

How **#EmotionAI** Can Help You Be Heard In the Age of Distraction

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real
eyes

emotional
intelligence

WARNERMEDIA



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This is The Age of Distraction

10

mobile apps
used per day

5

devices per
person

8

second attention
span



Volume of Video Continues to Rise

>500m

hours video
YouTube watched
every day

72h

videos uploaded
to YouTube every
60 seconds

1/3

Online activity is
spent watching
video



Brands Are Losing Connection With Their Audiences

77%

of global brands could disappear and consumers wouldn't care

58%

believe the content being created by brands worldwide is poor



Source: [Havas Report 2019](#)

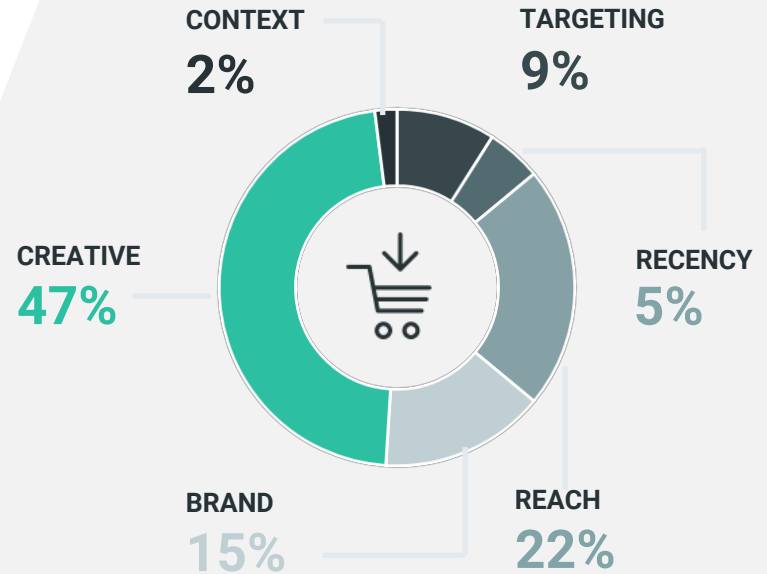
Effective marketing starts with good creative

“On average, media placement accounts for around 30% of campaign success, while creative drives 70%.”

– Google & Dynamic Logic

“Good creative is most important element in driving sales outcomes”

– Nielsen



PERCENT SALES CONTRIBUTION BY ADVERTISING ELEMENT

Source: Nielsen, 500 campaigns across all media platforms, 2017

Using #emotionAI

Rich data, easily adapted to produce the necessary insight to react at speed

Passive



Attention

See how captivated your audience is by volume and quality.



Emotion

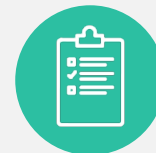
Know exactly how your audience is feeling throughout.

Active



Sentiment

Automated analysis of response after viewing content.



Survey

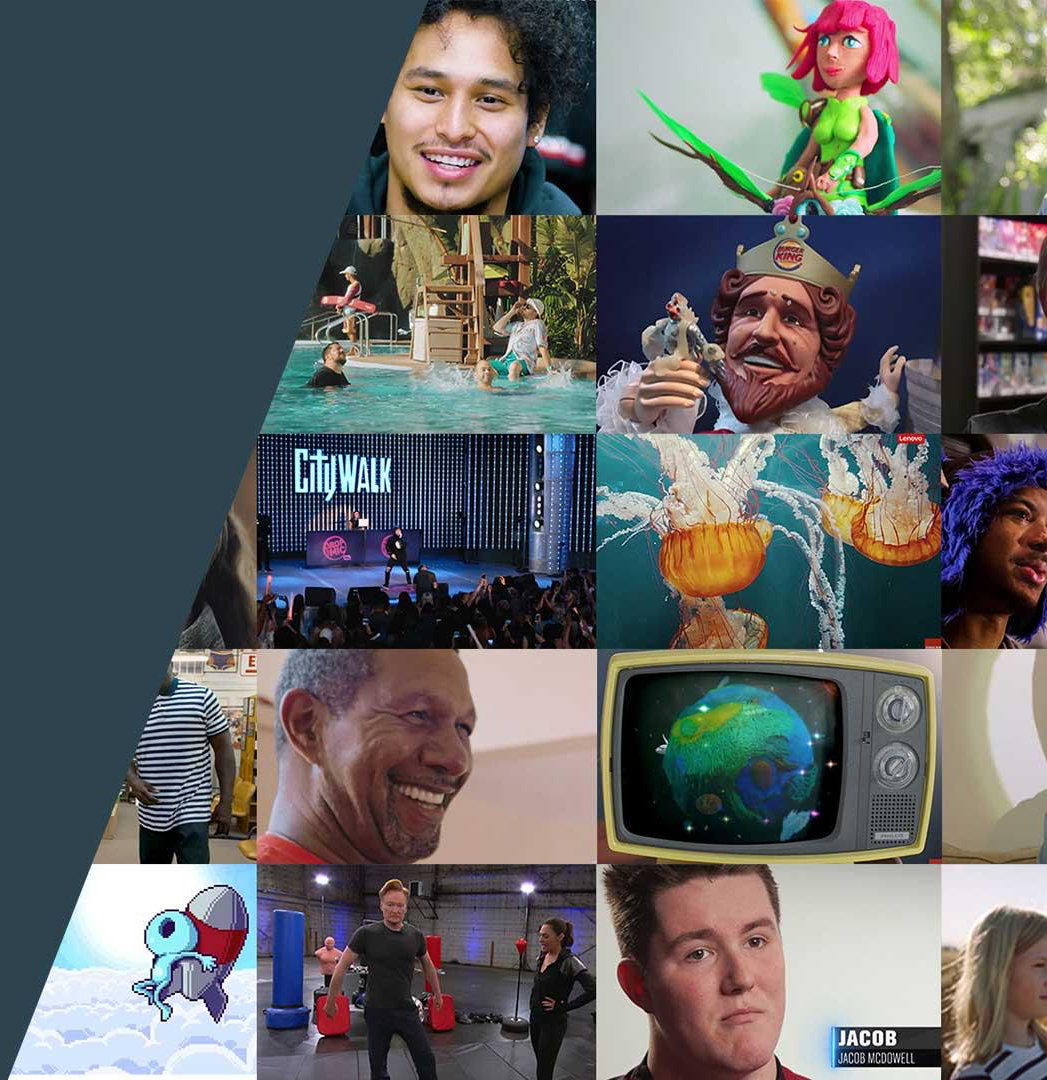
Ask specific pre & post questions to gain that extra layer of insight.

Long form content: How much more effective is branded content vs traditional advertising?



Branded Content Study

	Viewers	Videos
Turner Branded Content	4.8k+	20
30sec TV Ads	4.2k+	20



Branded content videos generate higher lifts in brand KPIs

	Control	Exposed to Turner Branded Content	Lift
'My favorite brand'	18%	28%	57%
'Very likely to purchase'	35%	41%	17%



Videos with the brand integrated into the story generate more emotional engagement

The 1 to 10 score is based on the composite of four metrics:

- (20%) Attraction
- (30%) Retention
- (20%) Engagement
- (20%) Impact



EmotionAll® Score

Turner Branded Content

Branded content videos generate a steady build in emotion-based metrics as the video progresses

Respondents exhibiting Engagement

Control

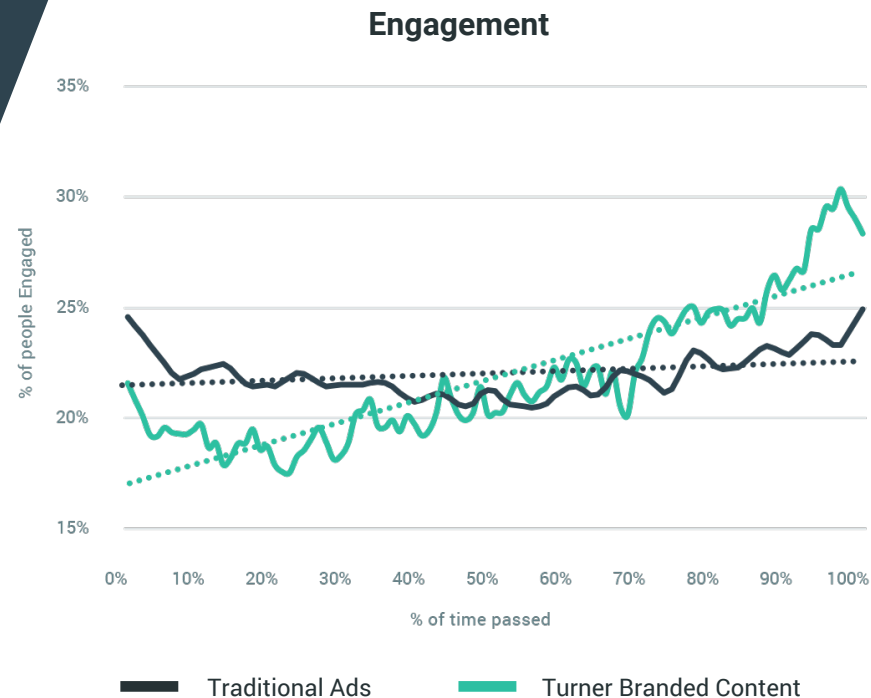
Exposed to Turner Branded Content

Lift

72%

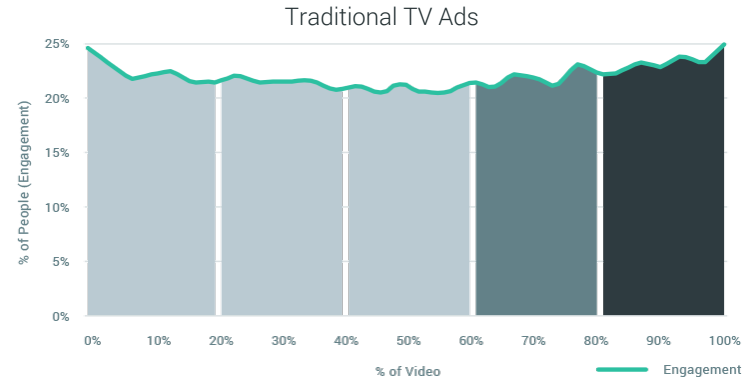
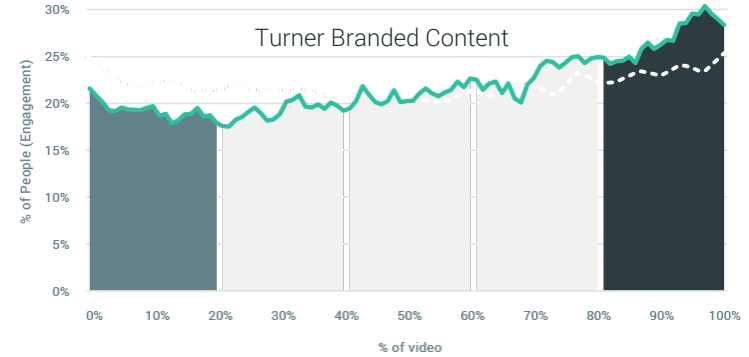
85%

19%



Engagement with branded content peaks at the same time the brand is being featured

Engagement and Brand Presence Over Video Duration



Key: % Branding Presence



Consumers perceive branded content as being more influential than ads they typically see on TV or the Internet

Turner Branded Content

73% More likely to make me think of <brand> next time making a <category> purchase

72% More interesting

72% Makes brand stand out more from other companies offering similar products and services

71% Feel more positive about brand

70% More entertaining

67% More relevant



THANK YOU

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