



SALIENCE

STORY-

TELLING



SUPPORT

MASTERING THE 3S'S OF SUCCESSFUL BRAND INTEGRATIONS

BRAINSIGHTS

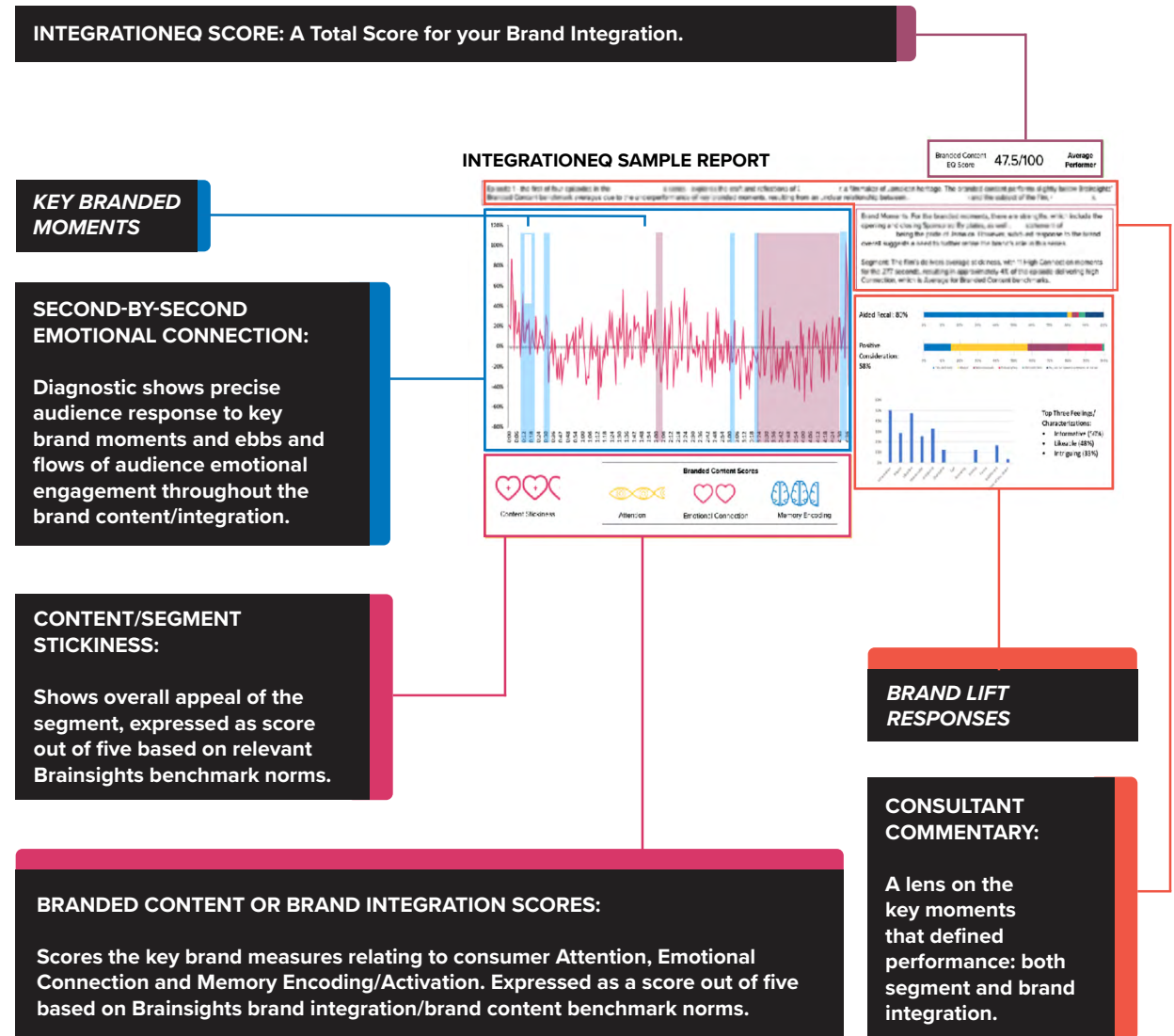
A meta-analysis of Brainsights
IntegrationEQ data reveals the
key ingredients of effective brand
integrations.

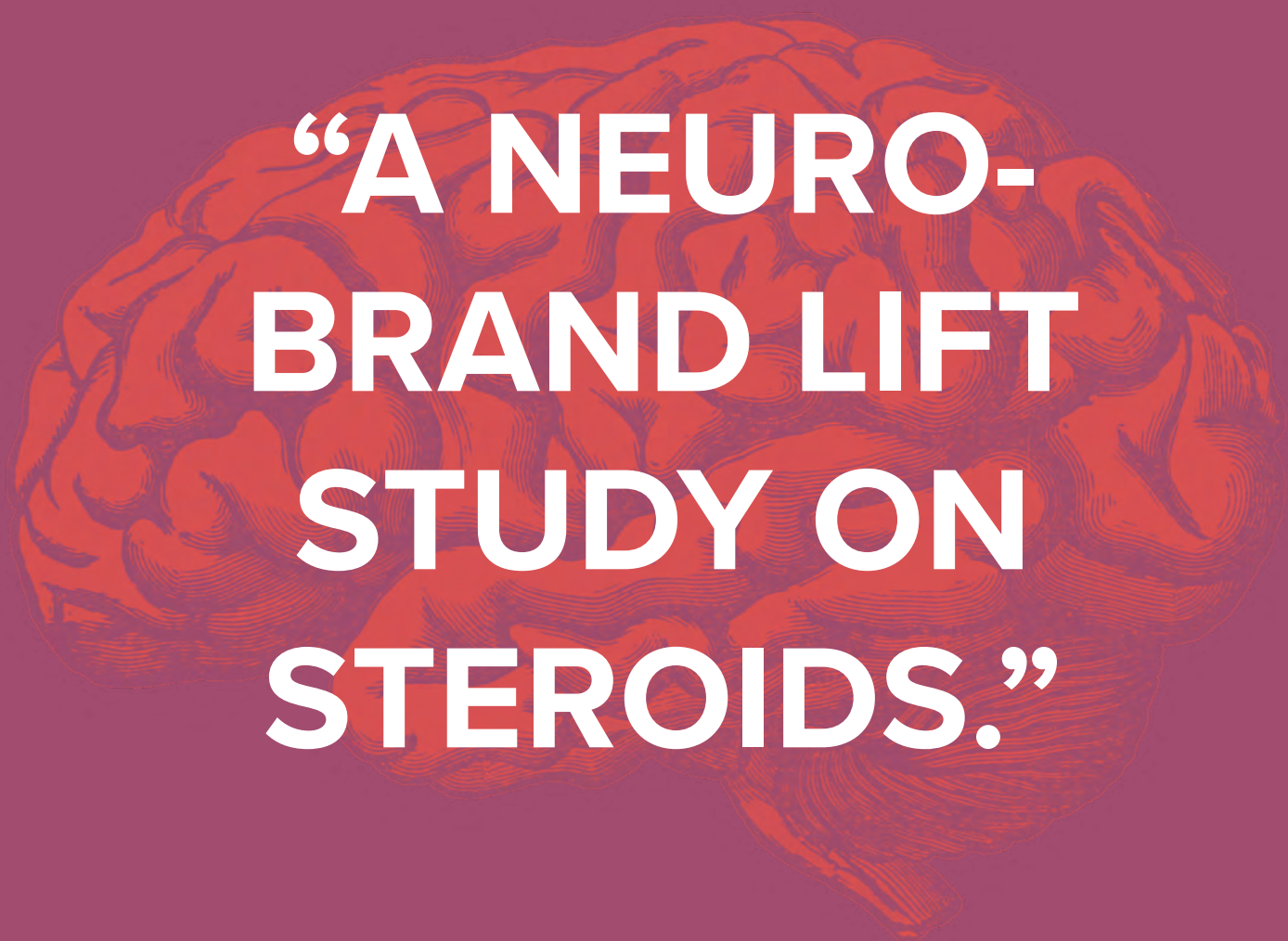


WHAT IS INTEGRATIONEQ?

IntegrationEQ is a powerful measurement product from Brainsights that helps brands and media companies understand how partnerships drive business success.

It measures both the unconscious and explicit responses to brand entertainment, assigning a score based on the combined performance of the property/show and how engaging it is, as well as the branded moments and how well they capture audience attention, deliver emotional connection and elicit strong memory store activation.





**“A NEURO-
BRAND LIFT
STUDY ON
STEROIDS.”**

- Brand Partnerships Senior Leader, Holding Company Agency

Since launching last year, IntegrationEQ has been used dozens of times across properties as diverse as Workin' Moms, Canada's Got Talent, Big Brother Canada and Drag Race, for top national and international brands.

Here, we share the results of a meta-analysis of these studies, revealing that the best performers - those earning "High Performer" and "Top Performer" IntegrationEQ scores - consistently connect Salience, Storytelling and Support to stand out.



SALIENCE



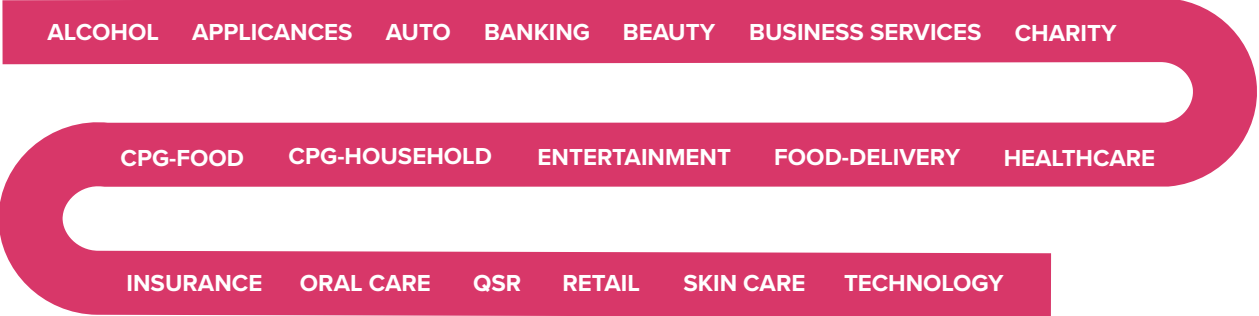
STORY- TELLING



SUPPORT

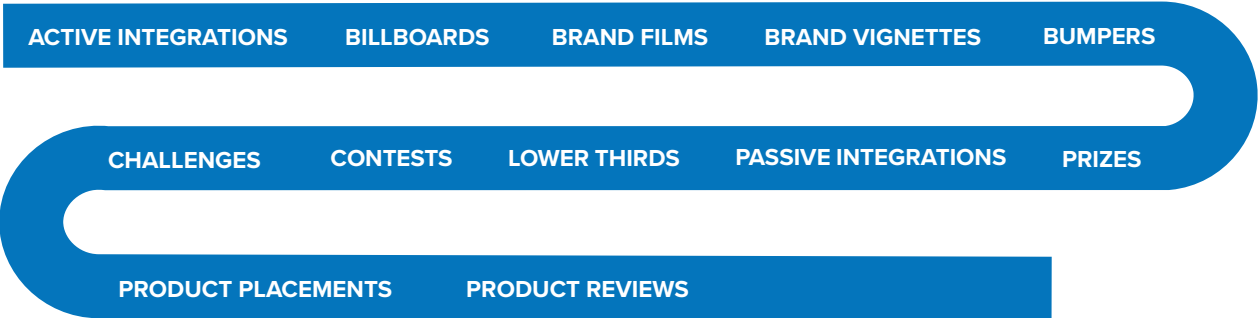
META ANALYSIS KEY STATS

18 CATEGORIES



40 BRANDS

200+ BRAND ELEMENTS



1400+ CANADIAN CONSUMERS

Brain waves recorded every 2ms, measuring levels of Attention, Emotional Connection and Memory Encoding.

Data collected: July 2021 - December 2022

Over 20 Billion Data Points analyzed.

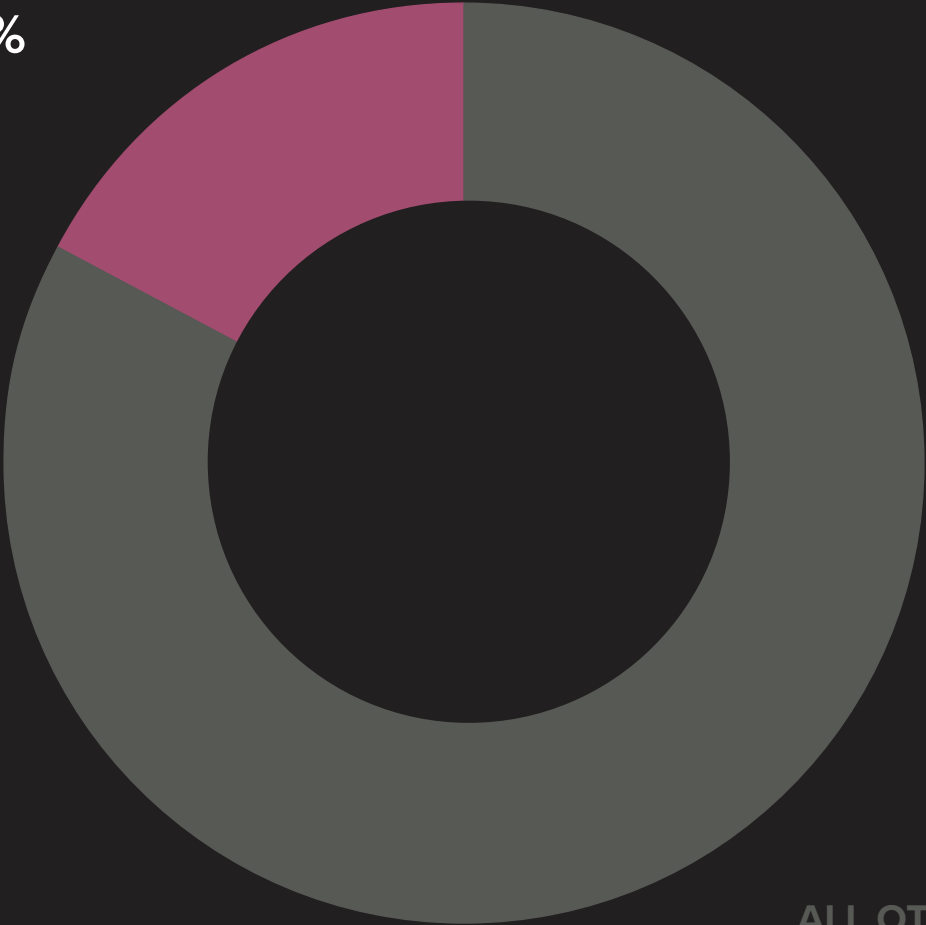
JUST 1 IN 6 INTEGRATIONS A HIGH PERFORMER

Brainsights has found that just 1 in 6 brand integrations achieves “High” or “Top Performance” (an IntegrationEQ score of 71 or higher) and delivers objective brand and business results.

DISTRIBUTION OF INTEGRATIONEQ SCORES

HIGH + TOP PERFORMERS

17%



ALL OTHER INTEGRATIONS

83%

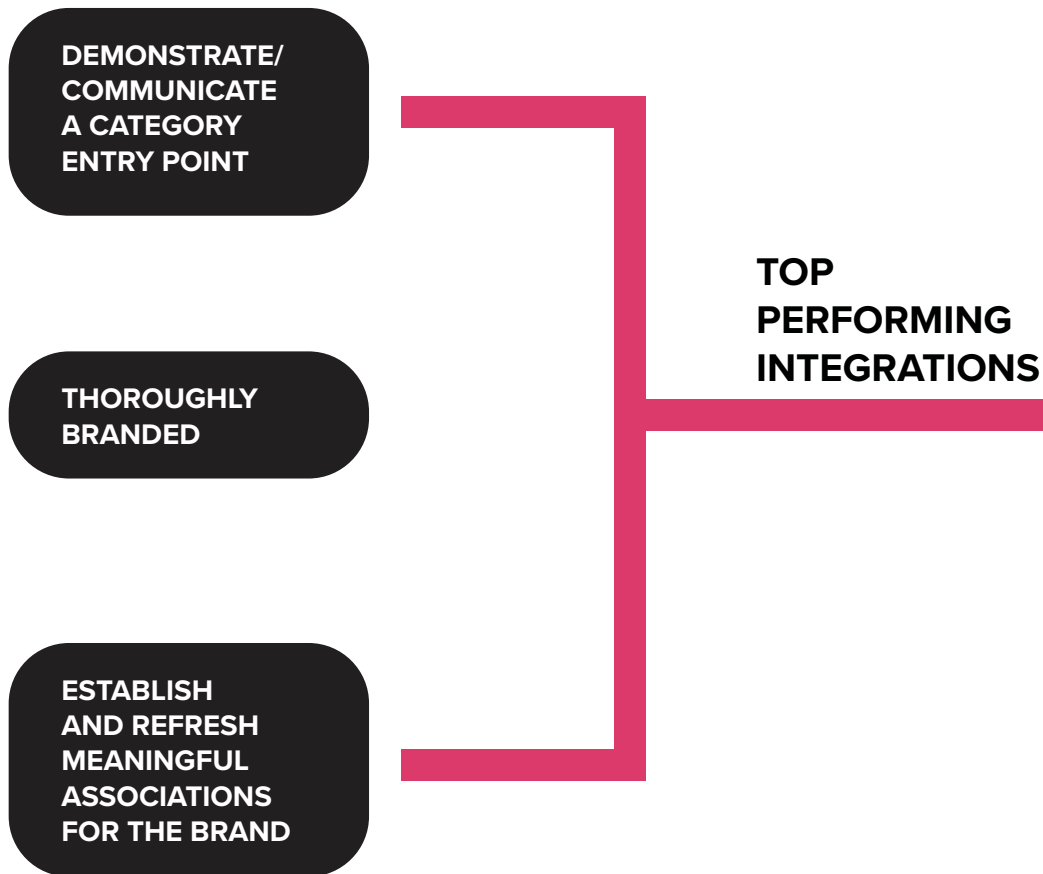
Improve Integration performance by following the 3S Framework.



SALIENCE

Top performing integrations are thoroughly branded; demonstrate/communicate a category entry point, and establish and refresh meaningful associations for the brand.

In this way, they adhere to Ehrenberg Bass Marketing Laws, developing and cultivating mental availability with strong brand salience.



SALIENCE

Consider two examples from Big Brother Canada: an Oral Care brand and an Apparel Retailer. (*Disclosure: Corus Entertainment, owner of Big Brother Canada, is an IntegrationEQ customer*). Both brands sponsored in-show challenges, where contestants compete to avoid elimination.



For the Apparel Retailer, the challenge took place in a replica store, where players rushed around in search of their specific outfits in a way that mimicked the rush to discover one-of-a-kind looks in-store, which is a unique selling proposition (and category entry point) of the brand.

The brand earned a High Performance score for this integration.

★ **INTEGRATIONEQ SCORE: 72.5 (HIGH PERFORMER)**



For the Oral Care brand, contestants were challenged to use a giant version of their product to spray gunk off a super-sized toothy smile. The winner of the challenge is the contestant that reveals the gleaming smile first by spraying all the gunk off; a category entry point (oral care for a dazzling smile!) that is thoroughly branded.

The brand earned a Top Performer score for its efforts.

★ **INTEGRATIONEQ SCORE: 80 (TOP PERFORMER)**

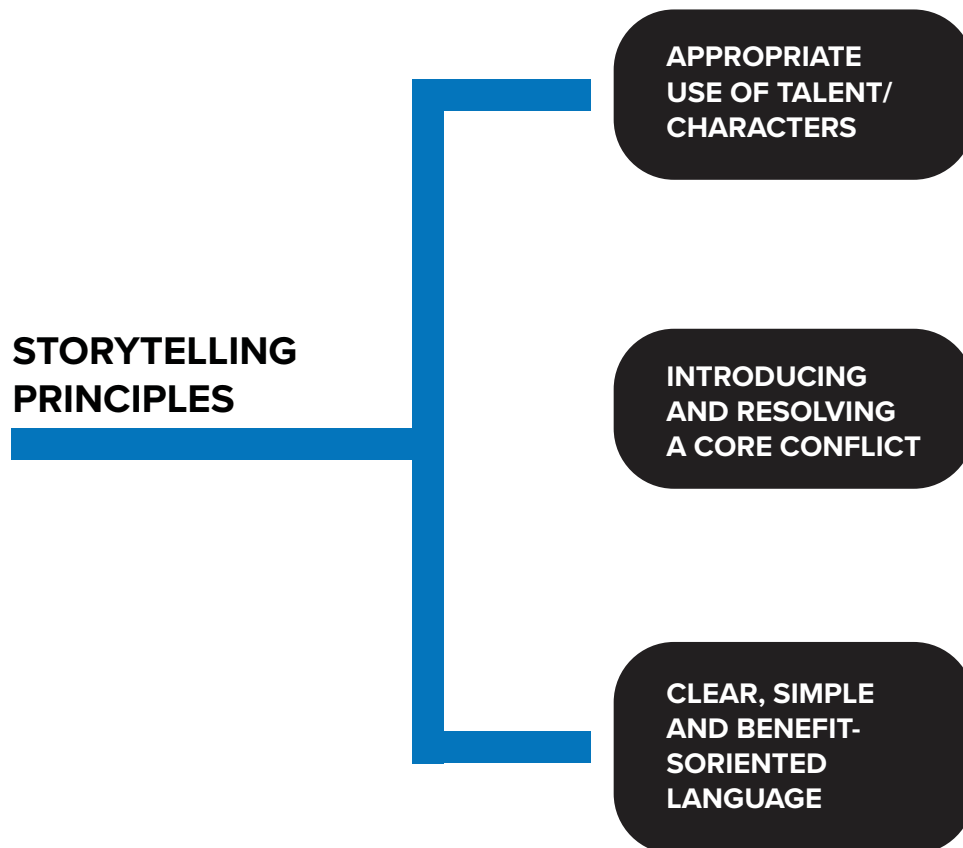


STORYTELLING

But branding and category entry points themselves aren't enough to be successful in brand integrations; **salience must be combined with storytelling.**

People tune in to stories to be entertained & informed; brands have to respect that, and media companies must protect that. Integrations that fail to incorporate key storytelling principles garner significantly less Attention, Emotional Connection and Memory Activation than those that do, resulting in dismal IntegrationEQ scores.

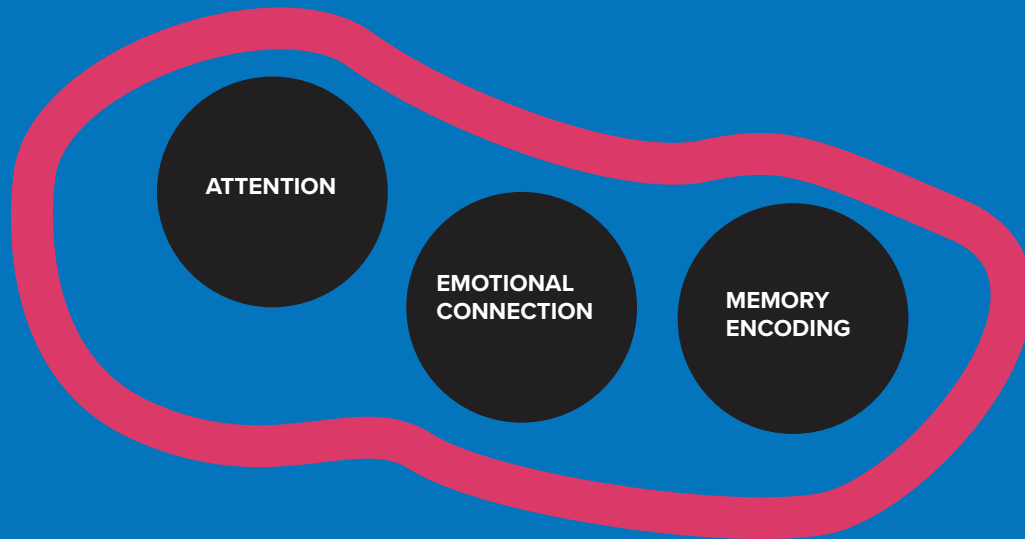
Those storytelling principles include: appropriate use of talent/characters, introducing and resolving a core conflict (and strongly establishing the brand's role in this), and clear, simple and - ideally - benefits-oriented language.



STORYTELLING

TALENT CAN BE A DECIDING FACTOR IN WHETHER AN INTEGRATION SINKS OR SOARS.

Brainsights collects data every 2 milliseconds on people's levels of attention, emotional connection and memory encoding; this granularity makes it straightforward to identify the impact of talent.



We've seen brand spokespeople sink emotional connection with audiences, and publisher talent help make sponsor brands shine - and vice versa.

In one example, Breakfast Television hosts played along with a quirky Boston Pizza campaign, calling a hotline to re-train themselves on patio etiquette post-pandemic. The hosts' sense of humour and hilarious reactions carried the integration, resulting in a High Performer IntegrationEQ score.

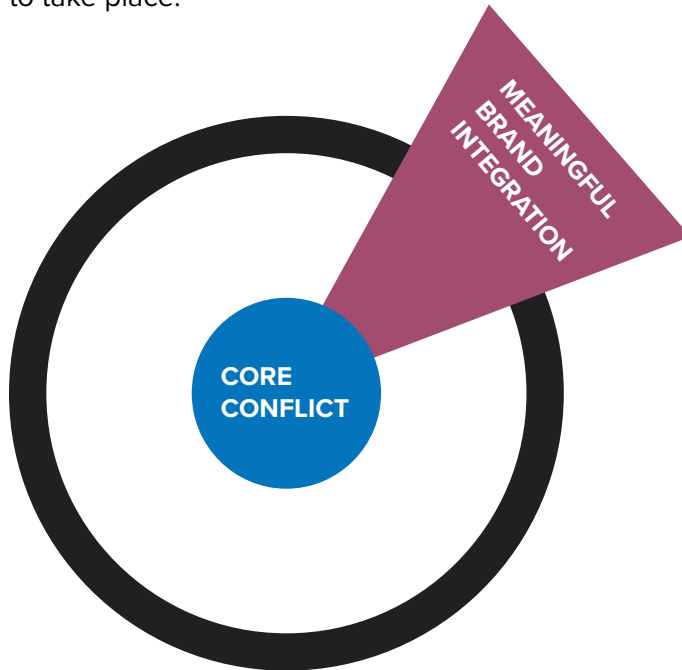
However, those same hosts, when tasked with more serious subject matter for other brand integrations - like the importance of blood donation, for example - stumbled, resulting in an Average Performer.

Brands and the properties they integrate into must be honest about the strength and limitations of talent in order for integrations to be authentic and deliver impact and value for audience, brand and publisher.

STORYTELLING

CONFLICT - AND BRAND RESOLUTION

In storytelling, having a core conflict or premise is essential; otherwise, why should any of us tune in and stick around? In competition shows like Big Brother, the conflict - namely, game survival - is built-in. Then it's a matter of how brands can integrate meaningfully - enabling, empowering, saving, equipping contestants and/or becoming part of the arena for the game play to take place.



But many brand integrations occur outside of competition shows like Canada's Got Talent or Big Brother. Nevertheless, conflict is essential for great storytelling.

The best integrations for home improvement retailers in HGTV shows tend to be those where the integrating brand is solving the biggest practical - and emotional - problems of the homeowners featured.

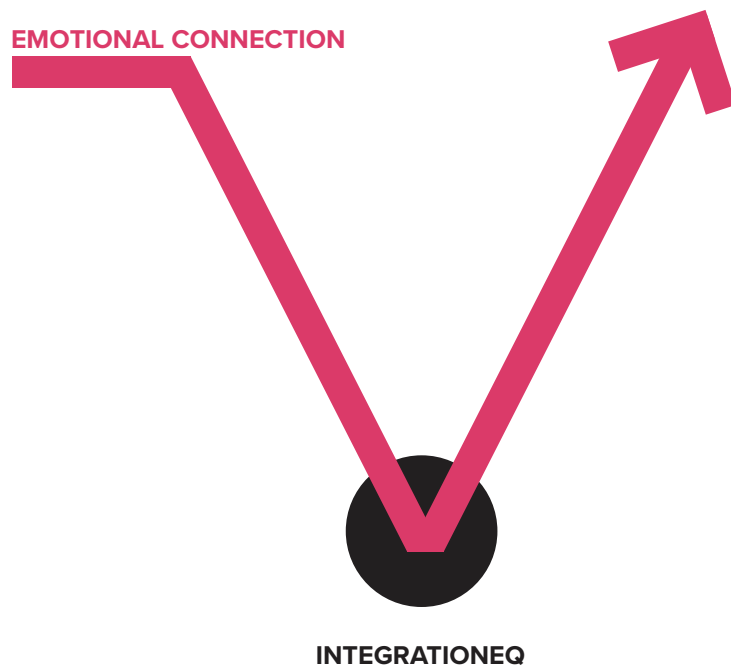
Similarly, if your brand is integrating with an entertainment or general news show, introducing the core problem that the brand solves improves your brand's likelihood of success.

CLEAR, SIMPLE, BENEFITS-ORIENTED LANGUAGE

It's always better to 'show, don't tell', but some products don't obviously lend themselves well to 'showing'. In these cases in particular, clear, simple, benefits-oriented language is critical.

In one integration, a brand spokesperson for a well-known beauty brand described an ingredient in a face care product as "glue" - not exactly the image one wants to think about when applying face moisturizer. That instant catalyzed a decline in Emotional Connection, which sunk by 11% for the duration of the integration.

Fortunately, the brand used IntegrationEQ and resolved this issue in subsequent integrations, helping to deliver double-digit percentage improvement in IntegrationEQ scores.





SUPPORT

SUPPORT

Advertisers can't assume that mere presence in a program is enough; like sponsorships, integrations must be activated with media support. But to support optimally - to maximize the impact of the ad and integration investment - requires more than just adequate media weight. There's an optimal alchemy that consists of sequencing, frequency, placement type and message composition that all play a role in maximizing impact.

Where and how should billboards and lower thirds be used, in isolation and in combination with more traditional advertising?

Can multiple messages be supported across an integration?

How much frequency is enough, and how much is too much?

Should my brand produce a more contextually appropriate spot to run (like, for example, a sports-related spot to activate a sports sponsorship), or are my existing assets suitable?

Answers to these questions vary by brand, budget, property and objective. For example, if a loyalty card company integrating in a popular Canadian competition show wanted to drive Attention to its brand, placing its sponsor billboard after its brand ad is more likely to achieve this objective; but if their objective was to build associations between its brand and the property, placing the billboard before their brand ad is the better option.

As brand partnerships, brand entertainment and brand integrations become a more popular vehicle for advertisers to connect with consumers, those that activate the three S's of Salience, Storytelling and Support will capture more Attention, drive deeper Emotional Connection and activate greater Memory stores, thus ensuring a greater return on their investment.



BRAINSIGHTS

**BRAIN MEASUREMENT TECHNOLOGY | CONSUMER BRAIN DATA | INSIGHTS +
PERFORMANCE REPORTING | CONSULTING + ADVISORY SERVICES**

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About Brainsights:

Brands and Creators use Brainsights to understand true, unbiased consumer Attention, Emotion and Memory Activation, relating to ads, content and experiences. This helps them to craft more effective and inclusive content and marketing to deliver business growth.