FINECAST System1 www.finecast.com

Addressable Advantage

Recent measurements of attention reveal that addressable TV attracts and commands greater attention than other addressable digital media channels.

And now our research with System1 reveals that television advertising elicits more intense feeling, more positive emotion and stronger predicted business effect among addressable audiences.

The three key insights from this report are a guide to how brands can get it right.

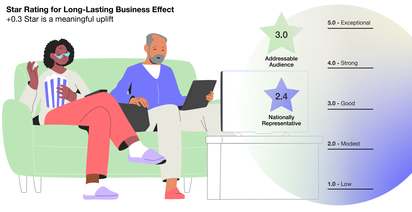
What we found

01 Greater long-term impact

TV advertising is predicted to achieve stronger long-lasting business effect among addressable audiences.

Using addressable TV alongside other broad-beam attention platforms, such as linear television, is effective when needing to create fame and feeling for a brand at the top of the marketing funnel.

Star Rating for Long-Lasting Business Effect
+0.3 Star is a meaningful uplift

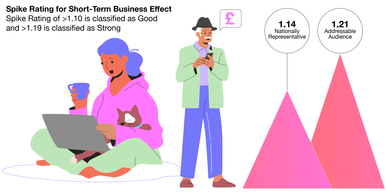


02 Faster action

TV advertising is predicted to grow immediate, more direct business effect among addressable audiences.

This makes addressable TV particularly interesting for advertising used to achieve business outcomes in the mid or lower levels of the marketing funnel.

Spike Rating for Short-Term Business Effect
Spike Rating of >1.10 is classified as Good and >1.19 is classified as Strong



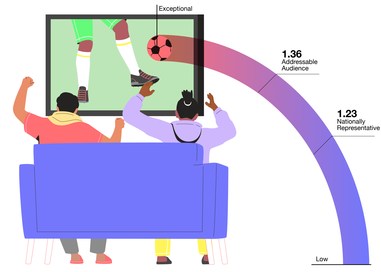
> "In a world competing for audience attention, the impact of addressable TV on short-term business effects makes the platform particularly interesting for advertising aimed for the mid or lower parts of the marketing funnel."

03 More feeling

TV advertising elicited more intense emotion and more happiness among addressable audiences.

This is helpful because feelings of happiness and more intense emotion are related to stronger business effect in the real world.

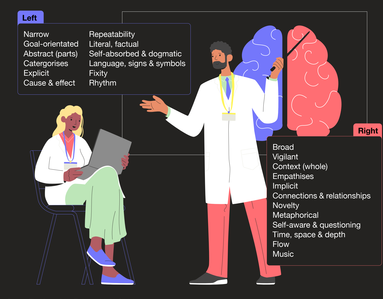
Emotional Intensity Score (0-3)
Relates to memorability, relevance and desire



> "Advertisers can trust that addressable TV audiences are more likely to elicit a stronger feeling from their advertising."

Right Brain Advantage

TV adverts are more likely to achieve stronger business effects among addressable audiences when they make good creative use of music with discernible melody, people touching, a clear sense of place, and humour.



Source: The Master & His Emissary, Iain McGilchrist

FINECAST

Through our partnership with System1 & Hogarth, brands and advertisers now have access to pre-campaign optimisation capabilities that deliver long- and short-term effectiveness on addressable TV.

Let Finecast help you influence emotive responses via your TV ad creatives and ignite your brand's potential.
Contact us on hello@finecast.com