

OPTIMIZING SENSITIVE COMMUNICATION

USING CONSUMER NEUROSCIENCE TO SHARE EMOTIONALLY CHARGED, DIFFICULT MESSAGES

THE CHALLENGE

Instituto Liberta, a new Brazilian non-profit organization assembled to fight against sexual exploitation of children, launched a massive TV campaign across Brazil. The campaign, “Numbers,” included a 60-second ad narrated by a well-known celebrity in Brazil that combined shocking scenes of sexual exploitation involving children with alarming statistics embedded in the visual elements of the storyline around the problem of sexual exploitation of children and adolescents in Brazil. The campaign’s goal was to raise awareness of the issue, as well as find practical solutions, such as encouraging people to use the “Dial 100” telephone line for reporting complaints. Instituto Liberta was concerned that the sensitive nature of child abuse would cause viewers to withdraw from the content.

THE SOLUTION

Through its pro-bono efforts, Nielsen Consumer Neuroscience tested the ad using EEG based neuroscience measurement, eye-tracking, and facial coding to identify opportunities that could improve the message effectiveness and its potential to drive action.

THE RESULTS

Despite its shocking scenes, the ad managed to emotionally engage the audience and activate memory at above average levels. The creative strategy of embedding statistical data inside visual elements on the screen (such as matching the number mentioned in the voice-over with the number pushed in the elevator) helped drive strong performance compared to other tested communications (Exhibit A).

However, fast scene transitions and excessive footnote texts were demanding high cognitive effort and impairing emotional engagement (Exhibit B).

Additionally, during the call to action scene there was a disconnect between what was being said (“Dial 100”) and what was being shown on screen (finger near the bottom of the mobile keypad), causing confusion (Exhibit C).

With the detailed diagnostics and recommendations from Nielsen Consumer Neuroscience, Instituto Liberta was able to optimize their sensitive ad’s performance through emotion and memory, and drive favorable action intent towards the message being communicated.

ADVERTISING CASE STUDY



JUNTOS NO ENFRENTAMENTO DA EXPLORAÇÃO SEXUAL DE CRIANÇAS E ADOLESCENTES

Exhibit A.



Exhibit B.

Tested

Aired



Exhibit C.

Tested

Aired



For more information contact your Nielsen representative or visit
www.nielsen.com/consumerneuroscience