

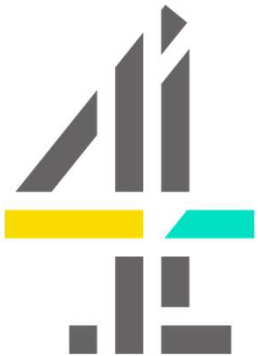


QR Codes in TV advertising

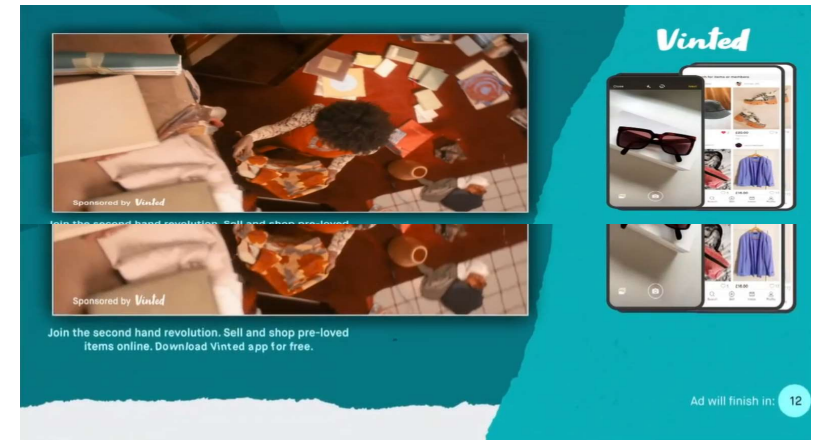
MRG Evening meeting

February 2023

Amplify ads on All 4

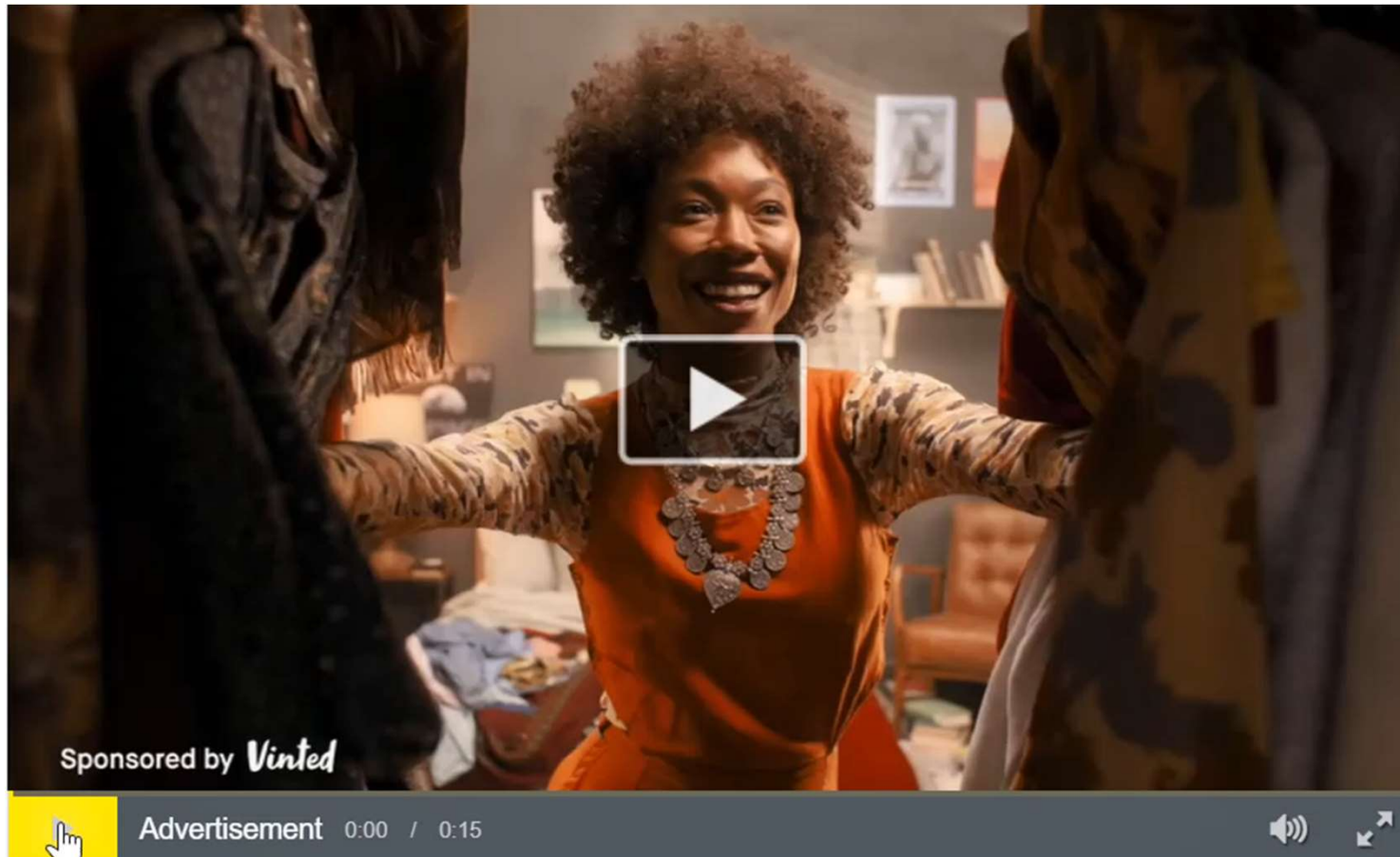


Regular VOD spot



Amplify VOD

An opportunity to insert a QR code



Hypotheses



1. *All 4 users understand what specific QR codes are offering, and a significant proportion are likely to use them.*
2. *QR codes make ads stand out and so are more memorable.*
3. *Because QR codes are more memorable they are more effective at driving brand KPIs.*

Method Overview

1,200 online interviews with All 4 viewers in June '22.

- Force exposed to 8 mins of 'All 4' programming including an ad break



- Respondents split into representative matched groups, with each group seeing a different combination of ads/ questions related to three advertiser brands:



Pain relief



Whisky



Laptop

Resulted in several aggregated exposure cells:

1. Amplify with QR code

Feature QR code with a call to action

Base: 600 aggregated (200 per advertiser)

2. Regular Amplify

Creatives don't feature QR codes

Base: 600 aggregated (200 per advertiser)

3. Regular spot ad

Ordinary spot ads for the same advertisers

Base: 600 aggregated (200 per advertiser)

4. Control

Not exposed to ad.

Base: 600 aggregated (200 per advertiser)



The All 4 Audience

A hand holds a black smartphone, positioning it to scan a QR code displayed on a tablet. The tablet is mounted on a wall covered with a collage of colorful, vintage-style travel posters. The posters feature various destinations and illustrations, such as a person on a horse, a cactus, and a person in a hat. The scene is brightly lit, and the focus is on the interaction between the smartphone and the QR code.

95%

Of All 4 viewers know
what a QR code is

74%

Of All 4 viewers use QR
codes

QR codes in TV ads

It makes the brand advertised seem more innovative

60%

I like having the option to interact with the ad

54%

■ All All 4 users



58%

like the idea of QR codes
in advertising

*I think it's a really **convenient**
and **easy** way to find more
information out about a product
and to **easily** access things like
discounts and competitions.*

*It's an **interesting** idea and
fits well with the **modern**
way of advertising, it is a
step forward.*

*They're more **convenient** than
typing in a URL on a phone.*

*It is new, **helpful** and
quick way to get more
detailed information.*

*It does add an **extra**
dimension to an ad.*



57%

Thought it was clear what would happen if they'd scanned the QR code in the advert they saw.

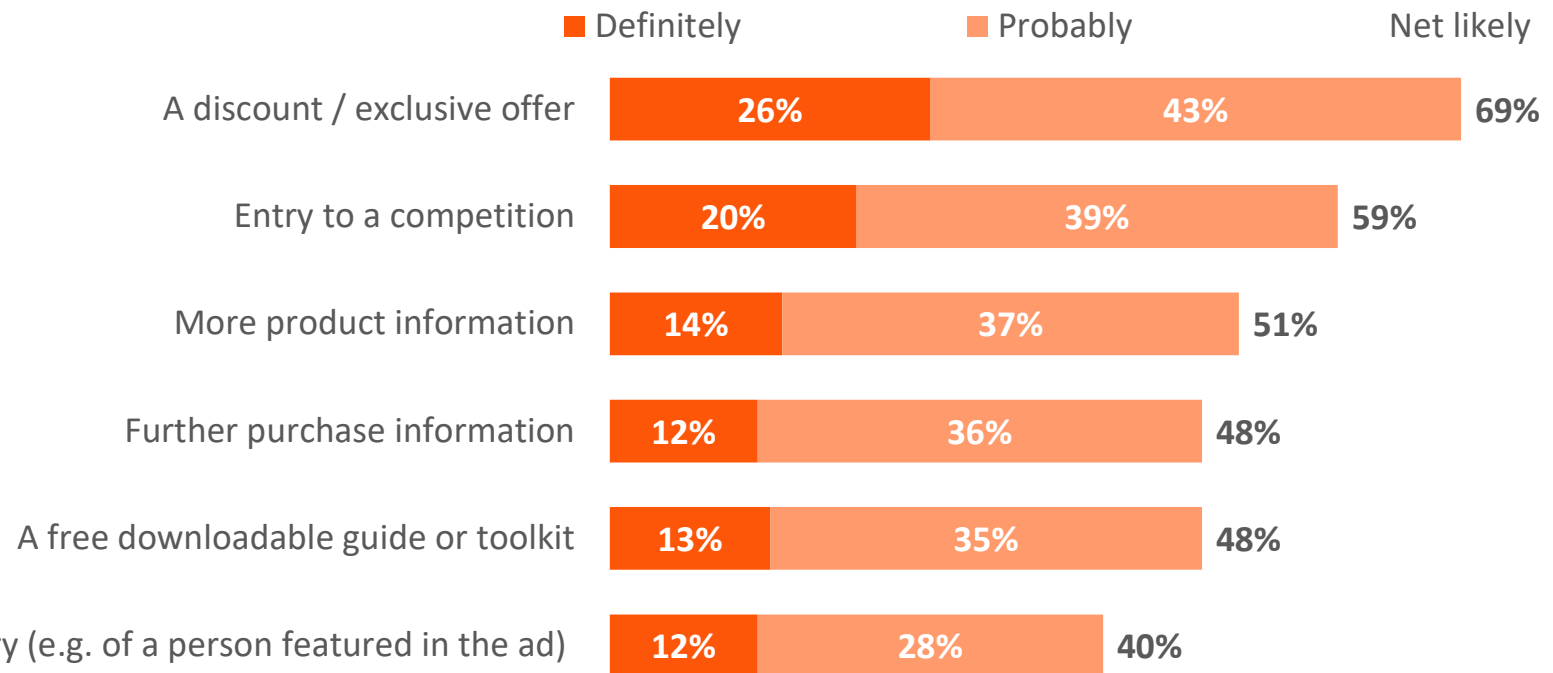
36%

Likely (definitely/probably) to have scanned the ad QR code they saw under normal circumstances

11%

Definitely would have scanned

Triggers to scan a QR code in a TV ad





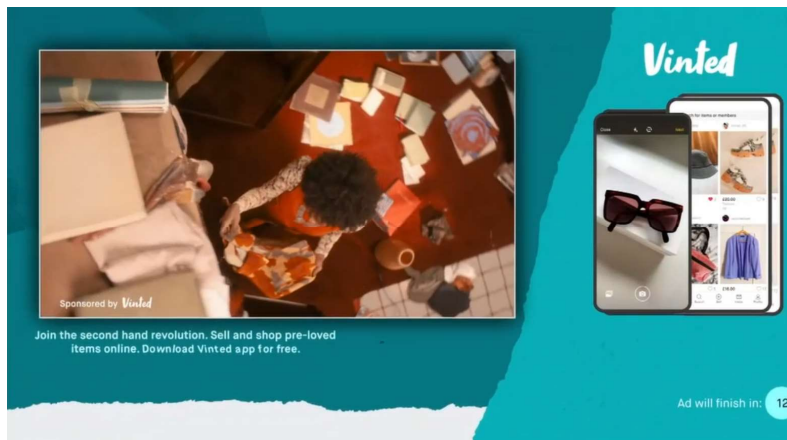
Impact of QR codes in ads

Regardless of whether scanned

1. Perceptions of the ads

Amplify VOD vs. Standard VOD

% uplifts between Standard VOD vs. Amplify scores



Amplify VOD



+9%

made viewer curious



+8%

grabbed attention

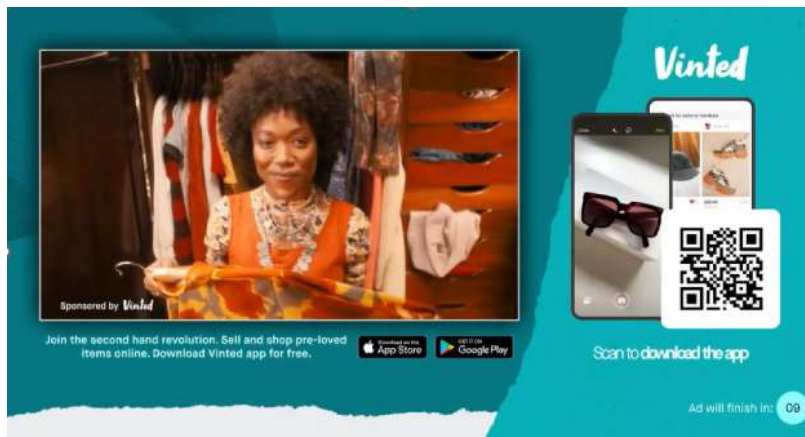


+6%

made viewer want to find out more

Amplify VOD with QR code vs. without

% uplifts between Amplify vs. Amplify with QR code scores



Amplify VOD + QR Code



+8%

brand stays up to date



+6%

innovative type of ad



+4%

made viewer want to find out more

2. Impact



Ad recall

Aggregated

+1%

Standard VOD vs Amplify

+5%

Amplify vs Amplify with QR code



Spontaneous awareness

Aggregated

+16%

Standard VOD vs Amplify

+19%

Amplify vs Amplify with QR code



First choice

Aggregated

+10%

Standard VOD vs Amplify

+3%

Amplify vs Amplify with QR code

Summary

1. All 4 users understand QR codes and approve of them in ads
2. A significant proportion would scan a code in an ad – especially for a discount
3. QR codes make an advert look innovative and can drive curiosity
4. As a result, a QR code can enhance recall and ad effectiveness, even if the viewer doesn't scan the code

