

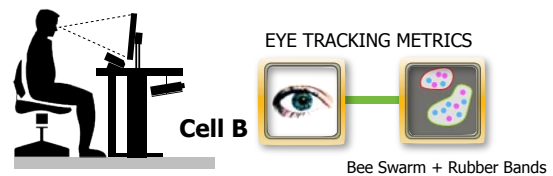
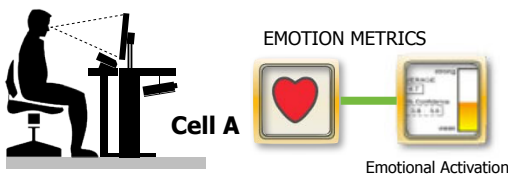
**Agency:** iMotions - Enabling Services  
**Date:** April - June 2009  
**Client:** Cadbury  
**Place:** Denmark

**Background / Objectives:**

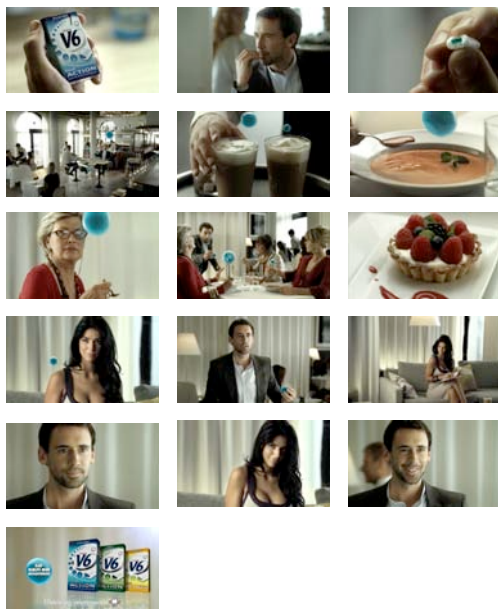
The client wanted to evaluate the TV Ad of the new advertisement campaign for it's V6 - Dual Action brand. They wanted to know which scenes to keep in a 15 second edition of a 30 sec. commercial.  
*NOTE: This methodology can be used as post-production optimization of all moving images formats.*

**Methodology:**

- Attention Tool® + Questionnaire
- Target segment: 120 people (Males 50% / Females 50%) / Age: "Young" & "Old"
- 2 Cells: (A/B) 60 people each (30 M / 30 F).
- Cell A was shown a representative frame of each scene of the TV Ad to be measured with **EMOTION METRICS - Emotional Activation** to know the emotional activation curve of the TV Ad.
- Cell B was shown the 30 second TV Ad to be measured with **EYE TRACKING METRICS - Bee Swarm - Rubber Bands** to know the branding and communication messaging characteristics of the TV Ad.
- Cell B was asked a brief questionnaire about Recall, Likes / Dislikes, etc...

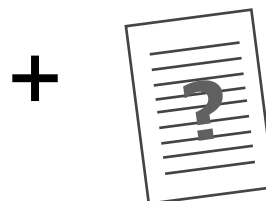


Representative frame of each scene



**Cell A:** 60 people each (30 M / 30 F) / Young & Old

30 second TV Ad



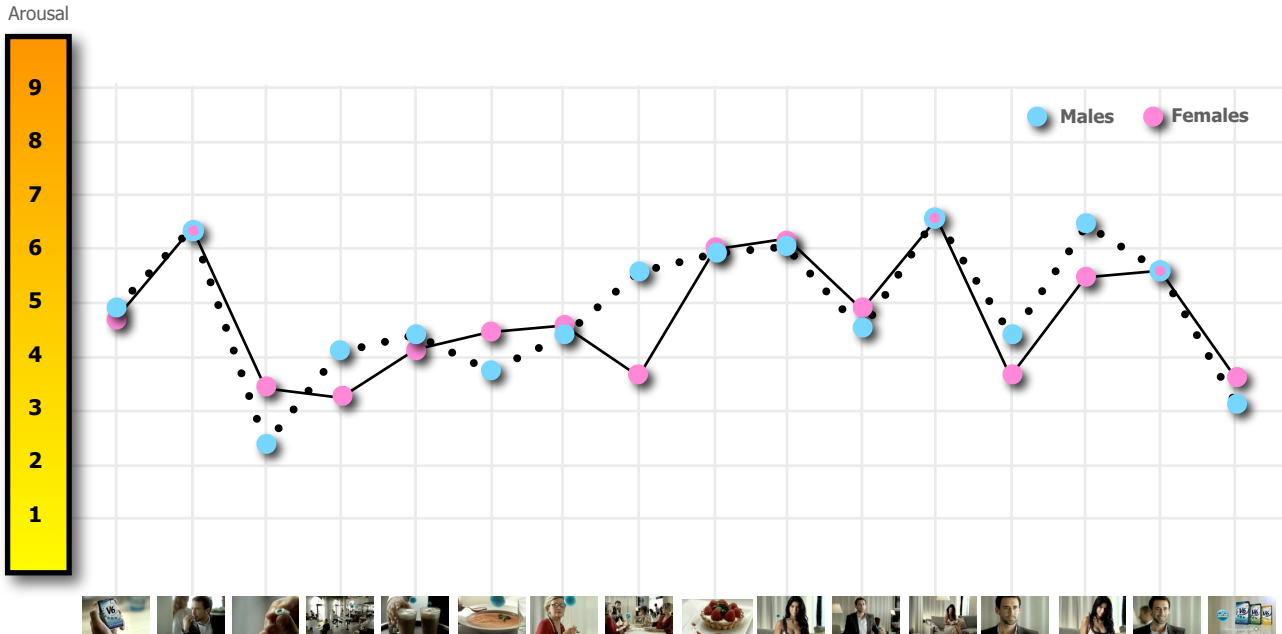
**Cell A:** 60 people each (30 M / 30 F) / Young & Old

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**Results:**

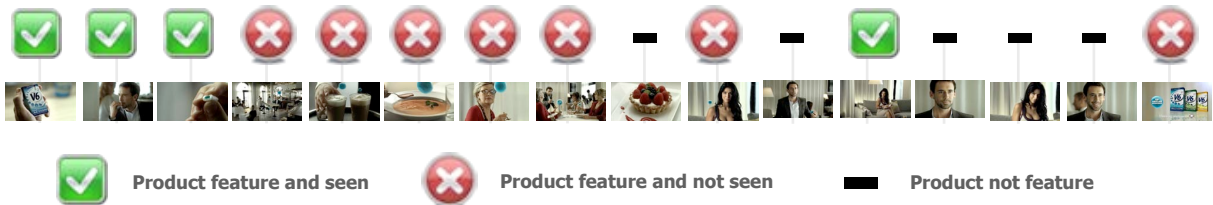
**1. Emotional Activation Curve.** (*Emotional Activation Analysis*)

This graph states the Arousal level each scene produces with the consumer.



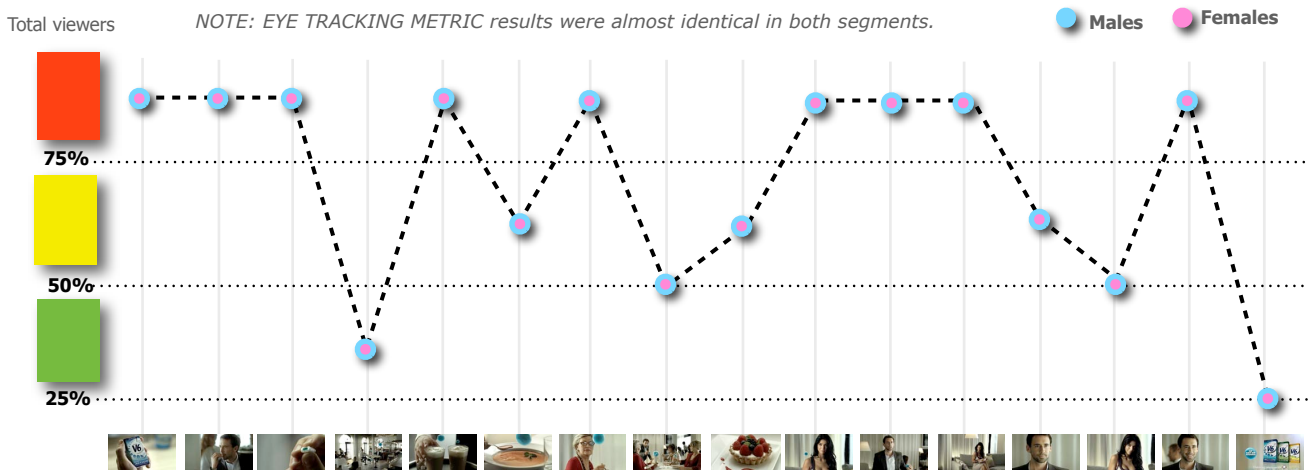
**2. Branding** (*Bee Swarm + Rubber Bands Analysis*)

This analysis reveals if the product (V6) is seen or not seen when featured in each scene.



**3. Attention: Percentage of total viewers** (*To see the attention areas refer to page 3 & 4*)

This graph reveals the percentage of focused attention in each scene.



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**4. Answers to the Questionnaire:** Which brand was shown in the Ad?

Young segment: 39 % Stimorol & 58% V6 / Old segment: 19% Stimorol & 73% V6

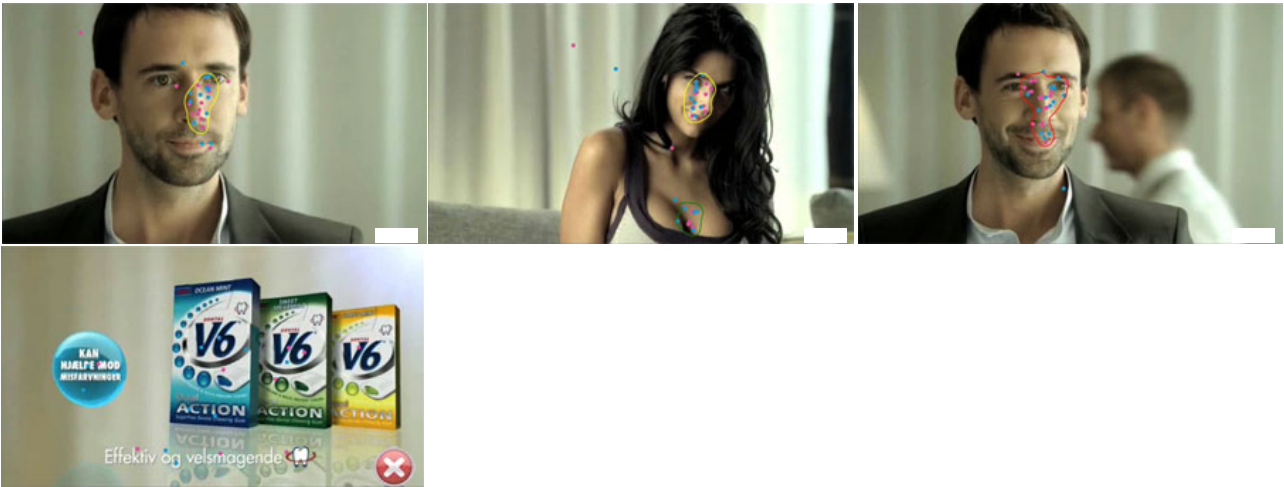
**Conclusions / Learnings**

- The Ad movie works well emotionally but it does not achieve to expose the product / brand properly and benefit from the "high" emotional activation. This is also confirmed by the low recall rate specially with the "Young" segment.
- Use the woman's ability to create emotional activation to grab attention while placing the message as she generates considerable more emotional activation than the man.
- Capitalize when the product is in touch or on top of the main characters (man & woman) as it is only then when the product get exposure, otherwise it is not seen.
- The people and their faces get the attention of the respondent, not the rest, including the "flying bubbles".
- The "flying bubbles" are basically not seen throughout the Ad. They distribute the attention of the respondent preventing the attention on the main messages.
- The scenes with people generates more emotional activation than the situational scenes or food exposure scenes. Nevertheless the "cake" (frame 9) gets a as high an emotional activation as the people.
- The shot of the inside of the chewing gum (frame 3) gets the lowest Emotional Involvement of all the Ad.

**Result: EYE TRACKING METRICS - Bee Swarm - Rubber Bands per frame**











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**EYE TRACKING ANALYSIS - Rubber Bands Analysis: Branding & Attention**

**Total viewers:**

	Product feature and seen		more than 75%		Males		Females
	Product feature and not seen		between 50% & 75%				
	Product not feature		between 25% & 50%				