

Food-Delivery Company Optimizes Ad Placement and Increases Sponsorship ROI with Mediaprobe

TV media buyers are increasingly reluctant to rely on viewership numbers alone when valuing sponsorships and commercial space. And rightly so.

Smart brands and agencies are increasing scrutiny on the quality of impressions. They are demanding the use of attention and engagement metrics to look beyond reach and frequency to understand the true impact — and value — of their campaigns.

The challenge

A food-delivery company asked Mediaprobe to measure its sponsorship of the 2020 UEFA European Football Championship (Euro 2020). They wanted us to:

- ◆ Provide metrics on the ability of Euro 2020 to deliver emotionally engaged audiences and increase ad effectiveness
- ◆ Measure which ad positions/breaks lead to the most effective ads for future buys

The solution

While wearing Mediaprobe's galvanic skin response (GSR) sensors, 150 fans watched Euro 2020 England matches in their homes. After gathering the psychophysiological measurements, we synced the data with the broadcast content to calculate the Emotional Impact Score (EIS) of each ad. Using this data, the client was able to:

- ◆ Determine the capability of Euro 2020 to increase emotional engagement around ad breaks
- ◆ See how specific break positions promote higher attention to ads
- ◆ Compare the impact of the ads placed by “official sponsors” vs. other brands

The result

For the first time, our client can use audiences' true emotional engagement to accurately measure and assess the potential ROI of broadcast sponsorship opportunities. By employing Mediaprobe's proprietary research technology, they now can understand ad impact in real time during live campaigns and provide metrics on the ability of a specific property to deliver engaged audiences.

They learned that by combining time on-screen during Euro 2020 matches with traditional spot advertising, “official sponsors” garnered **ads that were 34% more impactful than regular advertisers**. They've started using Mediaprobe to monitor fans' emotions, so they can trigger actions at specific times during matches to reach fans at the peak of their emotion.

With Mediaprobe's next-generation media measurement, our food-delivery client can now benchmark the emotional impact of the Euro Championship vs. other properties, and maximize the emotional impact of their sponsorships.

The outcome

Since using Mediaprobe's next-gen media measurement, our client achieved:

+13%

lift in Emotional Impact Score (EIS) for brand ads vs. non-sponsored ads

+16%

lift in recall vs. nonoptimized commercial activations through analyzing the broadcast and manipulating ad insertion

+22%

higher EIS by choosing the UEFA 2022 Champions League Final for advertising vs. other events

“Using Mediaprobe to determine audiences' true emotional engagement during sports broadcasts lets us make smarter decisions on ad placements and sponsorship deals. Finally, we know the real impact of our campaigns.”

— Food-Delivery Company Executive/UEFA Sponsor