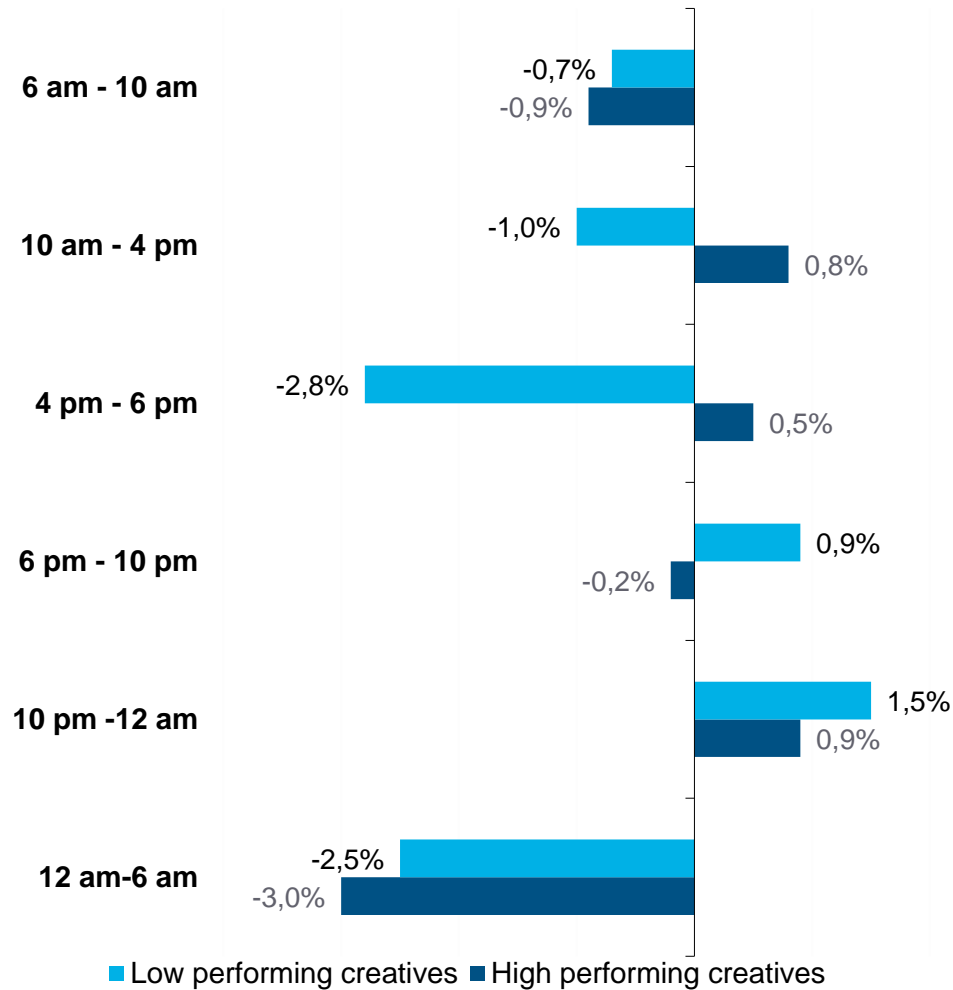


TV advertising: attention, creative quality & dayparts

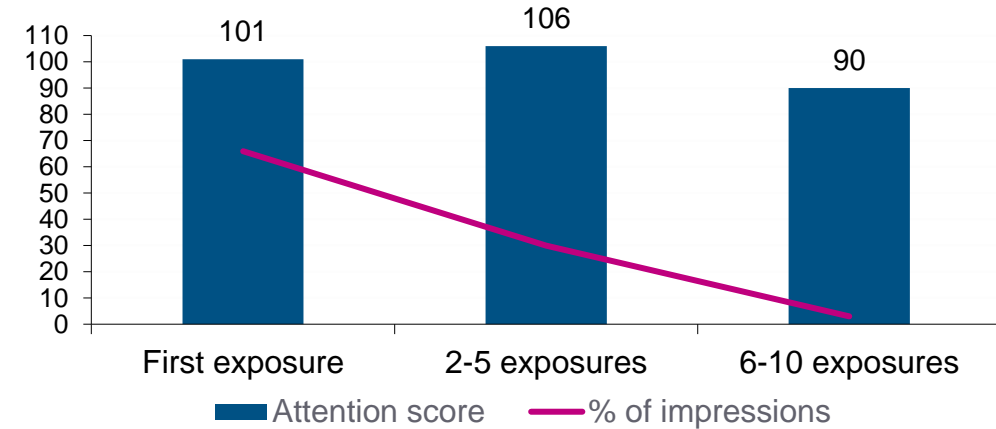
When poor creative executions may still « do the job »



% difference in attention per daypart



High performing ads experience wear out after 5 exposures



Low performing ads need time to allow for wear in

