

MAXIMIZING TV SCREEN REAL ESTATE

Measuring Emotional Engagement with Split-Screen Ads to Predict Success

THE CHALLENGE

NASCAR viewership was in decline—prompting FOX Sports to seek out new ways to keep viewers engaged and to deliver increasing value to advertisers. One option FOX considered was double box advertising: splitting the screen between ads and the race during the commercial breaks.

Advertisers, however, were reluctant. FOX Sports wanted to understand the effectiveness of split-screen advertising during commercial breaks so they could address declining viewership of NASCAR and other major sporting events.

THE SOLUTION

Nielsen Consumer Neuroscience* evaluated race fans watching NASCAR events, measuring both double box and full-screen advertising engagement. Nielsen used biometrics to measure emotional engagement with advertising and used eye tracking to measure visual attention frame by frame.

* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

The research, consisting of multiple phases, was conducted over the course of 2 years with 568 participants in order to fully evaluate effectiveness and understand different aspects of how double box ads work.

THE RESULTS

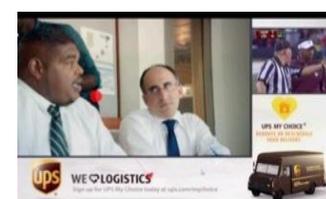
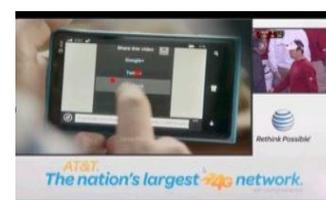
Participants reported that they didn't watch the ads in the double box, but neuroscience showed that they did. In fact, the new format drove higher engagement and attention to the advertising.

Findings suggested a win-win solution for advertisers & audiences. Audiences receive a choice with double box (choice of watching ad or content), while the advertiser receives higher visual attention to the brand and stronger emotional engagement with the advertising.

FOX Sports used these insights to increase the adoption of the double box format among advertisers and to create new opportunities to use it during NASCAR races. FOX Sports launched FOX Sports 1 with 15% to 20% of advertising revenue from double box ads.

MEDIA CASE STUDY

FOX



The red dot represents where the viewer was looking during key branding moments in the ads. Visual attention was directed toward the ads even though the sporting event was still playing in the second box.

For more information contact your Nielsen representative or visit

www.nielsen.com/consumerneuroscience