



AD SALES & COMMERCIAL
PARTNERSHIPS
EXPERTISE

tapestry
a screen engine/asi company

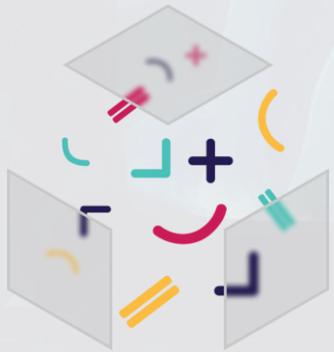


WE ARE TAPESTRY



We make the complex beautifully simple.

We don't just measure; we make, we create and we provoke. We give you research you'll want to talk about, that inspires you to make the right decisions. Here's how...



expand

We blow out your objectives to identify all the key issues and hidden complexities.



explore

We ensure the right mix of tools & techniques every time.



connect

We connect the threads to inspire, provoke and problem solve.



curate

We craft a compelling story that lives on in organisations.





With our award-winning ad sales
and commercial partnership
studies, we deliver powerful insights
and bring them to life in
compelling new ways.

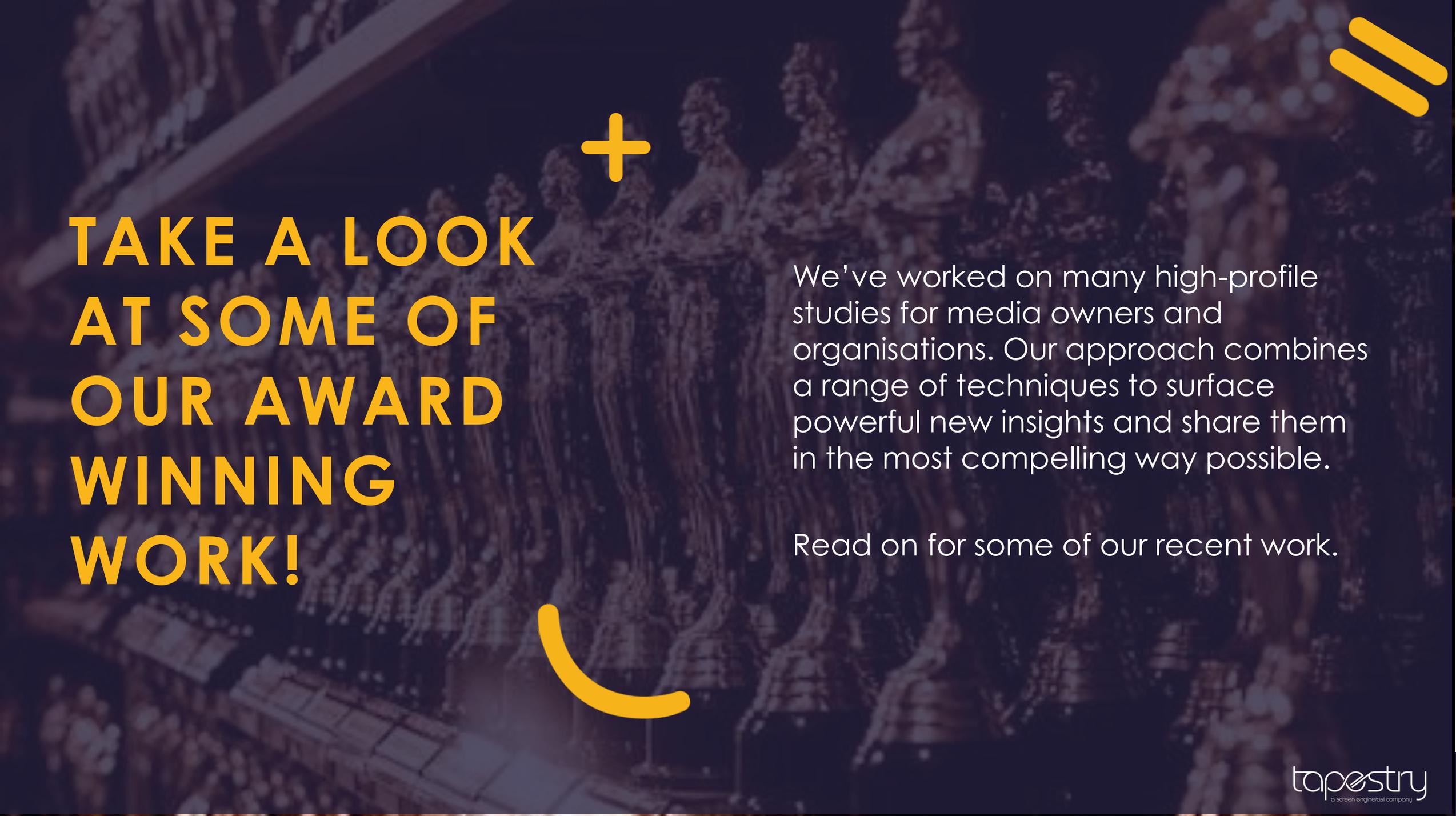
COMBINING ART AND SCIENCE



We believe there is both an art and science to effective ad sales research. The art comes in the telling of the story – to make it compelling, easily understood and shareable.

The science is in ensuring the findings are grounded in a robust approach that can withstand the scrutiny of agencies and advertisers.

At Tapestry we combine the art and science to deliver truly insightful results that have the impact you need.



TAKE A LOOK AT SOME OF OUR AWARD WINNING WORK!

We've worked on many high-profile studies for media owners and organisations. Our approach combines a range of techniques to surface powerful new insights and share them in the most compelling way possible.

Read on for some of our recent work.



We answer questions such as

which room of the home is most powerful for advertisers?



A simple question which required a multi method research design to answer! Using a combination of qual (involving in-home experiments where we changed the viewing context for a range of occasions) and diary-based quant, we first identified how ad impact varies by room in the home and then used Structural Equation Modelling (an advanced form of drivers analysis) to understand why. In short, the living room is the most powerful and also most complex ad environment! More info [here](#).



We answer questions such as

why are viewers choosing FAST TV services and what's the opportunity for advertisers?



FAST (Free Ad-Supported Television) services are growing rapidly and are forming deeper and deeper connections with their users (we can see this clearly in trend data having researched them for several years now). Working with Paramount we embarked on a global study to understand why viewers are choosing FAST. The study identified that this type of service provides a uniquely easy and often uplifting experience for users. Find out more [here](#).



We answer questions such as

what is the link between trust in news brands and advertiser profit growth?

Trust and quality are the two most important brand metrics when it comes to profit growth, but why is trust often misunderstood when it comes to advertising? Working with Newsworks, we set out to understand the trust in more detail, identifying the four pillars of trust, helping brands to identify which pillar (or pillars) to focus on to increase trust in the future. We saw that trust is 1.5x higher when brands advertise on a news brand website compared to a non-news brand website. Find out more [here](#).





THE TAPESTRY TOOLBOX

We use a range of tools and techniques to tell compelling stories:

- Advanced analytics (e.g. Drivers and Structural Equation Modelling) to identify chains of influence in things such as ad recall
- Segmentation and audience understanding to show the value of your audience
- Data dashboards and fusion with data sets such as TGI to ensure actionable outputs and research that lives on
- High quality mobile ethnography and in-person ethnographic interviews for compelling film outputs
- Biometrics such as Galvanic Skin Response and facial coding to prove key moments of engagement across media occasions
- Consumer Decision Journey studies to highlight the role of different types of media in the path to purchase



WANT TO KNOW MORE?

Drop us a [message](#) or get in touch directly with our ad sales expert, Jemma Ralton



Jemma Ralton, Commercial Director

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[in](#) [Connect on LinkedIn](#)