PART I: Neuroscience and ‘The Moment' we Changed Everything

PART II: Realtime Resonance with TV Brand Effect
A standard creative process

~ 5 - 6 month process

Brand team determines **messaging**
Agency develops **early-stage creative**
Creative ideas go through **testing**
Agency produces **final-stage creative**
Final creative **optimized**
Creative is **on-air**
Campaign **data**
Industry pressures tightening
Shrink it down

Theoretical Process

DEEP INSIGHTS
REAL TIME DATA
DRIVE ROI

Where Lowe’s is Heading
THE MOMENT

You realize you should pilot new methodologies.
Lowe’s to select representative campaign ad

Example Ad > > >

video
Partnering with Nielsen

NEW CAMPAIGN

NEURO

DEEP INSIGHTS

DRIVE ROI

MIX

REAL TIME DATA

TVBE
Not Sacrificing Deep Insights

Using neuroscience to make every moment count
Measuring the consumers nonconscious response
Predicting outcome with nonconscious metrics

**MEMORY**
The process of storing and retrieving discrete pieces of information about a brand, product, or message

**EMOTION**
Set of relatively brief, coordinated brain, autonomic and behavioral changes in response to information

**ATTENTION**
The act or state of applying focus to something; a selective narrowing of brain resources
Understanding the campaign structure

**Insert “moment” reel**

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**THE MOMENT**

How do Consumers process the pause-punchline structure?

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**Effortless processing with payoff**

“The moment you realize…”

---

**Focused processing with payoff**

“The moment you realize…”

---

**Effortless**

- Emotion
- Attention
- Memory

**Focused**

- Emotion
- Attention
- Memory
Understanding the creative assets – the jingle

Insert audio clip

Scene Transition

Lowe’s Solution (in-store sequence)

Lowe’s whistle-theme

Scene Transition

Lowe’s Solution (in-store sequence)

No whistle-theme
Understanding the right use of end cards

How do different End Card deal treatments impact consumer engagement and motivations all while building mental availability for Lowe’s?

Identifying the efficacy of ...

- deal info by product category
- type of deal (monetary vs. service)
- style of voice over
- creative elements
- visual layout and format
Understanding how to more effectively cut-down

Agency selecting only ~60% of the most salient and engaging moments from the 30 second ad for the 15 second ad.
PART II: Realtime Resonance with TV Brand Effect
Partnering with Nielsen

Using TVBE to make every moment breakthrough
Ensuring every moment breaks through in 2 ways:

Take action in real time
- Change media weight
- Adjust flighting schedule
- Remove or adjust spots (15s vs. 30s)

Establish benchmarks and norms of what success looks like
- Lowe’s benchmarks of creatives compared to each other
- Category benchmarks of Lowe’s creatives compared to competitors
TV Brand Effect captures the intersection of creative quality, media execution and external influences.

**Drivers of Ad Performance**

- **Creative Quality**: How strong is my creative at breaking through?
- **Media Support + Flighting**: Do I have enough media weight? Not enough?
- **Program Quality / Synergy**: How well are viewers engaged with a TV program when my ad runs?
- **Competitive Interaction**: Is my ad being confused with competition? Are they winning SOV?
TVBE uniquely addresses today’s breakthrough challenge

TVBE measures real world performance of the full spectrum of TV content, both in-program and in-commercial pod, via custom questions 24 hours after natural viewing.
How it works: The impact of TV ads is measured via surveys on Poprewards platform.
The TVBE survey reflects viewers’ ability to remember ad content next-day by asking viewers 5 simple questions.
Establishing benchmarks and norms: Lowe’s to Lowe’s

**Brand Campaign 2018 vs. 2017 Monthly Tended Brand Memorability**

- **Blue Line**: Brand Campaign (2018)
- **Green Line**: Brand Campaign (2017)

**Source**: Nielsen TV Brand Effect, 02/07/17 – 04/30/18. Norms: 02/01/17 – 01/31/18.

Media weight source: TVBE in-coverage GRPs
### Q1’18 Brand Ad Performance by Creative

<table>
<thead>
<tr>
<th>Creative</th>
<th>Sample</th>
<th>Ad Memorability</th>
<th>Brand Linkage</th>
<th>Brand Memorability</th>
<th>Message Linkage</th>
<th>Likeability Linkage</th>
<th>Shopping Intent Linkage</th>
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<tr>
<td>Creative A</td>
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<td><strong>Q1’18 Brand Campaign</strong></td>
<td><strong>15,000</strong></td>
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<td><strong>2017 Brand Norm</strong></td>
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Source: Nielsen TV Brand Effect, 02/01/18 – 04/30/18. Norms: 02/01/17 – 01/31/18.

Green and red shading indicates significance above or below the 2017 Brand Norm at a 90% confidence level.
Establishing benchmarks and norms: Lowe’s to competitors

Q1’18 Competitive Ad Performance by Brand

Source: Nielsen TV Brand Effect, 02/01/18 – 04/30/18. Norms: 02/01/17 – 01/31/18.
Establishing benchmarks and norms: Lowe’s to competitors

### Brand A Jan – Oct vs. Nov – Dec Brand Response Distribution

<table>
<thead>
<tr>
<th>Brand</th>
<th>2017 Brand A Jan - Oct</th>
<th>2017 Brand A Nov - Dec</th>
<th>2016 Brand Norm</th>
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<tbody>
<tr>
<td>Brand A</td>
<td>53%</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>Brand B</td>
<td>35%</td>
<td>29%</td>
<td>27%</td>
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<tr>
<td>Brand C</td>
<td>7%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>Brand D</td>
<td>5%</td>
<td>10%</td>
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Percentages represent the brand response distribution of viewers that were able to recall the creative content.

○ = indicates correct response

Source: Nielsen TV Brand Effect, 01/01/17 – 12/31/17. Norms: 01/01/16 – 12/31/16.
Brand Linkage sample: 2017 Brand A Jan-Oct = 4,000; 2017 Brand A Nov-Dec = 1,500; 2016 Brand Norm = 20,000
A solution for the creative process at Lowe’s

**NEURO**

Using Neuroscience to inform the frameworks of a campaign. Understand the deep insights of what will or will not work in our “Moments” campaign or any other new campaigns in the future.

**TVBE**

Creative and campaign-level data are collected in real-time to understand the on-air performance of Lowe’s brand and creatives relative to the competition, and improve Lowe’s media execution.

**MMM**

Understand how the actions taken and insights applied have succeeded for Lowe’s and how they contribute to overall ROI.
THANK YOU