Understanding “why?” without asking...

WE SEE WHAT YOU DON’T
The new business challenges:

- E-Commerce
- Media Fragmentation
- Declining In-Store Sales
- Increasing competitive Pressures
THE BIGGEST MARKETING CHALLENGE:

✓ Seeing the new world through your customer’s eyes – PASSIVELY
ALLOWING YOU TO Understand:

✓ What is specifically impacting their behavior?
✓ Where?
✓ When?

... without asking or changing their normal behavior
TODAY’S MARKETERS NEED TO: Not only passively (and automatically) record that consumers don’t notice your product if it's below the third shelf . . .

Fact:
Placing a medium sized product below 3½ feet reduces approach by over 80%
... but know that their level of saccadic engagement with a perfume display will double if there is no gift pack beside it.

Fact:
Isolating a new display increases approach by over 20%
MARKETERS MUST ALSO: Passively record if consumers change the channel when their commercial appears . . .
... while understanding that the level of saccadic engagement with the beer product is often twice the engagement with the actors...
... and know if their commercial is wearing out or continuing to build in engagement and message communication.

**Fact:**
Persuasion “wear out” takes place one month before that of awareness and likeability.
AND THE SUCCESSFUL MARKETER NEEDS TO: Passively record the best placement location for an Aveeno ad . . .
and knowing that the engagement level of a cosmetic casing can be greater than a model . . .
all while finding the right package design which will significantly increase impulse purchase on E-Commerce.
saccadic technology

all engagement begins in the eyes of the consumer
Beyond Eye Movement and Noting – Passively Understanding Consumer Engagement

**Standard Eye Tracking**
Measures Movement: Where the eye goes, what it “notes”

**Saccadic Technology**
Movement + Attention: What the brain is engaged by

SACCADIC = TRUE ENGAGEMENT BASED ON PROVEN SCIENCE
Noting simply means the “shopper” spent at least 0.5 seconds “looking” at a package, display or ISM. It doesn’t mean “seeing.” It is the “opportunity” to get involved with what the eye notes.

Engagement means the shopper wants more information from what the eye is noting. The average engagement level for most supermarket shelving is 30% (of audience).

**Not engaged**
Eye is scanning and noting, but brain is not interested in more information, as eye is not actively vibrating over products.

**Engaged**
The brain is engaged and having eye actively examine the shelf & ISM.
PTG’s saccadic engagement measure has been validated by top Universities (MIT, Harvard) & publications
Real world case studies
Will consumers wait for an ad’s key message before tuning out?

➢ Unfortunately, no. Over 68% of engagement with this Colgate Sensitive Pro-Relief ad was lost by the time the brand was introduced at second 11.
What was holding back this Kelly Ripa endorsement?

Kelly Ripa became a “visual vampire,” taking consumers’ focus away from the ad’s copy and Colgate Total.
Can your digital ad hold engagement?

➢ If your ad is likable and shows a relatable scenario (like in this Speed Stick Power execution), a digital ad can maintain engagement with viewers . . .

➢ However, when likability is an issue—as in this digital spot where the man’s actions are viewed as irresponsible—it can become difficult to hold engagement.
Which endcap will engage male shoppers and make them more likely to buy the featured product?

- Although both endcaps had high engagement, only one had a strong level of copy readership, providing a reason to purchase the product and increasing the number of units moved.
THANK YOU FOR THE OPPORTUNITY TO PROVIDE THESE INSIGHTS

INCONSPICUOUS TECHNOLOGY

CONSUMER ENGAGEMENT

40+ YEARS EXPERIENCE

INSIGHTS AND SERVICE

REAL WORLD
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