



**AUDIENCE 2016
MEASUREMENT**

Rebirth of a King: The Premiere of Spike TV's *Tut*



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Rebirth of a King: Spike Rebranding



Male-Dominated

Young People

Reality Dominant

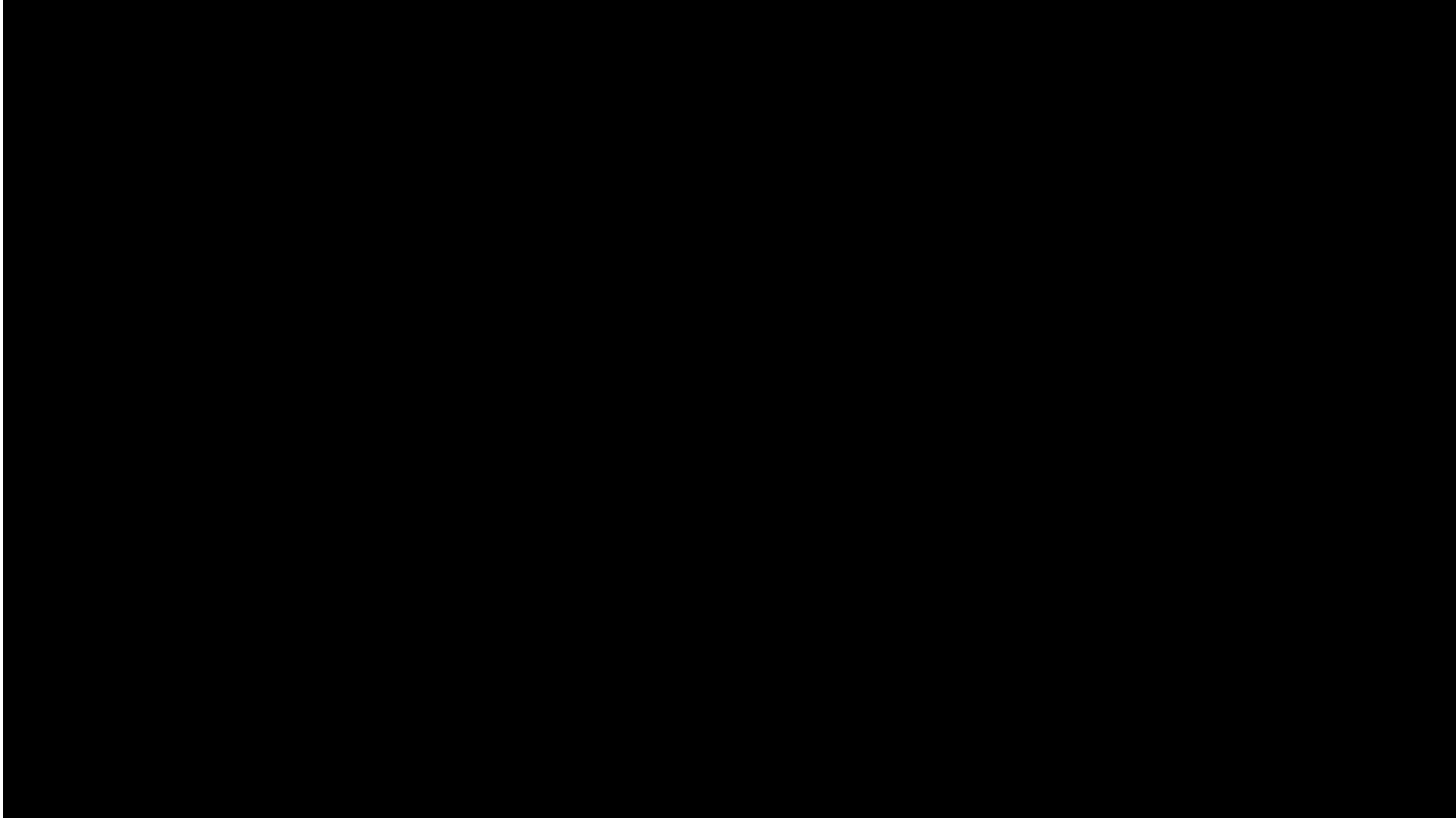


Gender Balance

Age Balance

Scripted Drama

Rebirth of a King: Spike Rebranding



Rebirth of a King: The Premiere of Spike TV's *Tut*

ACADEMY AWARD® WINNER
BEN
KINGSLEY

TUT

BOY. REBEL. KING.
3-NIGHT EVENT
7.19.15

Spike[™]
THE ONES TO WATCH



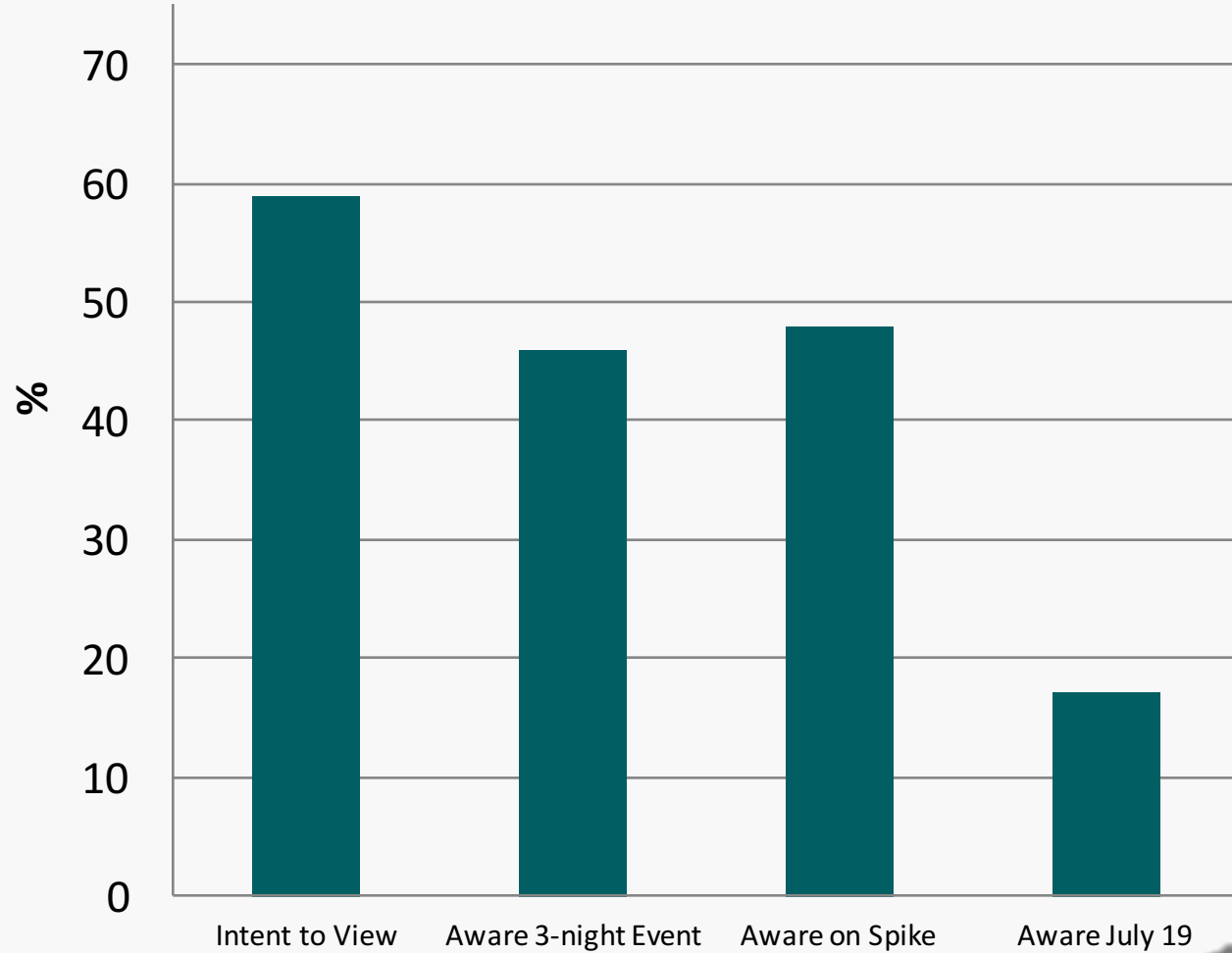
Rebirth of a King: Whose Tut?

AM



Rebirth of a King:

Pre-testing: Top 30-Second Spot



Rebirth of a King: Neuro-testing with Neuro-Insight

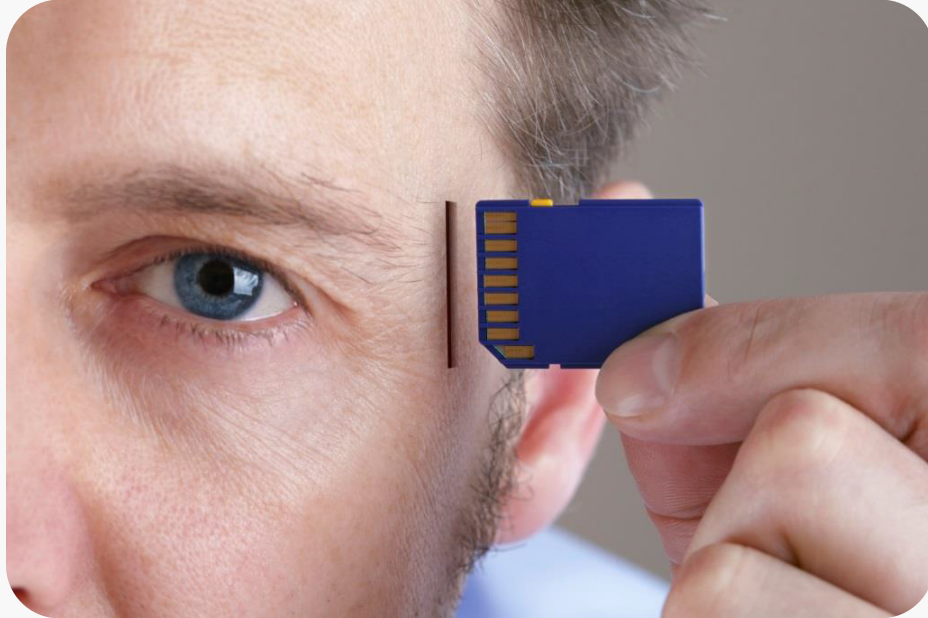


Steady State Topography (SST) measures rapid changes in activity in various parts of the brain relevant to consumer psychology.

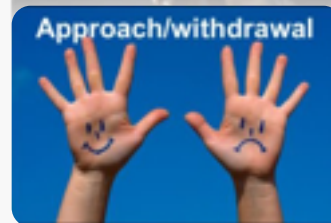
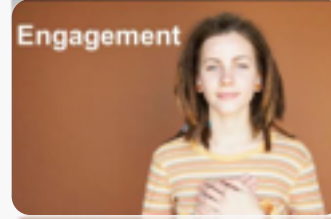
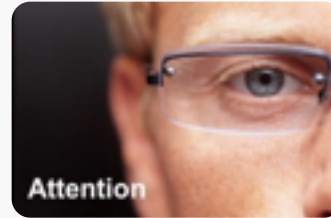


Rebirth of a King:

Key Metrics

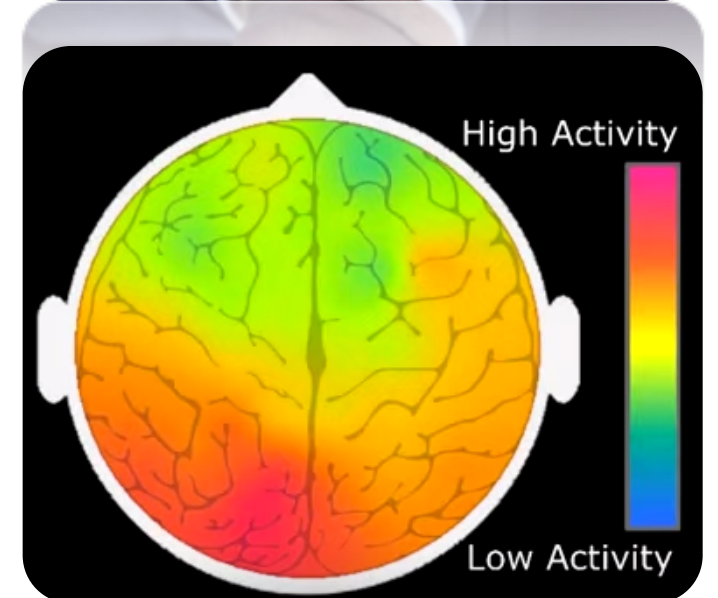


Long-term memory has been shown in peer-reviewed and published research to correlate with purchase behavior and in-market sales data.



Rebirth of a King: What's Really Important?

- Most Direct Indicator of Advertising Effectiveness is **Long-Term Memory Encoding**
- Likelihood of Advertising Influencing Later Attitude or Behavior is Indicated By Long-Term Memory Encoding at Point of Branding
- If a Message Is Not in Long-Term Memory, Cannot Effect Future Behavior or Attitude
- Long-term Memory Encoding is **Selective**.
 - Driven By Numerous Factors: **Emotion, Drives, Sense of Personal Relevance** etc.
 - Encoding in Long-Term Memory Means Brain Has Found **Relevance**
 - *A Hot Button Has Been Pressed.*



Rebirth of a King: What's the Big Deal?

- Evolving Neuroscientific Understanding of Long-Term Memory

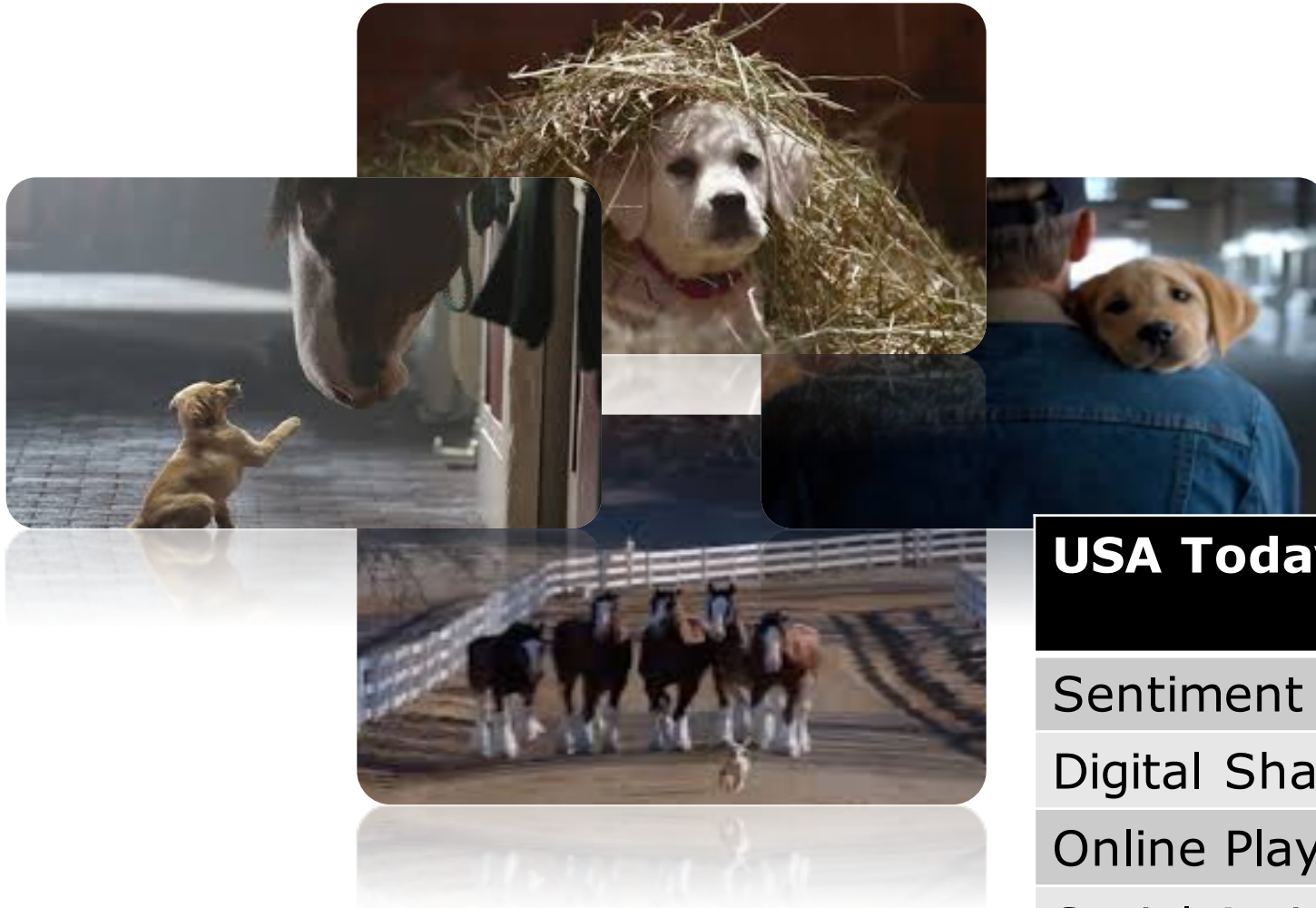


Long-term memory was understood as simply a record of past experience...



...but recent research suggests long-term memory evolved as a mechanism to guide future behaviour.

Rebirth of a King: Memory Encoding – Case Study



1 Budweiser
Lost Dog
Avg. Vote: 8.10 | Second Quarter | [DETAILS >](#)

**Budweiser's 'Lost Dog' The Consensus
Super Bowl Ad Winner
This Was the Most Successful
Commercial of the Super Bowl**

Best Super Bowl commercials: Budweiser's 'Lost Dog' by CNY native is 2015 winner

**Budweiser 'Lost Dog' Found Atop
Pre-Super Bowl Ad Week Race**

USA Today Ad Meter	#1
Sentiment	95% Liked It
Digital Share of Voice	11.97%
Online Plays	55,648,217
Social Actions	2,592,902

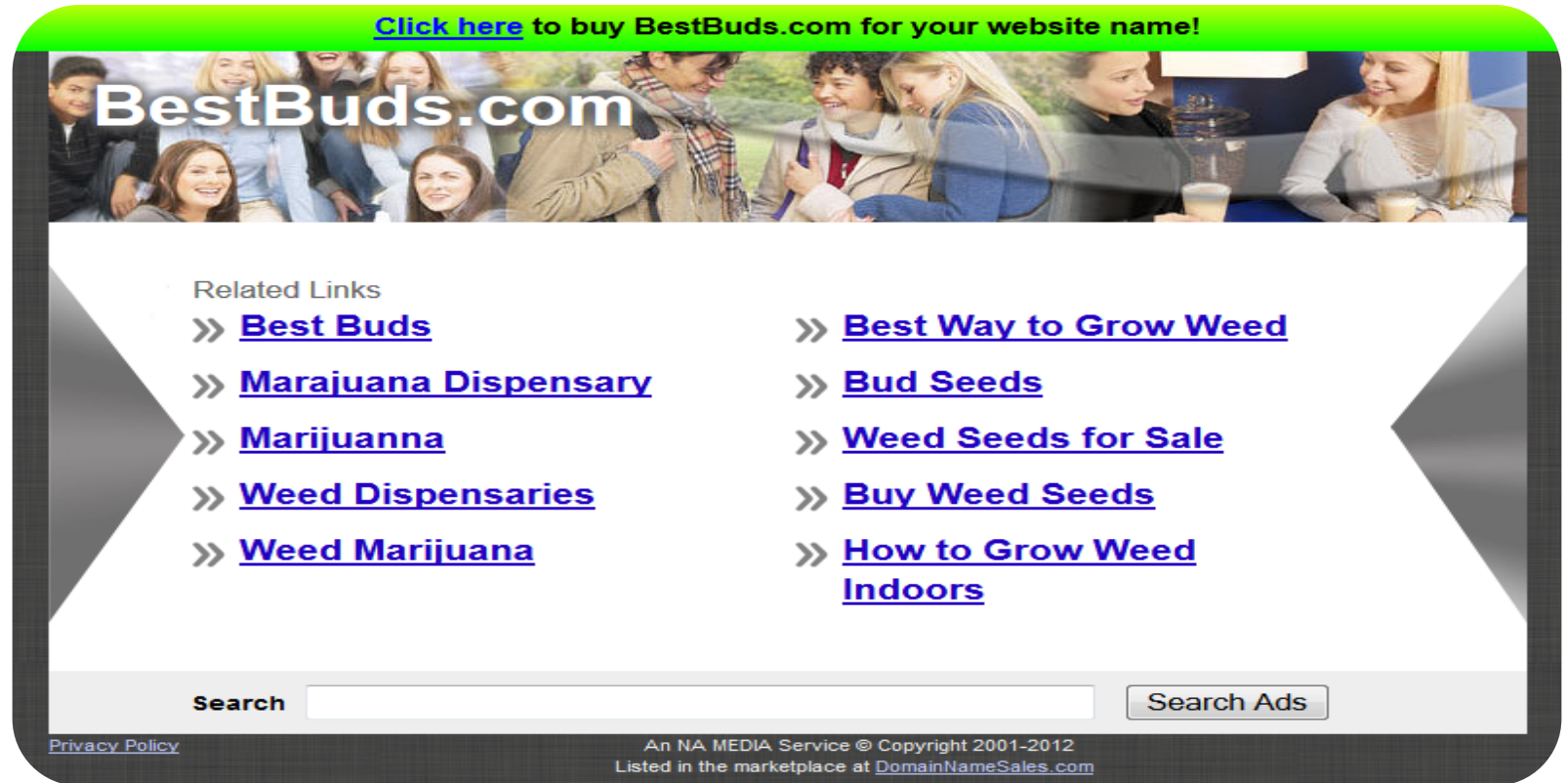
Rebirth of a King: Memory Encoding – Case Study

I would walk 500 miles for
that puppy
#SuperBowlSunday
#SBcommercials

What an ADORABLE pup. I
need him. 😊🐶 #BestBuds
#SB49 #brandbowl

Puppies sell.
#SBcommercials

The "Lost Puppy"
commercial. We. Can't Even.
#CommenceTears
#SBcommercials #SB49



#BestBuds just won the
internet! Puppies.
#BrandBowl
#SuperBowlXLIX

Nothing beats the Puppy &
Clydesdale commercial!
Nothing! #SBcommercials
#SuperBowl

Rebirth of a King:

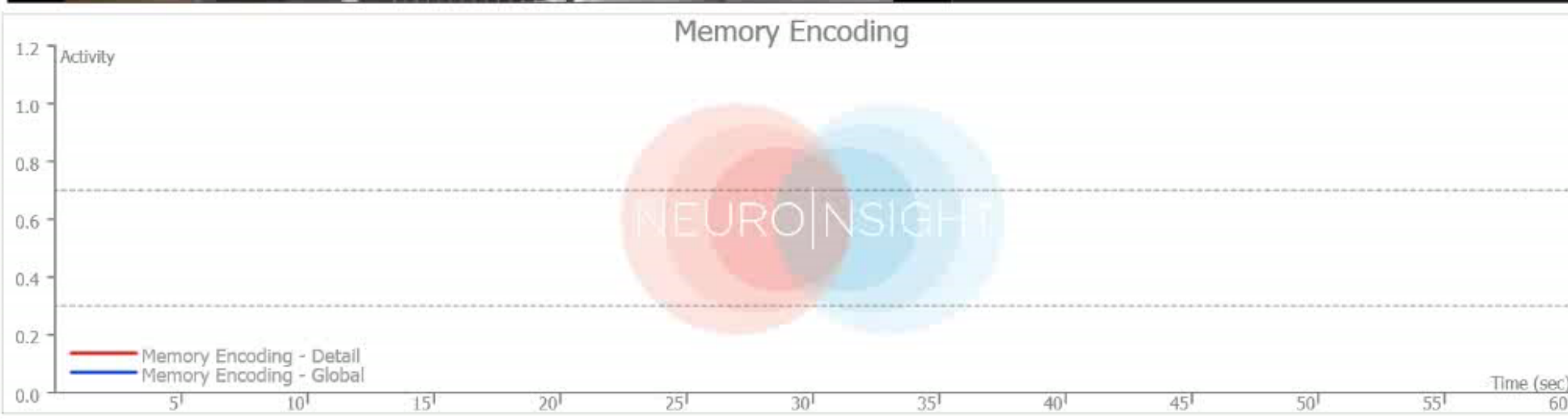
Post Broadcast Performance

“We’ve done the puppy commercials on the Super Bowl for the last three years and everybody loves them, [but] they have **zero impact on beer sales**. Those ads I wouldn’t air again because they don’t sell beer.”

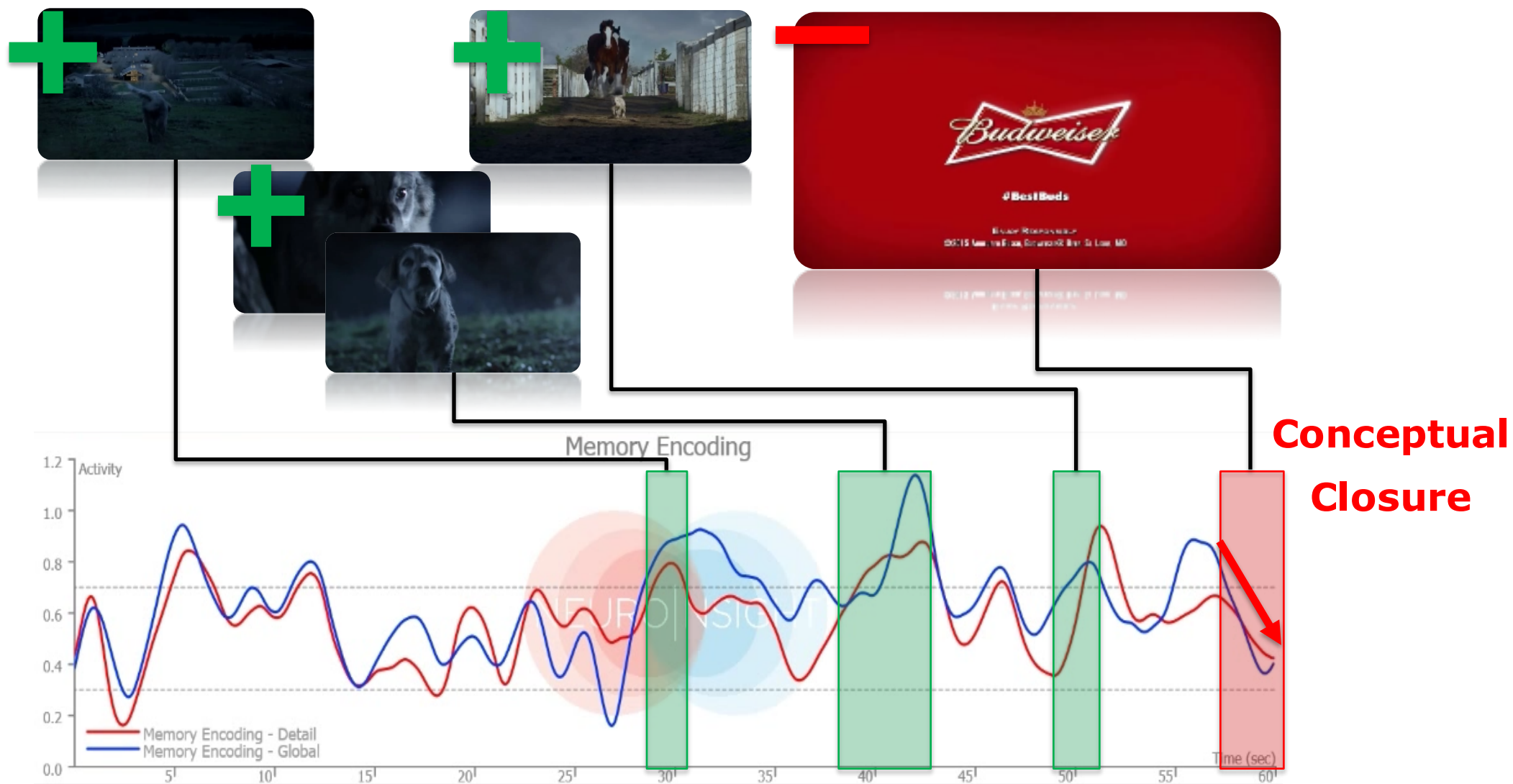
- Jorn Socquet, AB InBev’s vice president of marketing for the U.S

Rebirth of a King:

Memory Encoding Performance

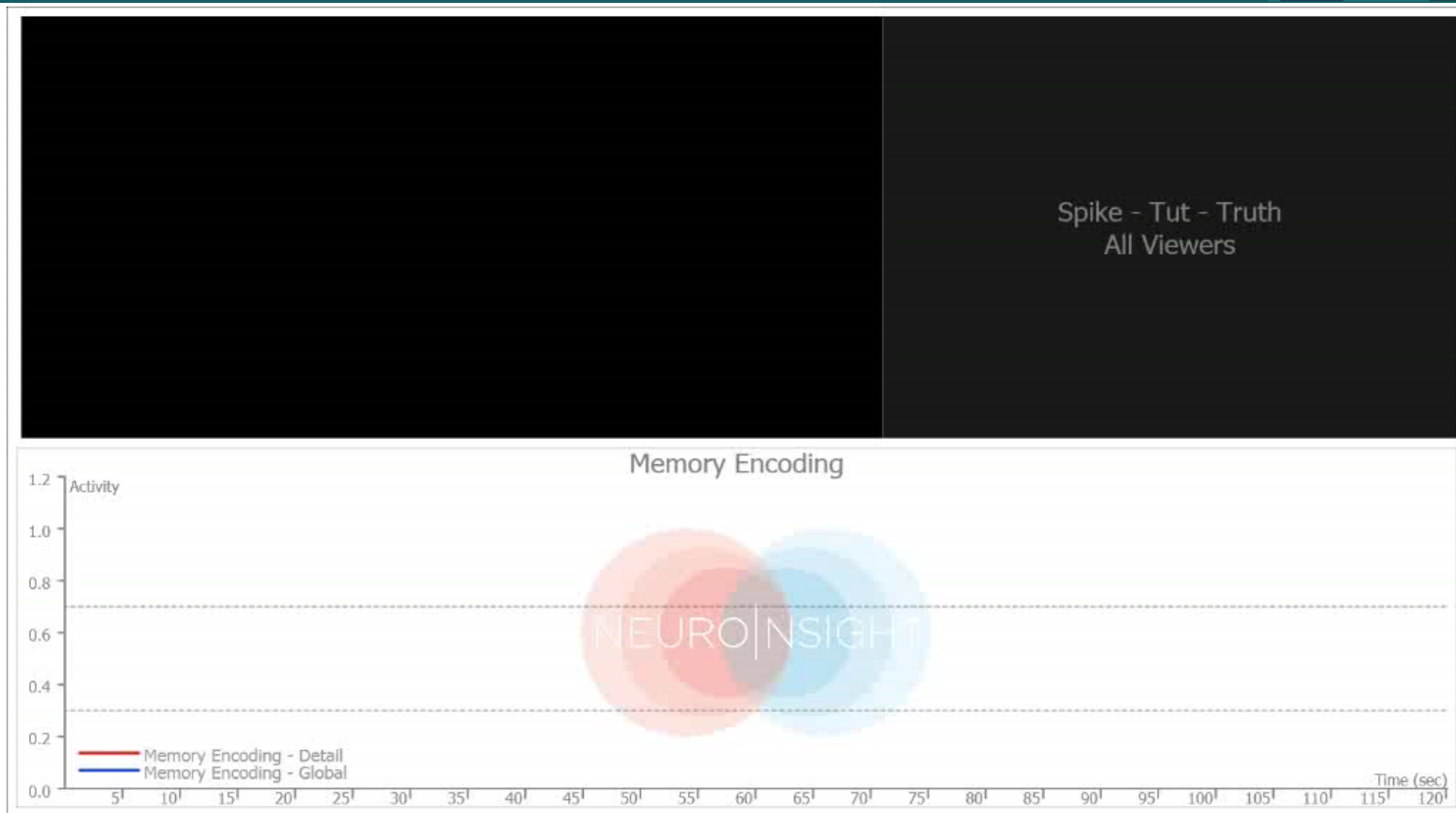


Rebirth of a King: Memory Encoding Performance

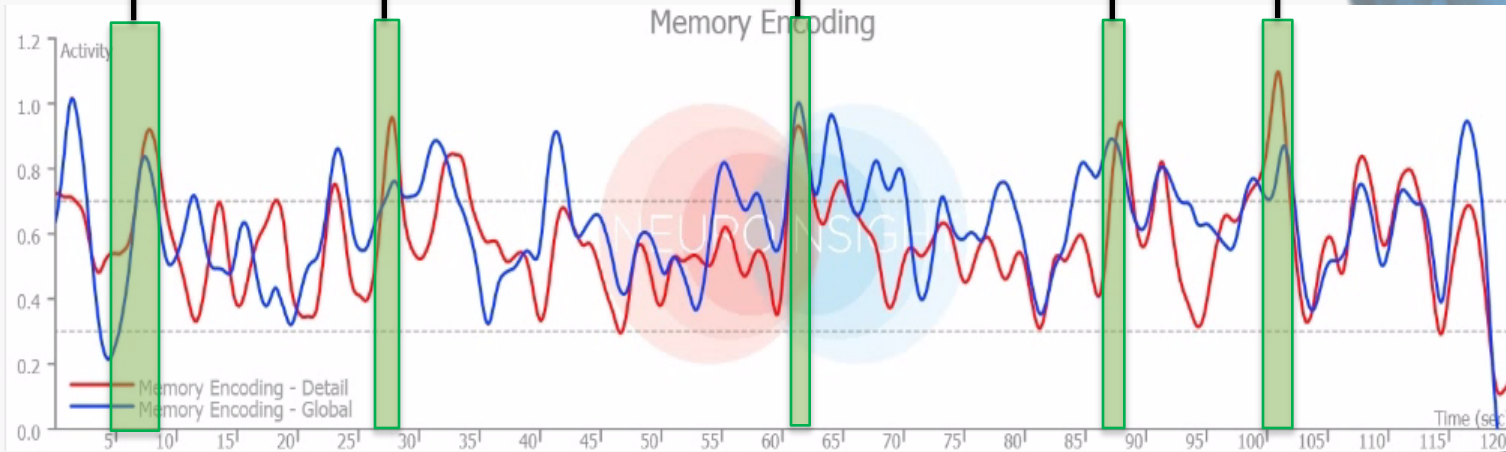
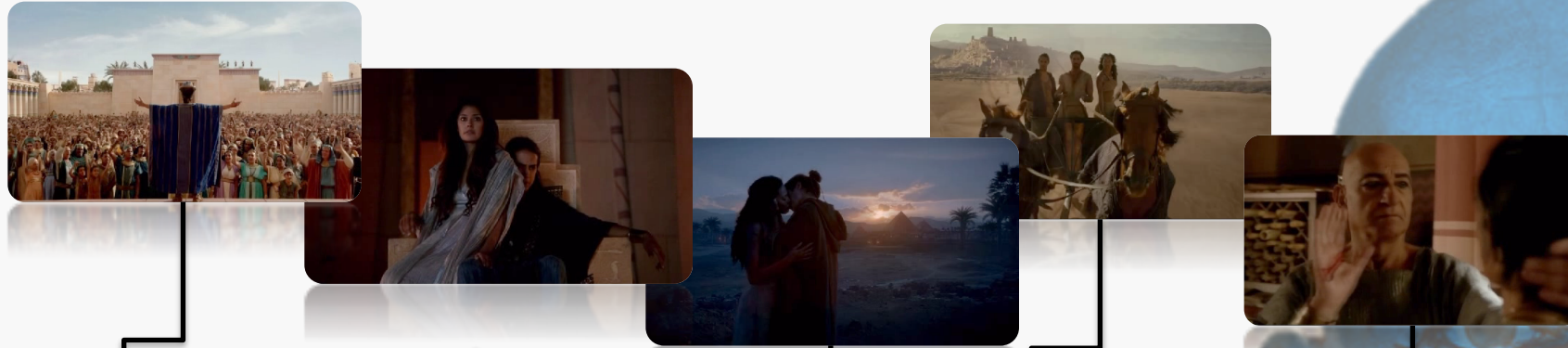


Rebirth of a King:

Memory Encoding Performance

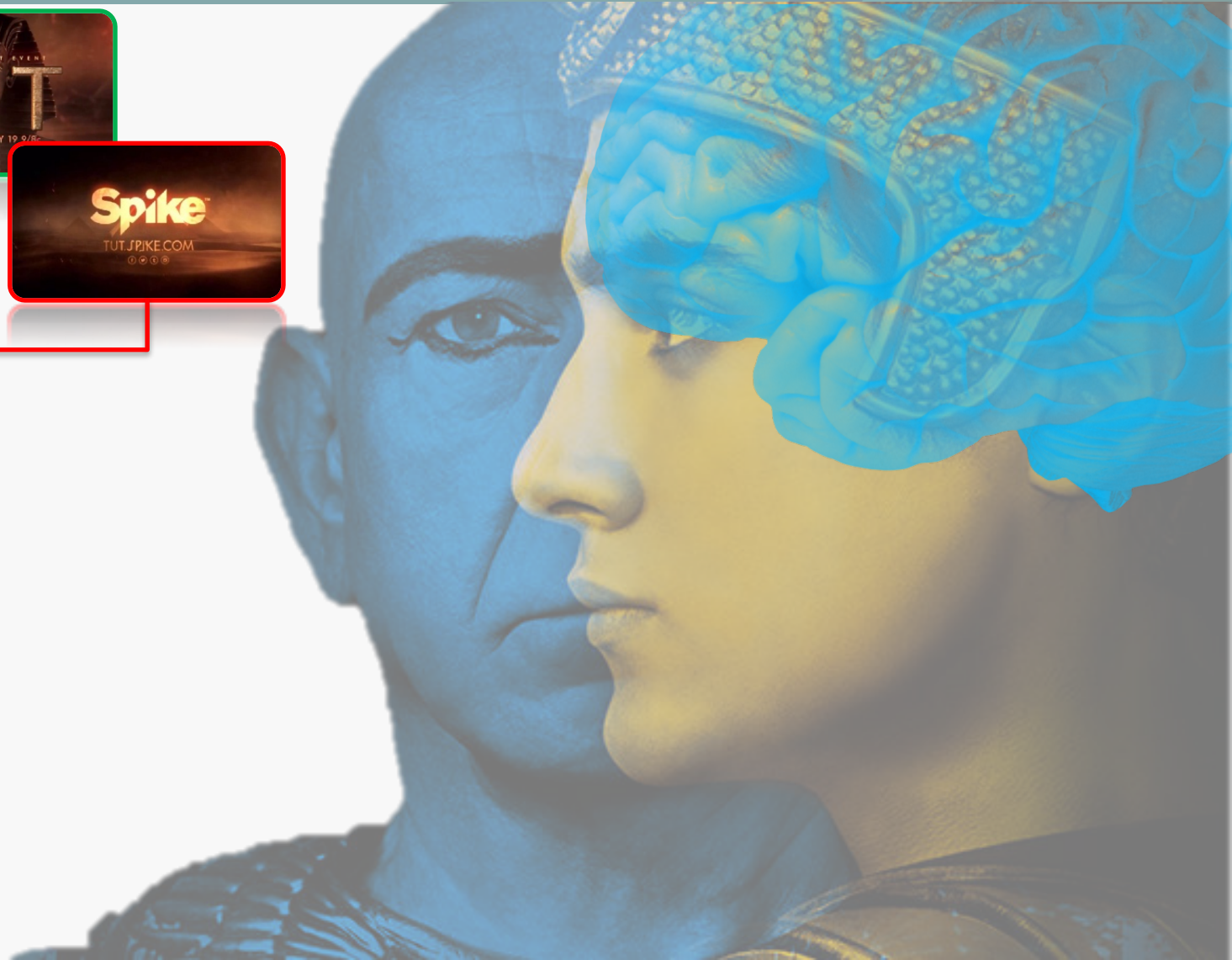
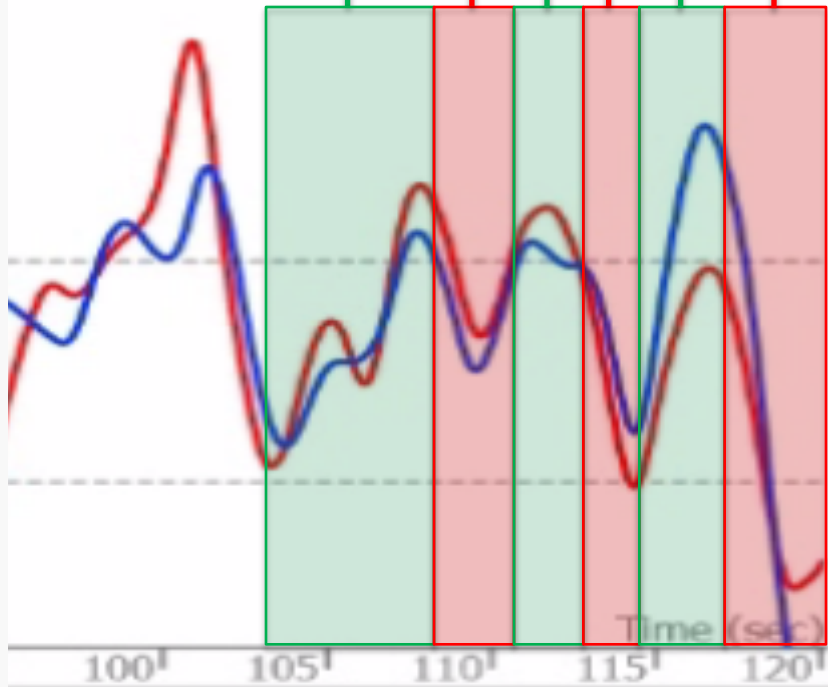


Rebirth of a King: The Most Memorable Moments



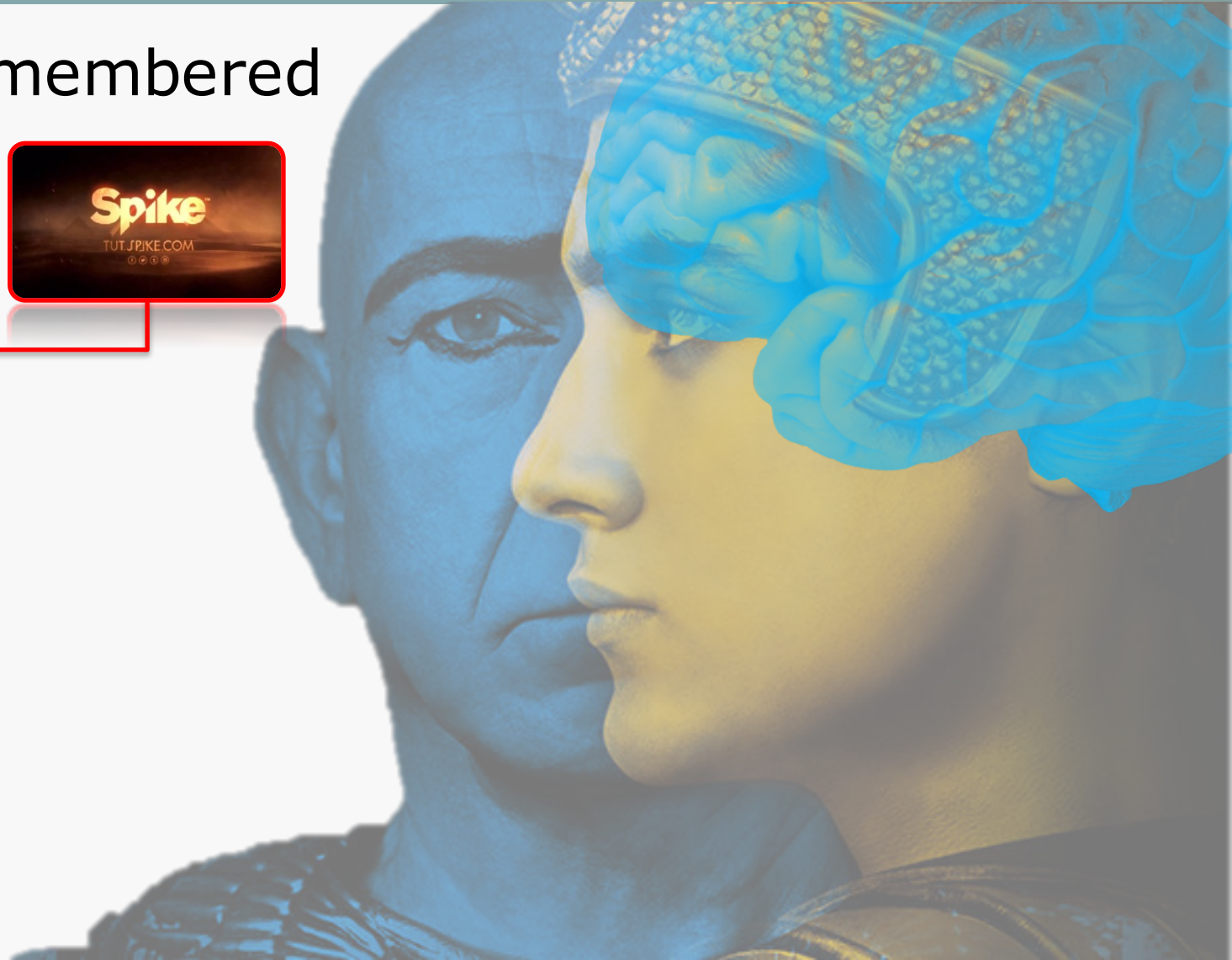
Rebirth of a King: Addressing Neuro Conceptual Closure

AM



Rebirth of a King: Spike Branding is Not Encoded Into Memory

Spike Branding is not remembered



Rebirth of a King: How to Address Conceptual Closure

Take advantage of most
memorable scene for branding



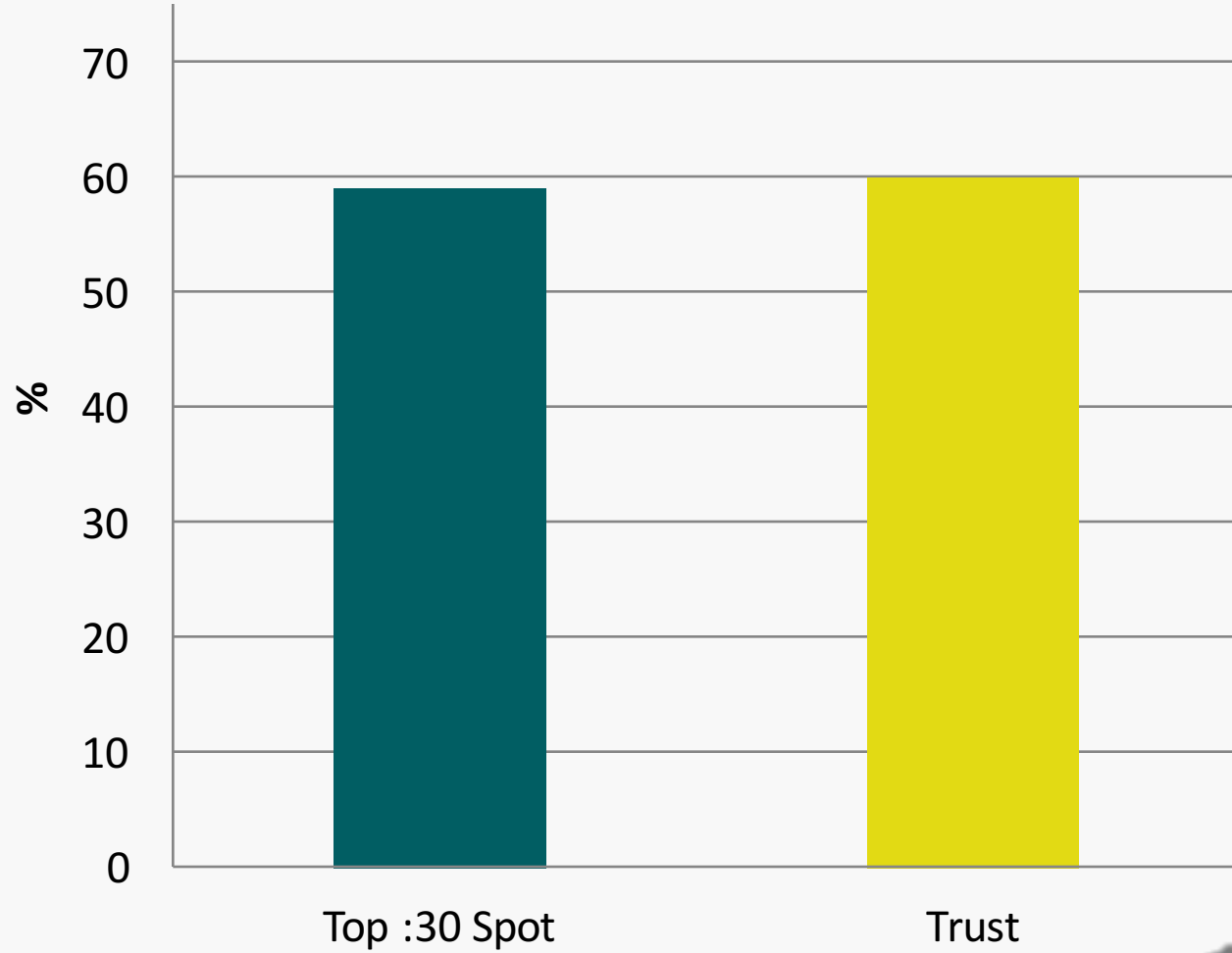
Rebirth of a King:

Final :30 Trust Promo



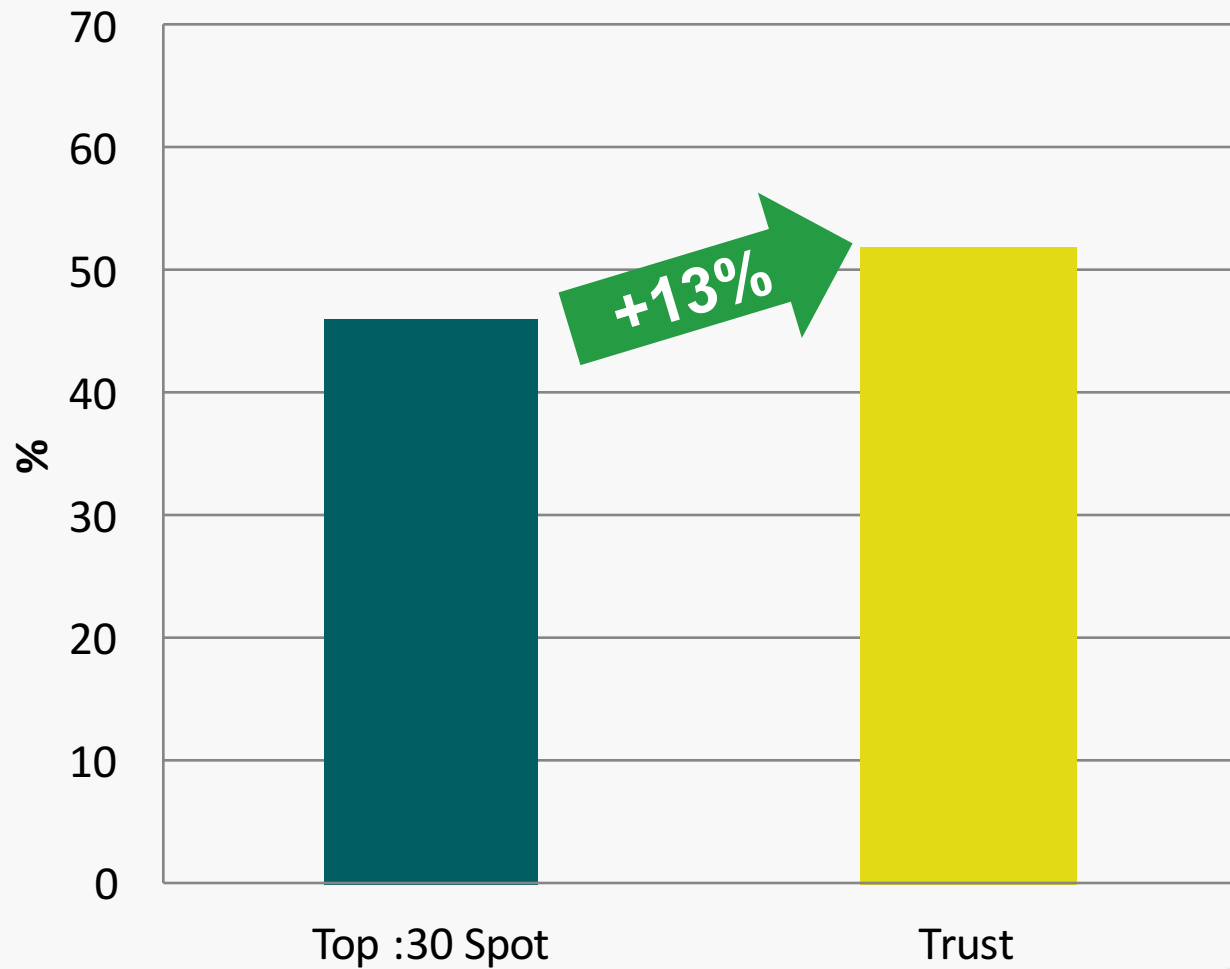
Rebirth of a King:

Top 2 Box Intent-to-View



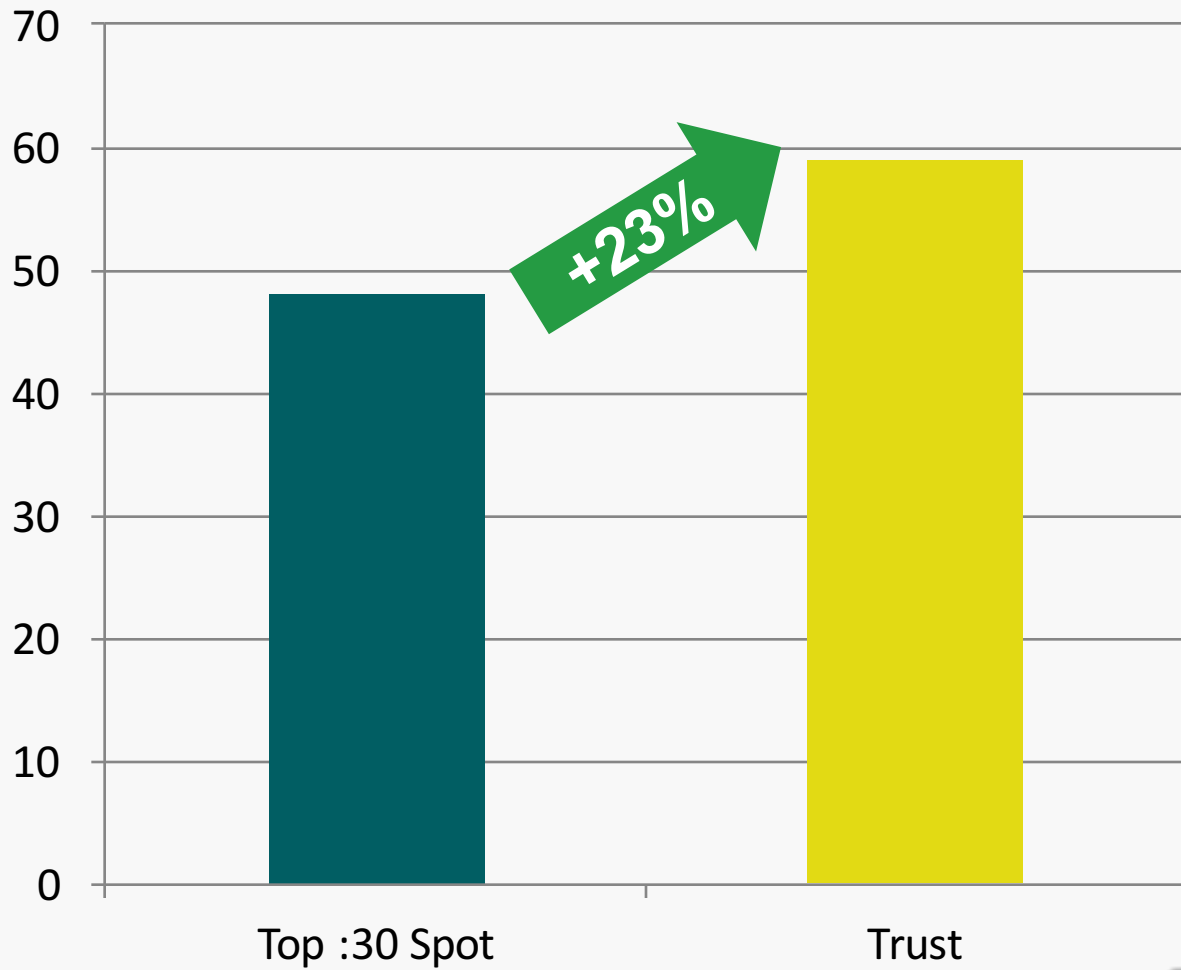
Rebirth of a King:

Aware Tut is a 3-Night Event



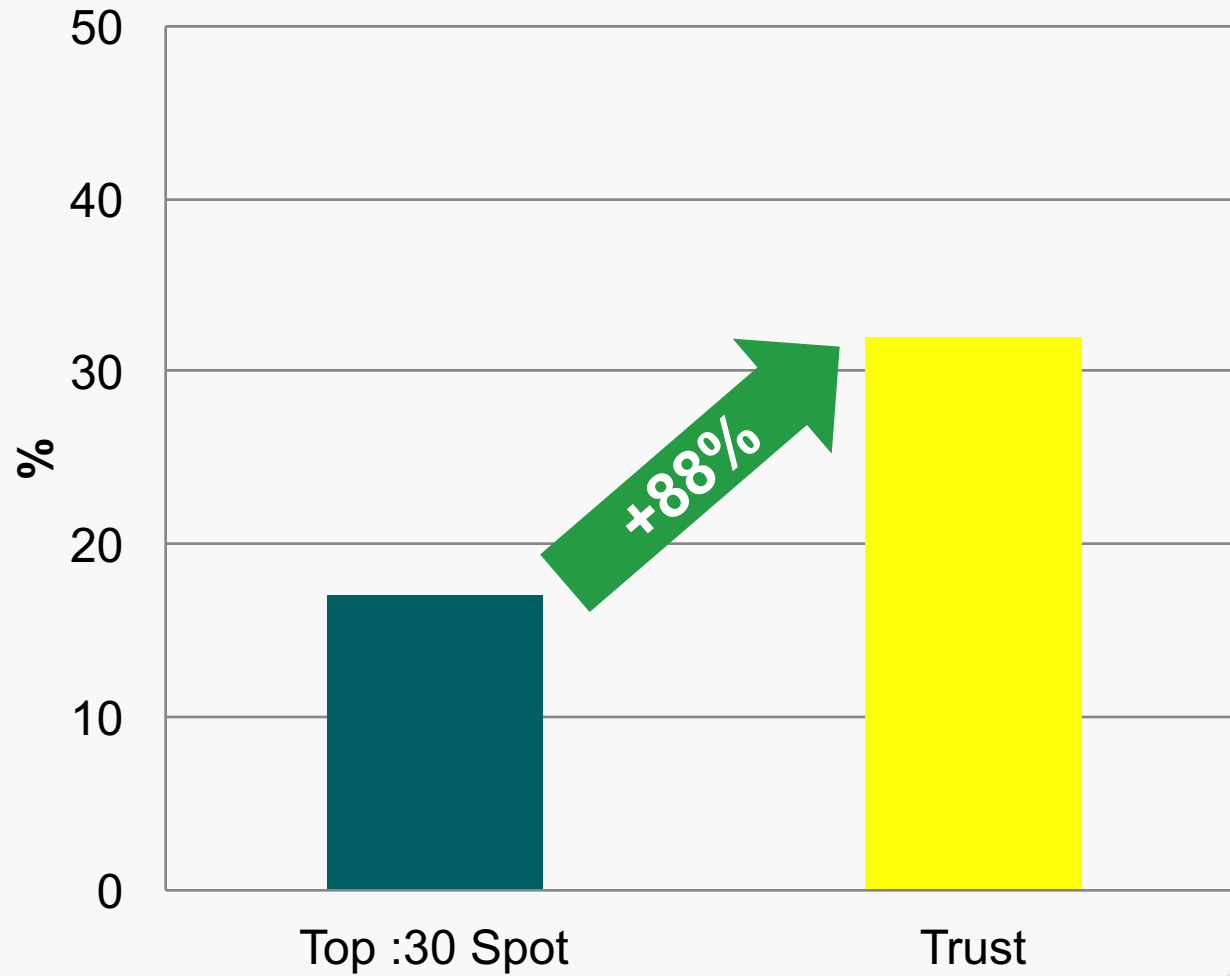
Rebirth of a King:

Aware Tut is on Spike



Rebirth of a King:

Aware July 19 Was Premiere Date



Rebirth of a King:
The Premiere of Spike TV's *Tut*

TUT

2.6 Million Viewers
Largest audience in
timeslot in 7 years



Thank You!



Spike

