

Context Effects

2024

tapestry

MAP
THE
TERRITORY

thinkbox

What we set out to uncover



Does context matter?



What contextual factors have the biggest impact?



Where in the home is the most effective context?

6.3x

The right in-home advertising context can increase ad recall by up to 6.3 times

Source: Context Effects, Map The Territory & Tapestry Research, 2024

Approach

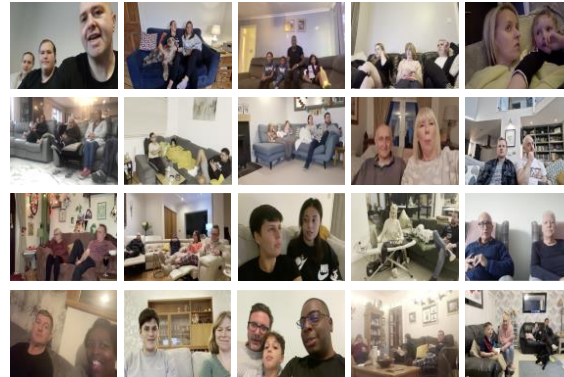
EXPLORE



Literature review

Academic interviews:

- Daniel Richardson (cognitive psychologist, UCL)
- Patrick Alexander (anthropologist, Oxford Brookes)



Ethnographic video: 20 households

Viewing experiment: 10 households

Follow-up interviews: 8 households

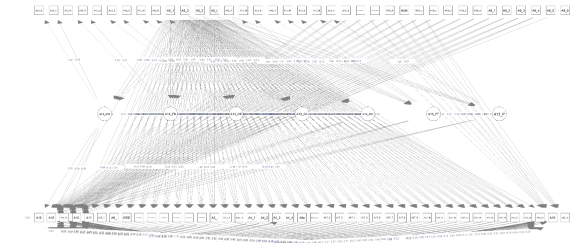
UNDERSTAND



Quantitative survey - 2,000 nationally representative

Past day viewing diary

5,003 viewing occasions generated



Structural Equation Modelling

Source: Context Effects, Map The Territory & Tapestry Research, 2024

Alana's Household

Glasgow, Lanarkshire



Ella's Household

Upminster, Essex

**So what are the
factors influencing
how well advertising
is remembered?**



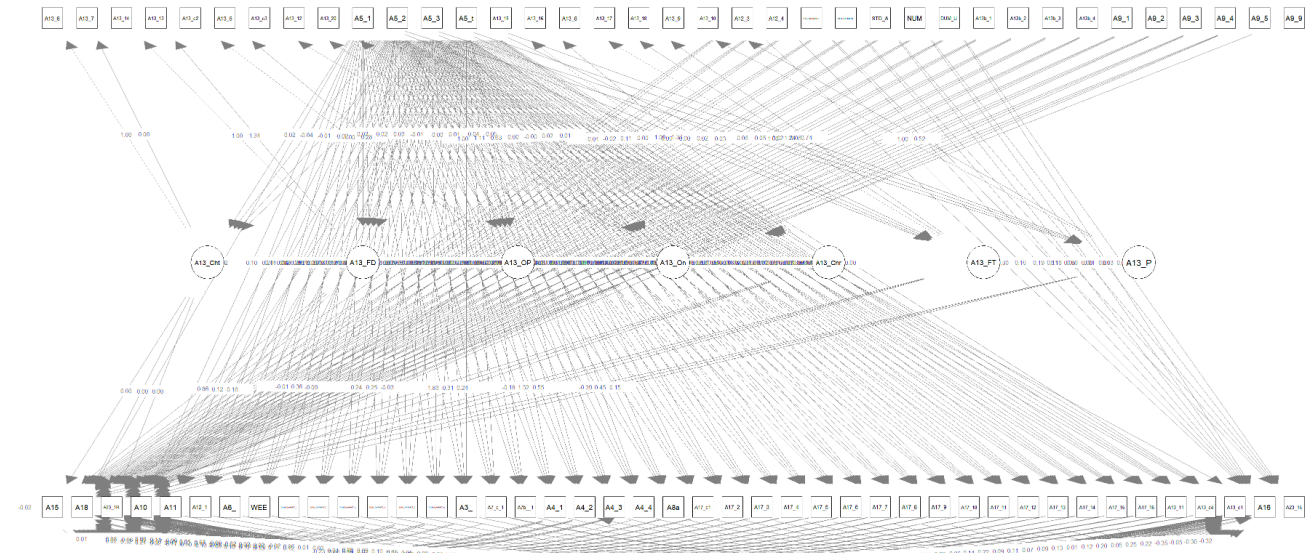
Structural Equation Model driven by extensive viewing diary

Phase One – Data Collection:

- 87 factors identified that might affect ad recall
- Quantitative online survey (n = 2,000)
- Nationally representative sample (18-75)
- General viewing patterns and habits
- Specifics of 3 viewing occasions from previous day

Phase Two – Data Analysis:

- Structural Equation Modelling (SEM)
- Quantification of the factors impacting ad recall
- Strength of direct and indirect impact
- Understand interrelationship between the factors



5,003

viewing occasions

348,435

data points

87

different variables

Source: Context Effects, Map The Territory & Tapestry Research, 2024

The in-home factors found to have the biggest influence on advertising recall

DEVICE



OTHER PEOPLE



CONTENT



MOOD



SATISFACTION



LOCATION



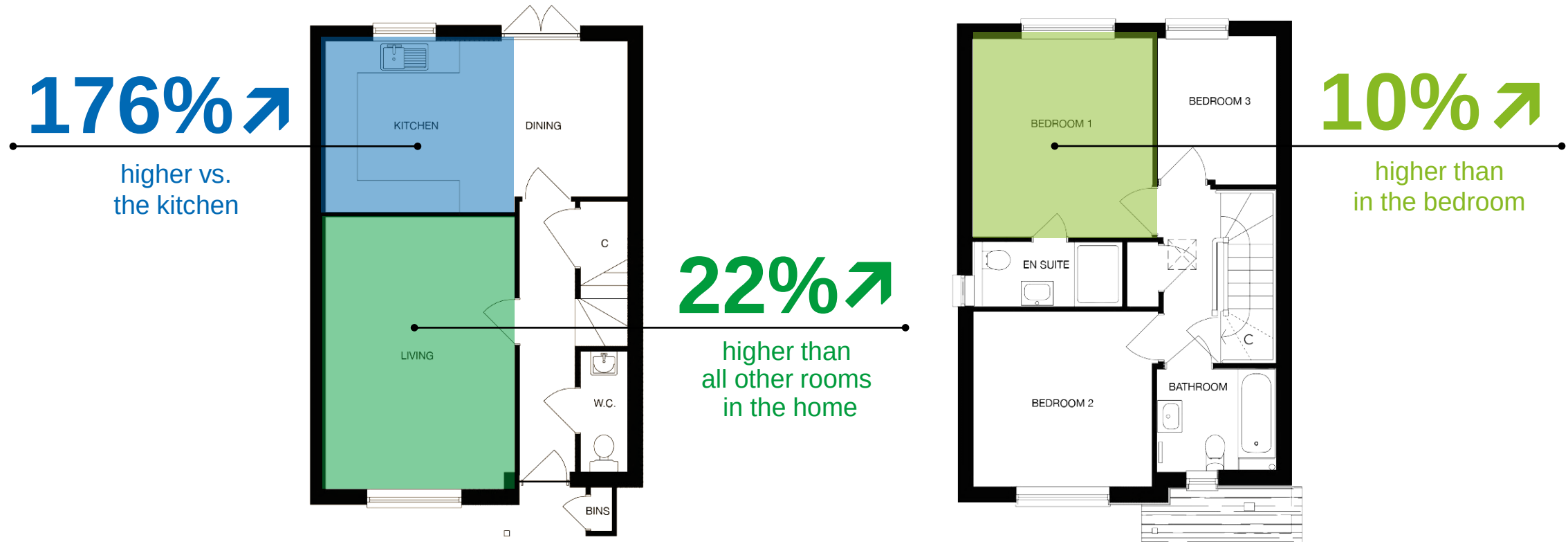
Source: Context Effects, Map The Territory & Tapestry Research, 2024

**So where are all these
factors operating the
best?**

...The living room



The living room has the highest ad recall



Source: Context Effects, Map The Territory & Tapestry Research, 2024

The in-home factors found to have the biggest influence on advertising recall

DEVICE



OTHER PEOPLE



CONTENT



MOOD



SATISFACTION



LOCATION



Source: Context Effects, Map The Territory & Tapestry Research, 2024

The in-home factors found to have the biggest influence on advertising recall

OTHER PEOPLE



CONTENT



SATISFACTION



Source: Context Effects, Map The Territory & Tapestry Research, 2024

Other people



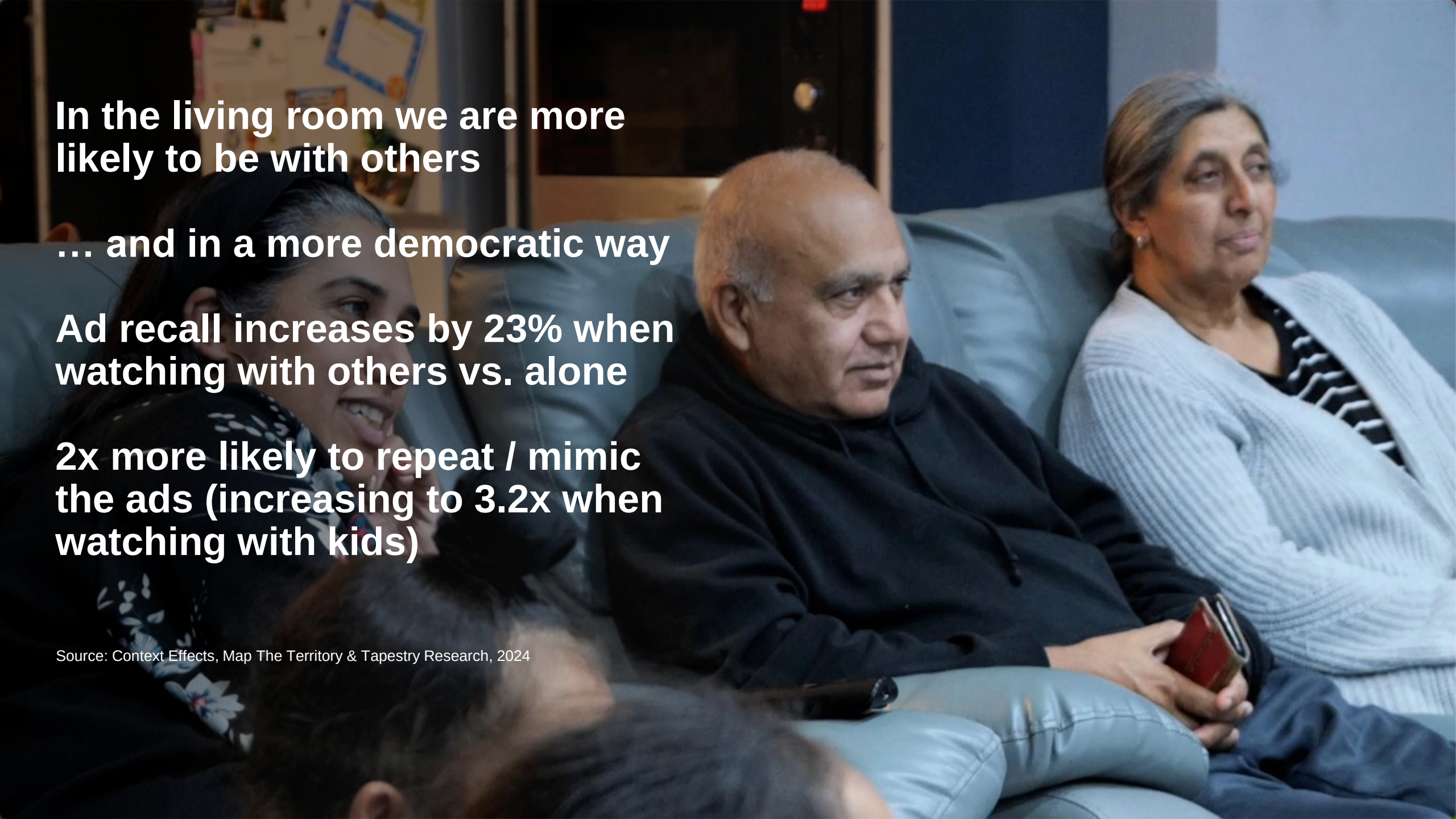
In the living room we are more likely to be with others

... and in a more democratic way

Ad recall increases by 23% when watching with others vs. alone

2x more likely to repeat / mimic the ads (increasing to 3.2x when watching with kids)

Source: Context Effects, Map The Territory & Tapestry Research, 2024



The content



The living room encourages us to watch professional content

Ad recall is much higher from occasions involving professional content (vs. non-professional content)



+60%

higher ad recall for professional vs. non-professional content



+44%

seeing an ad within professional content makes it feel more trustworthy



+39%

more entertaining



-80%

less intrusive vs. non-professional content

Source: Context Effects, Map The Territory & Tapestry Research, 2024

Jake's Household

Tooting, London



Alana's Household

Glasgow, Lanarkshire



Satisfaction



Watching content in the living room is more satisfying than other rooms

Compared to other rooms, when watching content (of any type) in the living room:

- 16% more likely to say it felt like quality time
- 13% more likely to feel comfortable and settled
- 11% more likely to feel satisfied and fulfilled





How do all these factors work together?



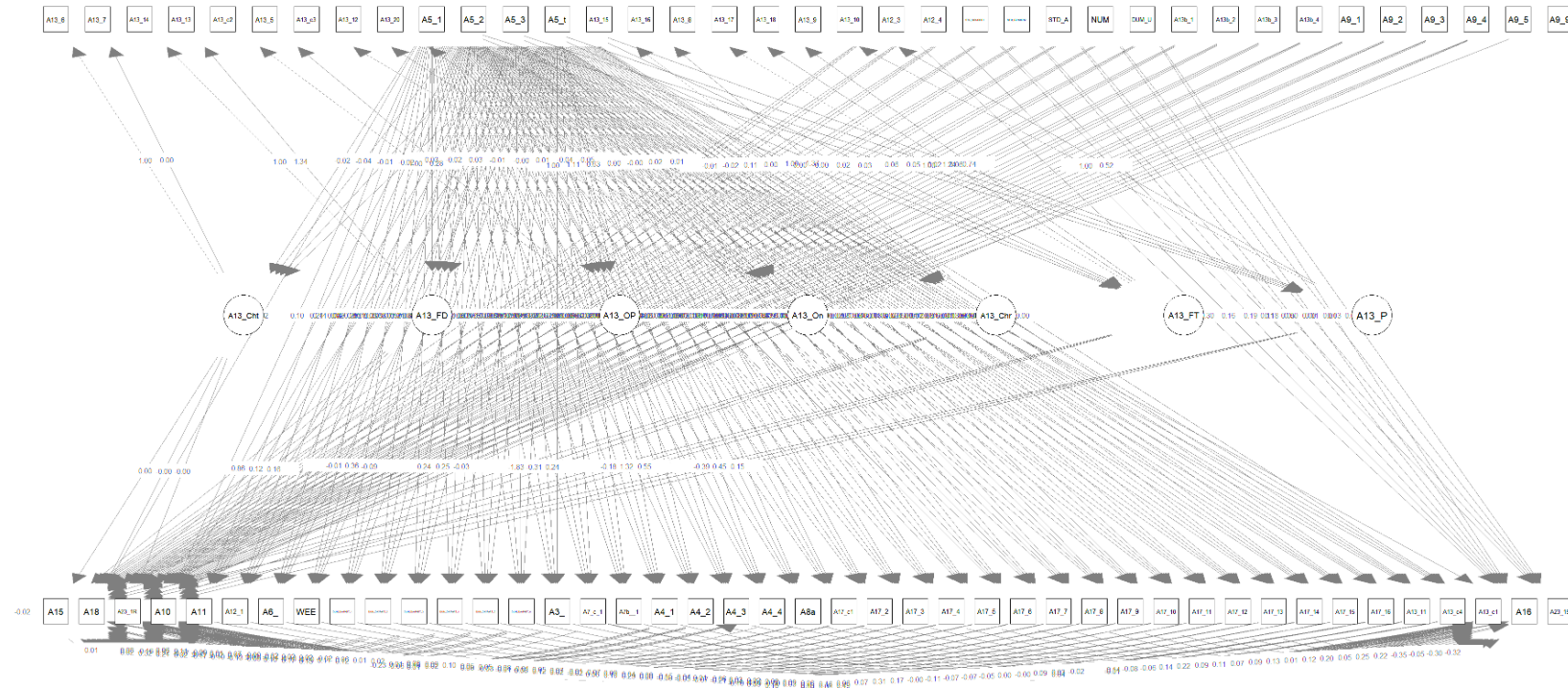
Structural Equation Modelling enables us to map and quantify the complex ecosystem producing the strength of ad recall effect

348,435

data points

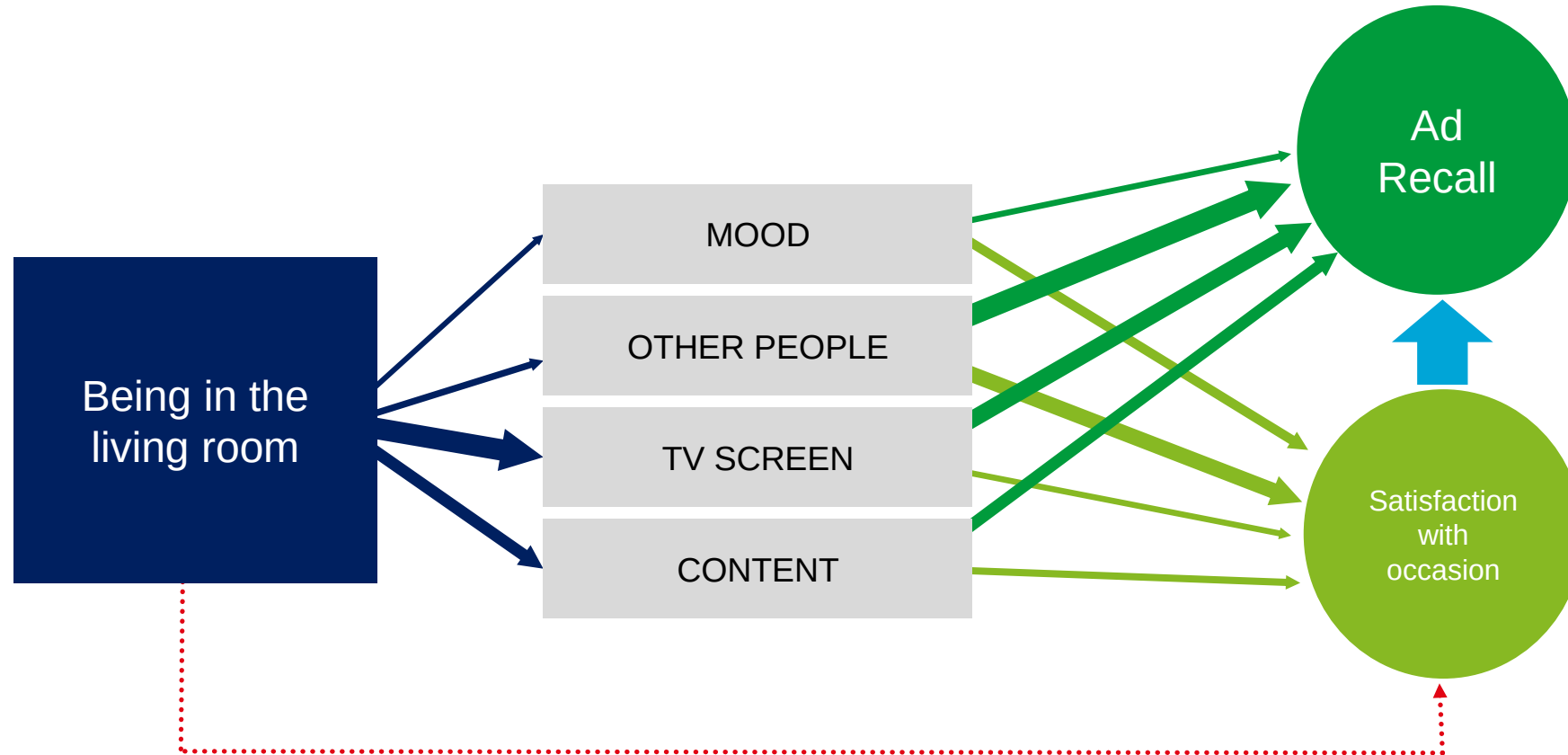
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different variables



Source: Context Effects, Map The Territory & Tapestry Research, 2024

Structural Equation Modelling enables us to map and quantify the complex ecosystem producing the strength of ad recall effect



Source: Context Effects, Map The Territory & Tapestry Research, 2024

The thicker the arrow,
the stronger the effect

What we uncovered...



Does context matter?

Yes – a lot



What contextual factors have the biggest impact?

Professional content, shared viewing, screen size, mood & satisfaction with occasion



Where in the home is the most effective context?

The Living Room

The right in-home advertising context can increase ad recall by up to 6.3 times



+23%

recall when watching with others



+60%

recall watching TV vs. personal device



+44%

higher trust vs. non-professional content



-80%

less intrusive vs. non-professional content

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Thank you



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