

NIELSEN CONSUMER NEUROSCIENCE

OPTIMIZING CREATIVE USING CONSUMER NEUROSCIENCE

Uncovering insights with integrated neuroscience

THE CHALLENGE

The Ad Council's PSA "Cheerleader" advertisement, part of its "Responsible Fatherhood" campaign, sought to inspire fathers to be more involved in their children's lives. Nielsen explored how integrating different neuroscience tools helped to provide unprecedented insight into the ad, providing second by second feedback about consumer reaction and identifying potential areas of improvement.

THE APPROACH

Nielsen Consumer Neuroscience used a blend of EEG, facial coding, eye tracking, and biometric based neuroscience measurements, in combination with traditional self report, to evaluate the effectiveness of "Cheerleader."

WHAT WE FOUND

Each tool identified different insights, and together, were able to provide a complete picture of consumer response.

The combination of these neuroscience tools showed a generally positive emotional response to the "Cheerleader" ad and highlighted it's strong finish.

While biometric measurements identified the peaks and valleys of emotional engagement, EEG provided a more granular look at brain response. This level of granularity uncovered engagement dips from scenes not critical to the storyline. Facial coding revealed more insight on consumer reaction during certain scenes, such as surprise by the unexpected cheering from the father. When Nielsen combined eye tracking with these results, they saw that during final branding, consumers were focusing on the characters instead of the brand!

It's easy to diagnose a bad ad – but it becomes even more challenging with a good ad. In the instance of "Cheerleader," Nielsen was able to uncover subtleties in an overall good that traditional research may have missed, allowing the Ad Council to further optimize the ad.

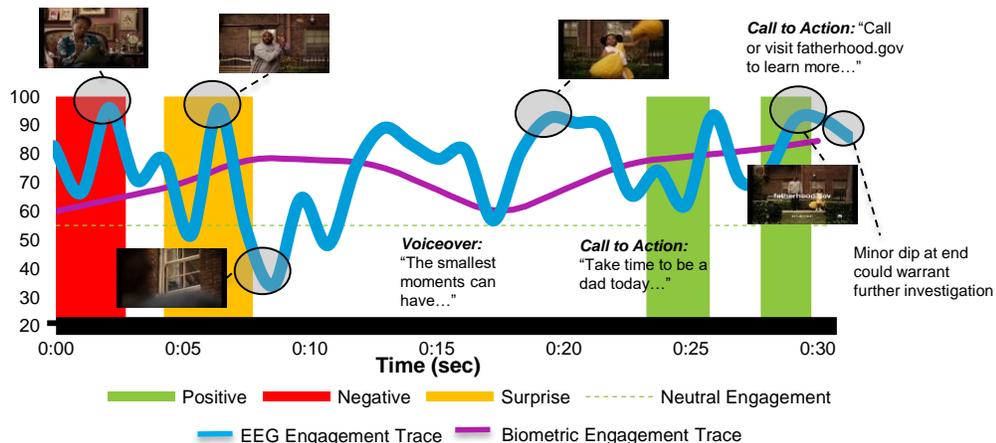
ADVERTISING EXAMPLE



Eye-Tracking "Attention Vampires"



Combination of Biometrics, EEG & Facial Coding



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