

MEDIA & THE MOOD OF THE NATION

■■■rab



Who we are...



SIMON REDICAN



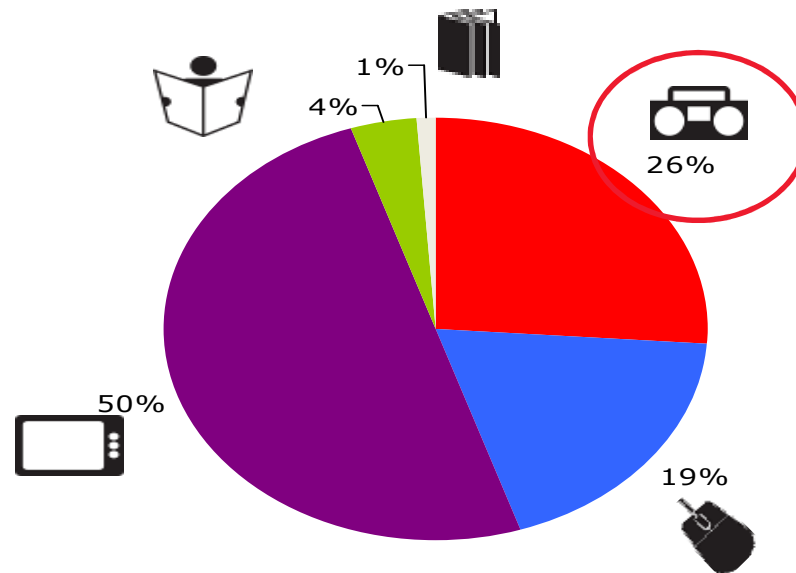
MARK BARBER

Our mission



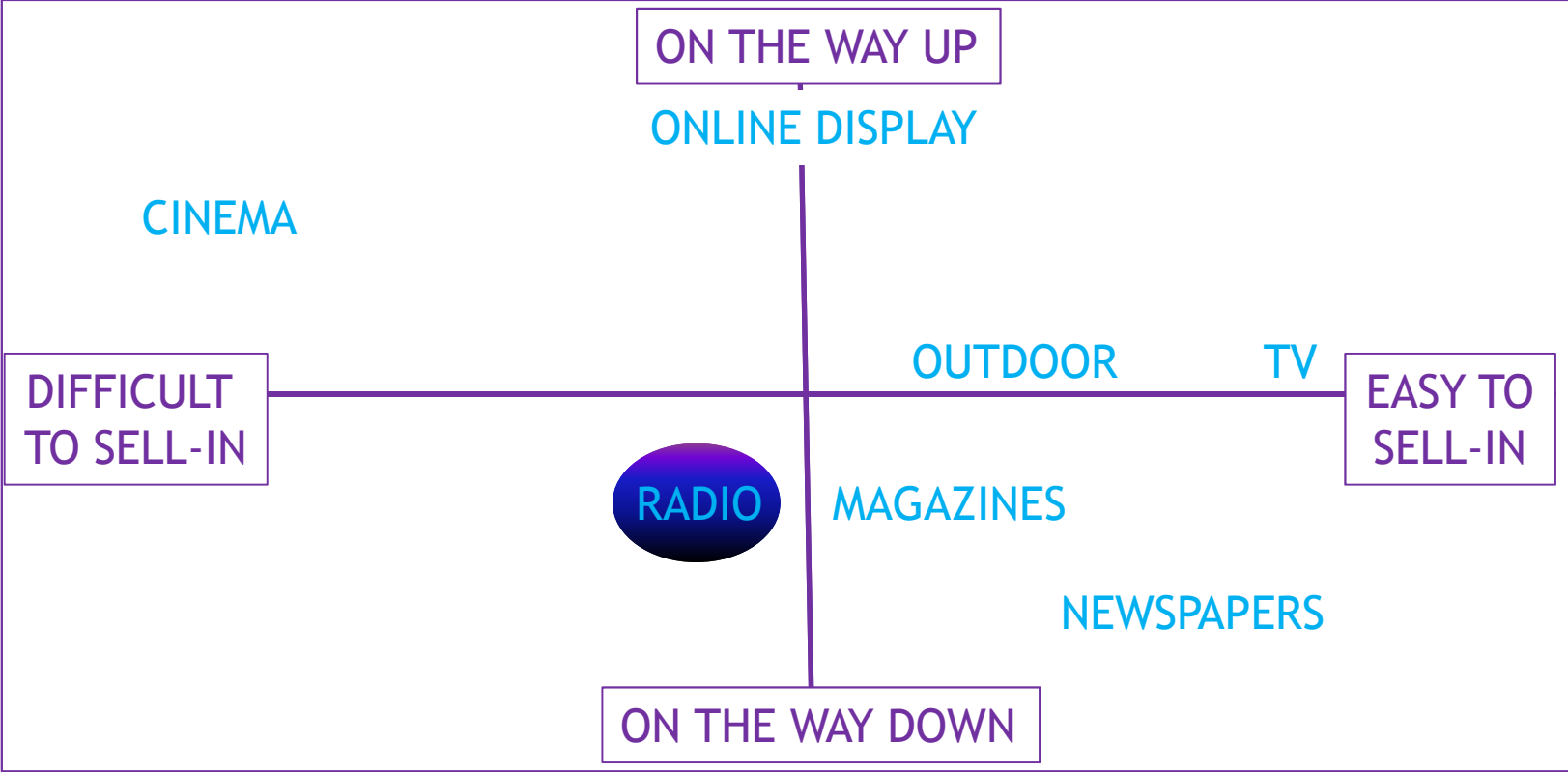
Radio is the 2nd biggest medium...

% of time spent with each medium on average day

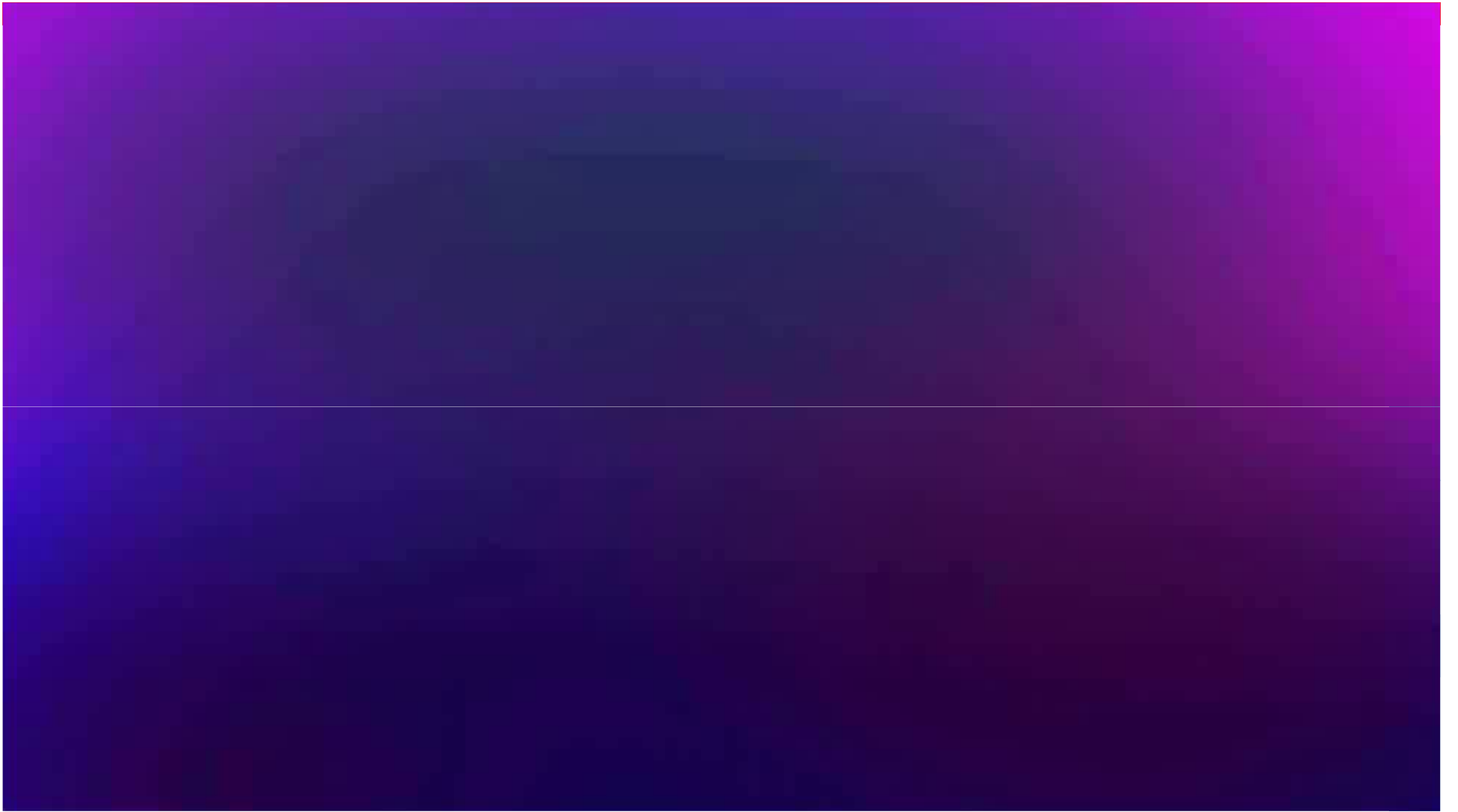


Source: IPA Touchpoints 3

Challenging perceptions of radio...



Source: Work Research



The rise of emotional intelligence

The mood of the nation increasingly recognised as an important indicator of general wellbeing...



Keep employees content as personal happiness fuels success

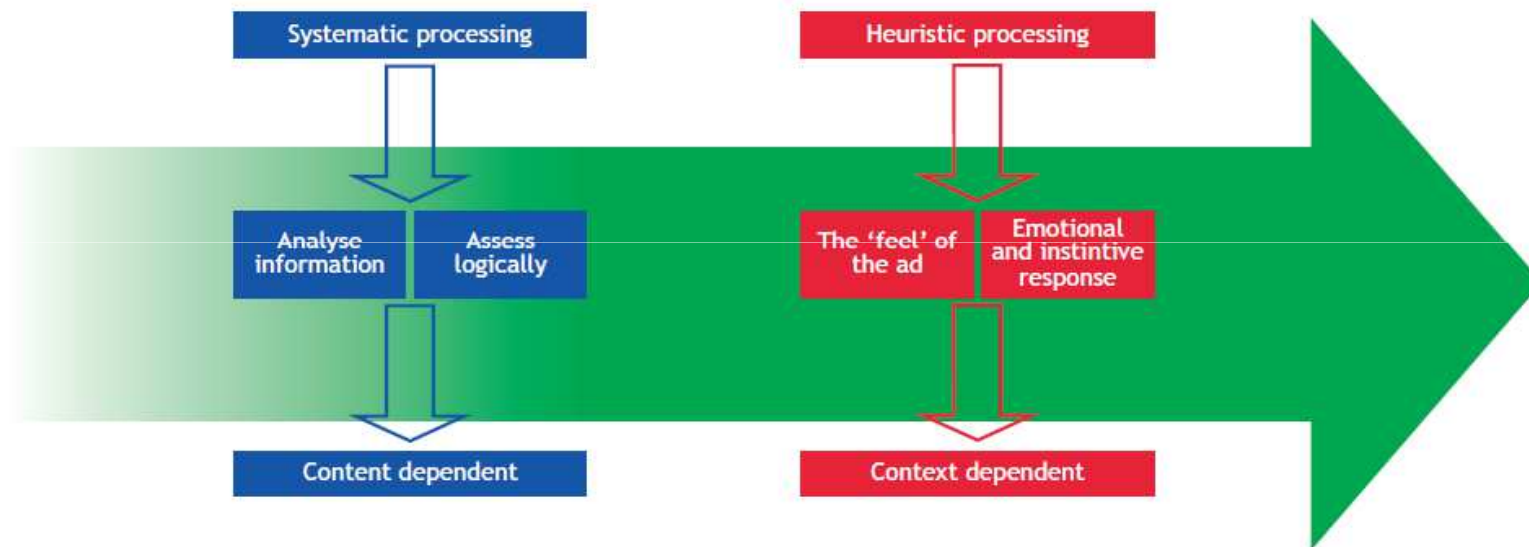


Heaven knows we're miserable now – UK lags in happiness stakes



Shift in Adland's thinking...

...from Systematic to Heuristic model



Uleman, *Unintended Thought* (1989) p.212

Murray, Sujan, Hirt & Sujan, 1990, The influence of mood on categorization: a cognitive flexibility, *Journal of personality and social Psychology*

Reinforced by industry analysis...

...demonstrating the power of emotionally-driven campaigns

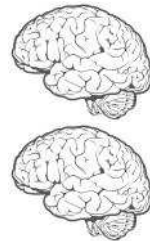
% Reporting very large profit gains

31%



Emotional

26%



Combined

16%



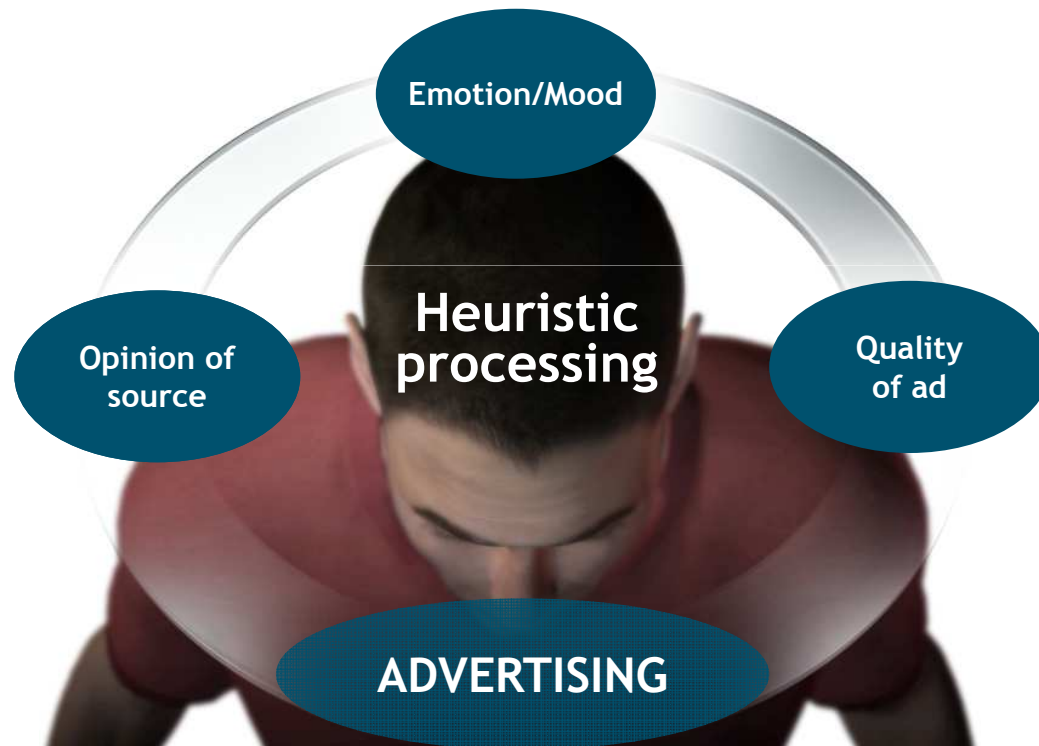
Rational

IPA

Source: IPA 'Marketing in the Era of Effectiveness'

Heuristic thinking...

...elevates the importance of media and mood in effective ad processing



Heuristic thinking...

...elevates the importance of media and mood in effective ad processing

Conclusion:
Advertising messages
work better in
mood-enhancing media

Emotion/Mood

Heuristic
processing

Quality
of ad

ADVERTISING

Questions we set out to answer

1. To what extent does media exert a positive influence on the way people feel?
2. How and when does this happen, and how does it vary by medium?
3. How does this affect engagement with advertising?

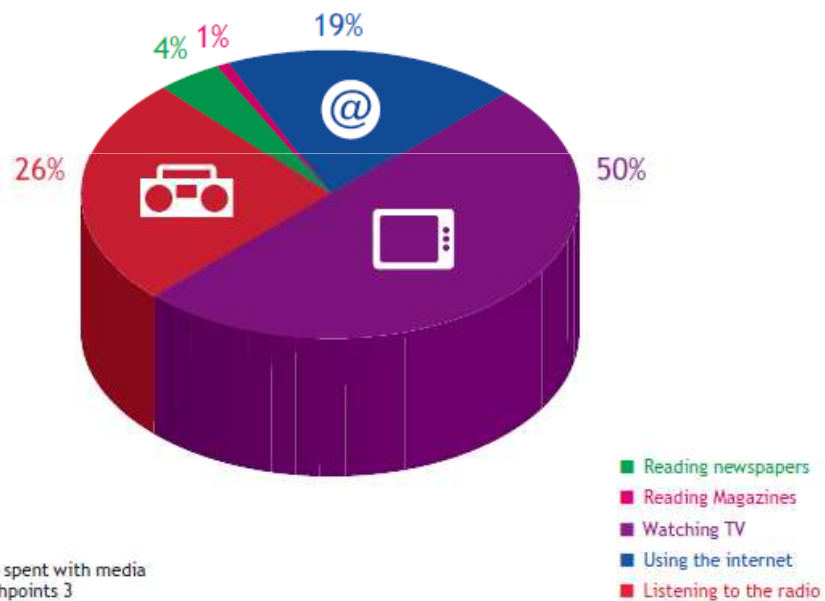
aperider

HOW THE STUDY WAS DONE



Our media focus TV, Radio & Online

IPA Touchpoints shows that TV, radio and internet comprise 95% of all weekday media consumption



Share of all time spent with media
Source: IPA Touchpoints 3

Share of all time spent with media Source: Touchpoints 3

The heart of our research approach...

Smartphone
survey



3,500 responses

...informed by qualitative depth interviews...



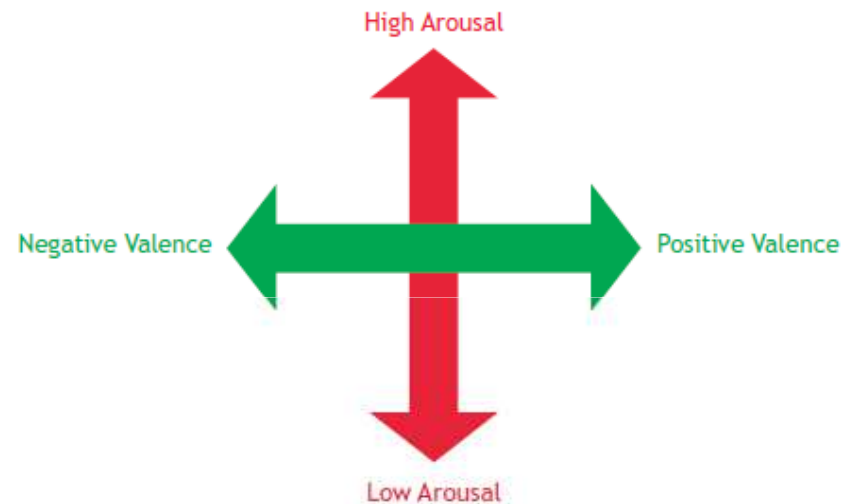
Qualitative
depth interviews
+ diary task

Smartphone
survey



3,500 responses

Our scale for measuring emotion



Using James Russell's circumplex model of affect, we concentrated on measuring two key scales of emotion:

1. Valence: i.e. HAPPINESS (+5 happy to sad -5)

2. Arousal: i.e. ENERGY (+5 high to low -5)

Timed text prompt...

...to build sample across all days and day parts

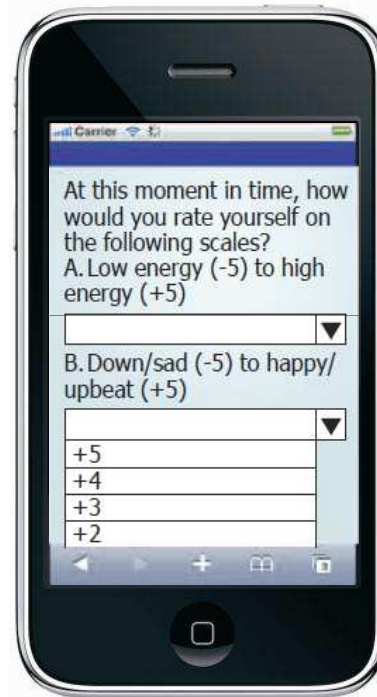
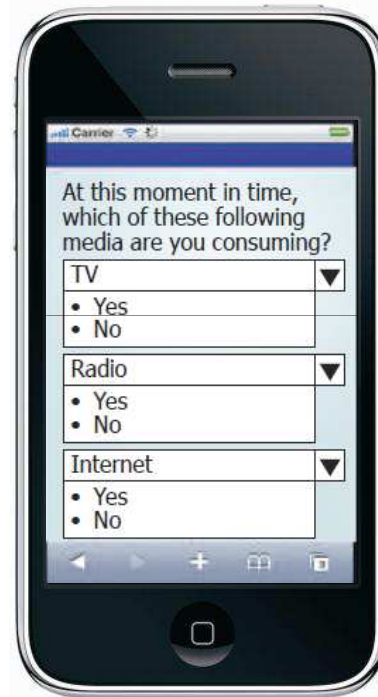


13.41

Daytime

Afternoon.
How are you feeling?

4 Screens on every response occasion



...supplemented by neuro-testing

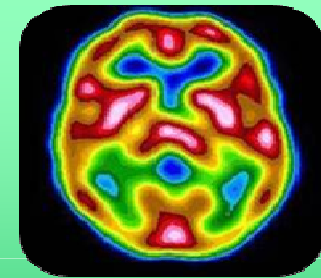


Qualitative
depth interviews
+ diary task

Smartphone
survey



3,500 responses



Neuro-test
EEG experiment

DETAILED FINDINGS



Media & the mood of the nation

How media affects Happiness and Energy

1. Base levels



How did people feel when they weren't consuming any media?

2. Any media



How did this change when they were consuming media?

3. Individual media



Which media had the greatest effects on how people felt?

Media & the mood of the nation

Base levels

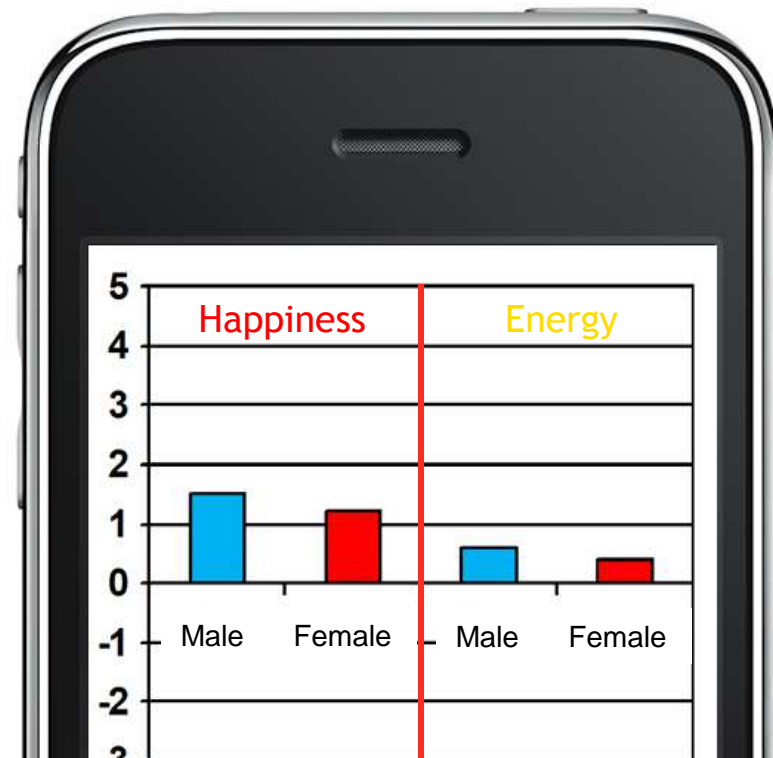


Overall, our sample
were a positive group

Media & the mood of the nation

Base levels

This differed slightly by gender



Source: 'Media and the mood of the nation' smartphone survey, RAB/Sparkler. Base: Those not consuming media

Media & the mood of the nation

Bases levels

With some variance
by age

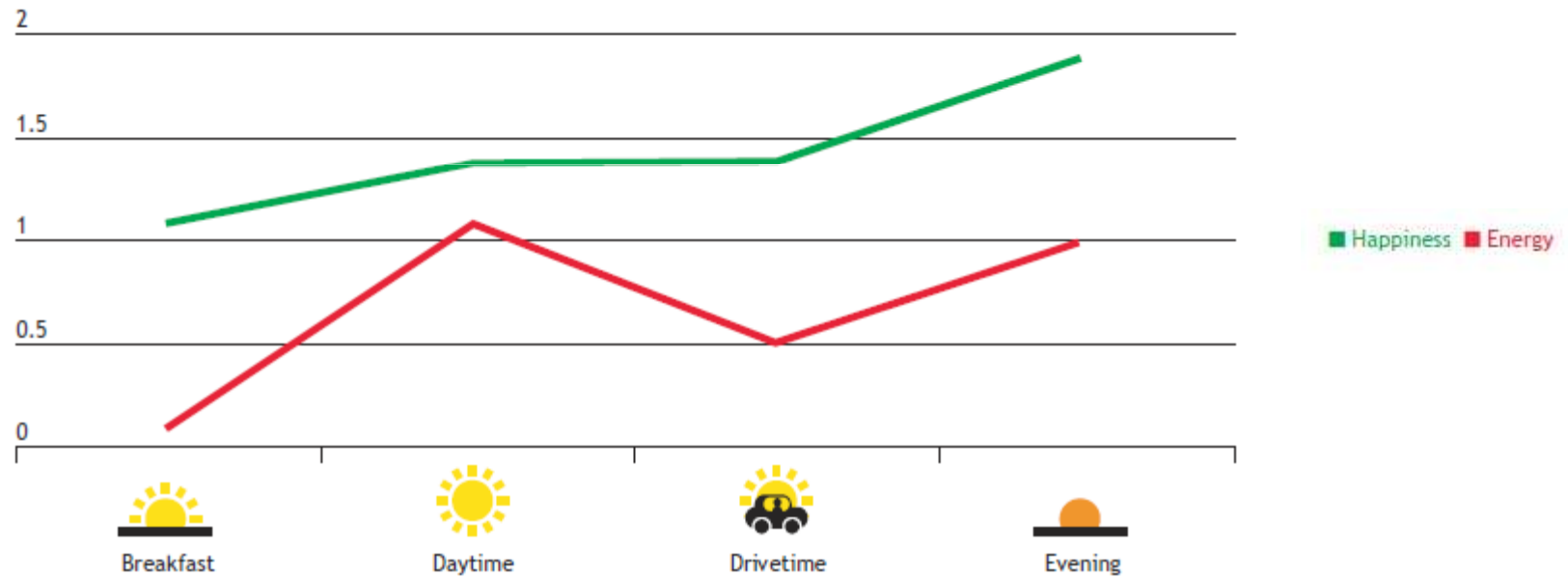


Source: 'Media and the mood of the nation' smartphone survey, RAB/Sparkler. Base: Those not consuming media

People get happier...

...as the day progresses, energy levels peak during the working day

Av. 'Happiness' /Energy scores when NOT consuming media, by day (based on scale of -5 to +5)

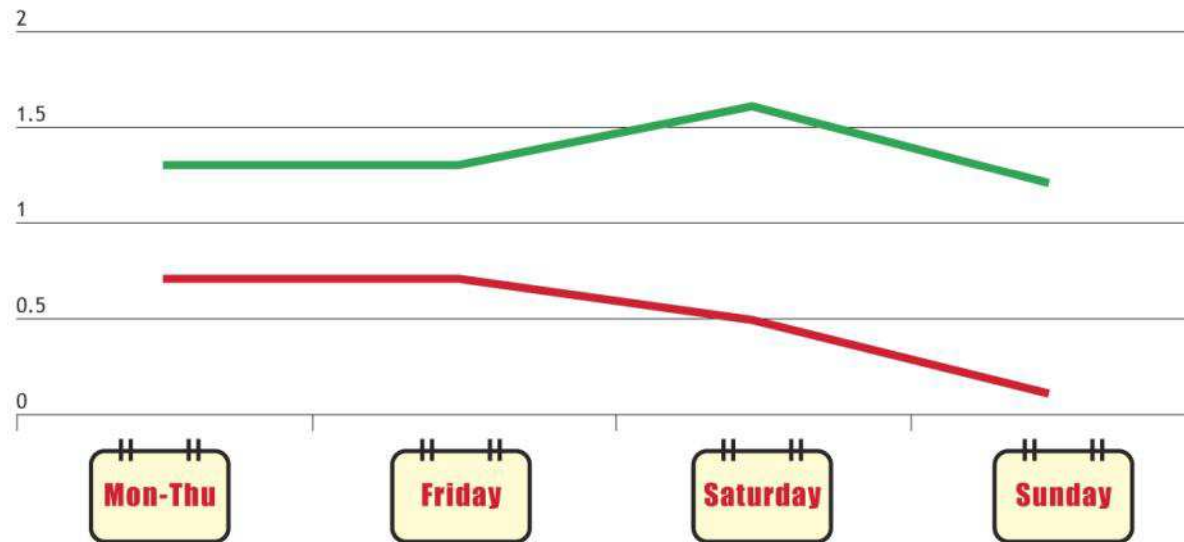


Source: 'Media and the mood of the nation' smartphone survey, RAB/Sparkier. Base: Those not consuming media

People are happiest on a Saturday...

...and most energetic during the working week

Av. 'Happiness' /Energy scores when NOT consuming media, by day (based on scale of -5 to +5)



Source: 'Media and the mood of the nation' smartphone survey.
Base: Those not consuming media

■ Happiness ■ Energy

Source: 'Media and the mood of the nation' smartphone survey, RAB/Sparkier. Base: Those not consuming media

The mood of the nation



Media & the mood of the nation

How media affects Happiness and Energy

1. Base levels



How did people feel when they weren't consuming any media?

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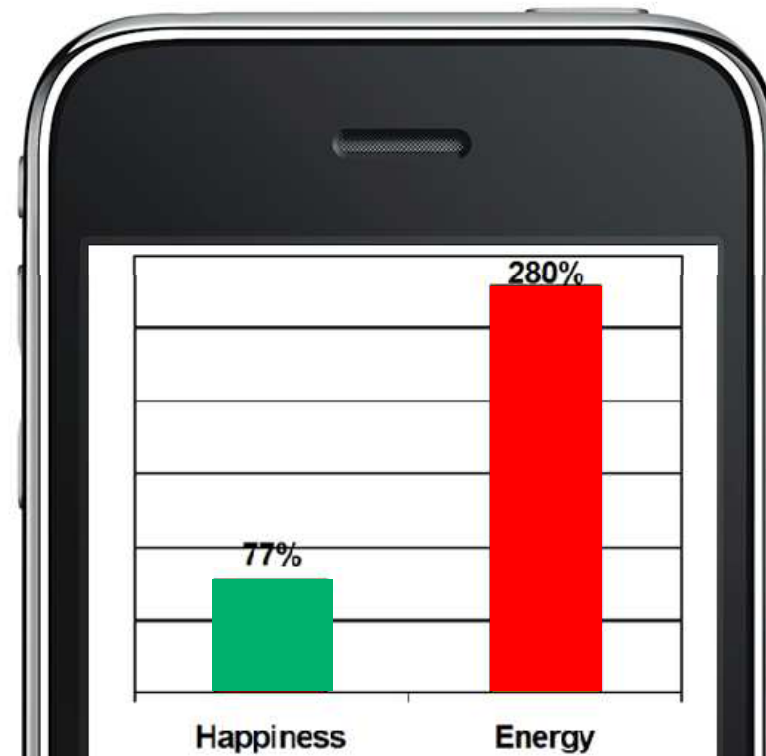
How did this change when they were consuming media?



Media & the mood of the nation

How any media consumption affects Happiness and Energy

Happiness and Energy levels increase significantly when consuming Any Media

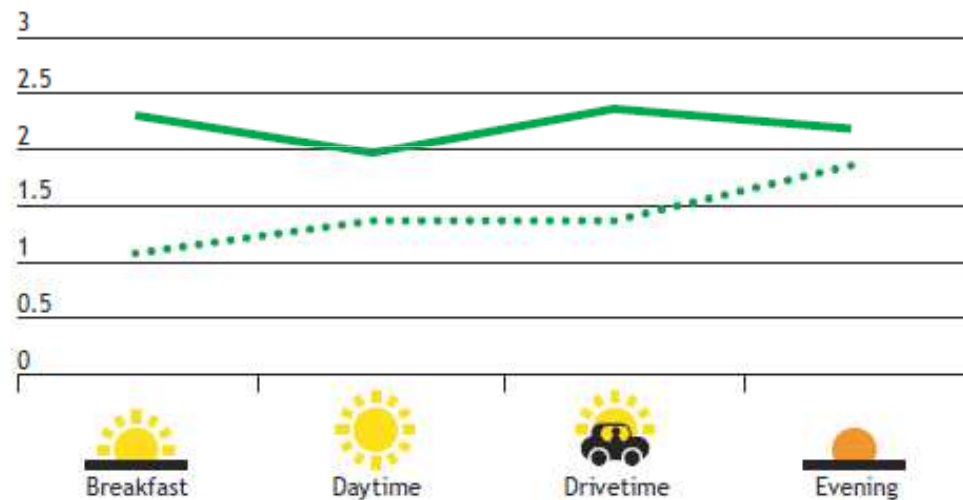


Source: 'Media and the mood of the nation' smartphone survey, RAB/Sparkler. Base: Scores of those consuming Any Media % increase vs. No Media

Any media boosts...

...Happiness & Energy across the day, especially Breakfast & Drivetime

Average 'Happiness' score when consuming Any Media, by daypart
(based on scale of -5 to +5)



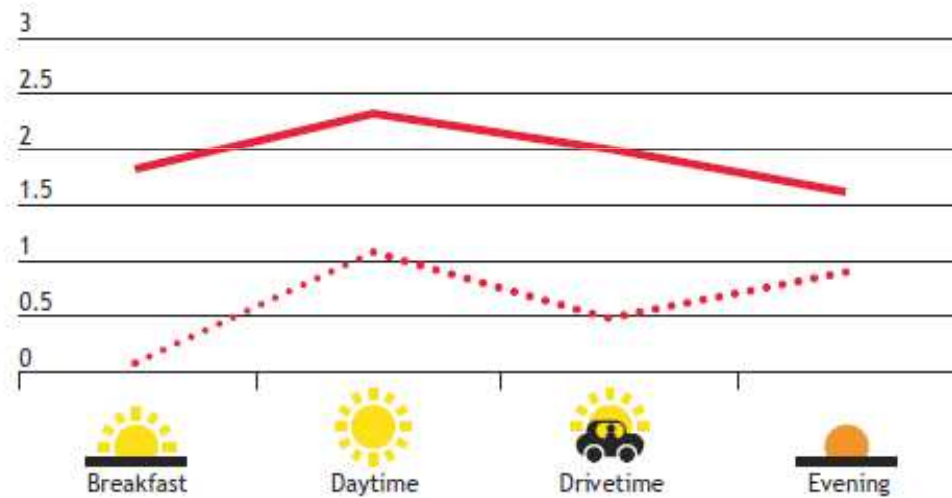
Source: 'Media and the mood of the nation' smartphone survey
Base: Those consuming Any Media

— Any Media
..... No Media

Any media boosts...

...Happiness & **Energy** across the day, especially Breakfast & Drivetime

Average 'Energy' score when consuming Any Media, by daypart
(based on scale of -5 to +5)



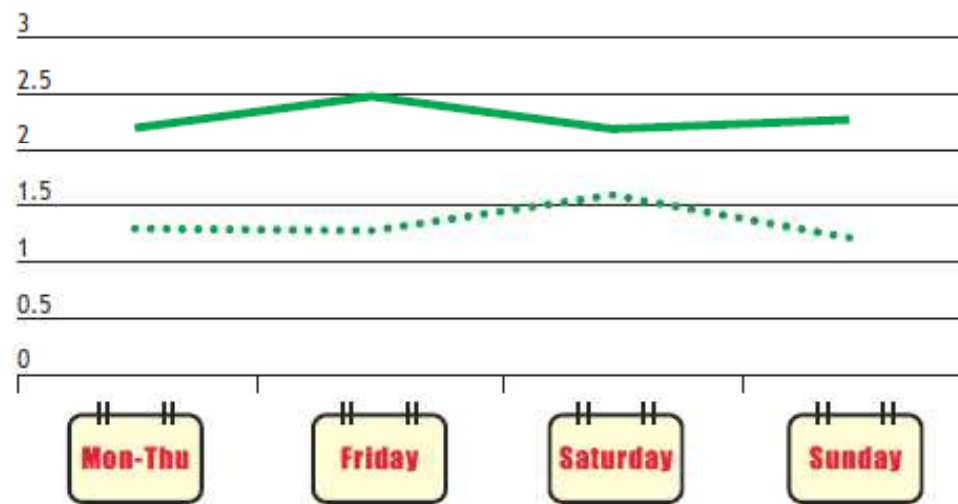
Source: 'Media and the mood of the nation' smartphone survey
Base: Those consuming Any Media

— Any Media
..... No Media

Any media boosts...

...Happiness & Energy across the week, especially Friday & Sunday

Average 'Happiness' score when consuming Any Media, by day
(based on scale of -5 to +5)



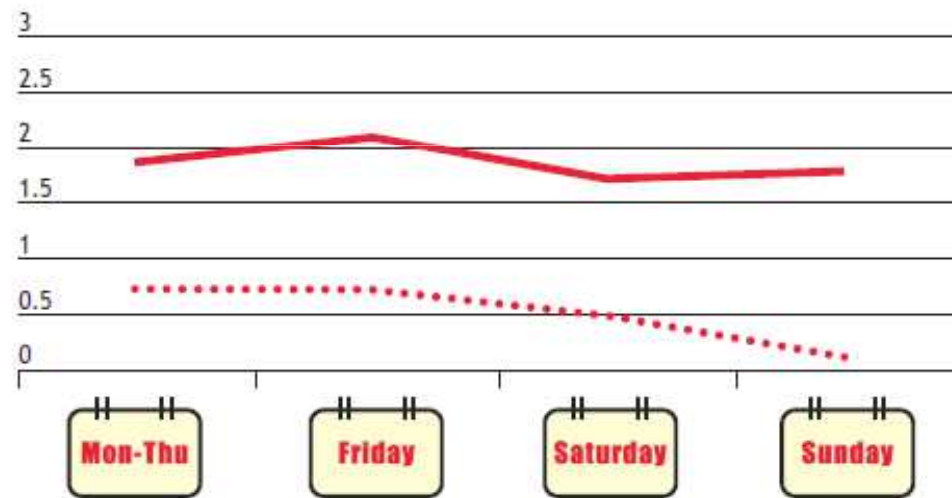
Source: 'Media and the mood of the nation' smartphone survey
Base: Those consuming Any Media

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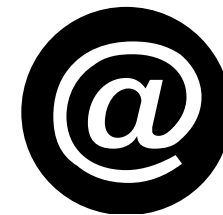
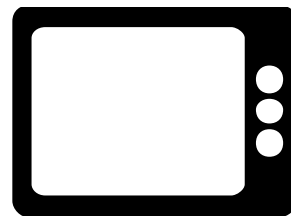
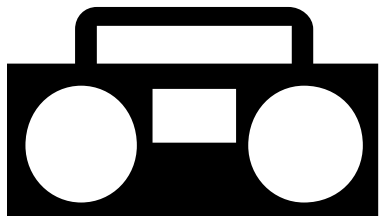
Average 'Energy' score when consuming Any Media, by day (based on scale of -5 to +5)



Source: 'Media and the mood of the nation' smartphone survey
Base: Those consuming Any Media

— Any Media
•••• No Media

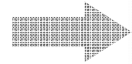
Media & the mood of the nation



Media & the mood of the nation

How media affects Happiness and Energy

1. Base levels



How did people feel when they weren't consuming any media?

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How did this change when they were consuming media?

3. Individual media

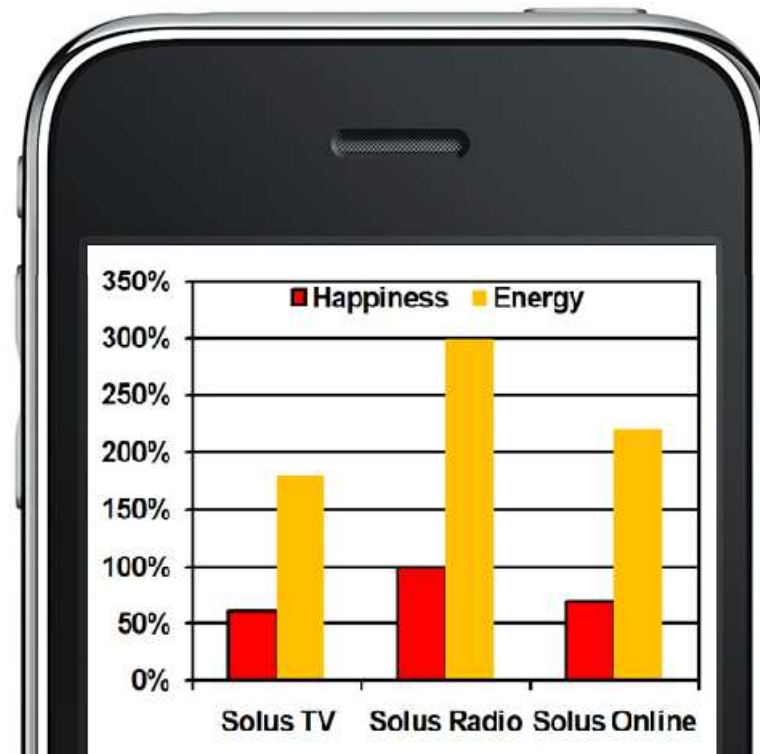


Which media had the greatest effects on how people felt?

Media & the mood of the nation

How Individual Media consumption affects Happiness and Energy

Radio generates the highest increase in Happiness and Energy levels



Source: 'Media and the mood of the nation' smartphone survey, RAB/Sparkler. Base: Scores of those consuming Individual Media % increase vs. No Media



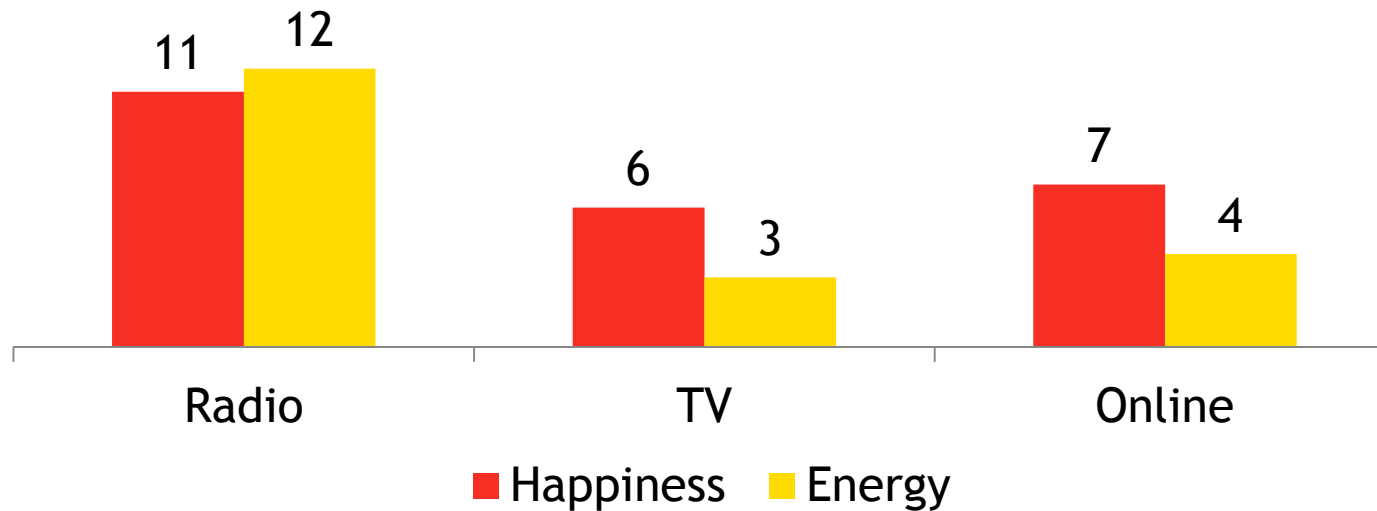
Radio is focused on the listener



Radio has the highest influence on...

...happiness and energy in over 70% of dayparts across the week

Number of dayparts in which each medium scores the highest for Happiness and Energy levels



Source: 'Media and the mood of the nation' smartphone survey, RAB/Sparkler Base: Those consuming Any TV; Any Radio; or Any Online % increase vs. No Media

Tues

Watching an hour's TV 'worse than smoking'



Deadly: Watching the Royle Family could take 11 minutes off your life

How many hours a day we spend sitting down



Radio exerts peak emotional influence



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Which media had the greatest effects on how people felt?

Does the editorial effect extend to advertising?

EEG experiment

Reading the brain maps

Gamma Activity = highest level of brain activation

Red = High levels of activity

Blue = Low levels of activity



EEG experiment

Radio content enhances engagement with radio ads

During
silence



EEG experiment

Radio content enhances engagement with radio ads

During
silence



Ads preceded
by silence



EEG experiment

Radio content enhances engagement with radio ads

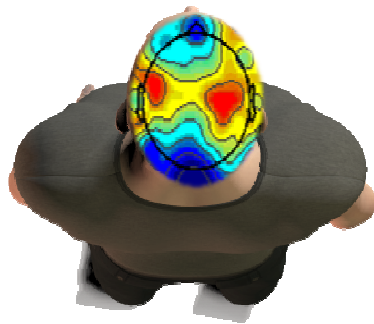
During
silence



Ads preceded
by silence



During radio
editorial



EEG experiment

Radio content enhances engagement with radio ads

During
silence



Ads preceded
by silence



During radio
editorial



Ads preceded by
radio editorial



Summary

1. Consuming media significantly enhances people's mood, and therefore receptiveness to advertising
2. Radio generates the highest happiness and energy levels, and on more occasions across the week
3. The positive effects of radio editorial lead to increased engagement with radio advertising



Conclusion

**RADIO
IS A POWERFUL
EMOTIONAL MULTIPLIER
FOR BRANDS**



The challenge for advertisers

**HARNESS RADIO'S
EMOTIONAL POWER
TO BUILD BRANDS**



RADIO: THE EMOTIONAL MULTIPLIER

