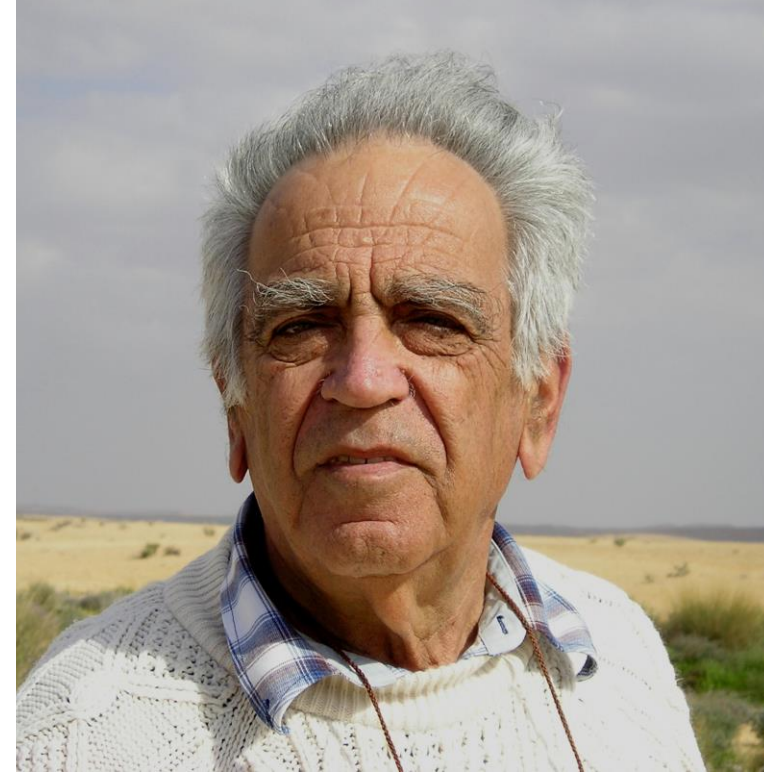
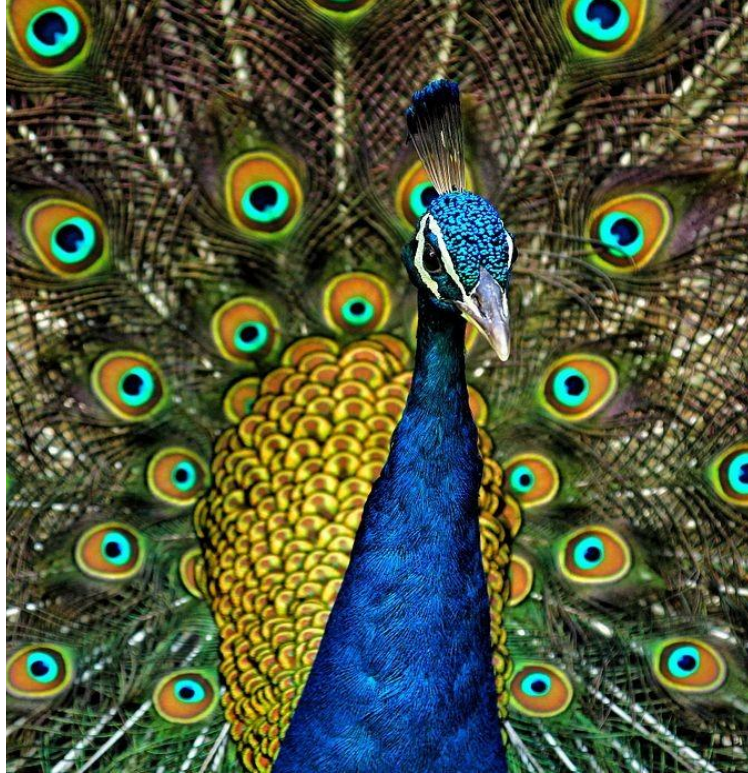
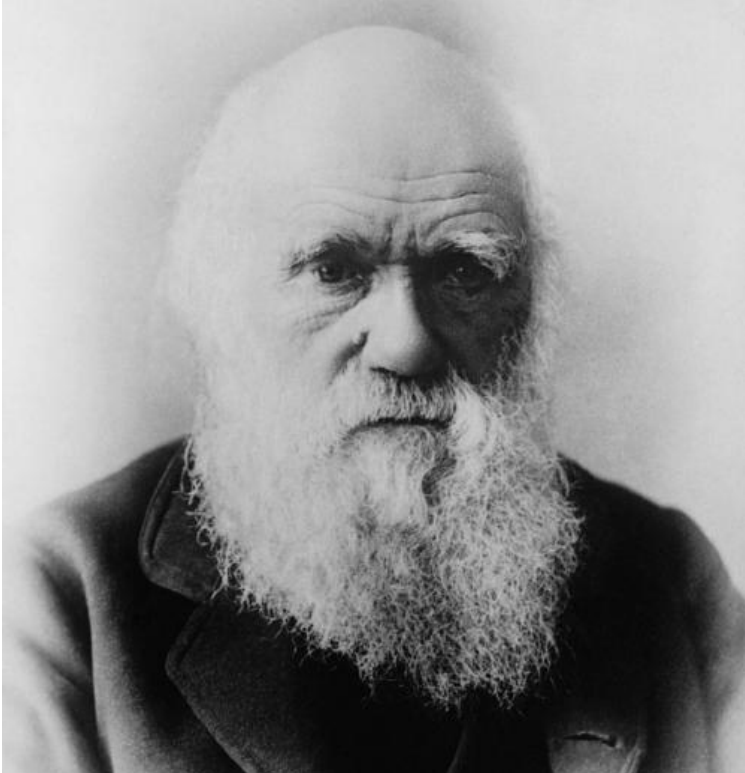


Signalling Success

Oli Robertson

The background to signalling theory



**We value visibility
& public promises**



There are gaps in our knowledge

- Most research is **academic**
- **Unrepresentative**
- **Too old**
- **Limited** cross-media scope



Objectives

- **Prove** media work as signals
- Explore how different **ad channels differ** in delivering signals
- Differences between **demos and categories**



Amazon, "The Show Must Go On"

Research framework



Large scale UK nat rep survey

n=3,654

ab

Controlled experiment with x24 matched cells



Explicit & implicit methods



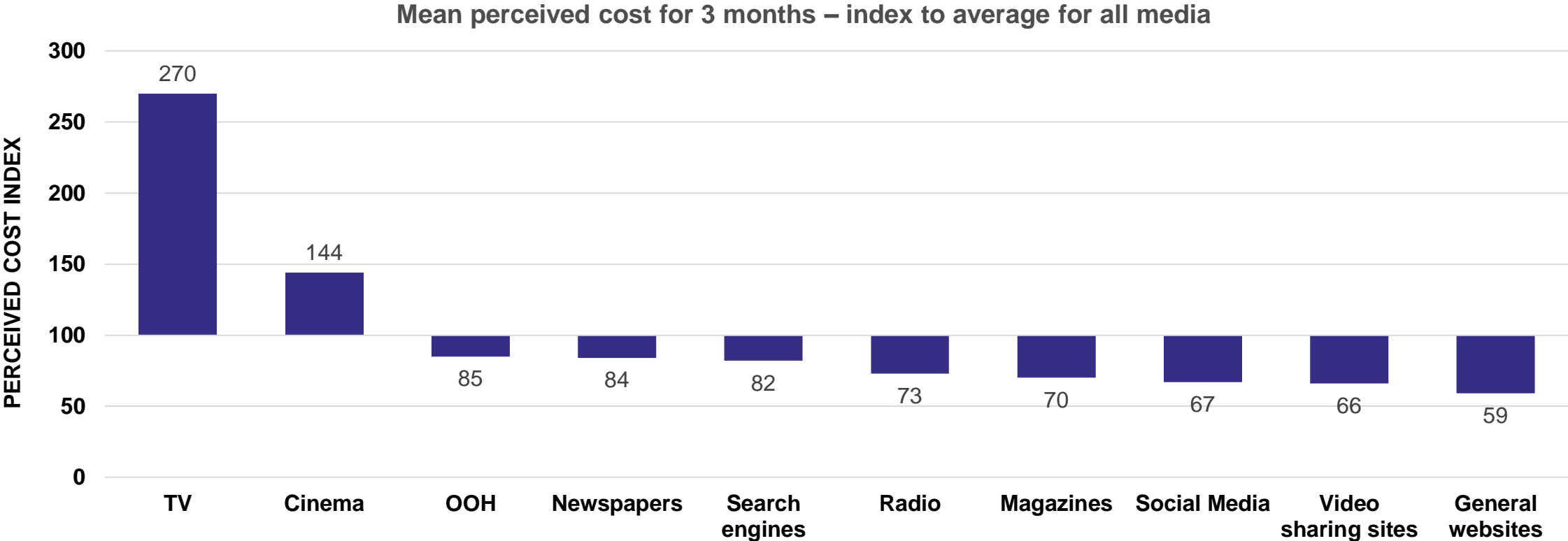
Online depth interviews x 10



The findings



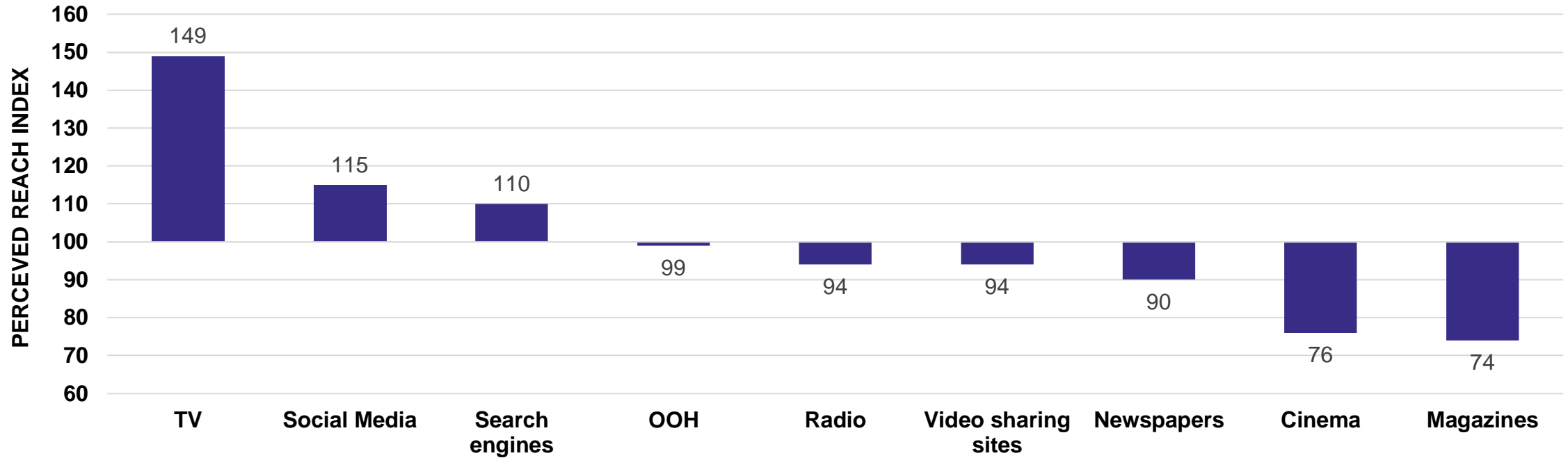
People perceive a wide difference in the cost of advertising



Source: Signalling Success, 2020, house51. Base: all adults (3,654)

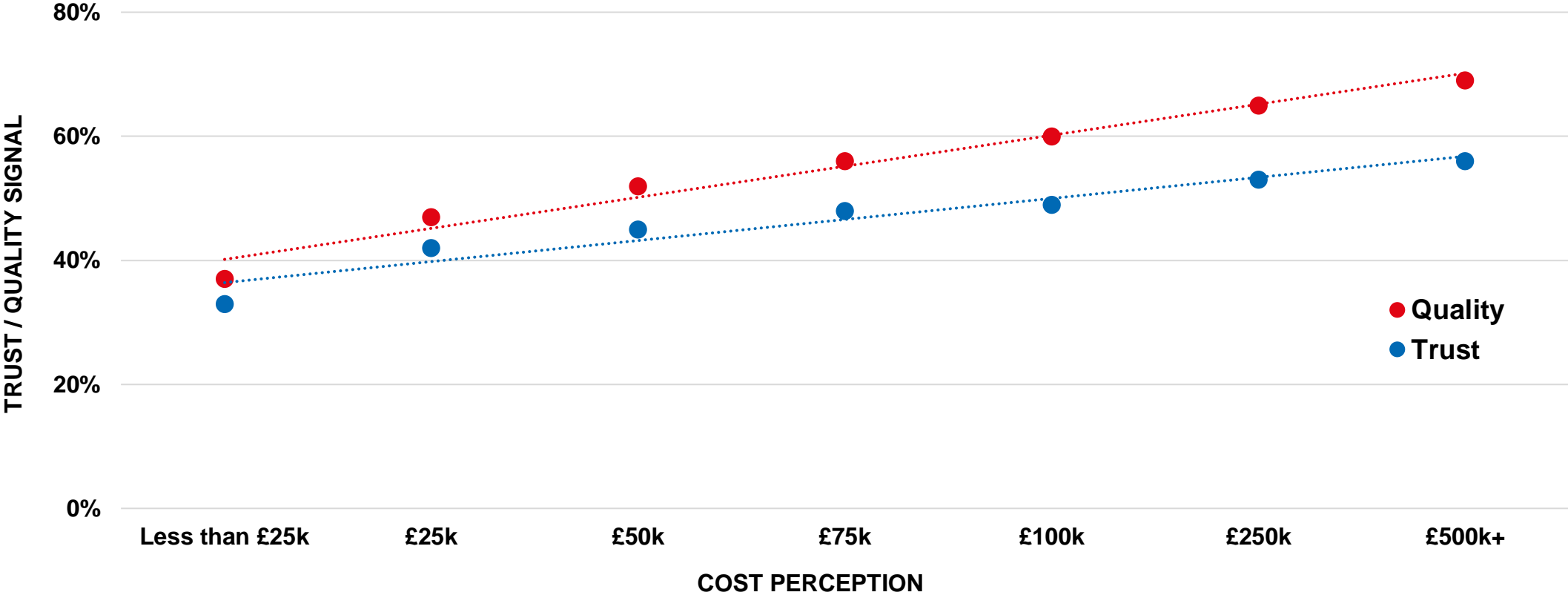
...and a lot of variation in reach

Perceived population reach of by channel - indexed to average for all media



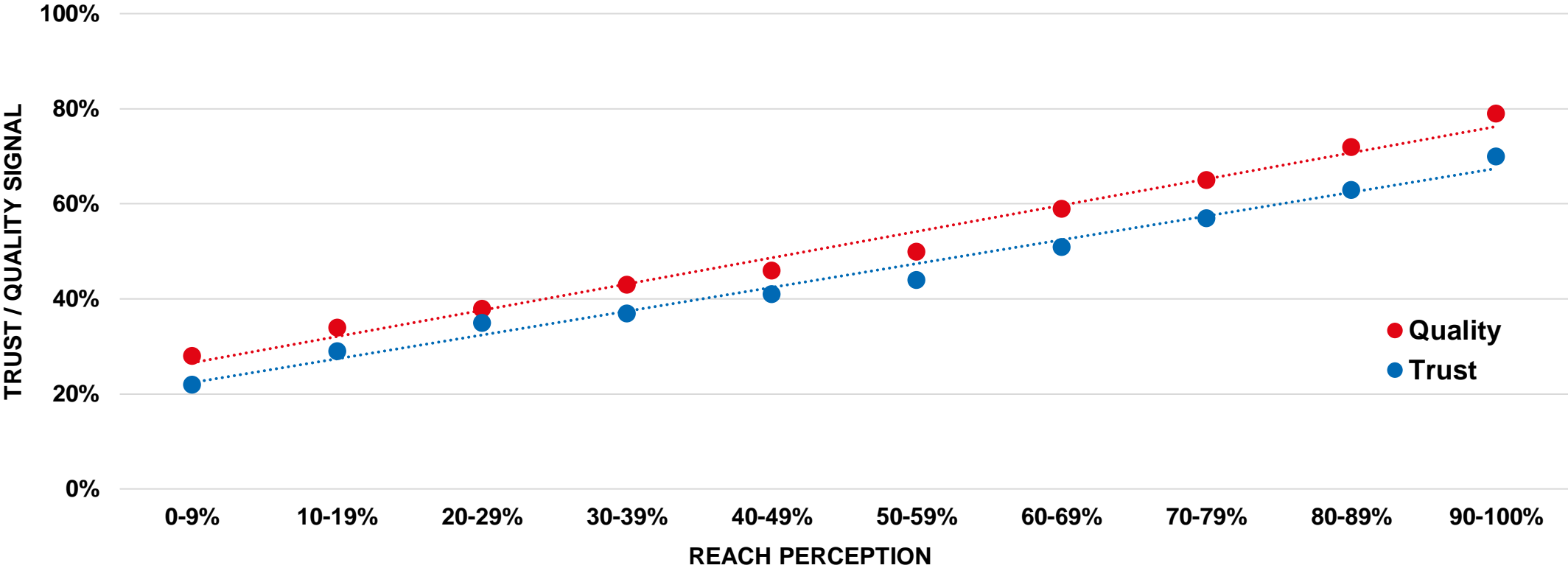
Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)

Perceived cost signals brand quality and trust



Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)

Same pattern emerges with perceived reach



Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)

The controlled experiment

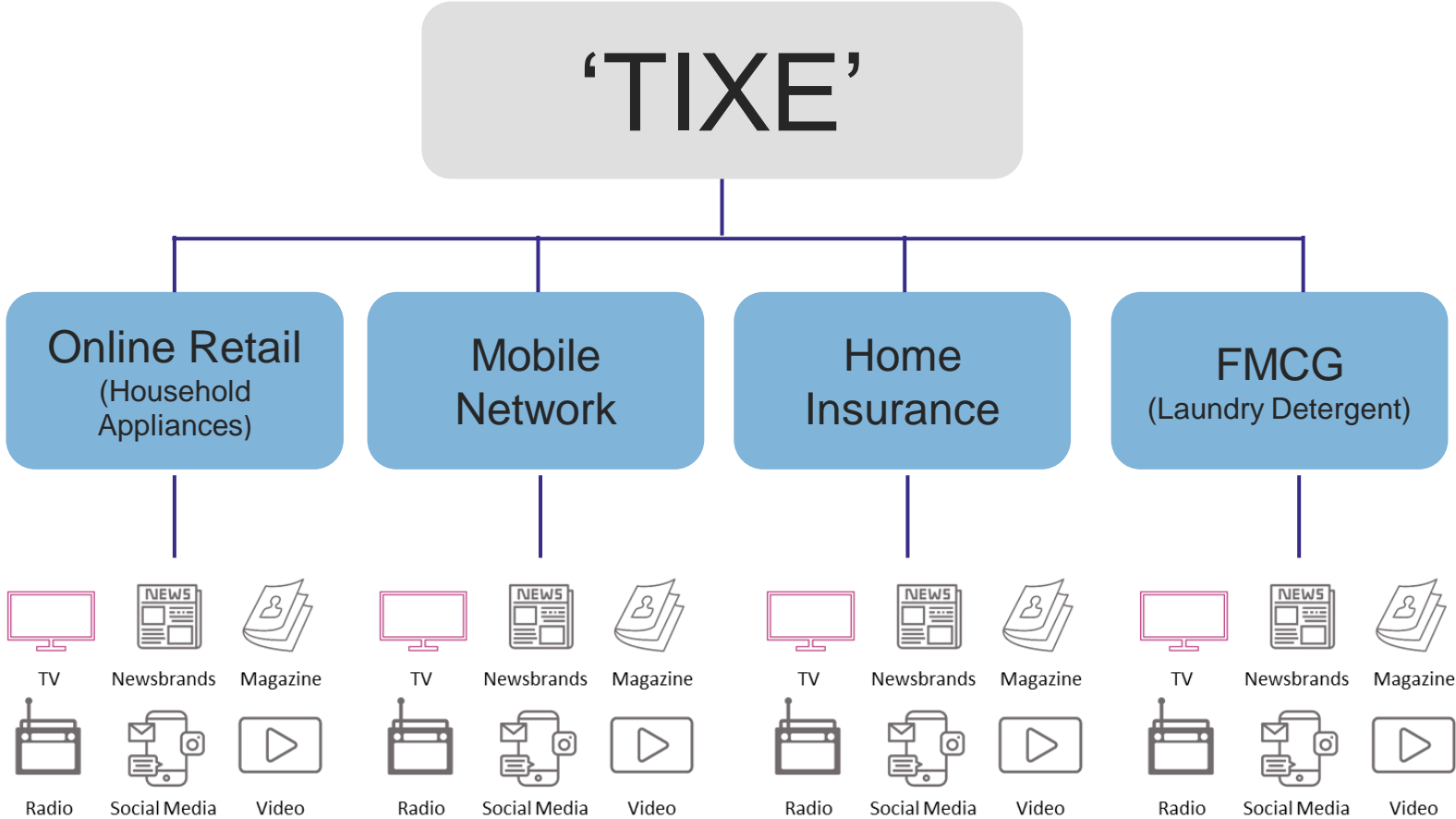


The controlled experiment worked like this...

We created a fictional new brand

We created product descriptions for 4 categories

6 media descriptions varied across scenarios



Example research scenario: TIXE as FMCG laundry detergent – launched on TV

PRODUCT DESCRIPTION & PROPOSITION

TIXE is the new laundry detergent that makes it easy to be green and clean.

TIXE removes stubborn stains and freshens your clothes even at the lowest temperatures and uses 50% less packaging than other liquids meaning it is also good for the environment.

TIXE: the greener and cleaner way to do your washing

CAMPAIGN DESCRIPTION

TIXE must decide where to advertise.

TIXE will launch with an advertising campaign that will appear on **TV***


The advertising campaign will run for 3 months.

*advertising channel varies

**There are two main types
of signal:**

- Fitness signals**
- Social signals**

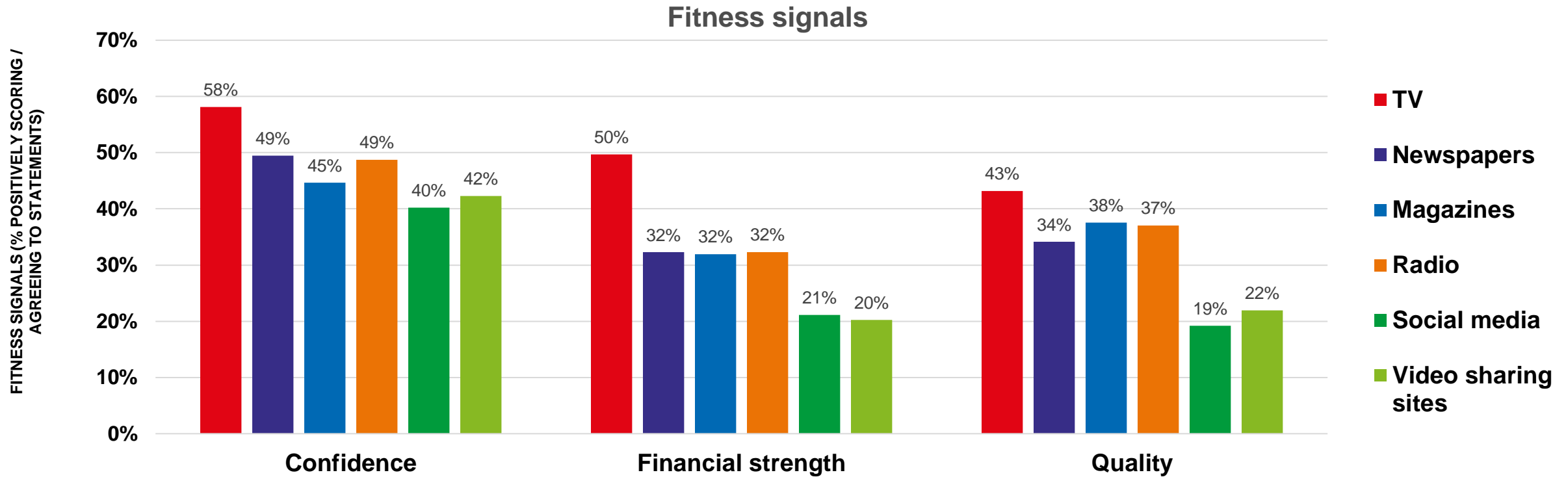


A close-up photograph of a young girl with dark skin swimming in a pool. She is wearing an orange swim cap and a pink life preserver. Her eyes are closed, and she has a serene expression. The water is blue and slightly rippled.

**Fitness signals
demonstrate:**

**Quality
Financial strength
Confidence**

There is a clear pattern across all fitness signals



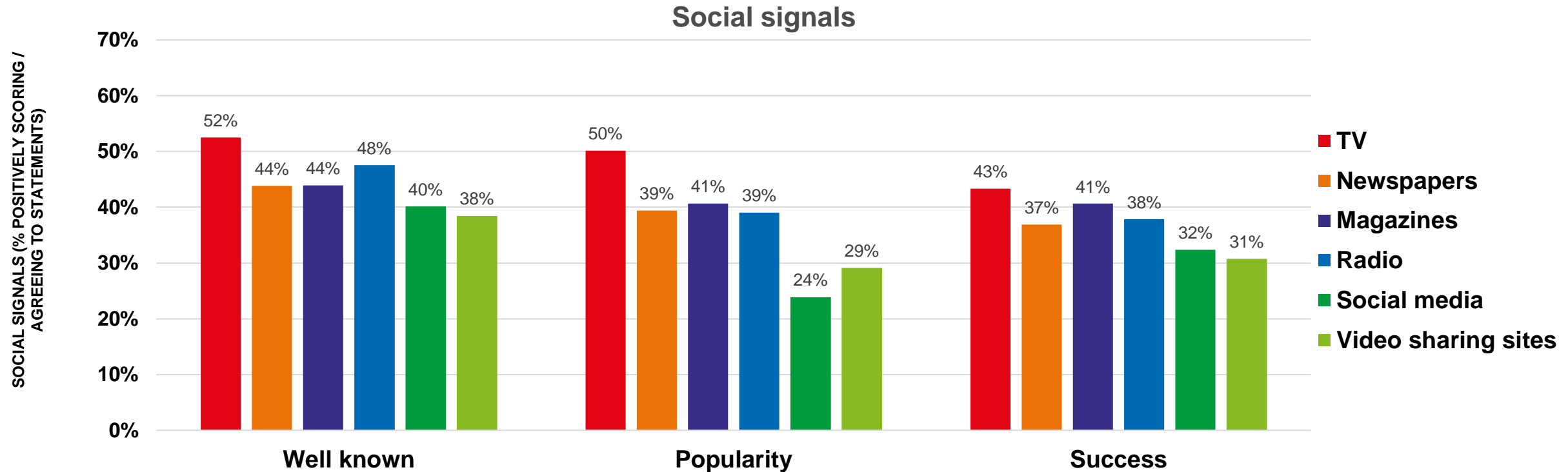
Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)



**Social signals
demonstrate:**

**Fame
Popularity
Success**

TV ads signalled popularity & success more than any other media



Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)

Social Signals

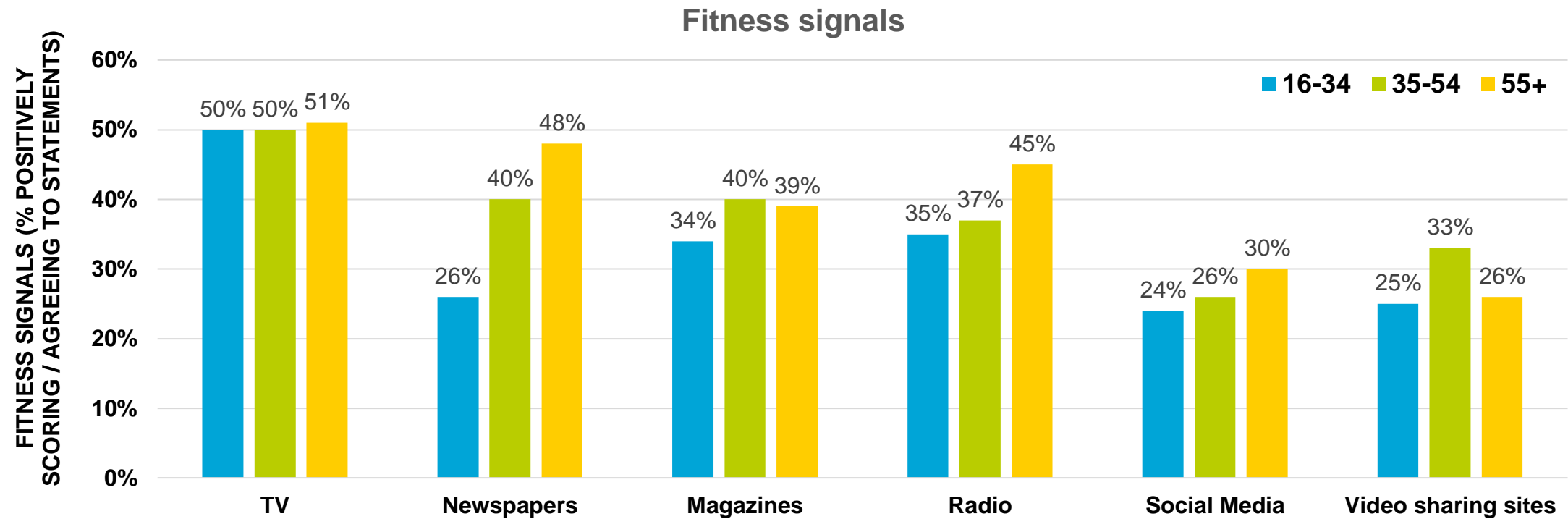
Signals were fairly consistent across age groups



Deliveroo, "Different Dreams"

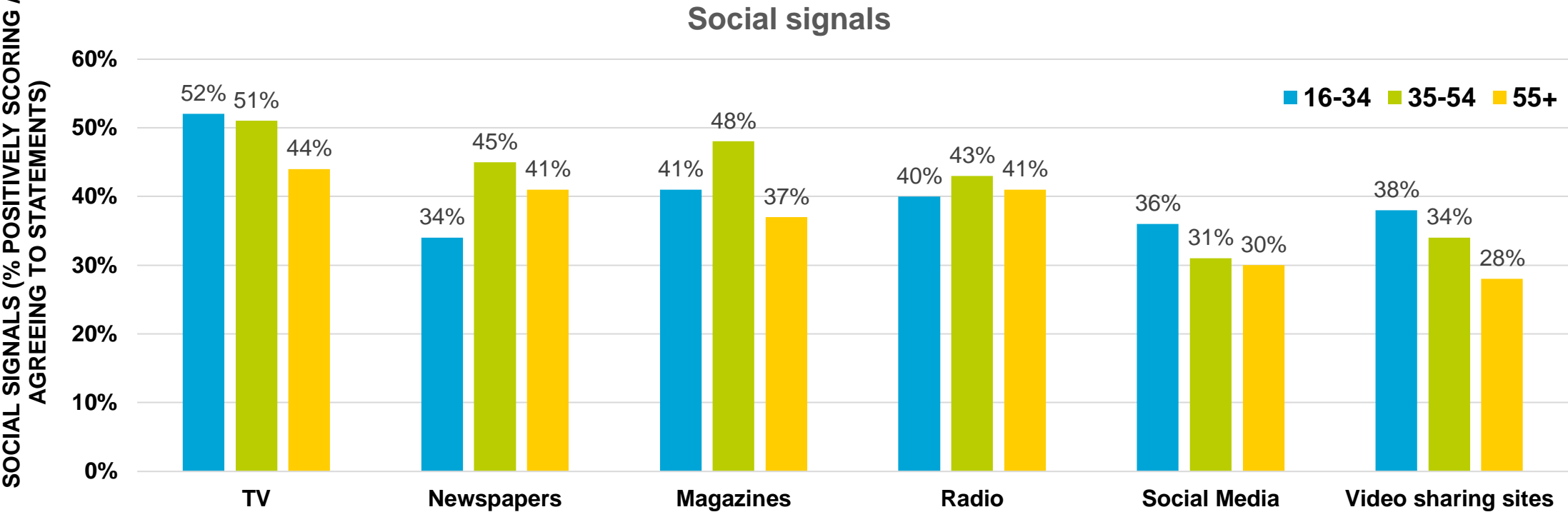
thinkbox

TV drives very consistent fitness signals across age groups



Source: Signalling Success, 2020, house51/Thinkbox Q: Base 16-34 (186), 35-54 (189), 55+ (234)

Younger audiences are more sensitive to social signals

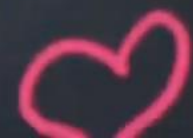


Source: Signalling Success, 2020, house51/Thinkbox Q: Base 16-34 (186), 35-54 (189), 55+ (234)

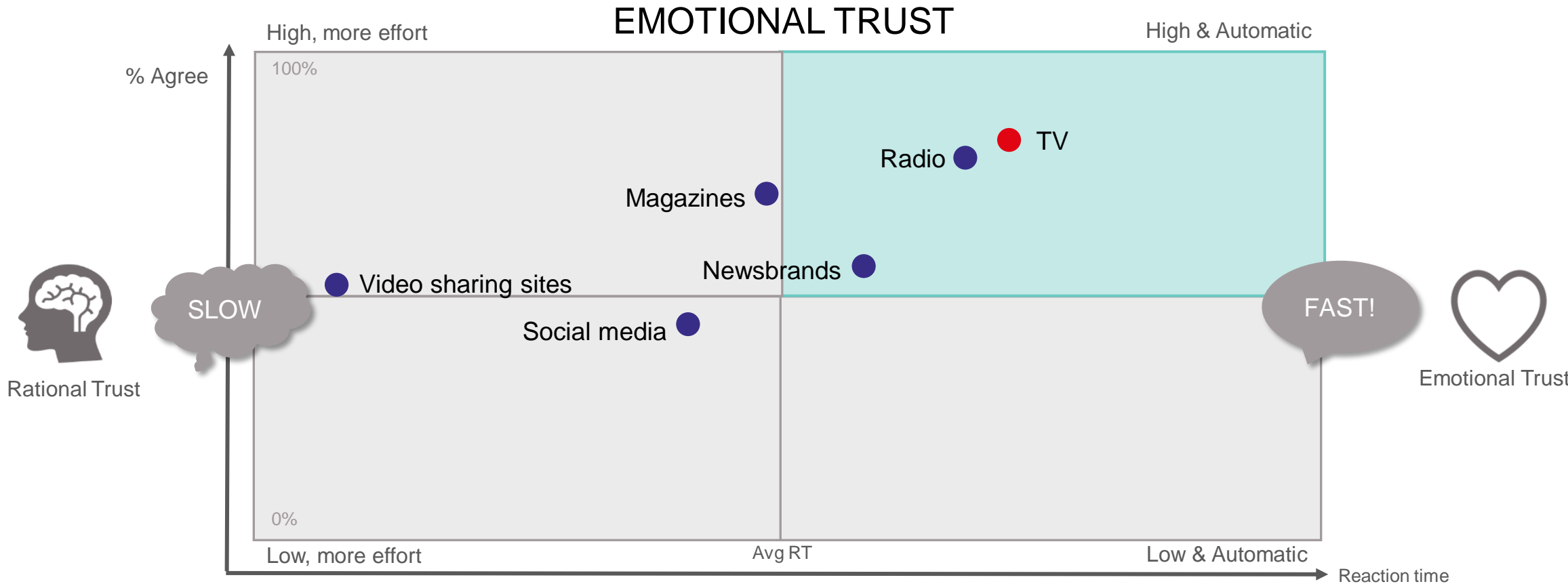
**In uncertain times
trust signals are
important**

WE'RE BACK!

PLEASE STAY



Emotional trust is deeply embedded and longer lasting



Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654). Please see notes for detail on implicit trust calculation.

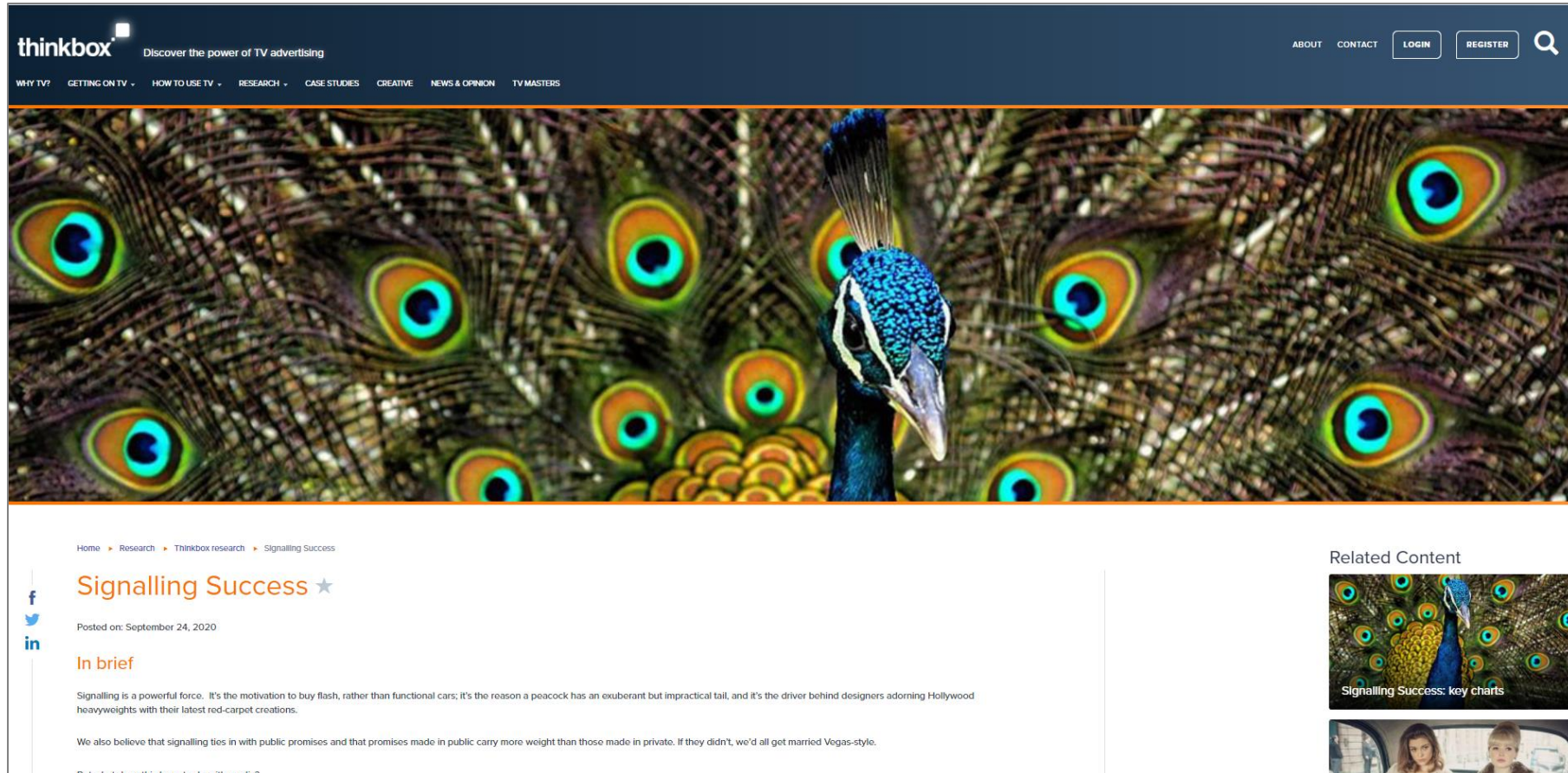
In summary

- **Signalling matters!**
- Instinctively drawn to fitness and social signals – **reduce risk**
- We're living through **uncertain times** – value of signalling greater than ever
- **Not** all media are equal at delivering signals



Lego, "And I Think to Myself"

Find out more at
<https://www.thinkbox.tv/research/thinkbox-research/signalling-success/>



The screenshot shows the Thinkbox website interface. At the top, the logo 'thinkbox' is followed by the tagline 'Discover the power of TV advertising'. Navigation links include 'ABOUT', 'CONTACT', 'LOGIN', 'REGISTER', and a search icon. A secondary menu lists 'WHY TV?', 'GETTING ON TV', 'HOW TO USE TV', 'RESEARCH', 'CASE STUDIES', 'CREATIVE', 'NEWS & OPINION', and 'TV MASTERS'. The main header image is a close-up of a peacock's tail feathers, featuring several prominent 'eyes' with blue, green, and orange patterns. Below the image, the breadcrumb trail reads 'Home > Research > Thinkbox research > Signalling Success'. The article title 'Signalling Success' is displayed in orange with a star icon. Social media sharing icons for Facebook, Twitter, and LinkedIn are on the left. The article is dated 'Posted on: September 24, 2020'. The 'In brief' section contains two paragraphs: 'Signalling is a powerful force. It's the motivation to buy flash, rather than functional cars; it's the reason a peacock has an exuberant but impractical tail, and it's the driver behind designers adorning Hollywood heavyweights with their latest red-carpet creations.' and 'We also believe that signalling ties in with public promises and that promises made in public carry more weight than those made in private. If they didn't, we'd all get married Vegas-style.' A third line of text, 'But what does this have to do with media?', is partially visible. On the right, a 'Related Content' section features a thumbnail of the peacock image with the caption 'Signalling Success: key charts' and another thumbnail showing two women in a car.

thinkbox Discover the power of TV advertising

ABOUT CONTACT LOGIN REGISTER

WHY TV? GETTING ON TV HOW TO USE TV RESEARCH CASE STUDIES CREATIVE NEWS & OPINION TV MASTERS

Home > Research > Thinkbox research > Signalling Success

Signalling Success ★

Posted on: September 24, 2020

In brief

Signalling is a powerful force. It's the motivation to buy flash, rather than functional cars; it's the reason a peacock has an exuberant but impractical tail, and it's the driver behind designers adorning Hollywood heavyweights with their latest red-carpet creations.

We also believe that signalling ties in with public promises and that promises made in public carry more weight than those made in private. If they didn't, we'd all get married Vegas-style.

But what does this have to do with media?

Related Content

Signalling Success: key charts