neuroFOCUS
A Nielsen Company

Case Study

Results of Neurological Testing of Advertising Effectiveness

Category
Consumer Financial Services Industry

Business Challenge

One of the world's top financial services companies sought in-depth knowledge about which TV spots in a series of six were the most effective at communicating brand image and product attributes.

The NeuroFocus Solution

Take a 'deep dive' into consumers' minds through neurological testing to learn exactly how they reacted and responded, not only to the TV campaign, but to individual elements within each spot. Supplement this highly accurate brainwave activity measurement with pixel-level eye movement tracking and GSR (galvanic skin response) biometrics.

Key Results and Insights

Measurement of Overall Effectiveness And Three Primary Component Metrics

- Singled out the individual TV spot that was the most effective overall
- Pinpointed how effective that spot was in gaining viewers' attention
- Quantified how effective that spot was in engaging viewers' emotions
- Captured how effective that spot was in being retained in viewers' memories

Attention, emotional engagement, and memory retention are the three primary metrics that NeuroFocus measures. From those, we derive additional indices for:

- Purchase Intent: we measured how effective the best-scoring spot was in helping develop viewers' purchase intent
- Awareness: we evaluated the degree to which the best-scoring spot attracted viewers' focus and generated the most relevance in their minds
- Novelty: we gauged how well the best-scoring spot performed in creating defenses in viewers' minds against competitive messages

Going beyond these measurements, we analyzed in extreme detail--literally millisecond by millisecond—precisely where the 'peaks of effectiveness' occurred during the spot. We ranked these on a spectrum ranging from neutral through mild, medium, strong, and high.

We also assessed the 'wear-out' factor associated with multiple viewings of the spot, calibrating it against the norms in our extensive advertising database.

Messaging Effectiveness, Deep Subconscious Response:

NeuroFocus isolates the brand attributes that resonate the most with consumers through our DSR methodology. This science identifies the words and phrases that consumers associate most strongly with the brand following exposure to advertising and marketing messages. For this spot, we captured viewers' neurological responses to five distinct message points and brand attributes, and ranked them from mild resonance through moderate to strong.

Neurological Compression:

NeuroFocus' patented technology automatically isolates the most neurologically effective scenes and weaves them together, enabling edited versions of the commercial to be used in other mediums such as the Internet, print, and outdoor, while still achieving maximum brand image and messaging impact.

With this spot, we extracted a neurologically powerful 10-second 'compressed' version, ideal for online advertising.

We also evaluated the audio effectiveness of the soundtrack–capturing extremely detailed data millisecond by millisecond–enabling us to identify the precise point at which certain words and phrases in the spot triggered viewers' highest brainwave responses.

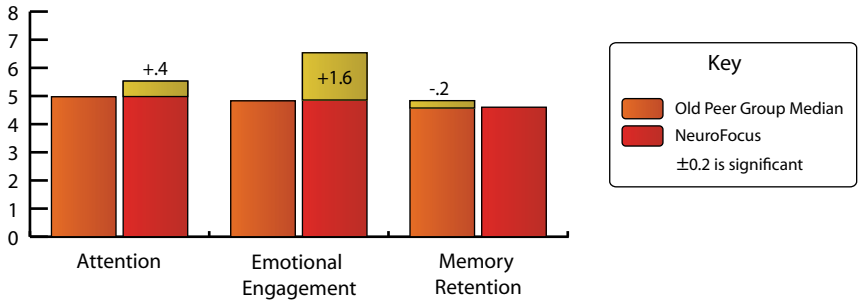
Specific Findings

NeuroFocus' research provided the client with the following specific results. All scores are ranked on a scale from 0-10:

Overall Effectiveness:

- The spot achieved an overall effectiveness rating of 5.6
- This compares favorably with the benchmark peer group median score of 4.9
- In terms of overall effectiveness, the commercial was relatively more successful with women than with men
- The spot scored above average in the novelty index, while not scoring as well in Purchase Intent and awareness

Effectiveness Component Scores:



Memory Retention:

- The spot scored a 4.8
- This compares slightly unfavorably with the benchmark peer group median score of 5.0
- Women had a higher retention score than men

Emotional Engagement:
- The spot scored a 6.5
- This compares favorably with the benchmark peer group median score of 4.9
- Women had a higher emotional engagement score than men

Attention:
- The spot scored a 5.5
- This compares favorably with the benchmark peer group median score of 5.1
- Women had a higher attention score than men

Summary: with high emotion scores and good levels of attention and memory retention, the spot performs above average in awareness and about average in Purchase Intent and novelty.

Effectiveness Peaks:

* The spot scored an overall 5.6 in this category
* NeuroFocus' testing revealed six specific points at which the spot achieved high peaks of effectiveness
  - One of those points scored high
  - One scored strong
  - Two scored medium
  - Two scored mild

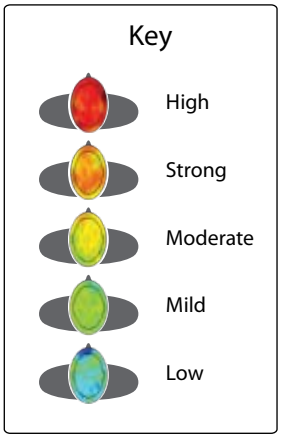
Wear-out Profile:

Across three viewings, the spot scored better than the typical commercial does in terms of avoiding viewer wear-out. NeuroFocus detected a drop in effectiveness during the second screening, but the spot recovered with viewers during the third screening.

Deep Subconscious Response:

NeuroFocus measured viewers' deep subconscious responses to words and phrases in relation to the brand and the message content of the spot. Ratings ranged from mild to moderate to strong resonance. The results were:

Brand Messaging	Overall Resonance Level
"Caring"	 Moderate
"Competitive"	 Mild
"Meets Needs"	 Mild
"Good Value"	 Mild
"Quality"	 Mild



Audio Effectiveness:

The spot scored a 5.6 in overall effectiveness in this category.

Background

The client asked NeuroFocus to design and conduct neurological and biometric testing of a television advertising campaign that could provide far more accurate and detailed results than conventional, subjective research methods could supply.

The company had previously used traditional methodologies to evaluate the campaign, and those approaches had identified certain spots within the six in the series as the most effective.

The client's specific desire was to learn which commercial was best at communicating the overall brand positioning and certain specific brand attributes to the target audience. NeuroFocus' world-leading expertise in applying EEG technology to acquire and evaluate brainwave activity was ideally suited for this objective. Applied in conjunction with two biometric methodologies—pixel-level eye movement tracking and GSR measurements—this approach ensured the most detailed and accurate means of gauging viewers' responses.

NeuroFocus also conducted research into consumers' subconscious response to specific brand messaging using its DSR (Deep Subconscious Response) methodology. This research is designed to provide neurological measurement of how well consumers take away the messaging conveyed by advertising and marketing materials. DSR measures which specific words and concepts consumers associate with the brand.

When NeuroFocus presented its results to the client, and identified the one ad among the six which performed the best from a neurological and biometric testing perspective, the client professed surprise: none of the traditional research methods they had used had singled out that spot. In fact, all of these conventional methodologies had dismissed that particular spot as 'average' in performance at best.

But the client went on to explain that the commercial which NeuroFocus had named had, in fact, generated more incoming calls to its call center than any of the others in the campaign. Clearly, the client added, NeuroFocus alone had indeed identified the winner.

1200 Fifth Street
Berkeley, CA 94710
T 510.526.1616
www.neurofocus.com