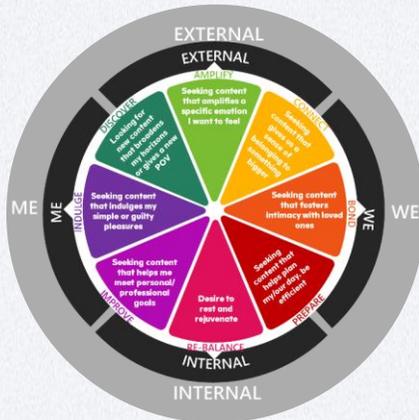


In part 2 of the Context Effectiveness Playbook research, we will examine the impact of programming context and viewer need-states on ad receptivity by building off of Turner's foundational Content Needs Framework (visual below on left).



We uncovered 8 psychological need-states that drive the choice consumers make when deciding what type of TV/video content to watch.

Within the open/receptive mindset, we've identified one need, Amplify, in which consumers report that they are most receptive to advertising, as well as a second need-state, Prepare, in which consumers report being least receptive to ads.

In part 2, we put those ad receptivity findings to the test!

OBJECTIVES

- Understand how need-state/viewer mindset impacts receptivity to advertising (both standard vs. branded content/more "native" style ads.)
- Create need-state/viewer mindset taxonomies for different genres and sub-genres of programming (e.g., Drama, Comedy, News, Sports, Reality as core genres, sub-genres TBD depending on how viewers bucket the shows into similar need-state profiles.)
- Set hypotheses for part 3 of the Context Playbook research, where we'll take the study into the TW Media Lab and run experiments testing biometric response to congruous vs. incongruous program + ad combinations (e.g., news segment + funny ad, news segment vs. cognitive ad.)

BUSINESS APPLICATION

Building from part 1 of the Context Playbook research on the efficacy of Branded Content vs. Standard ads, this phase will help us:

- Better match ads to programming context.
- Understand the nuances of genre and sub-genre impact on receptivity.
- Provide a grounding in consumer needs and receptivity to ID white spaces for new ad product development.

METHODOLOGY

Two-step quant:

1. Program-level survey: quick-turn field and tab questionnaire (QNR) among GenPop TV viewers in which we provide a list of shows; approximately two from each Turner network and 20 others from competitive networks, evenly split between the following genres: Drama, Comedy, News, Sports, Reality.

Objective: get consumers to tell us the top 3 need-states for each show.

2. Three-day Mobile Viewing/Need-State/Ad Receptivity Diary: via a mobile app provided through Magid, we'll recruit fans of the 30 shows we asked about in the QNR and ping them throughout intervals of the 3 days to log when/where/how/with whom they're watching, why they're watching (what need-state is primary vs. secondary), and ask briefly about receptivity to ads in the moment.

Objective: capture real-time feedback from fans of the shows to stress test reported receptivity levels from the QNR and pick up any contextual nuances we may have missed in step 1.



DELIVERABLES

- GenPop audience sizing for 30 shows + need-state profiles clustered into similar genre + sub-genre taxonomies
- Fan POV on primary and secondary need-states at the program level for 30 shows + refined clusters of shows that have similar profiles
- Read on how ad receptivity differs by program genre/sub-genre and fandom
- Guardrails for “how to” do advertising right for different genres/program types

RESULTS

- **Phase 1:** Q3 2017
- **Phase 2:** Q4 2017