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ATTENTION REIMAGINED

The New Age of Emotainment





In a practical world, we're seeking Entertainment

We live in a functional world where our needs overshadow our emotions, and the magic of our childhood fades as we grow up. Our everyday responsibilities can make our lives feel mundane, and we may forget the thrill that came with the novelty of childhood adventures. That joy of discovering new things, exploring unfamiliar places, and the wonder that every new day holds for us often feels like a distant dream.

How many of us still talk about the core memories and what we used to be? Life has become less exciting, finding ourselves longing to reignite our creative spirits, yearning for that lost excitement. We seek happiness by reliving and creating uplifting experiences.

And this is an open invitation for everyone, including brands, to refuel our lives with fun and joy, and people expect brands to fill this emotional void. Brands hold a more significant role than mere selling; they are an integral part of our cultural fabric and have the power to influence our emotions and guide us towards a more fulfilling state of mind.

Connecting beyond "Eyeballs Attention"

It's becoming more challenging for brands to connect with consumers in this fast-paced world of media consumption. With reach being no longer a barrier, brands must go beyond "eyeballs attention". Marketers face pressure to create lasting impressions and foster relationships beyond functionality. Humanizing the brand is crucial to make it relatable and memorable. And brands that evoke positive emotions like joy, happiness, and inspiration build stronger connections with consumers. Customer loyalty is invaluable in today's saturated market, and emotional resonance is the key. When consumers feel an emotional bond with a brand, they become repeat customers, advocates, and influencers. And by appealing to the hearts of consumers, brands can inspire loyalty and shape their consumers' behaviours.



Entertainment stories that inspire us to act

Storytelling lies at the heart of emotional resonance. Brands that can tell compelling stories rooted in entertainment, emotions, and human experiences, have the power to captivate their audience. Stories provide a vehicle for brands to evoke a wide range of emotions, from empathy and nostalgia to inspiration and hope. By crafting narratives that resonate with their target audience, brands can create memorable experiences that leave a lasting positive sentiment and impact. Emotional resonance happens when the right story opens your heart without you even realizing it. And suddenly, you think...

'aha!'

This moment of discovery or 'aha!' is the holy grail of storytelling.

When we watch something that resonates with us emotionally, we feel like we have found a piece of ourselves in someone else's story or experience. It can be a powerful and transformative experience with the potential to foster positivity, and it triggers the 'yes' mindset.

The Era of Emotainment; the ultimate emotional connection

Earlier emotional resonance could be experienced when reading a book, watching an opera, or exchanging stories around a campfire. Today, our social media feeds and video-sharing platforms are where we go to discover stories, be entertained, engaged, and find inspiration.

And some stories don't just resonate with us emotionally but get under our skin, creating a visceral reaction: goosebumps. Whether caused by awe, excitement or nostalgia, goosebumps are the **physical manifestation of being truly engaged with a story.**

But what is the science behind goosebumps, and how can it be measured? We needed answers.

So, Ipsos and Mediaprobe set out to conduct a **first-of-its-kind marketing research** to identify goosebumps-like moments on digital media by measuring electrodermal (sweat gland) activity (EDA) and heart rate activity from a sample of consumers in a naturalistic environment as part of a research project.

The research aimed to measure the incidence of high emotional resonance on digital media platforms and how brands can tap into this phenomenon to gain measurable impact.



Getting under the skin

Digital media consumption is not slowing down. From past research, **95% of users use digital media platforms daily to watch**, create or share content. In other words, they come to be entertained. **During a 30-minute session**, the research identified **5.26 goosebumps-like moments each user experienced** across key digital channels[2].



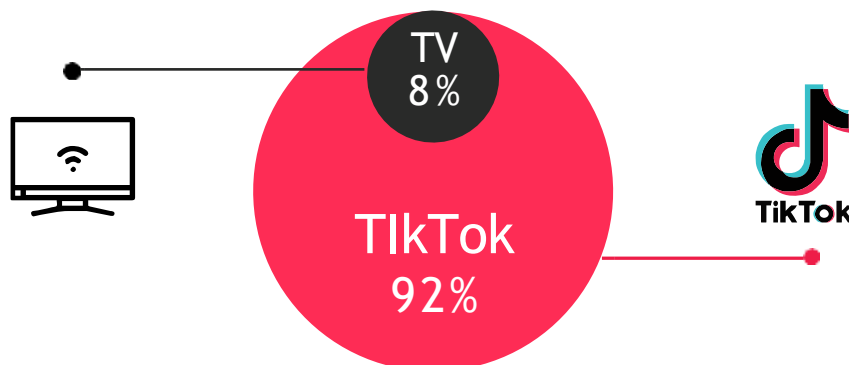
Compared to well established digital social and video channels,

online users felt 1.2x higher positive feelings on TikTok[2].

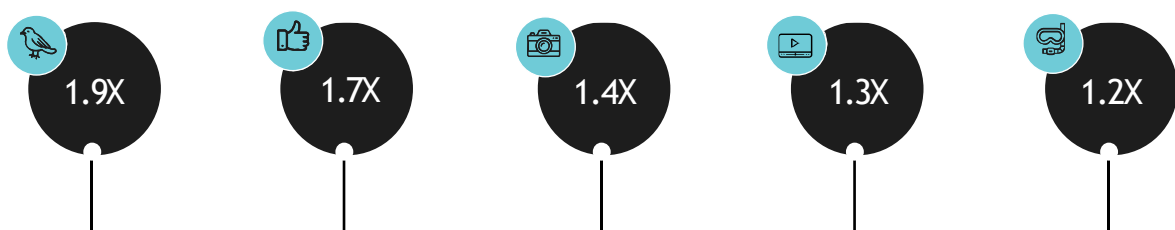
This firmly establishes TikTok's leadership in delivering memorable short-form video content with the highest capacity to induce goosebumps. And we know why. It is due to the quality of the content on the platform - from various studies. We know TikTok is perceived to be much more entertaining, fun, trendy, and inspiring, etc., versus other well-known digital platforms.

TIKTOK IS #1 PLATFORM DELIVERING QUALITY ATTENTION

Percentage of time spent on TikTok vs TV - natural experience



TV viewership white on platform when compared to TikTok



Moreover, **TikTok** is the **most immersive** platform to deliver the **highest quality attention**, with **92% spending time** on TikTok versus on TV[3].

It's about the quality of the content being watched

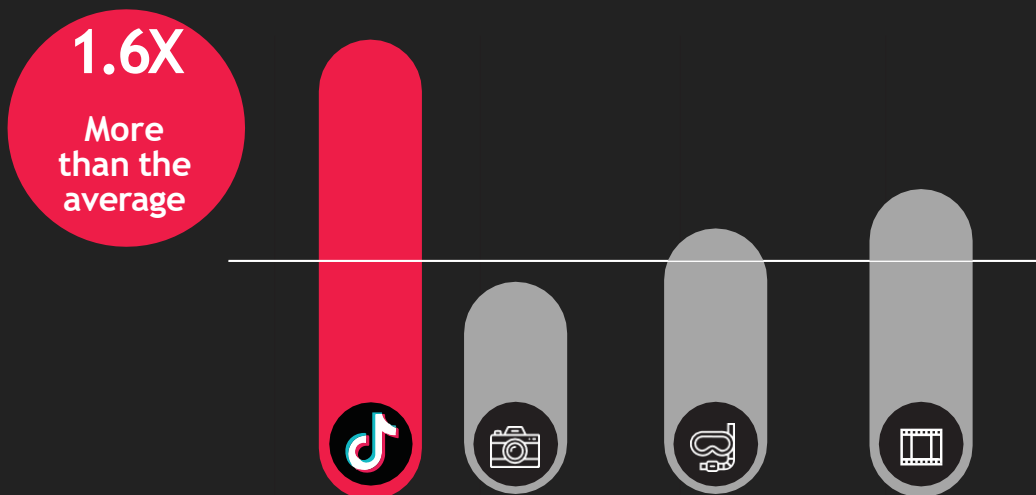
TikTok holds **active attention** with more watch time per individual content piece compared to the other digital platforms, highlighting the quality of attention.

Users spend **1.6x more time** on each video compared to average digital channels. It clearly indicates TikTok's positioning in watching content vs checking, standing out as a 'Thumb-Stopper'[2].

Not only this, **branded content** on TikTok is **2x more likely to induce goosebumps** compared to other platforms[2] because TikTok manages to garner higher quality of attention than other platforms, and therefore users spend more time on ads[3].

TikTok is the strongest digital channel in holding **"ACTIVE ATTENTION"**

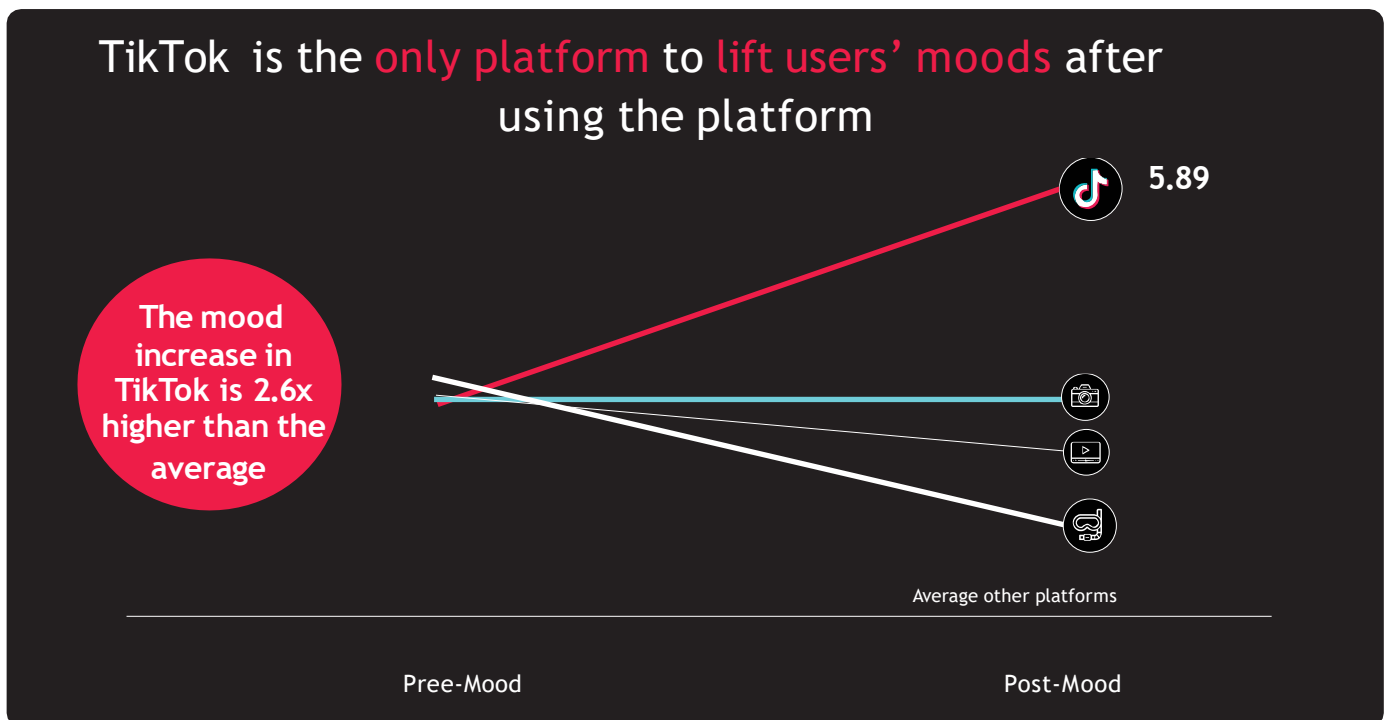
Average time (in sec) spent per unique videos (UGC + ads) seen in a 30-minute session



Source: Impact of Emotional Entertainment on Business Research conducted by Ipsos in UAE, 2023



The impact of goosebump-inducing content **extends well beyond the momentary physical reaction**. It can be mood-uplifting, and **TikTok is the only platform** to lift users' mood after using the platform - the mood increase on TikTok is **2.6x times** higher than the average of other digital platforms [2].



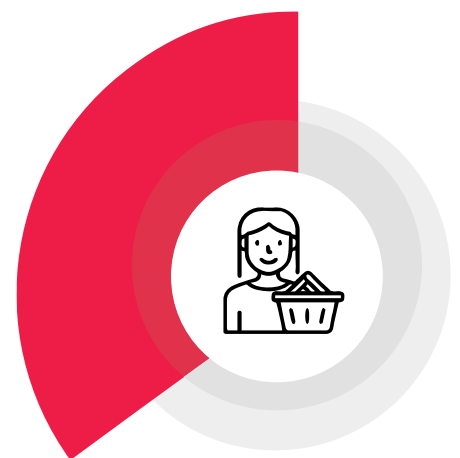
Heightened engagement: A shortcut from discovery to purchase

So, what does this mean for brands? And how can they leverage entertainment platforms like TikTok to create moments that touch consumers' hearts? Well, people are no longer interested in seeing traditional ads. People seek entertainment as the ROI for their time spent on digital media channels.

Ads on TikTok naturally evolve from its content with entertainment as part of its DNA. It allows users to engage with it effortlessly and with a discovery mindset.

Emotional resonance can influence consumer behaviour and purchase decisions. Studies have shown that entertainment storytelling in advertising can lead to higher brand recall, brand loyalty, and even increased willingness to pay for products or services. **"34% of shoppers tend to spend more due to emotional triggers" [1].**

These emotional triggers such as inspiration or exploration of FOMO, have 1.5x more impact on impulsive buying and higher spending than functional triggers like offers or promotions.



68% were motivated to shop on TikTok due to finding inspirational content[1].



The level of engagement is a key driver of purchase.

And this is where TikTok shines.

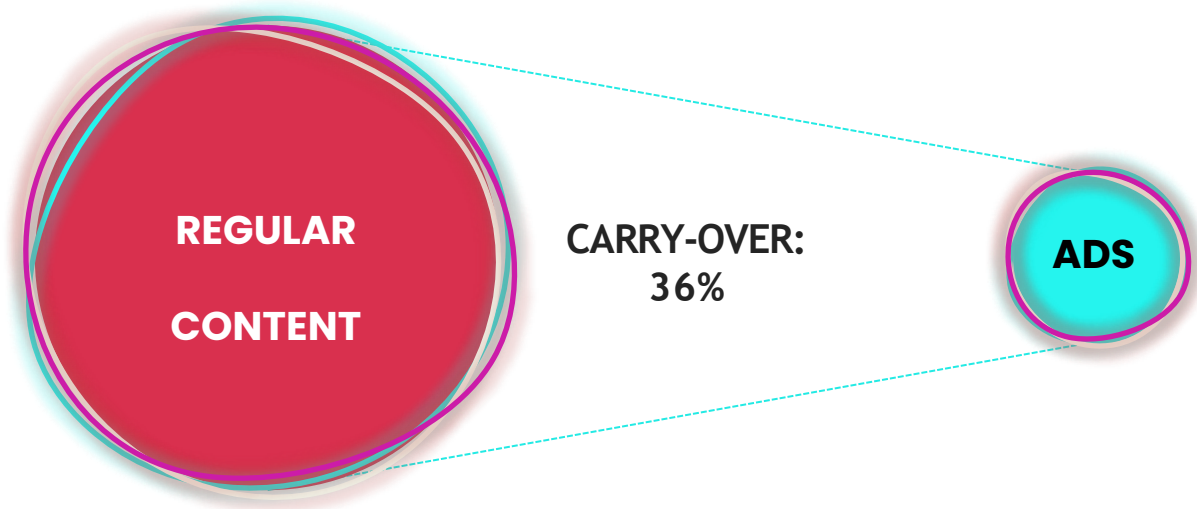
Emotainment converts: Impact on business metrics

Content on TikTok takes less time to engage users compared to the other platforms, which translates into higher opportunities for brands to leverage these high-arousal moments on the platform.

TikTok content has a strong halo effect on ads

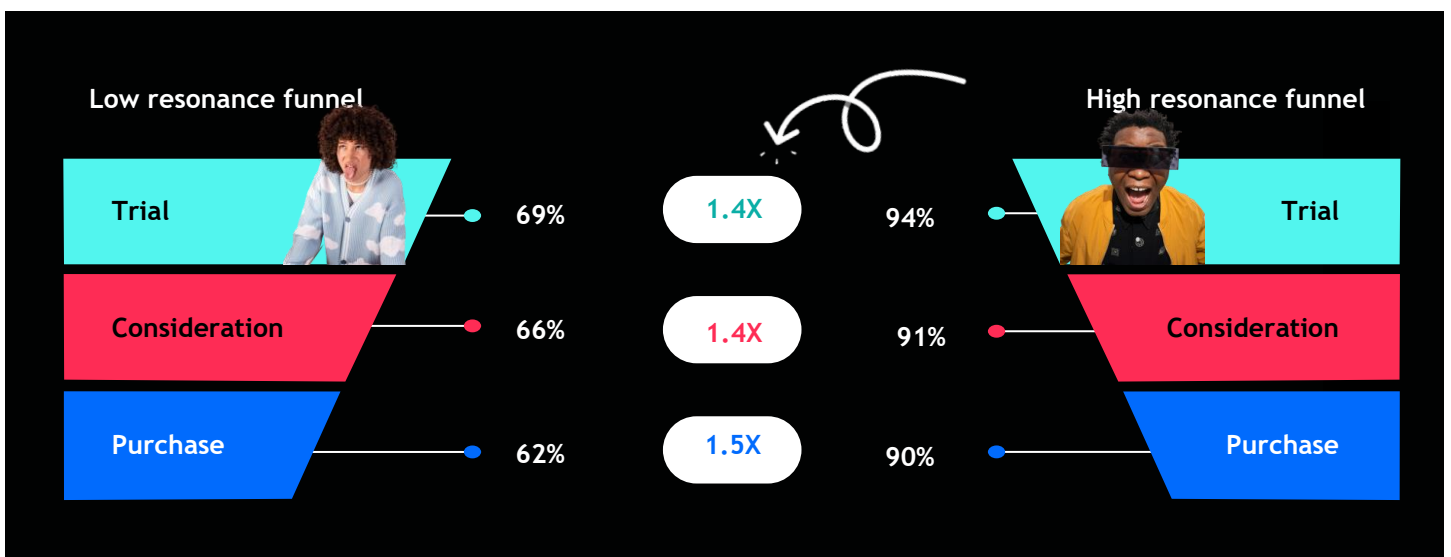
High arousal content creates high arousal reactions to advertising, which leads to a stronger brand recall. Users who experienced high levels of engagement were **2x more** likely to recall ads during a session, with **TikTok users more likely to remember ads**[2].

Moreover, by placing your brand on a platform that promotes and creates high arousing moments through content, emotional activation will spill-over to your ads and improve your performance in key business metrics. **More than 1 in 3 report this phenomenon on TikTok**[2].



Users who experienced moments of high emotional resonance are **1.5x more likely to purchase** a product or service across digital media channels[2].

CONVERSION FUNNEL



And it is further amplified when a moment of high emotional resonance happens on TikTok. **Users are +1.1x more prone to try, consider, and purchase a product or service**[2].

CONVERSION FUNNEL ON TIKTOK



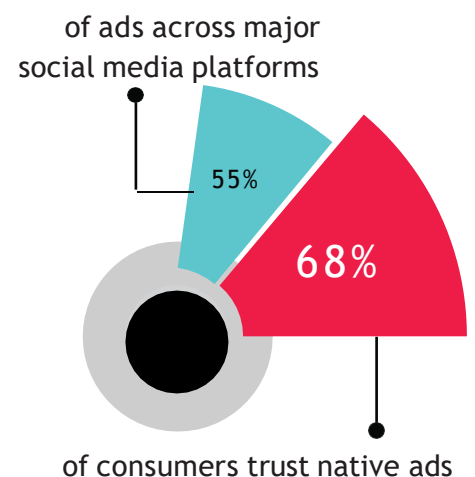
A recipe book for goosebump-inducing content

While it is clear from the data 'why' brands need to be on TikTok, the next big question is 'how'. How should brands be present on the platform for maximum impact? Is there a recipe for goosebump-inducing content that brands can use to win the hearts and minds of users?

We have the recipe!

Step 1: Mix in a knob of native content

Native content is considered one of the most preferred types of advertising. **68% of consumers trust native ads** in an editorial context, compared to **55% of ads** across major social media platforms[2]. TikTok native content leverages platform-specific elements, trends, or art styles you can only find or use on TikTok. It is the language TikTok users know, understand, and resonate with. Native content on TikTok feels more authentic and hence more likely to tug at the user's heartstrings.



Step 2:

Add a dollop of positive tone

Goosebumps can be positive or negative. TikTok is filled with positive content and people who see the glass as half full. It is no wonder that TikTok generates higher positive emotions than average other channels. Whether it is a motivational speech, a heartwarming home video, a simple message of self-care, or even a moment of a new discovery, content baked in with a positive tone outperforms neutral or negative tone content in uplifting the mood of the users in a matter of seconds. Brands can engage with their audience at a deeper level by adding an element of positivity.

Step 3:

Sprinkle one or many human characters

TikTok videos featuring a human character fare better in terms of audience engagement than those that do not have a human element. It could be because of the trust and strong connection invoked when users see a human on the other side of their digital screen.

We have noticed this in earlier studies too, where TikTok creators display authenticity inspiring others. Just adding a human face can boost the likelihood of generating a moment of high emotional resonance by 12%[2].



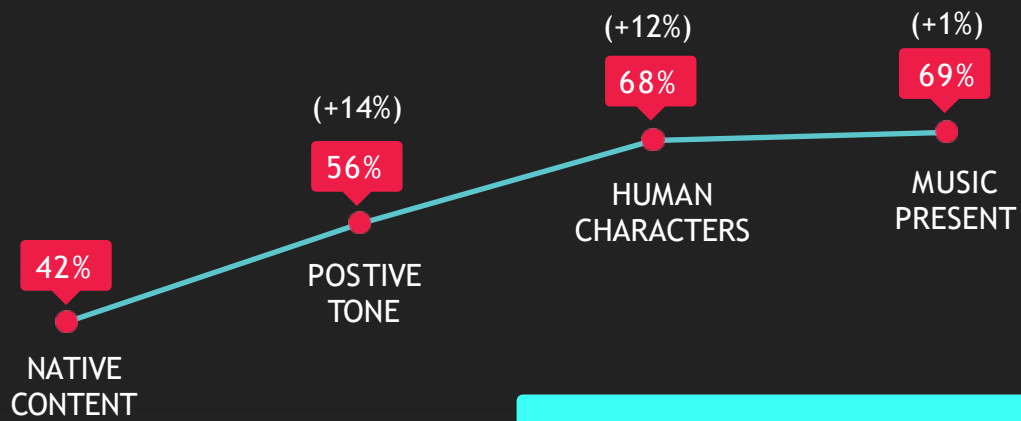
Step 4:

Serve with a garnish of music

Music makes everything better. Throughout history, music and video have always been intrinsically interconnected. Music has this inherent ability to evoke strong emotions and create a bond with viewers. Sometimes just thinking about a song or a tune can uplift your mood. 81% of marketers say music enhances video engagement. Brands looking to leave a mark on their audience should consider adding music to their video content. It is particularly evident on platforms like TikTok (Sound-On platform), where incorporating music into content increases the likelihood of users becoming more engaged. The strategic use of music creates a captivating and immersive atmosphere, amplifying the overall impact of brand communication and fostering deeper connections with the audience.



Create **native** content for the platform and spice it up with **positive tone**, **human characters** and **music**



Start by creating Native Content for digital platforms. Content creators can improve the likelihood of developing goosebump-inducing videos by adding other creative content features such as a positive tone and human characters.

Shoppertainment; where Emotainment meets Commerce

This scientific research on emotional entertainment clearly demonstrates the profound impact that goosebump-inducing content can have on digital users, particularly on TikTok. And the effect goes beyond entertainment and engagement as users are driven to take action. This type of content not only enhances the overall evaluation of the platform but also uplifts users' moods. Consequently, they are more likely to remember and respond to advertisements, resulting in increased purchase intent and a higher willingness to try new products or services.

TikTok is the one-stop shop for users seeking entertainment, inspiration, and emotionally captivating stories that evoke strong reactions which significantly influence shopping behaviour. TikTok's content holds consumer attention higher than any other channel, offering brands an open canvas to narrate their stories with unlimited possibilities, building a direct bridge with customers, leaving a lasting impression in their minds, touching their hearts, and ultimately influencing their purchasing choices.

References

- [1] Shopping Triggers Research conducted by Ipsos in UAE, KSA, and Turkey, 2022
- [2] Impact of Emotional Entertainment on Business Research conducted by Ipsos and Mediaprobe in UAE, 2023
- [3] The Neuroscience behind TikTok's relevance conducted by Ipsos and Neurons in MENAT (UAE, KSA, Turkey, and Egypt), 2021

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