

# Designing media for memory

How to close  
the efficiency-effectiveness gap

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# Our international network

Our members are multiplatform TV & audio companies of all shapes and sizes: public service and private broadcasters, national and international, pay TV and free to air, mass reach and thematic, linear & streaming.

Our network of 180+ businesses across 40+ markets includes:

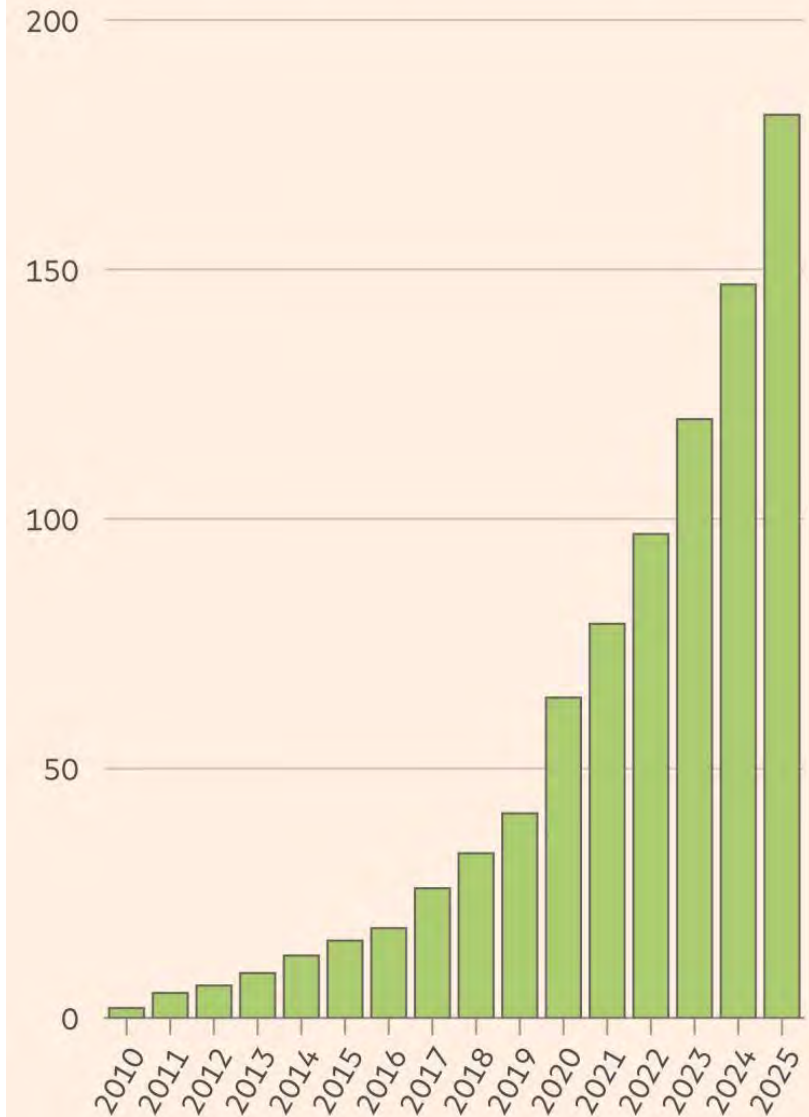
- 100+ multiplatform TV companies
- 75+ audio companies
- Plus, national trade bodies & associations





# We never had more data.

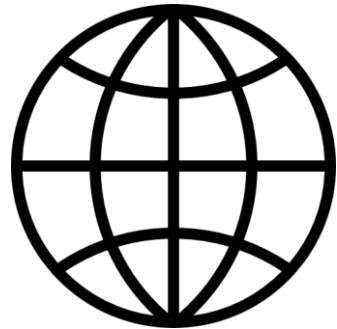
Global data volume generated annually, in zettabytes\*



# Digital adoption accelerates



**+0,9%**



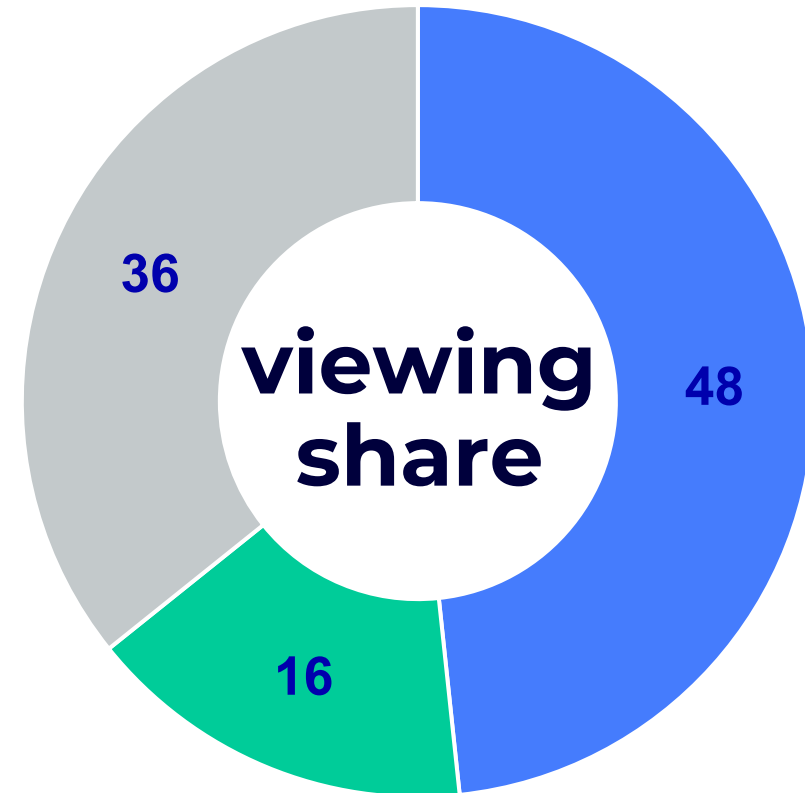
**+2,5%**

Source: Global Web Index, 2025

# Video consumption reorganises

avg. daily viewing time  
linear TV

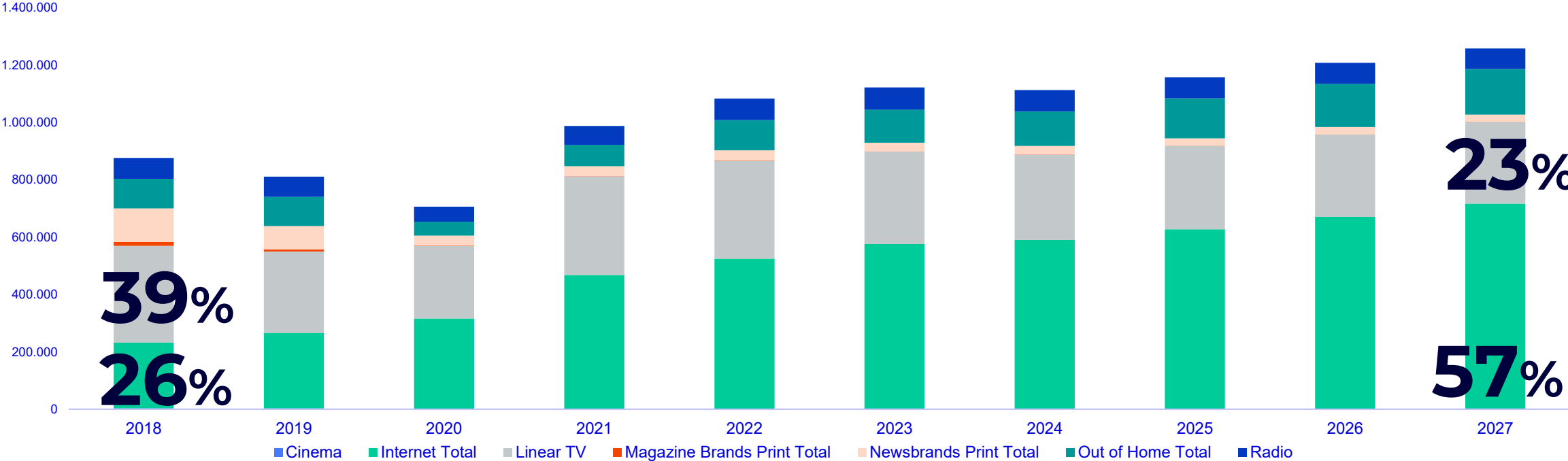
4h26 min



Source: Ibope Chile April-December 2025, all devices, total population

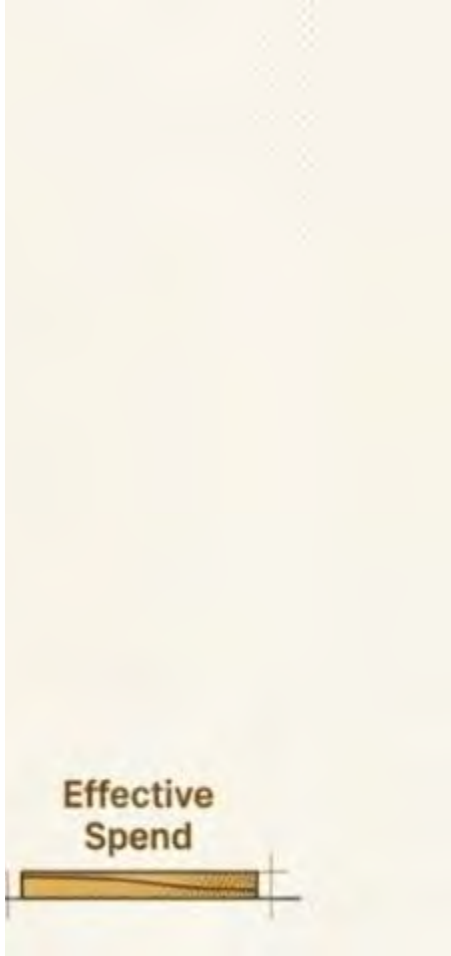
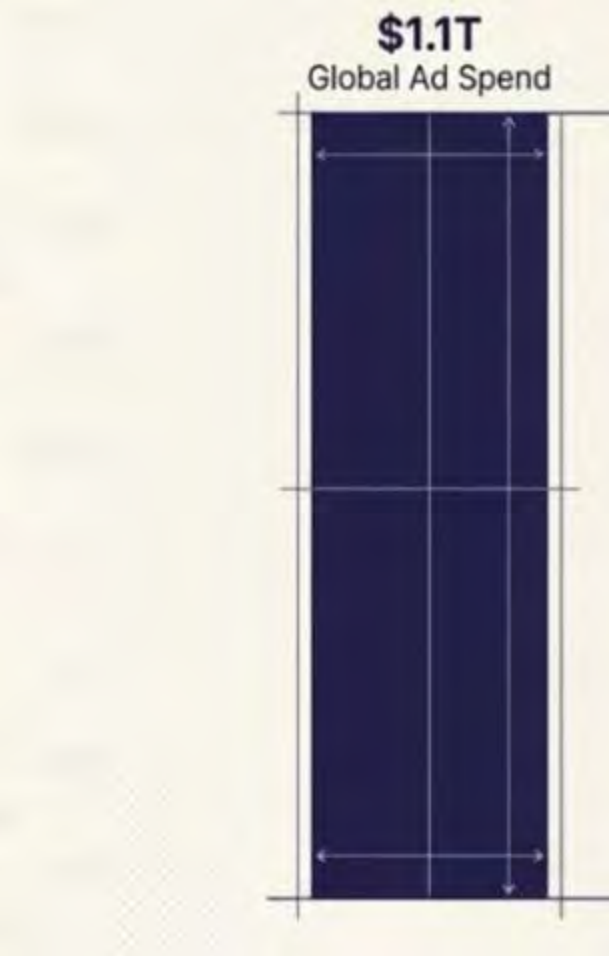
■ Linear TV (Free) ■ Linear TV (Paid) ■ Video platforms

# Digital spends more than doubled in less than a decade



Source: WARC, 2025-2027 (forecast)





Source: Neurons, The Waterfall of Cognitive Waste, 2026

Retargeting (1 feed)

Spent \$6,335 / \$8,000 79%

CHANNEL / FORMAT	SPENT	IMPR	CPM	CLICKS	CTR	VIEWED	YTF	CONV	CVR	ROAS	DELIVERY
DV360 Full website (Google) (Google) Secondary	\$6,335.00 + \$4,000	528,800	18,568	2.8%	+0.3%	528	5.0%	3.2x	+1.8%	79%	

Impressions & CTR

Clicks & Conversions

Demographics & Interest

Audiences & Segments

Daily Impressions & CTR Trend



enter

the optimisation era

Daily Spend



On/Above Target Below Target Expected Pacing Significantly Below Time Progress

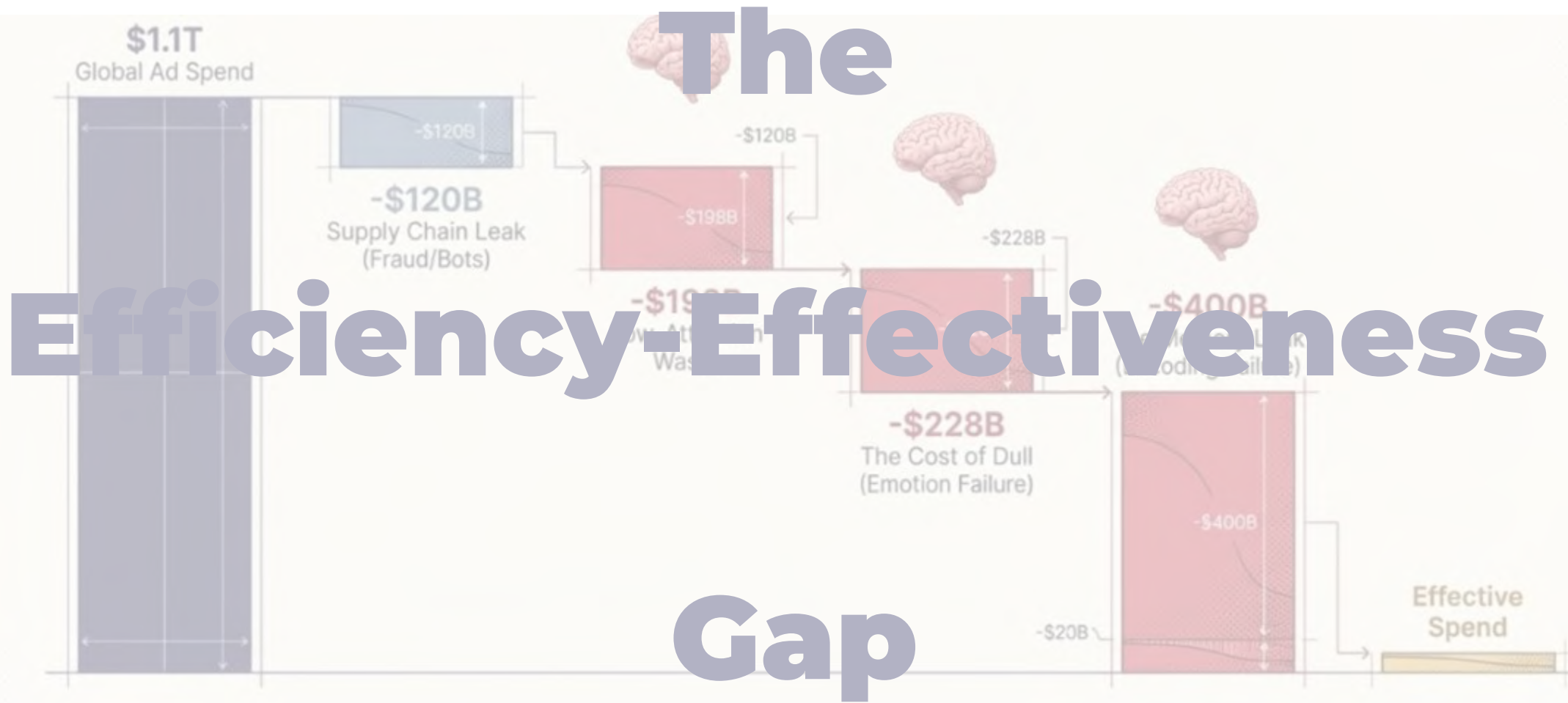
An aerial view of San Francisco at sunrise. The sun is low on the horizon, casting a warm glow over the city. The Transamerica Pyramid is the most prominent skyscraper on the right side of the image. The city's dense urban landscape is visible, with numerous buildings and streets. The sky is a mix of light blue and orange from the rising sun.

**dashboards train us to  
zoom in**

**brand growth requires to  
zoom out**

	% buying a brand with priming bias	% buying a brand with no/lower bias
Home entertainment	93%	7%
Soft drinks	88%	12%
Quick-serve restaurants	85%	15%
Baby care	84%	16%
Personal care	83%	17%
Oral care	82%	18%
Financial services	82%	18%
Telecoms	82%	18%
Automotive	81%	19%
Consumer electronics	81%	19%
Luxury	79%	21%
All-category average	84%	16%
All-category range	70-97%	3-30%

Source: WPP Media, 2025



Source: Neurons, The Waterfall of Cognitive Waste, 2026



# 1. CONTEXT

## Uplift in brand recall



Source: FreeWheel, Maximising Brand Recall Through Contextual Alignment, 2025

## 2. REPETITION

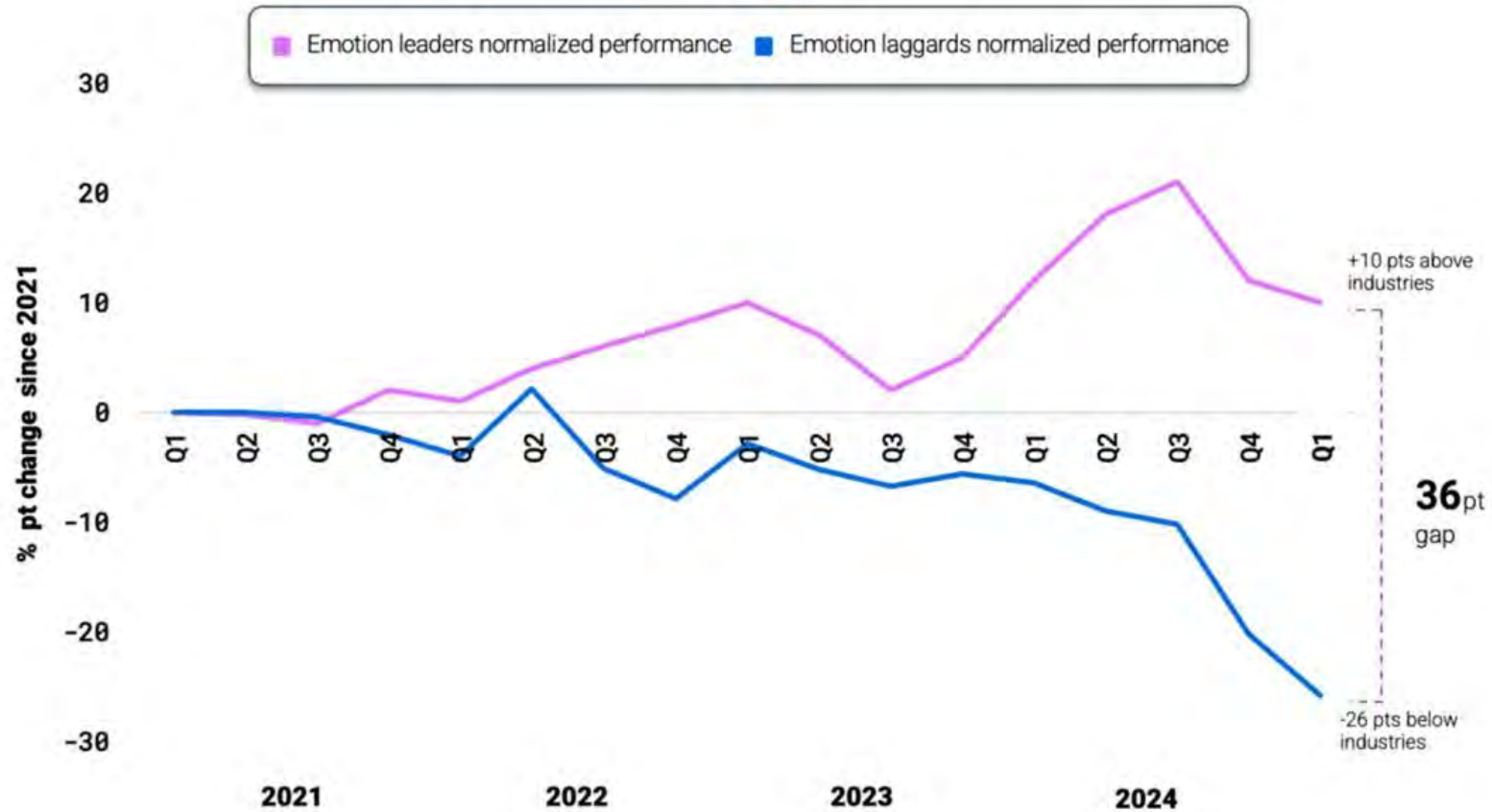
### Effect on response



Source: Adgile, Why a 'frequency of 1' works – and why it isn't nearly enough, 2025

# 3. EMOTION

## Effect on stock performance



Source: Qualtrics, Emotion leaders outperform the market

# 3. EMOTION

## Where do you feel most likely to find ads that...

	TV	Social Media	Radio	YouTube	Cinema	Magazines	Outdoor	Newspapers	Search	Direct Mail	Websites
Makes you laugh	52%	35%	13%	21%	16%	5%	6%	6%	4%	2%	3%
Makes you feel emotional	47%	17%	6%	10%	15%	5%	3%	9%	4%	2%	2%
You like	40%	27%	10%	12%	14%	15%	8%	12%	14%	4%	4%

Source: Thinkbox, Adnormal Behaviour, Ipsos, 2022

## **4. CULTURE**

**1. CONTEXT +**

**2. REPETITION +**

**3. EMOTION +**

**= 4. CULTURE**

# **The memory engine**

**1. CONTEXT**

**2. REPETITION**

**3. EMOTION**

**4. CULTURE**

An aerial view of San Francisco at sunset. The sun is low on the horizon, casting a warm orange glow over the city. The Transamerica Pyramid is the most prominent skyscraper on the right side of the image. The city is densely packed with buildings, and the hills are visible in the background.

**Fuel**

**to the memory engine**



**Belonging**

**Community**

**Engagement**

**Connection**

**Social indulgence**

A group of people, including a young woman in a denim jacket, a man in a tan blazer, a woman in a red dress, and an older man with glasses in a blue shirt, are smiling and looking towards the right. They are outdoors, with a blue tent and other people in the background.

**Power**

**Uniqueness**

**Distinction**

**Achievement**

**Recognition**

A vibrant party scene with people in sequined outfits and confetti. The image is split into two panels. The left panel shows a woman with curly hair and a man with a beard, both shouting with their mouths wide open. The right panel shows a woman with blonde hair and a man with a beard and sunglasses, also shouting. The background is filled with colorful confetti and bright lights.

**Release**

**Joy**

**Intensity**

**Experience**

**Immersion**



**Control**

**Structure**

**Instrumental**

**Order**

**Curation**





Source: Ipsos Censydiam






# Streaming library

Live TV



Microdrama

Video on demand



**2.8X**

more likely to  
remember your brand

**2.1X**

more likely to visit  
your brand website

**+24%**

lift in purchase intent

An aerial view of San Francisco at sunset. The sun is low on the horizon, casting a warm, golden glow over the city. The Transamerica Pyramid is the most prominent skyscraper on the right side of the image. The city's dense urban landscape is visible, with numerous buildings and streets. The sky is a mix of orange, yellow, and light blue.

**How to support  
the memory engine  
in practice?**

# Motivations connect Memory with Media environments

Streaming library

Live TV



Microdram

ideo on deman

# **Optimisation era**

**Efficiency**

**Volume**

**Short-term**

**signals**

**Low-memory**

# **Memory engine**

**Effectiveness**

**Motivations**

**Long-term**

**contribution**

**High-memory**



Source 1: Ipsos Views, From Noise to Noteworthy, 2026; Source 2: The Brand Reset, dentsu, 2026

An aerial view of San Francisco at sunset. The Transamerica Pyramid is the most prominent skyscraper on the right side of the image. The city is densely packed with buildings, and the sun is low on the horizon, creating a warm, golden glow over the city. The sky is a mix of light blue and orange.

**Brands won't grow  
by picking the right platform.**

**They grow  
by connecting with audiences  
in a way they remember.**

# Active promotion of Multiplatform TV



[www.theglobaltvgroup.com](http://www.theglobaltvgroup.com)

