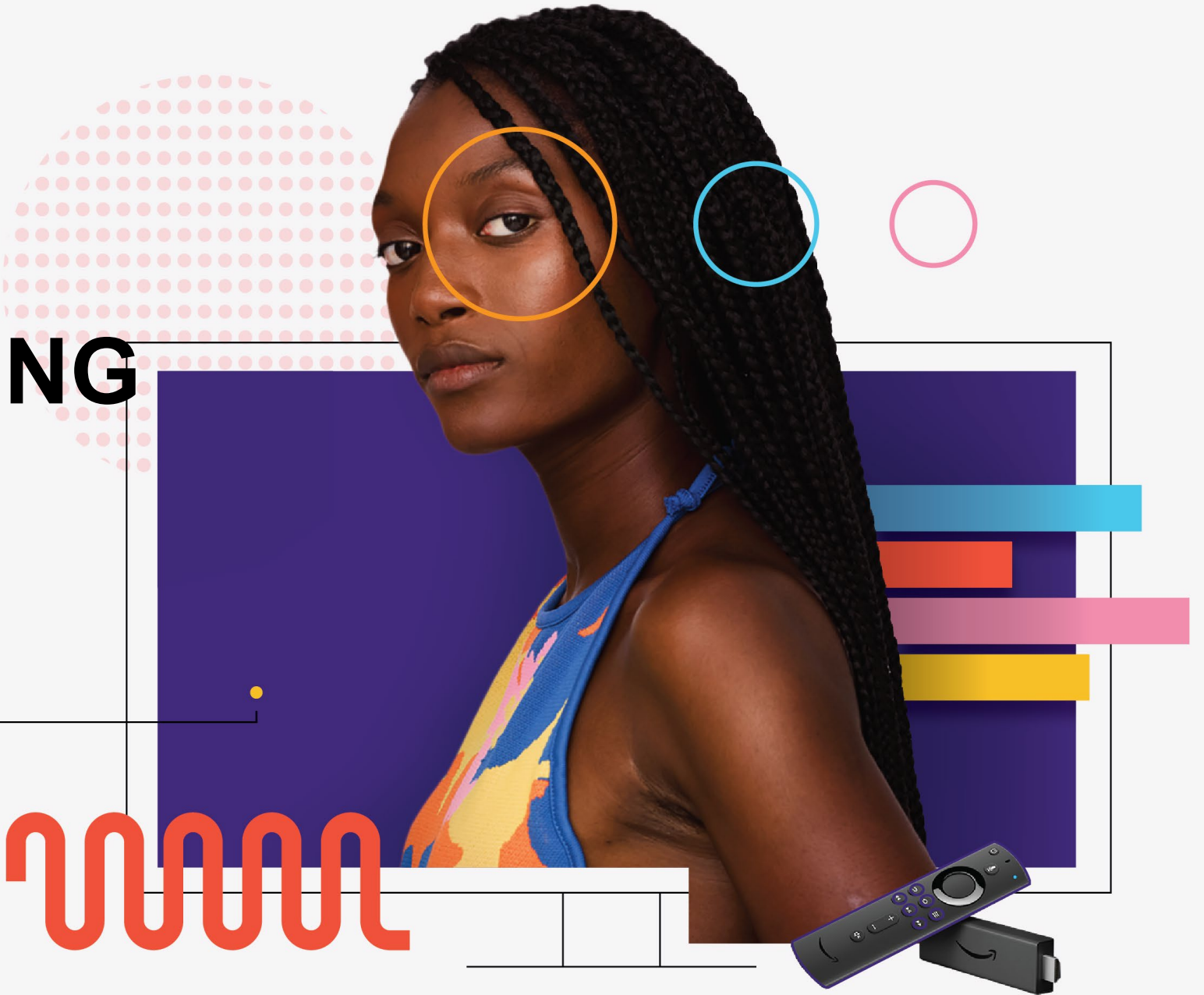
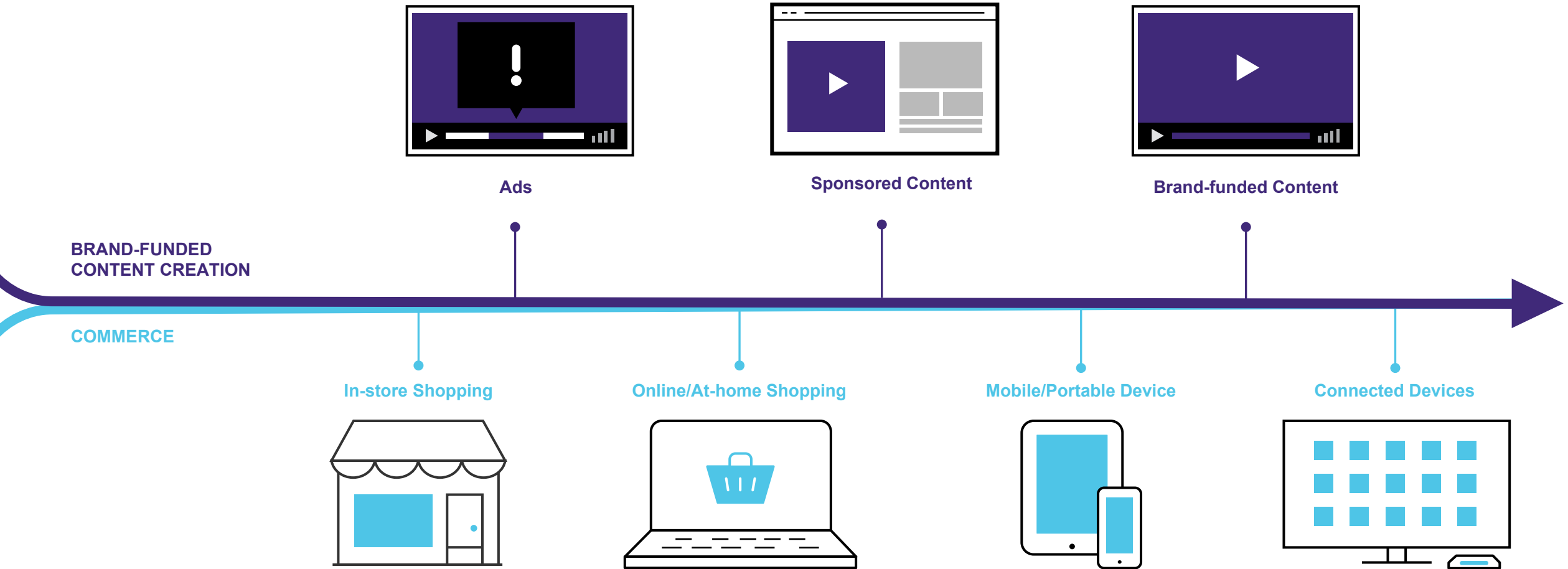


THE CONVERGING WORLDS OF CONTENT + COMMERCE

Why connecting content and
commerce is critical for brands



The worlds of brand-funded content and commerce continue to evolve




Audiences are paying attention to the next generation of brand-funded entertainment

common sense media® Find movies, books, and more ...

Movies & TV Books Apps & Games Parents Need to Know Latino Black

Dear Santa

Movie review by Sandie Angulo Chen, Common Sense Media



Common Sense says
✓ age 8+ ★★★★★
Sweet seasonal docu about USPS' holiday-giving campaign.
NR | 2020 | 84 minutes
Rate movie

Parents say
No reviews yet.
Add your rating

Kids say
age 6+ ★★★★★
Based on 1 review

Watch or buy

Common Sense is a nonprofit organization. Your purchase helps us remain independent and ad-free.


Dear Santa Official trailer

VANITY FAIR Sign in Subscribe

Making the Cut Review: Project Runway Goes Corporate

Heidi and Tim have moved over to Amazon, where their new fashion design competition puts a focus on business.

BY RICHARD LAWSON
MARCH 26, 2020



When Heidi Klum and Tim Gunn left Project Runway, the fashion competition show they'd hosted for 16 seasons, many fans of the series figured all was lost. An era had ended and the show was doomed. Instead, though, model Karlie Kloss and past Runway

Culture TV & radio TV ratings

This was published 1 year ago


Lego Masters the building block of ratings year win for Nine

By Karl Quinn and Michael Lallo
November 29, 2020 - 4:24pm

Save Share

In television, the ratings year is won piece by piece, block by block. And in 2020, Nine finished on top thanks in no small part to two shows that are literally built on that premise, *Lego Masters* and *The Block*.

Ending the 40-week ratings year with a network share of 27.7 per cent, ahead of second-placed Seven on 27.2 per cent, Nine (which owns this masthead) also had the year's top-rating regular program in *Lego Masters*, which averaged 1.369 million viewers across its season.



Lego Masters was a hit for Nine in the first half. NINE ENTERTAINMENT

HAVE A NEWS TIP? NEWSLETTERS U.S. EDITION


VARIETY

Film TV What To Watch Music Docs Tech Global Awards Circuit

HOME > TV > NEWS Jul 8, 2021 5:10am PT

Food Network Set to Launch Ben & Jerry's Ice-Cream Flavor Challenge

By Brian Steinberg



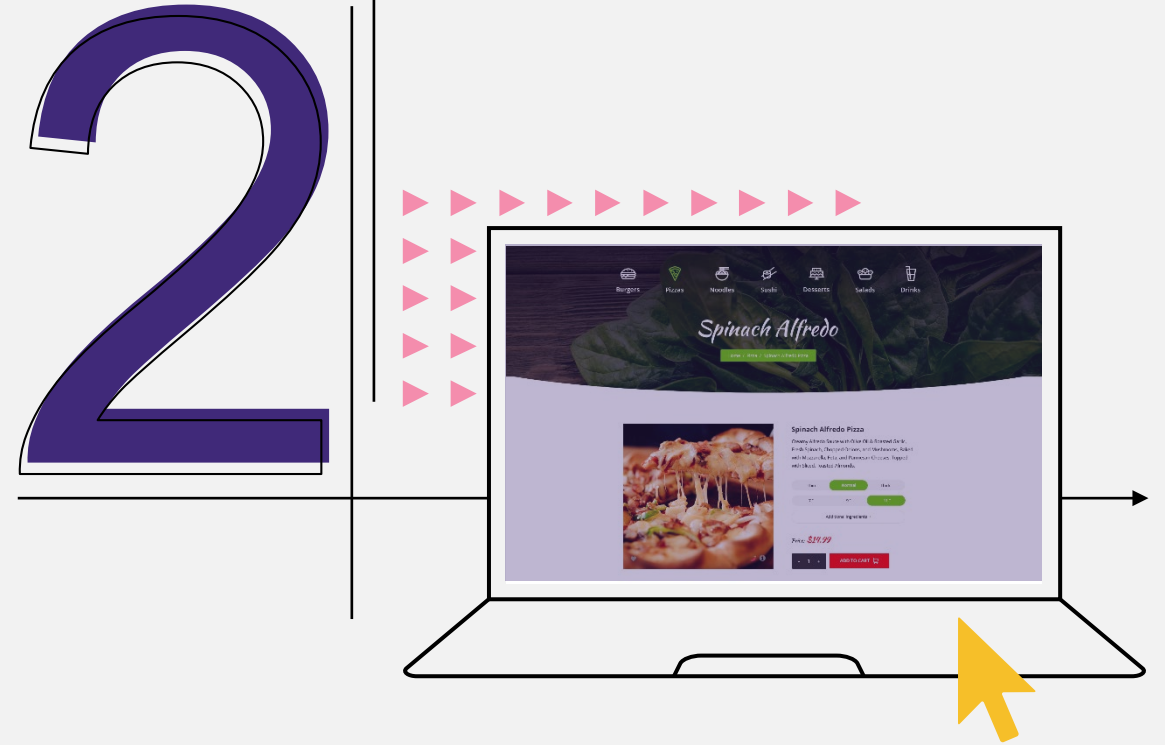
Anders Krusberg/Food Network

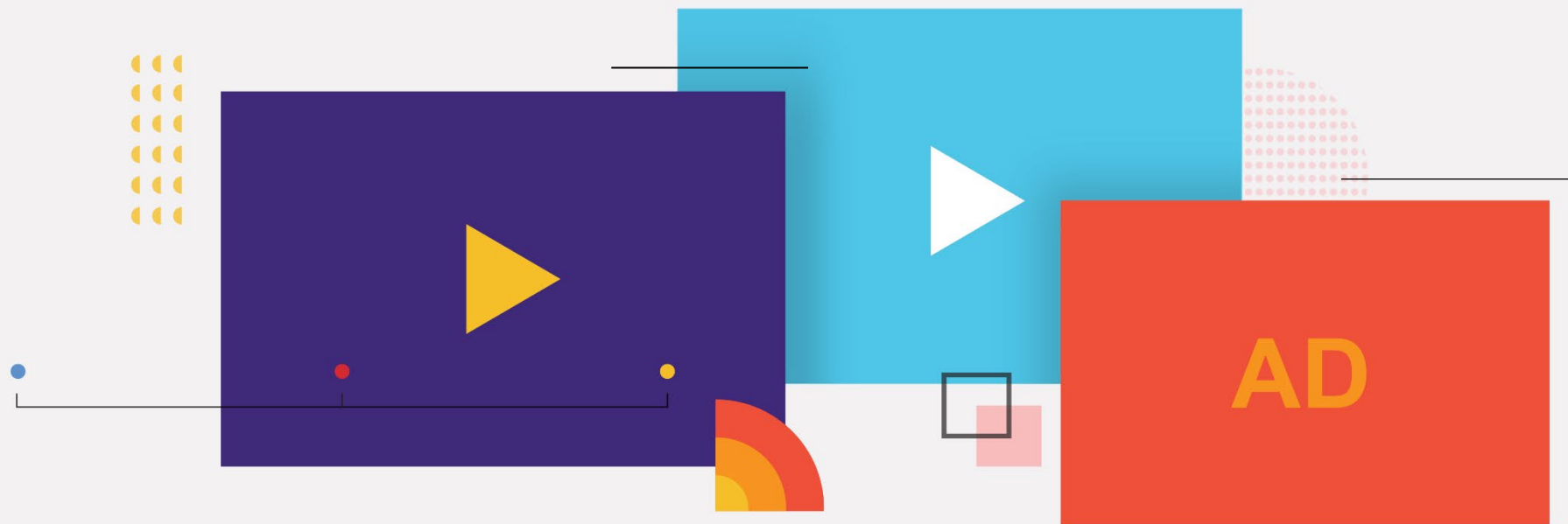
Creating a new Ben & Jerry's ice-cream flavor is the central challenge of a new series set to debut on Food Network as well as the streaming outlet Discovery Plus.

"Ben & Jerry's: Clash of the Cones" debuts Monday, August 16 at 9 p.m. eastern on both outlets. The four-episode series is hosted by Molly Yeh, who challenges six ice-cream makers to create new concoctions inspired by a specific celebrity or pop-culture figure, each of whom will offer direction

The competitors work in an ice-cream lab constructed on the Ben & Jerry's factory grounds in Waterbury, VT. Their work will be judged by Jet adn Ali Tila and Chris Rivard, a Ben & Jerry's flavor expert, as well as the public.

However, the content to commerce experience has remained stagnant over time





Research Questions

Q1

How do audiences feel about brand-funded entertainment?

Q2

How effective is brand-funded entertainment compared to traditional TV ads?

Q3

What is the existing path to purchase for products in TV shows?

Two-pronged methodology

VIEWER PERSPECTIVE

Online Interviews



- Nationally representative panel sample
- n=1,024

Areas of focus



Consumption of brand-funded TV shows



Existing path to purchase

AD EFFECTIVENESS

Opt-in Lab Testing



Measured effectiveness of **brand-funded TV shows** vs **traditional TV ads**

Online Lab n=451

In-Lab n=90

Areas of focus

Conscious
response to branding



Unconscious
response to branding



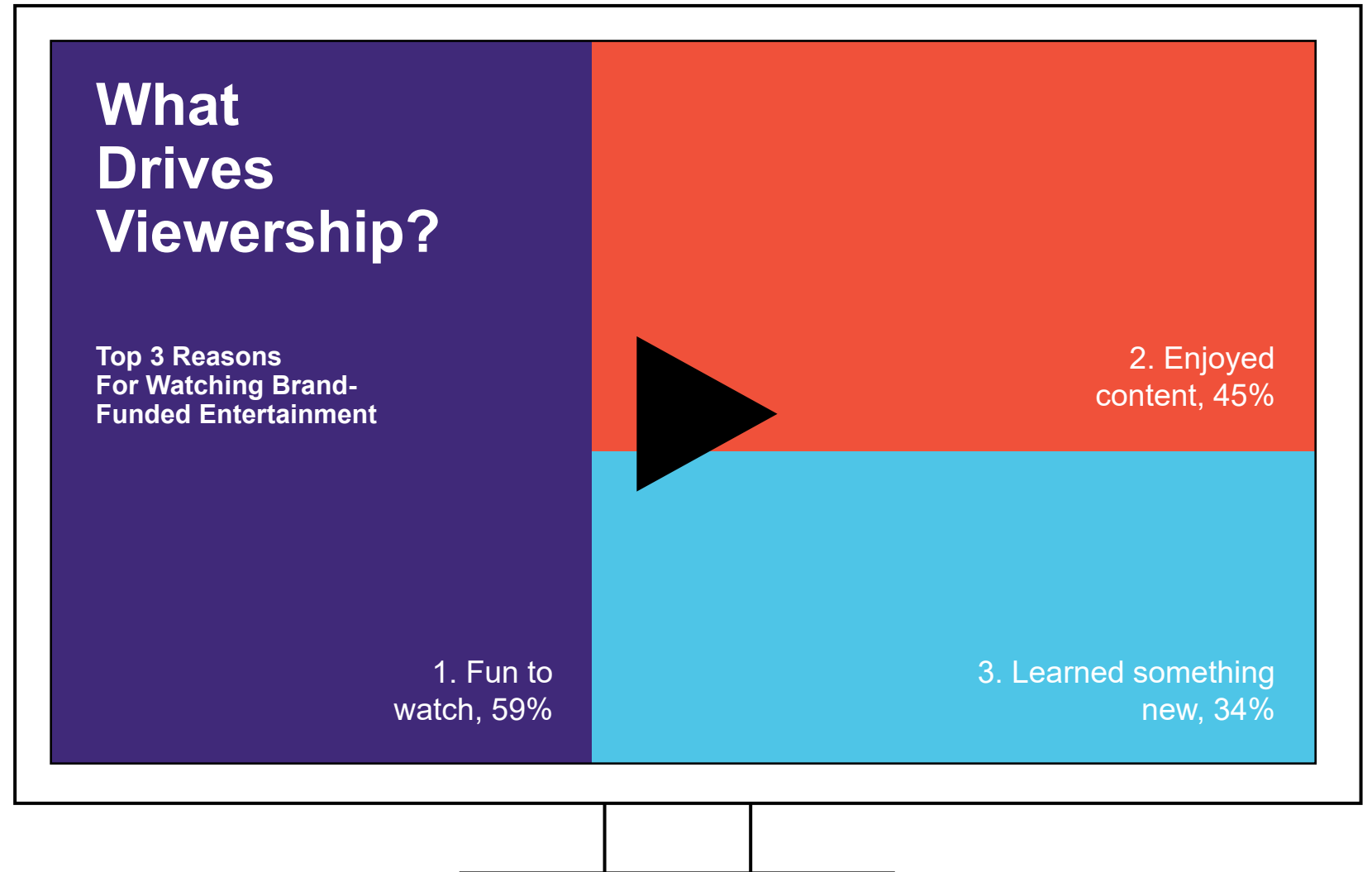
CONTENT REIGNS SUPREME



**To find out how people
feel about brand-funded
TV shows, we asked
people who watch them...**

Brand-funded or not, it's about the content

People watch existing brand-funded TV shows for good content, with very few deterred by brand-related components



Reasons For Not

Focused too much on the brand, 15%

Felt like a long commercial, 12%

Viewer POV: Those who watched more than one episode N=254

Q: What are some reasons why you continued watching the show? Select all that apply.

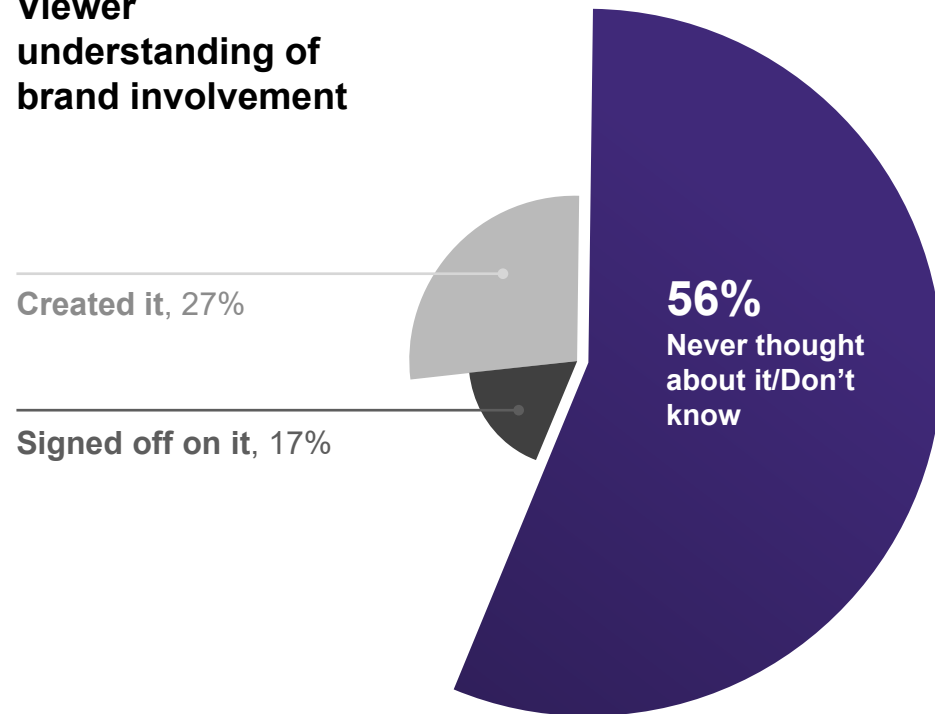
Viewer POV: Those who did not watch more than one episode N=76

Q: What are some reasons why you did not continue watching the show? Select all that apply

Viewers see brand involvement as a positive

The majority feel more positive about the brand and TV show once aware of brand involvement

Viewer understanding of brand involvement



How knowledge of brand involvement impacts perception of...

The Brand



The TV Show

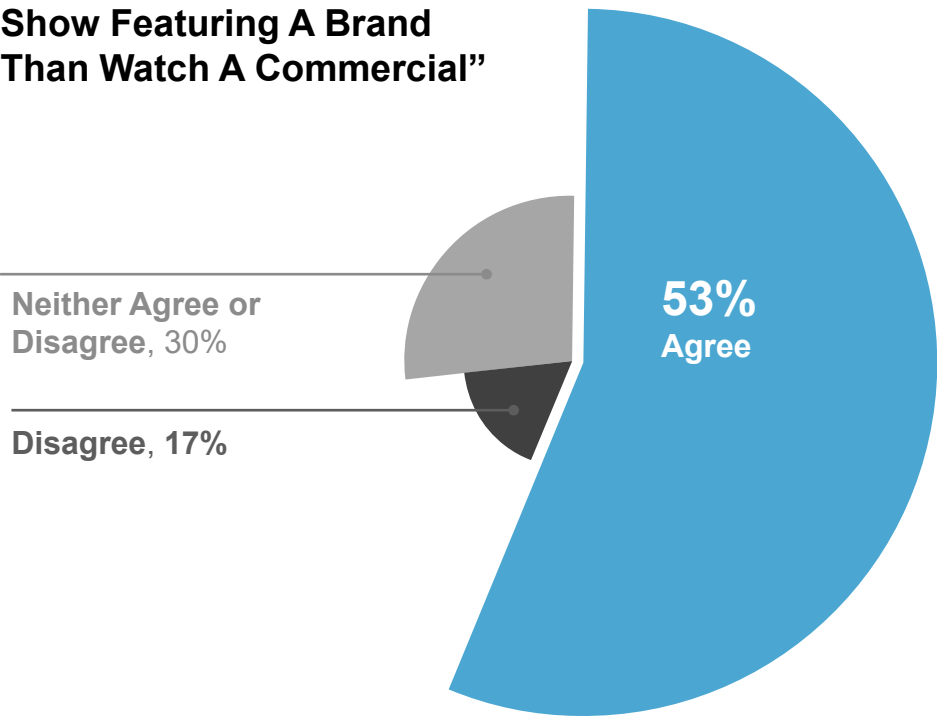


■ Better ■ No Impact

More viewers are accepting of brand-funded entertainment than traditional commercials

Streaming viewers over indexed on the same sentiment vs. linear viewers

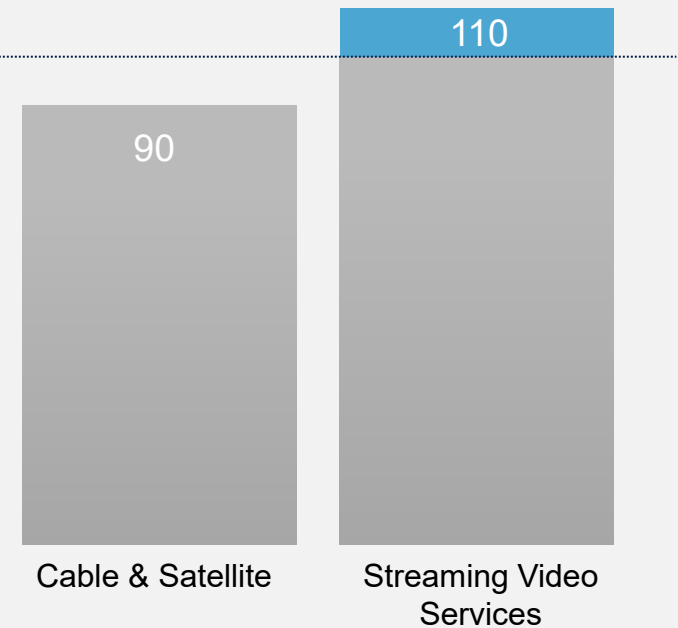
“Would Rather Watch A TV Show Featuring A Brand Than Watch A Commercial”

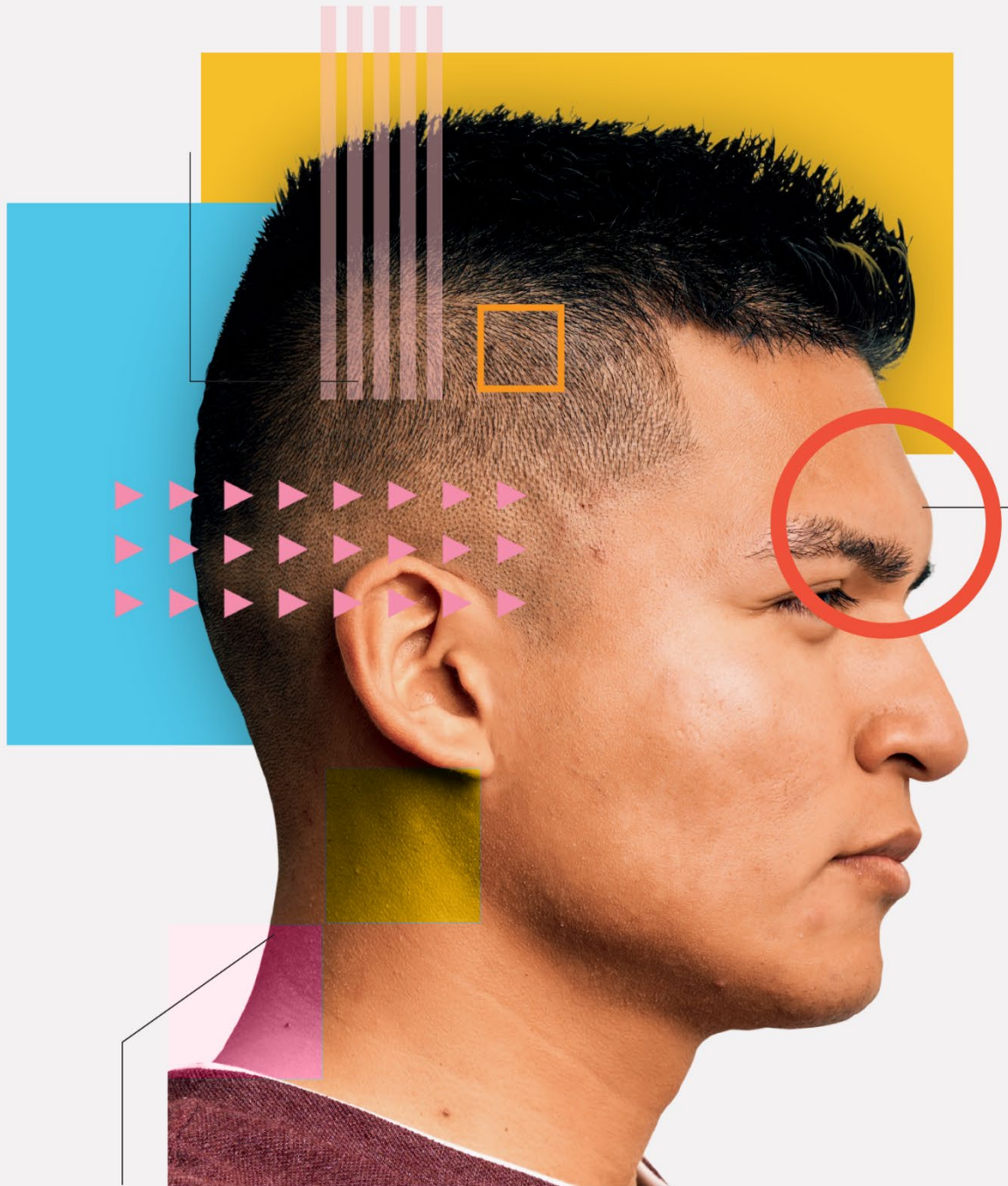


By Preferred Viewing Service for TV Shows

ABOVE

Indexed to Avg.
(100)





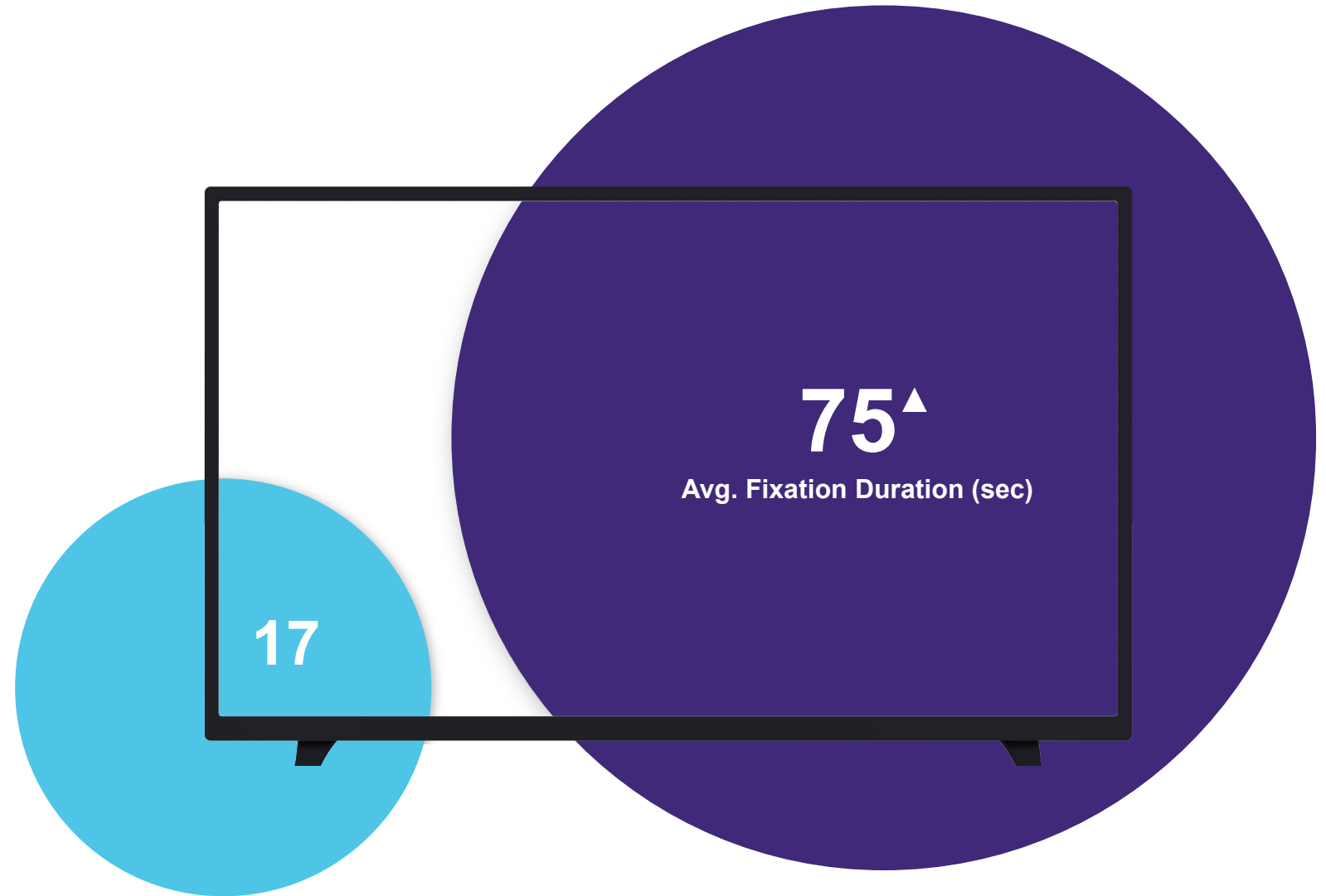
BRAND-FUNDED ENTERTAINMENT
**CREATES POSITIVE
MOTIVATION**

Brand-funded entertainment increases the length of product exposure

Naturally, the product is front and center in brand-funded entertainment

Attention to Product in Show/Ad

● Video Ads ● Brand-Funded Entertainment



In-Lab: N=90

Derived from eye-tracking glasses

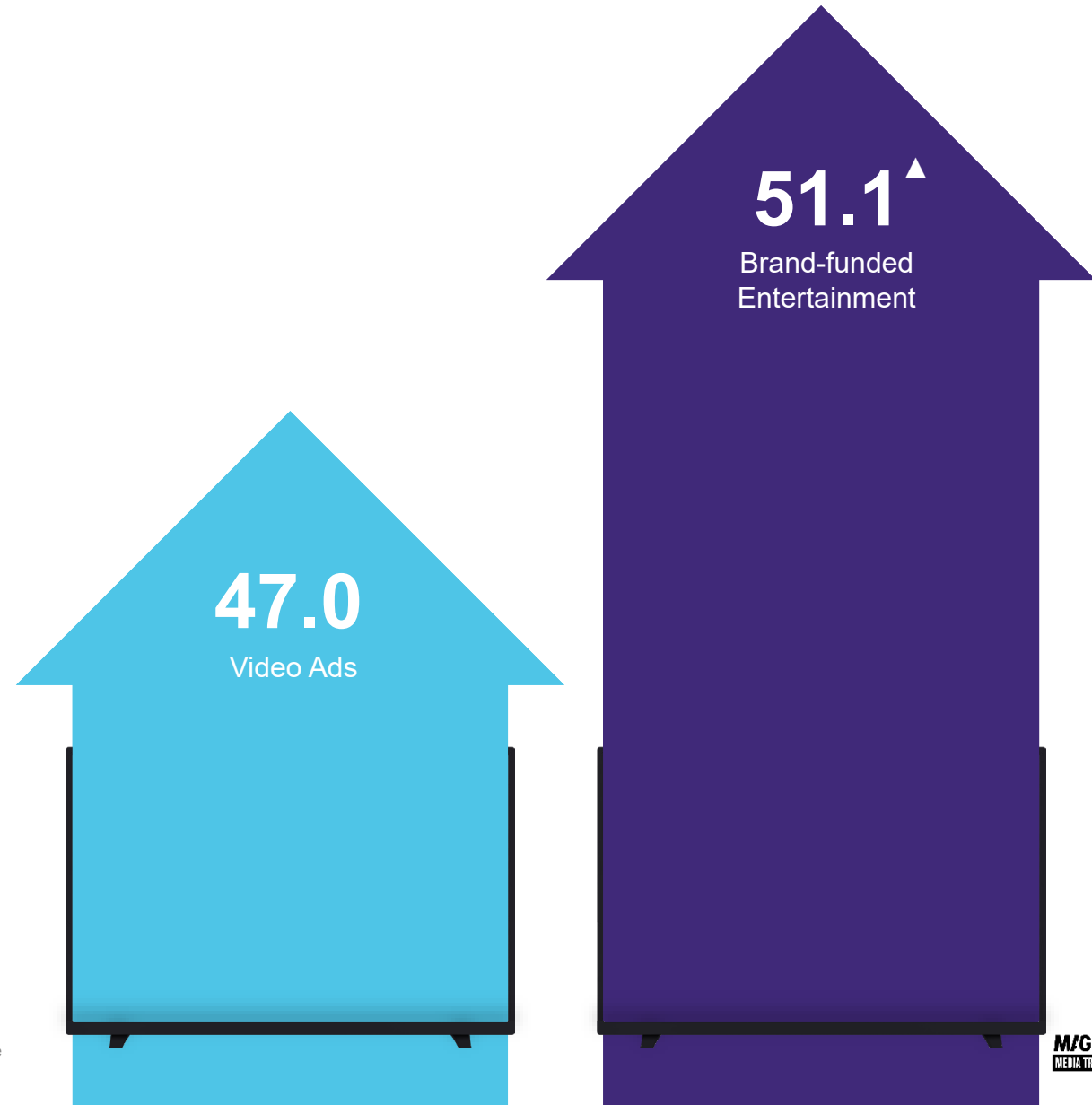
[△] =significant difference between video ads and brand-funded tv shows at ≥95% confidence

Testing was conducted using EEG and eye-tracking to understand unconscious response to branding. Participants (N=90) were recruited to opt in an in-lab media experience, where they were set up with neurometric equipment to measure eye movement, motivation, visual attention, and cognitive load. Following the media experience, participants opted in to complete a survey to assess conscious response to branding.

Brand-funded entertainment delivers stronger positive emotional intensity than video ads

Motivation is a critical metric, as it is predictive of choice

Motivation When Looking at Product | EEG Normative Score



In-Lab: N=90
Derived from EEG
Significance $p < 0.05$

▲ = significant difference between video ads and brand-funded tv shows at $\geq 95\%$ confidence

Testing was conducted using EEG and eye-tracking to understand unconscious response to branding. Participants (N=90) were recruited to opt in an in-lab media experience, where they were set up with neurometric equipment to measure eye movement, motivation, visual attention, and cognitive load.

Following the media experience, participants opted in to complete a survey to assess conscious response to branding.

Brand-funded entertainment excels at creating authenticity & driving purchase intent

Impact on Brand Metrics Delta (Exposed – Control)

■ Brand-Funded Entertainment

Brand is “Authentic”



Purchase Intent



Online lab n=415
Significance p <0.05

▲ =significant difference between exposed and control groups at >=95% confidence

Brand funded entertainment directly creates transactional momentum with new customers

Potential New Customers

Delta (Exposed – Control)

■ Brand-Funded Entertainment

Search Intent



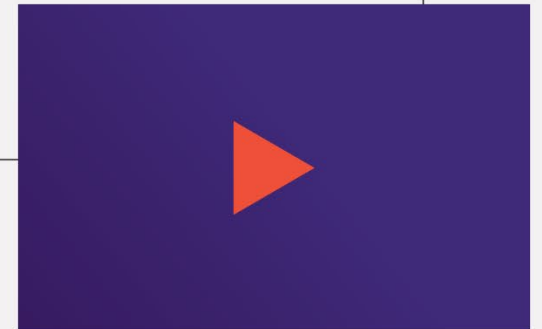
Purchase Intent





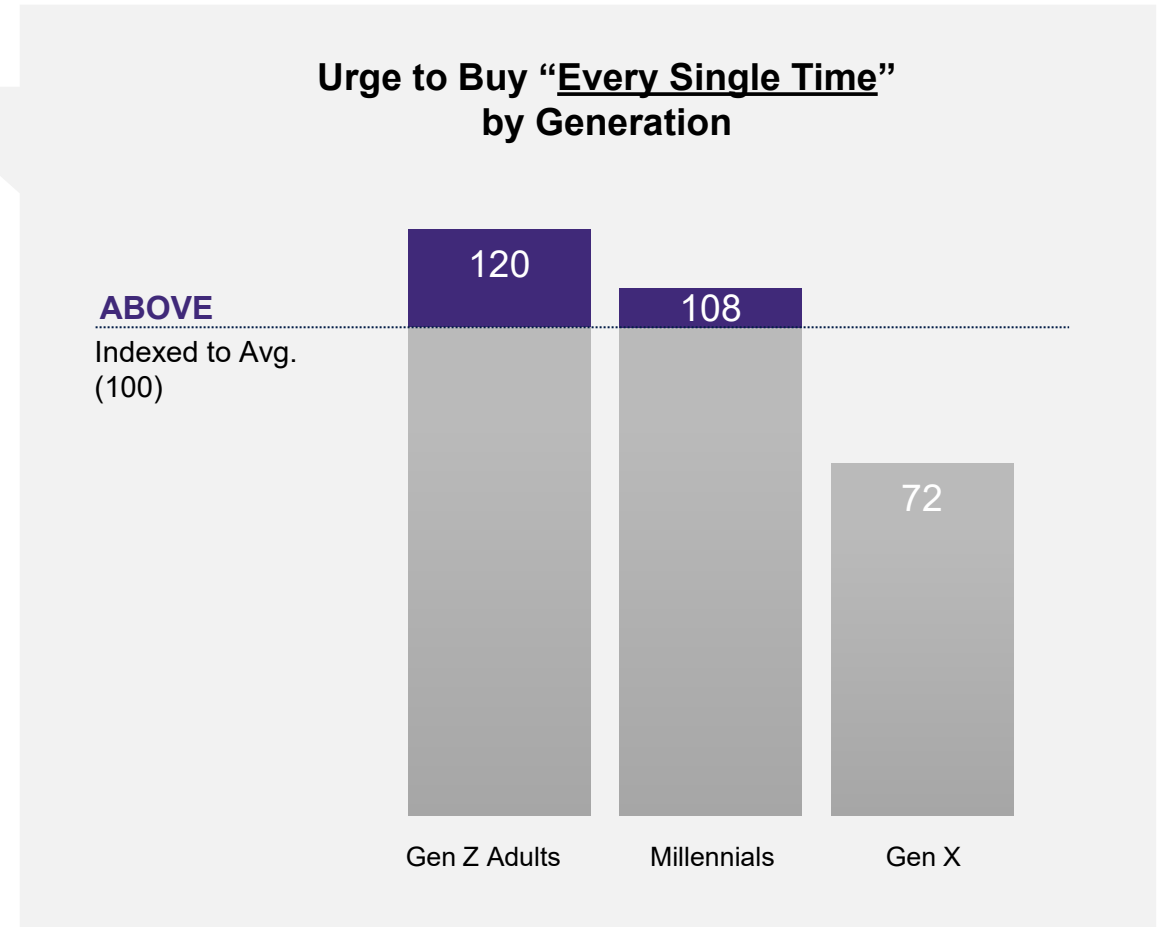
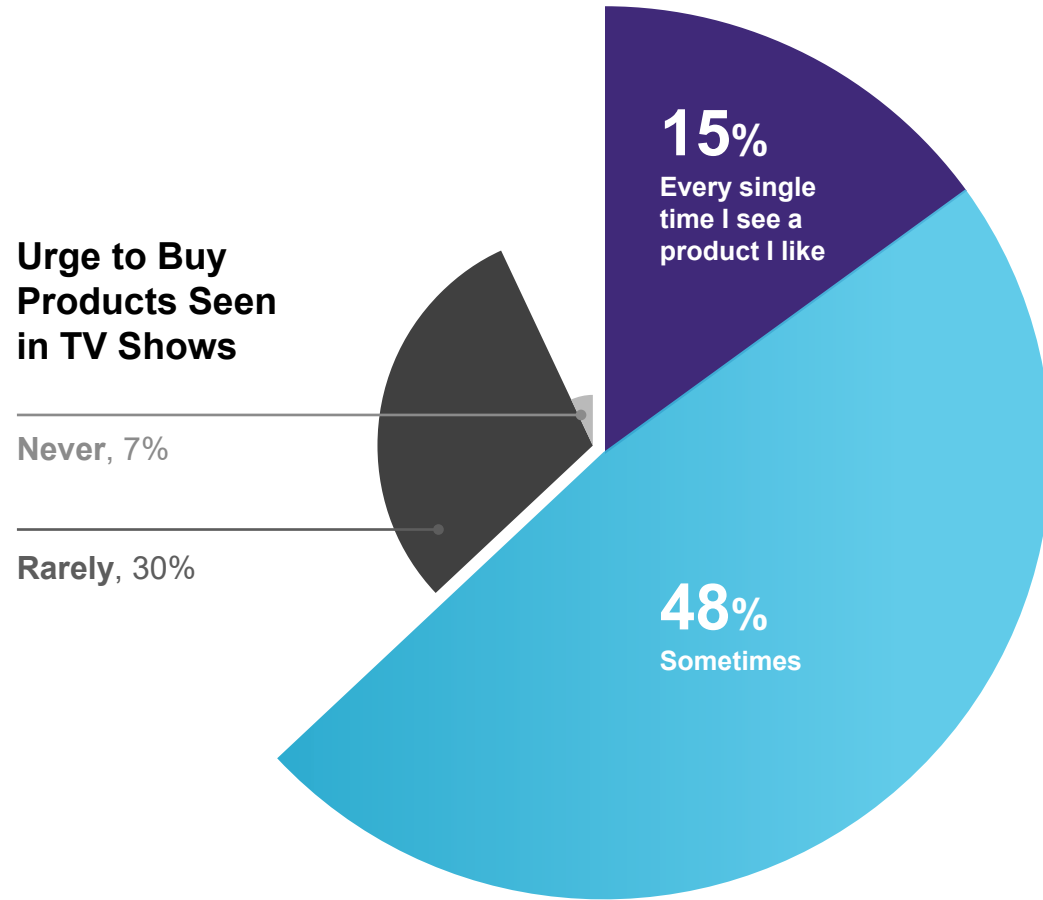
BRAND-FUNDED ENTERTAINMENT

INSPIRES COMMERCE MOMENTS



Viewing content triggers purchase intent, and is most felt by younger audiences

Given the increase in desire as audiences get younger, it's likely this trend will only continue in the future



Seeing a product woven into content creates commerce momentum

Millennials are most likely to have purchased products seen in TV shows

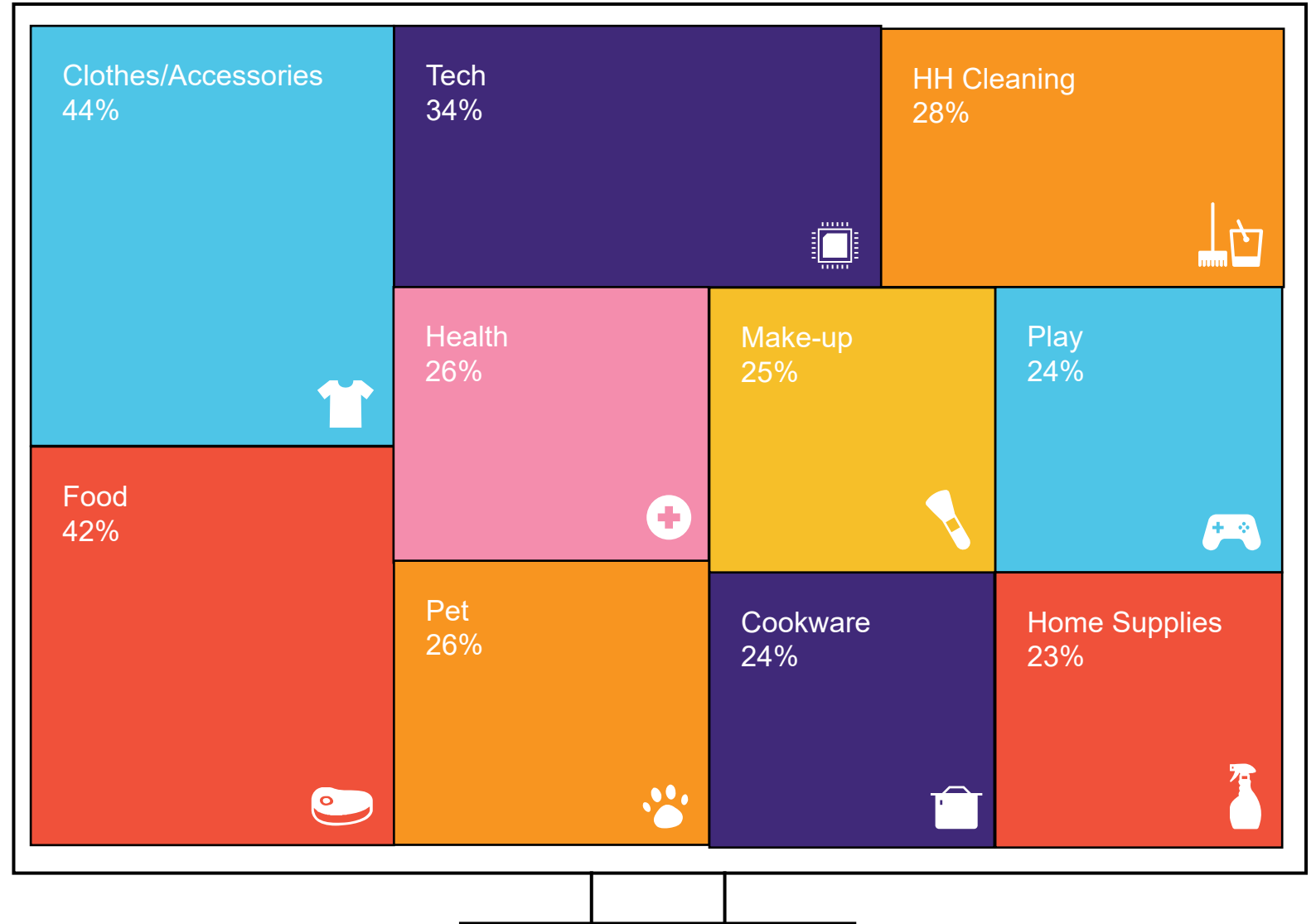
People who have purchased a product from a TV show
% Agree

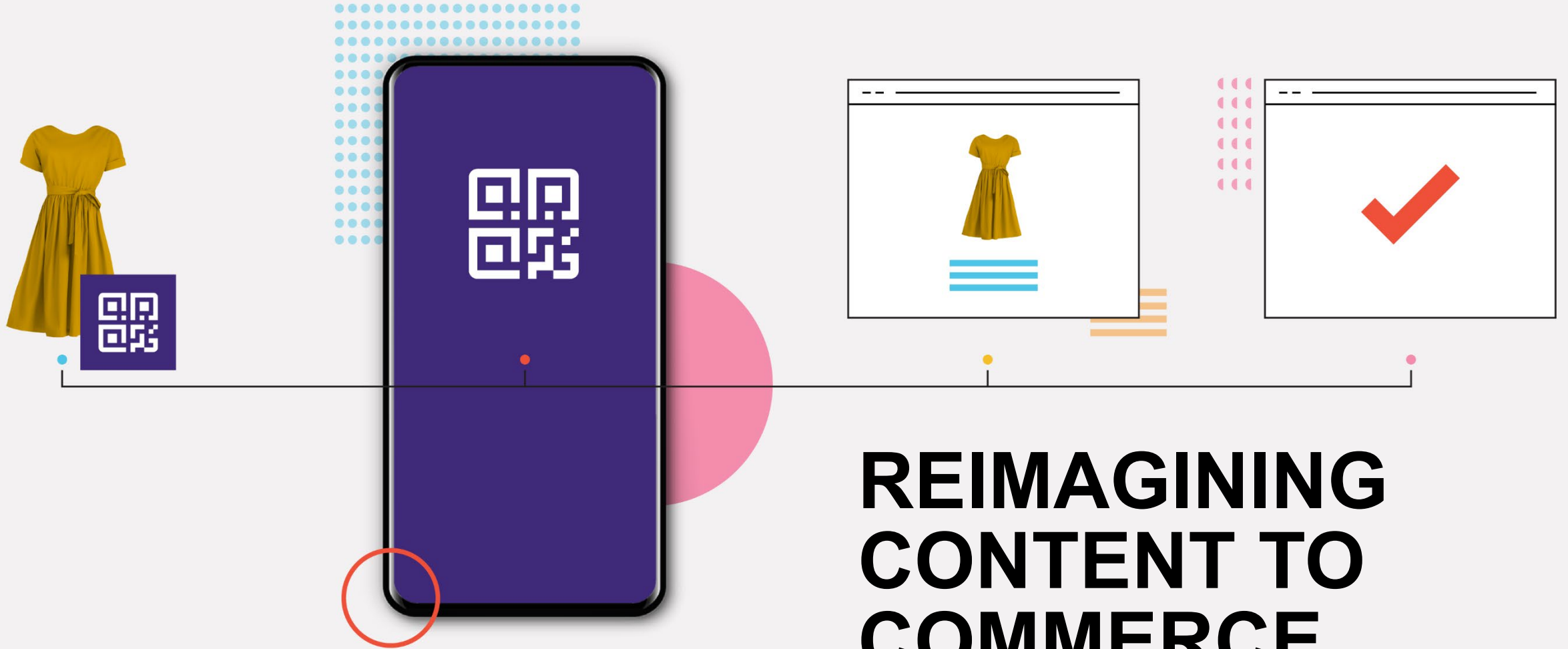


*Have purchased products seen in TV shows either "every single time" or "sometimes"
Viewer POV: N=1,012
Q: How often do you actually purchase a product after seeing it on a TV show?
Image source: LucyParis - Christina Pleated Dress

All categories can benefit when it comes to inspiring commerce intention from brand-funded entertainment

Products Purchased After Seeing
in TV Show (Self-reported)
% Agree





REIMAGINING CONTENT TO COMMERCE

Many viewers desire to purchase or research immediately

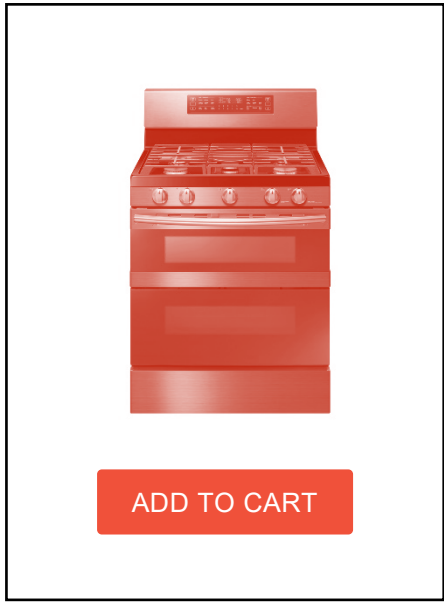
Desire To Immediately Purchase/Research
During Or After TV Show

% Agree

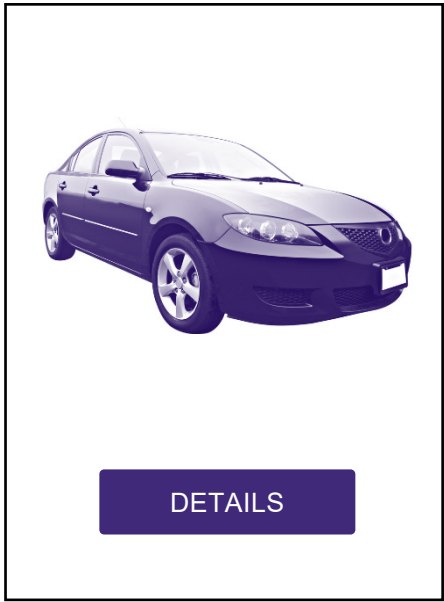
Purchase
Low-cost Products



Purchase
Mid-cost Products



Research
High-cost Products



Viewer POV: N=1,012
Q: Imagine you saw a low-cost product (e.g., food, household supply, personal care item) in a TV show that you really wanted. Ideally, when would you buy it?
Q: Imagine you saw a mid-cost product (e.g., clothing, headphones, toy, or game) in a TV show that you really wanted. Ideally, when would you buy it?
Q: Imagine you saw a high-cost product (e.g., home insurance, furniture, travel) in a TV show that you really wanted. Ideally, when would you start searching for information about the product or service?

**Some viewers will
go to great lengths
to purchase...**



Viewers' Buying Adventures



"My husband wanted a
flat barbeque...it took
me about a day"

"Go to the store
immediately after seeing
it on screen and buy it
before the shows over"

"Did a reverse image
search & then asked
people on reddit what
their experience is with
said product"

"I'd have to say
searching for two hours
without so much as the
brand that makes it"

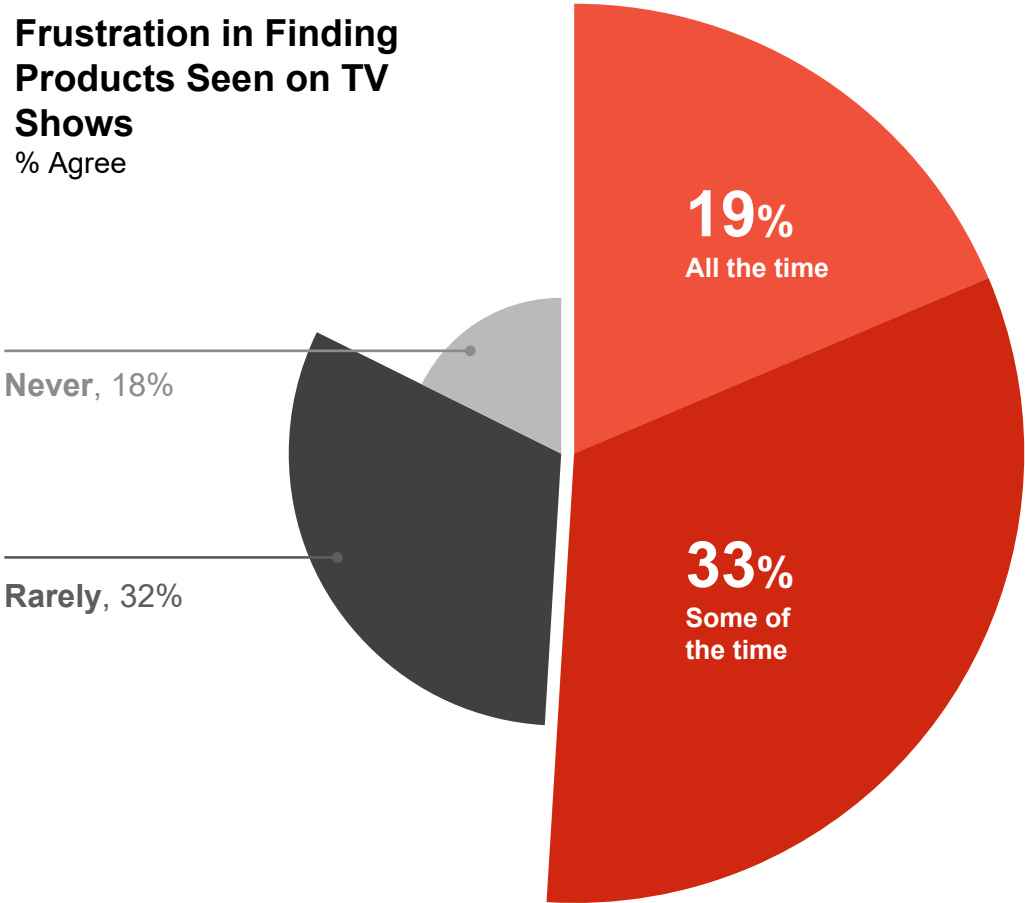
"Drove to another state
where it was the only
place available"

"Emailed the celebrity
directly asking for where
they got it"

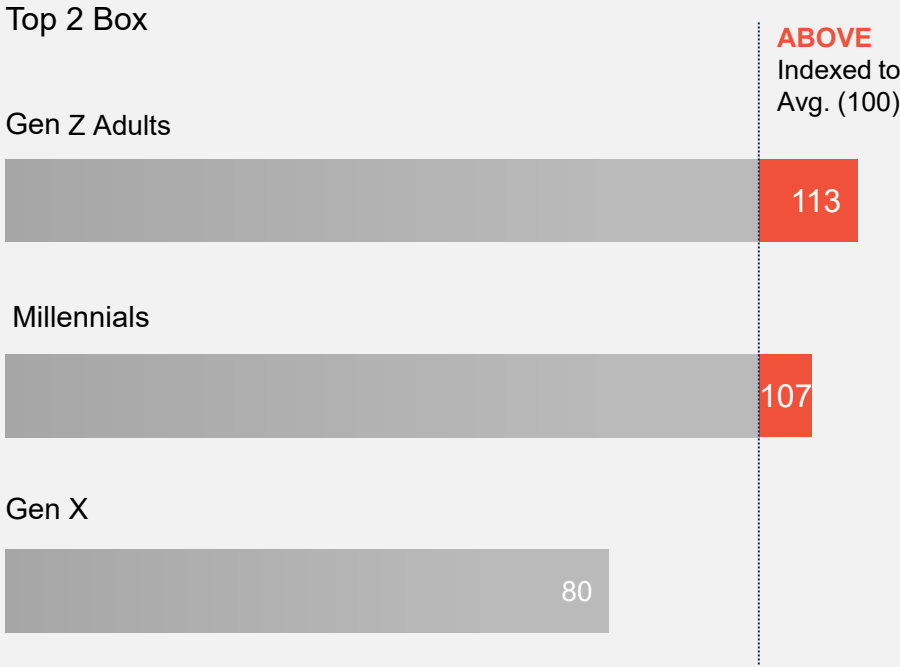


Today, travelling from content to commerce is not as frictionless as viewers would like

Frustration in Finding Products Seen on TV Shows
% Agree



Frustration in Finding Products in TV Shows By Generation
Top 2 Box



Frustrations stem from difficulty simply finding the product



What Viewers Said About Their Frustrations



"It's frustrating trying to pin down specifics without knowing enough to provide information for a detailed search"

"Because there will be several different kinds similar, but you can't find the specific model"

"Sometimes the items are just impossible to find"

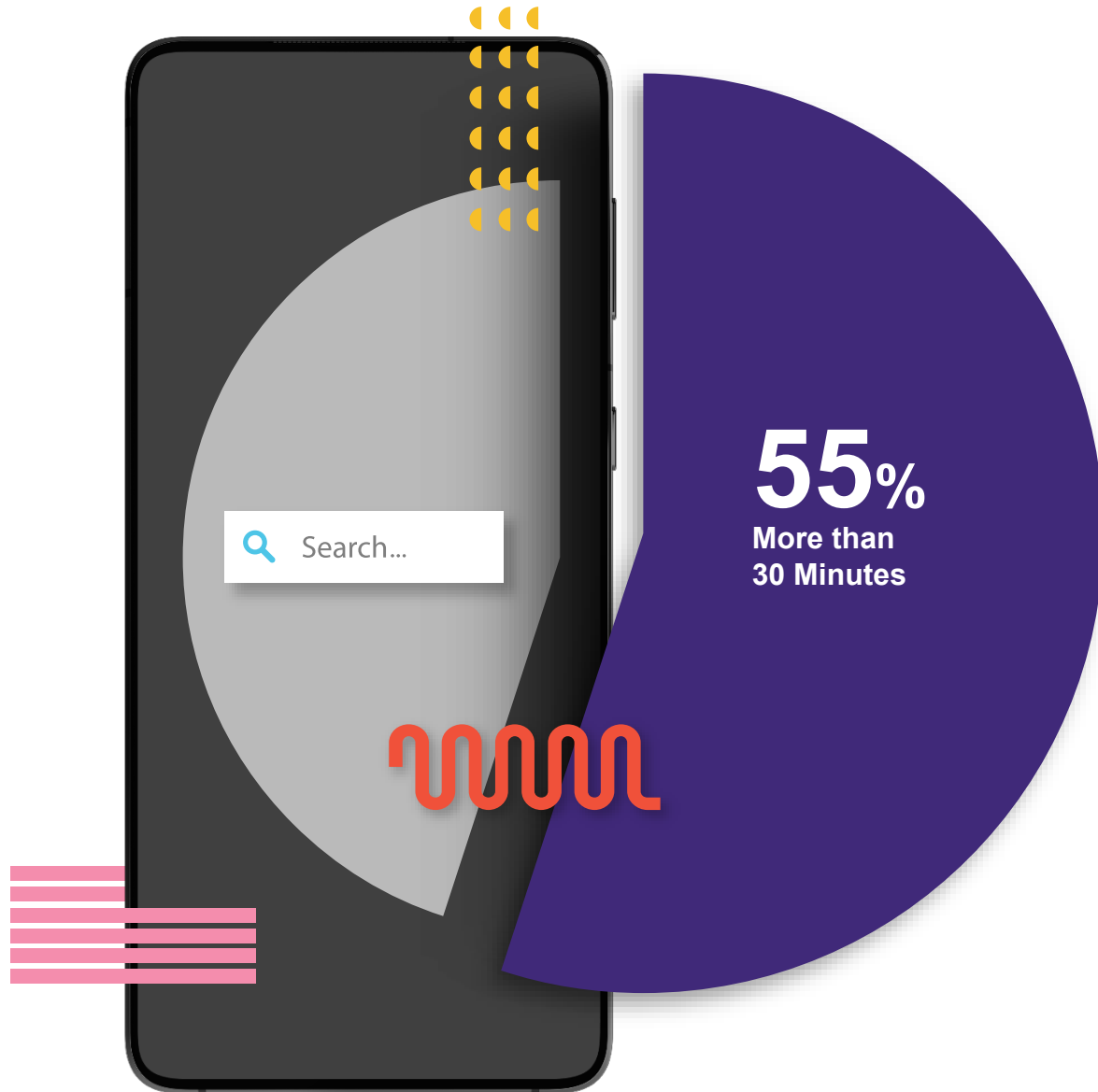
"Just finding the right product itself...when you initiate a search a bunch of options come up and just sorting through making sure it's the exact one you've seen can be difficult sometimes"

"I get annoyed when I see something on TV that catches my eye and there is no website/phone #/link mentioned to direct me to find it easily"



Viewer POV N=1,012

Q: You said that you have felt frustrated with trying to find products that you see on TV shows. What specifically has been frustrating for you? There are no right or wrong answers, we just want to hear about your experience.



**More than half
spend longer than
30 minutes simply
researching the
product**

**Typical Time Spent Researching
Products Seen on TV Shows**
% Agree

Viewers lean in on existing shopping options, but there is room for innovation

Preferred Method of Purchase % Agree

- QR Codes**
Unique code that links to product's website, scanned by cell phone
- Direct Link**
Email or text containing a direct link sent to your email or cell phone
- Embedded Links**
Links that appear on screen while watching a TV show
- Voice Activated Devices**
Finds and purchases products you're looking for

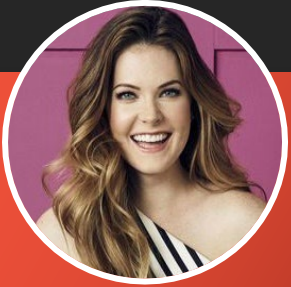
	Gen Z Adults	Millennials	Gen X
QR Codes	53%	46%	35%
Direct Link	35%	45%	32%
Embedded Links	38%	44%	34%
Voice Activated Devices	31%	34%	31%

	Streaming Viewers	Cable/Satellite Viewers
QR Codes	41%	44%
Direct Link	39%	35%
Embedded Links	40%	35%
Voice Activated Devices	32%	34%

Preference Scores: 10-Point Scale (Top 3 Box)



CURRENT PATH

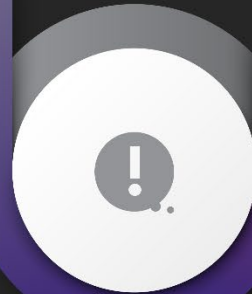
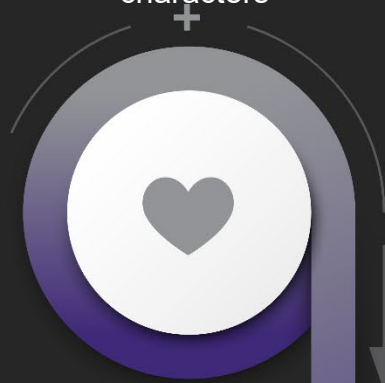


Meet Maya!

Maya is a fashion enthusiast. She often looks for inspiration for new outfits on her favorite TV shows.

Maya is currently watching her favorite show, **Euphoria**.

Quickly, Maya falls in love with a dress worn by one of the characters

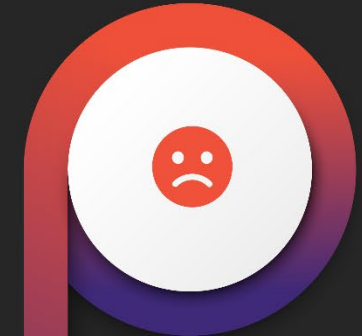


Maya must have the dress!

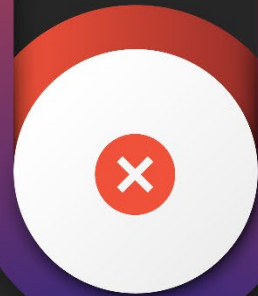
She picks up her phone and starts searching for it online



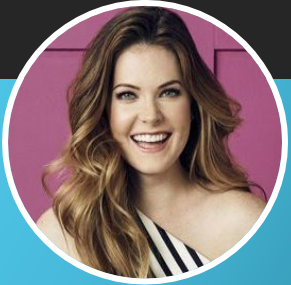
Maya gets tired of looking for it. She is disappointed and decides to give up



The episode has ended, and Maya is still searching for the dress. **Sadly, no luck!**



IDEAL PATH



Meet Maya!

Maya is a fashion enthusiast. She often looks for inspiration for new outfits on her favorite TV shows.

Maya is currently watching her favorite show, **Euphoria**.

Maya must have the dress!

Thrilled, she **clicks on the link** using her Smart TV remote and goes to the Amazon product detail page where she can buy it



Quickly, **Maya falls in love with a dress** worn by one of the characters

She **notices an overlay appear on the screen with a link** to purchase the dress

Boom! Maya buys the dress, and she's already wearing it two days later

Takeaways

Content Reigns Supreme +

Viewers do not differentiate if the show is created by a brand – what keeps them watching is the content itself. Brand involvement in content creation can positively impact perception of both the brand and show.

Brand-funded Entertainment Inspires Commerce Moments +

Audiences are naturally primed to purchase products they see on TV shows. Watching TV shows initiates the desire to purchase, often leading to actual purchases.

Reimagining Content to Commerce Experiences +

The current path to purchase products seen in TV shows is not as frictionless as it should be. The ideal path to purchase would bridge content and commerce in a seamless way.

Implications

Content comes before commerce in name and practice

Engaging and inspiring people through brand-funded entertainment starts with content. Brands should consider creative brand-funded content concepts that are entertaining for viewers, while also ensuring the brand is authentically integrated.

Opportunities exist for brands to innovate and solve real friction for viewers

Our research shows the current shopping process for viewers of brand-funded entertainment is not as seamless as they would like. Brands looking to solve for this in creative and inventive ways will stand out for customers and create material tailwinds for both their brand and bottom line.

Look to strategic partners who offer content to commerce capabilities under one roof

Brands and their agencies should look to partners like Amazon Ads who offer holistic capabilities spanning content to commerce. Working with a single partner creates both efficiencies in workflow as well as synthesizes measurement frameworks across content and commerce touchpoints.



THANK YOU

MAGNA
MEDIA TRIALS

+

BRANDS
MEDIA Studio
Content

+

amazon ads

