CONDÉ NAST'S BRANDED CONTENT OUTPERFORMS TRADITIONAL VIDEO ADS ON YOUTUBE AND FACEBOOK

New Neuro-Science Study Measures Impact of Content on Memory Encoding and Emotional Intensity on Social Platforms

NEW YORK –July 28, 2017 – Condé Nast today released the findings of an in-lab neuro-science study which measured the memory encoding and emotional intensity effectiveness of branded video content on Facebook and YouTube across four key verticals - fashion, finance, beauty and auto. The study used Steady-State Topography (SST) technology to monitor 200 Condé Nast consumers while they watched YouTube videos and logged into their personal Facebook accounts, and were shown branded content videos just as they would normally appear. The study found that on YouTube, Condé Nast branded content is 60% more effective for memory encoding than traditional YouTube pre-roll, and significantly outperforms Neuro-Insight's targets for branding performance, which are the indicators of change in consumer behavior for a brand.

On Facebook, Condé Nast custom content was 17% more engaging than Facebook content overall, and 62% more effective than Neuro-Insight's targets for branding performance. When this content is delivered by Condé Nast brands, it performs a full 72% higher above brand impact targets, creating extremely strong memory impressions for the brands.

"The demand for premium branded content has never been greater, and at Condé Nast, we provide advertisers with innovative custom storytelling that resonates with audiences across platforms," said Josh Stinchcomb, chief experiences officer at Condé Nast. "We commissioned this study to find out how our branded content performs against both traditional video ads as well as editorial and UGC content, and what we've found is that Condé Nast's custom content creates emotional connections that positively impact brand perception among next generation consumers."

During the study, the subjects' brainwaves were monitored for long-term memory encoding, engagement, emotional valence and emotional intensity, which denote ad impact and deep content connection. The experiences mimicked platform specific ad models. On YouTube, comparisons between pre-roll and custom content were tested; on Facebook comparisons between brand-promoted and Conde Nast-promoted custom content were tested.

About Condé Nast:
Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork and Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit condenast.com and follow @CondeNast on Twitter.

MEDIA CONTACT:
Jill Weiskopf, Director, Corporate Communications
Jill_Weiskopf@condenast.com or 212-286-5203