



Eye Tracking Omnibus



Campaign and concept testing is one of the key focus areas of Market Intelligence in ECCO. iMotion's eye tracking has become a strategic research tool in our campaign evaluation and given us valuable consumer insights on campaign performance.

The report provided by iMotions gives clear indications on concept performance, but also on how consumers are emotionally engaged when they are exposed to the campaign. This help us in the evaluation of creating the best possible campaign.

Benjamin Duve, Market Intelligence Leader – ECCO





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Customer: Ecco
ECCO 1 vs. ECCO 2 vs. ECCO 3

iMotions – Eye Tracking A/S
Eye Tracking Analyses
Copenhagen, May 2011
www.imotionsglobal.com



CONCLUSION – ECCO 1

Works

- The attention is distributed over the ad, all elements are noticed, however the brand is noticed less, only by half of the respondents.
- The product (lower left image) is noticed by practically all respondents.
- The models' faces attract much attention, and could work well grabbing the attention from other competing visual elements in the surrounding environment in which the ad is intended.

Suggestions

- The faces of the two models attract much attention, possibly at the expense of the attention to the brand, which only attracts the attention of half of the respondents. This may be improved by applying a design where the brand is not located at the lower right position, but more centrally. The brand could possibly attract more attention with higher contrast (not grey colour).
- Alternatively, the main image allocates half the available time of the respondents gaze. Maybe the brand could be placed near or inside the main image in order to utilise the image's ability to attract attention. This should only be done so that the attention to the product is not decreased.
- The Emotional Stop-Effect is the lowest of the three designs; the main image could be changed in order to increase the Emotional Activation.



ECCO I



CONCLUSION – ECCO 2

Works

- The attention is distributed over the ad, all elements are noticed, however the brand is noticed less, by 2/3 of the respondents, which is more than for ECCO 1.
- The product is noticed both in the in the main image and the lower left image, and it is noticed by practically all respondents.
- The models' faces attract much attention, and could work well grabbing the attention from other competing visual elements in the surrounding environment in which the ad is intended.
- The Emotional Stop-Effect is higher than for ECCO 1, but lower than for ECCO 3.

Suggestions

- The faces of the two models attract much attention, possibly at the expense of the attention to the brand, which attracts the attention of 2/3 of the respondents. This may be improved by applying a design where the brand is not located at the lower right position, but more centrally. The brand could possibly attract more attention with higher contrast (not grey colour).
- Alternatively, the main image allocates half the available time of the respondents gaze. Maybe the brand could be placed near or on inside the main image in order to utilise the image's ability to attract attention. This should only be done so that the attention to the product is not decreased. The danger of decreasing the product attention is less than for ECCO 1 as it is both featured in the main image and the lower left image.



ECCO 2



CONCLUSION – ECCO 3

Works

- The attention is distributed over the ad, all elements are noticed, however the brand is noticed less, by 2/3 of the respondents, which is, however, still more than for ECCO 1.
- Compared to ECCO 2, ECCO 3 the main image and the lower left image are the same, just interchanged. As in ECCO 2 also in ECCO 3 is the product noticed both in the main image and the lower left image, and it is noticed by practically all respondents.
- The product gets maximum exposure, and the Emotional Stop Effect is the highest of the three concepts.
- The ordering of the elements is good: first product and brand noticed among the first three elements.
- ECCO 3 also obtains the highest total score, which is the reason why it wins the comparison.

Suggestions

- The brand is not noticed by all respondents. This may be improved by applying a design where the brand is not located at the lower right position, but more centrally. The brand could possibly attract more attention with higher contrast (not grey colour).
- Alternatively, the main image allocates half the available time of the respondents gaze. Maybe the brand could be placed near or within the main image in order to utilise the image's ability to attract attention.



ECCO 3



METRIC SUMMARY



Parameter		INDEX VALUE ECCO 1	INDEX VALUE ECCO 2	INDEX VALUE ECCO 3	Benchmark Value
EMOTIONAL ACTIVATION (0-10 scaled to 0-100)		24	36	41	23
EYE TRACKING (Percent respondents in AOI)	AOI Brand %	56	65	59	73
	AOI Product %	93	97	100	(no benchmark)
	AOI Message %	48	58	59	91
	AOI Average %	66	73	73	82
TOTAL AVERAGE		45	55	57	53

- ▶ All Eye Tracking indicators are very close or equal for the three concepts, this is mainly due to the fact that the design layouts are similar in composition. However ECCO 2 and 3 are a bit higher than ECCO 1.
- ▶ ECCO 3 score highest on Emotional Activation.
- ▶ ECCO 3 gains the highest combined score and therefore wins.
- ▶ All AOIs for ECCO designs are below benchmark values, especially worth noticing that brand is underperforming.
- ▶ ECCO 2 and 3 are well above benchmark for Emotional Activation.



TEST DESIGN & ANALYSIS

ANALYSIS QUESTIONS

- Do the respondents actually read the text, or is it just seen or glanced at?
- Are all main elements of the design noticed: logo, product, headline, text and price tag?
- Is the ad emotionally engaging?

SEGMENT

ECCO 1, 2 & 3 were tested on respectively 27, 30 & 31 female respondents, in the age range 18 to 77 years with an average age of 35 years, normal vision. The respondents were recruited in a mall right before being tested (on demand).

DATA COLLECTION

The data was collected on Friday April 16 2010 in Frederiksberg Shopping Center, Copenhagen, Denmark.

TEST METHOD

1. The respondent is placed in front of the eye tracking system. The eye tracker camera is operating within the infrared spectrum, recording the eye position and additional parameters 60 times pr second, while the respondent is observing the advertisements (stimuli) on a standard LCD computer display.
2. The respondent is instructed and a calibration of the system is performed (3 min).
3. The test, a slide show of advertisement stimuli, is started. As many as 17 advertising stimuli can be presented in total.
Before each advertisement stimulus appears, a gray, neutral stimulus is placed to make sure the reaction to the actual stimulus is non biased by the previous stimulus (3 min).
4. The respondent is debriefed and a written questionnaire is filled in (5min).





RESEARCH BENEFITS



EYE TRACKING



EMOTION METRICS

Question Answered	Do the elements and messages get awareness in the advertisement? Does the concept catch the attention.	Does the consumer engage emotionally with the advertisement? Does the concept catch the attention?
Visual Processing Stage	Cognitive, conscious aware of the elements in the concept	Pre-attentive, Pre-cognitive, Mostly Sub-conscious. Guides our attention (sub-consciously) before the advertisement get our attention.
Why?	If there is no visual attention on the elements in the advertisement - there is less probability of delivering the message and that the brand, product or campaign will be chosen in a shelf, in a newspaper, in a webpage or on television.	If there is no emotional engagement then the advertisement will create less visual attention, have lower impact on the attention and the advertisement would potentially be overlooked.
Keywords	Gazed, glanced, noticed, looked at, overlooked, aware of.	Trustworthy, engaging, confidence, relations, appeal, stop-effect, attention driver.



SEGMENT STATISTICS

	ECCO 1		ECCO 2		ECCO 3	
	Male	Female	Male	Female	Male	Female
Respondents	-	27	-	31	-	32
Average Age	-	33.2	-	33.5	-	35.9
Median Age	-	34	-	33	-	34
Standard Dev.	-	13.8	-	14.5	-	14.3
Data Quality	-	86%	-	91%	-	92%



DISTRIBUTION OF ATTENTION – ECCO 1



High Attention

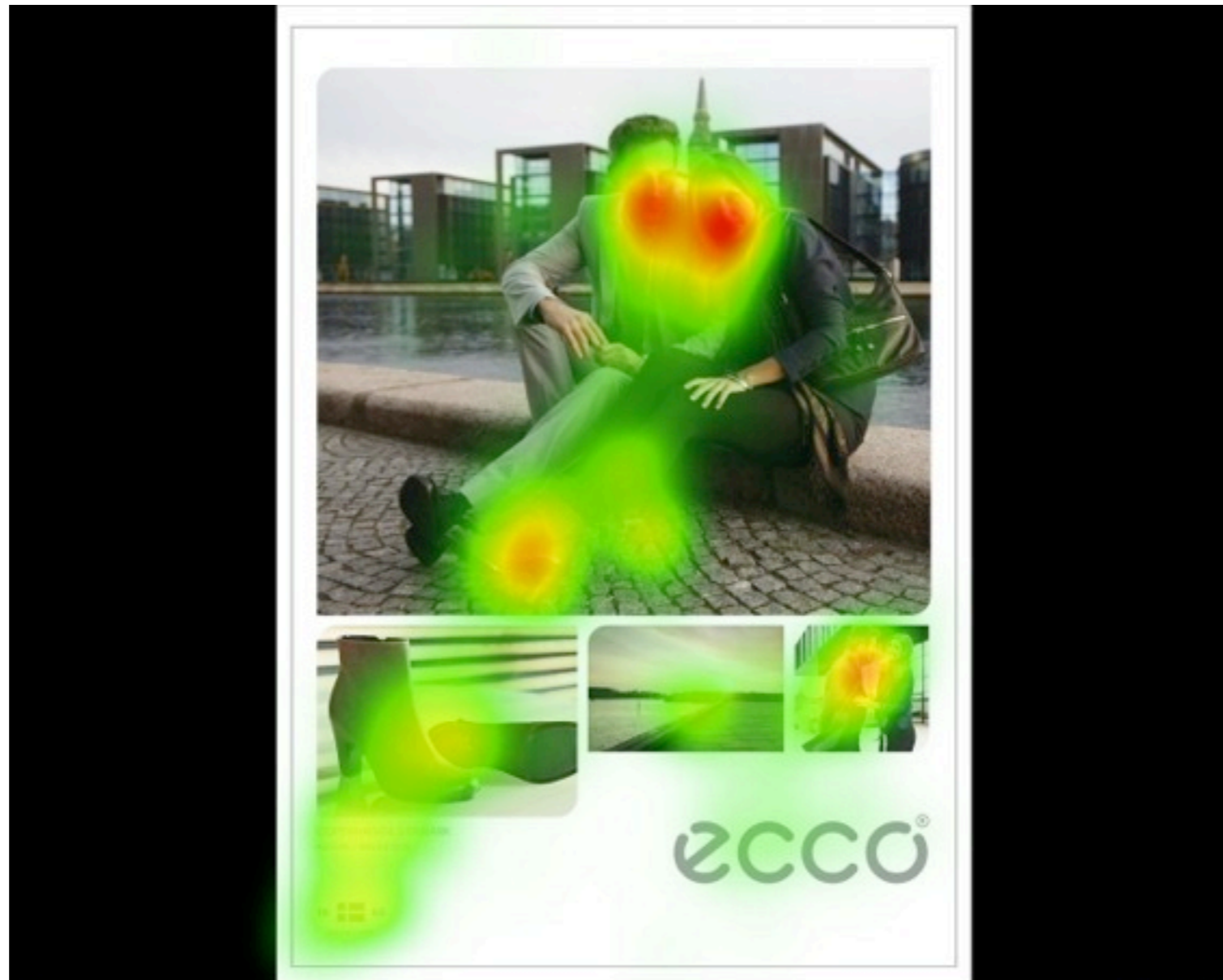


Low Attention

- ▶ The attention is distributed equally across the images and text, however the brand does not attract much attention.
- ▶ The faces of the women attract most attention, which is within expectations as faces are natural attention draggers.
- ▶ Shoes attract a fair amount of attention.
- ▶ Brand does not attract much attention.



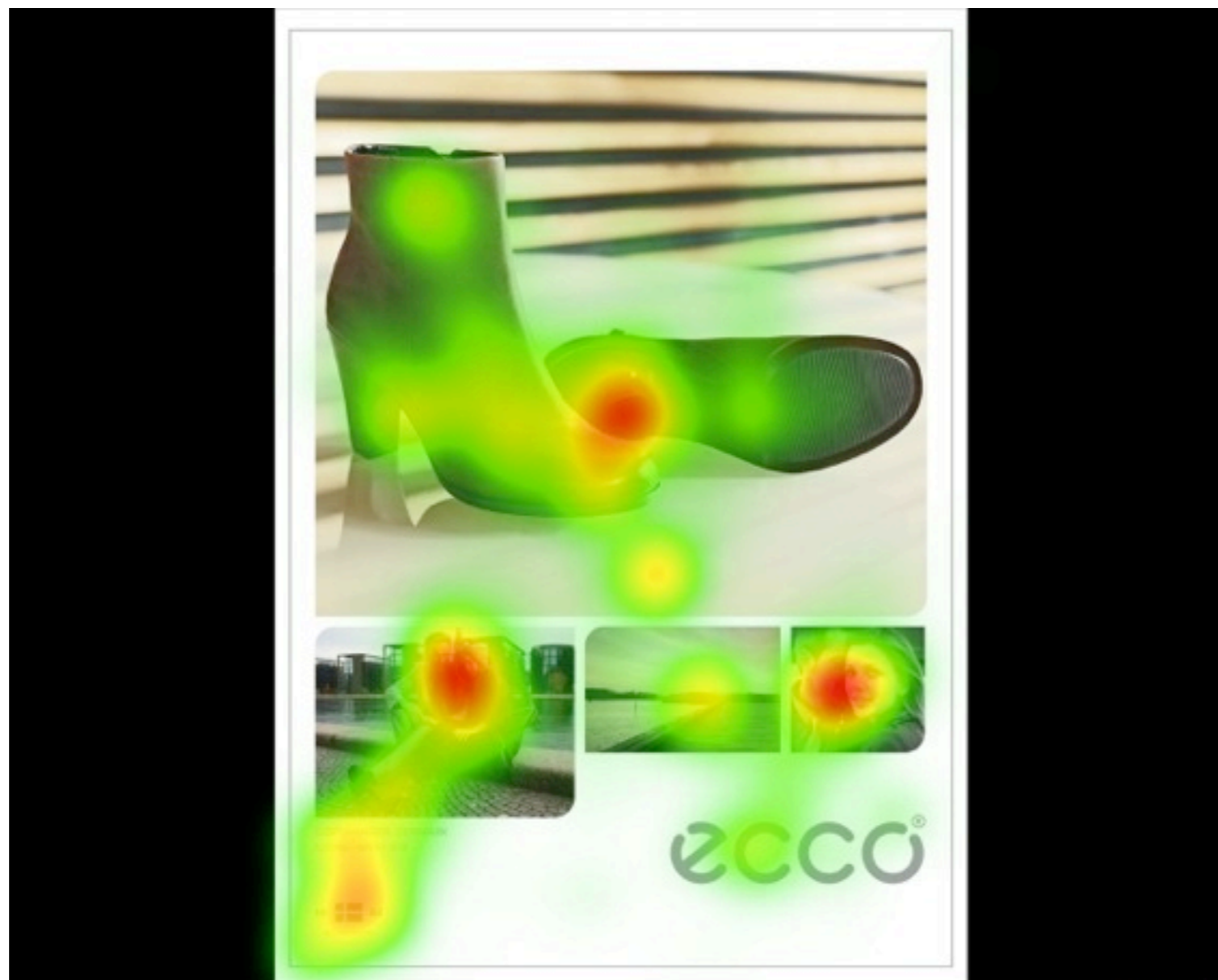
DISTRIBUTION OF ATTENTION – ECCO 2



- ▶ The attention is distributed equally across the images and text, however the brand does not attract much attention.
- ▶ The faces of the woman and the man attract most attention, which is within expectations as faces are natural attention draggers. The smaller images to the right also attract attention, especially the woman and the man, while the more neutral waterfront is less noticed.
- ▶ Shoes attract a fair amount of attention.
- ▶ Brand does not attract much attention.



DISTRIBUTION OF ATTENTION – ECCO 3



- ▶ The attention is distributed equally across the images and text, however the brand does not attract much attention.
- ▶ The faces of the woman and the man attract most attention, which is within expectations as faces are natural attention draggers. The smaller images to the right also attract attention, especially the woman and the man, while the more neutral waterfront is less noticed.
- ▶ Shoes attract much attention, and the attention is distributed over the several design details of the shoes.
- ▶ Brand does not attract much attention.



ATTENTION & AREAS OF INTEREST – ECCO 1



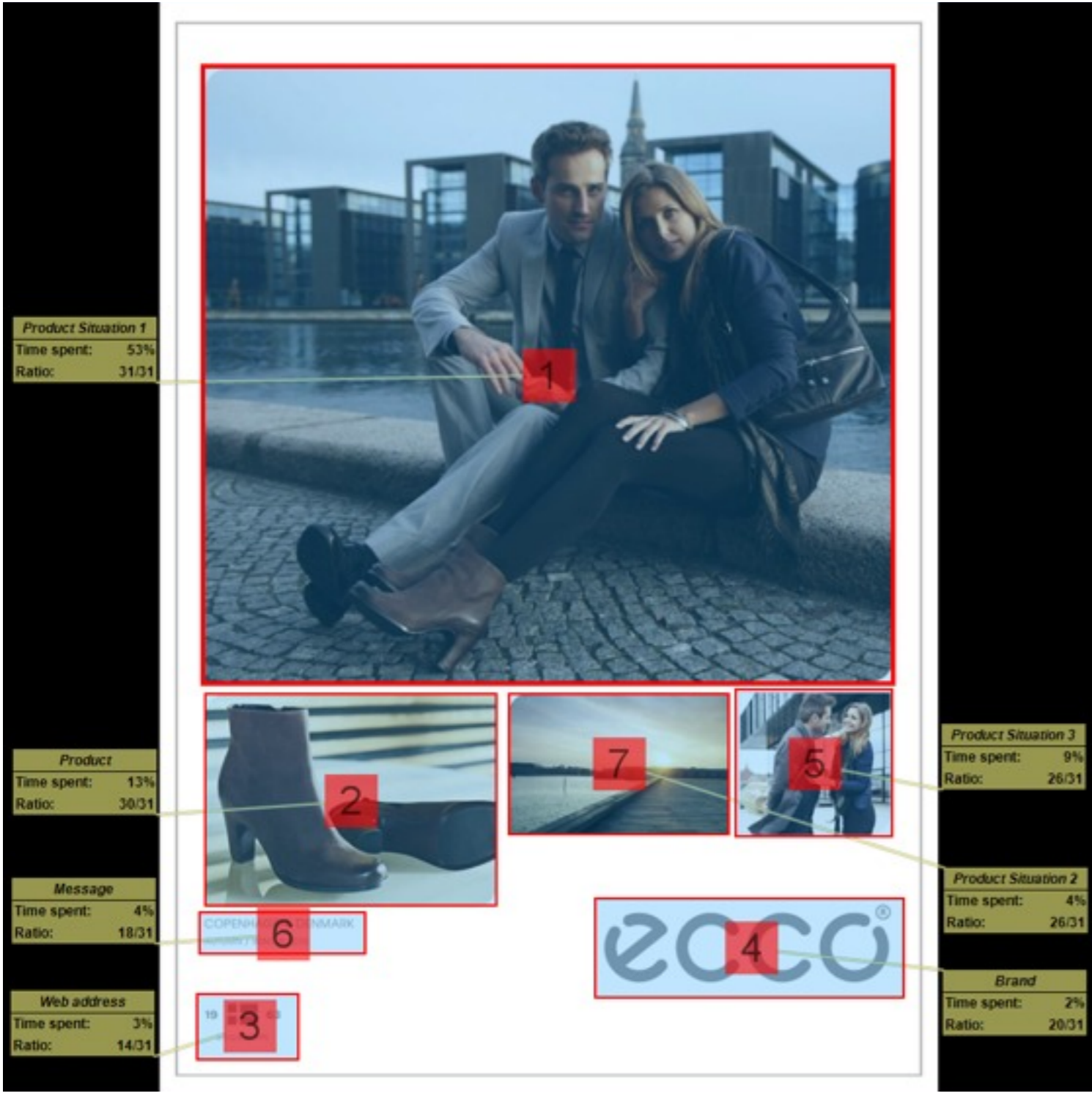
- ▶ The order of the first three attention points (indicated by red marks) is as follows:
 - ▶ 1) Product Situation 1
 - ▶ 2) Brand
 - ▶ 3) Product
- ▶ The rest of the elements are contextual, and as such the lower ordering of these might be acceptable – the main messages are seen first.
- ▶ The brand is only seen by 56% of the respondents, which is not desirable
- ▶ Product is seen by 93% of the respondents.
- ▶ Message is seen by 48% of the respondents.

Area Of Interest





ATTENTION & AREAS OF INTEREST – ECCO 2



- ▶ The order of the first three attention points (indicated by red marks) is as follows:
 - ▶ 1) Product Situation 1
 - ▶ 2) Product,
 - ▶ 3) Web address.
- ▶ The Brand comes as fourth element, compared to ECCO 1 this result is less desirable. The rest of the elements are contextual, and as such the lower ordering of these might be acceptable – the main messages are seen first.
- ▶ The brand is seen 65% of the respondents, which is not desirable, however better than for ECCO 1.
- ▶ Product is seen by 97% of the respondents.
- ▶ Message is seen by 58% of the respondents.

Area Of Interest





ATTENTION & AREAS OF INTEREST – ECCO 3



- ▶ The order of the first three attention points (indicated by red marks) is as follows:
 - ▶ 1) Product
 - ▶ 2) Product Situation 2
 - ▶ 3) Brand
- ▶ The rest of the elements are contextual, and as such the lower ordering of these might be acceptable – the main messages are seen first.
- ▶ The brand is seen by 59% of the respondents, this is better than for ECCO 1 and comparable to ECCO 2.
- ▶ Product is seen by 100% of the respondents.
- ▶ Message is seen by 59% of the respondents.

Area Of Interest





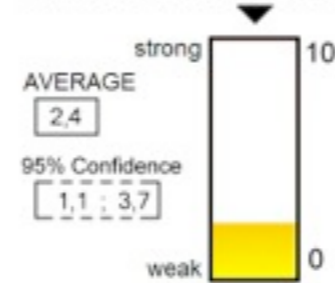
EMOTIONAL ACTIVATION – ECCO 1

▶ Stimulus Name: B1M12_EccoAW10A



Result generated by iMotions Tool® provided by iMotions - Emotion Technology ©2005-2010

EMOTIONAL ACTIVATION

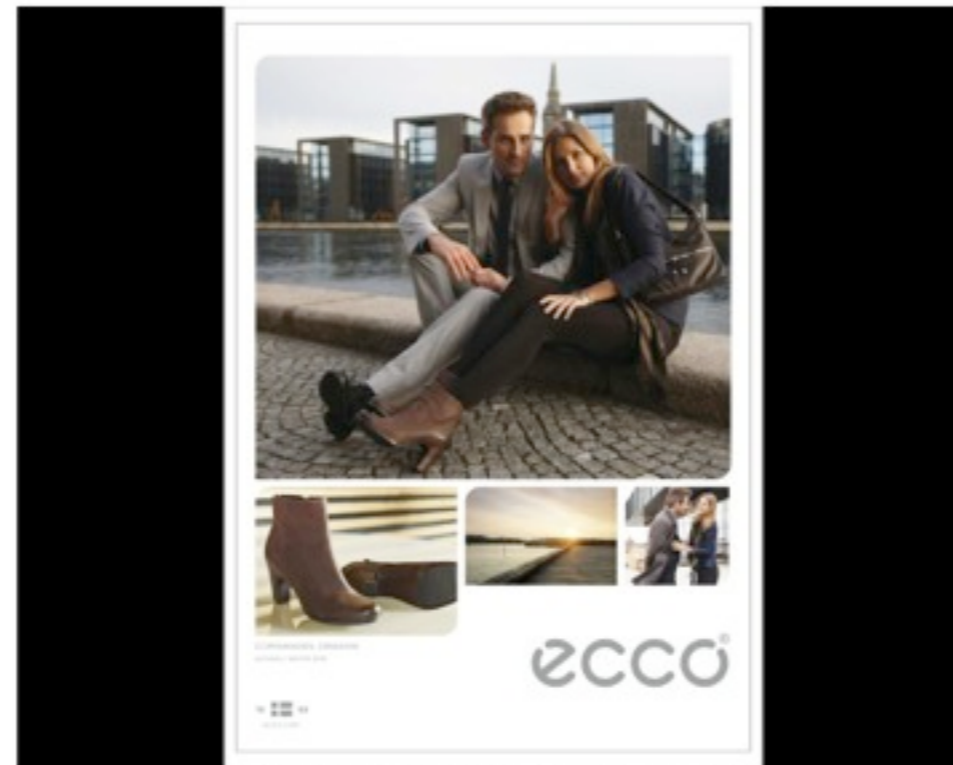


- ▶ The Emotional Activation is at a low level, a little above neutral activation.
- ▶ The Average Emotional Activation is between 1.1 and 3.7 with 95% confidence, meaning the segment as a whole has a low Activation.

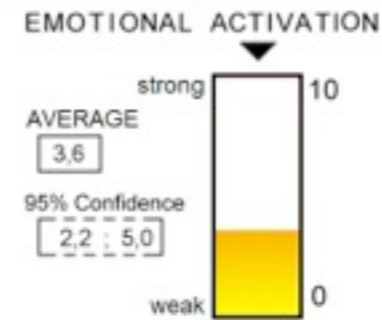


EMOTIONAL ACTIVATION – ECCO 2

▶ Stimulus Name: B1M12_EccoAW10B



Result generated by iMotions Tool® provided by iMotions - Emotion Technology ©2005-2010

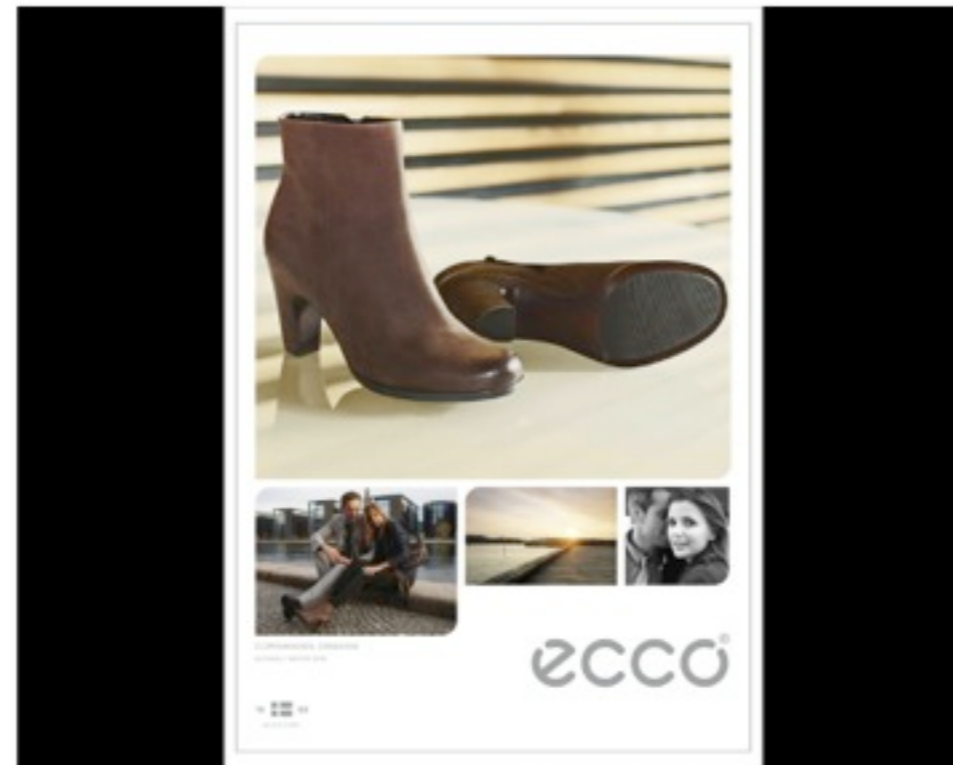


- ▶ The Emotional Activation is at a low level, a bit above neutral activation, however higher than for ECCO 2.
- ▶ The Average Emotional Activation is between 2.2 and 5.0 with 95% confidence, meaning that the segment spans over respondents with a low Activation to respondent with medium Activation.
- ▶ The advertisement is more likely than ECCO 1 to have a "Stop Effect" i.e. being noticed, drag attention due to the generally higher mean Activation.

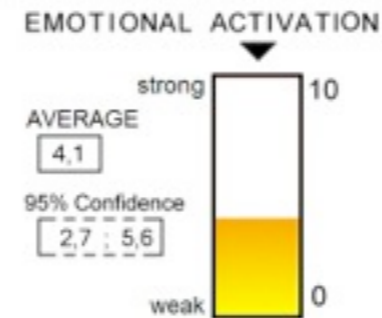


EMOTIONAL ACTIVATION – ECCO 3

▶ Stimulus Name: B1M12_EccoAW10C



Result generated by iMotions Tool® provided by iMotions - Emotion Technology ©2005-2010



- ▶ The Emotional Activation is at a medium level, above neutral activation, and higher than for ECCO 1 and ECCO 2.
- ▶ The Average Emotional Activation is between 2.7 and 5.6 with 95% confidence, meaning that the segment spans over respondents with a low Activation to respondents with medium, medium high Activation.
- ▶ ECCO 3 is more likely than ECCO 1 and ECCO 2 to have a "Stop Effect" i.e. being noticed, drag attention due to the generally higher mean Activation.
- ▶ The main difference between ECCO 3 and ECCO 1 and 2, is that the main image is not reflecting a situation but the product itself, with the product situations depicted in the smaller frames below.



END

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