



The influence of the media and the screen on the mental state

Admeira

Mental Constitution-Studie

E₃ – The formula for advertising success

Why the condition matters more than just the contact

Ease:

The door opener



On TV, content and advertising are watched in a relaxed «**Lean-Back**»-Mode – which is why the **brain** is not in defence mode (reactance), but **open to emotional messages**.

The **message is accepted** rather than blocked.

Escape:

The transport capacity



TV is the medium of «storytelling». When we **immerse** ourselves in a story, we identify with the characters. In this **state of immersion**, the line between content and advertising message becomes blurred – the brand becomes part of the world we experience.

The **brand** becomes **part of an experience**.

Emotion:

The Anchor




Emotions are the brain's currency. Whilst facts are quickly forgotten, **feelings stick**. Relaxation and immersion create the conditions for emotions to «burn» the brand deep into the implicit memory.

The **brand** leaves a **lasting impression**.

Source:
Screenforce «Track the Success»
Narrative Transportation Theory (nach Green & Brock)
The Long and the Short of It (Binet & Field) :

The mental state influences the effectiveness of advertising



Factor	What it means	Influence on advertising impact
Emotions	Laughter, joy, a great atmosphere	Increases openness, engagement and brand acceptance
Relaxation	Switch off, reduce mental load ↓	Reduces resistance, increases receptiveness
Lean-Back Effect	TV-specific «emotional dive» (immersion) + screen size	Enhanced emotion + relaxation → greater impact on big screens
Resistance	Cognitive scepticism / resistance to advertising	Subtracted – the lower the value, the higher the «Emotional Readiness»
Immersion		

Our AdPanel study examines:

TV doesn't just build reach..

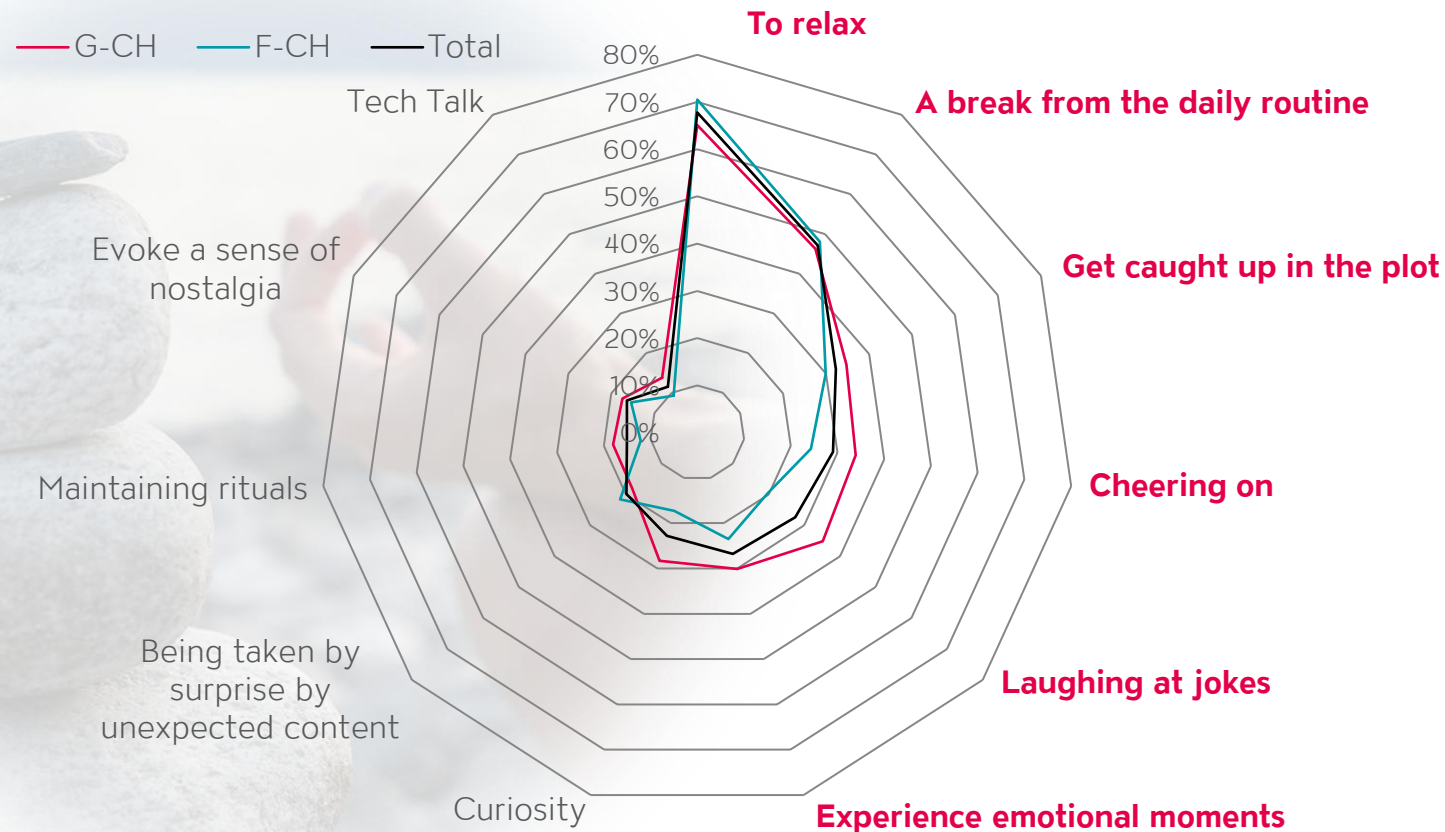
**TV creates the perfect moment
in people's minds.**

**The size of the screen can
amplify the impact.**



TV: Quality Time and «mood management»

TV creates a unique viewing experience.



From a psycho-mental perspective, we can narrow down the TOP 6 to three fundamental needs:

Mental relief / relaxation

- «To relax»
- «A break from the daily routine»

Mental immersion / escapism

- «Get caught up in the plot»
- «Cheering on»

Experience emotions

- «Laughing at jokes»
- «Experience emotional moments»

TV: a mental break: switch off, immerse yourself and experience the emotions. This supports our «mood management».

Source: Admeira AdPanel, German-speaking Switzerland: Week 6/2026, n=762 | French-speaking Switzerland: Weeks 6 & 7/2026, n=515

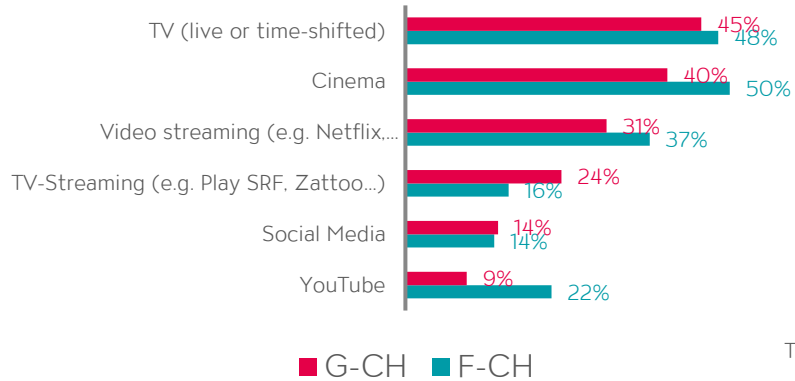
Figure: TV viewing experiences: cumulative total of people watching TV alone or in pairs

Question: What experiences do you usually have when watching TV alone? OR

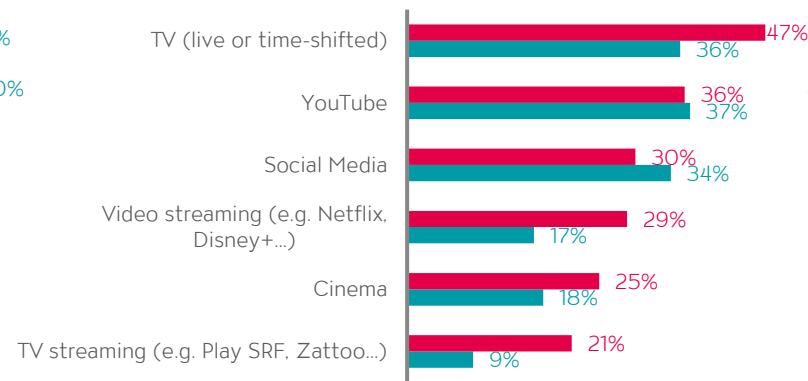
What experiences do you usually have when watching TV together with friends, family or your partner?

TV is the winner in the TOP 6 experiences

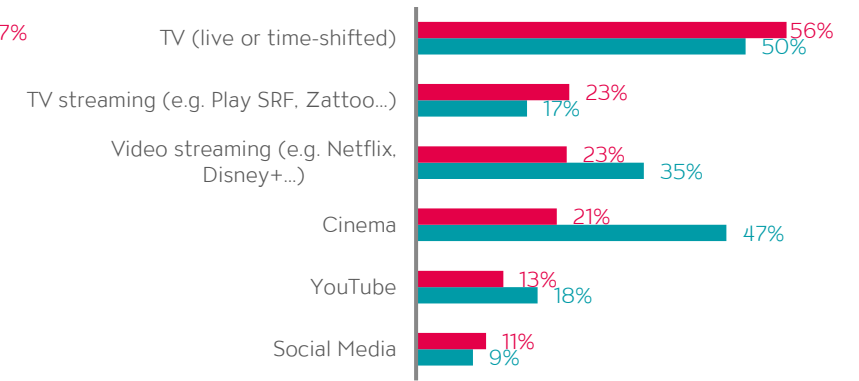
Pos. 6: Experience emotional moments



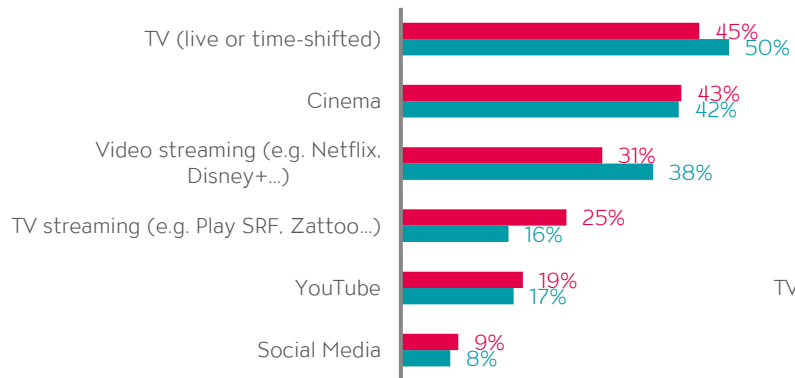
Pos. 5: Laughing at jokes



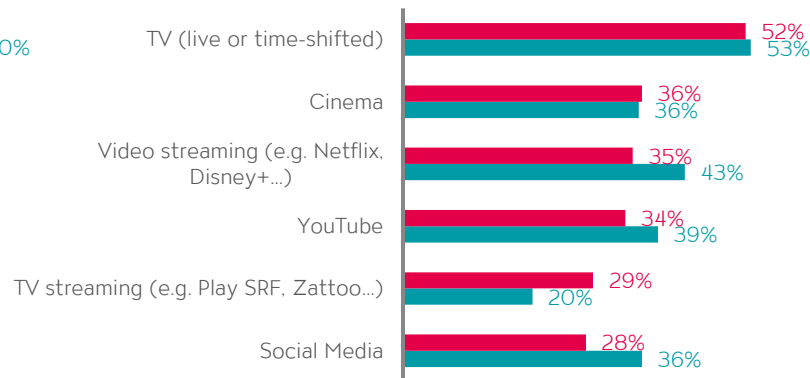
Pos. 4: Cheering on



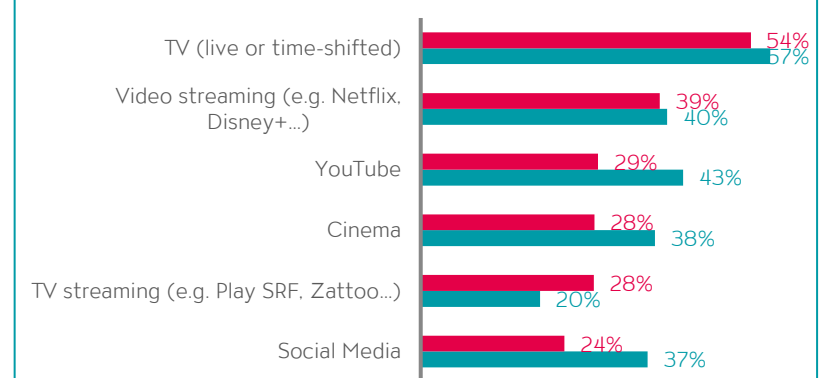
Pos. 3: Get caught up in the plot



Pos. 2: A break from the daily routine



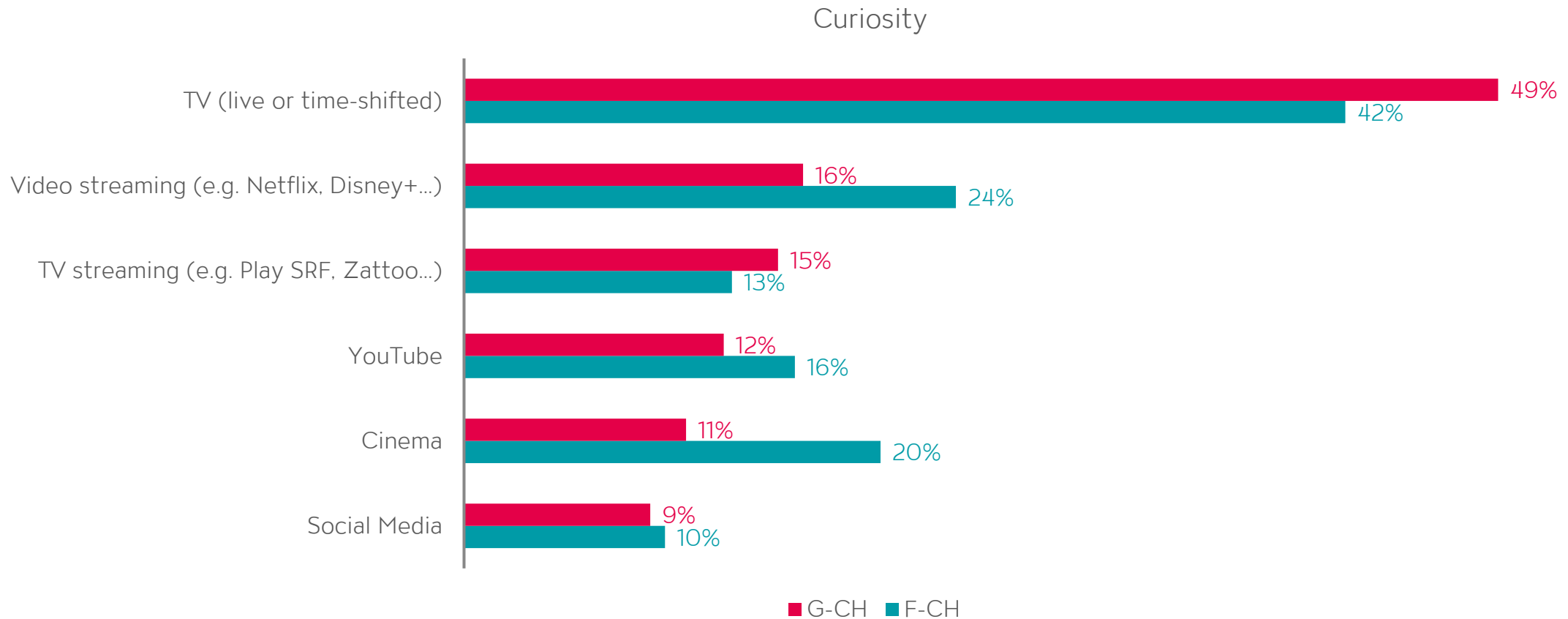
Pos. 1: To relax



G-CH F-CH

Source: Admeira AdPanel, German-speaking Switzerland: Week 6/2026, n=762 | French-speaking Switzerland: Weeks 6 & 7/2026, n=515
 Figure: TV experiences: cumulative total of people watching TV alone or in pairs
 Question: Which media offer you the following

Positively speaking: TV sparks curiosity...

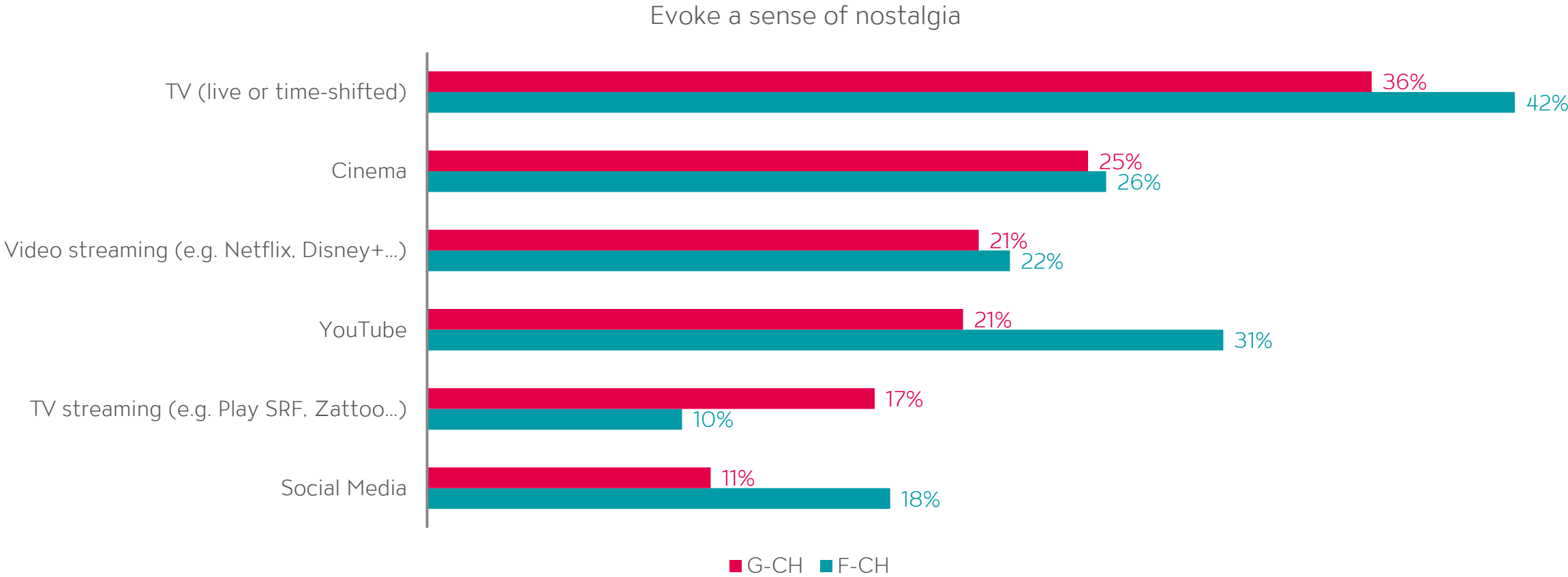


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Figure: TV experiences: cumulative total of people watching TV alone or in pairs

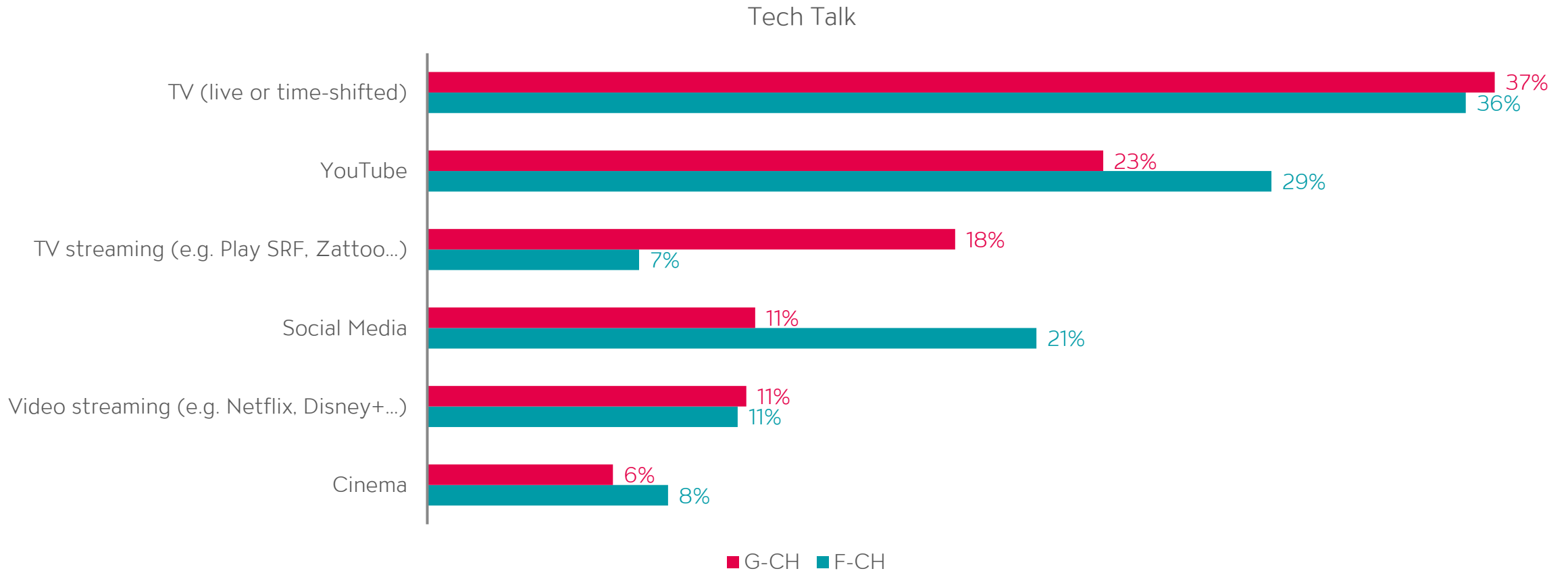
Question: Which media offer you the following experiences? The aspects surveyed are shown here individually

Experience nostalgia – even in the «here and now»



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Figure: TV experiences: cumulative total of people watching TV alone or in pairs
Question: Which media offer you the following experiences? The aspects surveyed are shown here individually

TV encourages people to join the conversation and discuss

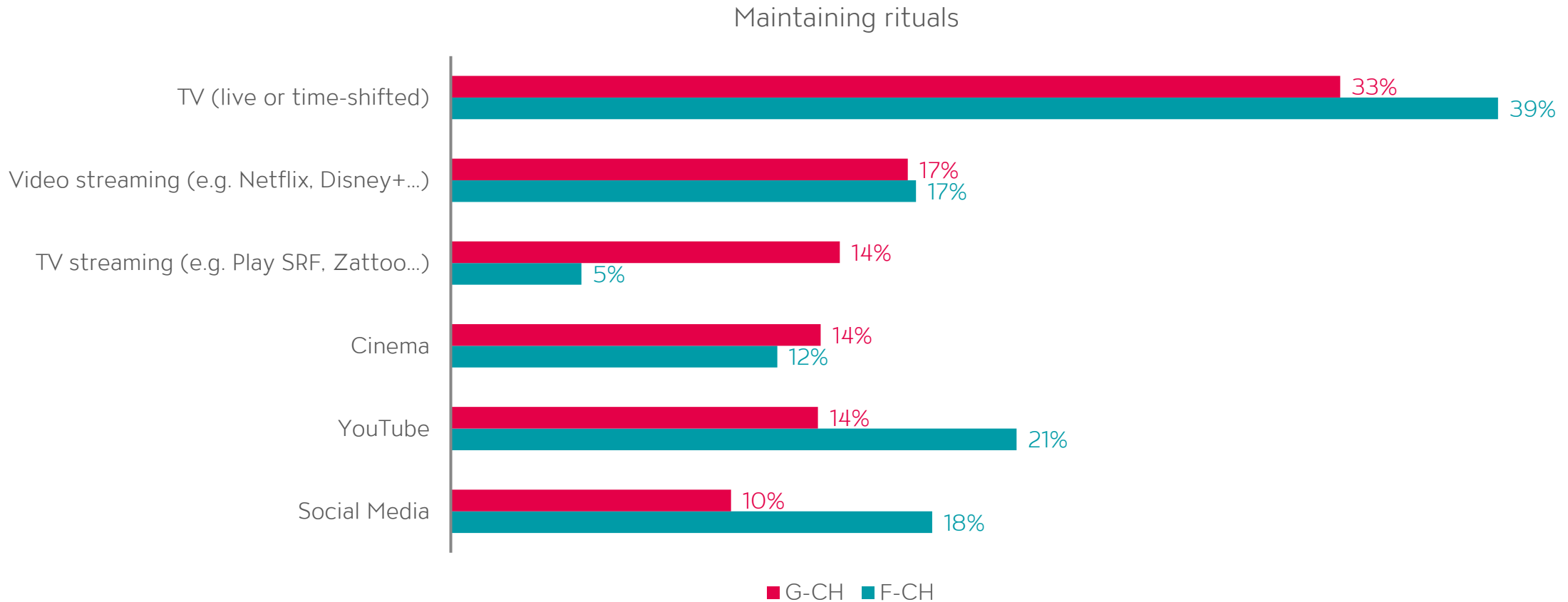


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Figure: TV experiences: cumulative total of people watching TV alone or in pairs

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TV evokes the comforting feeling of rituals



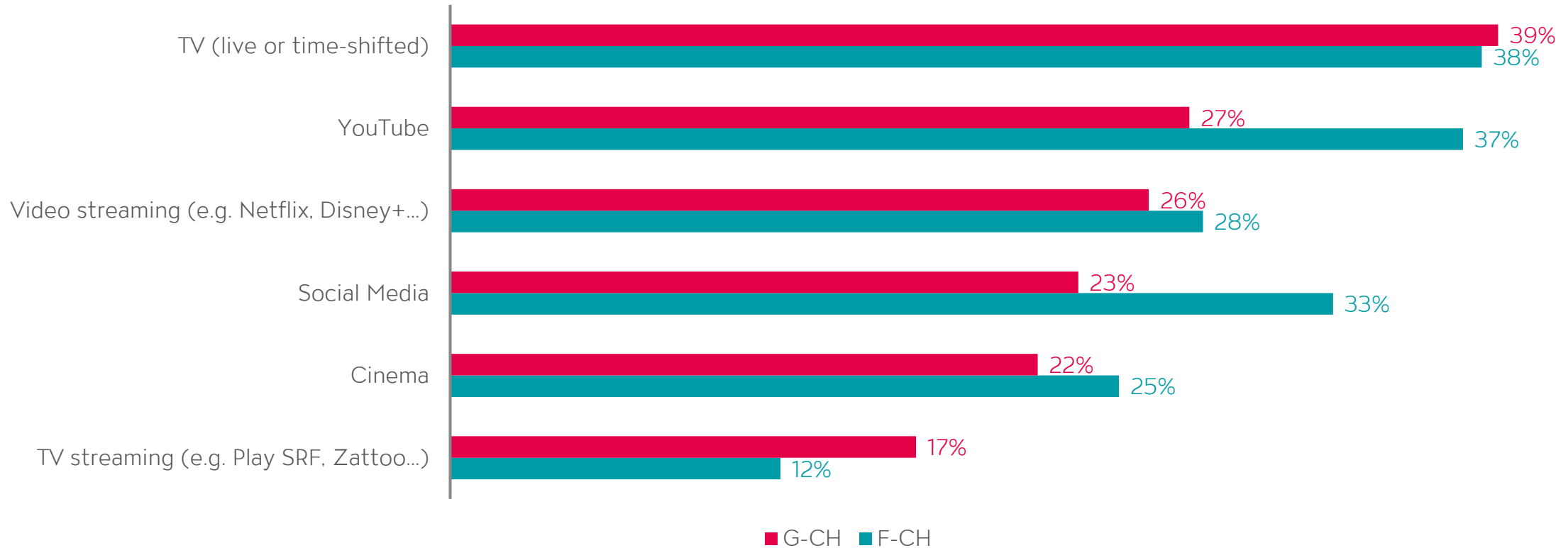
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Figure: TV experiences: cumulative total of people watching TV alone or in pairs

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TV surprises the audience

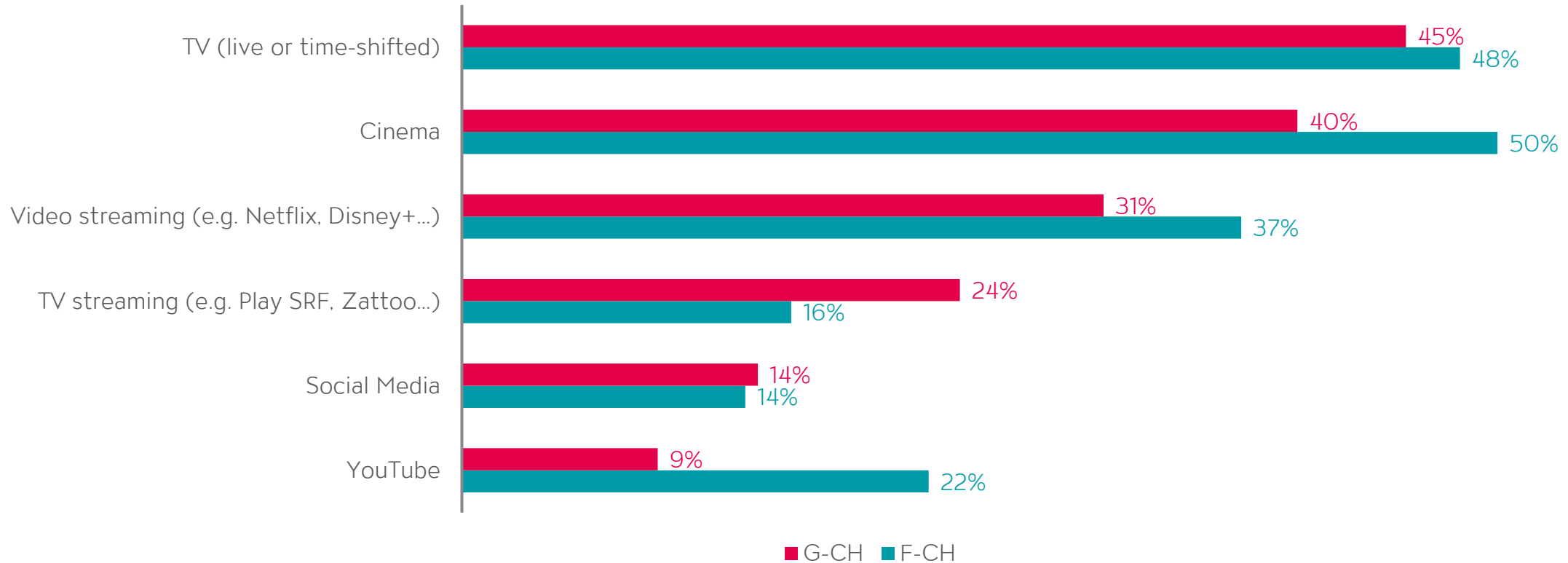
Being taken by surprise by unexpected content



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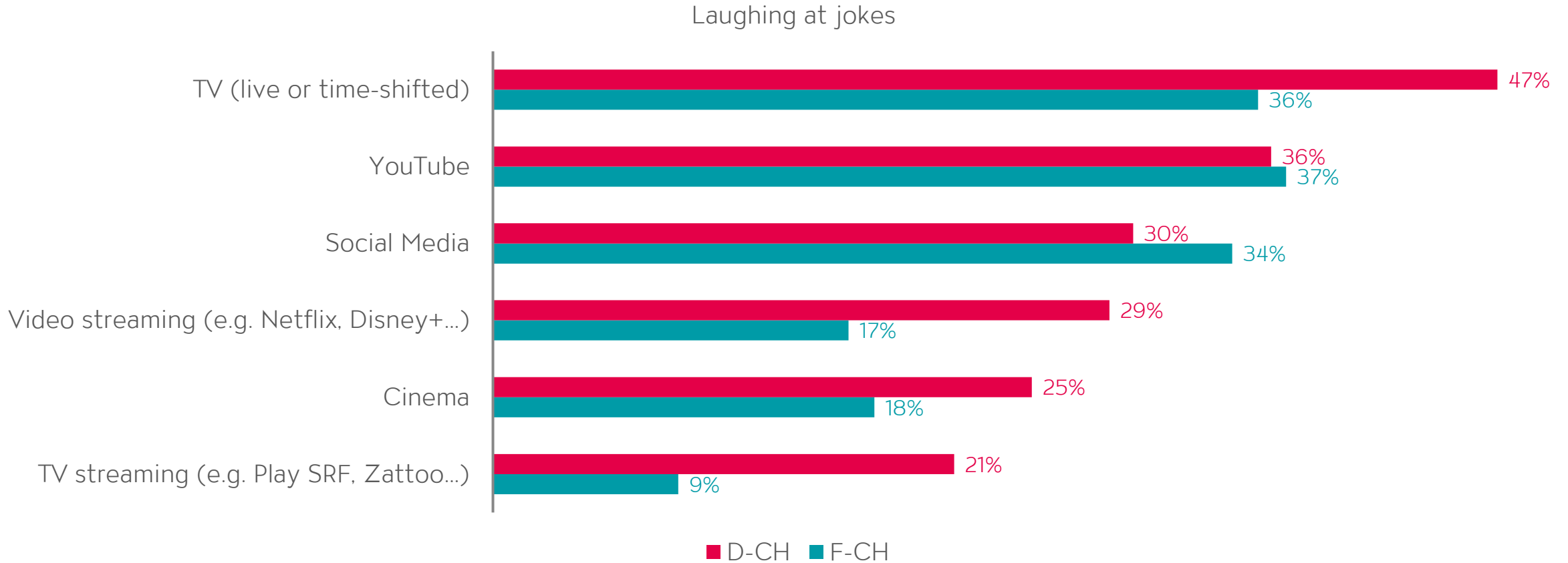
TV evokes strong emotions

Experience emotional moments



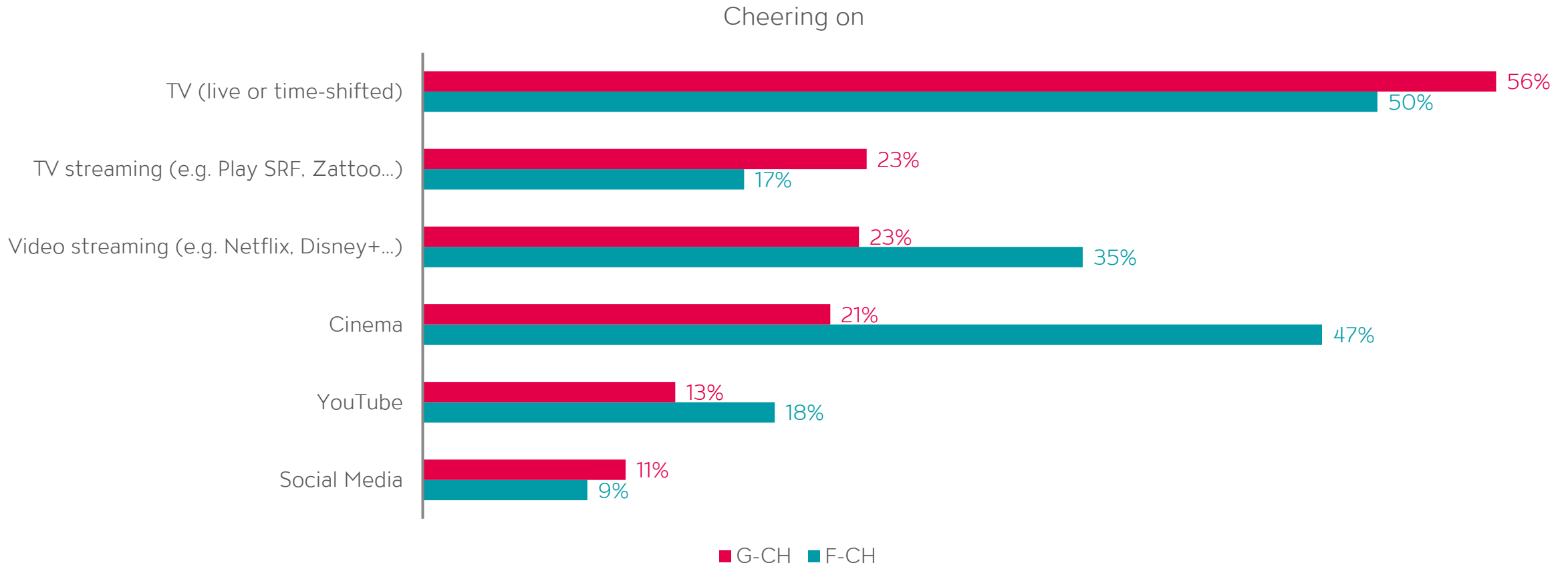
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Figure: TV experiences: cumulative total of people watching TV alone or in pairs
Question: Which media offer you the following experiences? The aspects surveyed are shown here individually

TV makes people laugh



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Figure: TV experiences: cumulative total of people watching TV alone or in pairs
Question: Which media offer you the following experiences? The aspects surveyed are shown here individually

TV keeps us positivley on pins and needles

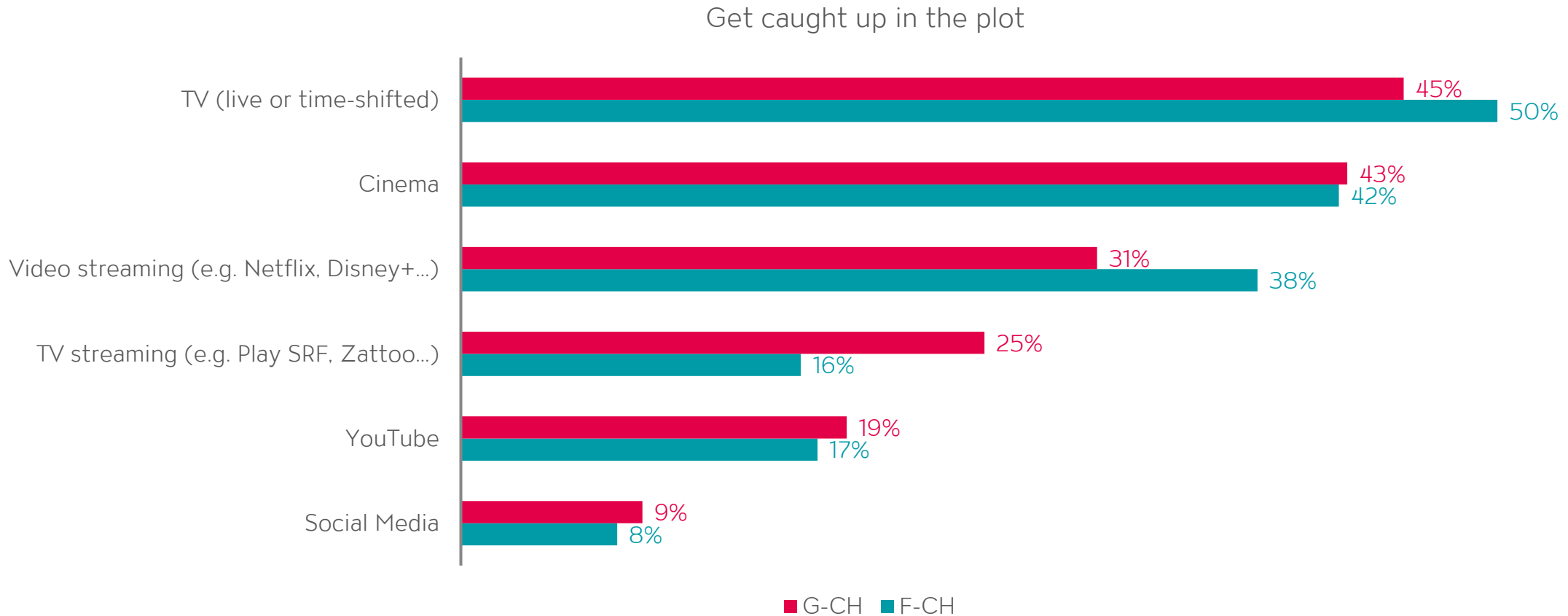


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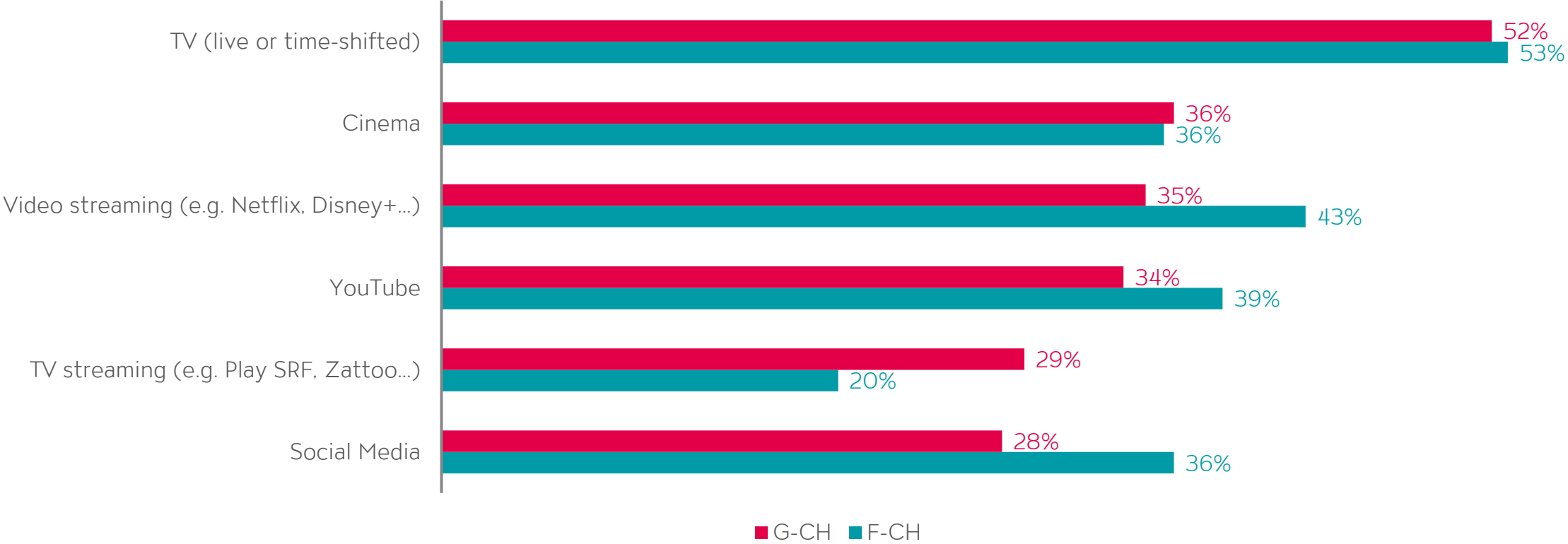
TV: Dive in to escape



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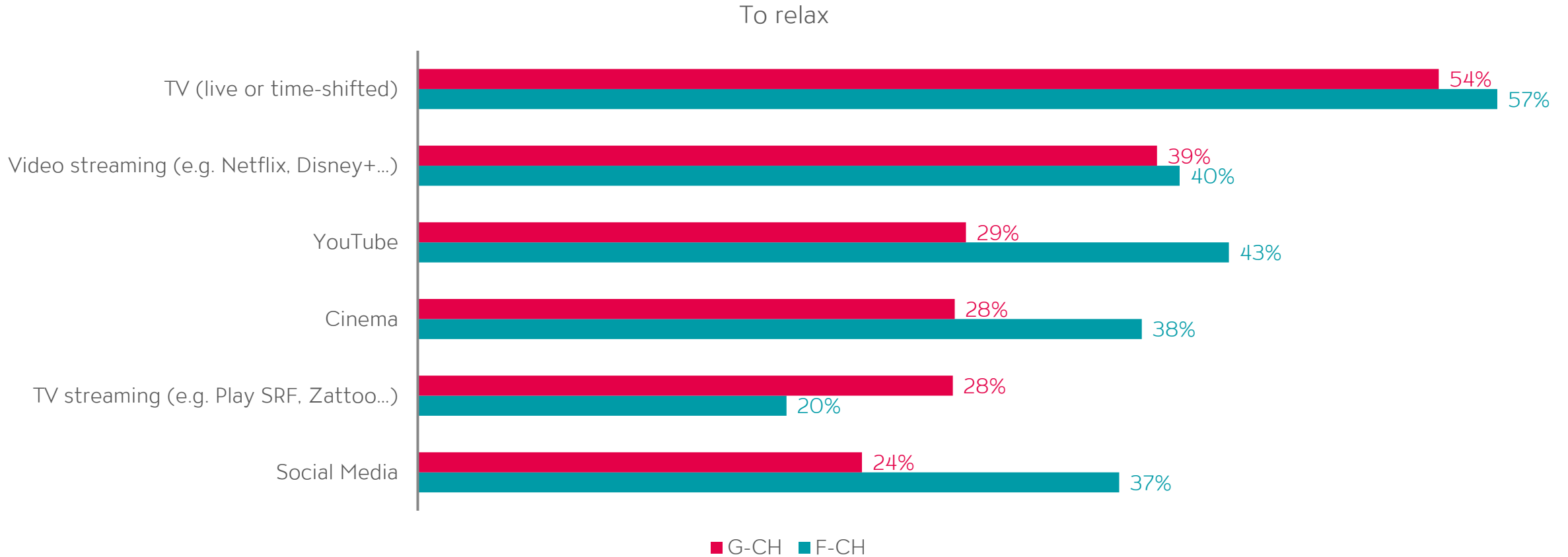
Escape from the daily grind with TV

A break from the daily routine



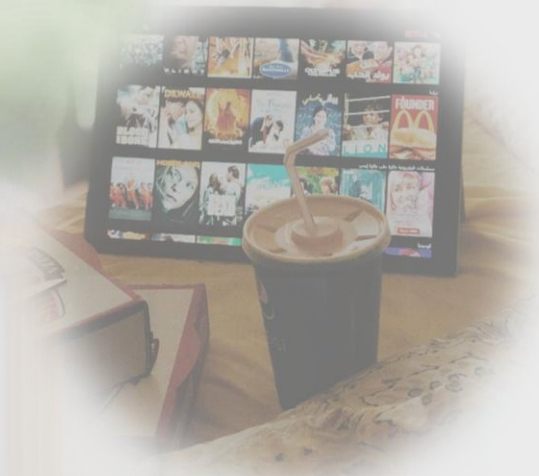
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Figure: TV experiences: cumulative total of people watching TV alone or in pairs
Question: Which media offer you the following experiences? The aspects surveyed are shown here individually

TV helps us relax



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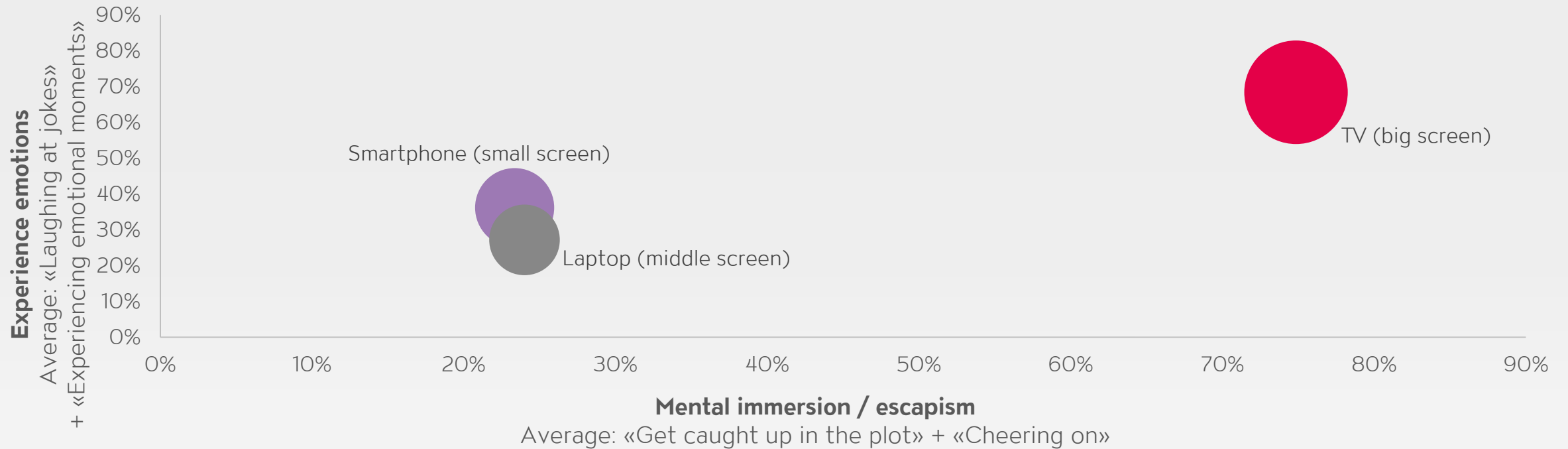
**The bigger the screen,
the...**



Big screen = greater peace of mind

G-CH

Bubble size: Mental relief / Relaxation
Average «To relax» + «A break from the daily routine»

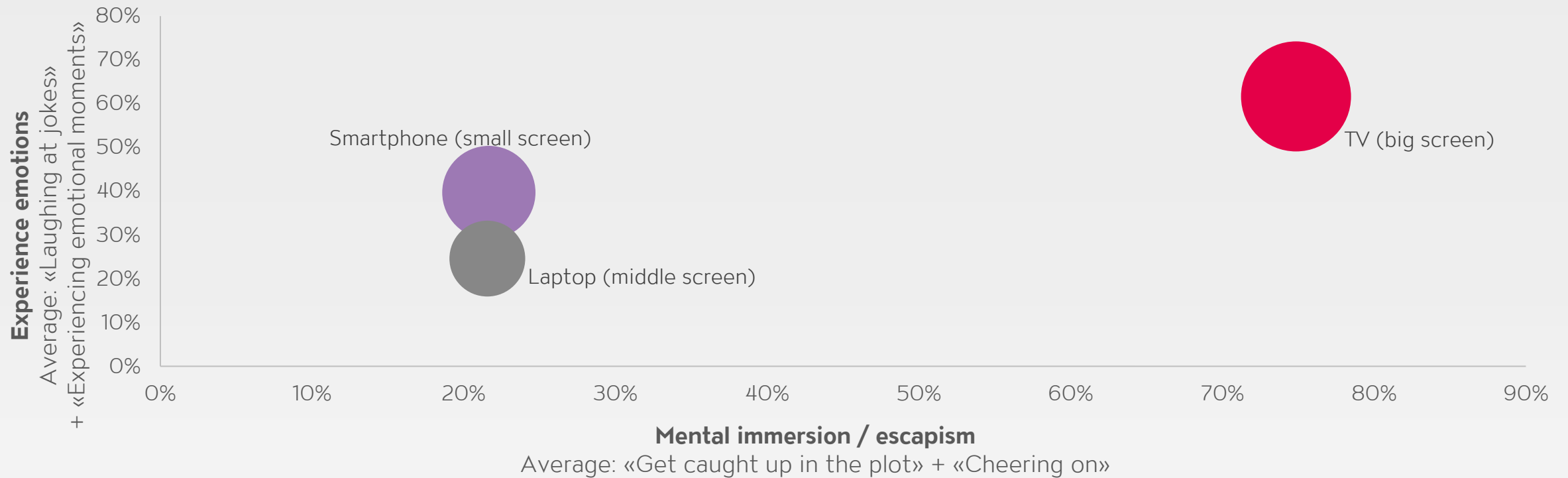


Source: Admeira AdPanel, German-speaking Switzerland, Week 6/2026, n=762
Question: Which devices offer you the following experiences?

Big screen = greater peace of mind

F-CH

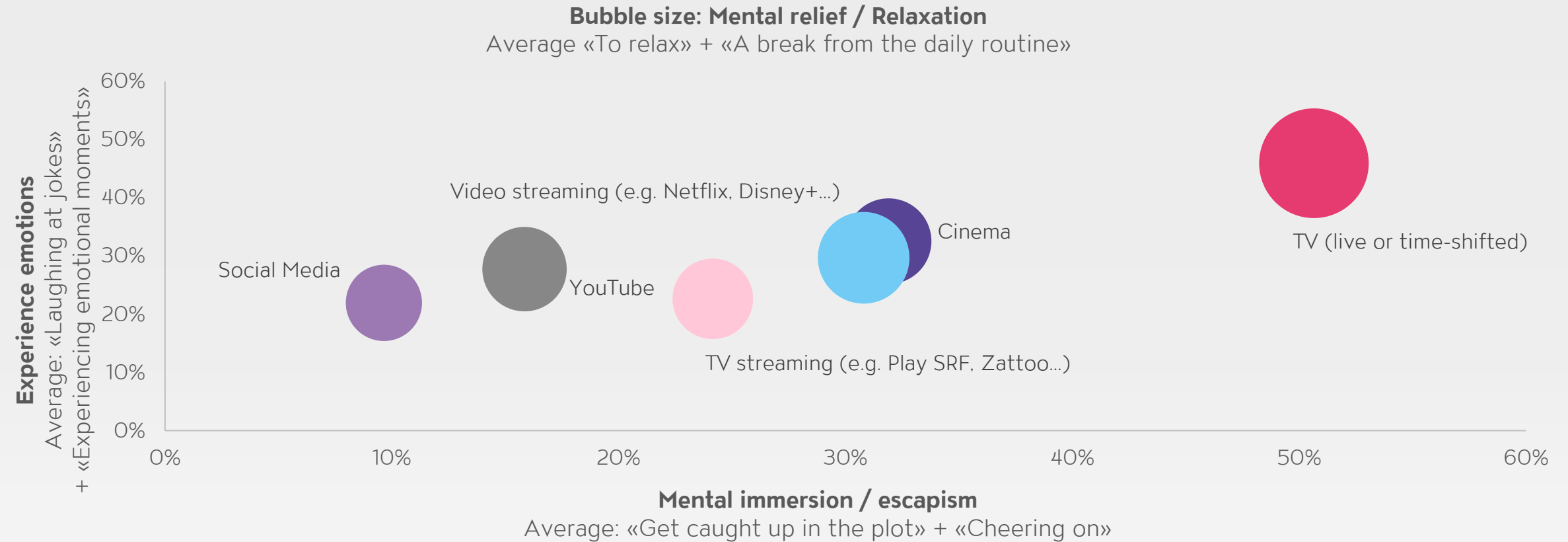
Bubble size: Mental relief / Relaxation
Average «To relax» + «A break from the daily routine»



Source: Admeira AdPanel, F-CH, Weeks 6 & 7/2026, n=515
Question: Which devices offer you the following experiences?

TV offers the greatest mental relief

G-CH

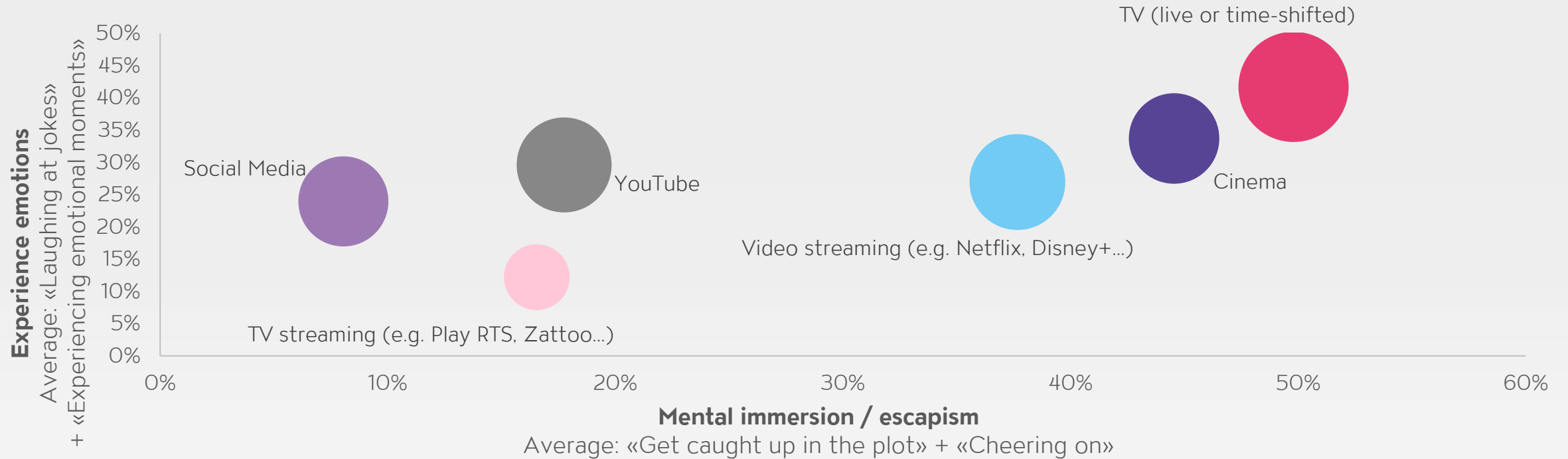


Source: Admeira AdPanel, German-speaking Switzerland, Week 6/2026, n=762
Question: Which media offer you the following experiences?

TV offers the greatest mental relief

F-CH

Bubble size: Mental relief / Relaxation
Average «To relax» + «A break from the daily routine»



Source: Admeira AdPanel, F-CH, Weeks 6 & 7/2026, n=515
Question: Which media offer you the following experiences?

For TV and the “big screen”, this formula applies

Switch on the TV – switch off mentally – be more receptive to advertising

E³

Ease
Escape
Emotions
=

**TV makes an impact before the
advertising even starts.**

Whether we watch alone or with company

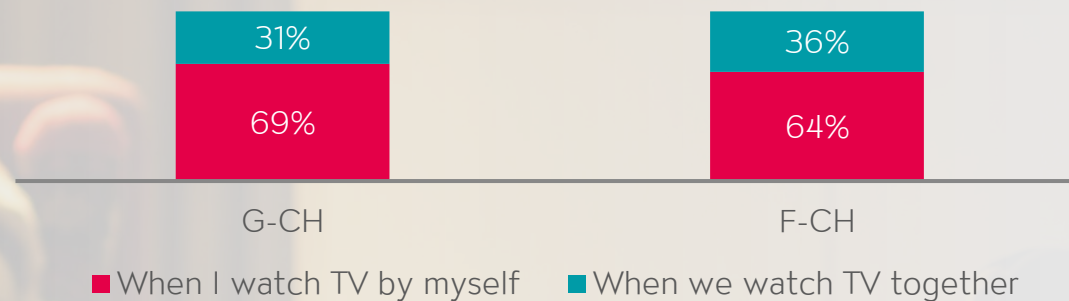


Can we influence «second screen» usage?

Yes, by engaging with people whilst they're watching TV together.

«I reach for my mobile phone or tablet when the programme or advertisement is on.»

TOP 2: Tends to apply,...



We would be happy to send you a list of the most popular programmes with a high household rating.

Source: Admeira AdPanel, German-speaking Switzerland: Week 6/2026, n=762 | French-speaking Switzerland: Weeks 6 & 7/2026, n=515
Daily TOP 2: Daily/almost daily OR several times a day

You've got a spot that's particularly funny – and you want the audience to talk about it?

Even then, it's best to choose environments that are viewed together.

«I really feel the need to discuss what I've seen.»

TOP 2: Tends to apply,...



Source: Admeira AdPanel, German-speaking Switzerland: Week 6/2026, n=762 | French-speaking Switzerland: Weeks 6 & 7/2026, n=515
Daily TOP 2: Daily/almost daily OR several times a day

Do you have a spot you'd like to use to entertain people?

Even then, it's best to choose locations that are visible to everyone.

«The commercial... is entertaining»
TOP 2: Tends to apply...



Source: Admeira AdPanel, German-speaking Switzerland: Week 6/2026, n=762 | French-speaking Switzerland: Weeks 6 & 7/2026, n=515
Daily TOP 2: Daily/almost daily OR several times a day

Do you have a spot you'd like to use to encourage people to recommend your business?

In that case, environments that are viewed alone can be considered.

«Advertising makes me recommend brands to others»
TOP 2: Tends to apply...

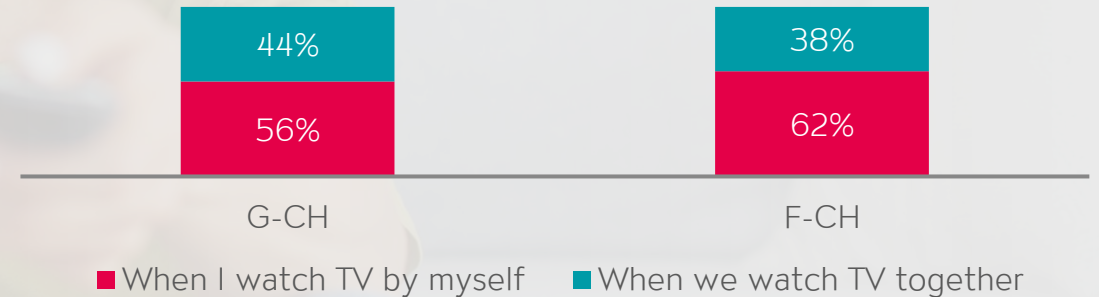


Do you have a spot designed to encourage people to look for further information?

In that case, environments that are viewed alone can be considered..

«Advertising makes me look for information about the product.»

TOP 2: Tends to apply...



Summary

Whether people watch TV on their own or with others: TV advertising works.

The usage situation can influence perception and engagement.



Thank you very much.

For more information, please contact us.

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