

Research Studies

TV Delivers High Emotional and Cognitive Responses to Ads

A comprehensive biometric and eye tracking study by Innerscope Research observed 100 male and female participants aged 18-49 as they experienced the advertising of 24 national brands within the different media environments.

Results showed that television ads delivered three times higher emotional engagement and three times higher aided next-day recall than radio ads, 1.8 times higher emotional engagement and 1.4 times higher aided next-day recall than online video ads, five times higher aided next-day recall than online display ads, and 5.5 times more total emotional engagement and comparable aided next-day recall than newspaper ads.

Effectiveness of TV Ads Has Not Diminished, But May in Fact be Increasing

To address concerns that the effectiveness of television advertising may be on the decline, the U.S. Advertising Research Foundation (ARF) conducted a massive study which analyzed 388 case studies from 7 U.S. research suppliers.

The study concluded that TV appears to work best at generating brand awareness and can be an effective platform. There is also evidence that people are in heightened states of awareness while fast forwarding, and still absorb messages (especially those they have seen before). In addition, TV advertising does not appear to be declining in effectiveness, and perhaps is even increasing.

Canadians Report Their Favourite Ads Are the Ones Seen On TV

According to a BBM Analytics omniVU study, 65.1 percent of Canadian adults aged 18 to 49 stated that their favourite ad was one they had seen on TV. And when it comes to an emotive ad that makes them laugh or cry, 86.7 percent of respondents reported that the ad was on television.