

# LGBT AD FORMAT EFFECTIVENESS STUDY

Presented to Hornet

Nielsen Media Lab  
October 2017



# METHODOLOGY

## Research Objectives

The purpose of this study is to better understand the consumer impact of LGBT-themed branded advertising served to LGBT audiences. Specifically, the research will evaluate the effectiveness of a variety of ad creatives from different brands that feature messages of inclusion, equality, or diversity. Effectiveness will be compared against that of generic ad creatives from the same brands that do not feature LGBT-friendly messaging. Nielsen proposes an online design that will measure both advertising effectiveness and engagement.

## Sample Design

n=800; LGBTQ-identifying male adults in the US, ages 18-54

**Exposed Cells:** 400 respondents exposed to content with **LGBT-themed** display ads

- Cell 1a: 100n view article with Absolut LGBT ad
- Cell 1b: 100n view article with Hilton LGBT ad
- Cell 1c: 100n view article with Chevrolet LGBT ad
- Cell 1d: 100n view article with Allstate LGBT ad

**Comparison Cells:** 400 respondents exposed to content with **generic** display ads

- Cell 2a: 100n view article with Absolut generic ad
- Cell 2b: 100n view article with Hilton generic ad
- Cell 2c: 100n view article with Chevrolet generic ad
- Cell 2d: 100n view article with Allstate generic ad

## Methodology

The study was conducted through an online/mobile panel. Nielsen used a pre/post design to (1) expose respondents to content and (2) measure brand impact and engagement. Respondents took a brief pre-survey before viewing content with either LGBT-themed or generic display ads. A post-survey was then used to measure lift and conversion across key brand measures.

# EXECUTIVE SUMMARY

## The LGBT-themed display ads drove **stronger brand recall** than the generic advertising

62% exposed to the LGBT-themed ads correctly recalled the brand advertised compared to just 58% exposed to generic advertising.

## The LGBT-themed display ads generated **significant increases** in brand **affinity, purchase intent, and recommendation intent**

After exposure 13% of respondents exposed to the LGBT-themed ads indicated they felt more favorably about the brand advertised compared to just 9% exposed to generic advertising. 17% indicated they were more likely to purchase a product from the brand compared to 13% who saw generic ads.

## Respondents exposed to the LGBT-themed ads were **significantly more likely** to indicate agreement with **key brand attributes**

A larger percentage of respondents who were exposed to the LGBT-themed ads agreed the brands advertised were “Progressive” (66% vs. 56%), “Inclusive” (65% vs. 55%), and “Caring” (61% vs. 52%).



# BRAND IMPACT

# DEFINITION OF METRICS

## Brand Metrics

For pre/post studies, Nielsen uses increase metrics to capture advertising effectiveness across brand measures

### INCREASE

% of respondents where their post-exposure score is higher than their pre-exposure score

### EXAMPLE

100 people see an ad for Brand X.

40 have higher familiarity scores with the brand after seeing the ad.

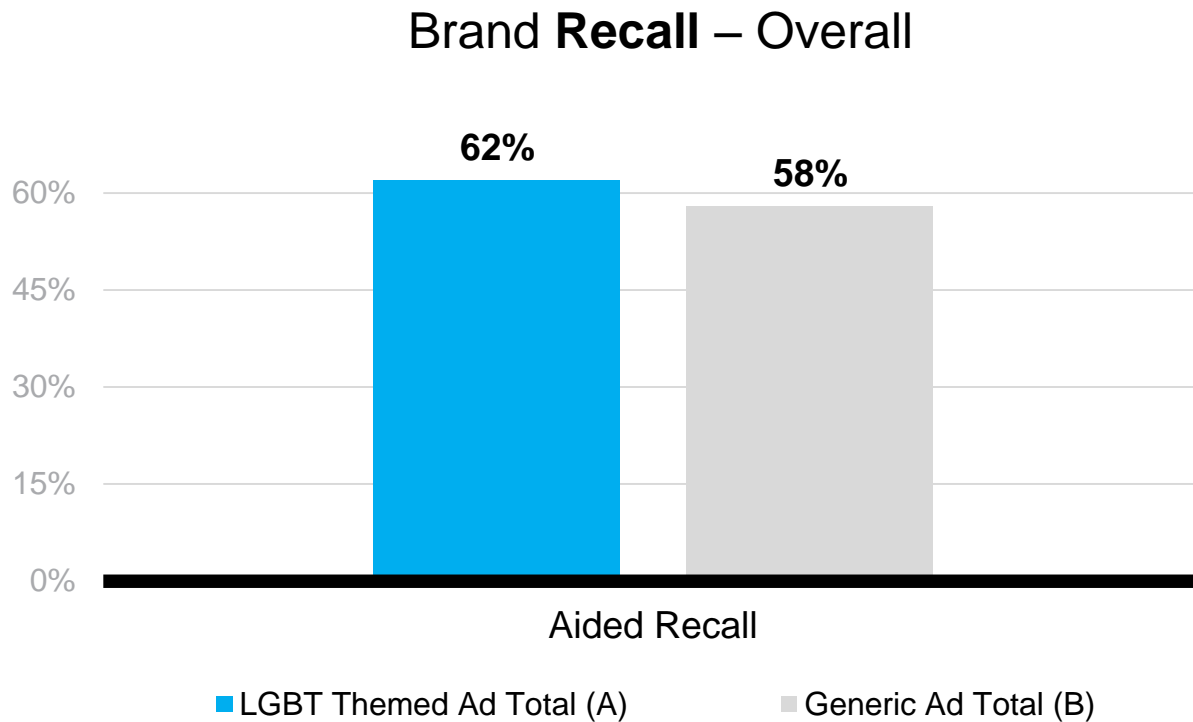
55 have the same familiarity score, and 5 have lower familiarity scores.

**Increase is 40%.**



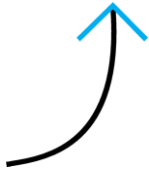
# BRAND RECALL

LGBT-themed display ads drove stronger brand recall than the generic display ads; 62% exposed to the LGBT-themed ads correctly recalled the brand advertised when prompted



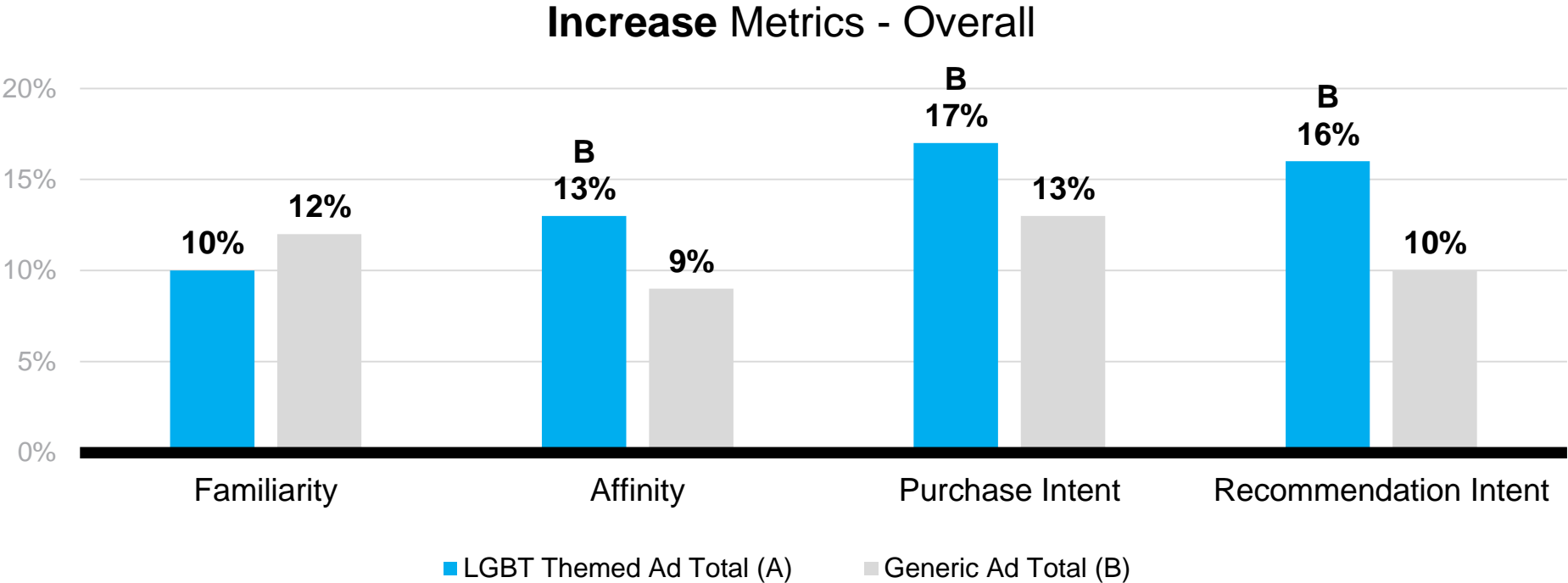
Columns Tested (90% confidence level) – A/B

You may have mentioned this already, but did you notice any of the following brands during your viewing experience?



# INCREASE METRICS

The LGBT themed display ads drove significant increases in brand affinity, purchase intent, and recommendation intent relative to generic display ads



Columns Tested (90% confidence level) – A/B  
How familiar are you with the following brands? How do you feel about the following brands? How likely are you to purchase a product from the following brands in the near future? How likely are you to recommend each of the following brands to a friend?

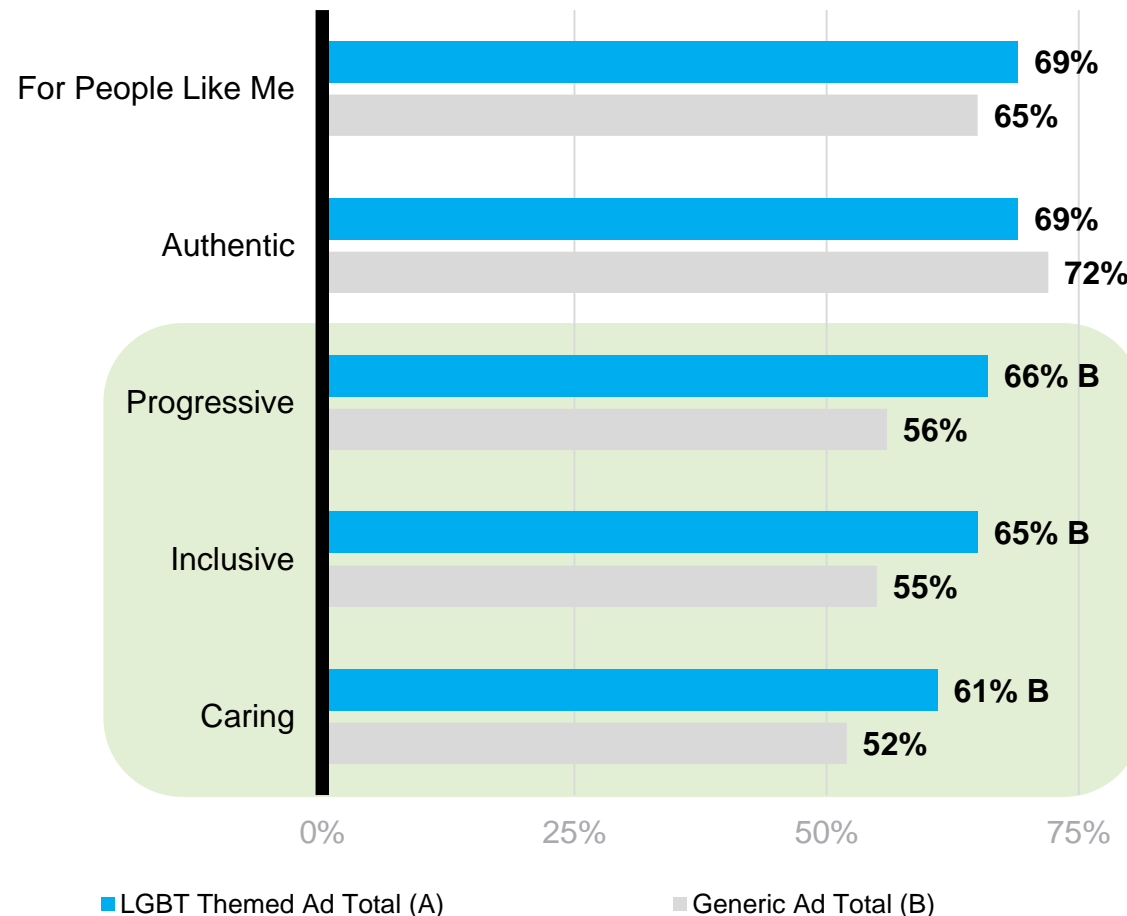


# BRAND ATTRIBUTES

On average, the LGBT-themed ads were **more effective** than the generic ads at driving agreement with the brand attributes tested.

**Over 60%** of respondents exposed to the LGBT-themed ads agreed that the brands advertised were “**Progressive**” and “**Inclusive**” compared to just 56% and 55% of those exposed to the generic advertising, respectively.

Brand Attributes – Overall



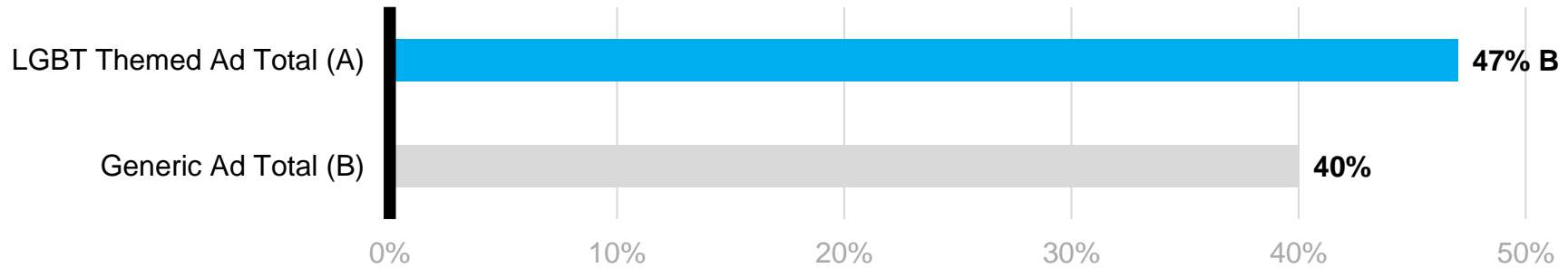




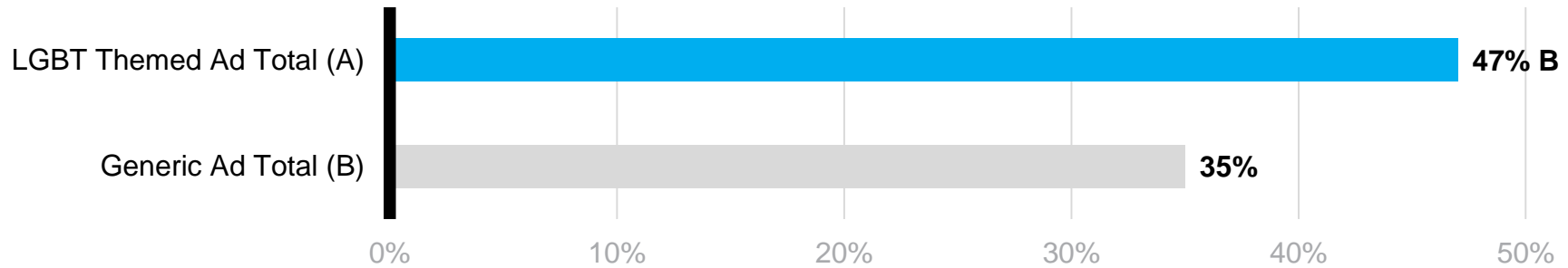
# BRAND IMPACT

Nearly 50% of respondents exposed to LGBT-themed ads indicated that they are more likely to purchase a product from the advertised brand; they also feel more positive about the brand

### Purchase Impact– Overall



### Affinity Impact– Overall



Columns Tested (90% confidence level) – A/B

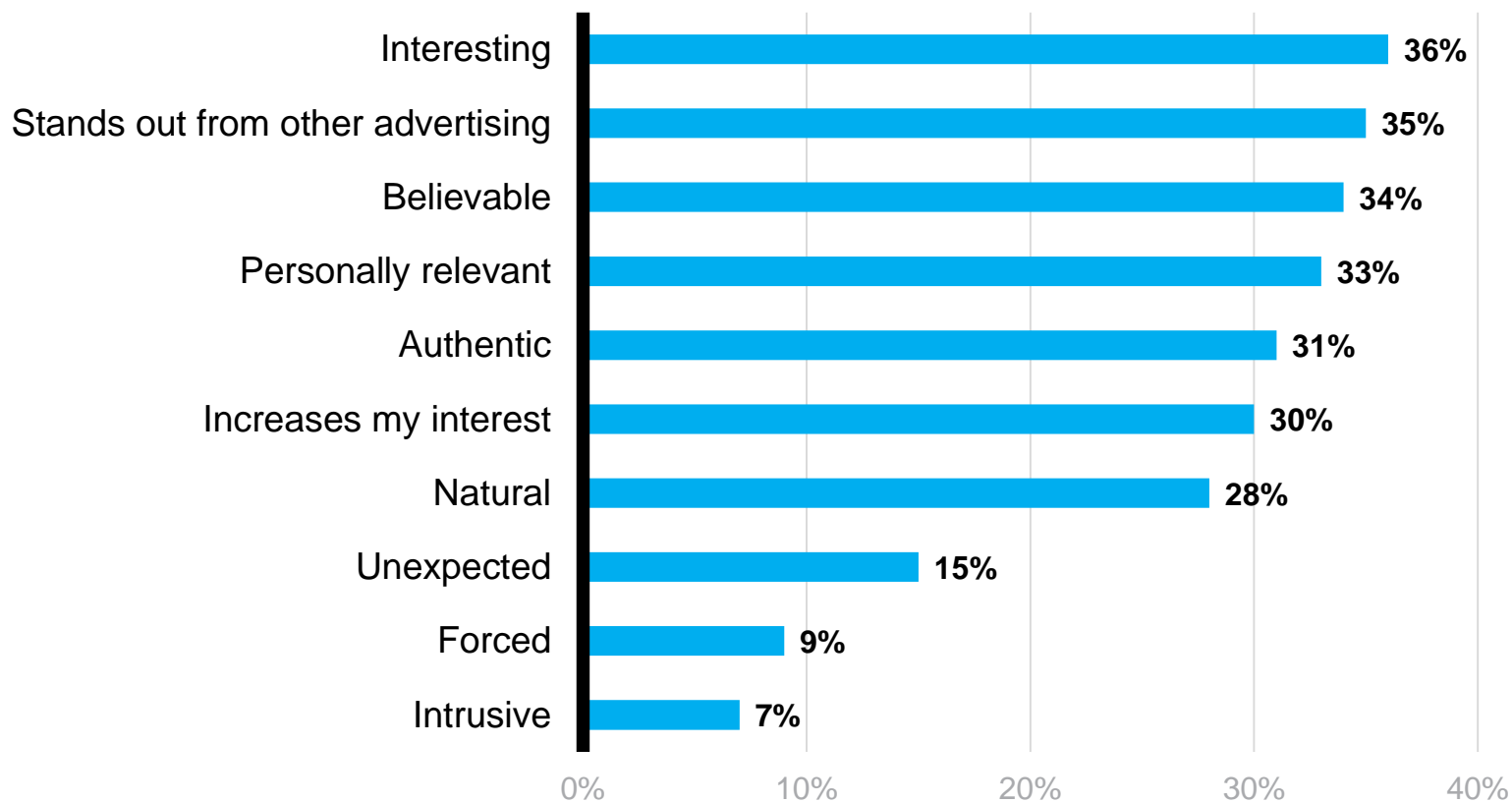
What impact did your experience today have on your intent to purchase a product from [BRAND] in the future? (T2B) After your experience today, how has your opinion about [BRAND] changed? Is it...(T2B)



# AD ELEMENTS

Respondents were most likely to describe the LGBT-themed display ads as “interesting” and “stands out from other advertising”.

Ad Elements – LGBT Total



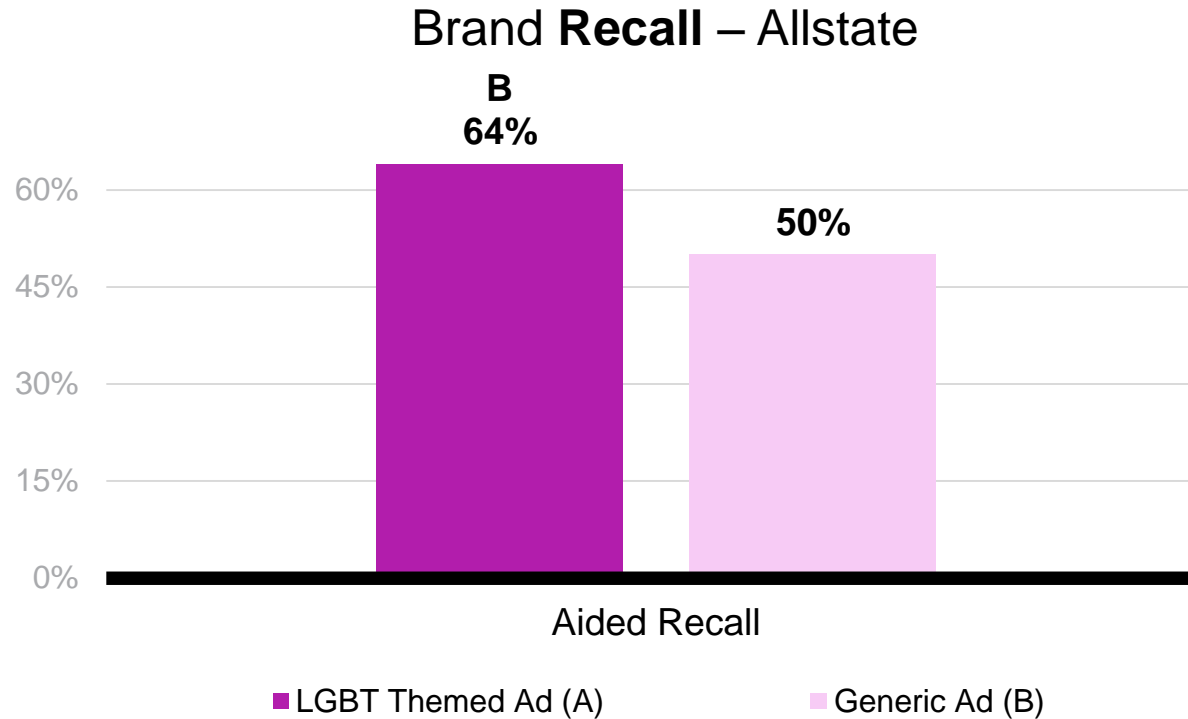
What words or phrases would you use to describe the [BRAND] advertising within your content experience? (Select all that apply)

# BRAND IMPACT HIGHLIGHT: ALLSTATE



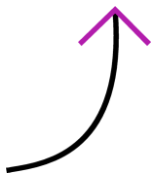
# BRAND RECALL

The LGBT-themed Allstate display ad drove significantly higher brand recall than the generic display ad



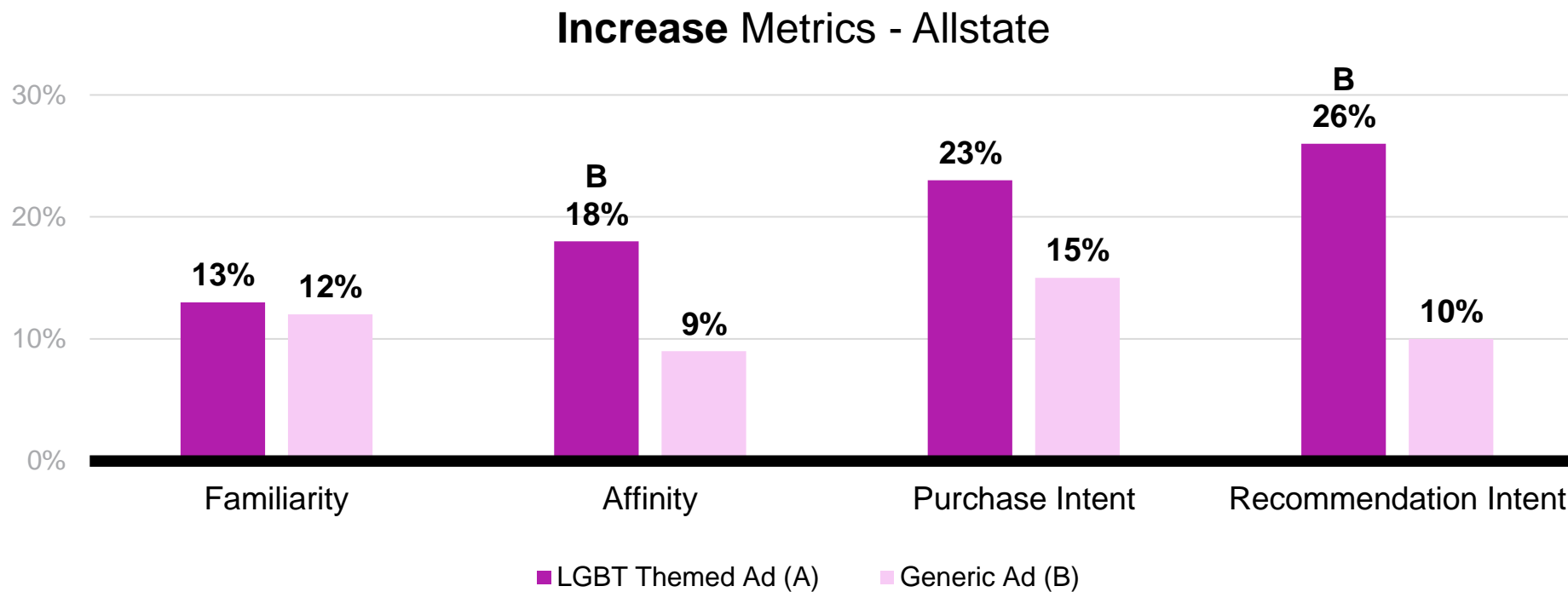
Columns Tested (90% confidence level) – A/B

You may have mentioned this already, but did you notice any of the following brands during your viewing experience?



# INCREASE METRICS

The LGBT-themed Allstate ad outperformed the generic ad in generating increases across all brand metrics tested



Columns Tested (90% confidence level) – A/B

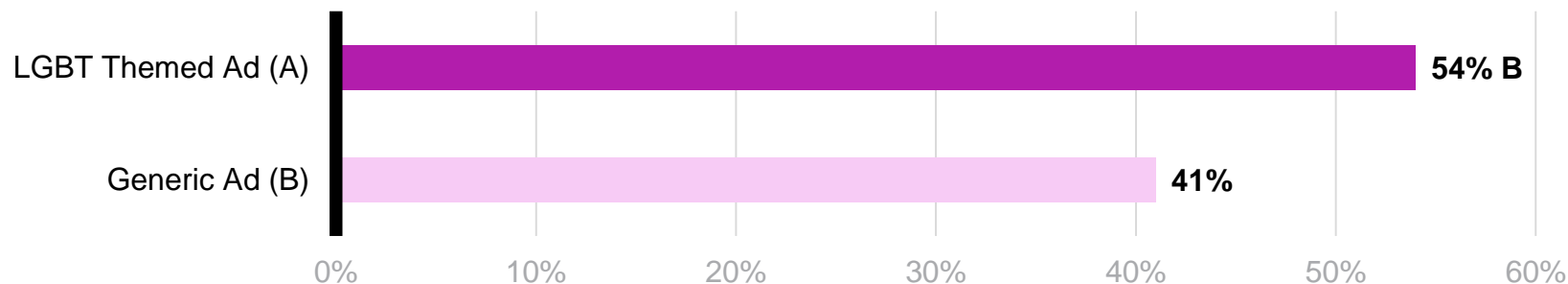
How familiar are you with the following brands? How do you feel about the following brands? How likely are you to purchase a product from the following brands in the near future? How likely are you to recommend each of the following brands to a friend?



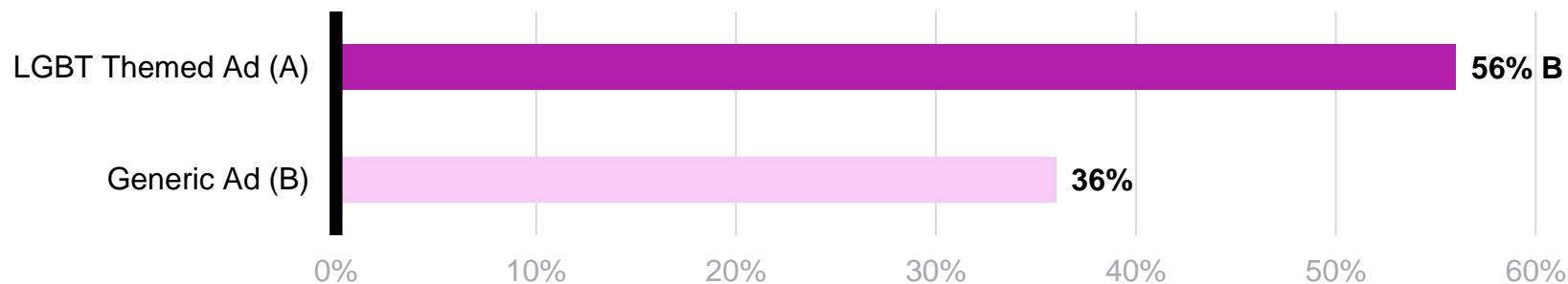
# BRAND IMPACT

Over 50% of respondents exposed to the LGBT-themed Allstate ad indicated that they are more likely to purchase a product from the brand as a result of their content experience

## Purchase Impact– Overall



## Affinity Impact– Overall



Columns Tested (90% confidence level) – A/B

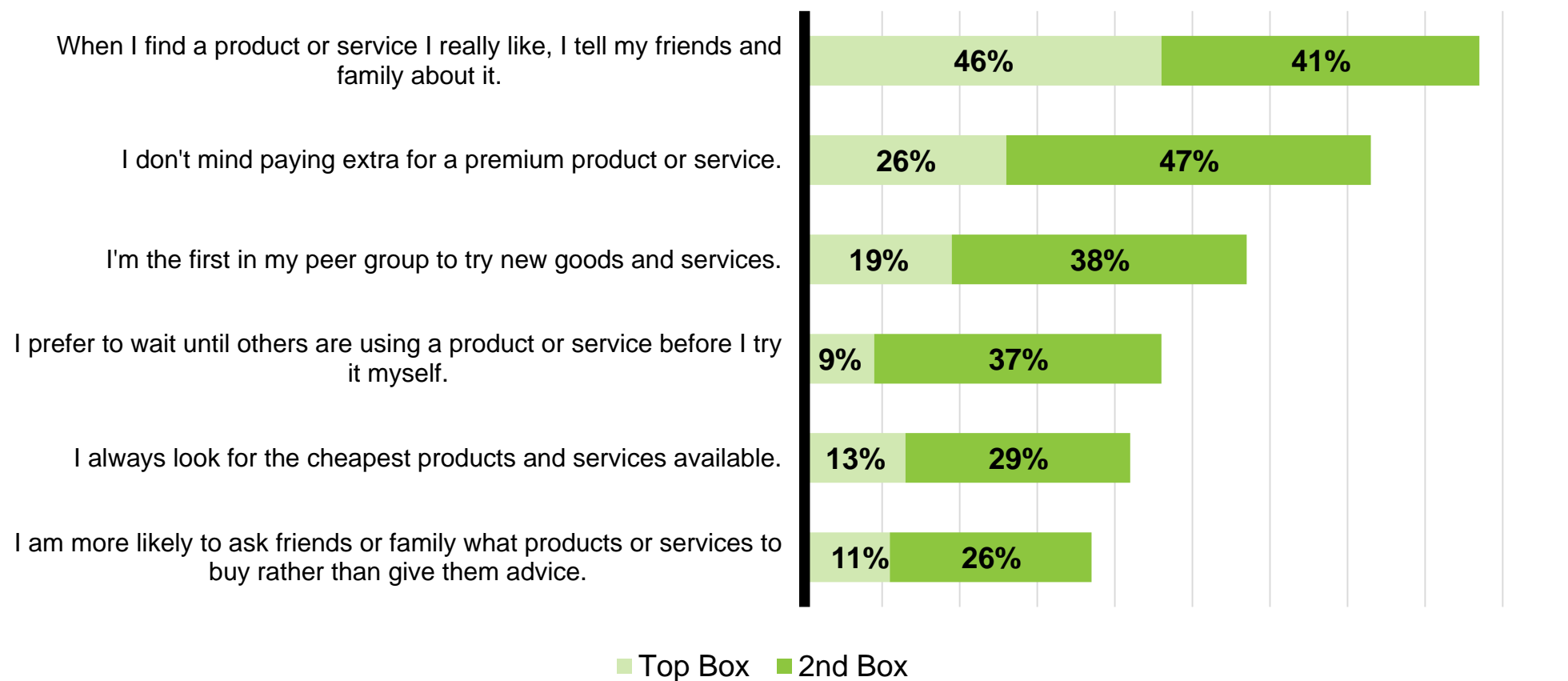
What impact did your experience today have on your intent to purchase a product from [BRAND] in the future? (T2B) After your experience today, how has your opinion about [BRAND] changed? Is it...(T2B)

# RESPONDENT PROFILE



# SHOPPER PROFILE DESCRIPTION

The average shopper in this study is a premium shopper and likely to tell friends about products they like.



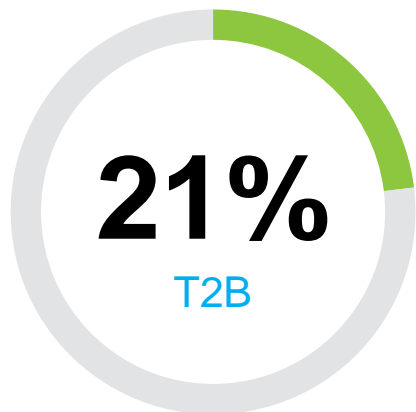




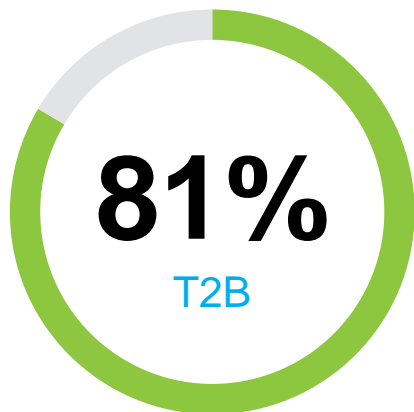
# ADVERTISING OPINIONS

Over 80% of respondents enjoy ads done well and 64% learn about most new products and services through ads; only 21% hate all forms of advertising

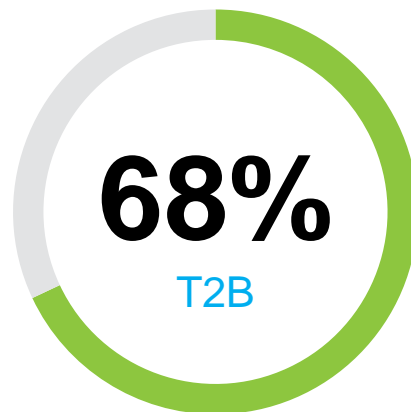
“I hate all forms of advertising”



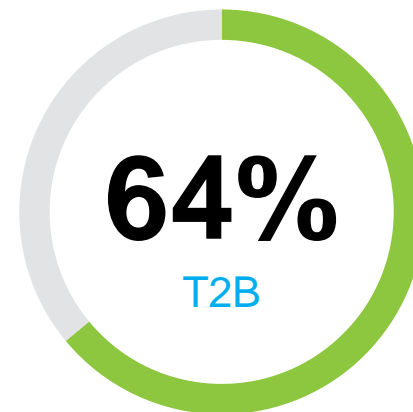
“I enjoy advertising when it’s done right”



“I’m fine with watching ads so long as it saves me money”



“Advertising is how I learn about most new products and services”





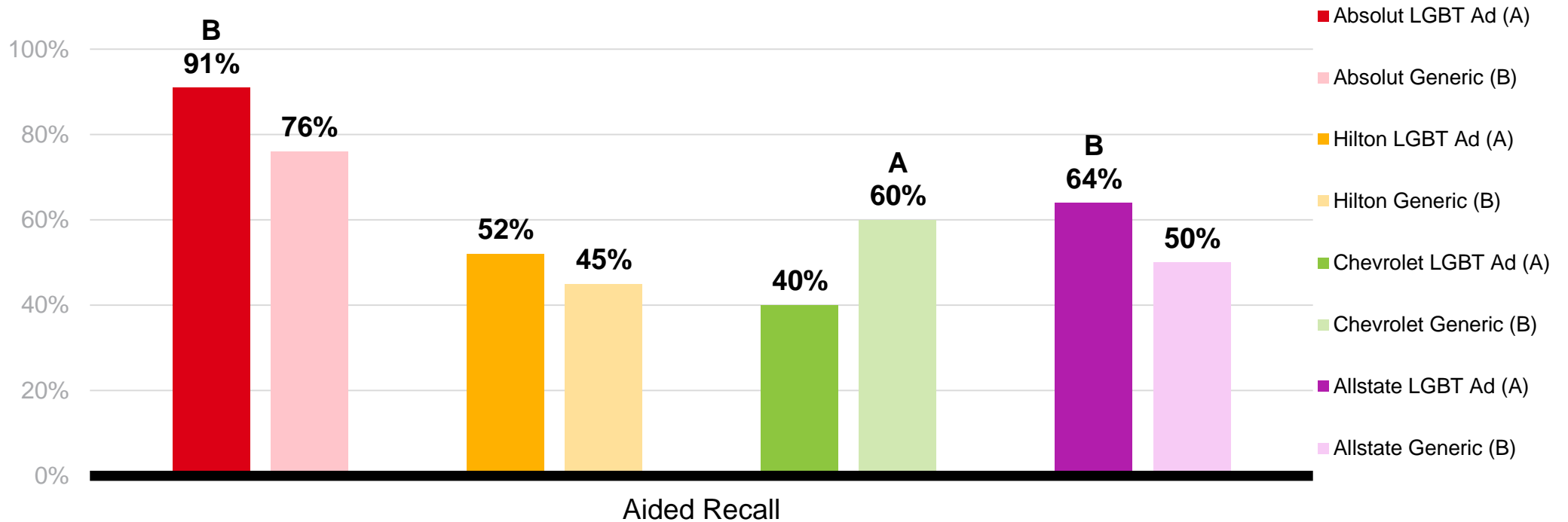
# APPENDIX



# BRAND RECALL

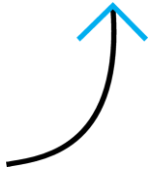
3 out of 4 LGBT-themed ads tested outperformed generic ads in driving brand recall

### Brand Recall – By Brand



Columns Tested (90% confidence level) – A/B

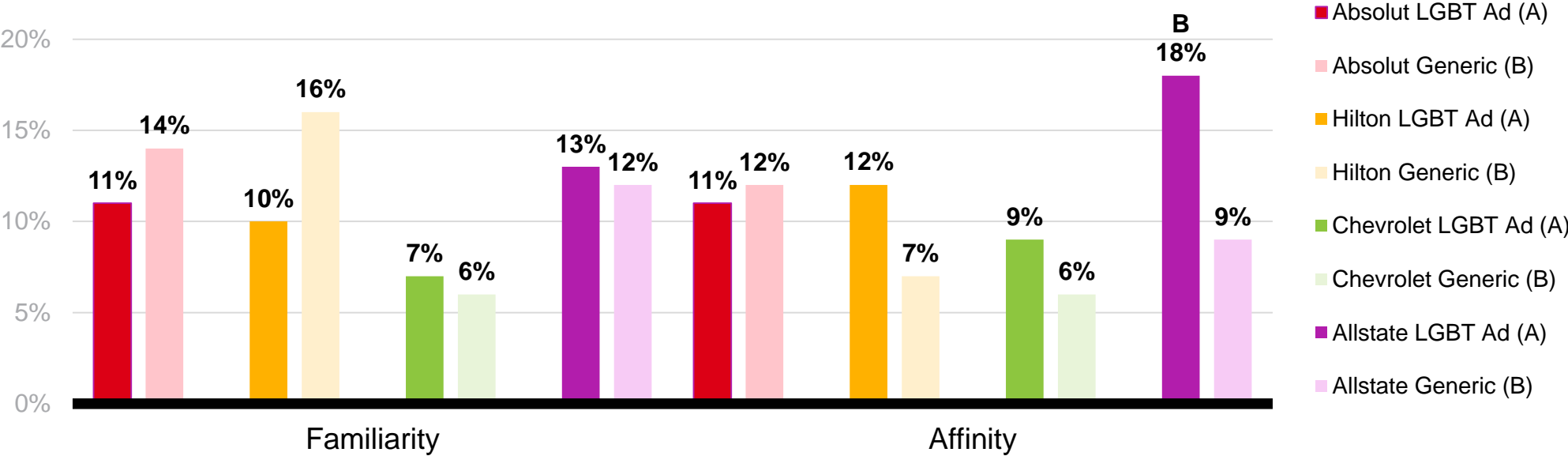
You may have mentioned this already, but did you notice any of the following brands during your viewing experience?



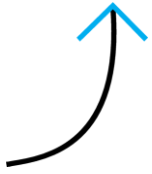
# INCREASE METRICS

The Allstate LGBT ad generated the highest increase metrics when compared to all other LGBT-themed ads tested.

Increase Metrics – By Brand



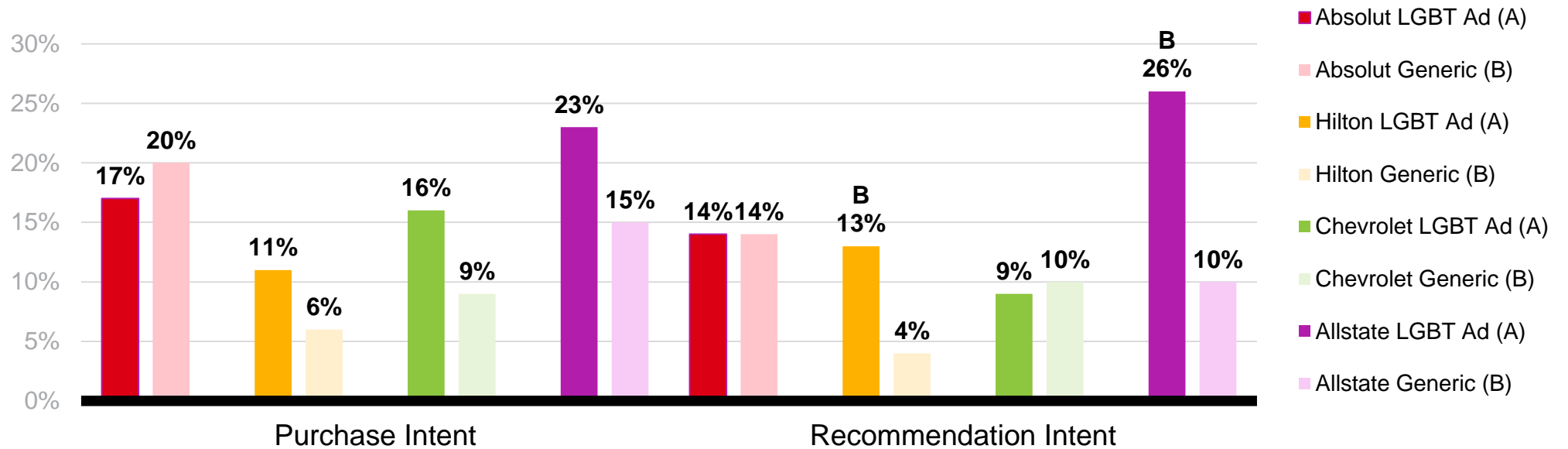
Columns Tested (90% confidence level) – A/B  
 How familiar are you with the following brands? How do you feel about the following brands?



# INCREASE METRICS

The Allstate LGBT ad generated the highest increase metrics when compared to all other LGBT-themed ads tested.

## Increase Metrics – By Brand



Columns Tested (90% confidence level) – A/B

How likely are you to purchase a product from the following brands? How likely are you to recommend the following brands to a friend?



# AD ELEMENTS

The Absolut LGBT display ad was significantly more likely to be described as “stand(ing) out from other advertising” and “authentic”

Ad Elements – By Brand

