

# “OPEN YOUR WORLD” TO CONSUMERS THROUGH STORYTELLING

## Using Consumer Neuroscience to Optimize and Share an Effective Brand Story

### THE CHALLENGE

Heineken’s “The Voyage” TV advertisement is part of their “*Open your World*” campaign, featuring a world traveler in India. Heineken set out to measure the effectiveness of its key messages of “adventurous,” “premium,” and “exotic.” The ad begins with a goat running through a festival with Heineken strapped to its back, a man in hot pursuit. However, the man is continuously stopped by the many distractions and temptations of the festival.

### THE SOLUTION

Nielsen Consumer Neuroscience used a combination of EEG and eye tracking to evaluate ad resonance of male viewers between the ages of 21-54. Additionally, Nielsen tested how well the ad was able to communicate the product key messages of “adventurous,” “premium,” and “exotic.”

### THE RESULTS

Unfortunately, “The Voyage” was found to perform in the bottom 40% of all ads tested. While consumers took away key messages, the overly complicated story demanded high cognitive effort and failed to engage emotionally.

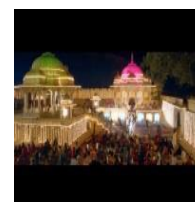
Second by second diagnostics showed that fast scene changes distracted and confused consumers, who were unable to follow the storyline.

Comparisons by scene identified those that were most emotionally engaging and those that should be removed in order to portray a slower, more effective story.

Additionally, the removal of less engaging scenes would help to increase focus on product and brand scenes, which were highly effective at activating memory and engaging emotion.

By collaborating with Nielsen Consumer Neuroscience, Heineken was able to uncover the difficulty the brain had processing the story while identifying opportunities to guide ad cut-down.

### ADVERTISING CASE STUDY



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