

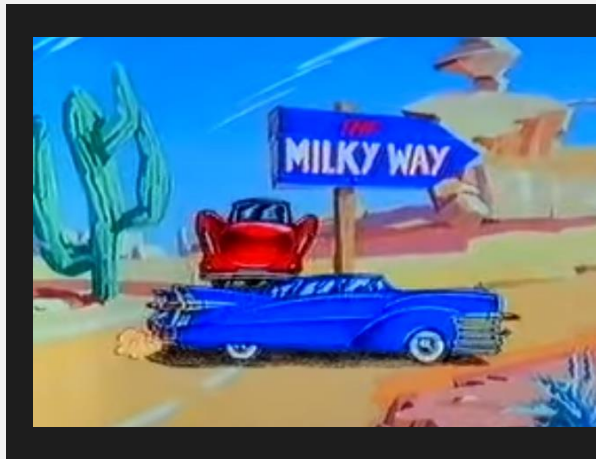
WarnerMedia

IN GOOD COMPANY

The power of advertising in premium kids content | **October 2019**



We know from personal experience how memorable children's advertising can be





But things aren't as simple as they used to be for advertisers



FRAGMENTATION

The viewing landscape has fragmented with children spending more time online – many more places to reach child audiences



MEASUREMENT

There is no unified cross-platform measurement for children allowing advertisers to effectively plan campaigns

Where should I advertise to **maximize impact?**

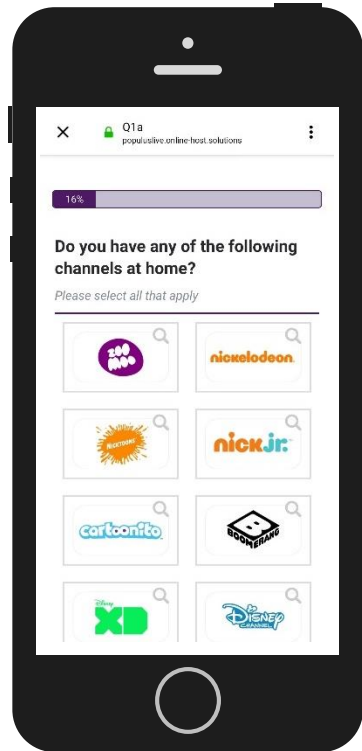


We spoke to kids, parents and media experts to get clarity

QUANT



QUAL



896



Online interviews



Parents of kids 4-11



Parent & child complete

10



In-home interviews with parents & children

03



Expert interviews

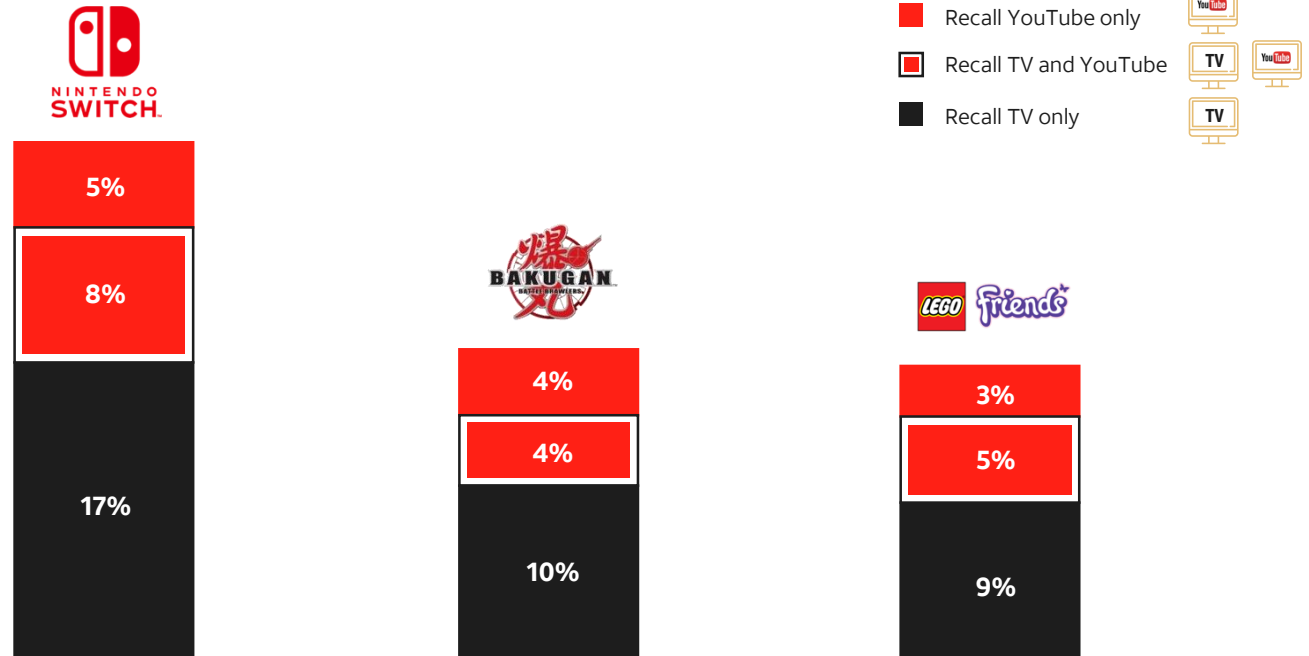


1

**TV AND YOUTUBE
FULFIL DIFFERENT
NEEDS, BUT WORK
BETTER TOGETHER**



We found a multi-platform approach increased reach and overall recall amongst kids

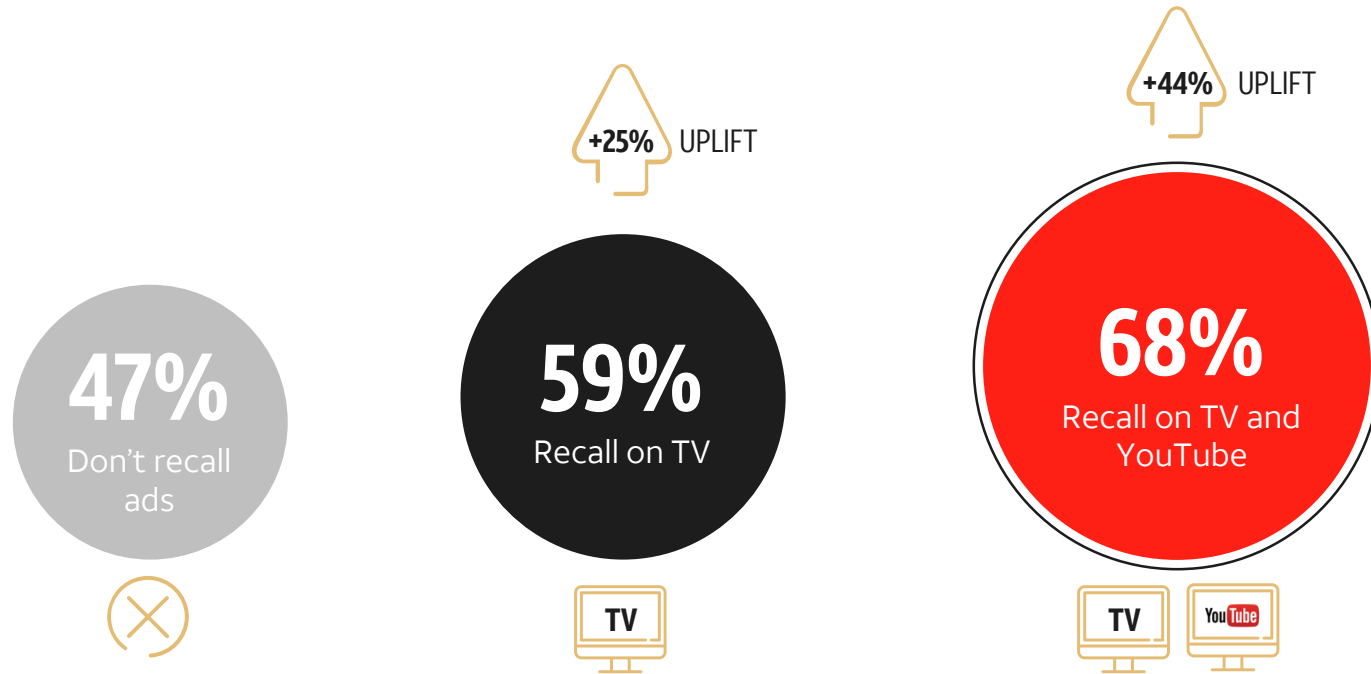


HAD YOU SEEN THESE ADVERTS BEFORE TODAY?



Q: Had you seen either of these adverts before today? - Nintendo Switch / Have you seen this advert before today? – Bakugan /Have you seen this advert before today? – Lego Friends |. Base: All participants n=896

Crucially, product consideration scores are stronger when TV & YouTube are used together



**SOMETHING I'D
SAVE UP FOR OR
ASK FOR.**



Q27/Q37/Q43: Now that you have seen the advert, would you think about getting [PRODUCT] in the future? Net: Yes, I would save up my own money to buy one / Yes, I would ask my mum or dad for one. | Base: Merged recall scores - Children who don't recall the ad, n=399, who recall on TV n=318, who recall on TV and YouTube, N=128

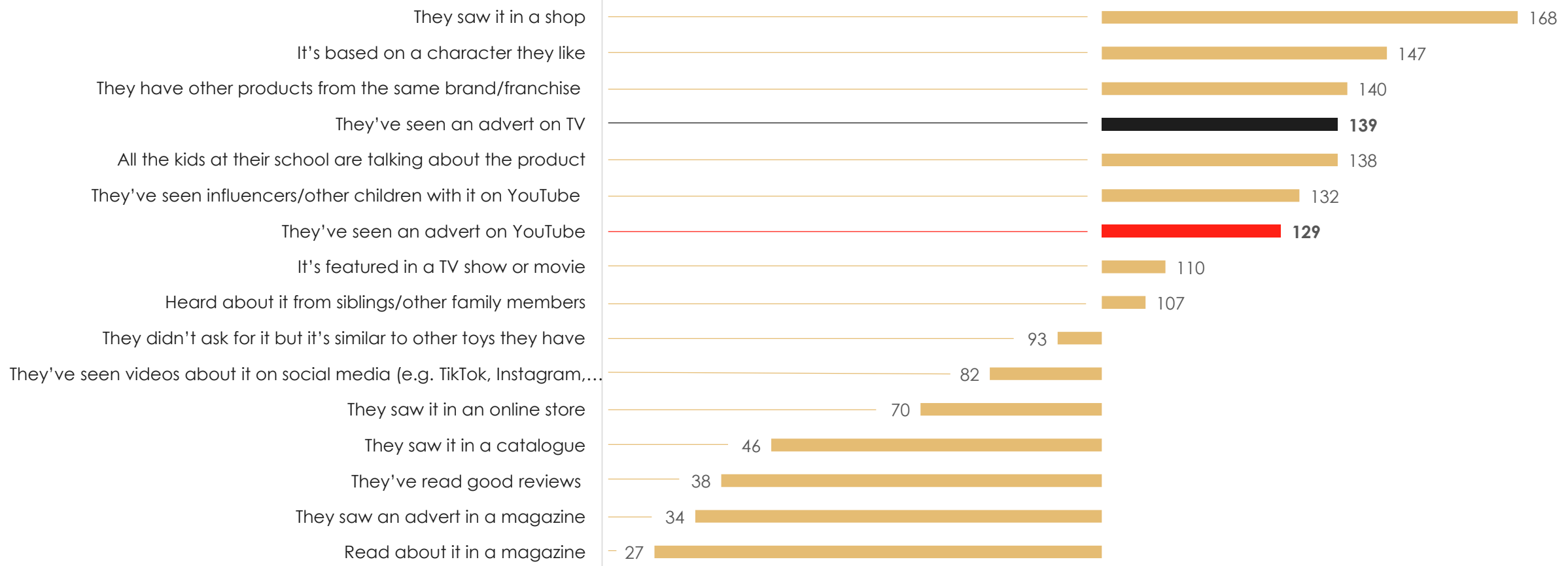


2

**TV AND YOUTUBE ARE
HIGHLY INFLUENTIAL
ON TOY AND GAME
PURCHASES**

TV and YouTube are the most important paid media channels in driving product interest

CONSIDERATION



Q57: Please tell us which are the most and the least relevant in explaining why you think your child wanted the item you bought them.
 Base: All parents who bought a toy in the last 3 months n=727



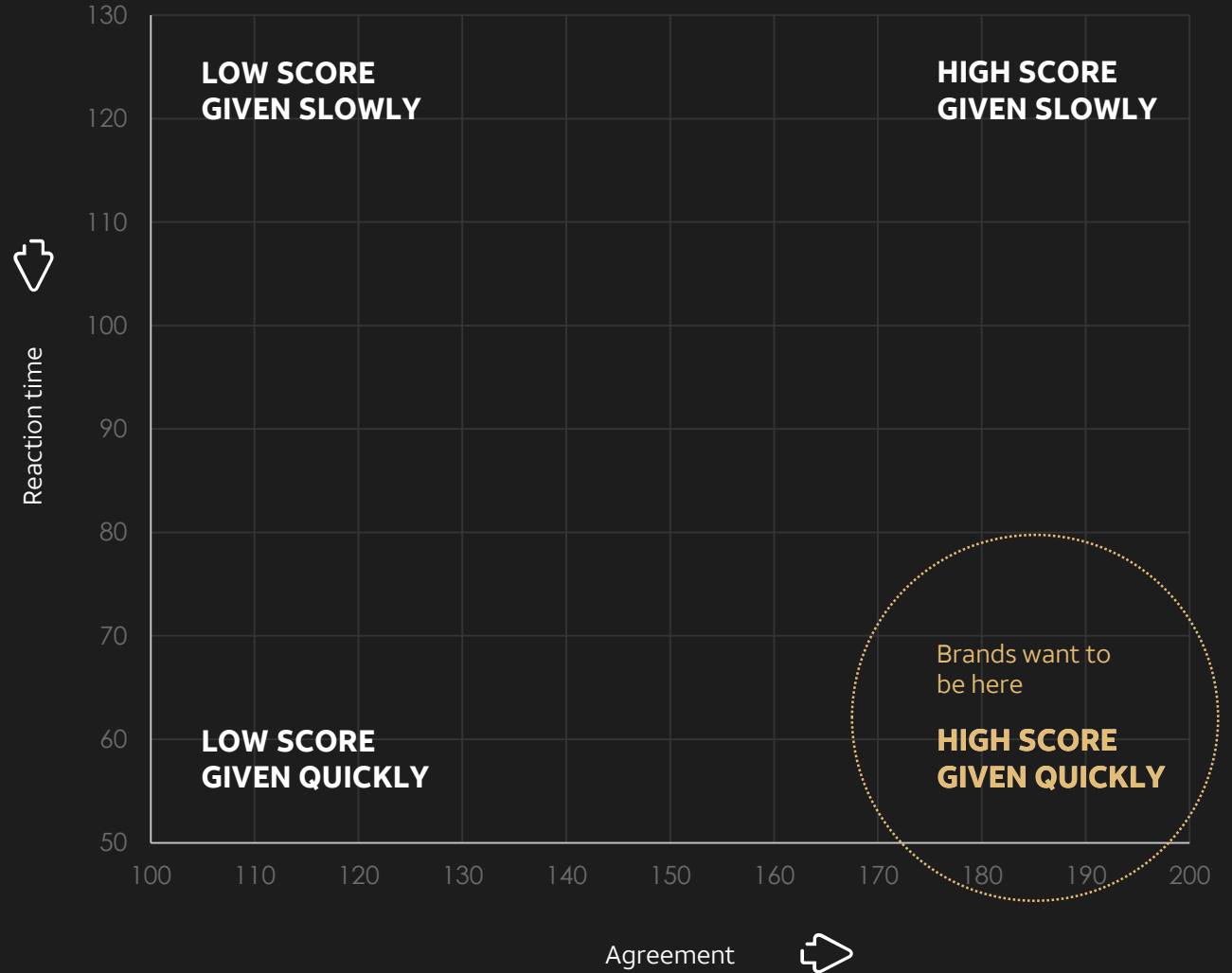
3

**ADVERTISING AROUND
PREMIUM BRANDED
CONTENT INCREASES
EFFECTIVENESS**

Implicit response measures the speed of the response (reaction time) as well as the response given (explicit index)



EXAMPLE OUTPUT



Advertising can move the dial for major brands

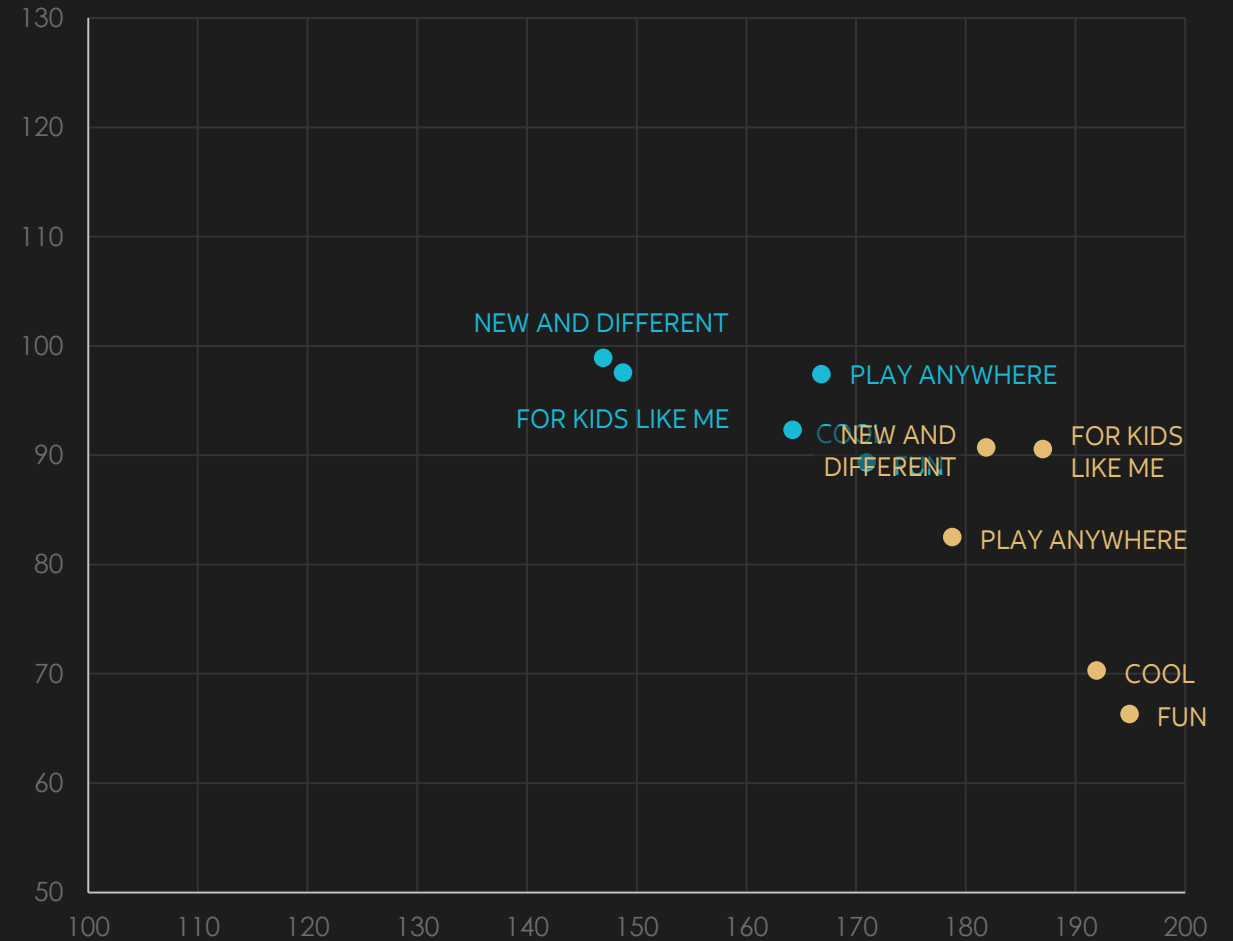
NINTENDO IRT



Q26. We'd like to know a bit about what you think about Nintendo Switch is like. We'll show you a word or sentence in the middle of the screen and want you to tell us if you think that word describes Nintendo Switch or not. There is no right or wrong answer, we'd just like to see what you think. Please answer the test as quickly but as honestly as you can.
 Base: Turner TV viewers who recall the ad n=165 Non-Turner viewers who don't recall the ad n=227



Reaction time



Agreement





4

**PAY TV HOUSEHOLDS
ARE MORE RECEPTIVE
TO ADS**

Turner homes see adverts as relevant, useful & enjoyable



Q63. Below are some statements about children's advertising on TV/ Q64. Below are some statements about children's advertising online. To what extent do you agree, or disagree with these statements?
 Base: All homes n=896, parents of Turner TV viewers n=456

In summary



1

TV AND YOUTUBE FULFIL DIFFERENT NEEDS, BUT WORK BETTER TOGETHER



2

TV AND YOUTUBE ARE HIGHLY INFLUENTIAL ON TOY AND GAME PURCHASES



3

ADVERTISING AROUND PREMIUM BRANDED CONTENT INCREASES EFFECTIVENESS



4

PAY TV HOUSEHOLDS ARE MORE RECEPTIVE TO ADS

THANK YOU

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