

Exploring the relationship between
emotion and memory in branded content

Science of Memory

BBC
NEWS

BBC

StoryWorks
Commercial Productions



INTRODUCING THE SCIENCE OF MEMORY

In the **Science of Memory**
BBC News explored the
relationship between **emotion**
and **long term memory** in
delivering outcomes for
brands in branded content.





WHY IS MEMORY IMPORTANT FOR BRANDED CONTENT?

Ad Effectiveness is often only a reflection of the impact at point of exposure, but brand impact must be sustained over time to be significant.

Long term memory of a brand means:



Building
**Brand
Equity**



Retrieve at point of
**purchase
decision**



HOW WE DID IT

We combined two award winning methodologies



Science of Memory

Emotion

Second by second measurement of 6 emotional states using facial coding, with emotion specialists CrowdEmotion



Long term memory

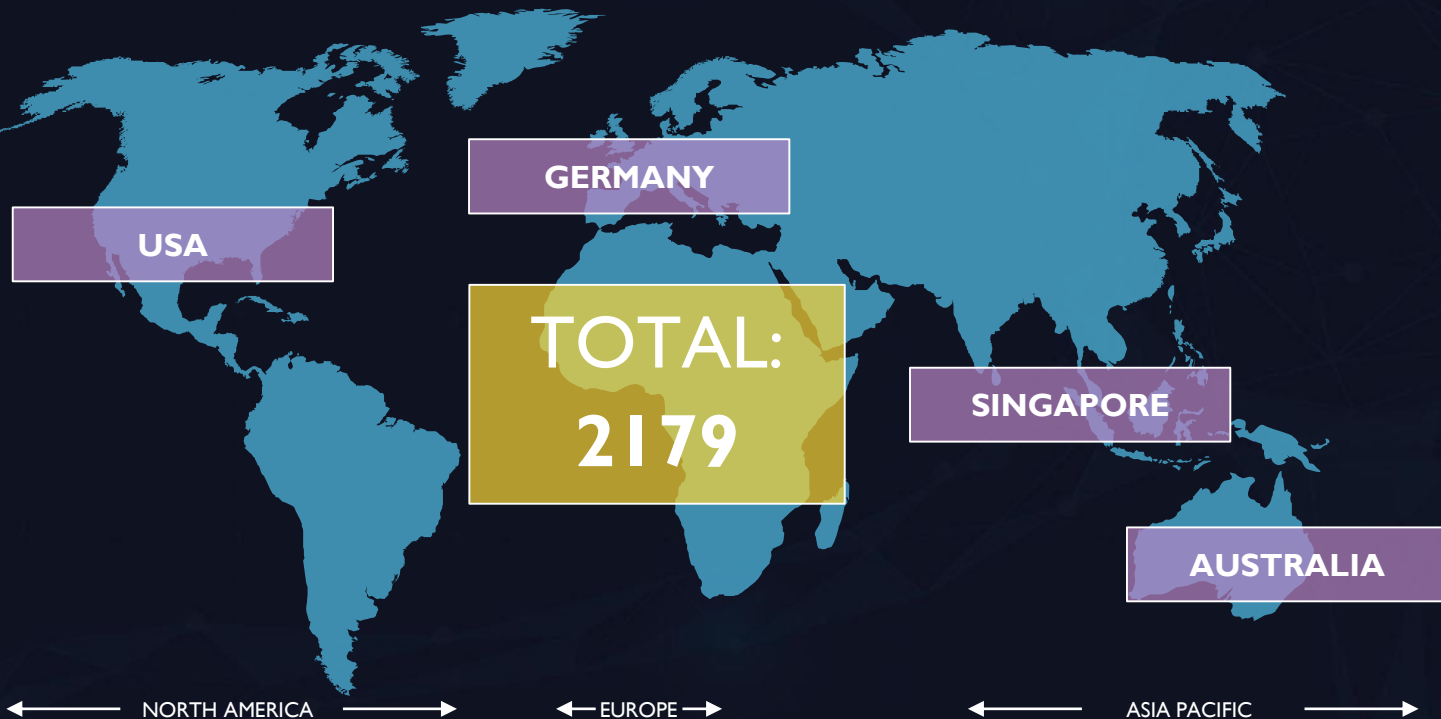
Proprietary neuroscience techniques developed by Neuro-Insight for tracking long term memory encoding using steady state topography





THE MARKETS

6 brand films created by BBC StoryWorks tested in four markets





COMBINING EMOTION AND MEMORY

Science of Memory reports on second by second measurement of emotion and memory. Results are sometimes compared to performance benchmarks curated by Neuro-Insight.



'Peaks' are important. These are when responses rise above the 0.7 mark.

#1

**EMOTION IS A KEY
DRIVER OF MEMORY**



EMOTIONAL INTENSITY IS WHAT MATTERS

It is the intensity of emotion, rather than the nature, that determines memory impact.

Across all the content in the study,

70%

of long-term memory encoding peaks are associated with peaks of **emotional intensity**; which could be representative of any type of strong emotion.



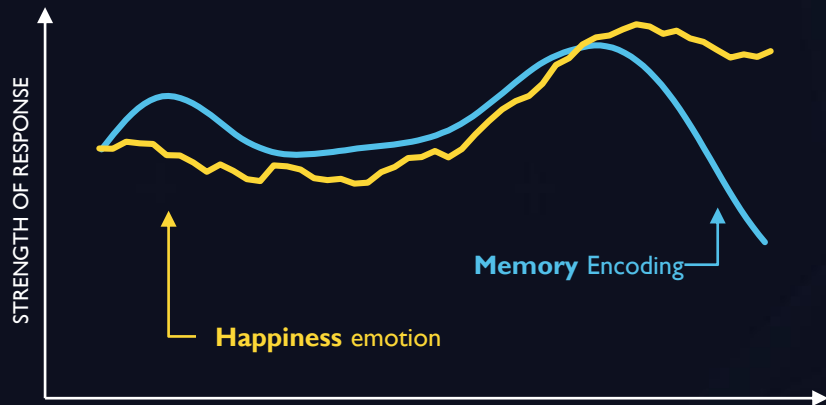


ANY EMOTION CAN TRIGGER LONG TERM MEMORY

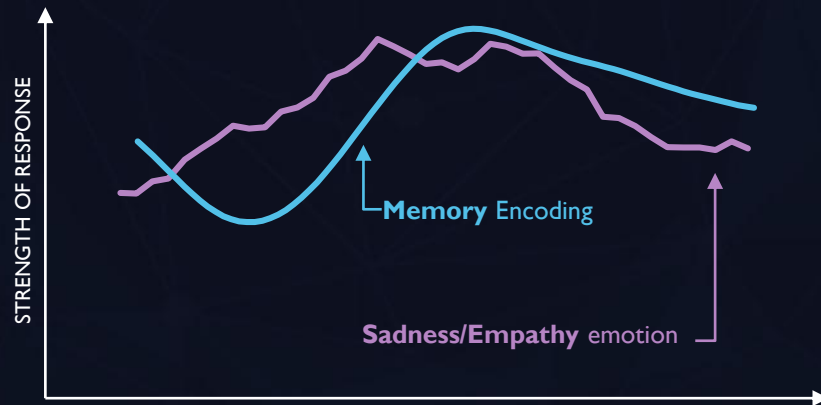
Significant increases in a variety of emotions were all associated with long term memory encoding of the moment.



BRAND FILM



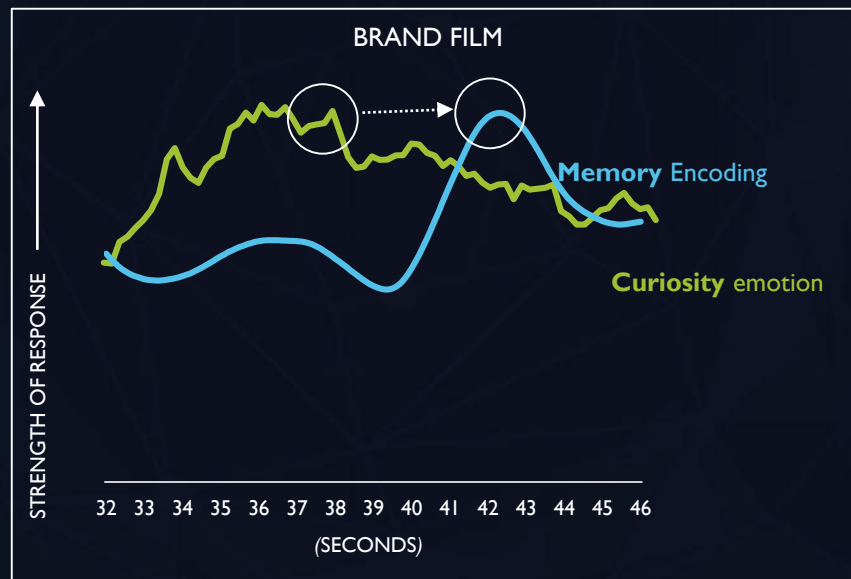
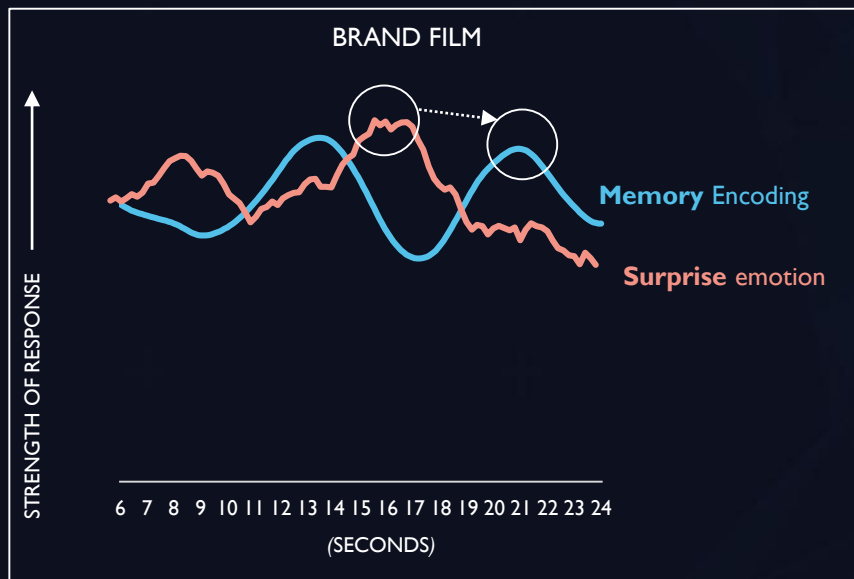
BRAND FILM





EMOTION CAN PRECEDE MEMORY

A key emotional moment often triggers memory encoding shortly afterwards. Emotional intensity is followed by a window of opportunity for getting something into memory.



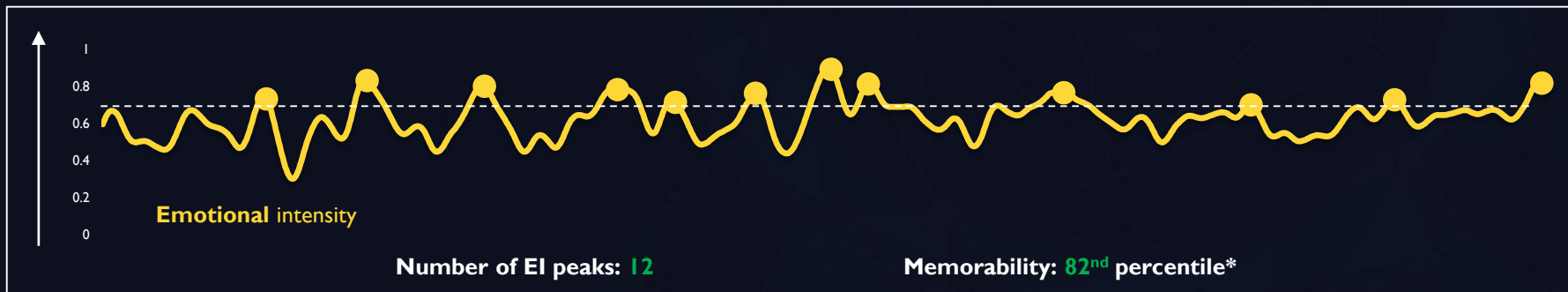
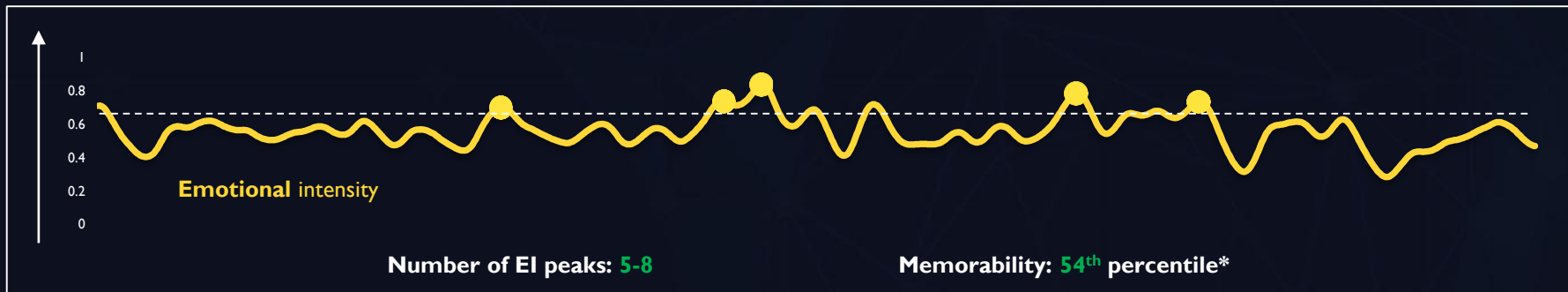
#2

WE CAN FINE TUNE EMOTIONS TO OPTIMISE MEMORY



HIGH NUMBER OF EMOTIONAL PEAKS KEY TO MEMORABLE CONTENT

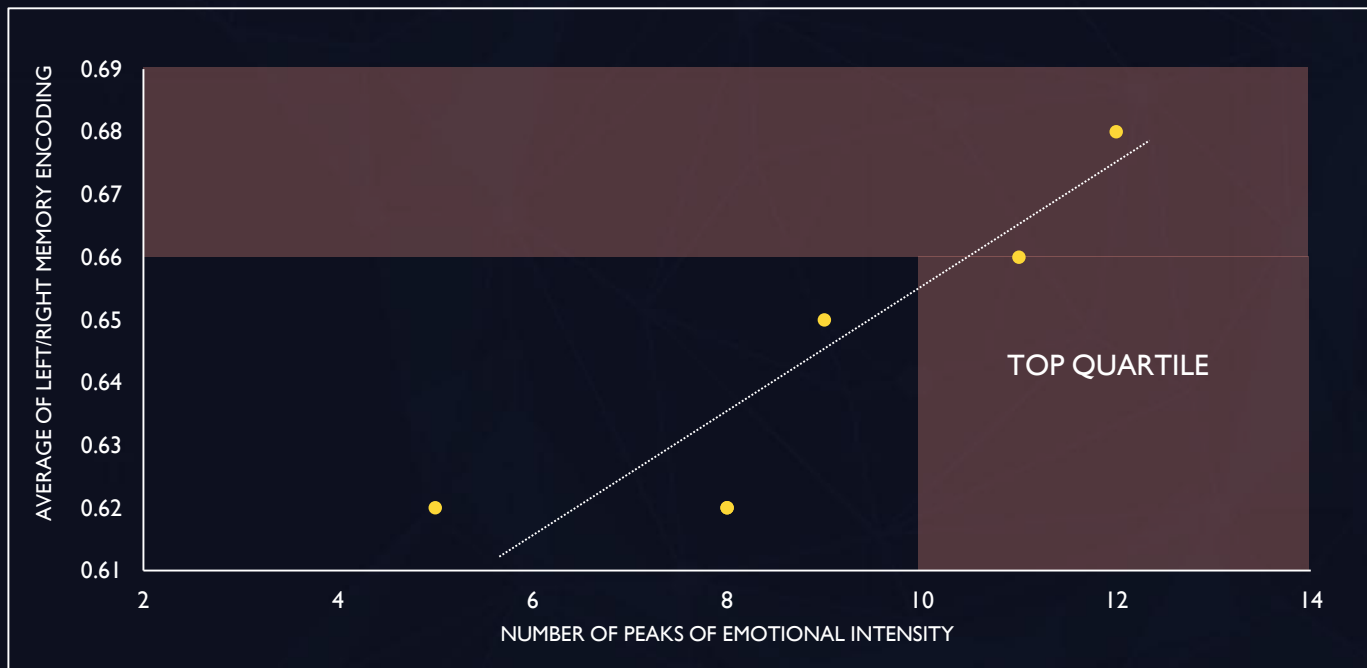
Brand films with the most peaks of emotional intensity also tend to deliver the highest levels of memory encoding throughout the ad as a whole.





10+ EMOTIONAL PEAKS DELIVER HIGH MEMORY PERFORMANCE

Brand films that delivered **10+ emotional peaks** were in the **Top Quartile*** for memorability overall.

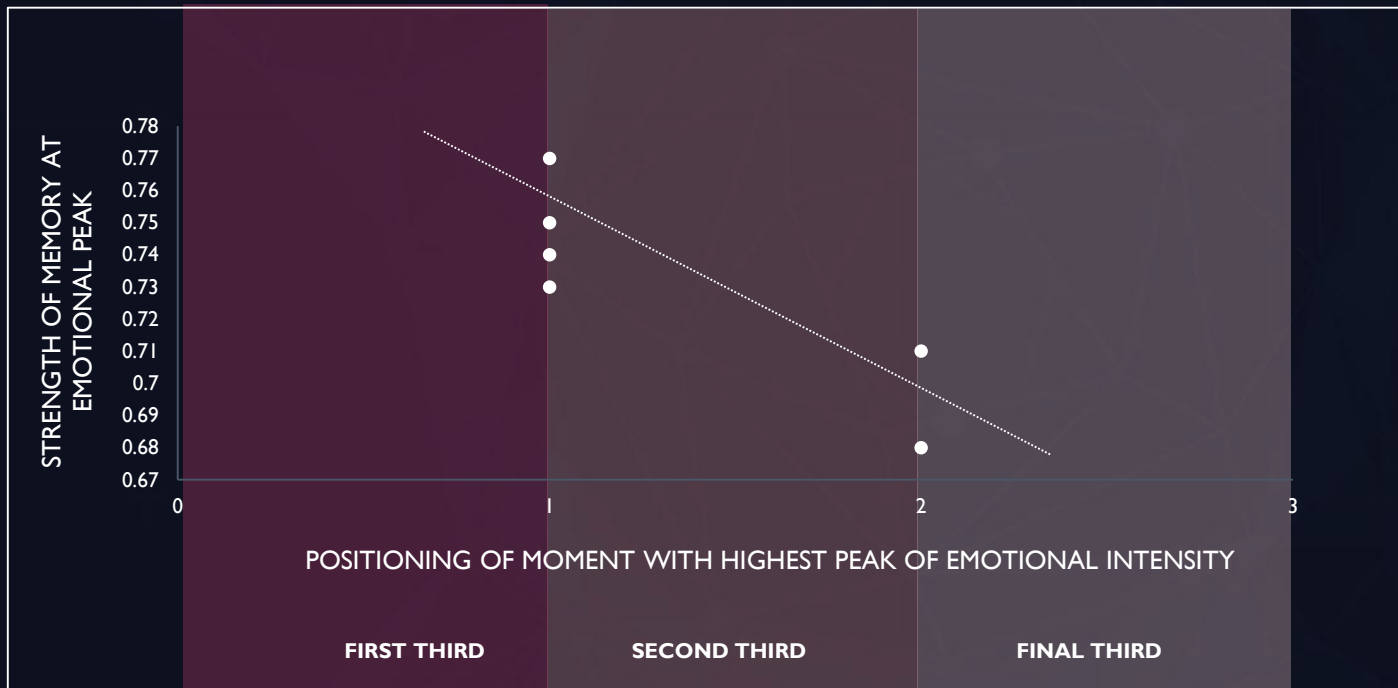




POSITIONING OF EMOTIONAL PEAKS: EARLIER IS BETTER

Set the emotional stakes early.

Films that triggered emotional intensity earlier delivered higher memory effect than those that delivered it later



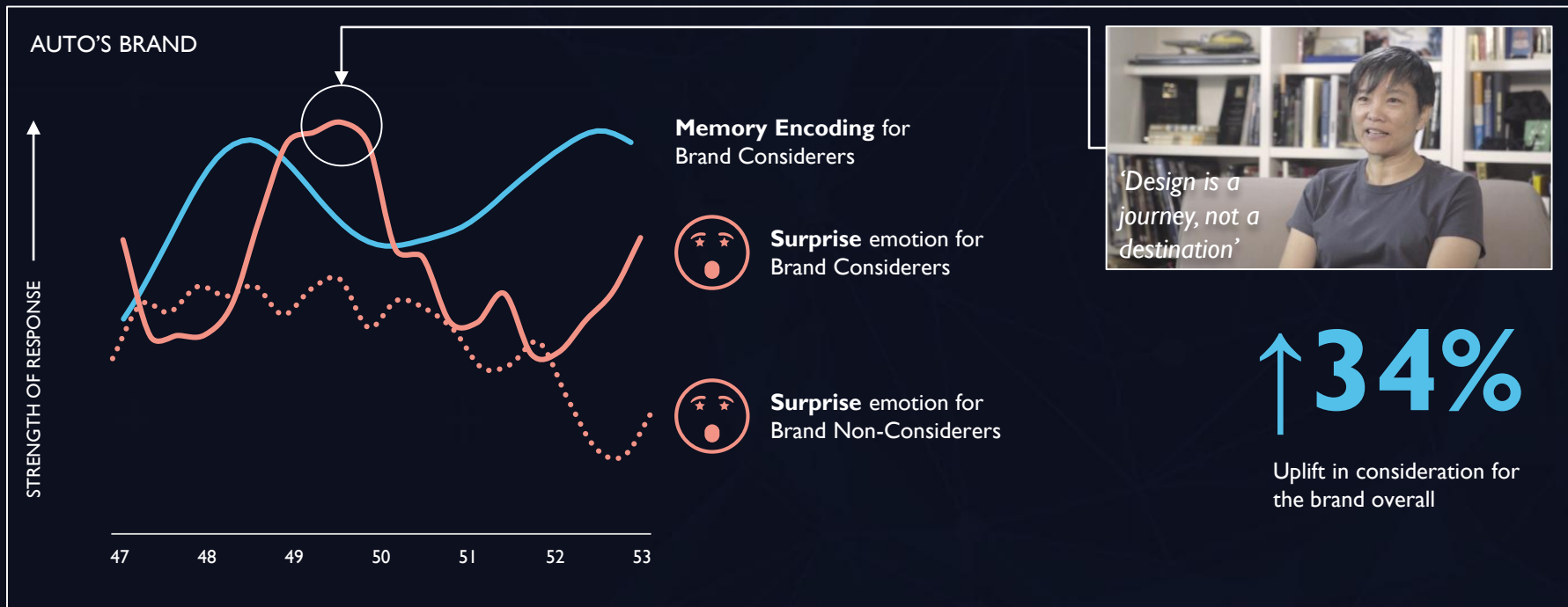
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BRANDS CAN 'RIDE' MEMORY MOMENTS



GREATER EMOTIONS AND BRAND OUTCOMES

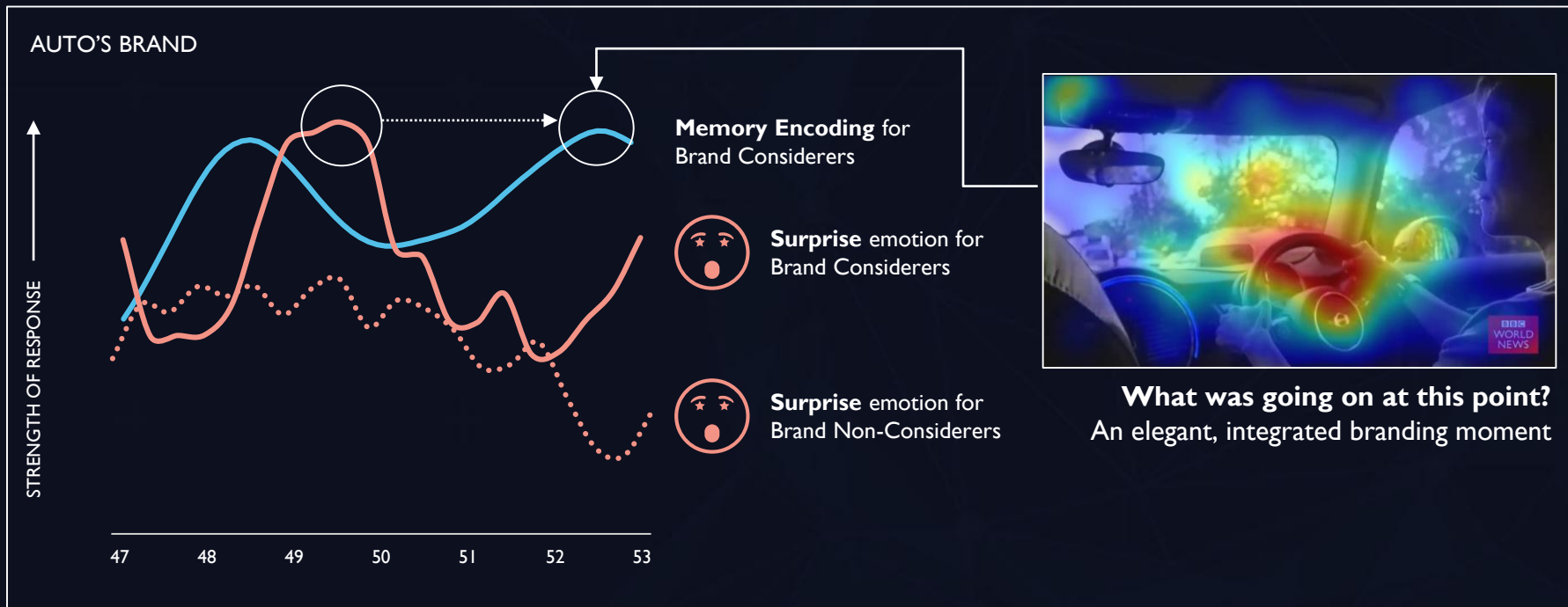
Those who experience more intense emotions at branding moments go on to become considerers of the brand





GREATER EMOTIONS AND BRAND OUTCOMES

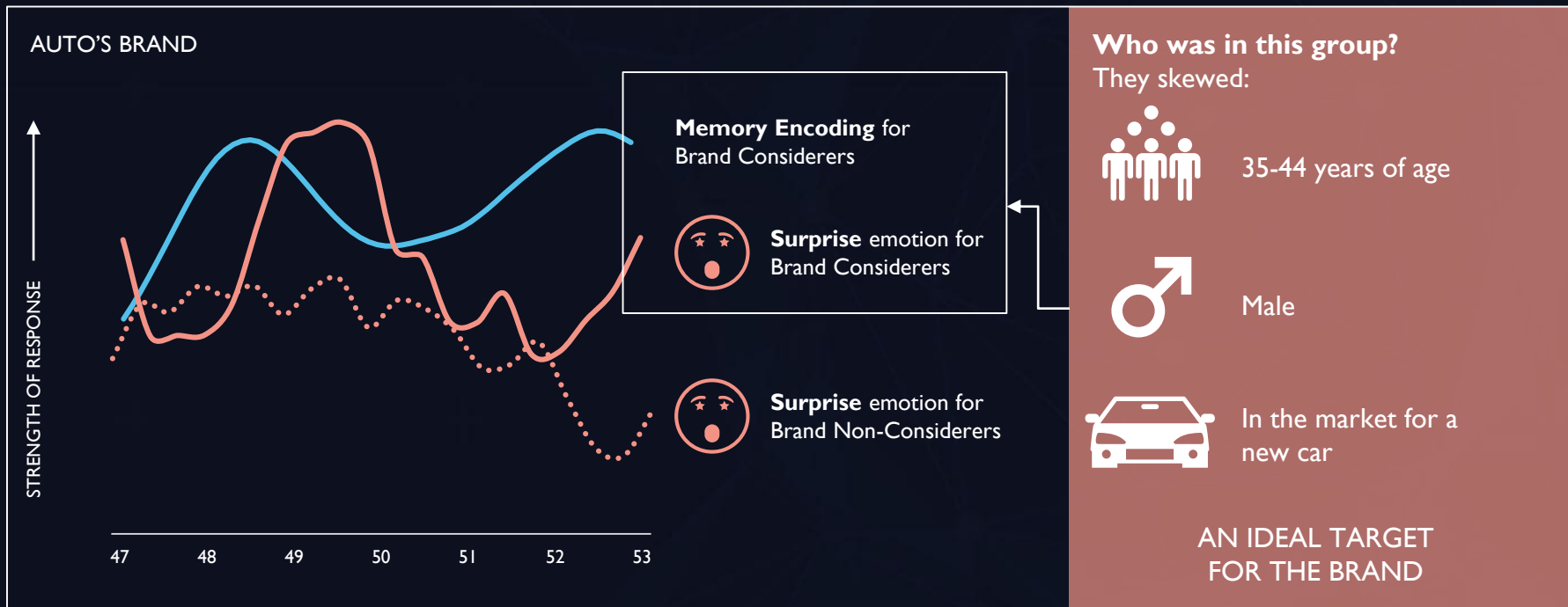
Riding the wave of emotional intensity means an opportunity for an elegant integration of the brand at a key memory moment





GREATER EMOTIONS AND BRAND OUTCOMES

The art of delivering an emotionally engaged viewer comes from producing content that resonates with your target audience





WANT TO KNOW MORE?

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