Neuro Insights: Using Consumer’s Brains to optimize advertising – LITERALLY.

Michelle Gansle
Mars Wrigley Confectionery
Evolution of Ad Testing (at Mars)

Focus Groups  Brand Tracking  Online Ad Pre-testing  Neuroscience
Can you spot the weak ad?
A: “Lunch Money”

B: “Pants”

C: “Robbery”
Neuro insights increase chances of developing winning content

- **Attention**: Not grabbing *attention* is a proxy for failure
- **Emotion**: Display branding when *emotions* peak and increase positive *emotions* throughout copy
- **Memory**: Simple, smooth storytelling facilitates *memory* encoding
NOW
Can you spot the weak ad?
A: “Lunch Money”  
B: “Pants”  
C: “Robbery”
And the results are…….

A: “Lunch Money”
B: “Pants”
C: “Robbery”
# Neuro Insights Results

## Key Research Questions:

<table>
<thead>
<tr>
<th></th>
<th>ROBBERY</th>
<th>PANTS</th>
<th>LUNCH MONEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did we grab viewer’s <strong>attention</strong> without consumers having to work too hard?</td>
<td>!</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Do we display <strong>branding</strong> when <strong>emotions</strong> peak?</td>
<td>!</td>
<td>~</td>
<td>✔</td>
</tr>
<tr>
<td>Do we increase and sustain positive <strong>emotion</strong> during <strong>key moments</strong> of the ad?</td>
<td>!</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Have we kept the story simple and smooth so that consumers store and remember in their <strong>memory frameworks</strong>?</td>
<td>!</td>
<td>!</td>
<td>✔</td>
</tr>
</tbody>
</table>

**Attention**

**Emotion**

**Memory**

- ✔ Meets Objective
- ~ Partially
- ! Risk identified

Source: Nielsen Consumer Neuroscience
Insights: Attention

Consumers pay attention to intended key elements of the story in Lunch Money and Pants, but have to work too hard to understand Robbery.

Higher emotion than attention indicates a strong emotional payoff

Higher attention than emotion indicates confusion

Source: Nielsen Consumer Neuroscience
FACIAL CODING: EXPRESSED EMOTIONAL REACTION

- Consumers’ outward expression is mostly neutral during branding moments.

Expression must meet a reliable threshold, and is then categorized into one of 4 groups. Neutral is the most common expression.

Likely due to consumers concentration on fine print.
Insights: Memory

Consumers understand how **Orbit fits into Lunch Money story**. Orbit’s role is less intuitive in Robbery and Pants, indicating an opportunity to **better connect how gum is relevant to the character’s confidence**.

**Average EEG Memory before and after** Orbit is introduced into story

Source: Nielsen Consumer Neuroscience

<table>
<thead>
<tr>
<th>0-10 Scale</th>
<th>0.4 = Significant</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
</table>
| Lunch Money | ![Lunch Money](chart)
| Robbery   | ![Robbery](chart) |
| Pants     | ![Pants](chart)    |
## Insights: What parts of the ads do consumers take away?

Consumers **best link the brand and story in Lunch Money.** They can **fill in the blanks with Pants**, though branding is somewhat minimized. In Robbery, **consumers take away the story, but not the brand.**

### Insights from Neurological Compression, which is derived from an algorithm that picks up the strongest moments of the full length ad.

<table>
<thead>
<tr>
<th>WHAT STAYS IN, WHAT’S LEFT OUT?</th>
<th>ROBBERY</th>
<th>PANTS</th>
<th>LUNCH MONEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SET-UP</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>ORBIT INTRO</td>
<td>🚥</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>GUM CHEWING</td>
<td>🚥</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>STORY RESOLUTION</td>
<td>✔️</td>
<td>🚥</td>
<td>✔️</td>
</tr>
<tr>
<td>END FRAME</td>
<td>🚥</td>
<td>✔️</td>
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**Source:** Nielsen Consumer Neuroscience
Questions?

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