Exploring the relationship between emotion and memory in branded content

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
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

TOTAL: 2179
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.
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.
Significant increases in a variety of emotions were all associated with long term memory encoding of the moment.
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.

**Surprise emotion**

**Curiosity emotion**

BBC Science of Memory 2018 (n=2,179). NOTE: Facial coding and brain response are measured on different scales – for the purpose of illustration these scales have been removed.
#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.

*When compared to Neuro-Insight memory performance benchmarks of over 400 advertising creatives. Peaks defined as scoring above 0.7 in strength of response.
Brand films that delivered 10+ emotional peaks were in the Top Quartile* for memorability overall.

*When compared to Neuro-Insight memory performance benchmarks of over 400 advertising creatives. Peaks defined as scoring above 0.7 in strength of response.
Set the emotional stakes early.

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

**BBC Science of Memory 2018 (n=2,179)**
#3

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.

‘Design is a journey, not a destination’

↑ 34%

Uplift in consideration for the brand overall

BBC Science of Memory 2018 (n=2,179). NOTE: Facial coding and brain response are measured on different scales – for the purpose of illustration these scales have been removed.
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.

<table>
<thead>
<tr>
<th>STRENGTH OF RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>47 48 49 50 51 52 53</td>
</tr>
</tbody>
</table>

**Memory Encoding for Brand Considerers**

**Surprise emotion for Brand Considerers**

**Surprise emotion for Brand Non-Considerers**

**What was going on at this point?**
An elegant, integrated branding moment.

BBC Science of Memory 2018 (n=2,179). NOTE: Facial coding and brain response are measured on different scales – for the purpose of illustration these scales have been removed.
GREATER EMOTIONS AND BRAND OUTCOMES

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

Who was in this group?
They skewed:
- Male
- 35-44 years of age
- In the market for a new car

AN IDEAL TARGET FOR THE BRAND

Memory Encoding for Brand Considerers
- Surprise emotion for Brand Considerers

Memory Encoding for Brand Non-Considerers
- Surprise emotion for Brand Non-Considerers

BBC Science of Memory 2018 (n=2,179). NOTE: Facial coding and brain response are measured on different scales – for the purpose of illustration these scales have been removed.
WANT TO KNOW MORE?

internationalsales@bbc.com