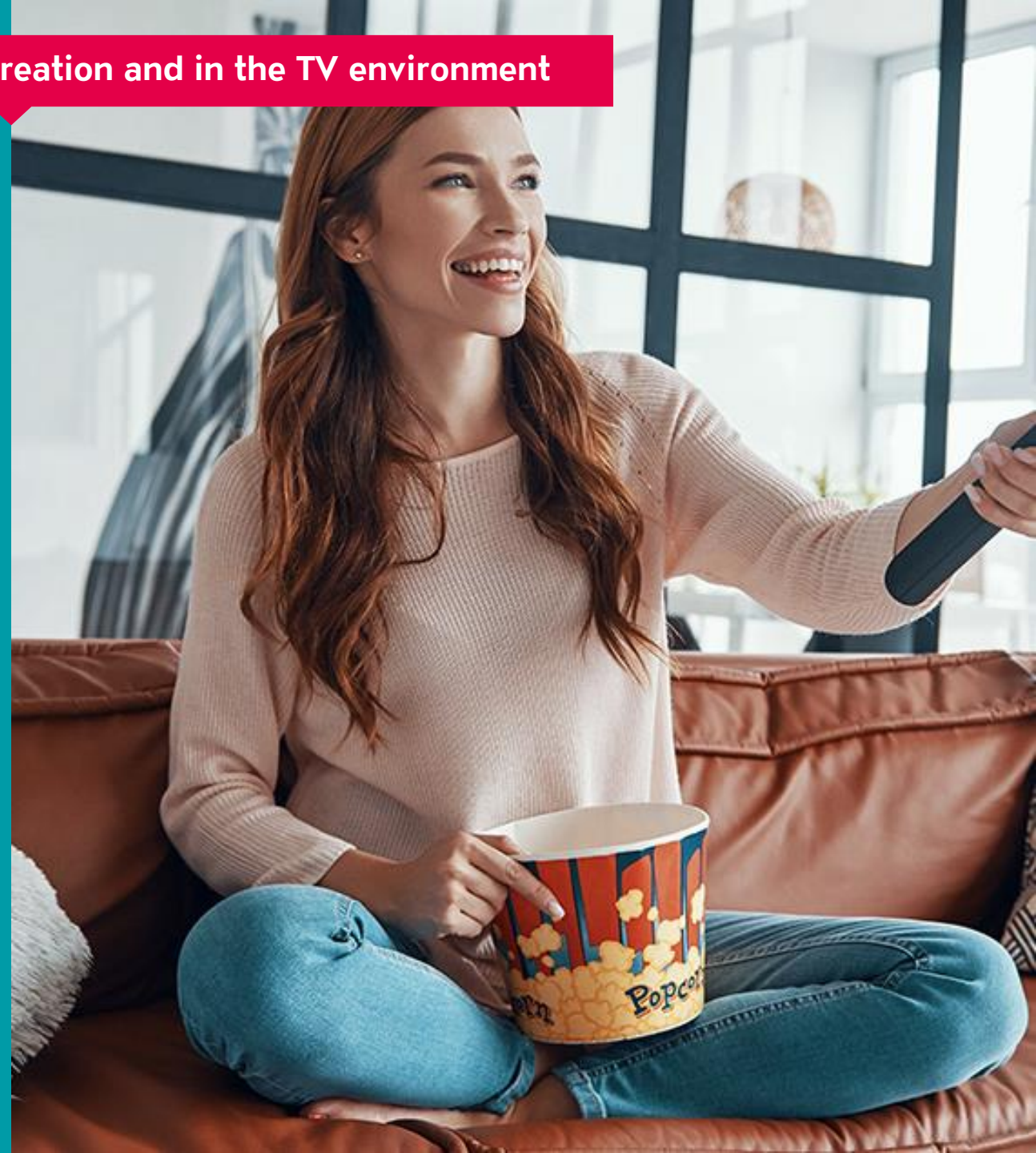
- **Program «NEUT»:** documentation without sustainability / nature: 25.05.2023: Tättoo - für immer und fast ewig
- **Program «ECO»:** documentation with sustainability / nature: 08.06.2023: Tiere hinter der Kamera

After a few minutes, the advertising burst and the station's logo were shown. In the following single spot, a TV spot of our newly created, fictitious sun cream "Nusolar" was shown. The sun cream was presented in two spots in differentiated ways:

NEUT: «Nusolar» as an «ordinary» sunscreen that promised high UV protection, was suitable for all skin types and was now newly available in retail stores. The imagery looked more like a scene at the seaside. The spot was also spoken in High German.

ECO: In the more sustainable spot variant, «Nusolar» was positioned as sustainably produced in Switzerland. In addition to the high UV protection, the content with natural vegetable oils from organic cultivation was pointed out. At the end of the spot, the double product promise was not only the «carefree holiday» but also the reference to a good conscience. Furthermore, this version stated that «Nusolar» was now available in pharmacies and drugstores. The imagery of the ECO version was more relocated to a bathing lake in the Swiss mountains, and the spot was also staged in Swiss German.

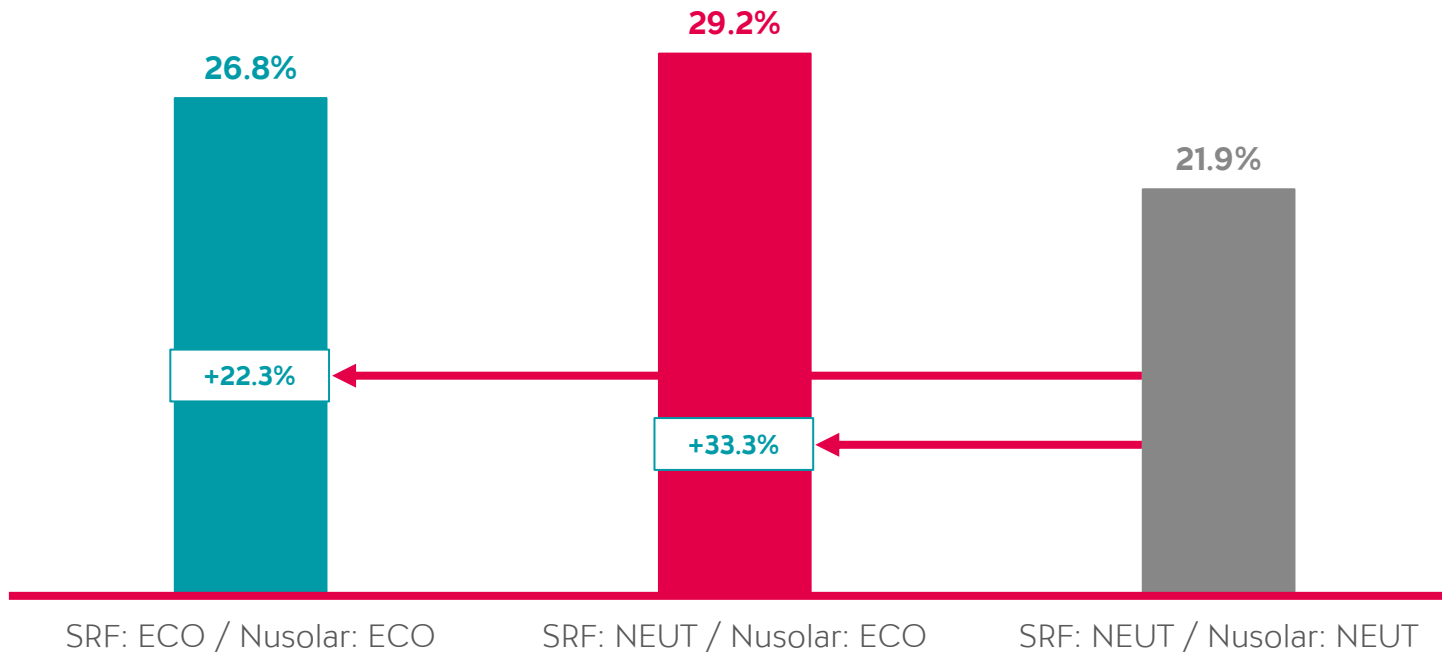
Awareness



ECO spot from Nusolar is better remembered

Question: «An advertisement was shown in the TV programme. Can you spontaneously remember which brand and which product was advertised?»

Unaided recall



- The unaided advertising recall for a newly created product is very high.
- The ECO variant of Nusolar experiences a higher advertising recall.
- The ECO spot activates better, even in a non-ECO environment. This may be an indication that in non-ECO environments an ECO spot is all the more noticeable.

Reading of the legend:

SRF: ECO / Nusolar: ECO: DOC-format ECO + Spot Nusolar ECO
SRF: NEUT / Nusolar: ECO: DOC-format neutral + Spot Nusolar ECO
SRF: NEUT / Nusolar: NEUT: DOC-format neutral + Spot Nusolar neutral

Data TOP 2: «fully agree» and «tend to agree».

Source: Admeira, «Study on sustainability in TV spot creation and the TV environment 2023», July/August 2023, CH-GE: n=290 (in 3 monads with around 96 respondents each), people: 15-74 years old. Conducting institutes: CreateXY (Zurich), GfK Switzerland AG (Rotkreuz)

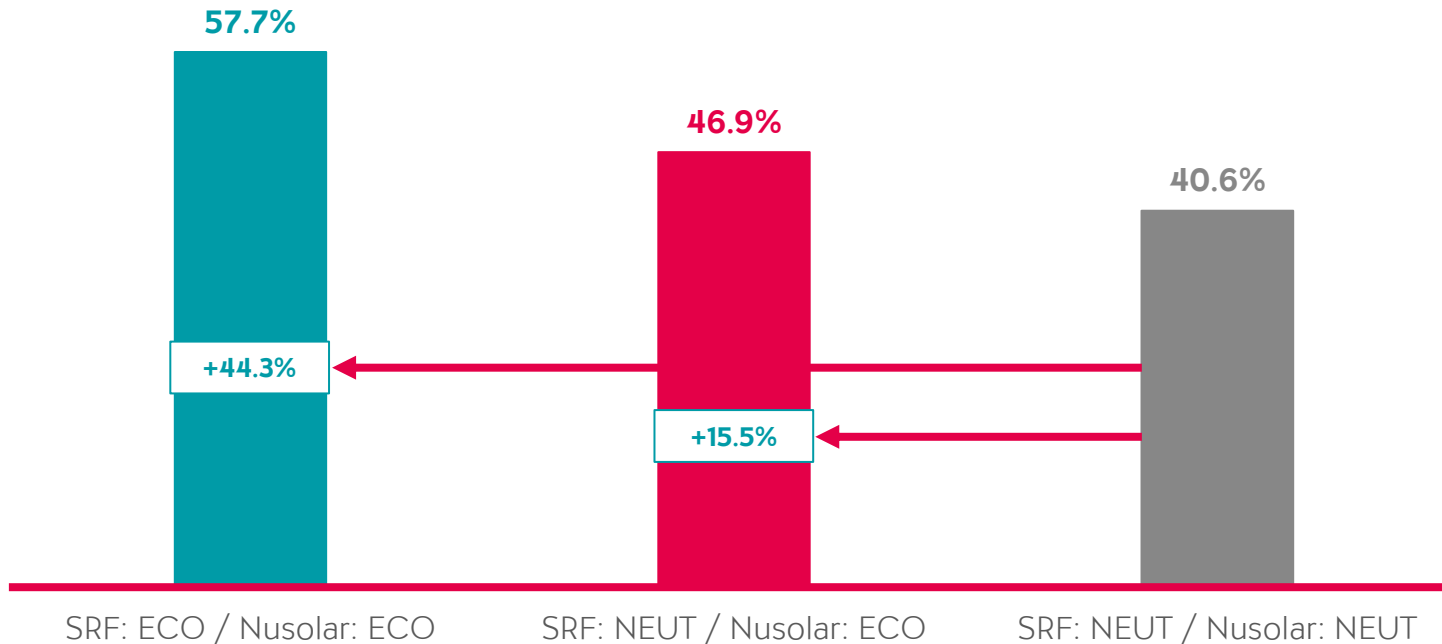
Sales Funnel



The ECO spot stimulates product interest

Statement: «I can very well imagine trying this product.»

Sales-Funnel: Consideration



- The ECO variant has a significant effect on SRF's consideration of the Nusolar product
- In this context, the ECO environment also has a conducive effect on SRF.

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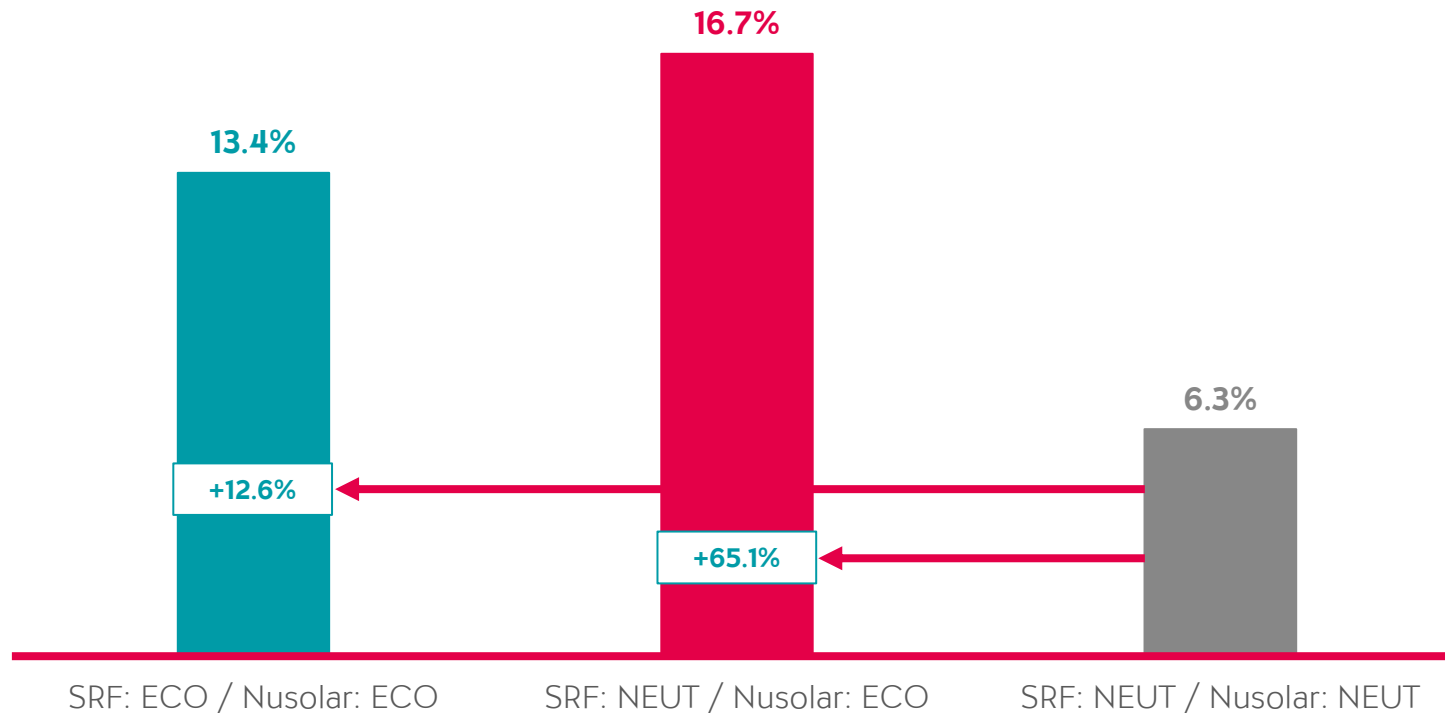
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The ECO spot clearly promotes the preference

Statement: «If needed, Nusolar sunscreen is my first preference.»

Sales-Funnel: Preference



- The sustainable spot version also has a very beneficial effect on brand preference.
- However, a general SRF format is also stronger in terms of preference. This is also an indication that an ECO spot generally works well. And this may be even better in more neutral environments that do not necessarily have sustainability as a theme.

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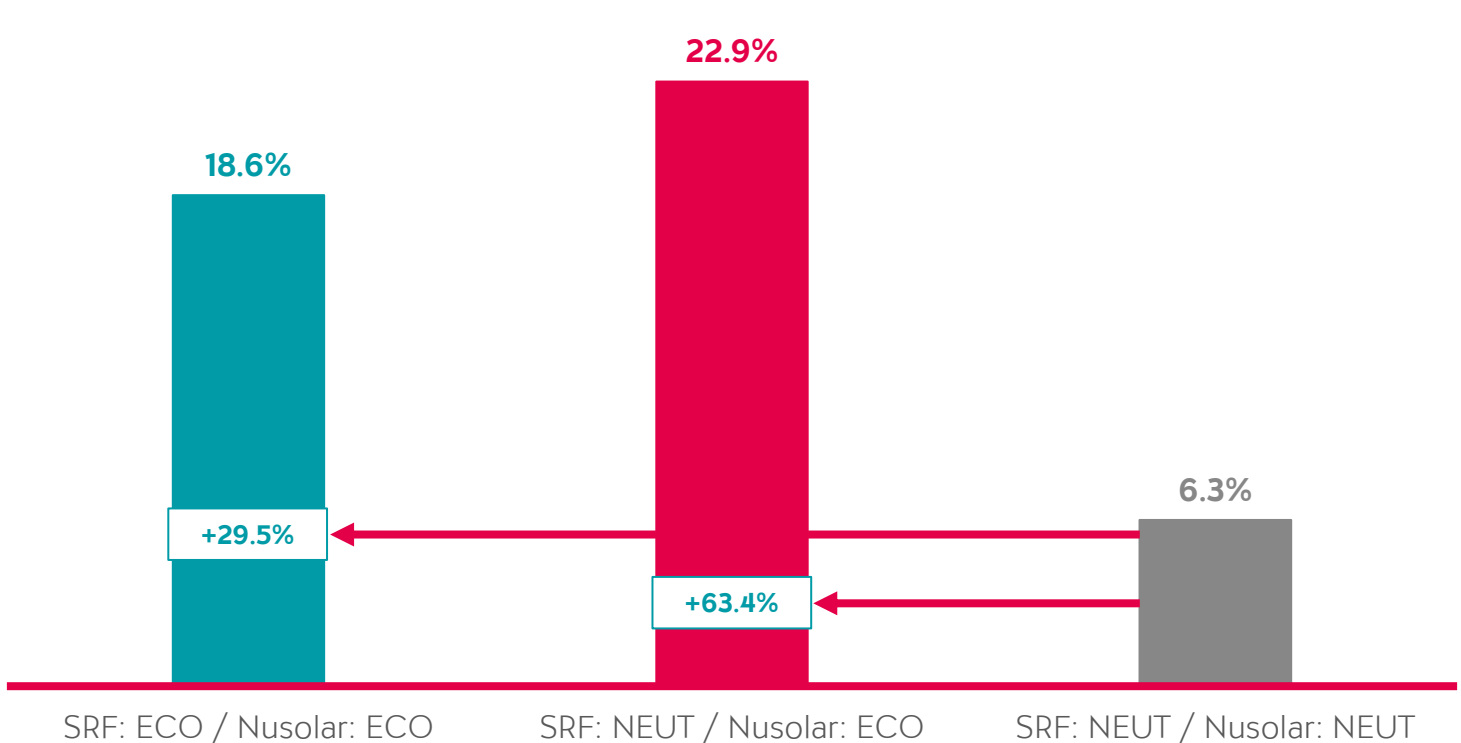
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Nusolar-ECO would be bought significantly more

Statement: «I will buy this product in the future.»

Sales-Funnel: Purchase



- After the ECO variant of Nusolar was already able to positively influence consideration and preference, an ECO variant also encourages a significantly stronger purchase.
- As in the entire sales funnel: ECO labelling has a strong effect. In the environment, we can assume the effect of salience: faster perception of something that stands out from its environment.

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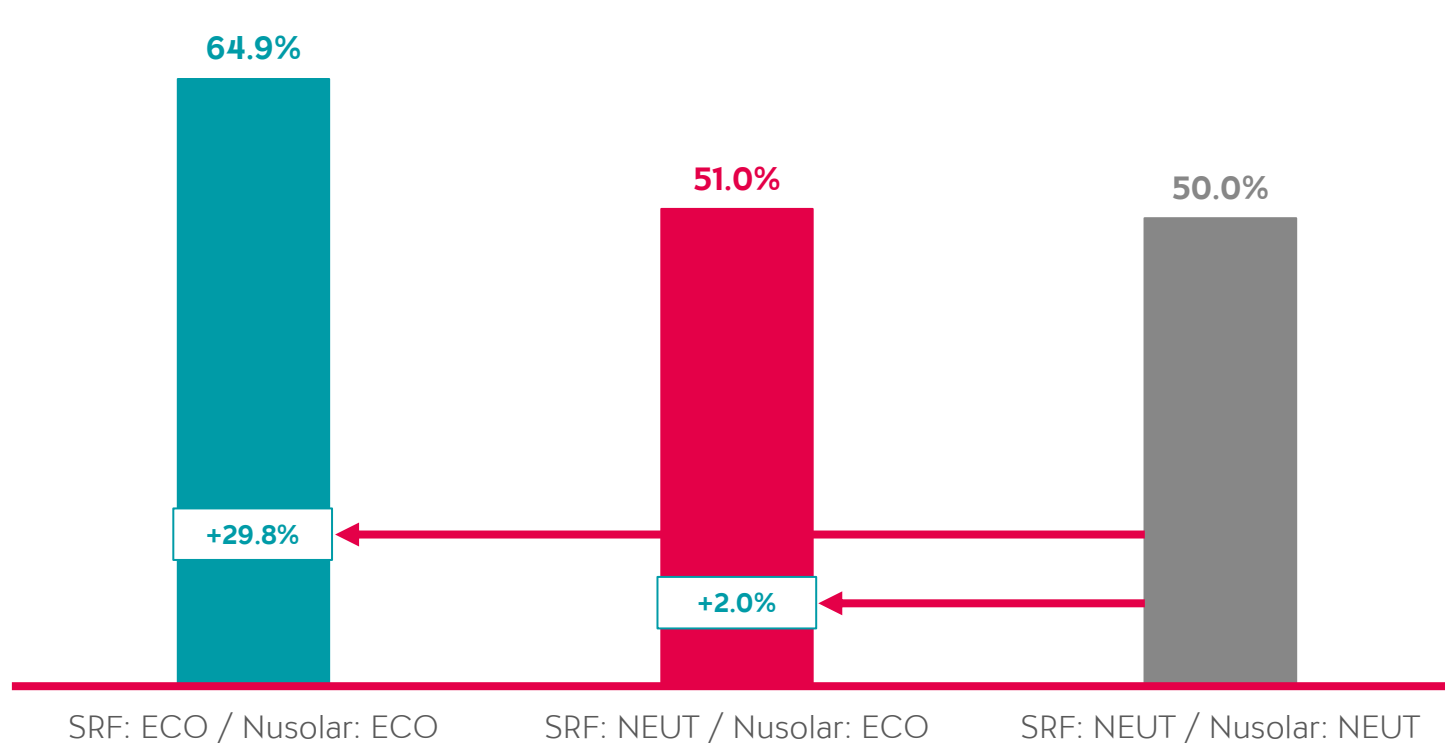
Image



ECO environment promotes sympathy

Statement: «The brand Nusolar...»

is sympathetic.



- The product itself appears to be likeable.
- The likeability value can already be positively influenced due to the humorous spot creation.

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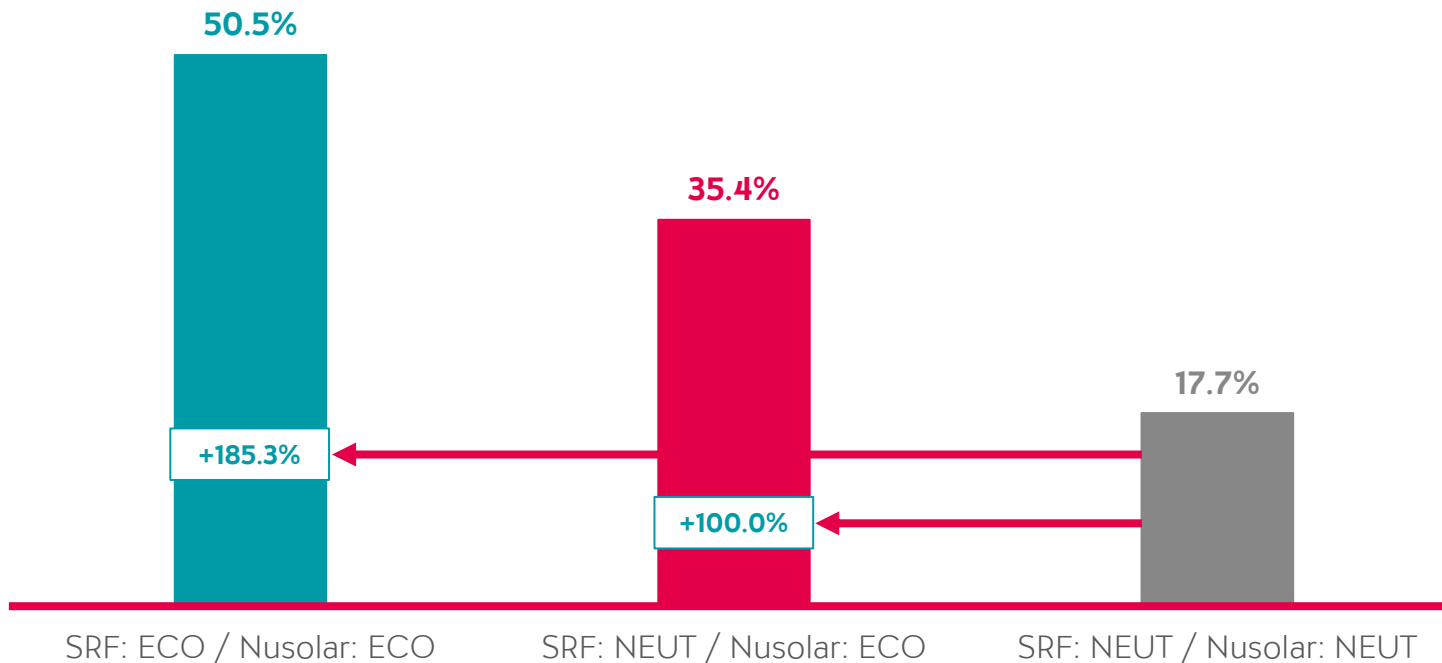
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The more ECO, the more sustainable

Statement: «The brand Nusolar...»

stands for sustainability.



- Nusolar in the ECO version is perceived as twice as sustainable as in the more neutral version.
- The ECO environment on SRF can even increase this again.

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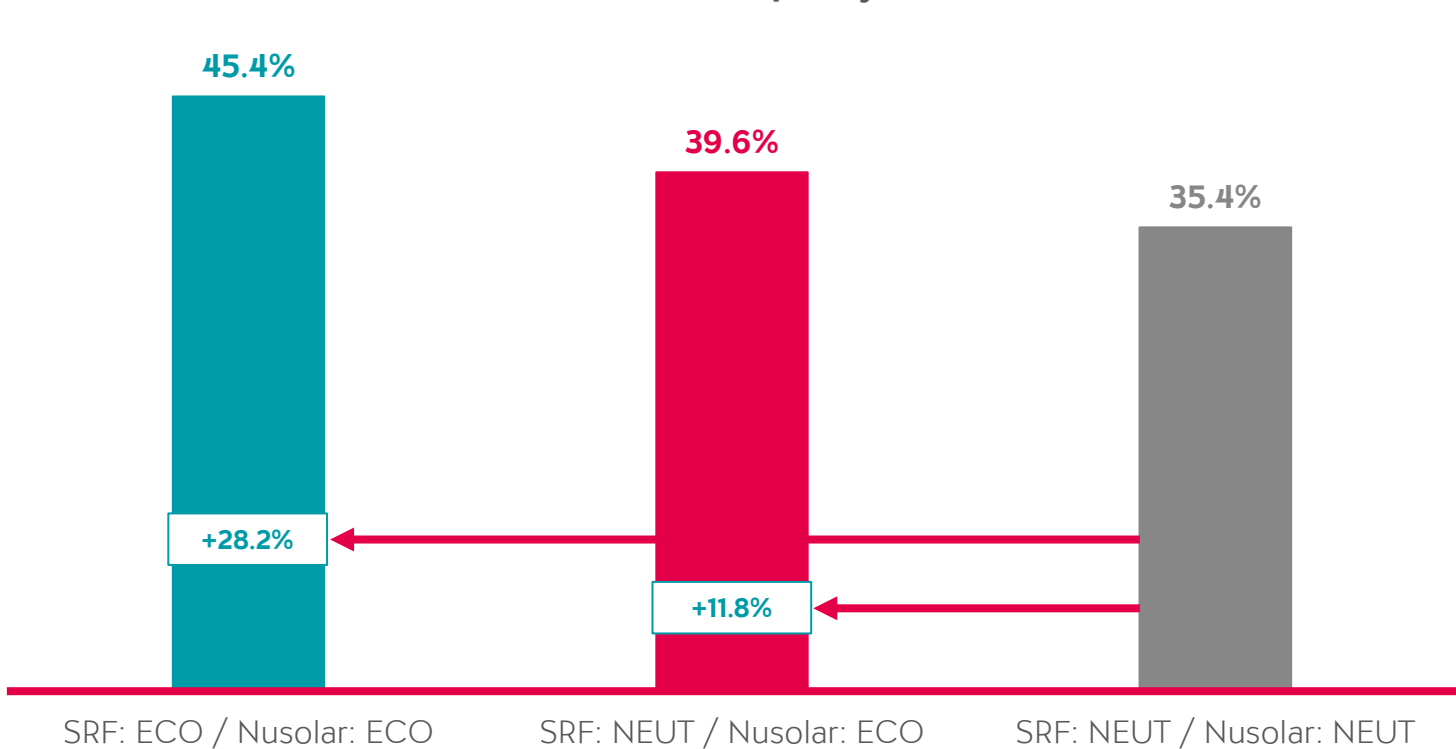
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ECO increases the perception of quality

Statement: «The brand Nusolar...»

stands for quality.



- Nusolar appears as a high-quality product.
- A more ecological spot variant and also a corresponding environment reinforce the quality aspect.

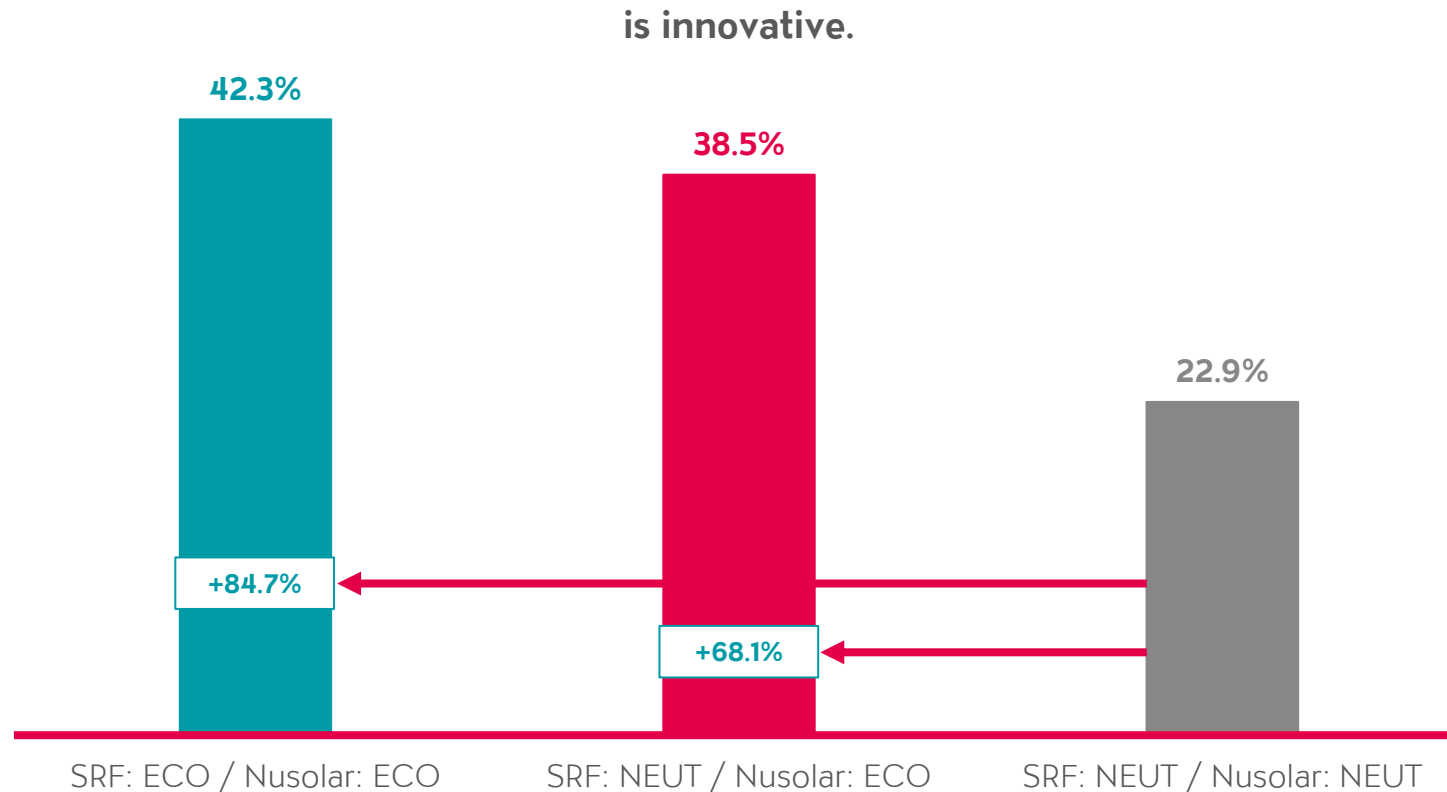
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With ECO, Nusolar is more innovative

Statement: «The brand Nusolar...»



- Nusolar seems all the more innovative with ECO labelling and ECO environment.
- The innovation aspect can also be positively influenced in general, as the TV spot for Nusolar is made quite humorous, contrary to existing spots in this category.

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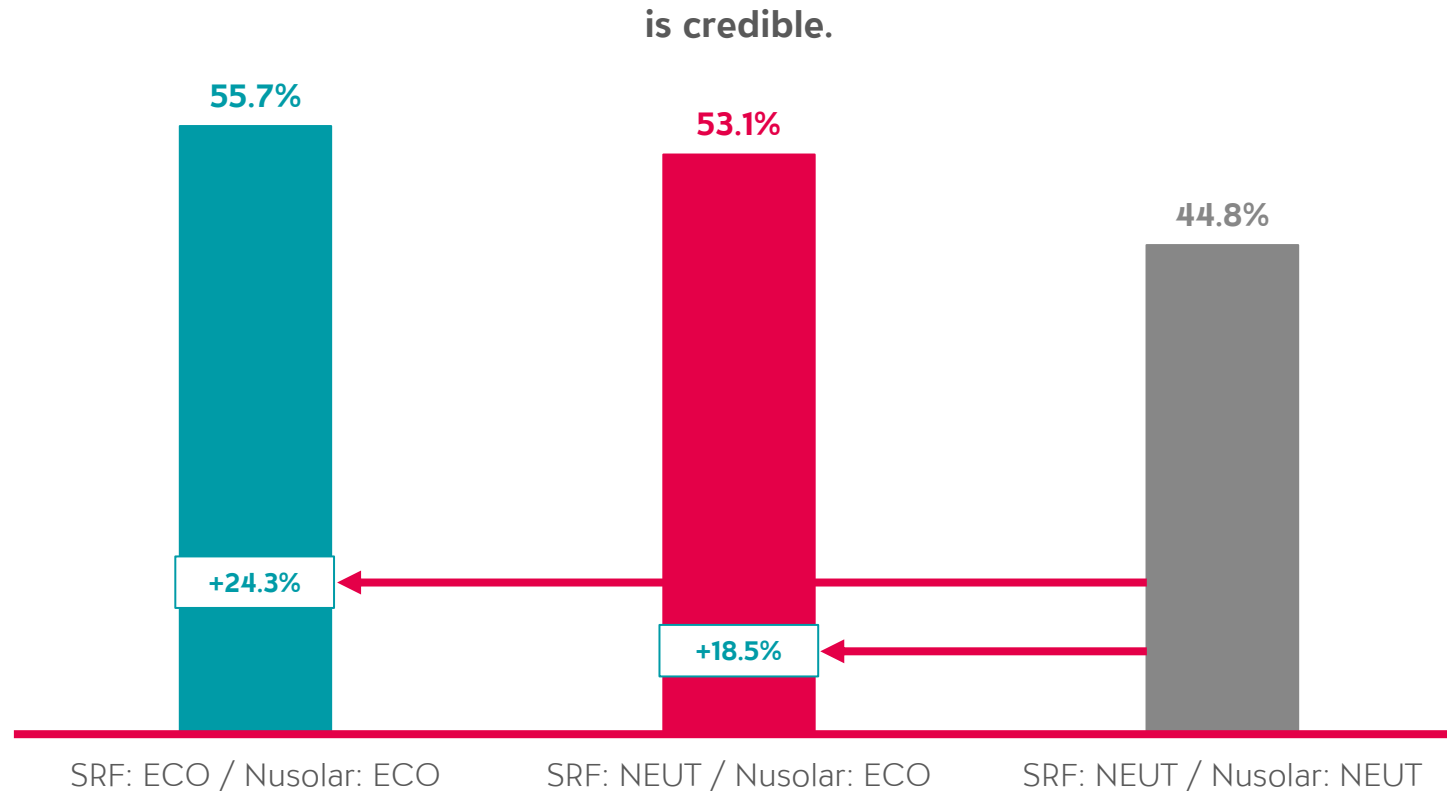
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Sustainability for credibility

Statement: «The brand Nusolar...»



- Nusolar clearly appears more credible with ECO labelling.
- The choice of environment shows only a slight uplift here. This can be explained, as SRF and RTS are generally rated as very credible media.

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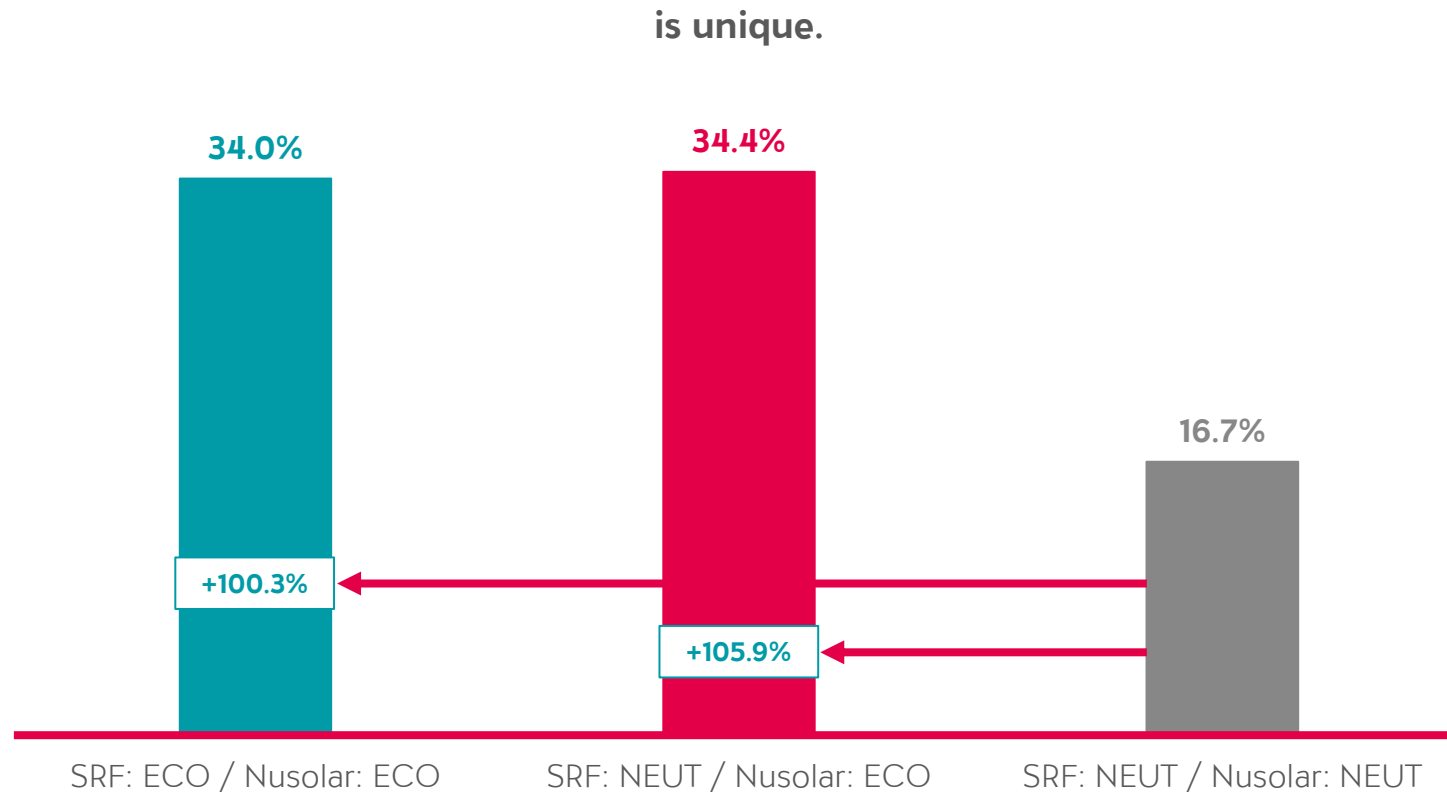
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Sustainability and Swissness for uniqueness

Statement: «The brand Nusolar...»



- Nusolar clearly looks more credible with ECO labelling.
- The environment is not important in this case.
- It is certainly important to note the product statement that Nusolar is produced in Switzerland.
- It is also mentioned that vegetable oils were used. This is certainly unique for a sun cream in the evaluation of the test persons.
- Our study "The Relevance of Spot Creation 2022" already showed that Swissness promotes uniqueness. Thus, rather Swiss-appealing images were used in the ECO version.
- The GE version was also produced in Swiss German.

Reading of the legend:

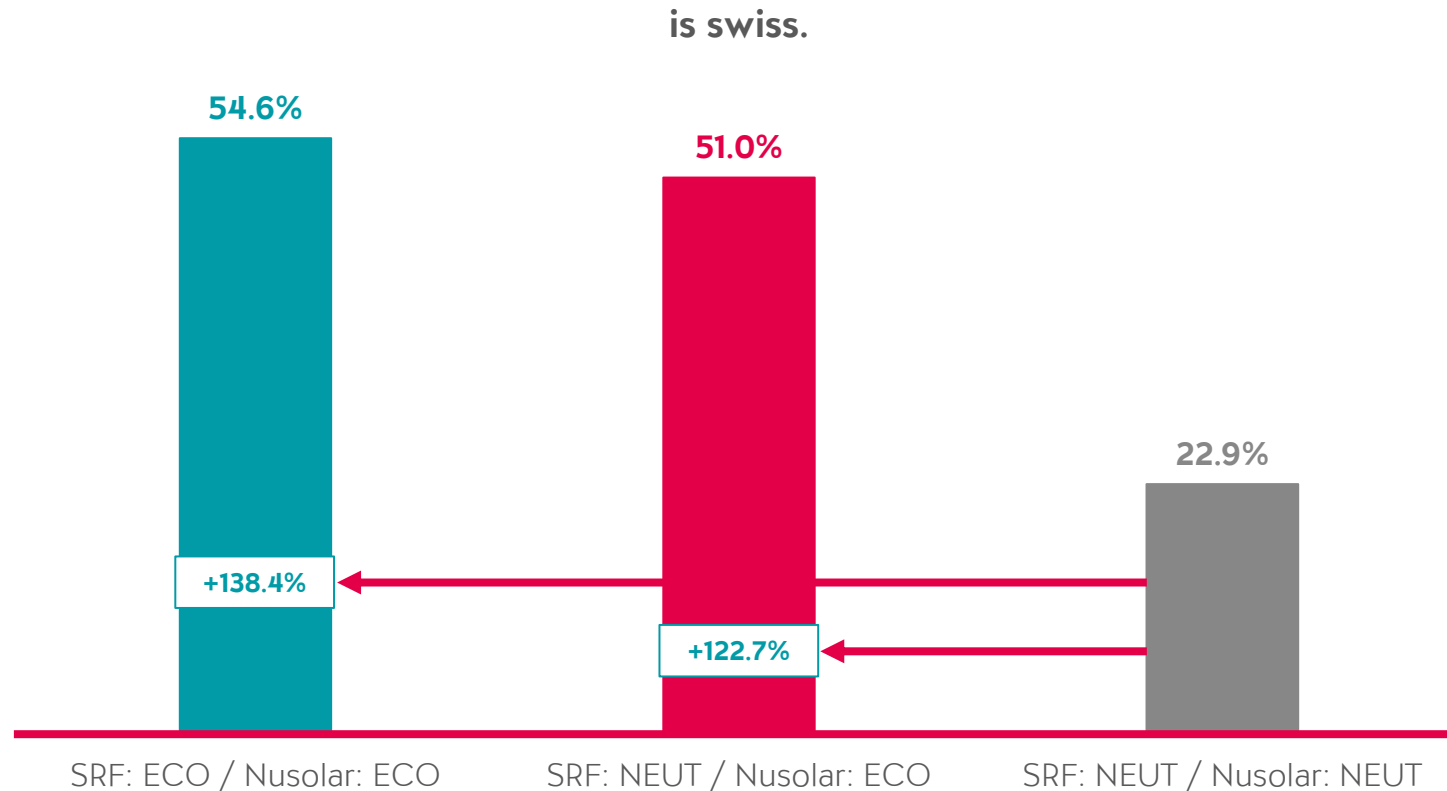
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Sustainability and Swissness for Swissness

Statement: «The brand Nusolar...»



- With ECO labelling, Nusolar clearly appears far more Swiss. It is certainly important to note the product statement that Nusolar is produced in Switzerland.
- It is also mentioned that vegetable oils were used. This is certainly unique for a sun cream in the evaluation of the test persons.
- Our study "The Relevance of Spot Creation 2022" already showed that Swissness promotes uniqueness. Thus, rather Swiss-appealing images were used in the ECO version.
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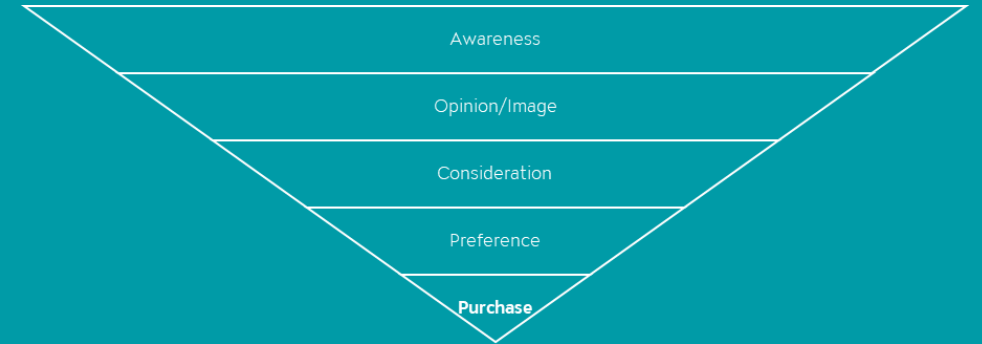
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Conclusion

Statements and visual references to **sustainability** in TV commercials **promote recall**, the process in the **sales funnel clearly** and the **image values strikingly**.



The ECO environment is overall conducive.

However, this only plays a subordinate role **in the sales funnel**.

In this process, **the product and the labelling seem to be more important**.

ECO labelling and ECO environment have a particularly **beneficial effect on the image KPI**.

Our study "The Relevance of Spot Creation 2022" already showed that **Swissness promotes uniqueness**. Thus, rather Swiss-appealing images were used in the ECO version.

Thank you.

Samuel Fahrni

Research Specialist

E-Mail: samuel.fahrni@admeira.ch

Phone: 058 909 97 23

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