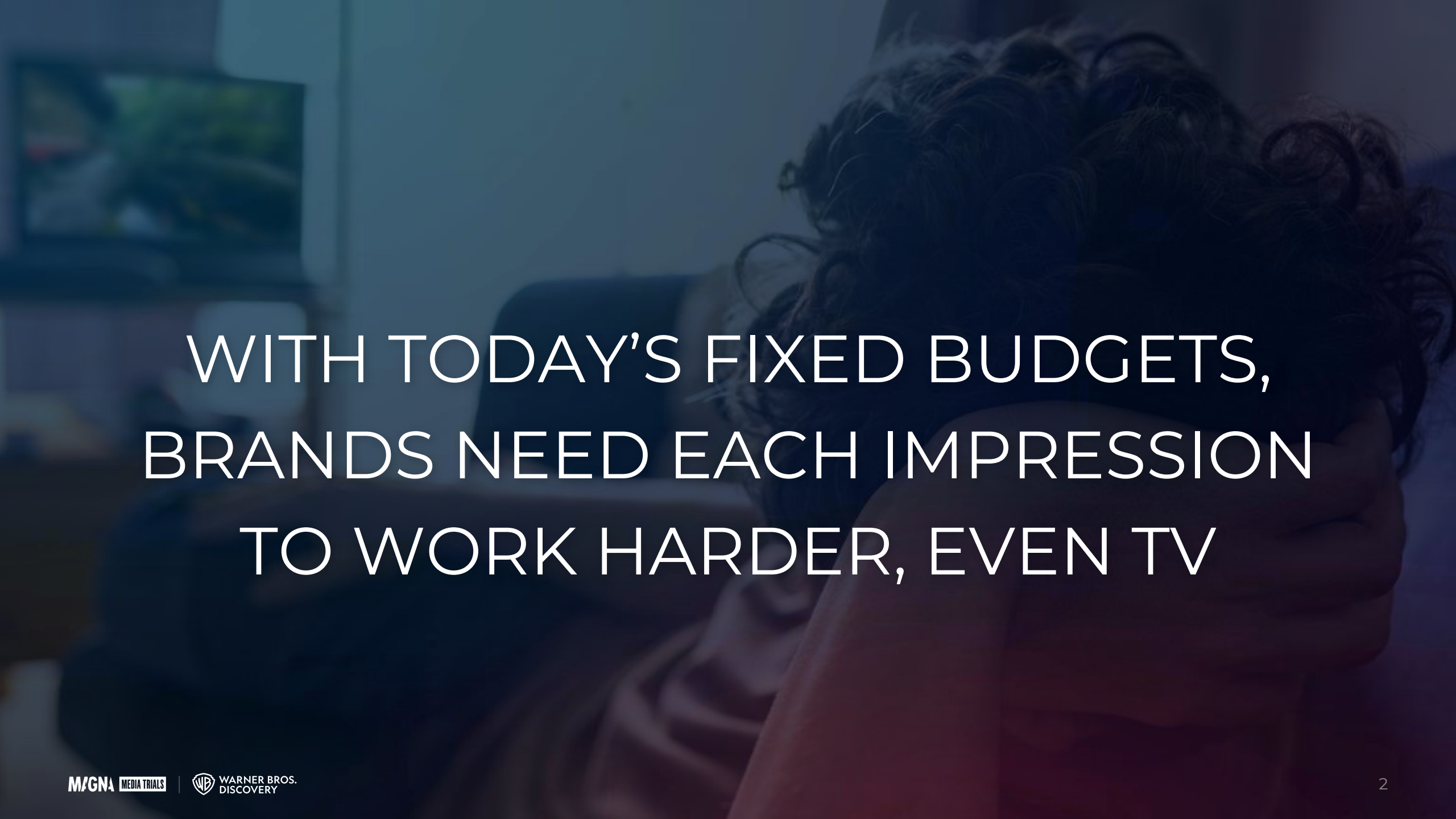
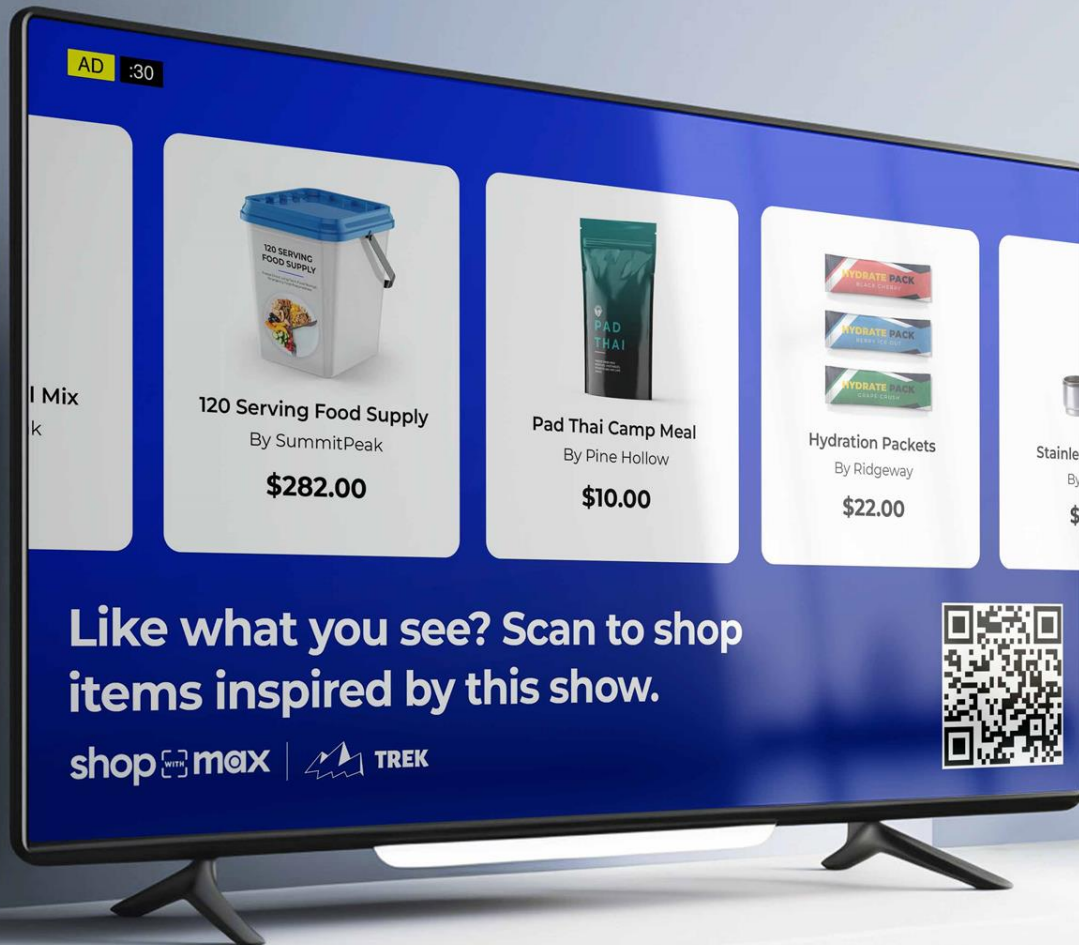


CLOSING THE GAP

How marketers can convert TV
buzz into brand action

A person with curly hair is seen from the back, looking at a screen in a dimly lit room. The text is overlaid on the image.

WITH TODAY'S FIXED BUDGETS,
BRANDS NEED EACH IMPRESSION
TO WORK HARDER, EVEN TV



WE SET OUT TO...

Explore the path to
purchase for TV streamers

01

Test the effectiveness of
new shoppable TV ads

02

WE RAN SOME EXPERIMENTS

WHAT

Controlled testing of standard and interactive ad formats for CPG and Retail brands

6

TV shows



7

Ads



709

Participants

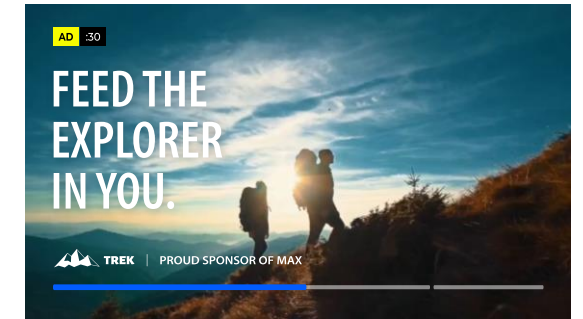


TV SHOWS TESTED*

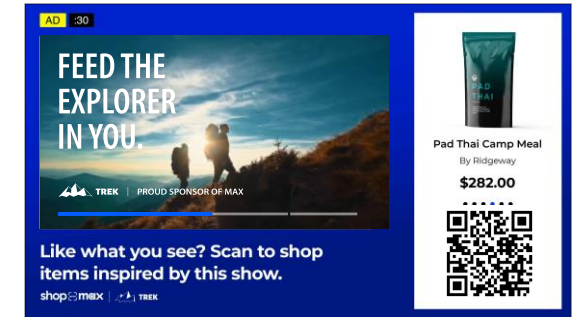


ADS TYPES TESTED

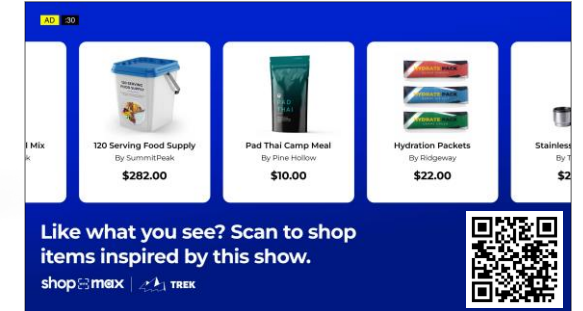
Traditional Video Ad



Shoppable Ad with Video



Shoppable Ad without Video



DATA COLLECTION

RECRUIT



Streaming TV viewers ages 18+ recruited from nationally representative online panel

Sample Size N= 709
Total Exposure Points= 1,418

SURVEY



Initial survey with demographics and screeners

AT-HOME TV VIEWING



Participants randomized into a test or control cell and selected a TV show to watch on their home TV

MEASUREMENT

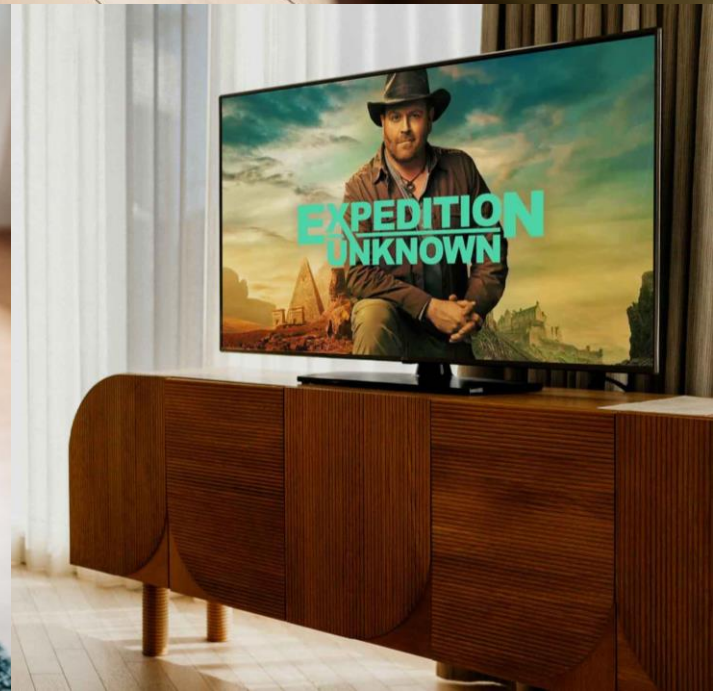


Post exposure survey to measure traditional brand metrics, ad opinions, and consumer preferences surrounding shoppable ads

THE TROUBLE WITH TV'S PATH TO PURCHASE

M/GNA MEDIA TRIALS

WARNER BROS.
DISCOVERY

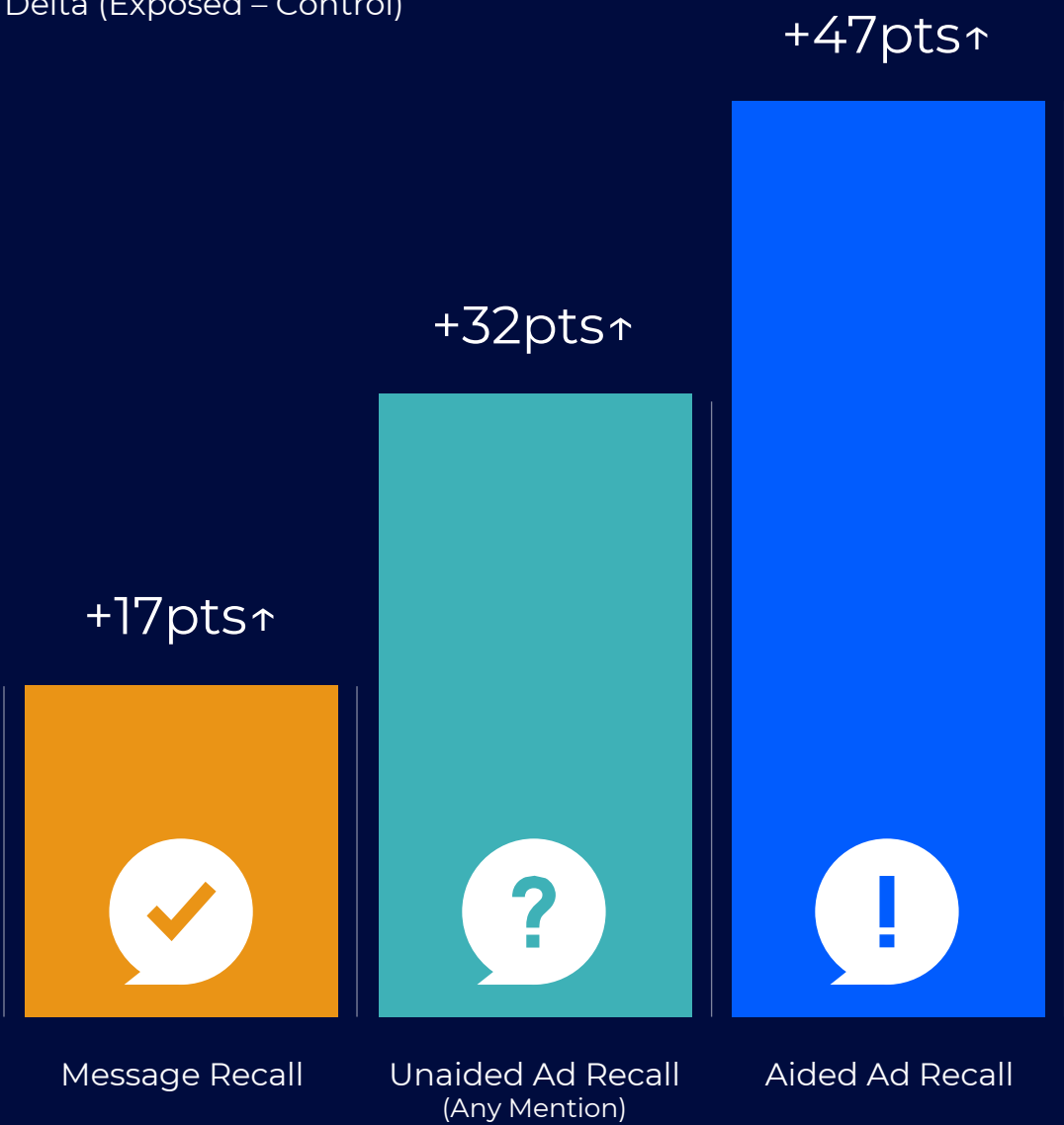


WE ALL KNOW TV EXCELS AT DRIVING AWARENESS



Traditional Video Ad Control N= 205, Exposed N= 205
±= significant difference between exposed and control at >=90% confidence
Q: If you can recall seeing any ads during the TV show episode, please write each brand on a separate line below. If you are unsure, you may guess or leave it blank. (Be specific)
Q: Which of these do you recall seeing an ad for during your experience? (Select one for each option)
Q: Which of the following messages, if any, does [testBrand] use in their advertising? (Select one)

Impact On Awareness Delta (Exposed – Control)



BEYOND AWARENESS, TV ADS ALSO SPARK PURCHASES

Most streamers have bought
products after having seen
them in TV ads

I buy
products after
seeing them in
a TV ad



64%

'OFTEN' OR
'OCCASSIONALLY'

36%

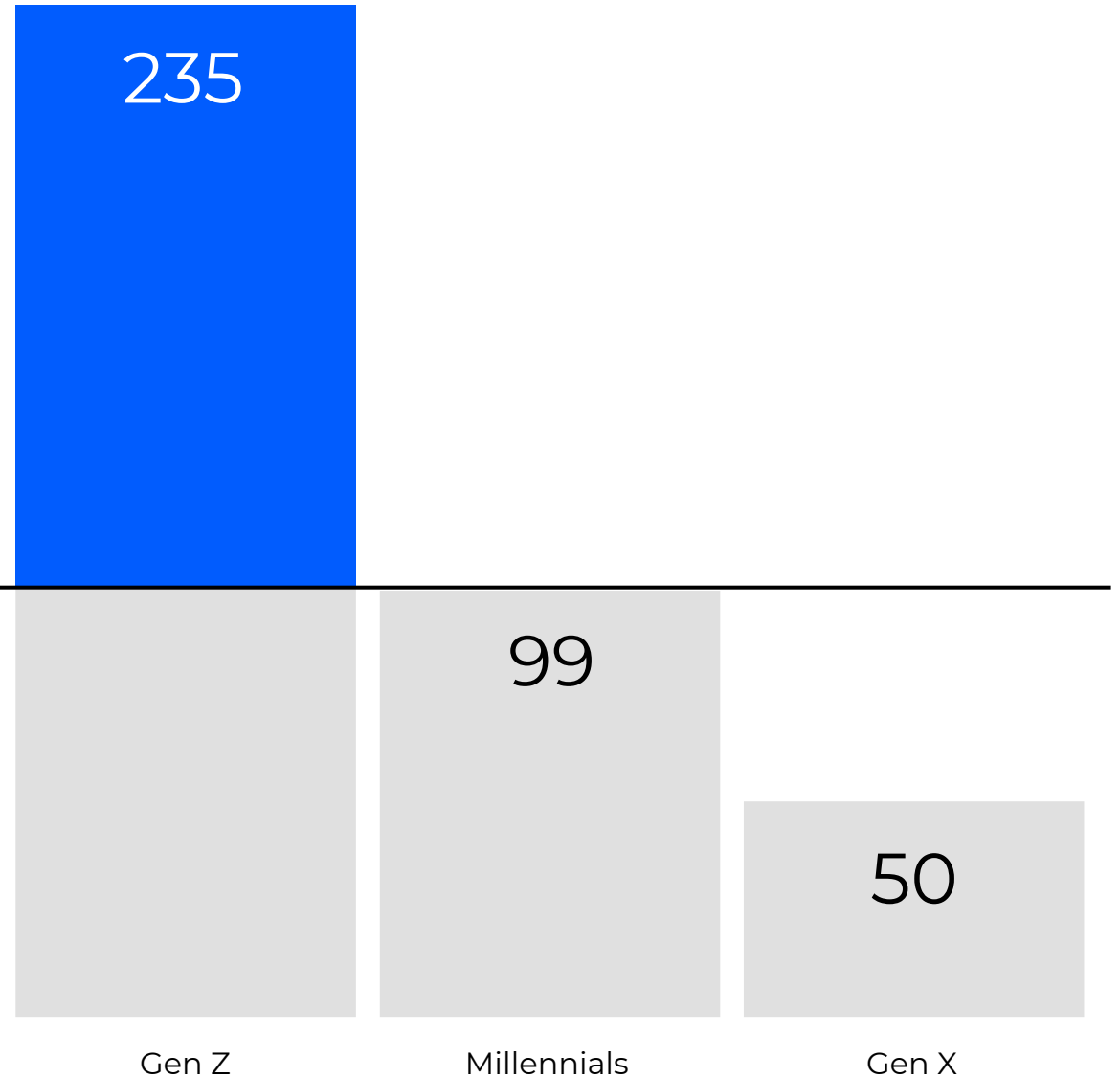
'RARELY'
OR 'NEVER'

GEN Z IS TWICE AS LIKELY TO MAKE FREQUENT PURCHASES INSPIRED BY TV ADS

ABOVE

Indexed to
Gen Pop (100)

**Purchases
Inspired By TV Ads**
% Select 'Often'

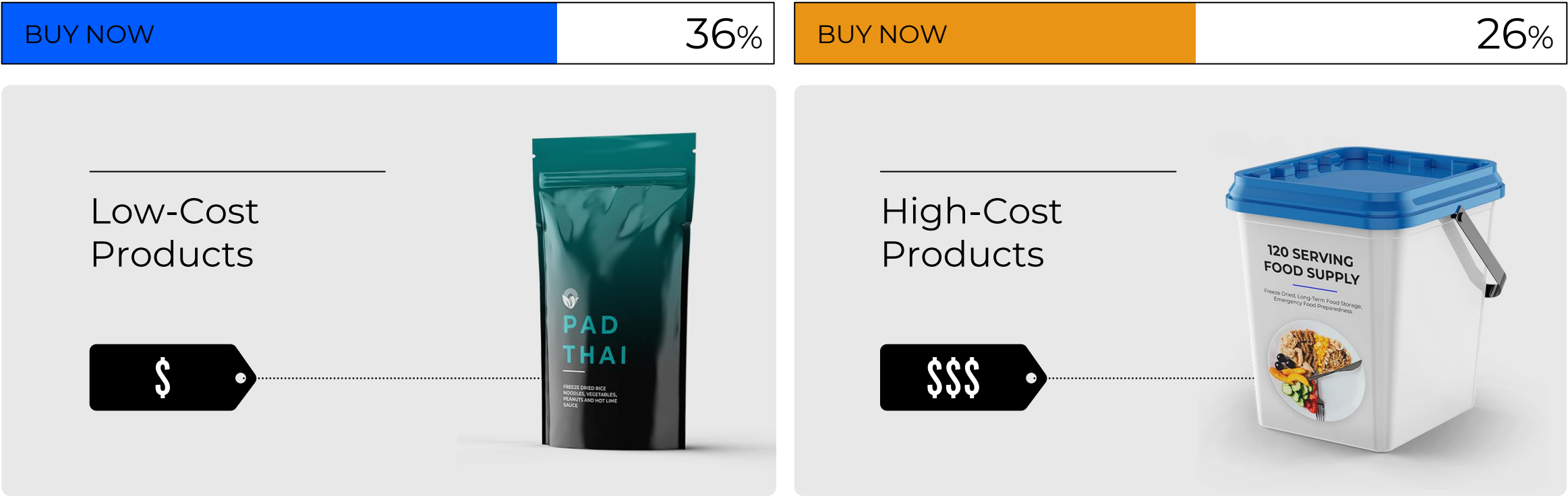


TODAY'S BUYERS WON'T WAIT

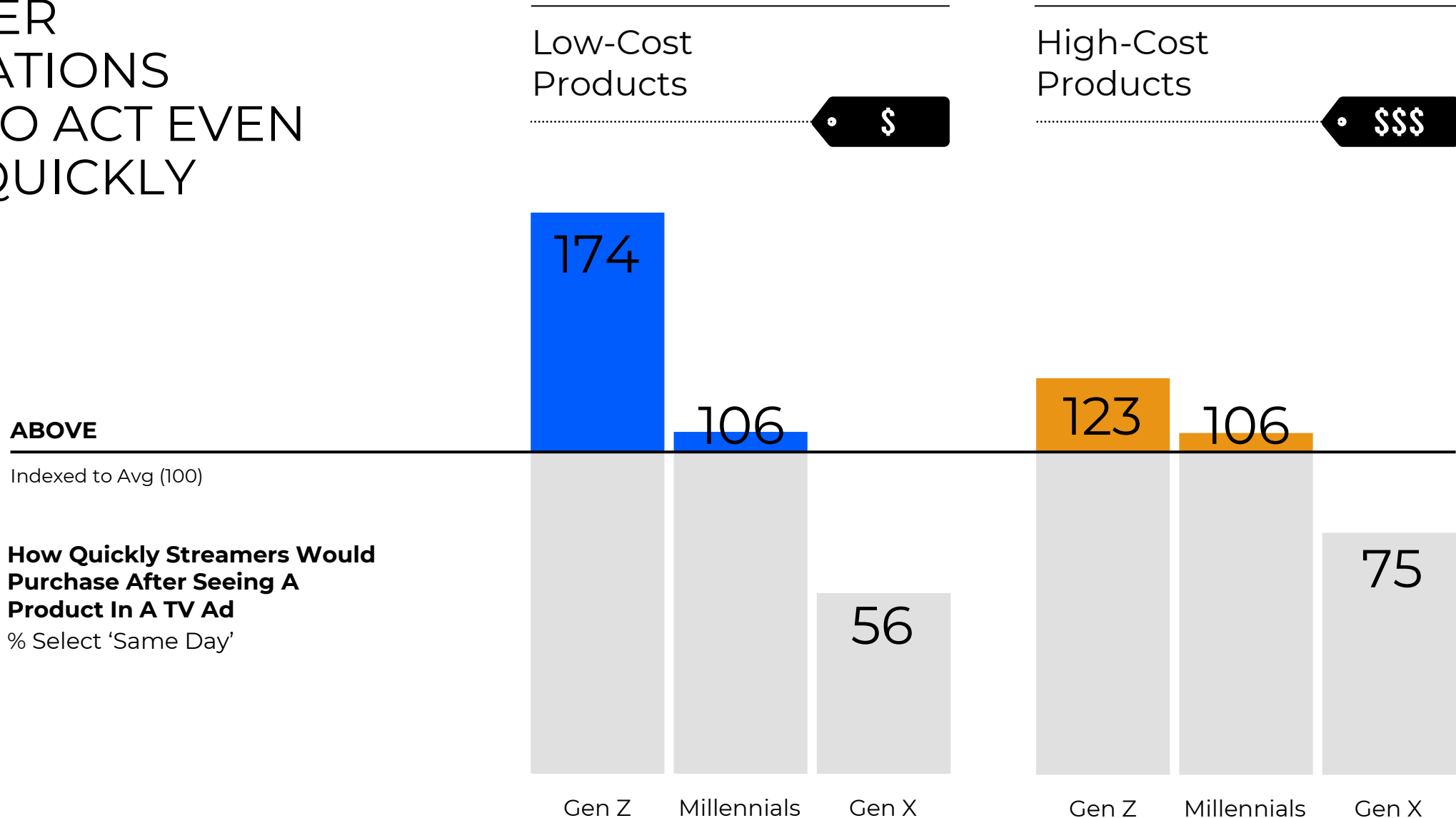
The impulse to buy is instant. Whether it's a high or low-cost product, streamers don't want to wait to purchase

How Quickly Streamers Would Purchase After Seeing A Product In A TV Ad

% Select 'Same Day'



YOUNGER GENERATIONS WANT TO ACT EVEN MORE QUICKLY



TV'S PATH TO PURCHASE NEEDS A REBOOT

Frustration In Finding Products Seen In TV Ads

% Select 'Yes'

Total Audience N= 709
Q: Have you ever felt frustrated trying to find a product after seeing
it in a TV ad? (Select one)

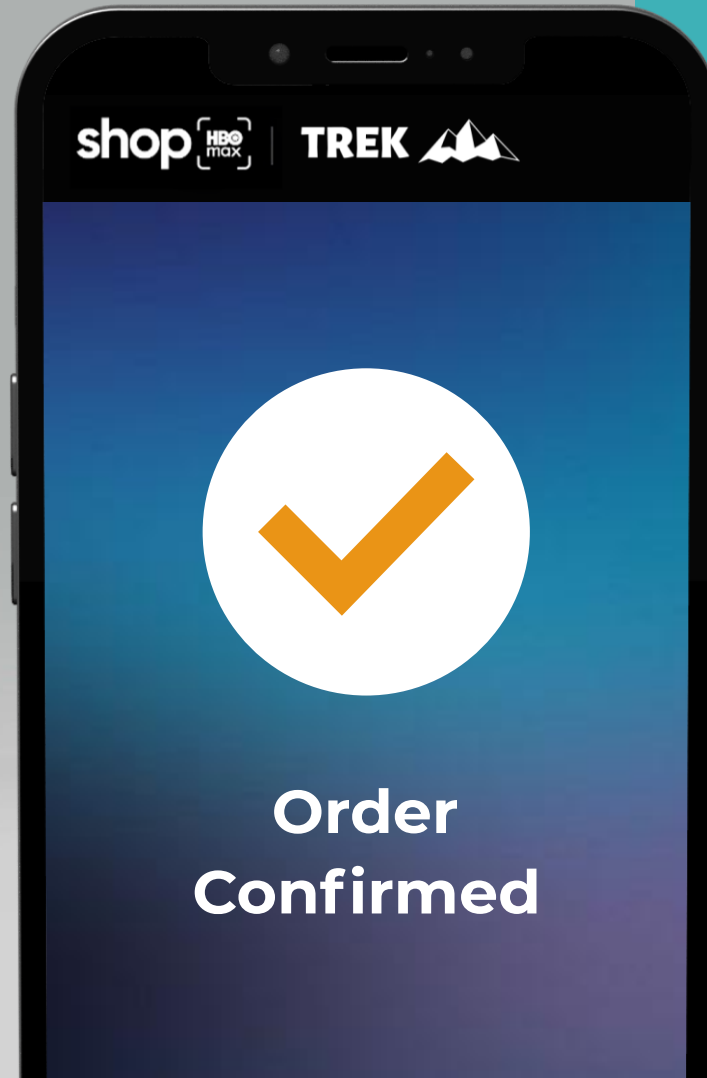
50%

Have **FELT FRUSTRATIONS**
trying to find products they
have seen in TV ads

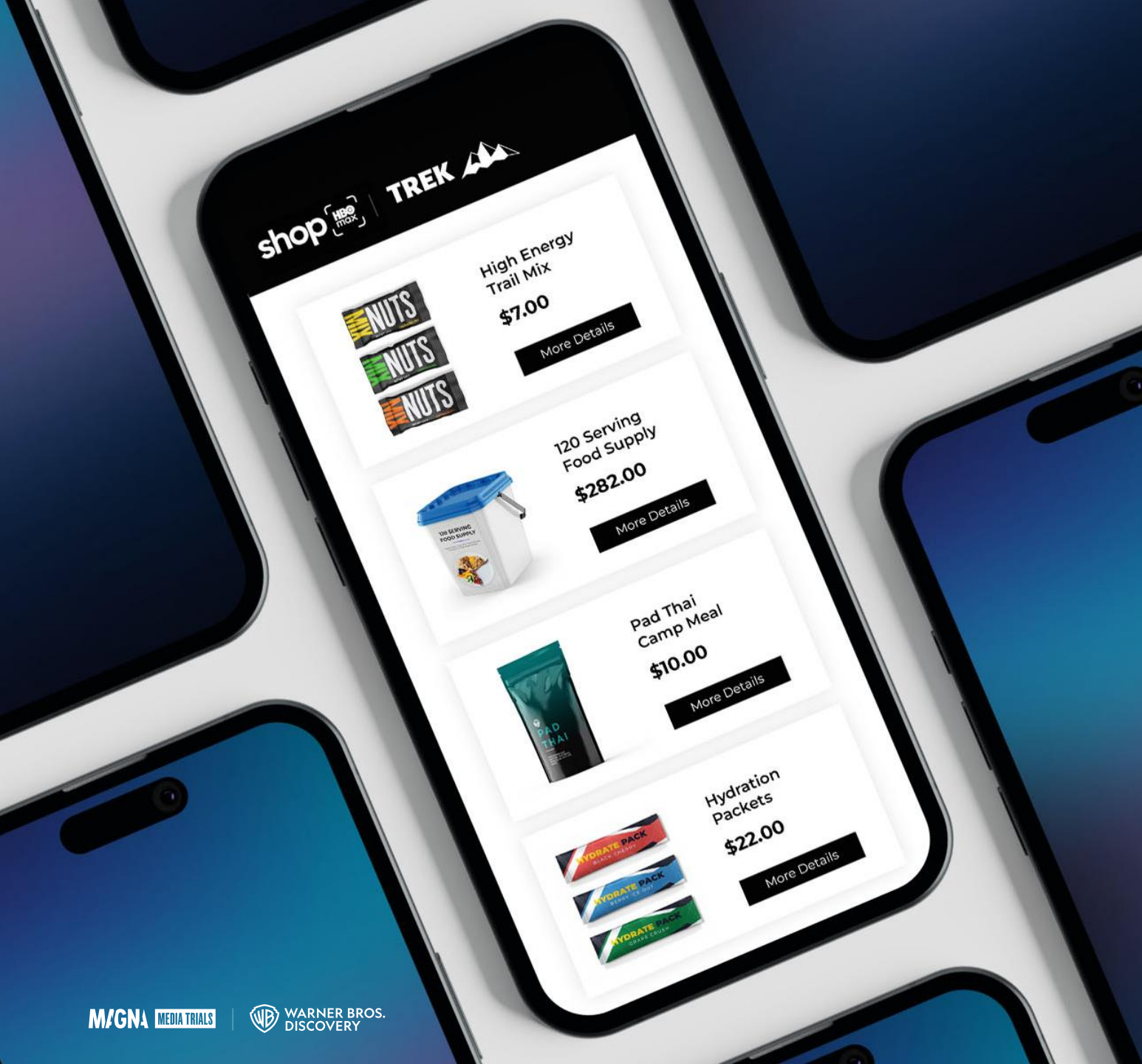


argh!

SMOOTHING THE SHIFT



FROM
TV TO
PURCHASE



MOBILE
IS THE DEVICE OF
CHOICE FOR
TRANSACTIONING

63%

**PREFER USING THEIR MOBILE
PHONE** when shopping for
products they've seen in TV ads





SHOPPABLE ADS OFFER THE KEY TO SMOOTHING THE PURCHASE JOURNEY

82%

say shoppable ads make
purchases easier



SHOPPABLE ADS OFFER VALUABLE UTILITY ACROSS VERTICALS

Shoppable Ads Are Helpful, by Brand Vertical

% Select 'Very Helpful'/
'Somewhat Helpful'

PRODUCT CONSIDERATION



HIGH

Travel

80%

Finance

73%



MEDIUM

Tech

91%

Fashion

87%

Home

86%

Health & Wellness

85%

Fitness

81%



LOW

Restaurants

89%

Entertainment

89%

CPG

87%

Beauty

84%

SHOPPABLE ADS HELP BY ELIMINATING THE NEED TO SEARCH

How Viewers Feel About Shoppable Ads

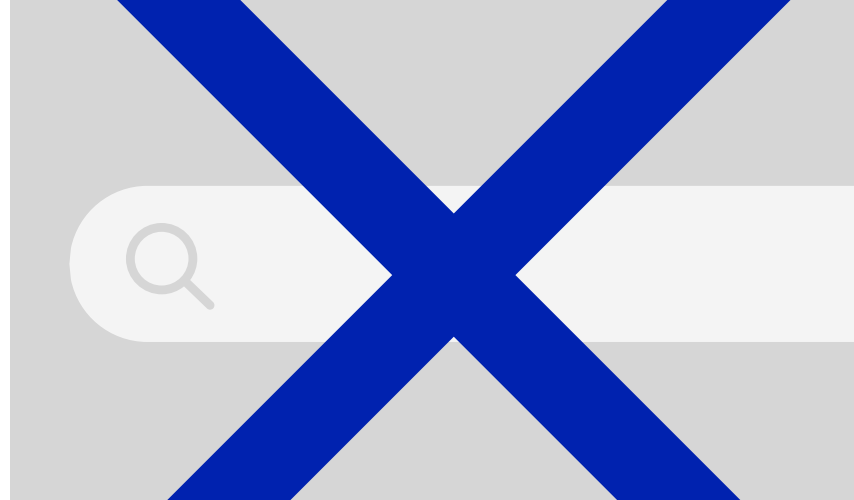
No Search

“For a makeup product, it takes you right to it instead of having to search”

Straight to Site

“It gets me right to the website to buy the product and I don't have to search for it”

Open-Ended Responses N= 421
Q: You mentioned that you find shoppable ads very helpful for certain product categories. Could you tell us more about why you find them helpful for those categories? (Be specific)



Direct Access

“Because it takes you directly to what you have seen in the ad that got your attention instead of having to look it up and research to find the product”

Instant Purchase

“For me, shoppable ads are a game-changer when it comes to fashion and electronics. I love how I can instantly purchase products directly from the ad, without having to leave the platform or search for the item elsewhere”

Already There

“I find shoppable ads very helpful because the product is already there for me. I don't have to search for it”

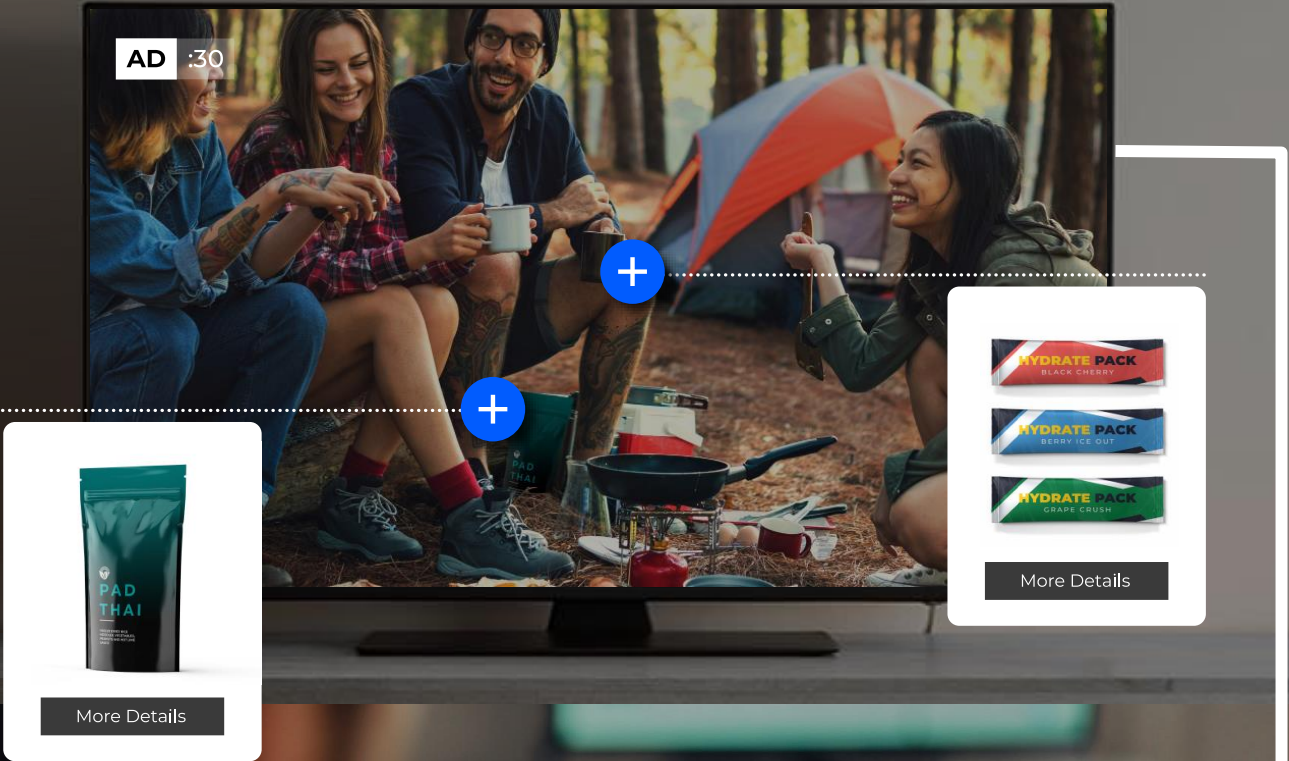
Click & Go

“Because I don't need to research where to get them. I just click and go”

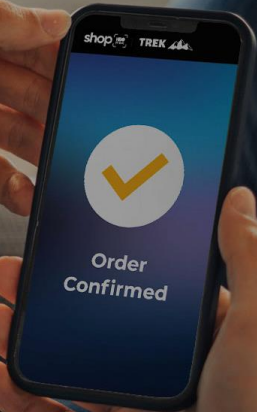
SHOPPABLE ADS CONVERT VIEWERS INTO BUYERS

Bought From A Shoppable Ad
% Select 'Yes'

Total Audience N= 709
Q: Have you ever purchased a product through a shoppable ad?
Shoppable ads are ads that allow you to purchase products directly by clicking or scanning a QR code. (Select one)



54%
Have **bought from a shoppable ad**



03

PUTTING SHOPPABLE ADS TO THE TEST

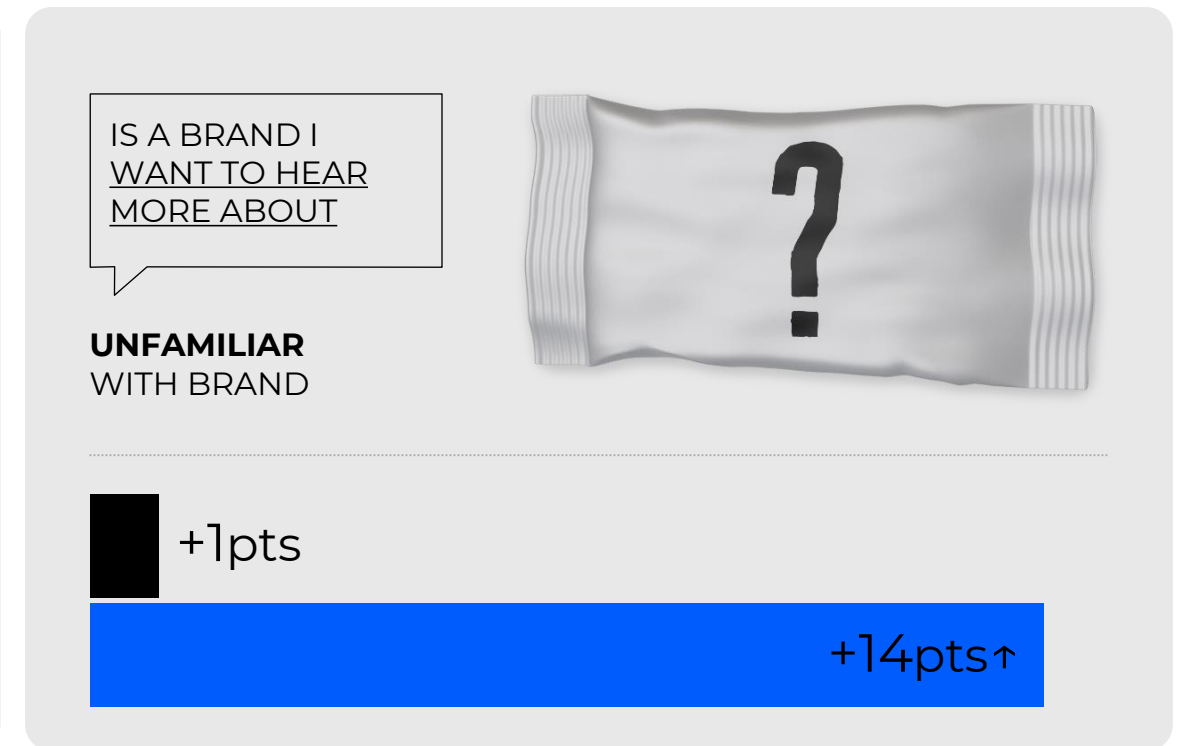


BRANDS GAIN MORE INTEREST WITH SHOPPABLE ADS, WHETHER AUDIENCES WERE FAMILIAR OR NOT

Impact By Pre-Existing Brand Familiarity*

Delta (Exposed – Control)

■ Traditional Video Ads ■ Shoppable Ads



Familiar with Brand - Traditional Video Ad Control N= 130, Exposed N= 145, Shoppable Ad Control N= 140, Exposed N= 129
Unfamiliar with Brand - Traditional Video Ad Control N= 75, Exposed N= 60, Shoppable Ad Control N= 133, Exposed N= 138
*Q: Which of these brands are you familiar with? (Select all that apply)
↑= significant difference between exposed and control at >=90% confidence
Q: How much do you agree or disagree with the following statements about [pipe: brand]? (Select one for each option)

FOR AUDIENCES FAMILIAR WITH THE BRAND: SHOPPABLE ADS IMPROVE OVERALL OPINIONS

Impact By Pre-Existing Brand Familiarity*

Delta (Exposed – Control)

■ Traditional Video Ads ■ Shoppable Ads

BRAND
FAVORABILITY

FAMILIAR
WITH BRAND



+0pts

+9pts↑

FOR THOSE UNFAMILIAR: SHOPPABLE ADS CONVEY SPECIFIC PRODUCT ATTRIBUTES

IS A BRAND
THAT IS QUALITY-
FOCUSED

UNFAMILIAR
WITH BRAND



+5pts

+16pts↑

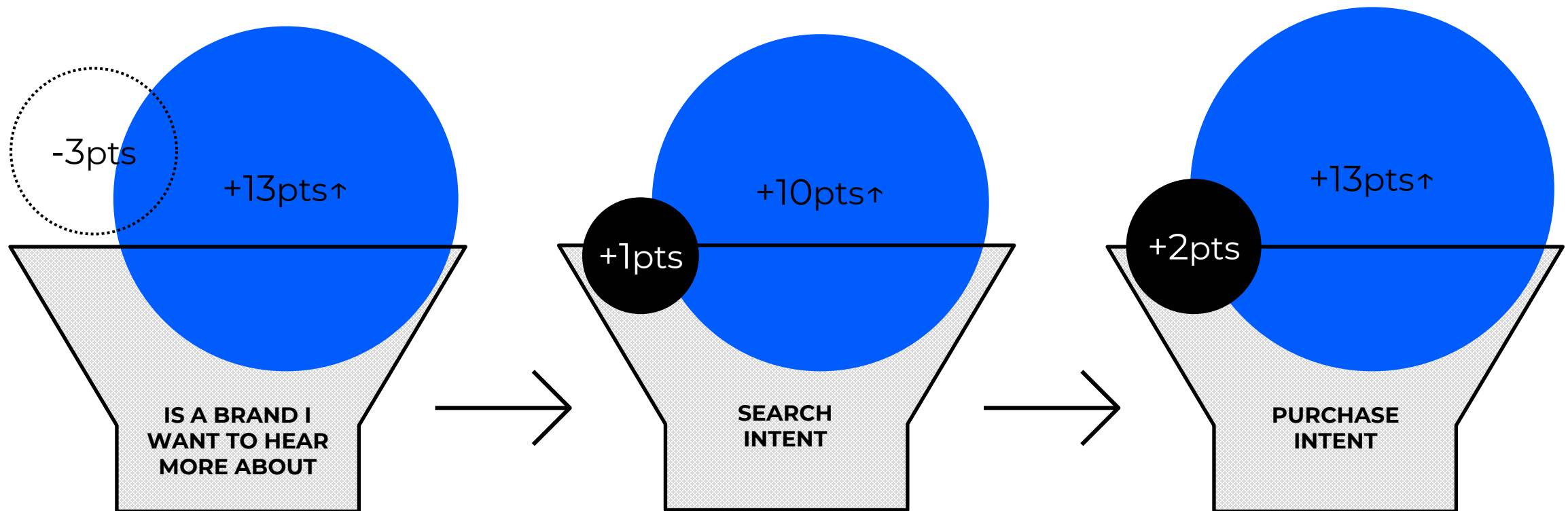
Familiar with Brand - Traditional Video Ad Control N= 130, Exposed N= 145, Shoppable Ad Control N= 140, Exposed N= 129
Unfamiliar with Brand - Traditional Video Ad Control N= 75, Exposed N= 60, Shoppable Ad Control N= 133, Exposed N= 138
*Q: Which of these brands are you familiar with? (Select all that apply)
↑= significant difference between exposed and control at >=90% confidence
Q: What is your overall opinion of each of the following? [Select one for each option]
Q: How much do you agree or disagree with the following statements about [pipe: brand]? (Select one for each option)

FOR A HIGHER-PRICED RETAIL BRAND, SHOPPABLE ADS DROVE TRANSACTIONAL NEXT STEPS

Impact On Retail Brand

Delta (Exposed – Control)

● Traditional Video Ad ● Shoppable Ads



Traditional Video Ad Control N=101, Exposed N=104, Shoppable Ad Control N=103, Exposed N=100

↑ = significant difference between exposed and control at >=90% confidence

Q: How much do you agree or disagree with the following statements about [pipe: brand]? (Select one for each option)

Q: How likely are you to search for information about the following? (Select one for each option)

Q: How likely are you to purchase the following? (Select one for each option)

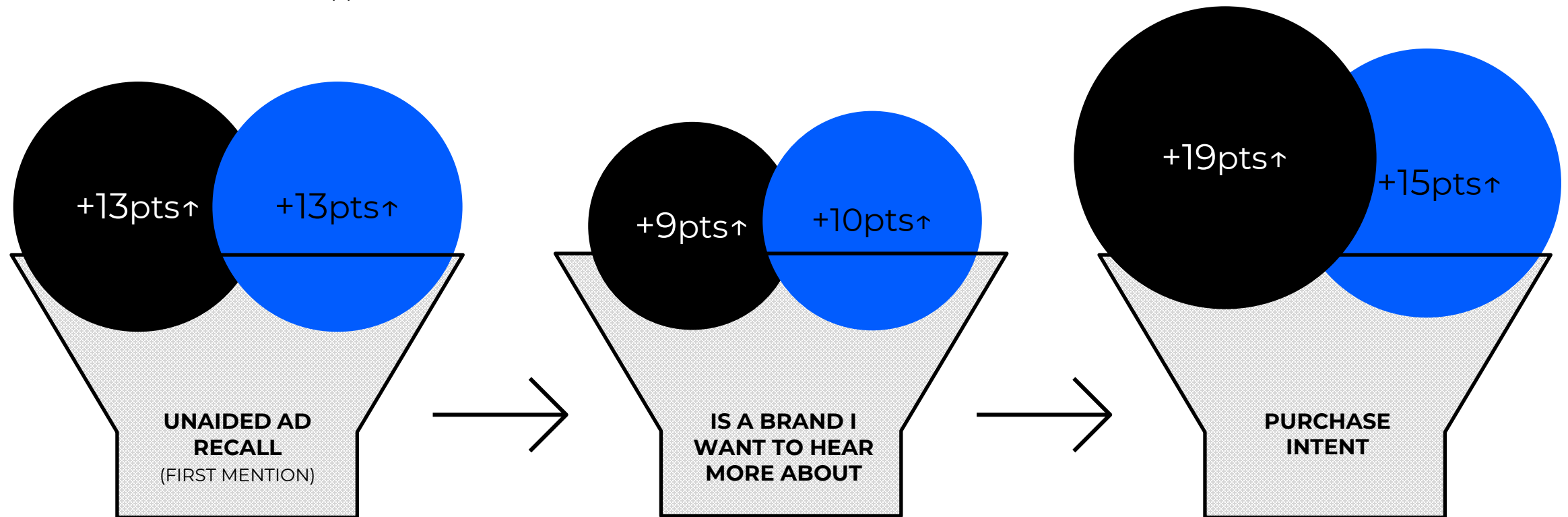
FOR A LOWER-PRICED FOOD BRAND, SHOPPABLE ADS PERFORMED ON PAR WITH TRADITIONAL TV ADS

Additional research is recommended to explore potential opportunities for low consideration products

Impact On CPG Brand

Delta (Exposed – Control)

● Traditional Video Ad ● Shoppable Ads



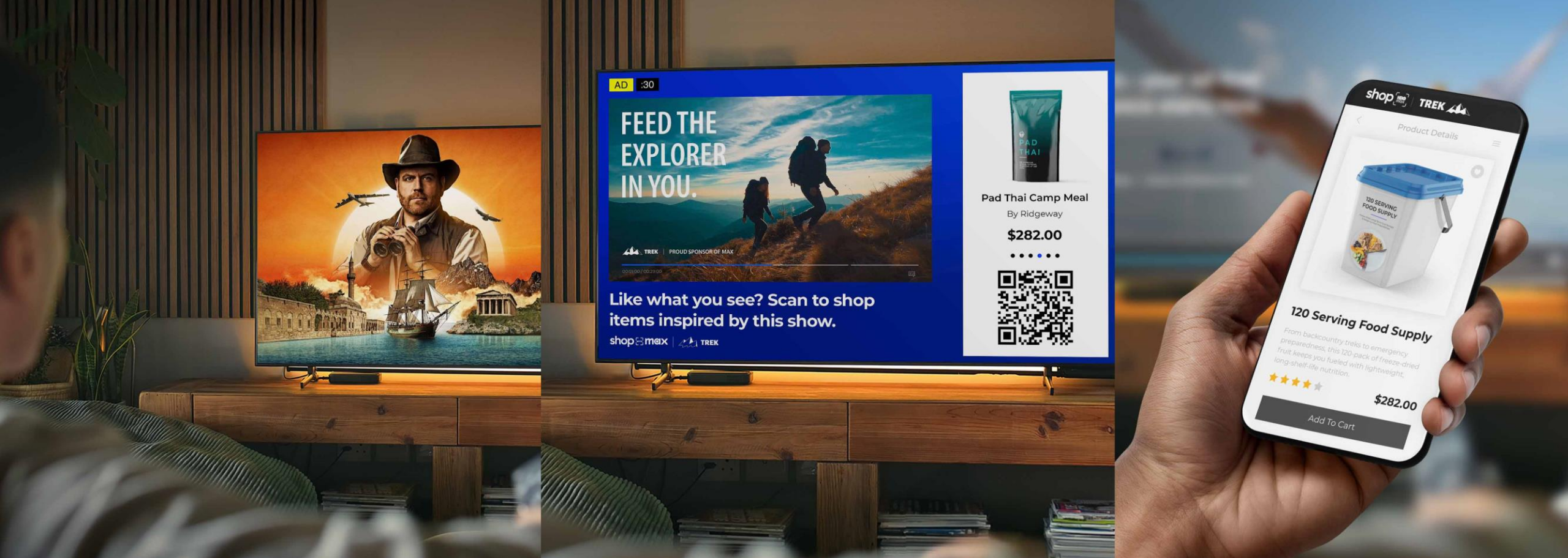
Traditional Video Ad Control N=104, Exposed N=101
Shoppable Ad Control N=104, Exposed N=101

↑ = significant difference between exposed and control at >=90% confidence

Q: If you can recall seeing any ads during the TV show episode, please write each brand on a separate line below. If you are unsure, you may guess or leave it blank. (Be specific)

Q: How much do you agree or disagree with the following statements about [pipe: brand]? (Select one for each option)

Q: How likely are you to purchase the following? (Select one for each option)

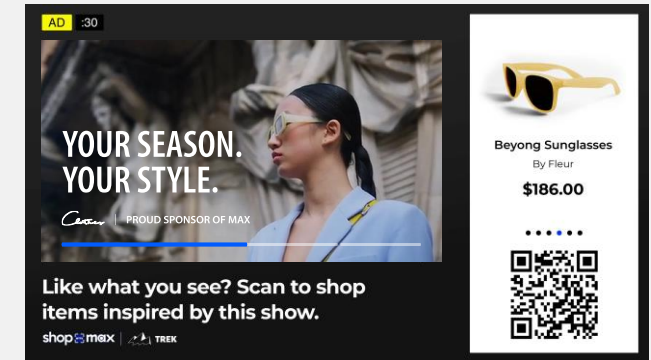


CONTEXTUAL IS A CRITICAL INGREDIENT

CONTEXTUAL PRODUCT ALIGNMENT WITH CONTENT

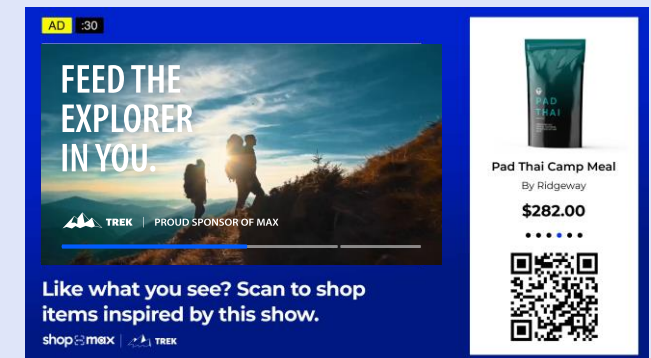
SHOPPABLE AD WITH VIDEO // **NON-CONTEXTUAL**

The ad does **not** relate to the content around it — it's placed independently of what you're watching



SHOPPABLE AD WITH VIDEO // **CONTEXTUAL**

A video ad that lets viewers shop directly (click, tap, or scan) — and it **matches the content**, so it feels relevant, not random



HOW IT WORKS

FROM OUR SCREENS TO YOUR CATALOGUE AND BACK

TV SHOW: TOURNAMENT OF CHAMPIONS



Objects seen on screen are matched to similar products in your catalogue, with the most relevant selections appearing in the subsequent mid-roll break.

PRODUCT SHOWCASE

AD :30



Triple Ply Saucepan with Cover
By Dininga
\$49.99



Triple Ply Saucepan with Cover
By Dininga
\$49.99



Triple Ply Saucepan with Cover
By Dininga
\$49.99

Like what you see? Scan to shop items inspired by this show.

shop  | **LOGO**



ALIGNING PRODUCTS WITH RELEVANT CONTENT SPARKS BRAND EXCITEMENT

Ad Opinions

% Select 'Strongly Agree'/'Agree'

Shoppable Ad with Video – Non-Contextual N= 102
Shoppable Ad with Video – Contextual N= 100
↑= significant difference between Shoppable Ad with Video – Non-contextual
and Shoppable Ad with Video – Contextual at >=90% confidence
Q: How much do you agree or disagree with the following statements about
the ad? (Select one for each option)

IS AN AD THAT GETS
ME EXCITED ABOUT
THE BRAND

SHOPPABLE AD WITH VIDEO
// **NON-CONTEXTUAL**

58%



SHOPPABLE AD WITH VIDEO
// **CONTEXTUAL**

69%↑



CONTEXTUAL ALIGNMENT IS A CLEAR CATALYST FOR HIGHER PERFORMANCE

Impact On Purchase Intent, by Contextual Alignment

Delta (Exposed – Control)

+2pts

TRADITIONAL VIDEO AD
// **NON-CONTEXTUAL**

+4pts

SHOPPABLE AD WITH VIDEO
// **NON-CONTEXTUAL**

+13pts↑

SHOPPABLE AD WITH VIDEO
// **CONTEXTUAL**

IMPLICATIONS

1

With 63% of viewers preferring mobile and 82% saying shoppable ads make buying easier, brands can close the loop by making products instantly tappable and eliminating the search

Shoppable ads drive interest and enhance brand perception for familiar audiences and communicate product value to potential new customers

2

By pairing products with relevant moments, brands can boost purchase intent and make their message feel like a perfect fit

3

THANK YOU

M/GNA MEDIA TRIALS



WARNER BROS.
DISCOVERY