

Thinkbox

Creative Drivers of Effectiveness

A neuroscience study on the influence
of creativity on the impact of TV advertising, 2023

Overview of the study results

Neurological study provides principles for designing successful TV advertising.

Storytelling, people and music are important factors for success.

30 seconds is the ideal length for effective TV-Spots.

Creation increases impact and efficiency

The **creation** of advertising material is **one of the most important factors influencing the effectiveness of an advertisement.**

The Screenforce study «Mapping the Impact» showed that the impact of commercials can be significantly optimised if the creative process takes into account the respective context of TV usage.

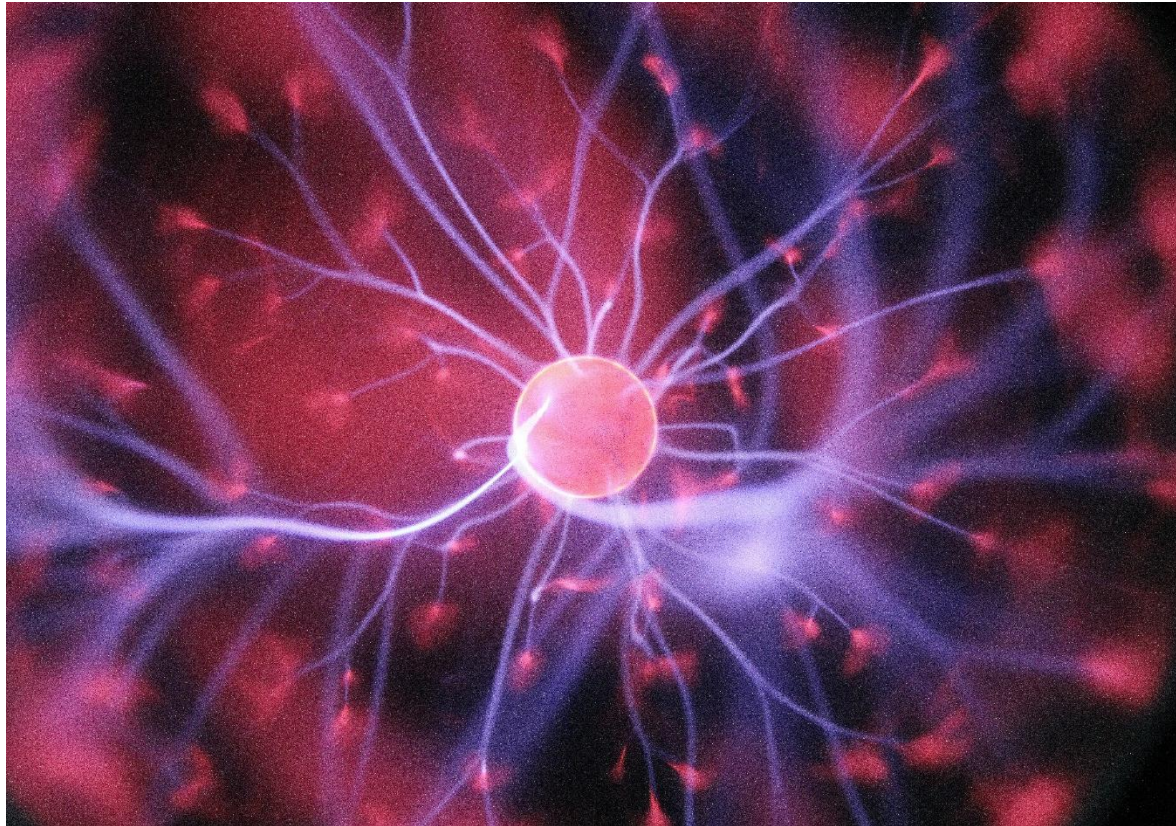
With the right creation, indicators such as advertising recall, spot appeal and brand image, can be significantly improved.

The study «The Drivers of Profitability» by Thinkbox shows that it is not only such «soft» advertising impact indicators that can be influenced by the design of the advertisement. Creation is also one of the most important drivers of sales and the ROI of a campaign. Another study by Thinkbox shows which creations are particularly promising.

The neuroscience study «Creative Drivers of Effectiveness» identifies particularly effective design features in television advertising.

Measuring advertising impact

Using SST-measurement



On behalf of Thinkbox, the Neuro-Insight Institute investigated which types of television advertising are particularly memorable, generate high relevance and/or trigger emotions. Steady State Topography (SST), a method for measuring brain activity, was used for this purpose.

The test participants wear caps with electrodes that record changes in brain waves. SST shows which areas of the brain are particularly active in a given situation. Since key functions of the human brain are assigned to specific brain regions, SST can be used to determine how strongly corresponding cognitive processes are triggered by advertising. For example, it is possible to determine how sustainably information is stored in long-term memory or how strongly advertising triggers personal relevance.

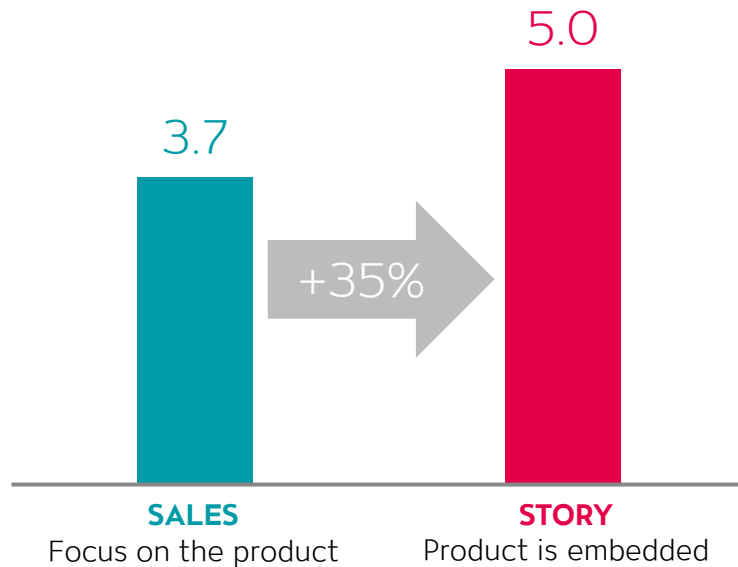
A total of **150 commercials** were tested using the SST method as part of the study. The commercials were categorized in advance according to **21 creative characteristics**. Not all features showed clear neural responses, but some important principles for successful advertising design can be derived.

Source: «Creative Drivers of Effectiveness». Neuro-Insight / Thinkbox. 2023

Integrate the brand into the story

Personal relevance

«brain response peaks» during the spot



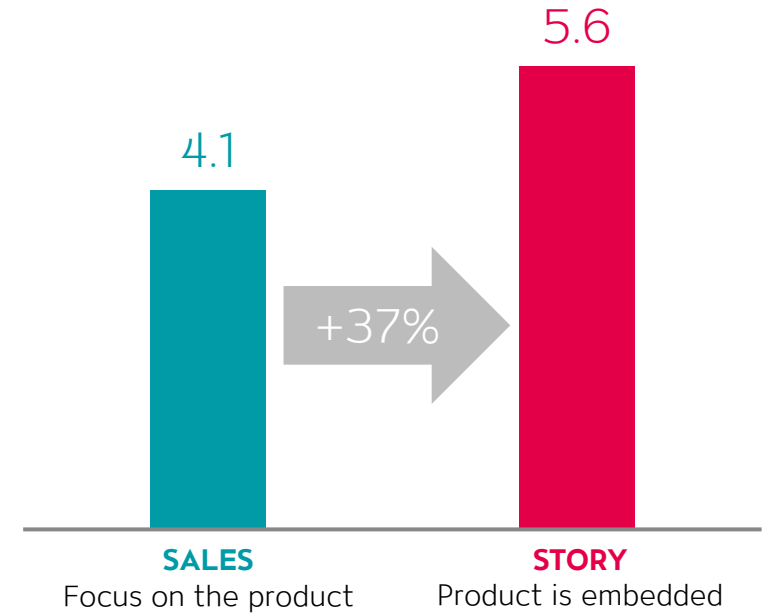
TV-Spots that integrate a brand into the story create personal relevance and ensure that the brand is more firmly anchored in the long-term memory.

If, on the other hand, the product message is too sales-oriented, the brain switches to «Adblocker-Modus» and does not absorb relevant information.

However, if the **product** becomes an essential part of the TV-Spot. However, if the product becomes an essential part of the commercial, driving the story forward and closely integrated into the unfolding storyline, **the brain remains engaged** and follows the story closely.

Anchoring in the memory

«brain response peaks» during the spot



Source: «Creative Drivers of Effectiveness». Neuro-Insight / Thinkbox. 2023

Show people in the commercials

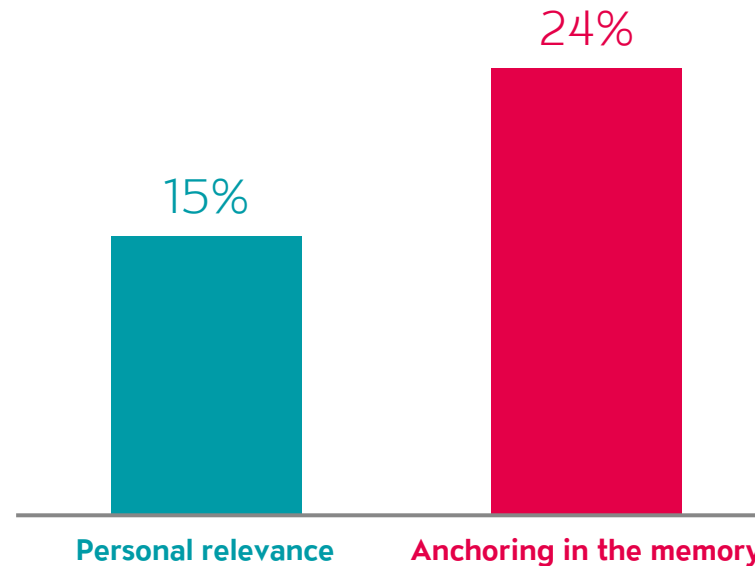
We are social human beings and seek human interaction and connection.



Spots featuring human protagonists generate 15 per cent higher relevance than spots without people and are significantly better remembered (+24%).

Activation for spots with people and without people

Uplift in % of the «brain response peaks» during the spots



It is therefore not surprising that seeing people in a commercial triggers a stronger response in the brain.

However, not all people cause the same reaction when they appear on screen. The study shows, for example, that commercials in which children play the leading role are less relevant than advertisements in which children play a minor role.

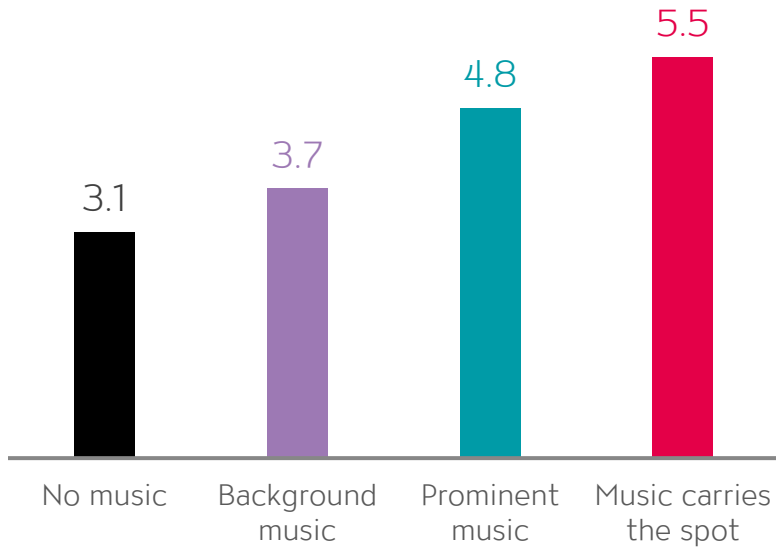
This can be explained by the fact that children are not equally relevant to all test respondents. Since the sample is representative, this means that some of the respondents do not have a close connection to a child in their lives and therefore children are less relevant to them in advertising.

Source: Creative Drivers of Effectiveness», Neuro-Insight / Thinkbox, 2023

Features music

Emotional reaction

«brain response peaks» during the spot

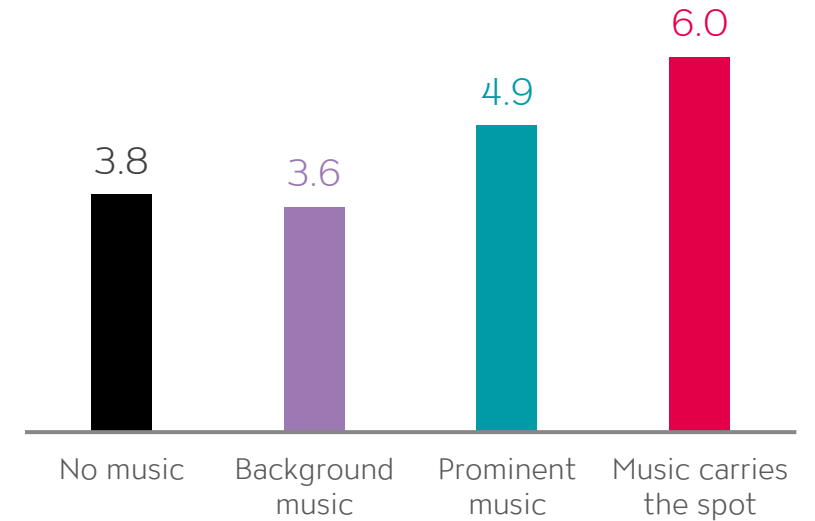


Commercials in which **music** is a fundamental part of the plot **generate significantly stronger** emotional reactions.

Genau das ist positiv für das Gedächtnis, denn Informationen, die emotional aufgeladen sind, werden deutlich besser erinnert.

Anchoring in the memory

«brain response peaks» during



Source: «Creative Drivers of Effectiveness». Neuro-Insight / Thinkbox. 2023

Summary



- TV-Spots that strongly integrate a brand into the storyline create personal relevance and ensure that information is more firmly anchored in long-term memory.
- People should play an important role in the TV-Spots as protagonists. They also create greater relevance and help to retrieve information from the commercials.
- Music should play a key role in advertisements. This generates stronger emotional reactions and thus ensures that the commercial is well remembered.

Source: «Creative Drivers of Effectiveness». Neuro-Insight / Thinkbox. 2023



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