

morphii

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**MMR**  
RESEARCH ASSOCIATES

## 2017 TV Ad Study

- 10 total commercial ads
- 5 different industries
- 2 major companies each

amazon

GEICO®

 SUNTRUST

T-Mobile

Southwest♥

Walmart\*

PROGRESSIVE

 Capital One

verizon✓

jetBlue

# TELECOM COMMERCIAL VIDEOS



Click here to watch T-Mobile's

## #UnlimitedMoves Feat. Justin Bieber

Q4 2017 TV Commercial

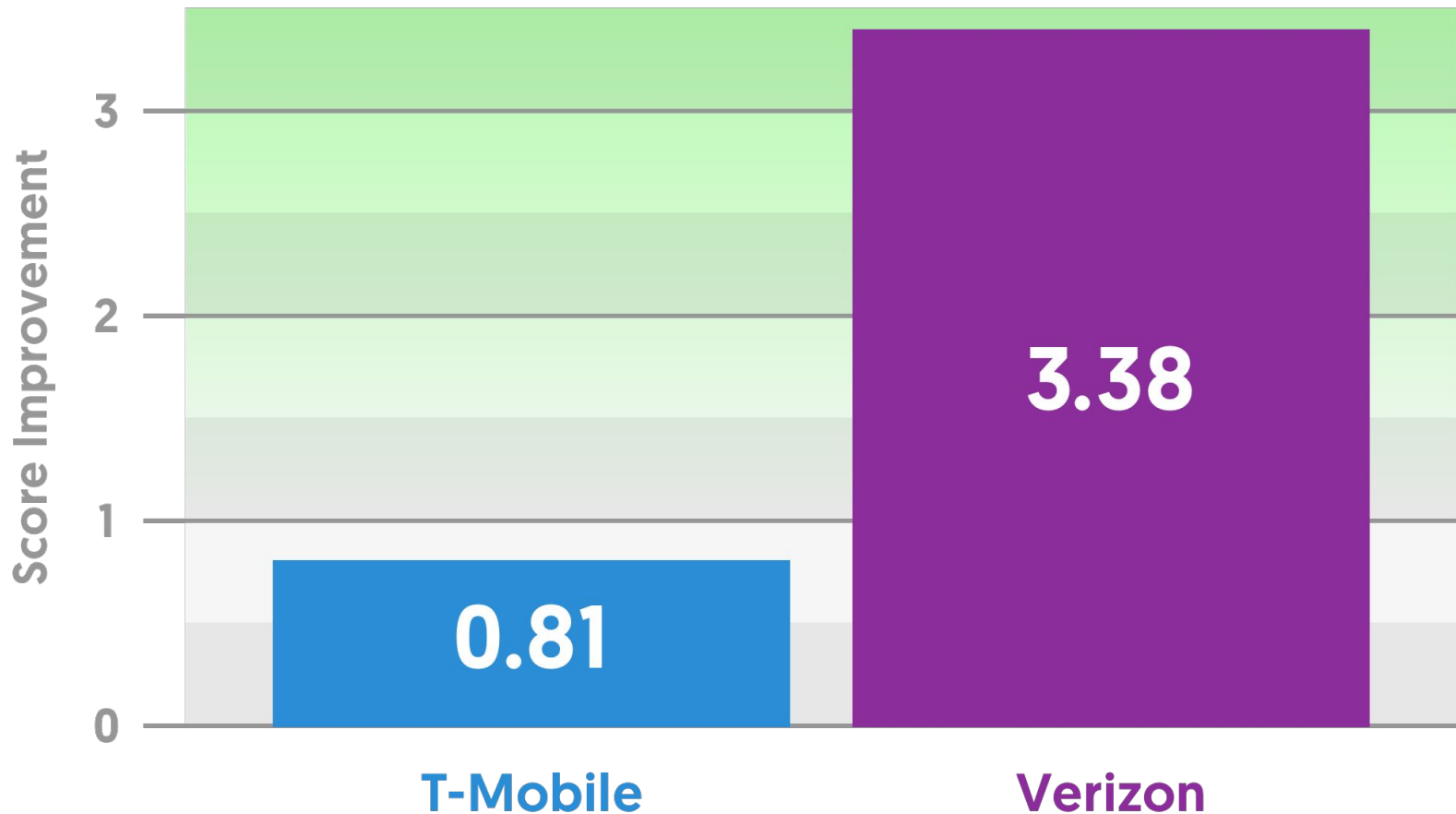
Click here to watch Verizon's

## Helping Keep Food Safe

Q4 2017 TV Commercial

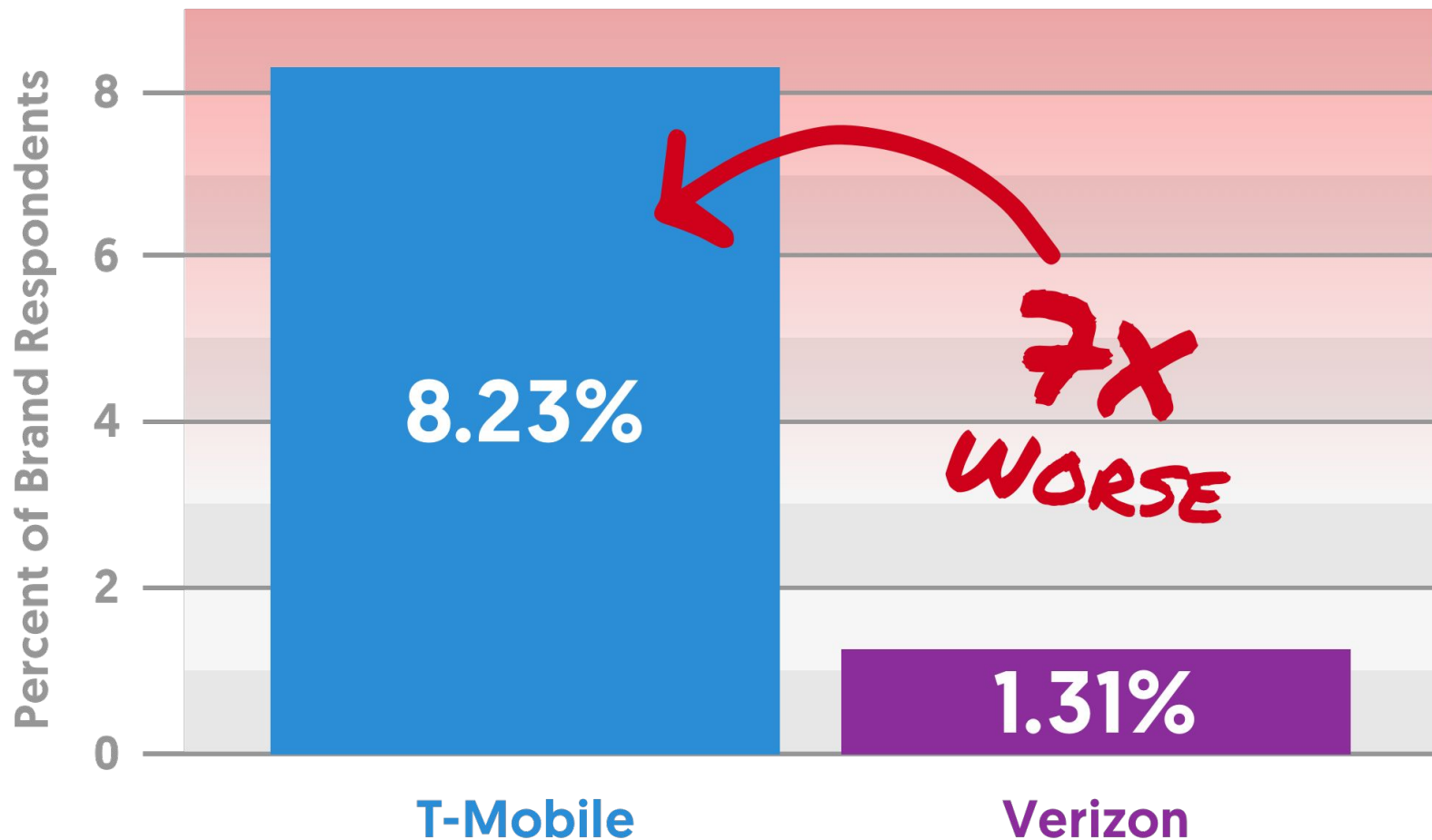


# AD POSITIVELY IMPACTED BRAND CONNECTION



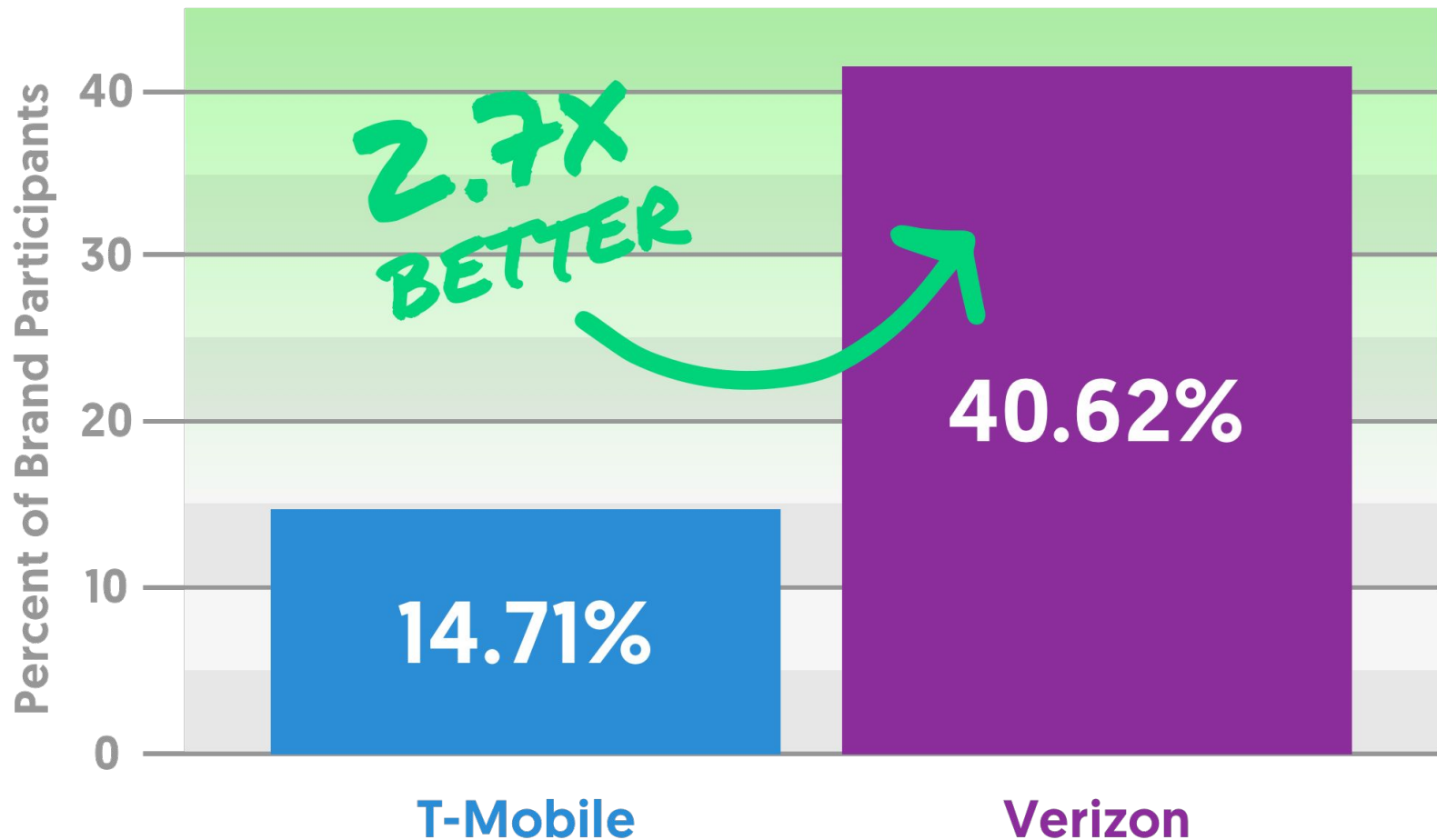
Verizon's ad **scored the highest in improvement in perception/connection** to its brand when measuring ad efficacy by measuring emotional connection to the brands before and after an ad was viewed. This improvement was even more impressive given its solid initial emotional connection scores from participants.

# AD NEGATIVELY IMPACTED BRAND CONNECTION



Verizon's ad continues to perform well upon examining ad efficacy using emotion reactions for **understanding changes in the core perspective/sentiment** of a brand connection. We can see that the Verizon ad has a **minimal negative effect on brand sentiment** versus T-Mobile, whose ad caused participants to have a newly negative view of the brand.

# AD POSITIVELY IMPACTED BRAND CONNECTION AMONGST RESISTANT RESPONDENTS



When we look at **participants that are more resistant** to changing their brand impressions overall, Verizon does exceptionally well by **"moving" over 40% of these participants to a newly positive connection** with its brand, far outperforming all other ads for other brands.