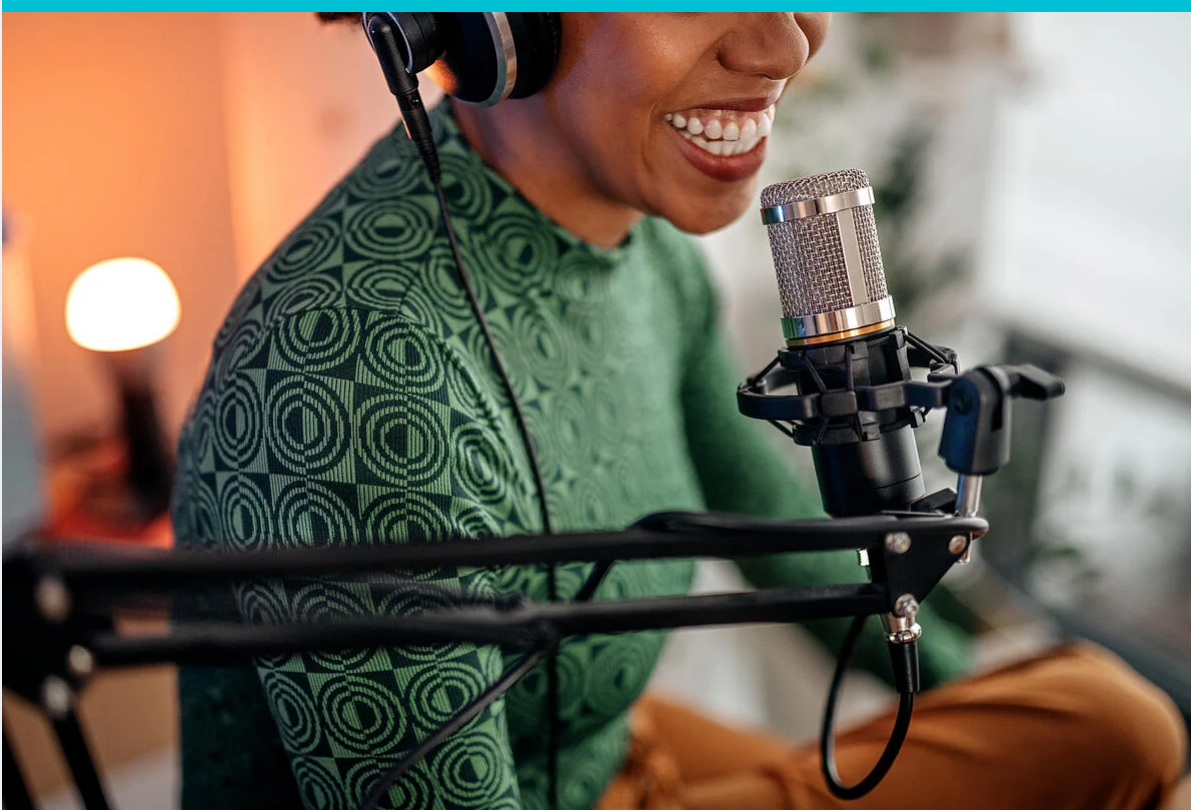


Insights from Four's media & strategy teams



POSITIVITY MATTERS ON RADIO TOO

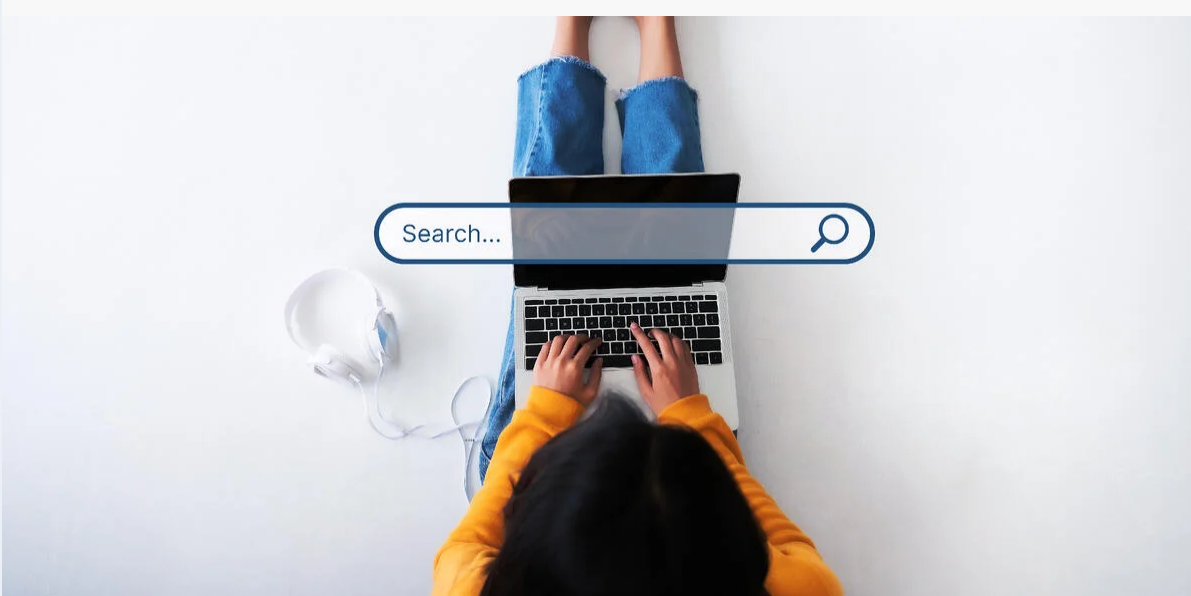
A new study on emotional positivity is highlighting [the impact that positive emotions have on the effectiveness of audio ads](#). The study, by Radiocentre and System1, analysed over 1,000 radio ads and emphasises the importance of emotional "positivity" in the effectiveness of audio advertising.

Unlike previous studies that looked at emotions on TV and video ads, this research focused on the unique qualities of audio ads. The research built on the distinction between right and left brain hemispheres. Elements like lively characters and melodic music appeal to the right brain hemisphere which increases broad attention, whereas elements such as directed action and technical language appeal to the left brain hemisphere and boost narrow attention.

Key findings include:

- Positive emotional audio ads lead to an impressive 8.2% increase in consumer action and longer-lasting brand effects.
- Radio campaigns with positive emotions can boost word-of-mouth and social sharing.
- Feel-good radio ads have the same long-term impact as feel-good TV ads.
- Well-branded radio ads build brand trust effectively.
- Emotionally impactful audio ads enhance advertising recall.
- Right-brain elements in audio ads have a lasting impact on brand perception.

This research underscores the power of radio for brand building and the importance of emotion-evoking ads through this medium. Radio, combined with emotionally resonant messaging, is a powerful tool for achieving brand success.



SUPERCHARGE YOUR SEARCH

Google's latest research emphasises the power of blending behavioural science with search strategies to enhance return on investment (ROI) and growth. The study underscores the need to respond effectively to complex online consumer queries by enhancing search copy.

This research builds on the concept of the "messy middle," introduced by Google three years ago in its [Decoding Decisions](#) whitepaper. The term refers to the abundant information and unlimited choice that internet shoppers have learnt to manage in their conversion journey – "the labyrinth of searches, ads, links, and clicks involved in making a purchase." Consumers rely on cognitive shortcuts to navigate this space, such as category heuristics and authority bias.

This [second edition](#) of the study delves deeper into this concept and offers actionable insights for brands. A key take away is that advertisers need to monitor evolving search trends as consumer demand and needs are shifting continually. Meeting consumers' information needs by showing up is critical. Additionally, ads "supercharged" with behavioural science principles, can boost purchase consideration and sway consumers to switch brand.

Additionally, the study found that consumers are more attached to specific products and services than to retailers, showing that even entirely fictional retailers with enhanced propositions attracted shoppers away from their first and second choices.



NETFLIX LEVELS UP

Netflix has been quietly and slowly venturing into the realm of gaming to ensure its continued relevance. Their introduction of mobile games back in 2021, with some linked to their own franchises like *Stranger Things*, and others independent, has been a subtle yet strategic move. Leanne Loombe, vice president of external games at Netflix, recognises the [significance of gaming as a major contemporary form of entertainment and a natural extension of their subscription service](#).

This cautious approach is wise, given the historical missteps of others. Netflix's approach is also innovative. Their collaboration with developers, such as Ripstone Studios to create *The Queen's Gambit* game, demonstrates their ambition to leverage their own intellectual property by connecting shows, movies and games from their universes.

Market research shows potential in cloud gaming, especially among casual gamers, with a significant number already engaging with Netflix games. Market research firm Savanta surveyed 12,000 gamers in Europe and North America. Notably, 22% of respondents have downloaded a game through Netflix's mobile app, and a remarkable 77% express a likelihood to do so again. Additionally, almost 45% of those previously unaware of Netflix games are willing to try the service.

With a global subscriber base of 238 million, Netflix could become a major player in cloud gaming, opening new opportunities for advertisers. If even half of their audience embraces gaming, it could revolutionise advertising possibilities. For advertisers, Netflix's gaming foray offers a unique and engaging way to connect with audiences. Gaming's immersive nature makes it ideal for brand engagement, including product placements, in-game advertising, and interactive campaigns. As gaming gains mainstream popularity, it offers access to a diverse audience, transcending demographics and geographic boundaries, and creating new possibilities to captivate audiences.

**ChatGPT has been used to summarise online information and produce some of the content throughout this issue, which has been edited and approved by a team of humans.*



TOGETHER WE MAKE A DIFFERENCE

