

Amplify: AI-Powered TV Ad Creative and Sales Engagement

CUSTOMER

One of the largest media corporations in the world

PROBLEM

This media giant broadcasts one of the most watched sports events of the year with some of the most coveted and expensive advertising space that runs as high as \$5m per 30 second ad. Understanding how best to design the TV ad and how the ads performed was limited to publicly available metering services with limited insights. The client had to spend hours of tedious labor to hand code features for each ad and run models against those features to understand audience appeal and engagement. Although helpful, this did not provide deep insights on improving ad creative appeal and audience engagement. Additionally, their ad sales team had limited ability to proactively and intelligently sell to clients given their shallow understanding of what kind of ad would be successful to specific client segments.

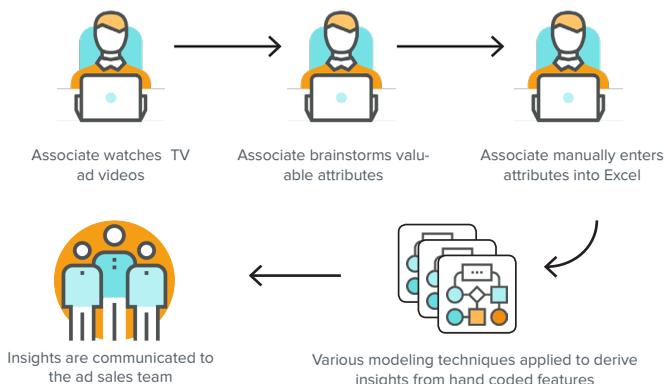


Figure 1: TV Ad videos are manually attributed, some ML applied for insight generation

SOLUTION

The media client engaged CognitiveScale to help answer this question: “What makes a successful TV ad?” We deployed our Cortex technology on AWS infrastructure and first ingest-

ed hours of historical TV ads and client engagement data over years to build a rich and deep and unique machine understanding of elements and features of an ad that provided the most lift across an array of key success metrics. We then surfaced actionable insights around key video concepts, attributes, and themes to help guide advertisers on their Super Bowl creative that maximized customer engagement.

Examples of actionable insights included observations such as: if you have video of someone singing in the ad, make sure they’re smiling; and comedic effects most often work best with sales messages. This helped the client design ads with improved creative appeal and target audience engagement that allowed better return on investment for TV Ad buyers targeting high-value audiences.

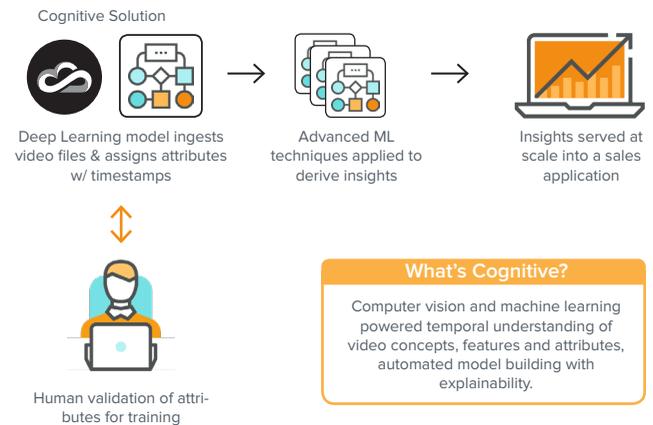


Figure 2: Generate machine-driven attributes and utilize more advanced ML for insight generation

IMPACT

With computer vision and machine learning, the brand achieves significantly deeper insights into ad efficacy as well as a much-expanded feature set.

- > 14X increase in features within the dataset
- Temporal view of the presence/absence of features
- Insights into how features impact ad performance when placed together or on their own