imre HEALTH

HOW DO YOU FEEL?

How evolving attitudes about television
impact digital strategies

🐦 **@imrehealth**

Prepared for Digital Health Coalition East Summit

May 2018

REALITY: CONSUMER BEHAVIOR

Reaching Today's <u>Boomers & Seniors</u> Online (IPSOS, Google, 2013)

- Social media is used by the majority of boomers/seniors daily; more than half follow a group or organization on social.
- Spend more time online than watching TV in an average week.
- 15% spend more time watching online videos than TV.
- Facebook ranks #1 as the most used social network.

CONSUMER ATTITUDES

50+ Attitudes Toward DTC Ads on TV (AARP Insights, April 2018)

53%   "There are so many I tend to tune them out."

42%   "They are somewhat or more useful."

28%   "They represent realistic situations."

18%   "They are personally relevant."

CONSUMER ATTITUDES

50+ Attitudes Toward DTC Ads on TV (AARP Insights, April 2018)

	Internet	TV
"Provides a lot of knowledge."	80%	42%
"Informs important decisions."	70%	27%
"Is pure entertainment."	26%	67%

IMRE HEALTH

CORD CUTTING

"*A big part of our DTC budget is national television advertising, and there are social media and other analytics techniques that are emerging, I think, that are going to allow us to do that a lot more efficiently.* "

Allergan

Commercial chief, Bill Meury,
Q3 2017 earnings call

CORD CUTTING

22M

E-marketer estimates cord cutters in 2017

30% ⬆

Cord cutting increase over previous year

94%

Subjects of an in-home eye tracking study kept phone in hand while watching TV (Facebook)

60% ✚

Average TV budget allocation (Fierce Pharma)

TIP SHEET

- Use **social analysis** to better understand awareness created by TV (Facebook, YouTube Brand Lift studies).
- Make sure to **implement a pixel strategy,** so you can connect the dots for the patients you interact with online.
- **Use thumb-stopping creative** to keep your audience's attention online.

TIP SHEET

Start production with social in mind:

- Square cuts and captions resulted in a 6% Higher Ad Recall and 20% more people watched the video to completion.
- Start with the key message. Most people drop off after the first few seconds.