

THE BRAINS BEHIND BETTER ADS: OPTIMIZING THE CUTE AND CUDDLY

Winner of David Ogilvy Award for Excellence in Advertising Research

THE CHALLENGE

For non-profits with big ambitions and small budgets, maximizing each ad to be effective and memorable is essential. Nielsen and the Ad Council used consumer neuroscience to do just that for The Shelter Pet Project, a non-profit with the goal of making shelters the first place potential adopters turn to when they're looking for a pet. Although the Shelter Pet Project already had a strong-performing ad featuring beloved Jules the dog, there was room for improvement.

THE SOLUTION

Using consumer neuroscience, Nielsen graphed how people's brains responded to the ad to help the creative team identify, second-by-second, which scenes did and didn't resonate with the audience.

Using a combination of electroencephalograph (EEG) and eye-tracking measurements to determine the impact the ads had on viewers, the team effectively quantified the power of the pooch.

THE RESULTS

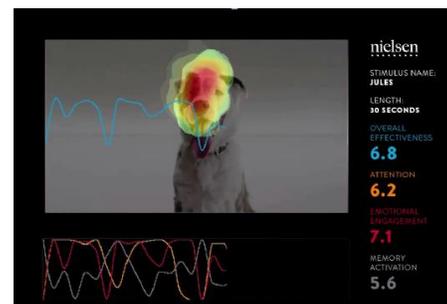
The test showed that faces on screen—including dogs'—boosts viewers' emotional engagement and when the ad's star, Jules the dog, was off screen the attention and emotional levels dropped. They also found that showing Jules, the company URL, and the logo at the same time competed for audience attention.

To capitalize on the findings, the team shortened Jules's off-screen moments and sharpened the ending. When the team tested the re-edited PSA, viewers were found to be more engaged, attentive, and memorable.

In the first three months after the PSA launch, traffic to ShelterPetProject.org increased 133%, and the average monthly traffic increased from 74,000 to 174,000.

By keeping the powerful presence of Jules and clarifying the main message and call to action, The Shelter Pet Project improved its ad while preserving the storyline.

ADVERTISING CASE STUDY



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