



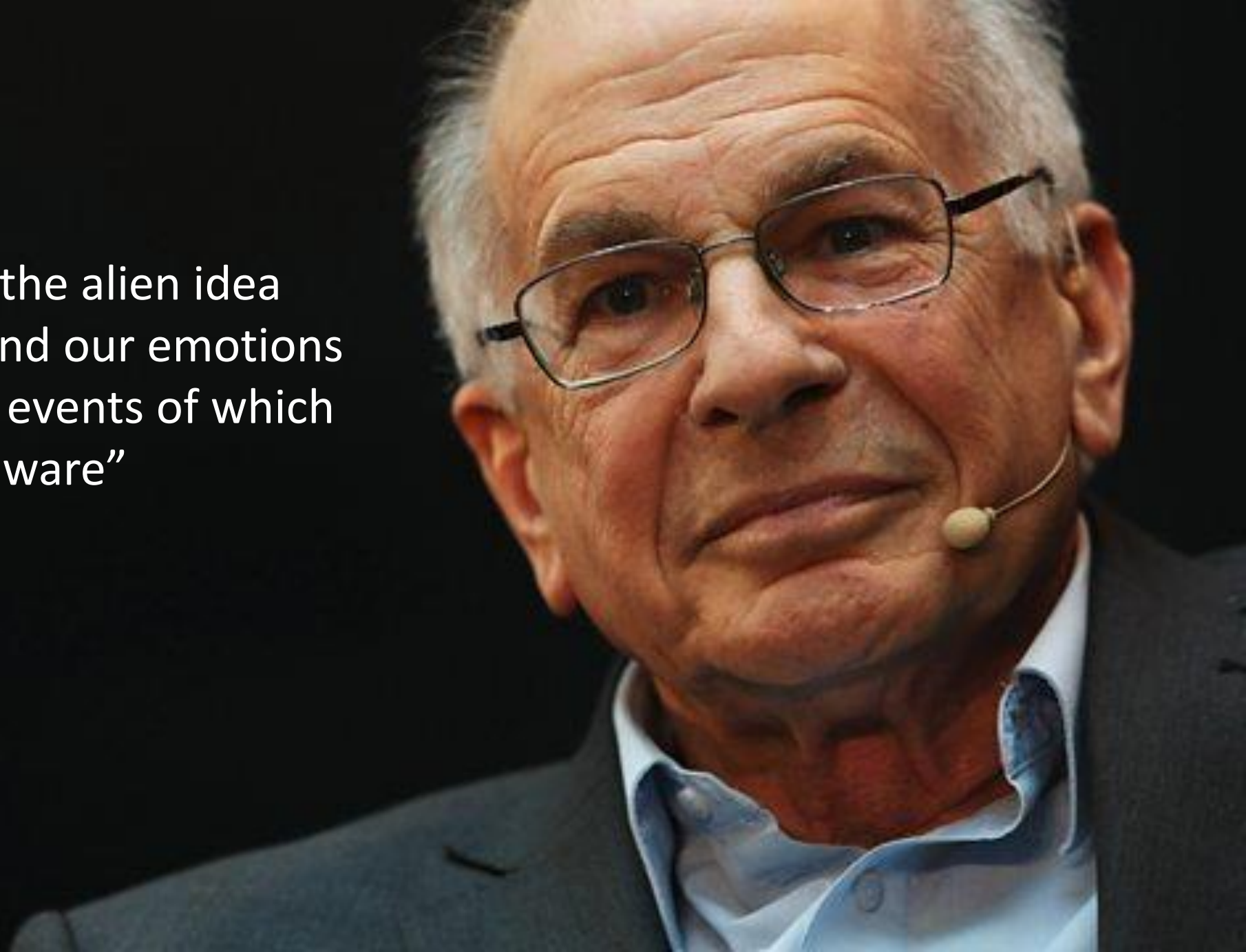
sky


JCDecaux

How Priming leads to Planting
Flourishing Results from OOH and TV Together

“We must accept the alien idea that our actions and our emotions can be **primed** by events of which we are not even aware”

Daniel Kahneman
Thinking, Fast and Slow





“Exposure to advertising messages across multiple media can stimulate **forward encoding**. This is when an ad in the first medium improves the performance of the ad in the second medium”

Ehrenberg-Bass Institute for Marketing Science
Planning for Synergy, Harnessing the Power of Multi-Platform Media



ΛΛΙΪΞΠ



Search the web to plant trees...




**The search engine that
plants trees.**

135,802,815


Trees planted by Ecosia users

← The University of Edinburgh on Ecosia
10 Tweets



TURN YOUR INTERNET SEARCH

THE CAMPAIGN EDINBURGH




The University of Edinburgh on Ecosia
@UofEEcosia


Edinburgh on Ecosia is a student-run campaign to make Ecosia the default search engine at UoE.
Download here: ecosia.co/edinburghunive...

Edinburgh, Scotland ecosia.co/edinburghunive...

6 Following 17 Followers



THE UNIVERSITY of EDINBURGH




SOCIAL RESPONSIBILITY AND SUSTAINABILITY
The Seed

Overview

Social Responsibility and Sustainability > Students > Ecosia: a search for a better future


Search

A place for conversations from the University of Edinburgh community on topics around social responsibility and sustainability.



Categories
Alumni
Biodiversity
Climate change
Cold storage
Development

Ecosia: a search for a better future



Forest to be planted next to Edinburgh's Royal Infirmary as thanks to NHS workers

A forest will be planted next to Edinburgh's Royal Infirmary Hospital this week dedicated to NHS staff as a living monument and gesture of thanks from the general public for their efforts fighting Covid-19.


By Caitlyn Dewar
Sunday, 28th March 2021, 6:37 pm



Green search engine Ecosia partnered with two UK charities, The NHS Forest and Trees for Cities, to bring nature spaces to hospitals across the country - including the Royal Infirmary in Edinburgh

SQUARESPACE

Look like a pro from the start with our website templates.



Methodology

An aerial photograph of a dense, lush green forest. The trees are tightly packed, creating a rich, textured canopy of various shades of green. The word "Methodology" is written in a clean, white, sans-serif font in the upper left quadrant of the image.

Three research elements



Real world survey
n=1417



Video dial test
n=1493



Eye tracking
n=622

Three UK cities



M A N C H E S T E R

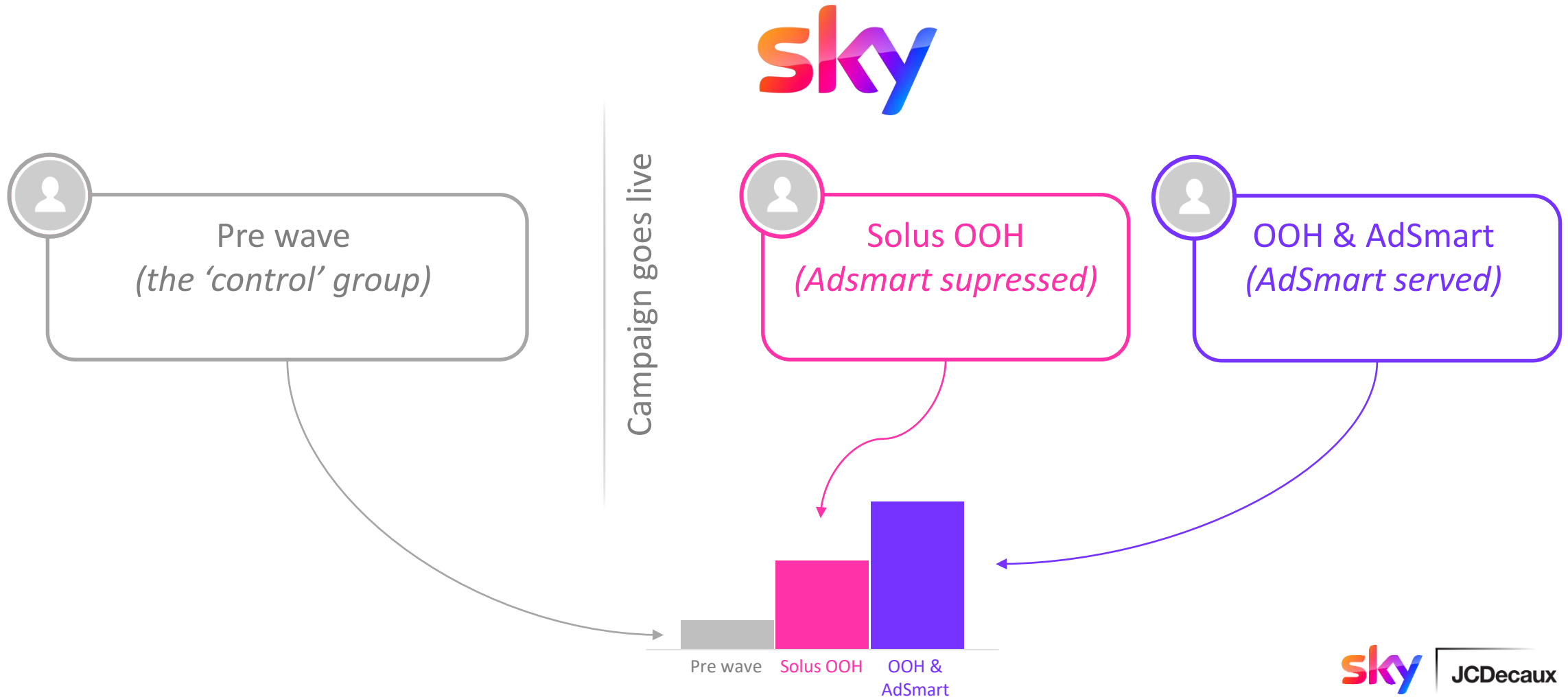


E D I N B U R G H



L O N D O N

Three-cell survey methodology design



▲▲ Significantly higher/lower versus unexposed pre wave. Tested at 95% confidence interval



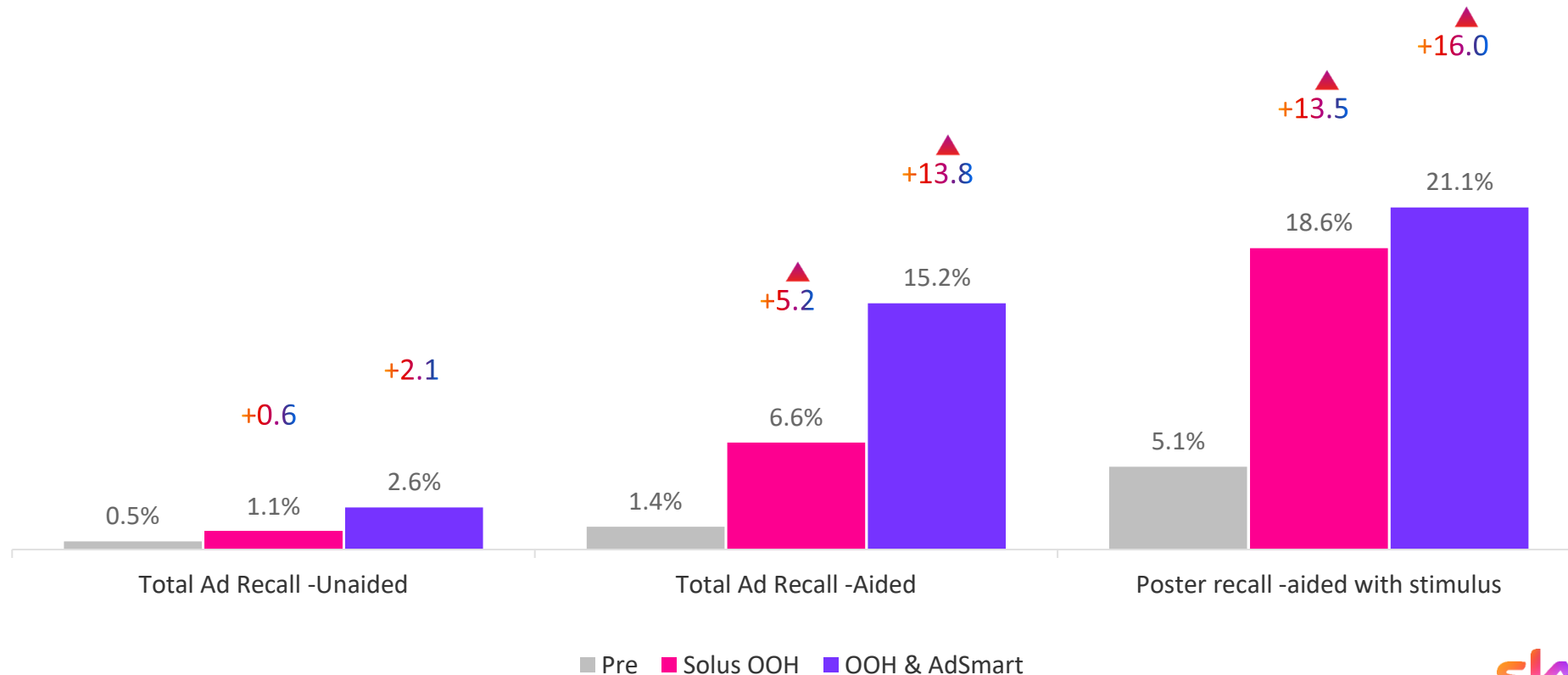
Results

Ad recall results show benefit of local exposure across platforms

Advertising recall metrics

Which internet search engines have you seen or heard any advertising for recently?

Have you seen any of these adverts or something very similar before? (posters)



Real world survey
Sample Size: Pre (350), Solus OOH (244), OOH & AdSmart (823)

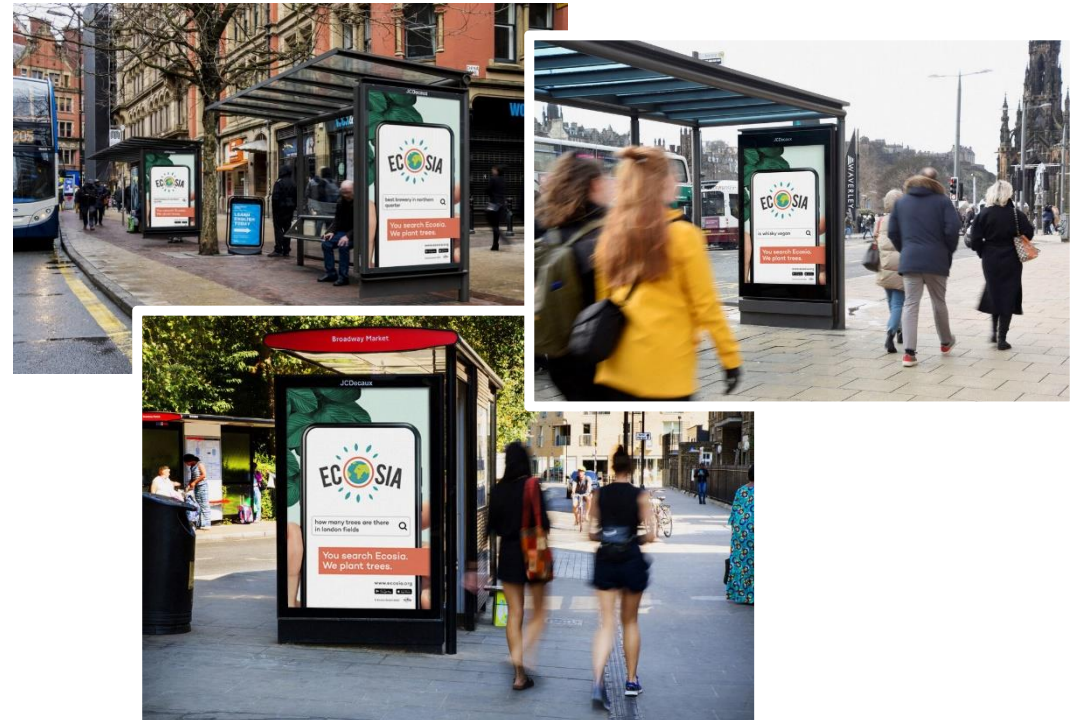
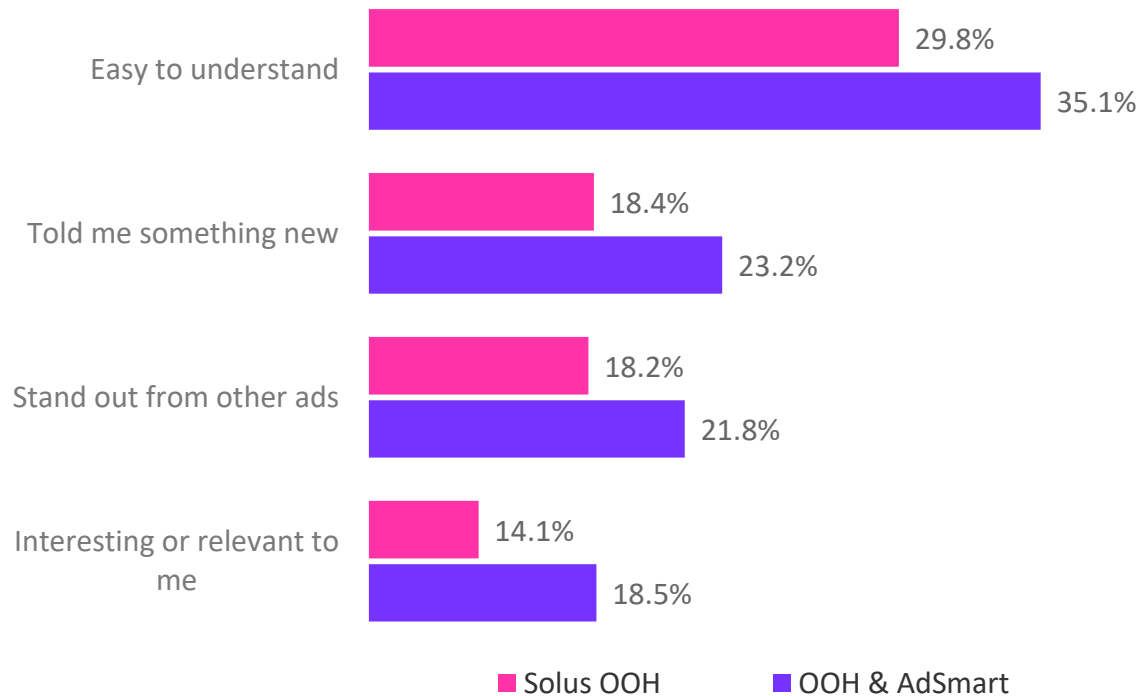
▲▲ Significantly higher/lower versus unexposed pre wave. Tested at 95% confidence interval



Prior exposure to the TV ads drove higher comprehension of the poster ads...

Poster creative perception statements (% any agree)

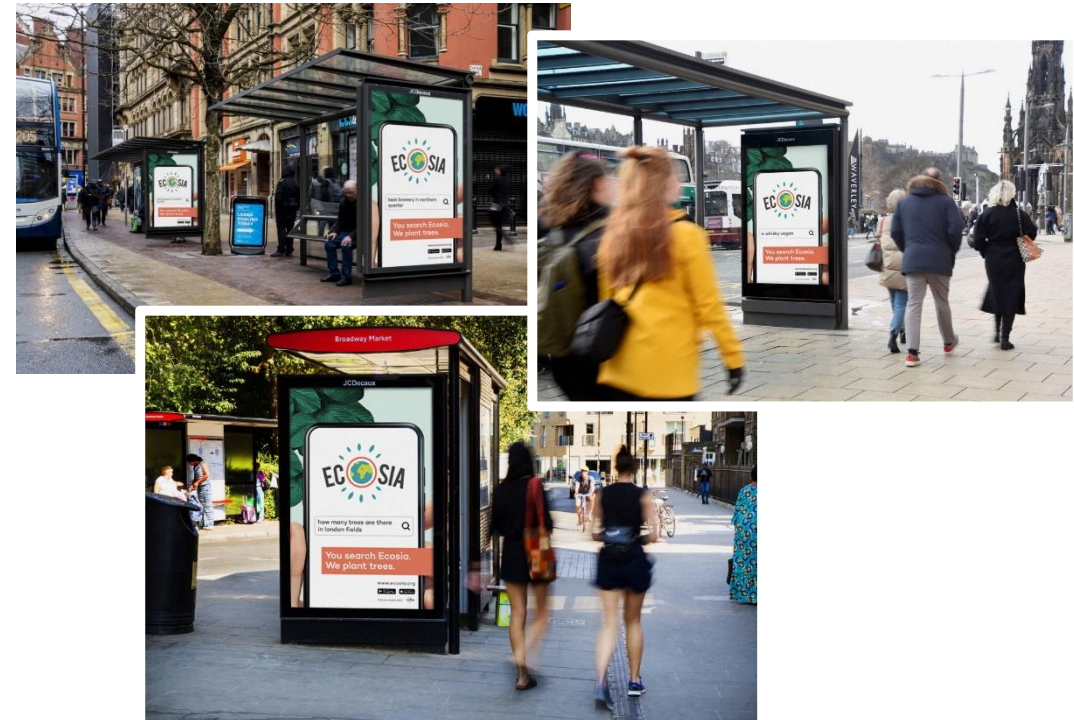
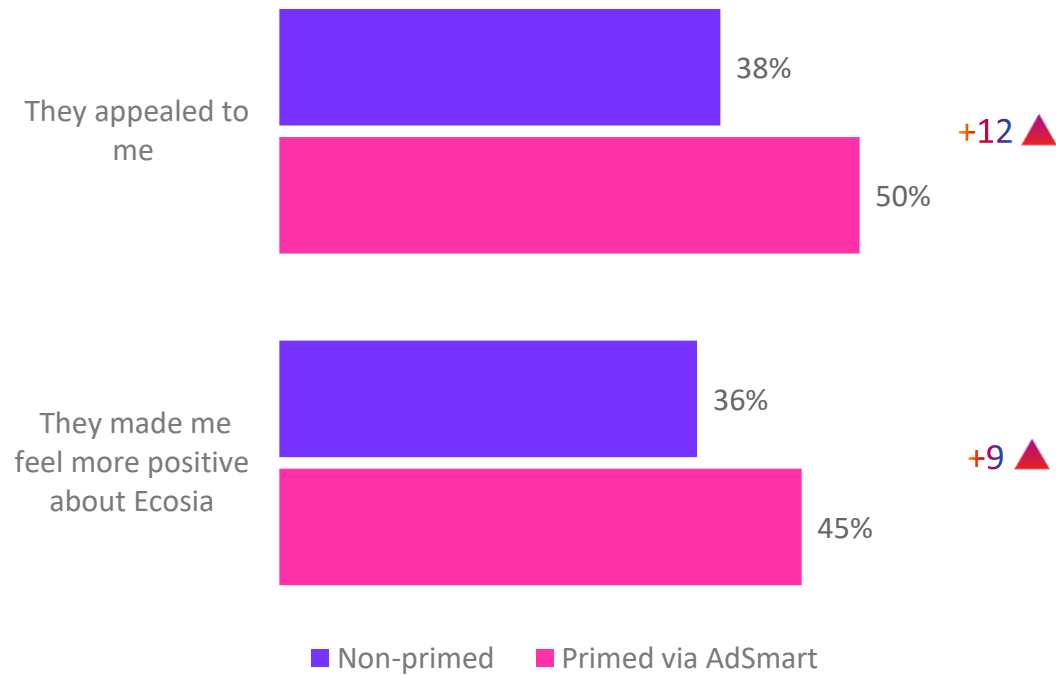
How much do you agree or disagree with the following statements about the posters you have just seen?



...and higher positive sentiment and appeal

Creative perception statements exposed vs. unexposed (% any agree)

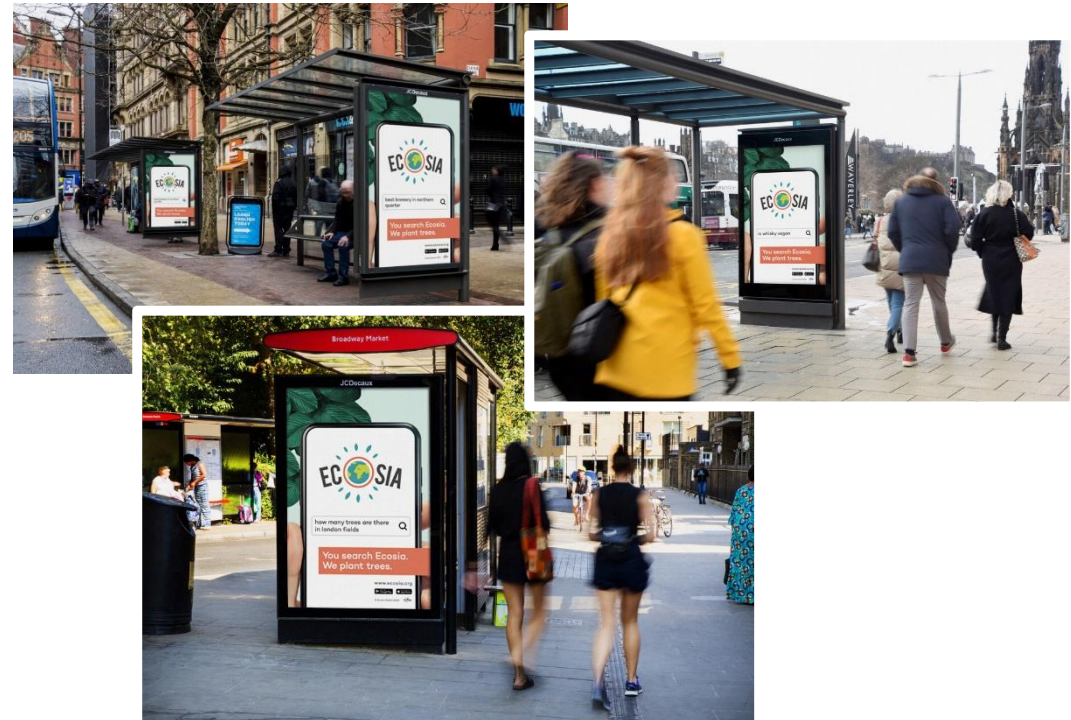
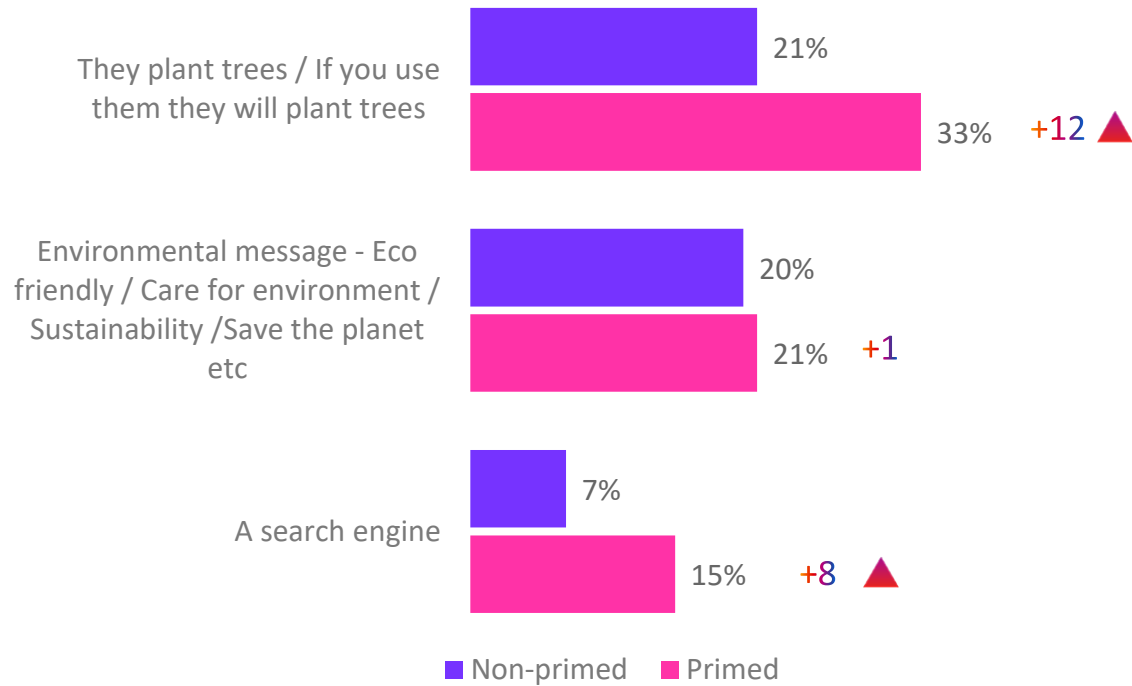
How much do you agree or disagree with the following statements about the Ecosia posters you have just seen?



The TV 'primed' group were significantly more likely to take key messages from the posters

Open-ended creative message response (coded)

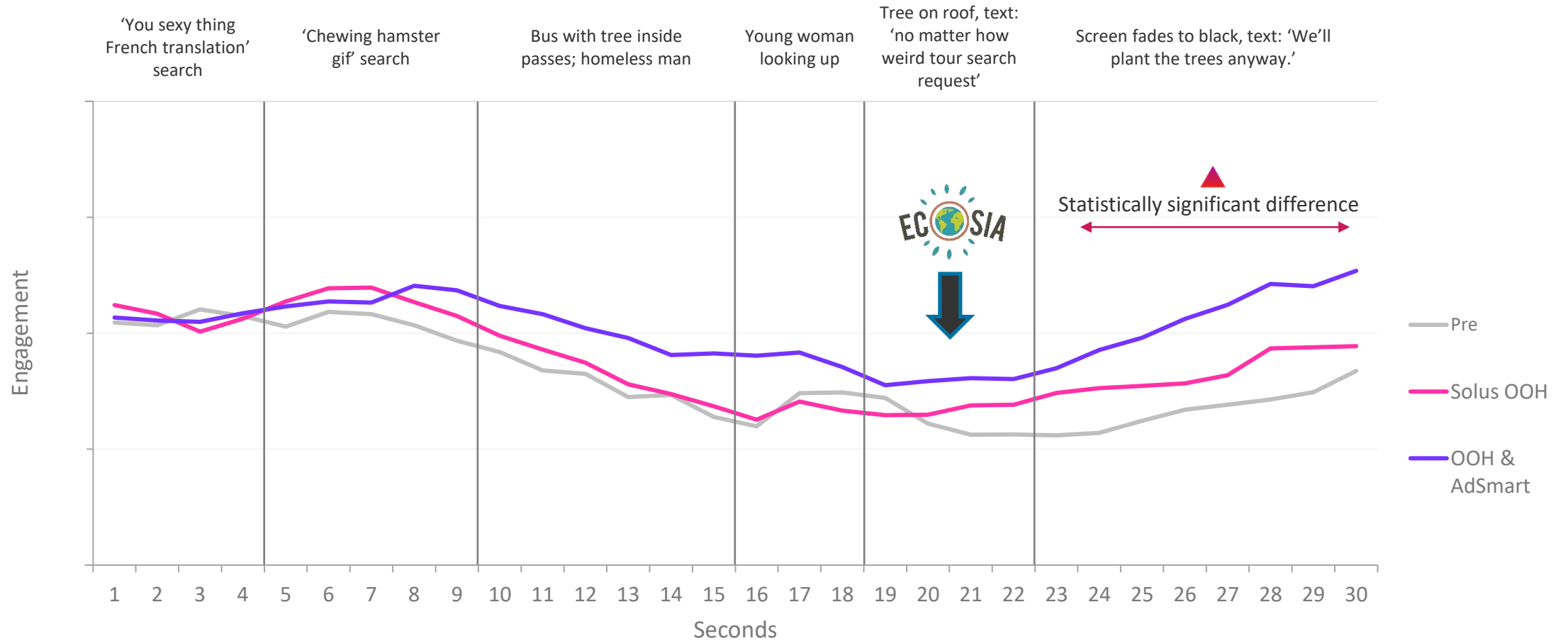
What do you think was the main message the Ecosia posters were trying to get across?



Dial test

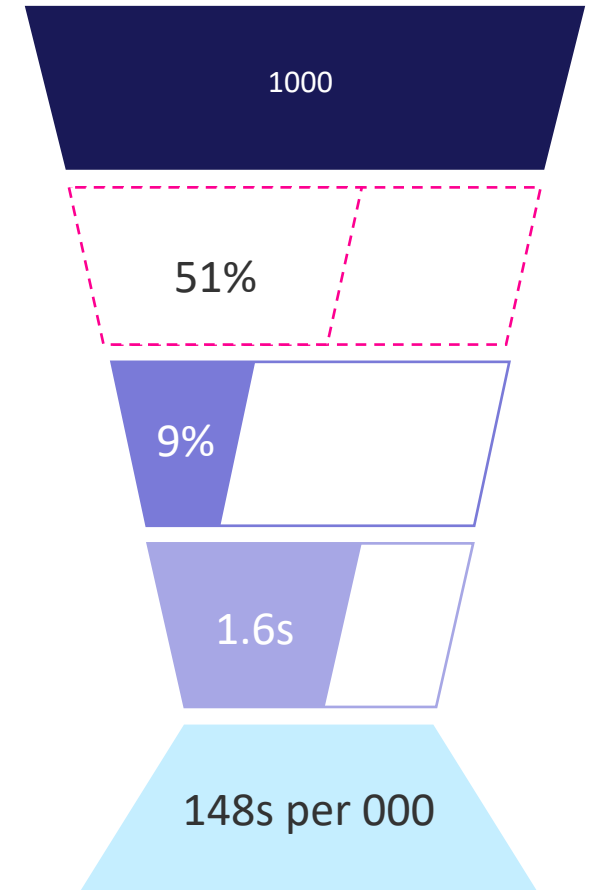
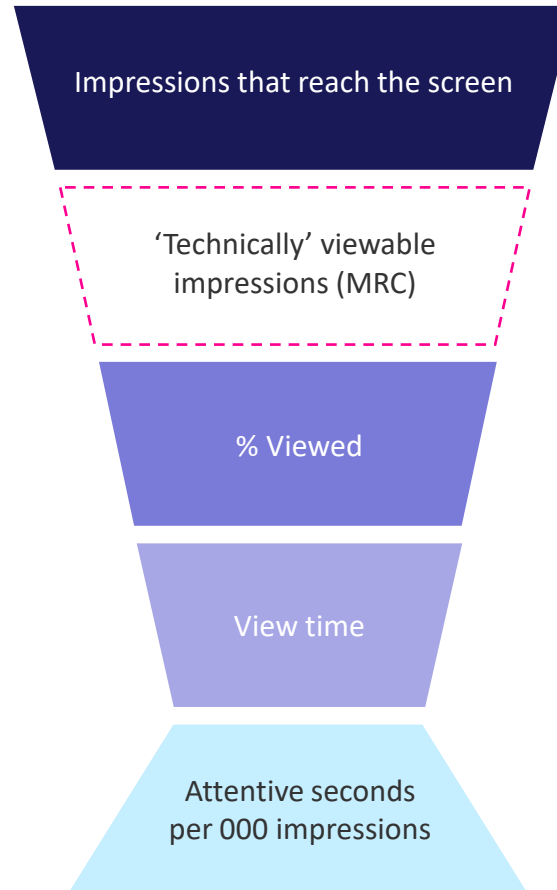
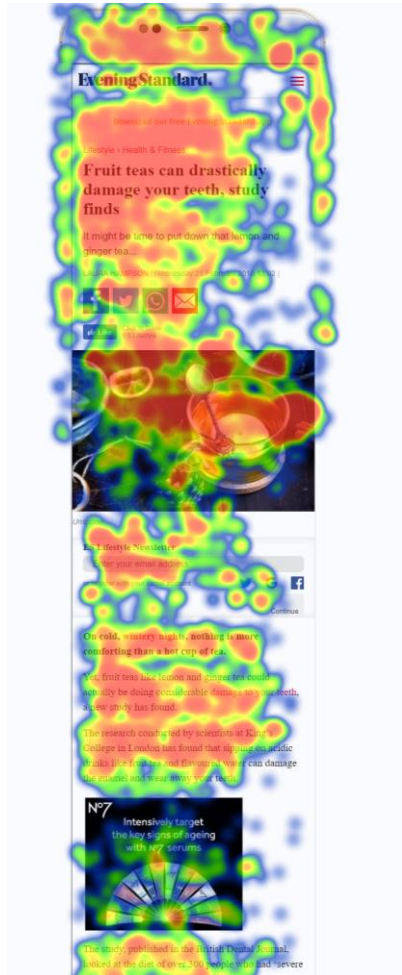


Brand recognition from the posters increased TV ad engagement



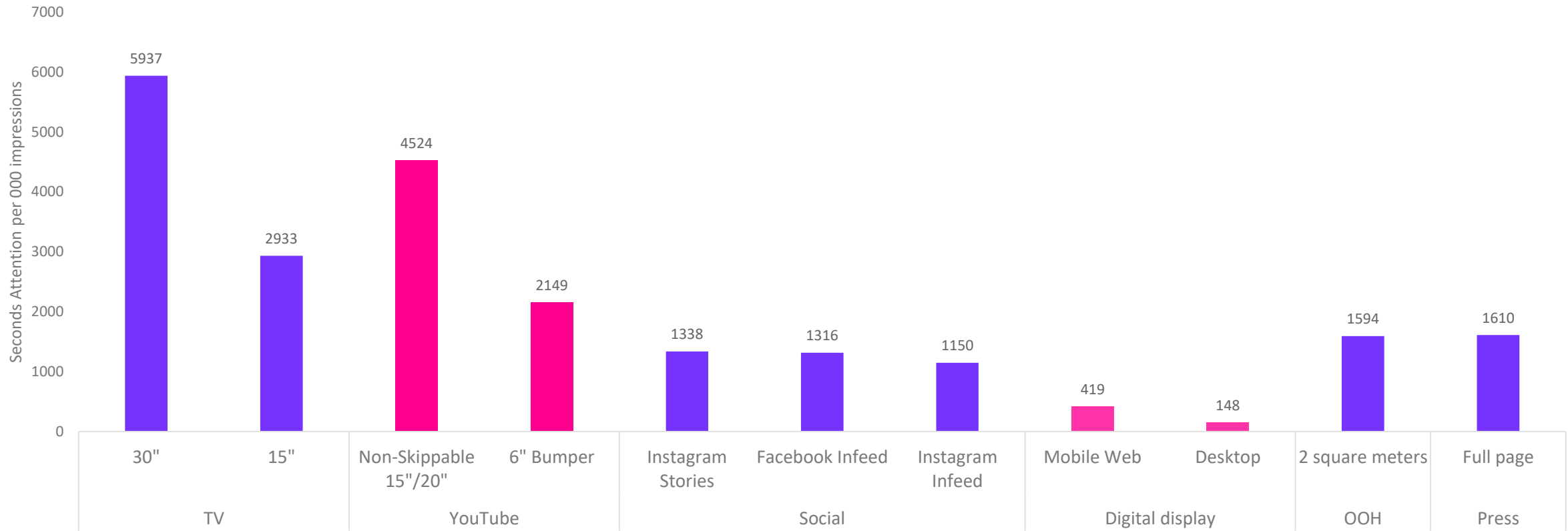
Dial test
 Sample Size: Pre (350), Solus OOH (244), OOH & AdSmart (823)

The Attention Economy



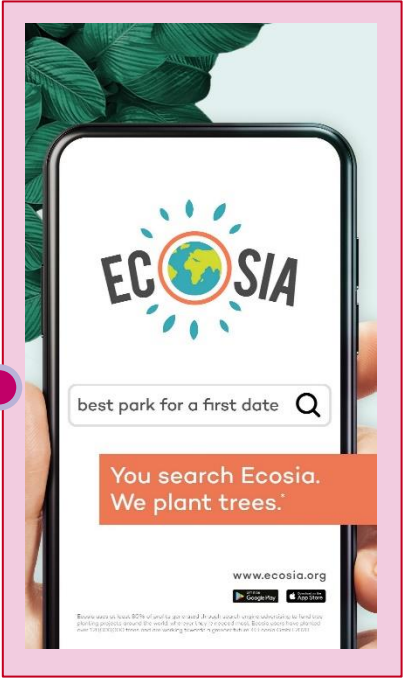
A Measure Across All Media

Attentive seconds per 000 impressions

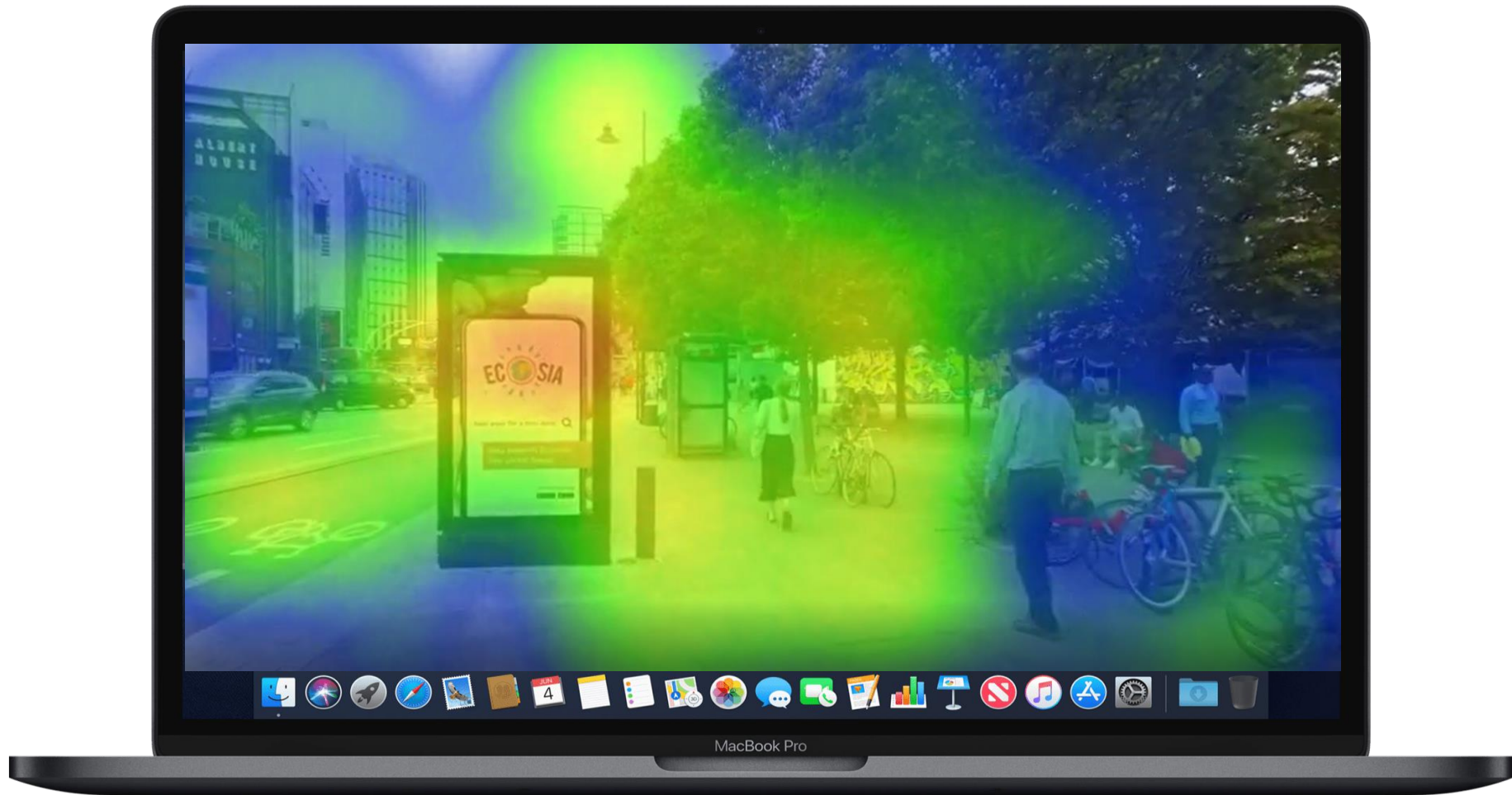


Sources: Attention data from TVision (TV), Lumen (Digital, print, OOH)

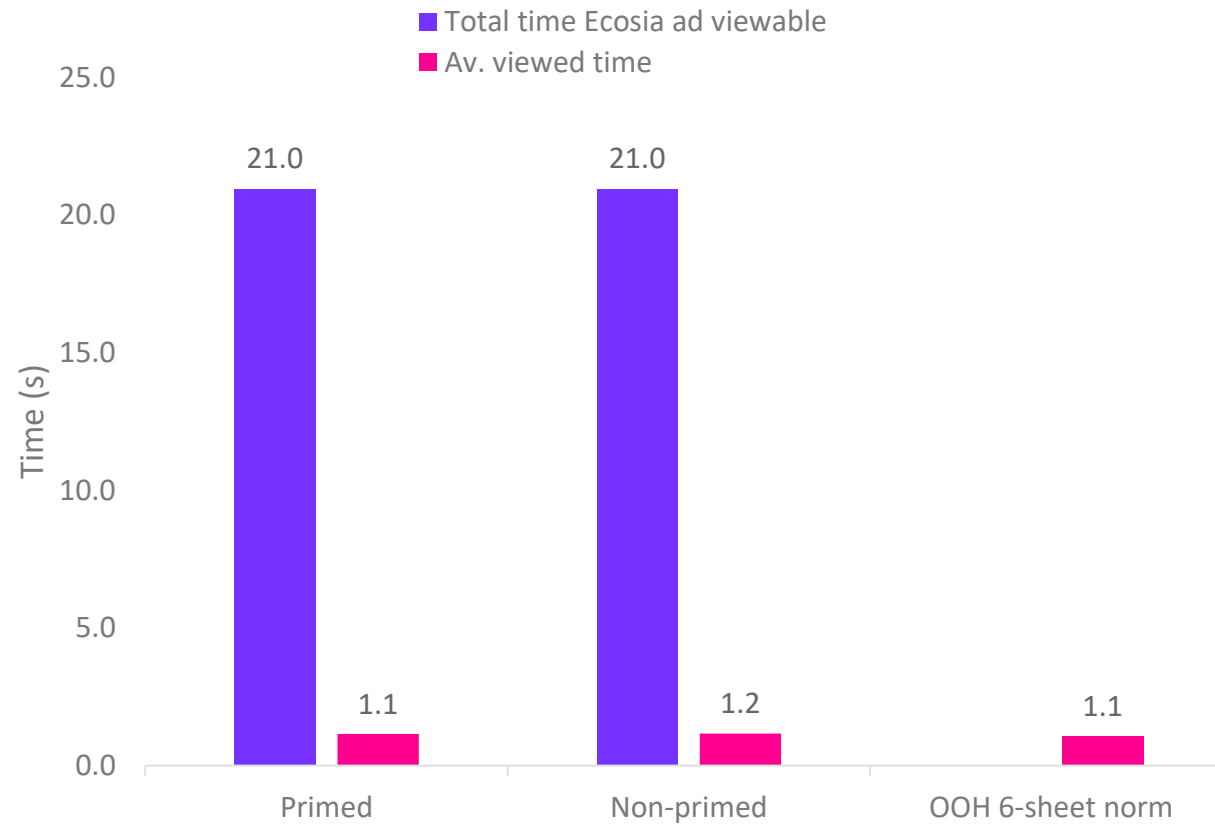
Eye tracking



An OOH environment allowing for controlled in-context ad testing

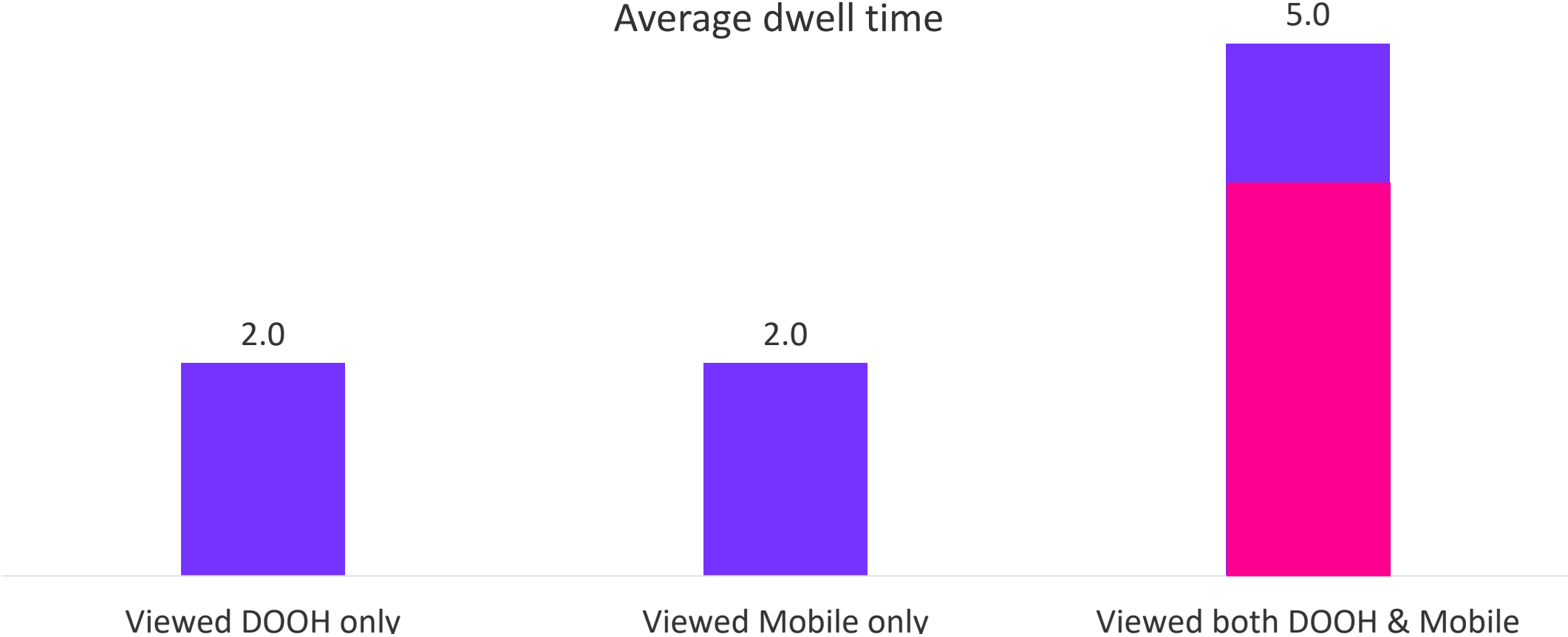


TV priming made no difference to likelihood to view or overall time viewing posters

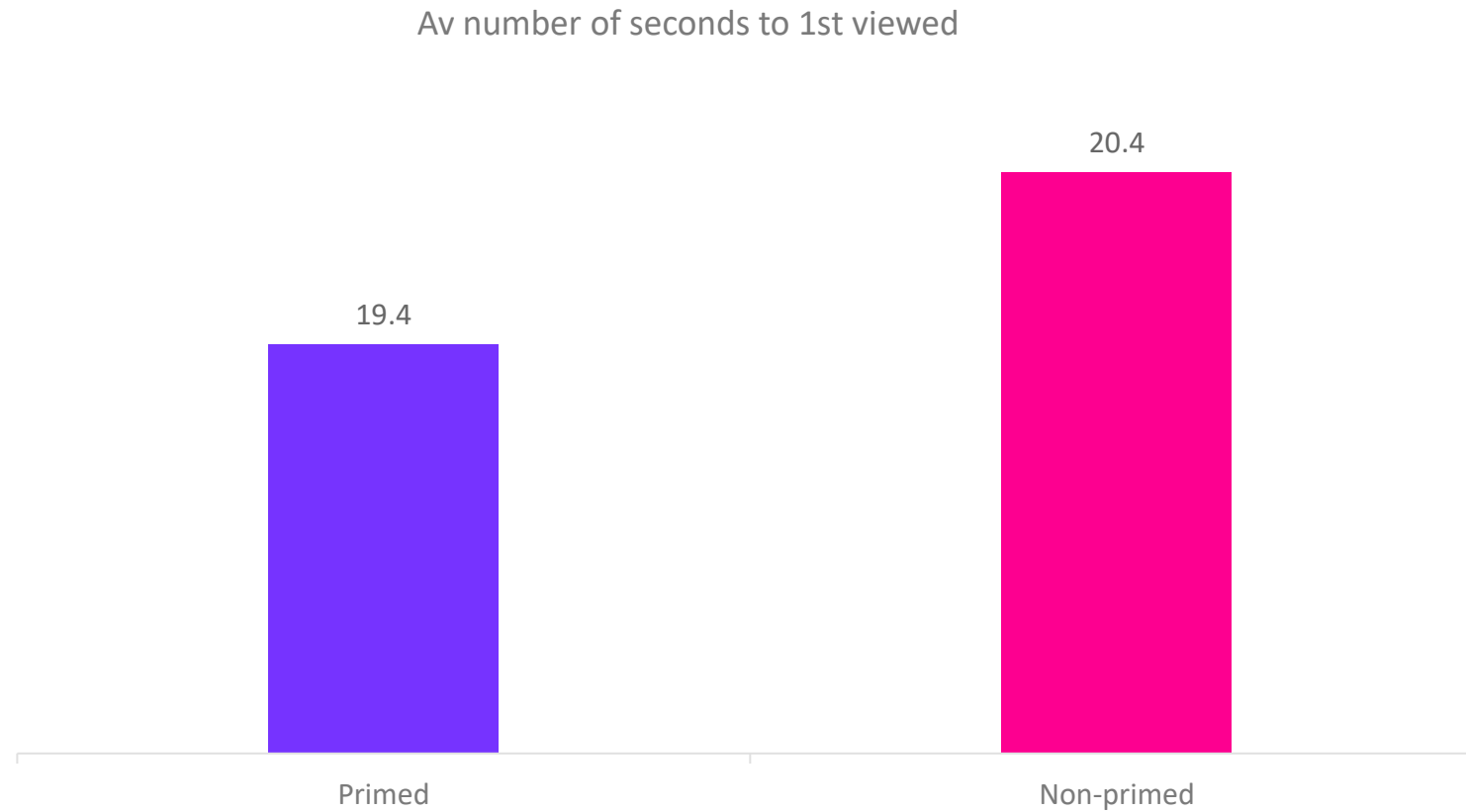


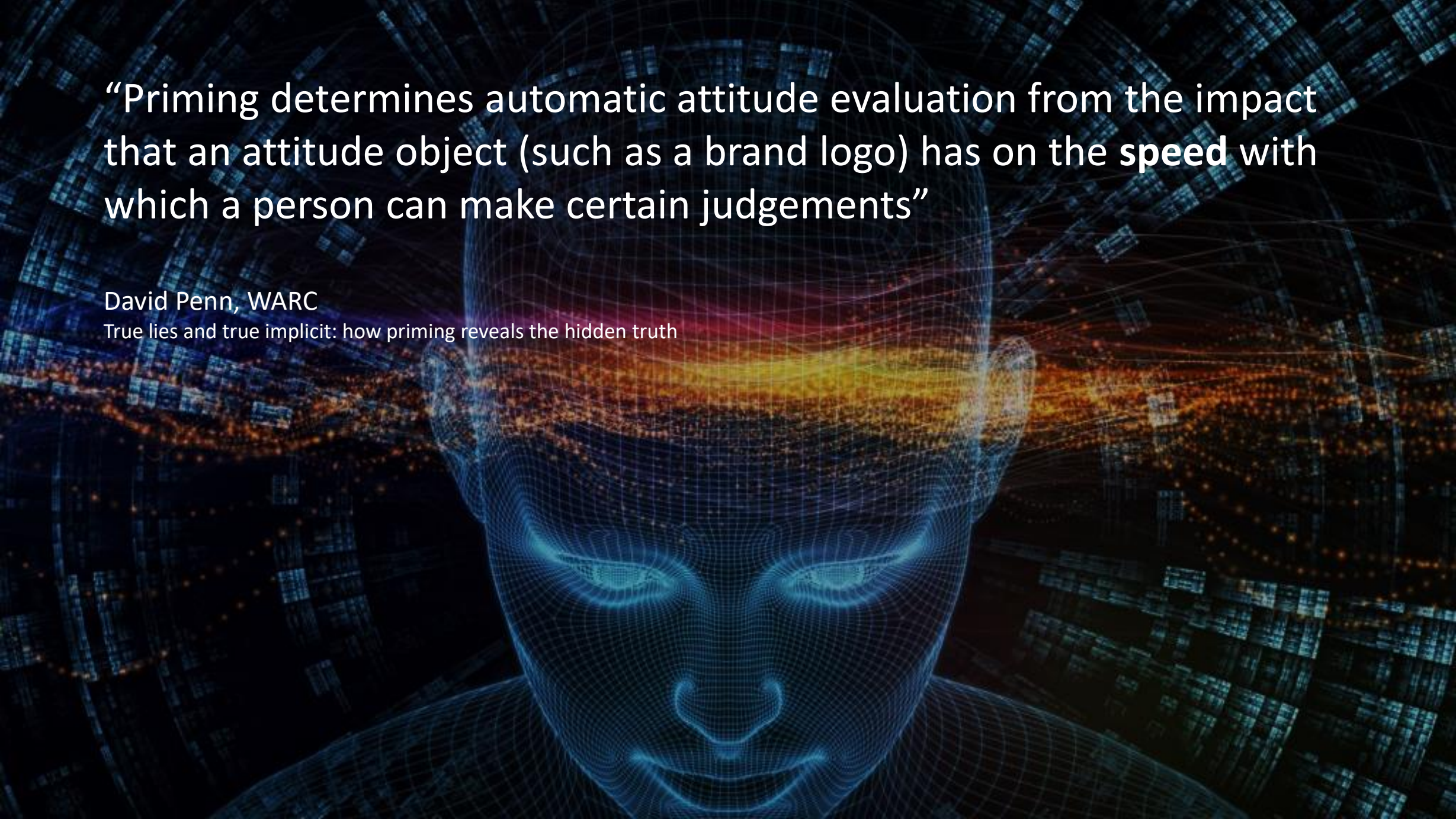
Previous work shows OOH generally primes other media

Average dwell time



However TV primed respondents viewed the Ecosia poster ad a full second earlier than non-primed





“Priming determines automatic attitude evaluation from the impact that an attitude object (such as a brand logo) has on the **speed** with which a person can make certain judgements”

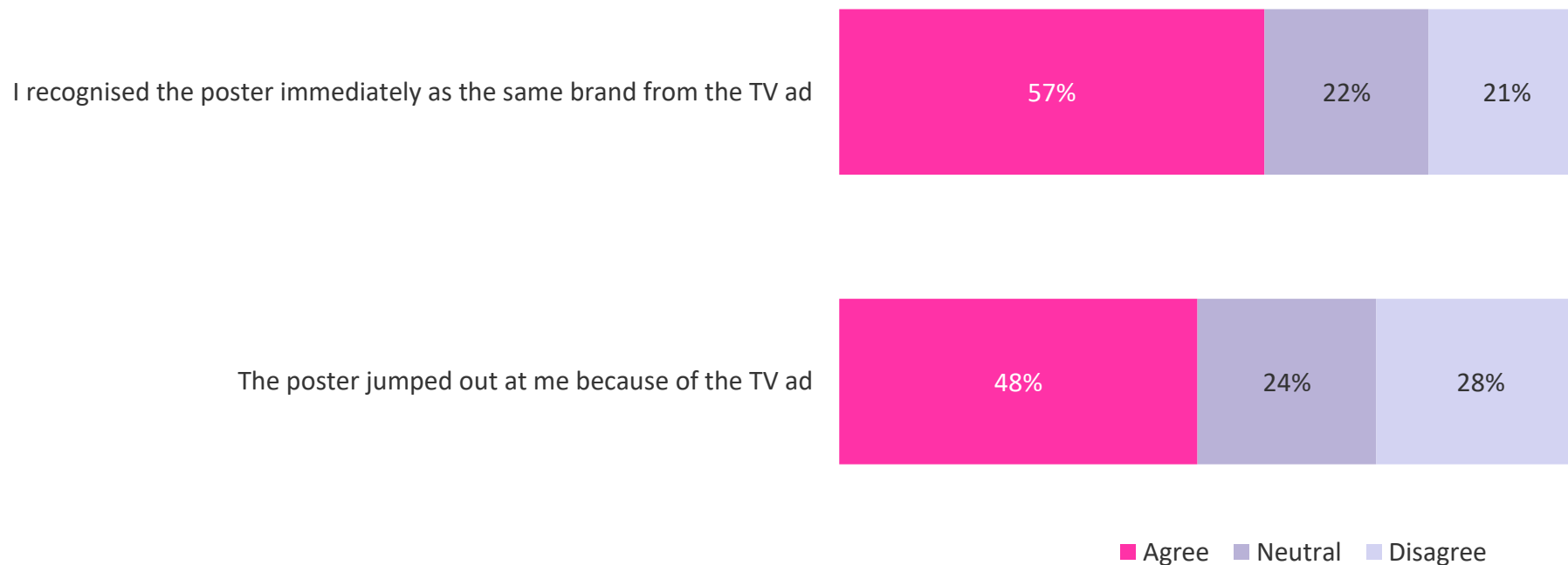
David Penn, WARC

True lies and true implicit: how priming reveals the hidden truth

Most primed respondents felt seeing the TV ad beforehand made the poster brand instantly recognisable

Perceived impact of TV advertising

How much do you agree or disagree with the statements below about seeing the TV ad before seeing the poster?

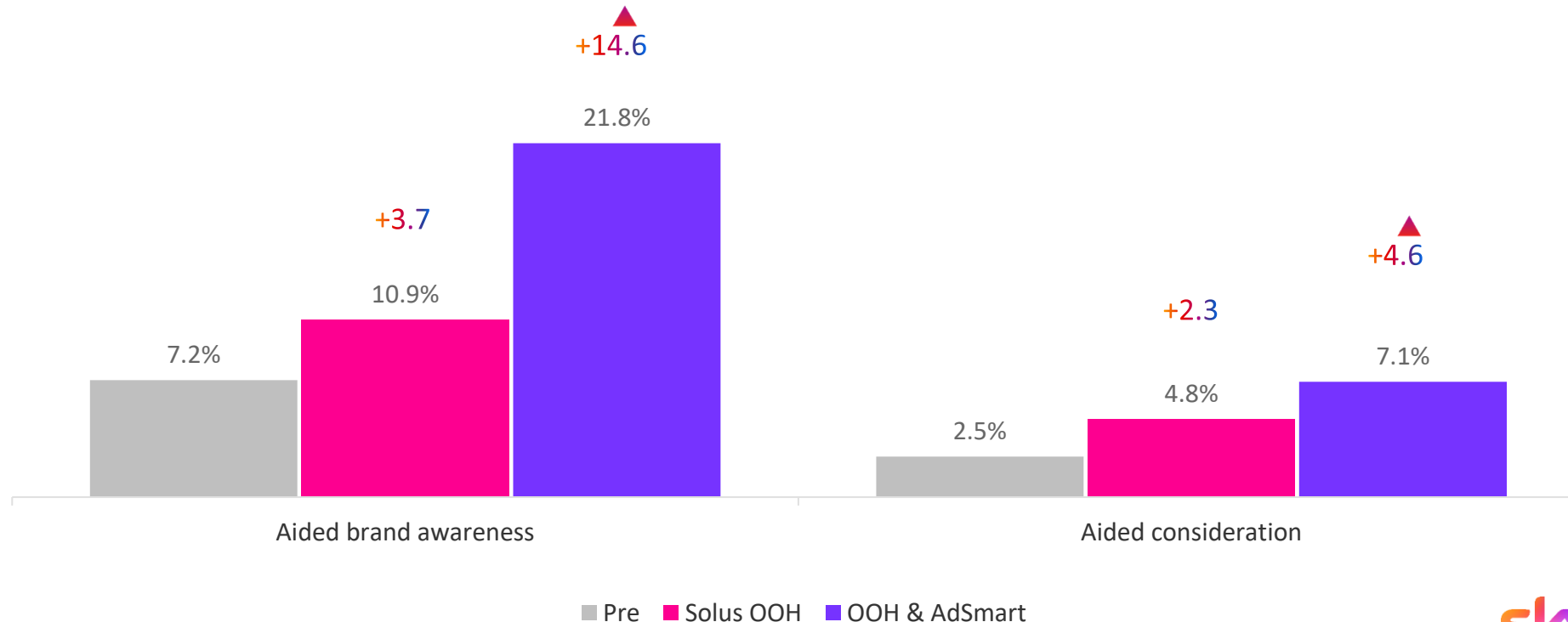


Real world survey data showed the strategy generated brand impact

Brand equity metrics

How familiar are you with the following internet search engines?

Which of the following internet search engines would you consider using?



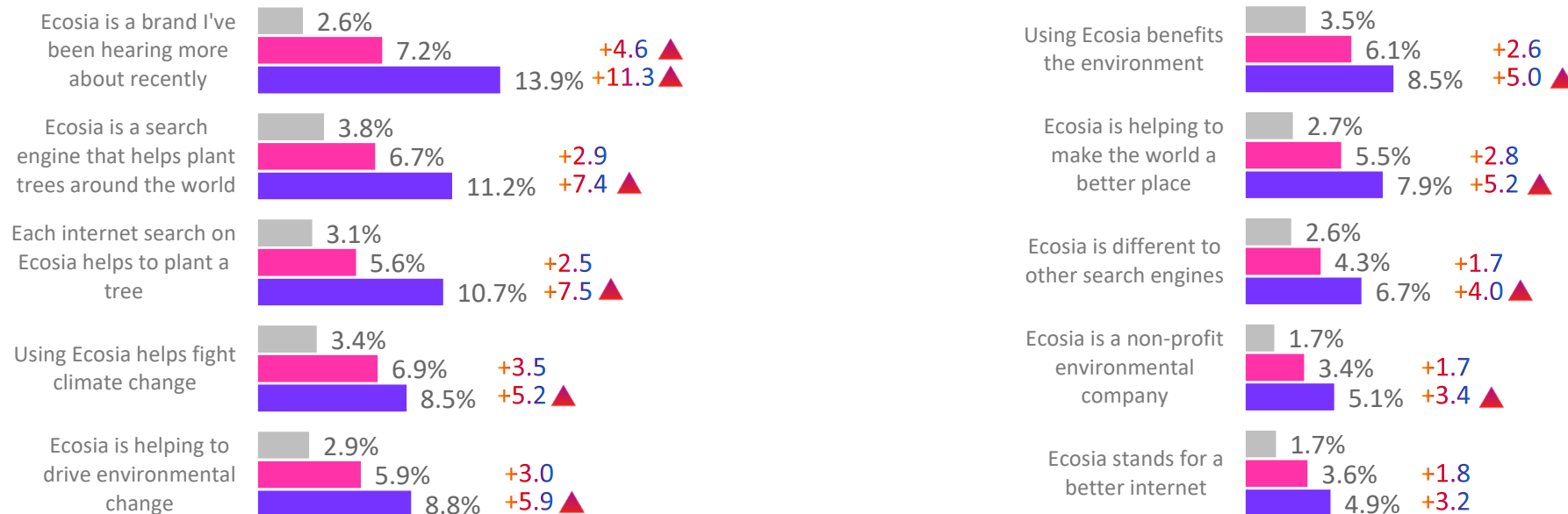
Real world survey
Sample Size: Pre (350), Solus OOH (244), OOH & AdSmart (823)

▲▲ Significantly higher/lower versus unexposed pre wave. Tested at 95% confidence interval

Campaign exposure, both to posters & AdSmart, has significantly improved brand perceptions

Brand perception statements (% Any agree)

Thinking now just about Ecosia, please indicate how strongly you agree or disagree with the following statements.



■ Pre ■ Solus OOH ■ OOH & AdSmart

▲ ▼ Significantly higher/lower versus unexposed pre wave. Tested at 95% confidence interval

Real world survey
 Sample Size: Pre (350), Solus OOH (244), OOH & AdSmart (823)





Conclusions

Takeaway points

- Prior TV exposure increased comprehension and enjoyment of posters – evidence of ‘priming’ or ‘forward encoding’
- Ad priming from TV increased the speed at which OOH ads were noticed
- Brand recognition from OOH increased engagement with TV ads