



Total Consumer Experience™

Move advertising from abstract to real product experience

The Business Challenge

Agencies had told our Fortune 100 non-alcoholic beverage client that they need to get funnier, edgier, and more radical with the advertising. The client was not sure that was needed. "Don't we make a great product? Why not showcase the pleasure of experiencing the product instead of all this edgy stuff?" was the client's true feeling. NeuroFocus was brought in to determine the high points of the product experience and whether experiencing the product altered the consumers feelings about the brand.

NeuroFocus measures the brain at 2,000 times a second

NeuroFocus Approach

NeuroFocus directly measures consumer's brain responses, 2000 times a second. This provides unmatched insights into a viewer's response to a program, an advertisement, or media. Our proprietary tools include:

- ↳ **High-resolution, high-density array of electroencephalography (EEG)** sensors directly measure brainwave responses to stimuli in milliseconds
- ↳ **Eye-tracking** identifies location of focus
- ↳ **GSR (galvanic skin response)** confirms emotional engagement
- ↳ **Deep Subconscious Response** to stimuli reveals unarticulated feelings

Three part study, with two consumer segments in two markets

Study Design

NeuroFocus conducted the study in three parts. First the consumer's subconscious response to the brand and the product were measured. Second the consumer's continuous brain reactions to the product experience were measured. To this end, the product experience was broken into macro components of mechanical handling of the package, first moment of truth in consuming the product, and the post consumption experience. Continuous brain reactions were recorded for all macro stages, and more importantly for all the micro components and moments in between. Third, the consumer's subconscious response to brand was measured after the product experience. The study was conducted in two markets with two segments – existing customers and competitor consumers.

Micro components are neurologically most effective. Product experience changes brand perception

Key Results and Insights

Brainwave research revealed that contrary to current marketing and agency thinking, none of the macro motions were neurologically effective or potent. However, a few key micro motions and micro moments had extraordinary neurological effectiveness. Indeed, the micro motions that registered very high on the neurological effectiveness scale were similar to those experienced by consumers in the fine wines category. In addition, the perception of

the brand was altered significantly by the product experience along a few key dimensions. As expected, the product experience was neurologically more effective in altering brand perception among competitor consumers than in regular users. Geography had no impact on the results.

90% of solutions implemented |

Client Actions

Based on these results, the client moved forward with the new package design and made plans to leverage the key insights regarding the product experience. Their agency incorporated the key neurological learnings about the brand experience into new advertising: the sip of air after drinking the product, and the core brand associations of “Exhilarating” and “Extreme.”

Marketing budget increased by significantly |

Business Value Delivered

With a clearer understanding of the key product and brand attributes, the client was able to better position this brand against the ferocious competition in the soft drink market. Most importantly, this study helped the client and their agency more effectively portray the highlights of the product experience in their advertising.

TCE unifies the marketing campaign |

Best Practices and Lessons Learned

Studying consumers’ reactions in a ‘deep dive’ at the neurological level, free of biases and filters, reveals consumers’ pure, essential, and actionable responses to your brand. Portraying the key neurological highlights of the brand experience in advertising leads to more effective and engaging advertising.

Multi-year brand and product TCE roadmap |

Follow-on Activity with Client

NeuroFocus has developed a long-term Brand Tracking program for this client. This program tests the brand attributes every six months to monitor overall brand health, as well as to understand the impact of new campaigns.



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