

Brains and Brands in the Digital World: The rules of engagement



Our world is more than ever dominated by change **EUROINSIGHT**



Marketers need to adapt to this new world

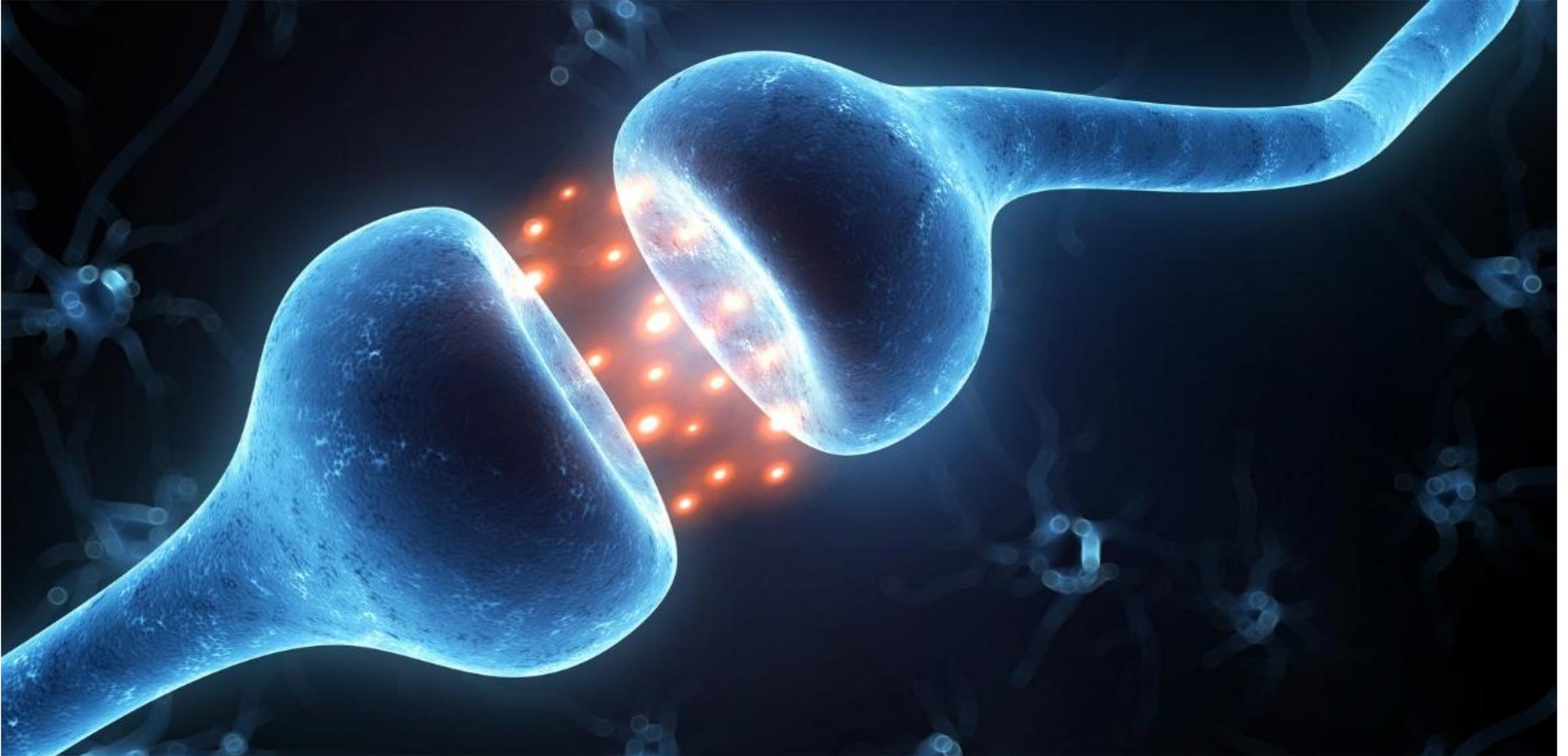
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The good news?



There are new ways to tap into 'old' mechanisms **NEURO|NSIGHT**

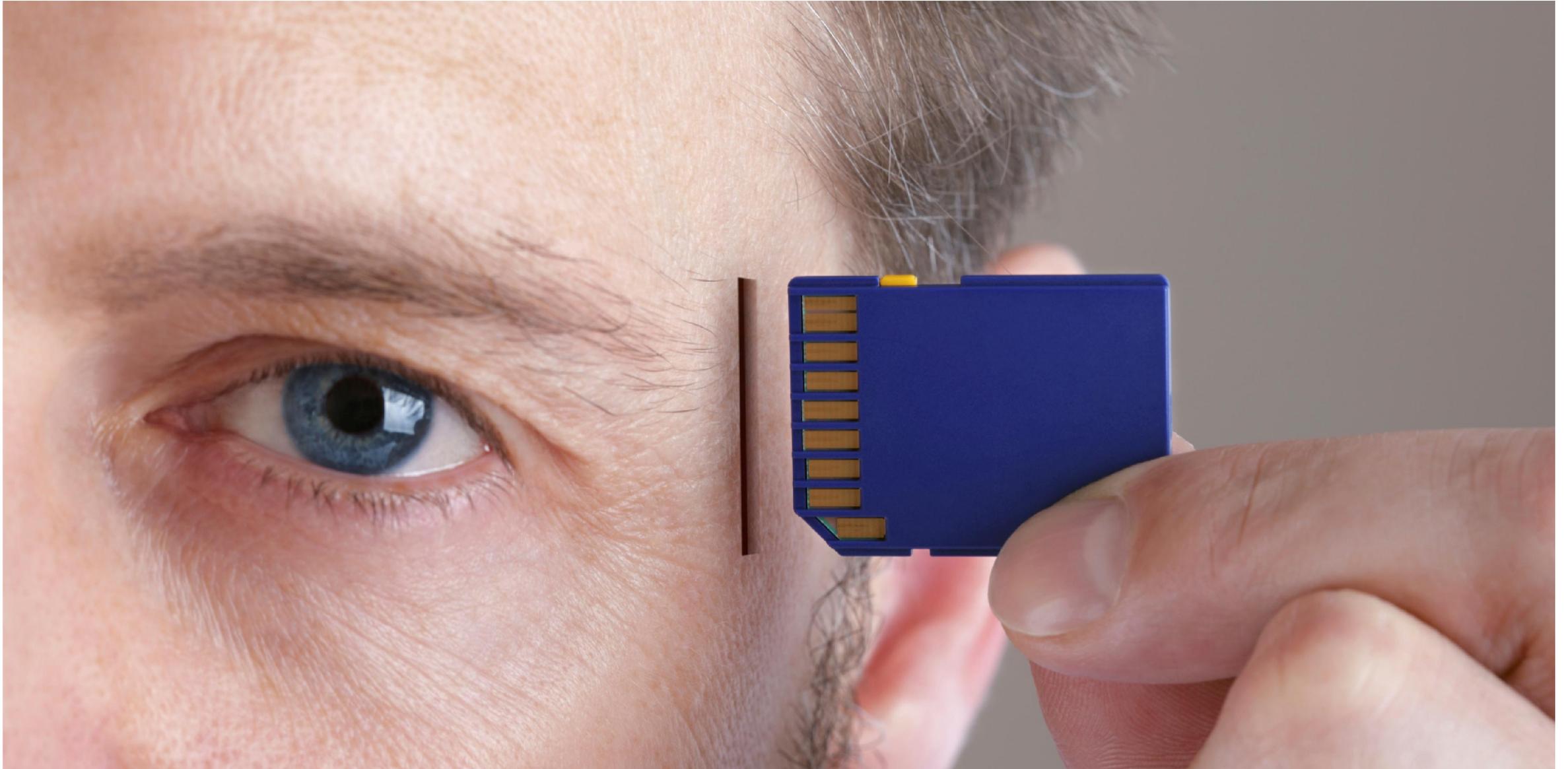


Memory and emotion are key

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What do we mean by 'memory'?



Memory is intrinsically linked to behaviour



amongst those not exposed with controls for confounding factors such as promotions. Seven ads with varying sales effectiveness were identified for the initial pilot. The verbal response consumer tests and expert tests conducted prior to their airing were tagged in the database.

Four hundred category users aged between 18-66 years were recruited for alternative pre-testing on the target ads. A two-phased design was employed; respondents were sent a DVD and instructed to watch the program. The test ads were embedded in the material but respondents were not alerted to the research interest in the advertising. Two days after exposure, respondents were contacted and completed a questionnaire. Twelve respondents were recruited for the fMRI component of the study with each viewing up to 16 commercials.

4. Pilot Results

These initial results only focus on 7 ads with known sales performance; hence we are not making claims about validity of the different approaches. Instead we seek feedback on the research methodology before we scale this important project.

The following outlines the rank order of correlations between each pre-test measure, and the sales index for the tested ads:

| Measure | Correlation order | Measure | Correlation order |
|---------------------------------|-------------------|-------------------------------|-------------------|
| Memory (Hippocampus) | 1 st | 'Positive' emotion (Panas-X) | 8 th |
| Reaction time (Implicit) | 2 nd | 'Aroused' emotion (Panas-X) | 9 th |
| Attention (Parietal) | 3 rd | Word of Mouth (self-reported) | 10 th |
| Memory (self-reported) | 4 th | Engagement (self-reported) | 11 th |
| 'Happy' emotion (Panas-X) | 5 th | Recall | 12 th |
| Emotion (Amygdala) | 6 th | Attention (self-reported) | 13 th |
| Accuracy (Implicit recognition) | 7 th | Likeability | 14 th |
| | | Recognition | 15 th |

The initial results indicated that activity in the hippocampus, while watching ads, had the highest correlation to sales effectiveness (ranked 1st amongst the 15 measures). The Parietal activity also achieved a high correlation (3rd). Of the non-neurological measures, Reaction time achieved the highest correlation (2nd) suggesting the importance of quick subsequent recognition. Amongst the other measures, self-reported memory ("How likely are you to remember the ad?") and "Happy" emotion also demonstrate high correlations. Recall (12th), recognition (15th) and likeability (14th) achieved low correlation to sales.

1. Recognition of the 7 ads was generally high (from 41%-73%) with the correlation suggesting no apparent pattern between it and sales effectiveness. This is perhaps not surprising as recognition can be influenced by many factors, and has long ago proved unhelpful in determining sales effectiveness. Recall is only slightly more correlated to the sales index, but again is seen amongst many as unrelated to sales (Jones, 1986; Kuse, 1991; Lodish, et al., 1995).



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brand with vastly different sales response is not an easy task.
Continuing use of fMRI carries with it a substantial cost (although if it confidently picked sales effective advertising, this cost may be covered by improved sales). Cost is however undeniably a medium term. Should the fMRI results hold up upon further testing, it will be essential to determine suitable substitutes that may be more price competitive. Such options may include skin conductance, which we are currently testing, heart rate, Electromyography (EMG), Electroencephalography (EEG) in addition to implicit memory type techniques that observe behavioural responses rather than attitudinal.



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Emotion appears
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correcting

Memories are coloured by emotions

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7 brain principles to harness in a digital world

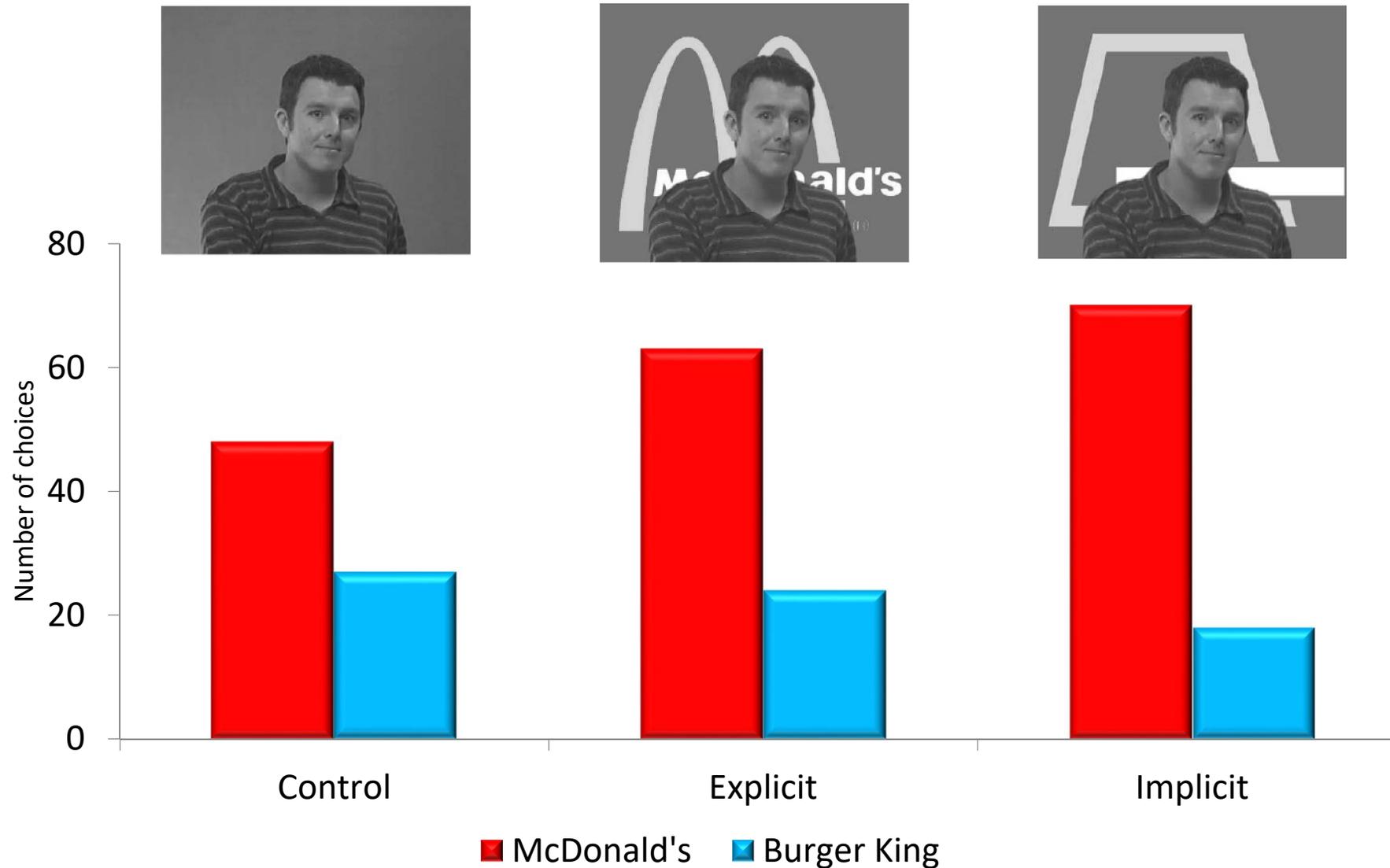


1

**Our brains don't like
being sold to**



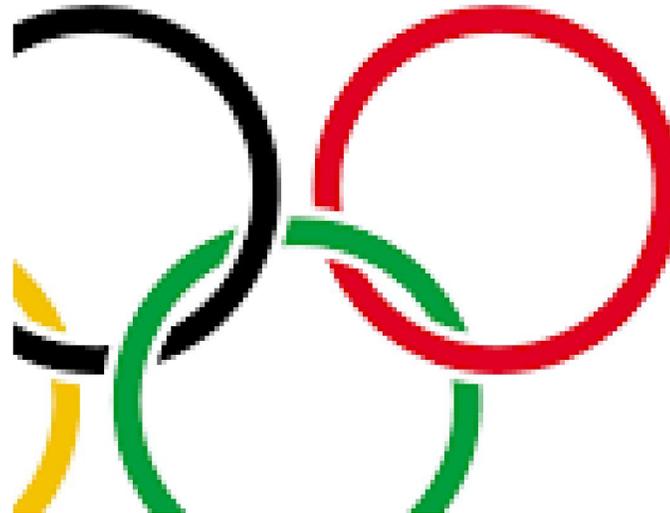
Implicit cues work better than obvious ones



Subtle branding gets through 'under the radar'



They can maximise impact on small screens

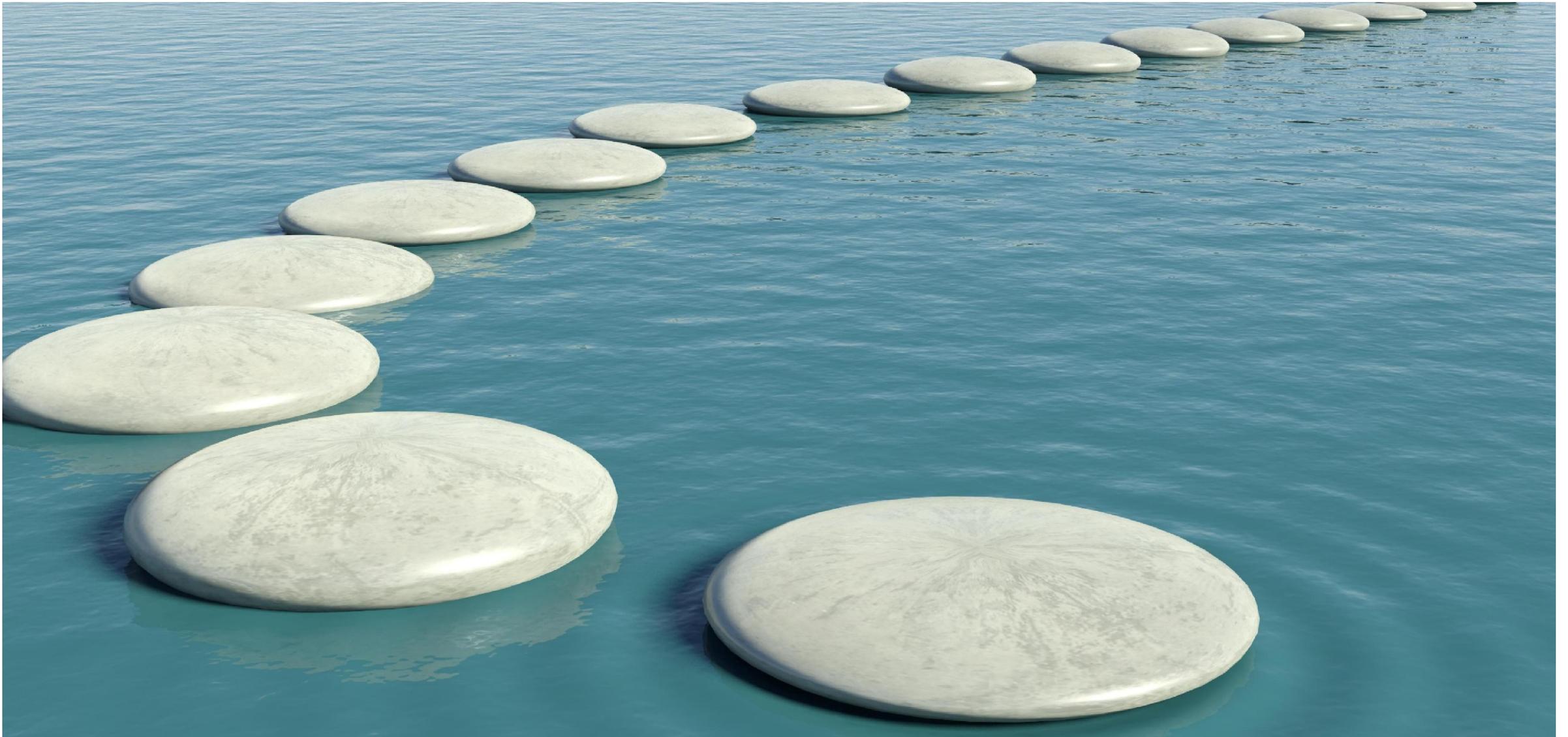




2

Memory response is
driven by storytelling

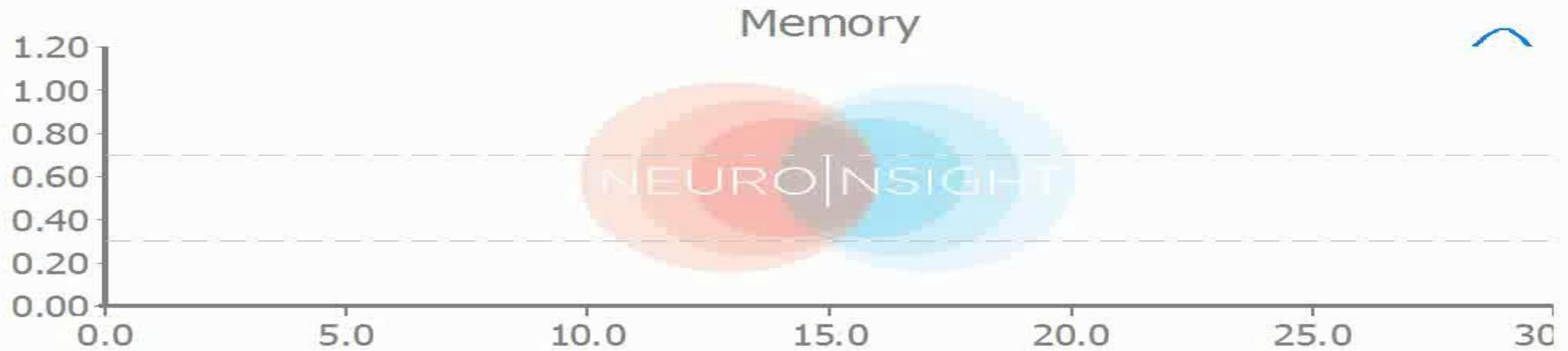
A story is a 'path' for the brain to follow



The brain picks up on key elements in a story



Heineken
All Viewers



Make your brand an essential part of the 'path'

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3

**A clear story is
easier to follow**

Keeping things simple has its benefits

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Visuals and VO can compete with each other

NEURO|NSIGHT



**Ads with aligned
taglines were found
to elicited 7%
higher responses
than non-aligned**



Patterns and repetitions are key drivers



They can help get brand messages across



Kmart
Ship My Pants TVC
3rd Most Viewed Youtube clip April-2013
Views: 16,171,634



4

A strong emotion
drives memory

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There is an evolutionary link between the two

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This is a main reason why emotional ads work

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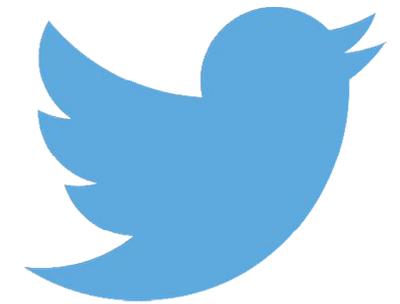
Emotional context can also be very powerful



Across **all Twitter activity**,
emotional intensity is

30%

higher when people view in a
live (versus non-live) context

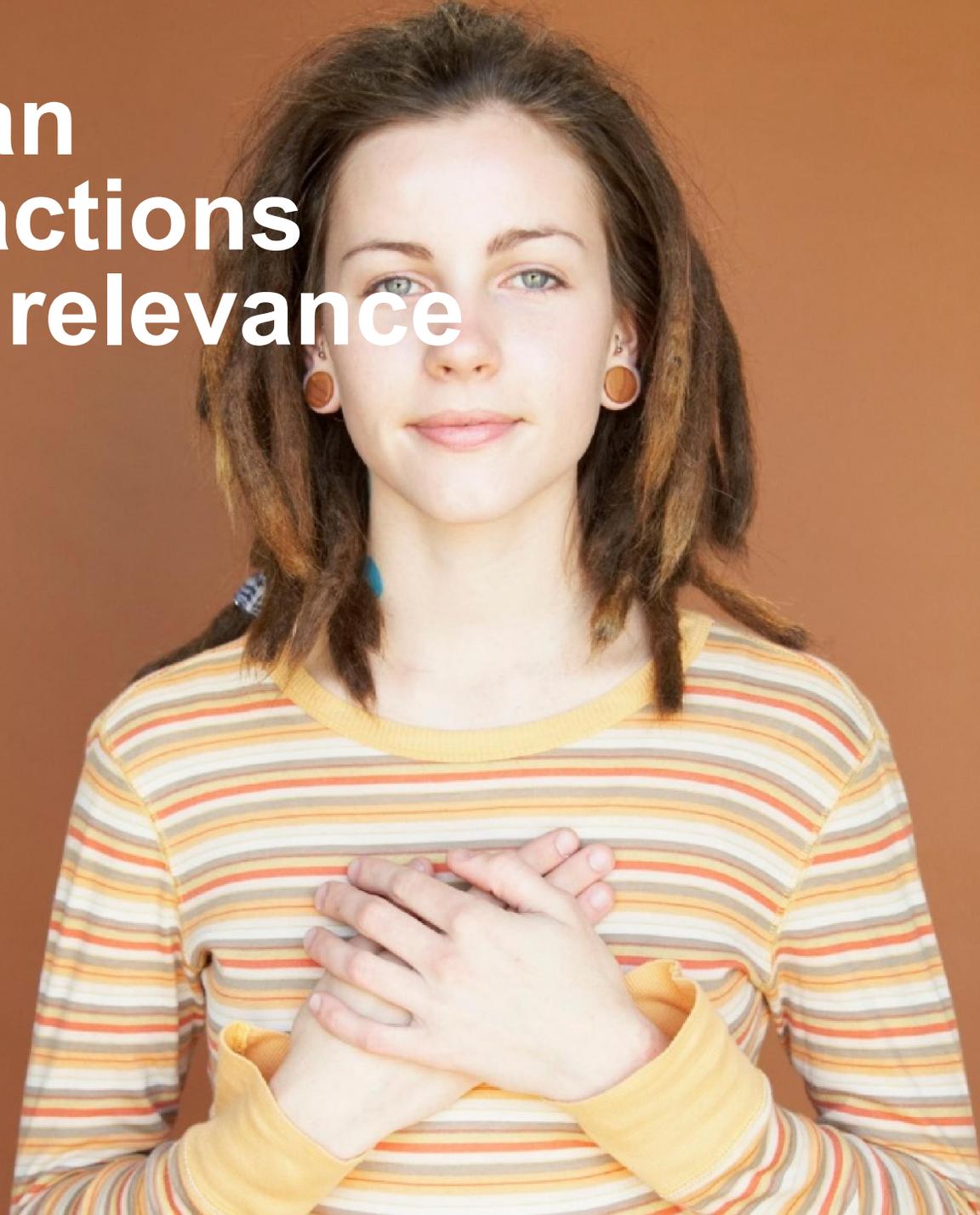


Online platforms can harness the power of 'Live' **NEURO|NSIGHT**



5

Human
interactions
drive relevance



Personal relevance is key



Interactions can help people relate to a story

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Ads with higher levels of interaction were found to elicit responses 10% stronger than ads with low levels of interaction



6

Interacting with a medium has a strong impact



Physically engaging with a medium is impactful

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Digital interaction can be very powerful too

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New technologies offer new opportunities



Please click on the correct answer below to reveal the rest of the article.



**YOU'RE 7 TIMES
MORE LIKELY TO
WIN OUR JACKPOT
COMPARED TO LOTTO**

16+. T&Cs Apply. Gambleaware.co.uk

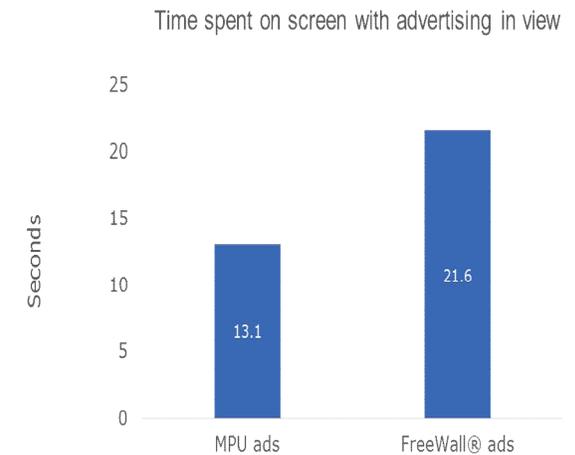
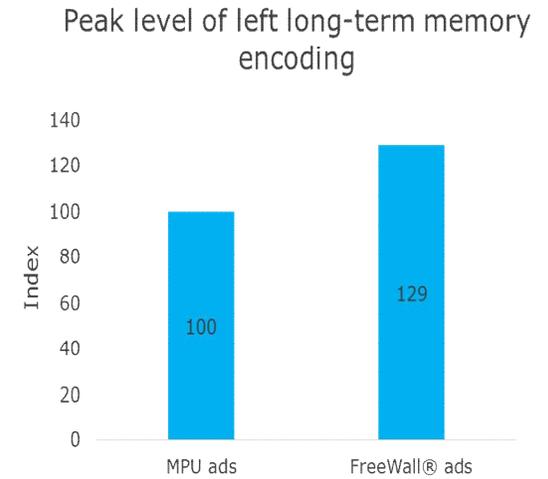
What are your chances of winning The Health Lottery jackpot compared to the Lotto?

5 times more likely

2 times more likely

7 times more likely

Interactive ads are another avenue to explore



7

Avoid 'uncanny valley' situations

People like real beings or true fiction

not creepy



creepy



creepy



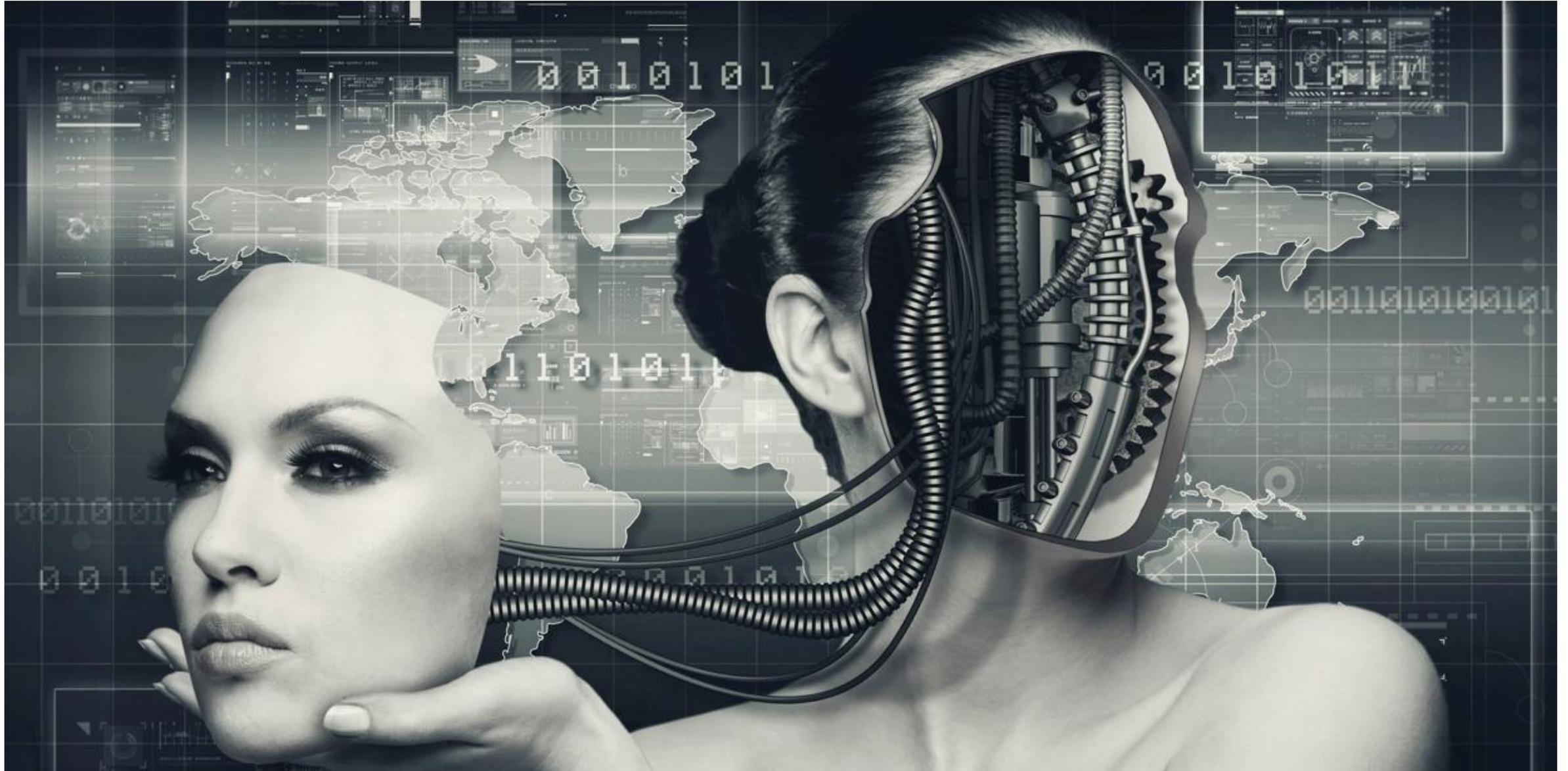
not creepy



'Almost real' animals trigger a negative emotion NEURO|NSIGHT



Beware of 'almost perfect' CGI visuals



**Neuroscience
has a growing
role in a
complex world**



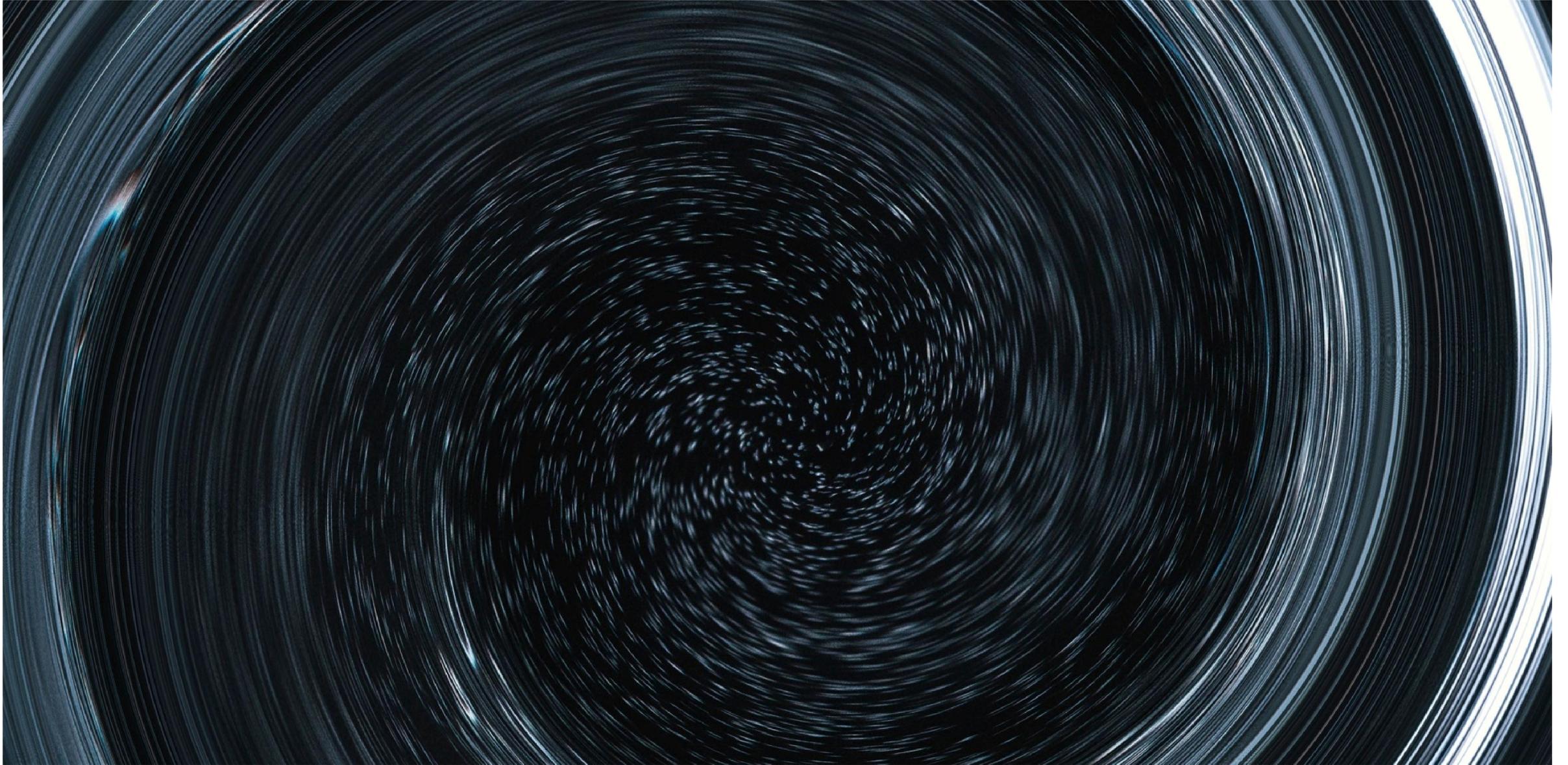
It provides a new framework...

NEURO|NSIGHT



... that remains relevant as the world changes

NEURO|NSIGHT



Thank you
Any questions?

