How a System 1 Framework Unlocks Brand Building Potential of Digital Advertising
But is this what most associate with digital advertising?
think less
feel more
System1 Brain  THUMPS  System2 Brain
Yellow Blue Red Black Red Purple Blue Green Red Black

Fight your System1 brain. Quickly say the colour as you read each word.
persuasion
seduction
logical persuasive marketing argument has had its day!
the more you feel : the more you buy
A Media Revolution 10 Years On

A Revolution in Technology

A Revolution in Interactivity

A Revolution in Spend

LUMA Partners, 2016

Pew Research Center, 2005-2015

Internet Advertising Bureau, 2015 and 2006
An Emerging Appreciation Of How Best To Use Digital Media

Generate Content With BOTH Long- and Short-Term Potential

Digital And […], Not Digital Or […]
Fam
Fame Matters. Use digital alongside NOT instead of channels that provide greater reach, and use high reach digital platforms.

Feeling
Emotion Matters. How people feel during your content determines its activation potential; how they feel at the end of it determines its brand building potential.

Fluency
Assets Matter. Use digital to build and refresh your brand’s distinctive assets – a glimpse of your brand, its colors, its characters or a sonic mnemonic, will build its Fluency.
Establishing Brand Building (Long-Term) and Activation (Short-Term) Potential

Intensity Score
- Contempt
- Disgust
- Anger
- Fear
- Sadness
- Neutral
- Happiness
- Surprise

Friends Furever

Remembering Self: Brand Building

Experiencing Self: Activation

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Android Friends Furever: Key Measures Summary US

Brand Building Potential

1
2
3
4
5

Activation Potential

Sharing Potential

1
2
3
4
5

Click-through Potential

1
2
3
4
5
Emotional Dynamism Activation Potential

- Total Dynamism 138
- Cumulative Dynamism Points
- Normalised (60 secs) 156

Emotional Dynamism: Sum of all changes in emotion across every second of the video (excluding neutrality gains)

Sharing Potential: Based on Emotional Dynamism, emotional intensity and happiness vs norm

Click-Through Potential: Based on Emotional Dynamism
Android Friends Furever | Emotional Response and Branding US

FaceTrace® | Reasons for Emotion

- **Contempt**
  - Intensity Score: 1.94
  - “It’s a cool ad. To me it’s not funny and it’s not bad, it’s just in the middle.”
  - Bored

- **Disgust**
  - Intensity Score: 20
  - “Nice ad with cute video. Doesn’t really tell anything about any product though.”

- **Anger**

- **Fear**

- **Sadness**
  - Intensity Score: 73
  - “I love animals.”

- **Neutral**

- **Happiness**
  - “Seeing odd pairing animals loving on each other, they are cute, it’s heart warming.”

- **Surprise**
  - Intensity Score: 6
  - “It was absolutely adorable to watch.”

**Love**

**Funny ad very funny**

Brand Fluency Check

Android

- 66%
- Norm 63%

% Correctly Identifying the Brand Unaided Following Viewing
Emotion Builds Brands

Emotion Drives Engagement

The More You Feel: The More You Buy
Your Digital Checklist

OBJECTIVE SETTING
1. Will this work meet long-term goals for brand growth AS WELL AS short-term activation objectives?

MEDIA PLANNING
2. Will it complement what you’re doing in other channels?
3. Will it use high-reach digital channels?
4. Does the digital platform facilitate emotional content?

CONTENT DEVELOPMENT
4. Will it make people feel good to drive long-term brand growth?
5. Will it elicit a visceral and dynamic emotional reaction, spiking short-term behavior?
6. Will it make good use of my brand’s distinctive assets?
Questions?