



iPROSPECT

Brands Accelerated

Considering Functional & Emotional Role of Channels

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a **dentsu** company

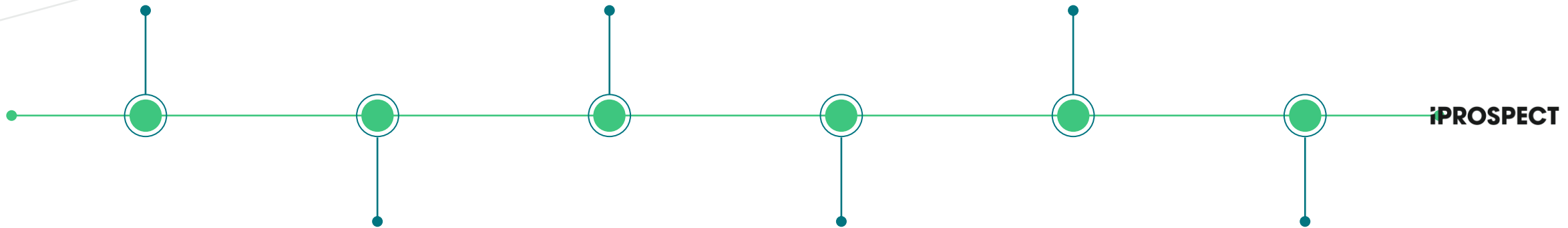
MY CAREER JOURNEY



BA Communications

MA
Global Marketing

Move
to Sydney!



groupm

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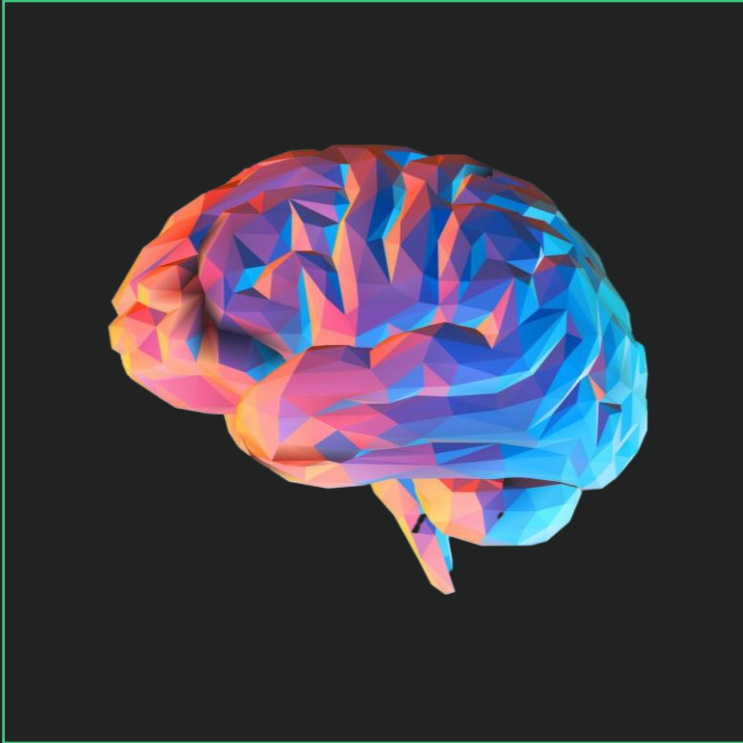
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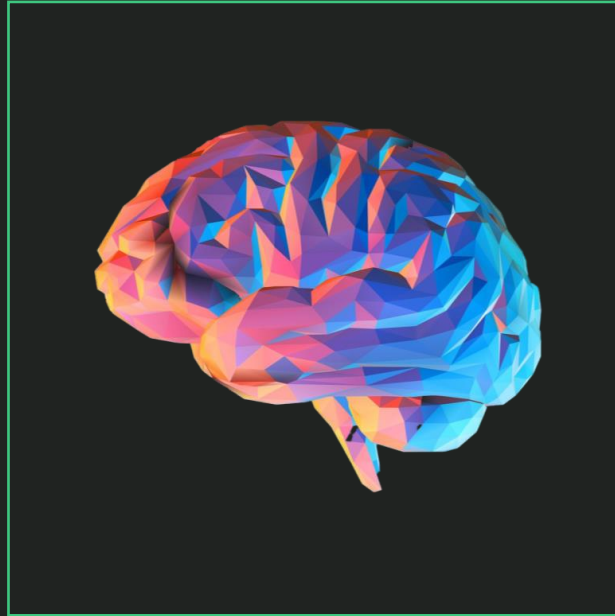


FUNCTION & EMOTION IN ADVERTISING

/ FUNCTION VS EMOTION HAS ALWAYS BEEN PART OF ADVERTISING



THIS HAS OFTEN BEEN THOUGHT OF IN CREATIVE MESSAGING TERMS

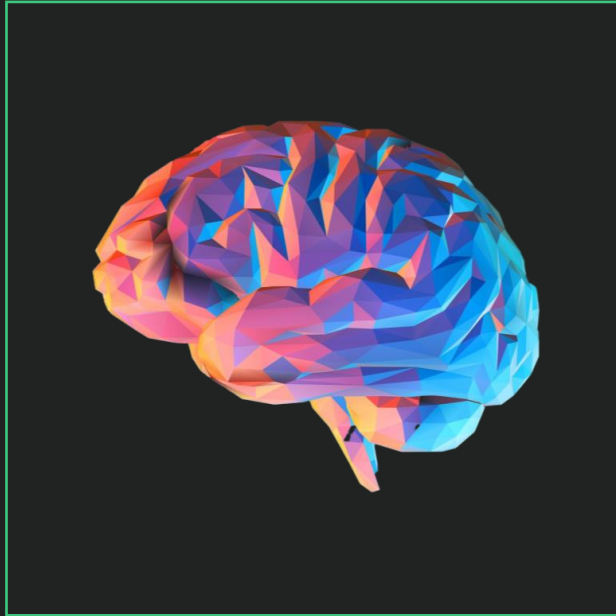


Explain the product
Price/sale
Where to buy
Limited time offer

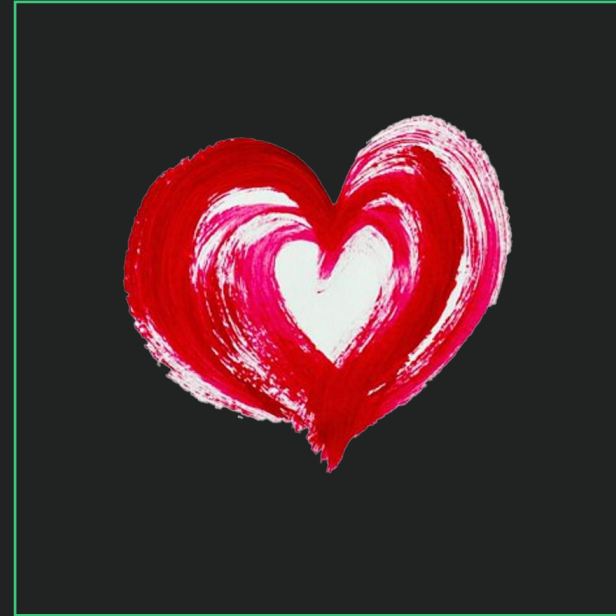


Brand story
Visual appeal
Celebrity/advocate
Innovation
Tone

/ WITH MEDIA CHANNELS FOLLOWING THIS SPLIT

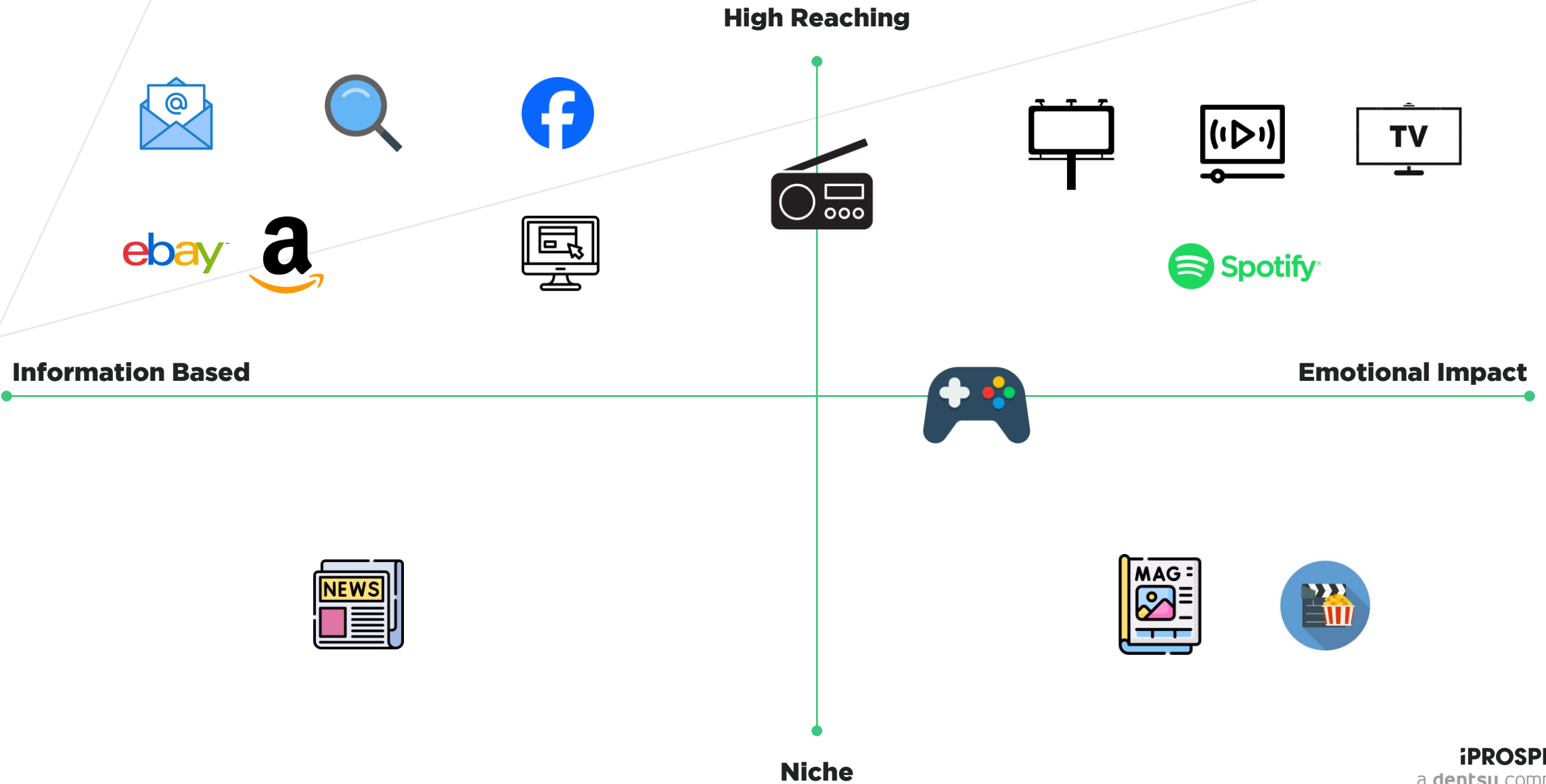


Digital
Radio
Social
SEM
OOH

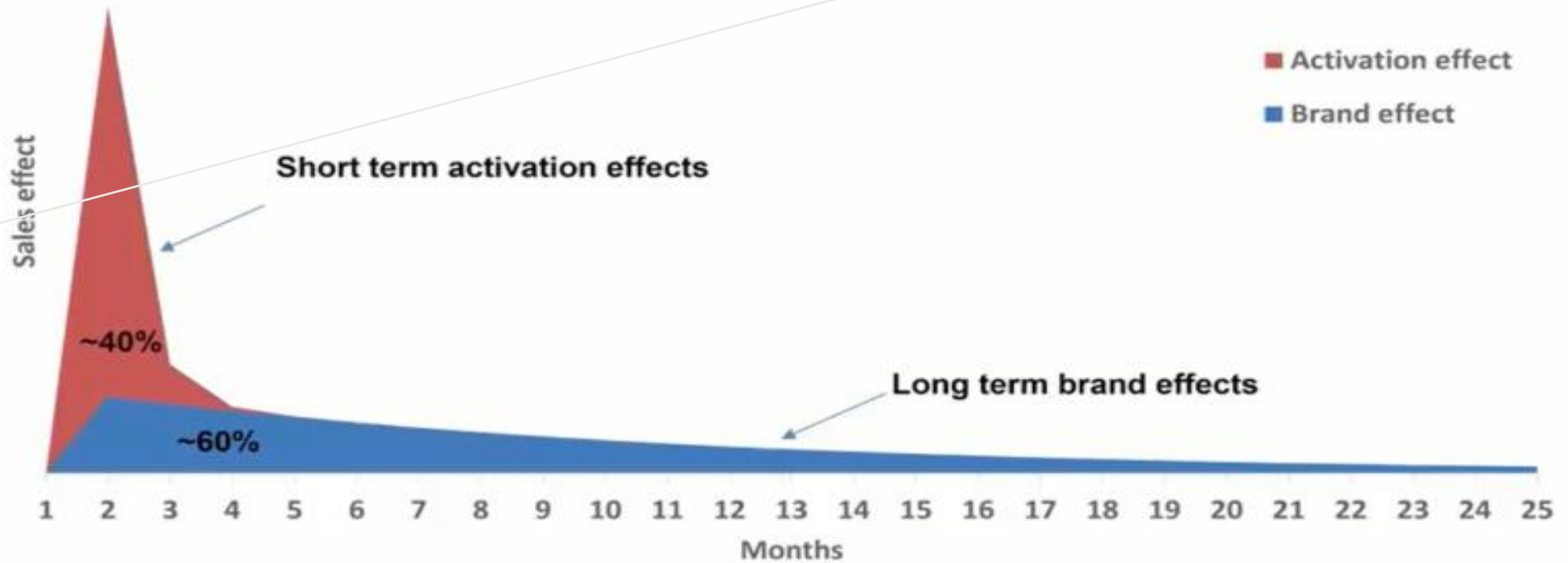


TV
Cinema
Video
Integration/Partnership
OOH

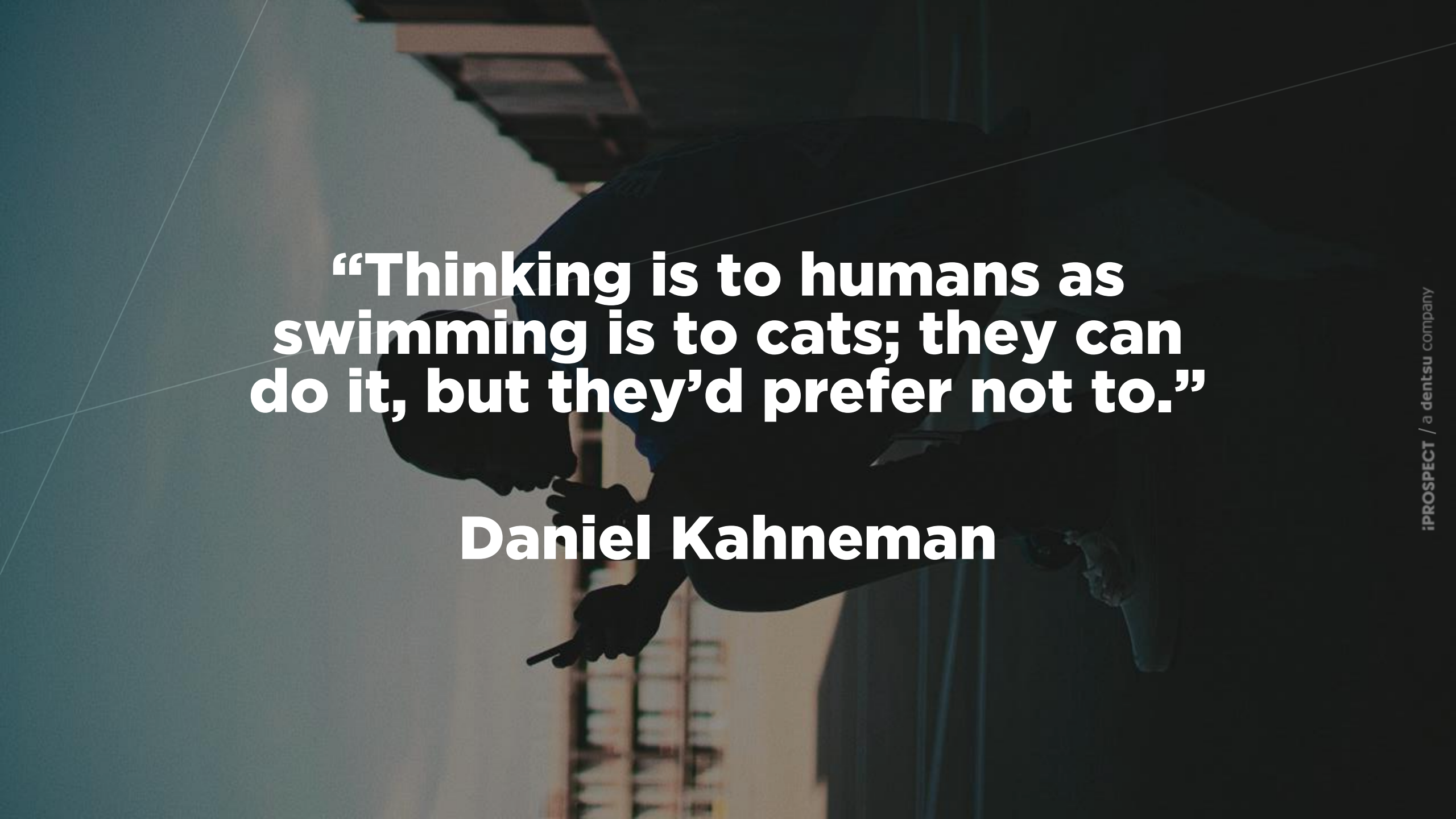
TRADITIONAL CONSIDERATION OF CHANNELS MIGHT LOOK LIKE THIS



PLANNED TO ACHIEVE THE MAGIC 60/40 SPLIT



Source: Long and Short of It, Les Binet and Peter Field



“Thinking is to humans as swimming is to cats; they can do it, but they’d prefer not to.”

Daniel Kahneman

Humans are fundamentally emotional decision makers

70% or more of buying decisions are driven by emotion.

Even seemingly functional decisions – like buying something on sale – are often emotionally, not rationally driven.

Source: Gallup, September 2022

Girl Math

- ◀ If my Starbucks app is loaded, the coffee is free.
- If my favorite clothing store is having a sale, I have to buy something or I'm actually losing money.
- Cash isn't real money. So if I buy something with cash, it's free.
- Botox counts as an investment.
- Boutique gym classes are also an investment because \$45 to get yelled at is less than \$200 for therapy and I can't do that every day
- If I buy a \$300 purse but I use it every single day, it will cost me less than a dollar a day, which is basically free
- If we go on a girls trip and split everything, that is budgeting.
- And also if on that trip we buy drinks or entry anywhere, we can't spend money, so we can spend money every day



/ MEDIA ENVIRONMENT IS INTRINSICALLY LINKED TO EMOTION

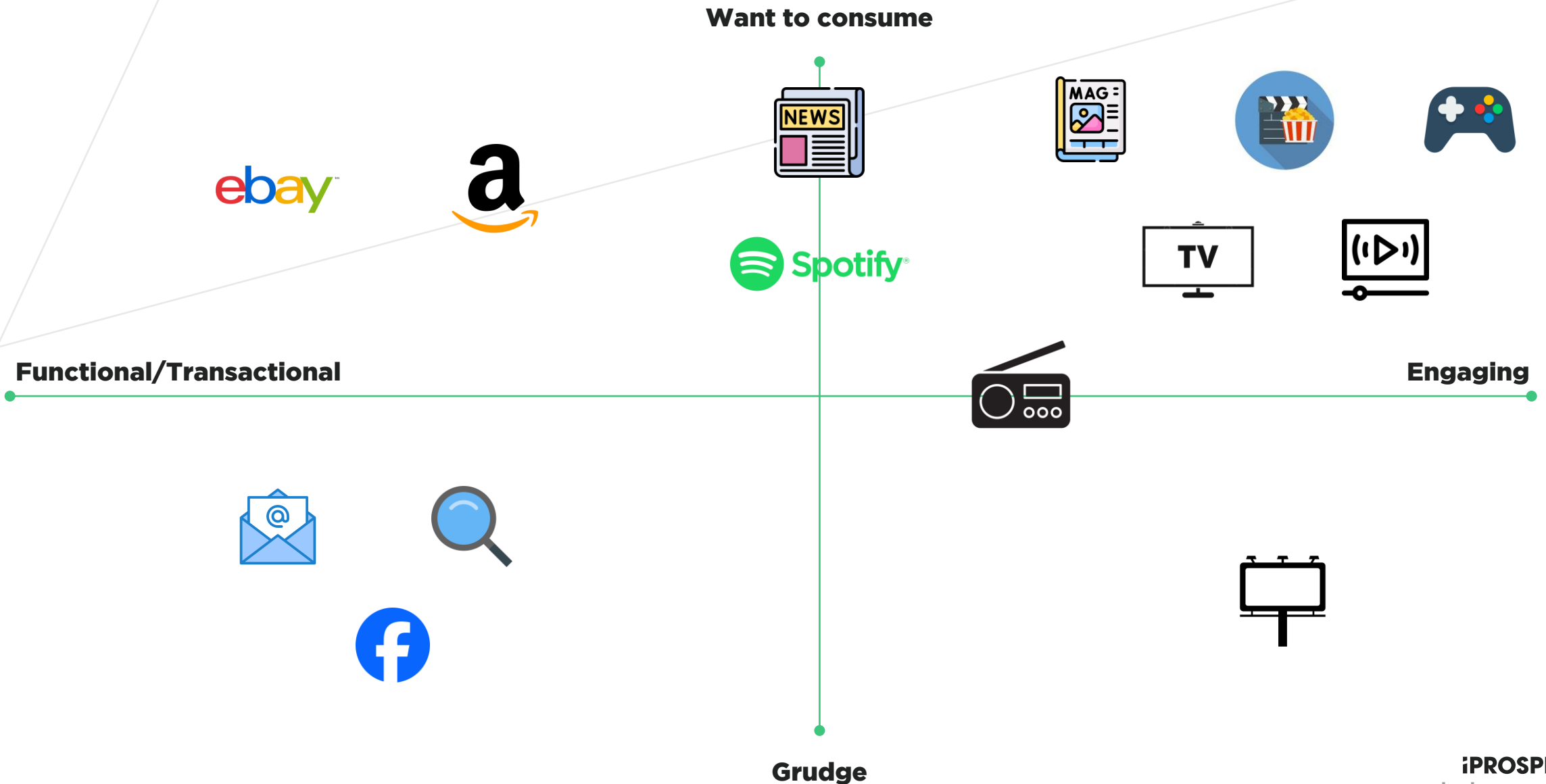


Environments people choose
There to consume
Like & feel happy
Image/AV based

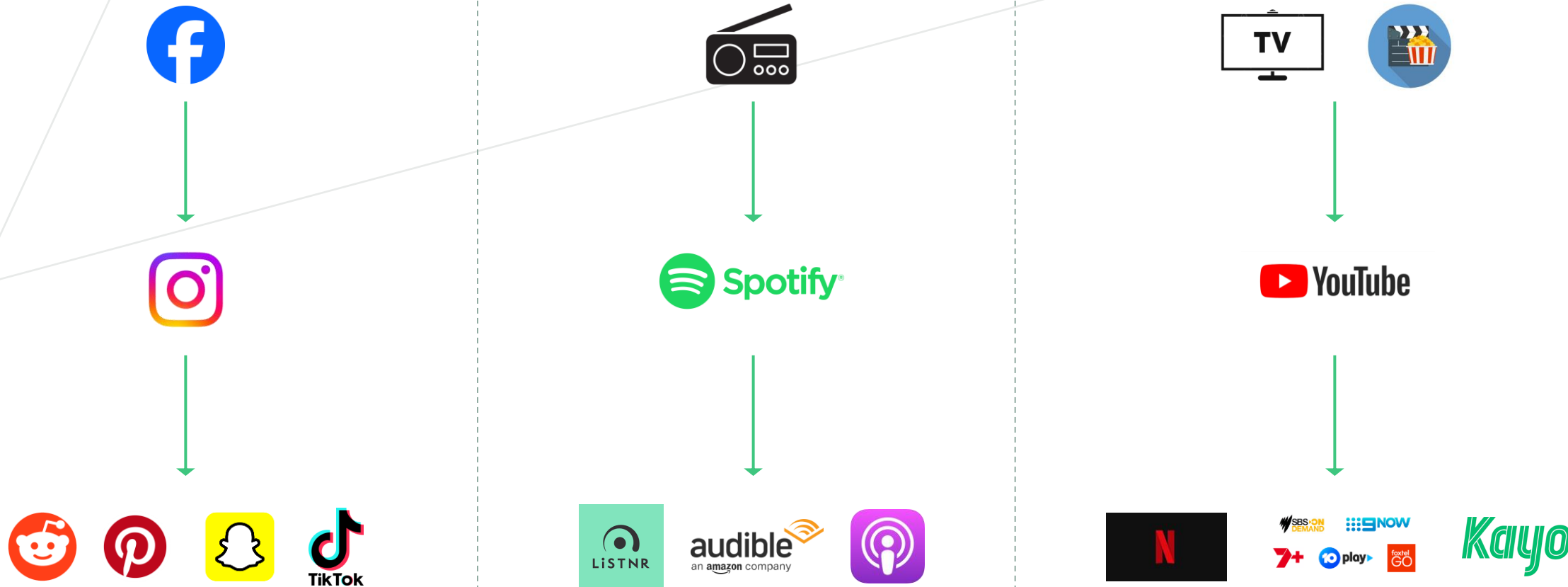
Forced environments
There to transact
Grudge
Text based



CHANNELS ALSO NEED TO BE CONSIDERED LIKE THIS



THE EXPLOSION OF CHANNELS, PLATFORMS, AND AD FORMATS BLURS THE LINES OF FUNCTIONAL VS EMOTIONAL

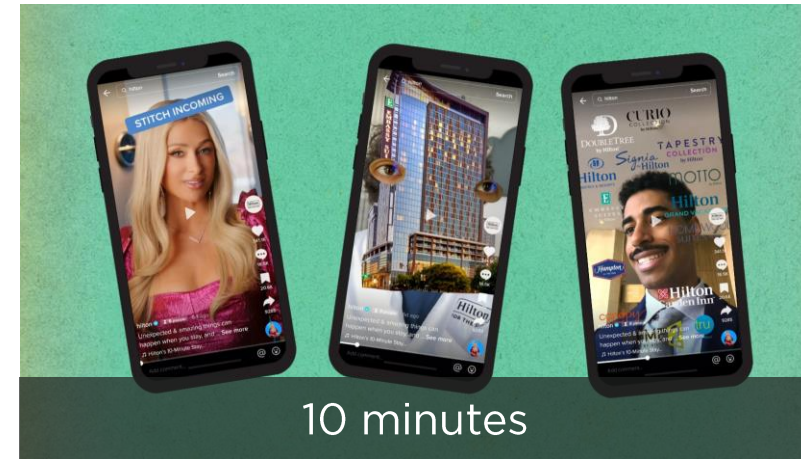
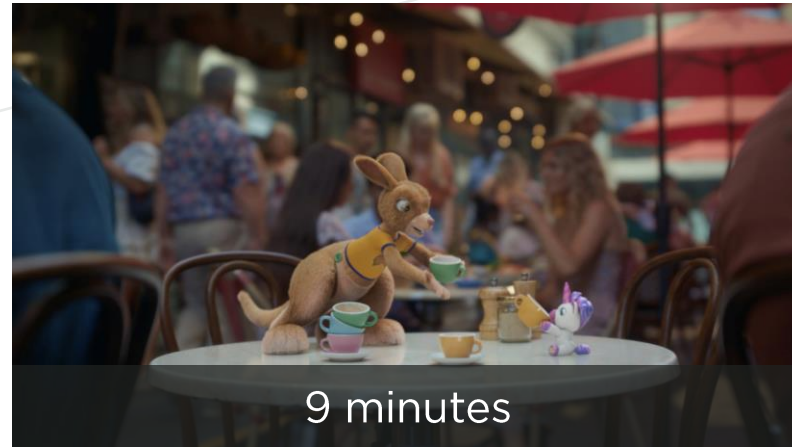
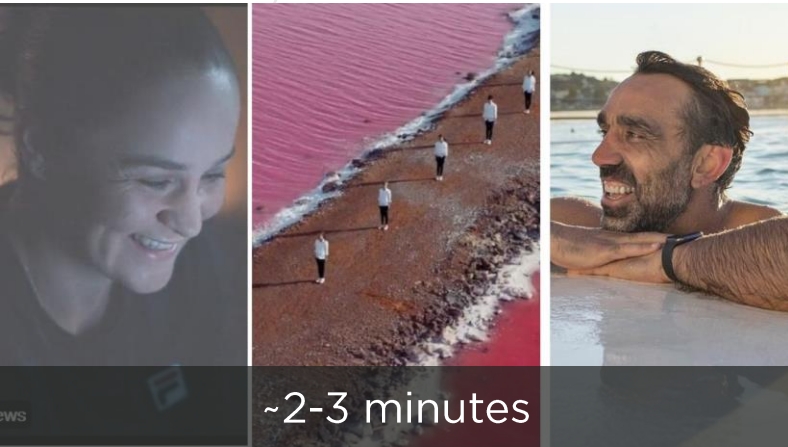


A complex, multi-colored network diagram with a central hub and many branching paths, overlaid with a white 'X' on a black background. The network consists of numerous nodes and edges, colored in shades of blue, purple, yellow, and green. The central part is a dense, interconnected mesh, while the lower part shows more distinct, branching structures. The overall appearance is that of a highly complex and interconnected system.

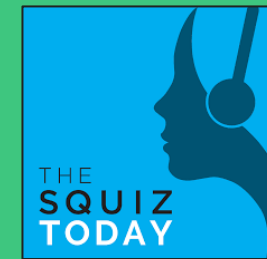
THIS MAKES CHANNEL PLANNING COMPLICATED

TRADITIONAL SCREENS THINKING HAS CHANGED

Where TV and cinema were considered the primary options for long form, emotive content, brands have expanded this to digital and social platforms



EXPANSION OF DIGITAL AUDIO FORMATS ALLOWS ADDITIONAL TRUST BUILDING OPPORTUNITIES



**SOCIAL
PLATFORMS
SHORTEN THE
JOURNEY TO
PURCHASE,
AND MAKE
MORE
EMOTIONAL**



Highly targetable, full of in market consumers, but generally low funnel, functional/transactional in nature



SEARCH MOVING FROM INTENT AND CONVERSION BASED TO CONVERSATIONAL

Google search for "hotels in waikiki". The search bar shows "hotels in waikiki" with filters for Maps, Images, Cheapest, Luxury, Best, Kid-friendly, Hilton, For families, and Kitchenette. The results show sponsored listings from Booking.com and Qantas, and a map of Waikiki, Honolulu, HI, USA. The map shows the Hilton Hawaiian Village Waikiki Beach Resort and the Bamboo Waikiki Hotel.



Google search for "should I buy a Japan rail pass". The search bar shows "should I buy a Japan rail pass" with filters for Converse, News, Videos, Shopping, Images, Books, Maps, Flights, and Finance. The results include a generative AI summary, a detailed text answer, and a "Ask a follow up" section with questions like "How many times can I use Japan Rail Pass?" and "How much is JR Pass for 14 days?".

The inclusion of AI is changing search, making it more conversational and able to pull in more content – this has the potential to shorten the customer journey and make search a channel with more emotional connection



USING ROLE OF CHANNEL TO SOLVE CLIENT BRIEFS

THE BRIEF

What the client says:

We want people to think
we're a luxury brand



What channels we'd use:



THE BRIEF

What the client says:

We need to get lots of sales during our Black Friday promotion



What channels we'd use:

A collage of advertising creatives for Contiki. It includes a horizontal banner at the top with a boat on water, a central text-based ad with the headline "An Island-Hopping Sailing Adventure Is Cheaper Than You Think - Here's Our Top Picks", and two vertical banners on the sides. The banners feature the Contiki logo, a "SAVE 25% ON SAILING & ISLAND HOPPING TRIPS" offer, and a "BOOK NOW" button. The central ad also features a photo of a smiling woman holding a glass of wine and a "CHECK OUT OUR LATEST FEATURE JOBS" button.

THE BRIEF

What the client says:

We're launching a new product that will show how innovative we are compared to our competition



What channels we'd use:



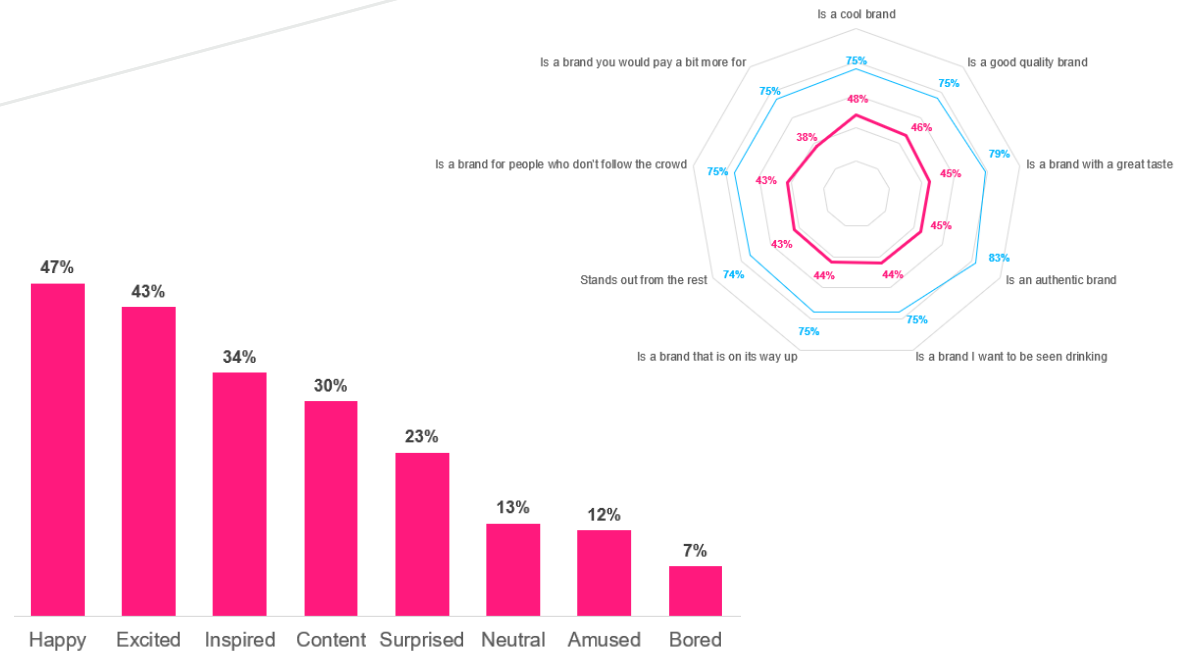


MEASURING EMOTIONAL IMPACT

WHEN PLANNING FOR EMOTIONAL IMPACT, ENSURE THE RIGHT MEASUREMENT IN PLACE



Reach, frequency, and engagement are well measured through standard tools



Emotion is best measured through custom research



SUMMARY

**PEOPLE DON'T MAKE DECISIONS
FUNCTIONALLY, SO OUR MEDIA
CHANNEL CHOICES MUST
CONSIDER THE EMOTIONAL ROLE
THEY FILL**

CHANNEL EVALUATION TABLE

Channel	Functional Role	Emotional Role
Television	Mass reach, deliver info via A/V format	Tell a story, connect with passion points
Radio	Reach and frequency by aligning with routine. Deliver informational messages.	Connect to talent, local community, and passions
Podcasts	Uncluttered, attention driver.	Build trust through host and connect with passions (sometimes niche)
Facebook	Mass reach, high frequency, highly targetable and optimisable	Community connection
TikTok	High reaching and targetable, especially for younger audiences	Trust and influence, connect to passions. Highly visual and inspirational.
Large billboards	High reach and impact	Can denote stature or fame
Small outdoor (i.e. bus shelters)	Deliver reach and frequency. Longer dwell time.	Align with daily routine (creative execution key)
Cinema	High impact and attention	Able to deliver emotive content, stature and fame, and align with passions
Magazines	Can delivery visual or detailed messages	Passion point alignment, potential for luxury and cultural associations



THANKS