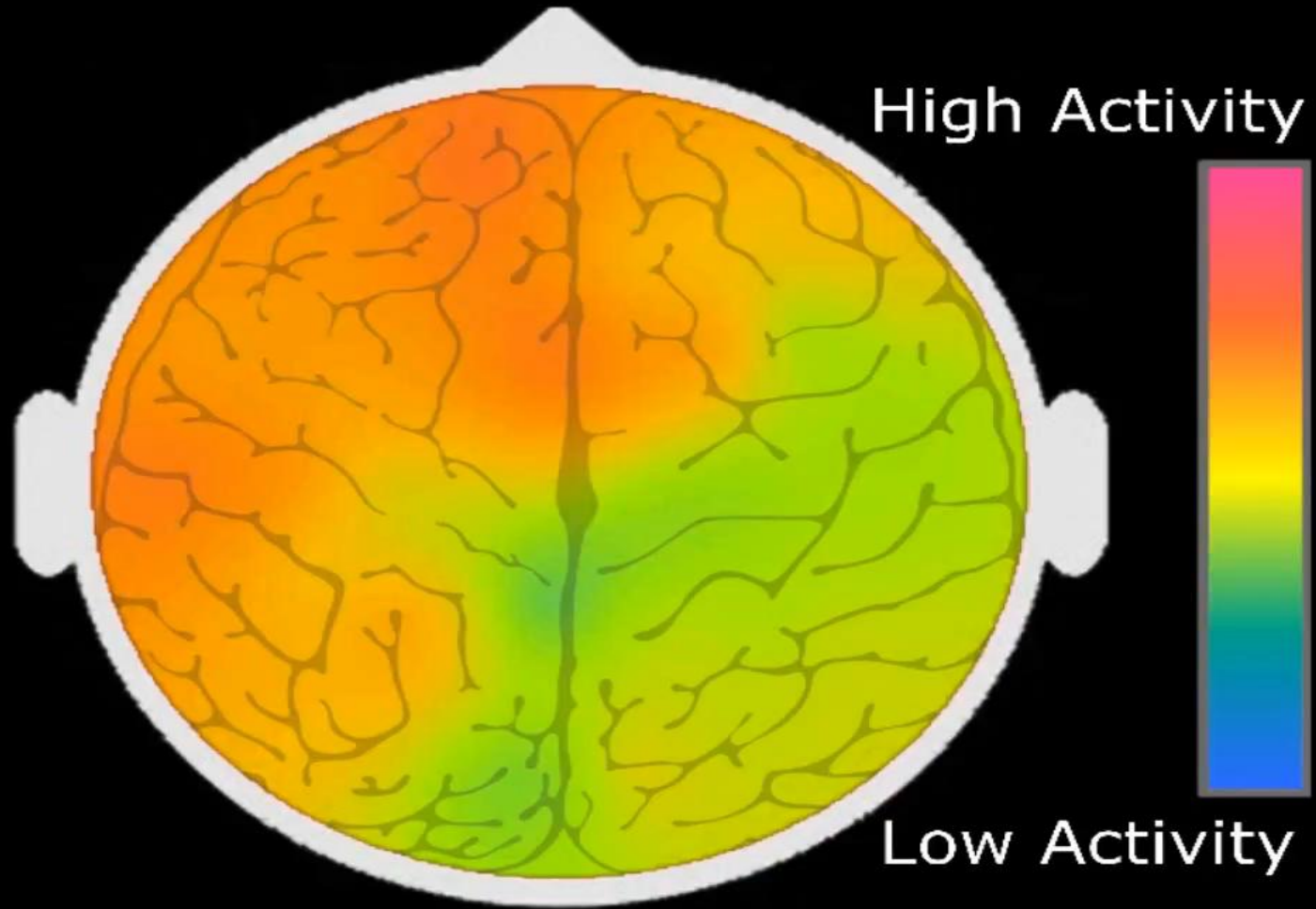


Attention, emotion and memory

Using neuroscience to
understand what really
matters



Opening a window on the brain



The subconscious is key

NEURO|NSIGHT



Brain imaging gives new perspectives

NEURO|NSIGHT



We can look at attention, emotion and memory

NEURO|NSIGHT



Attention only gets you so far

NEURO|NSIGHT



Gaming is a good example



Emotion is crucial, but...



... it only tells part of the story

NEURO|NSIGHT



Great ads also need to drive memory response

NEURO|NSIGHT



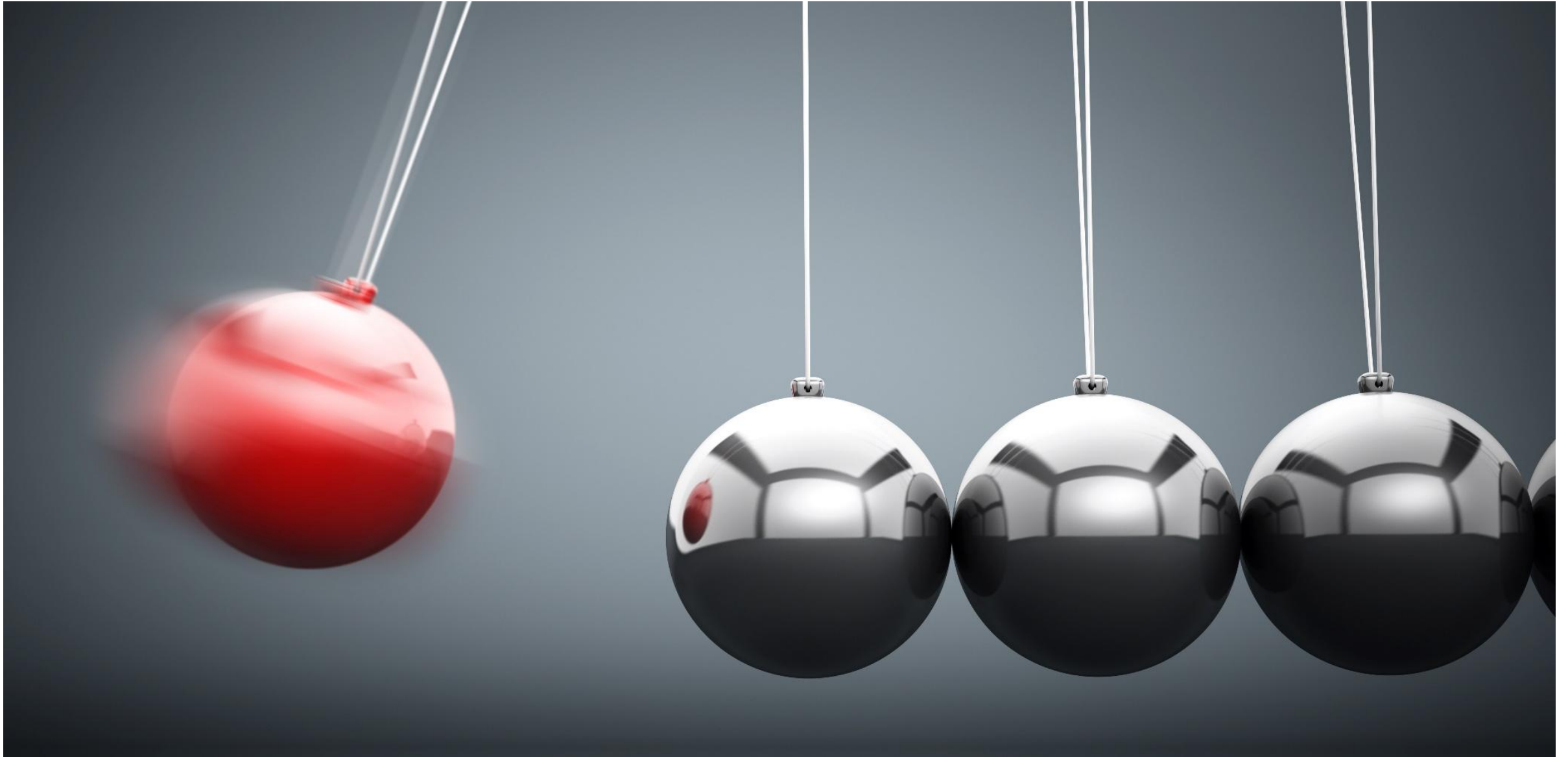
Decisions involve emotion and memory

NEURO|NSIGHT



Brand impact depends on understanding both

NEURO|NSIGHT



Maximising the impact of branding in the brain



Five big conclusions about effectiveness

- 1 It's not about shouting loudest
- 2 It's all about the classic story-telling techniques
- 3 People are paramount
- 4 Music can make an ad..
Or break it
- 5 Branding's in the timing



1

**It's not about
shouting loudest**



It's not about shouting loudest

NEURO|NSIGHT

**Ads where product
was showcased
rather than “sold”
elicited 17% higher
brain response***

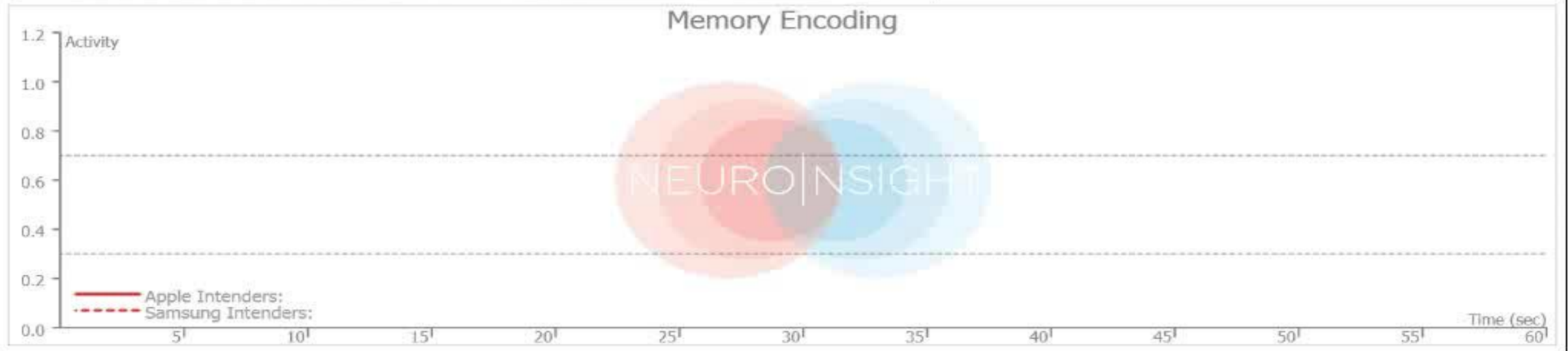


* Composite long term memory encoding at final branding

Better to showcase a product than to sell it



Samsung Galaxy S5 - Wall Huggers
Apple Vs Samsung Intenders



2

It's all about the classic story-telling techniques



Make the brand intrinsic to the story

**Strong
branding
throughout the ad
resulted in 9%
higher response
at final branding***

* Composite long term memory encoding at final branding



Make the brand intrinsic to the story



Diet Coke
The Gardener
Male vs Female Viewers



3

People are
paramount



**Ads with high levels
of interaction elicited
responses 10%
greater* than those
with low levels of
interaction**

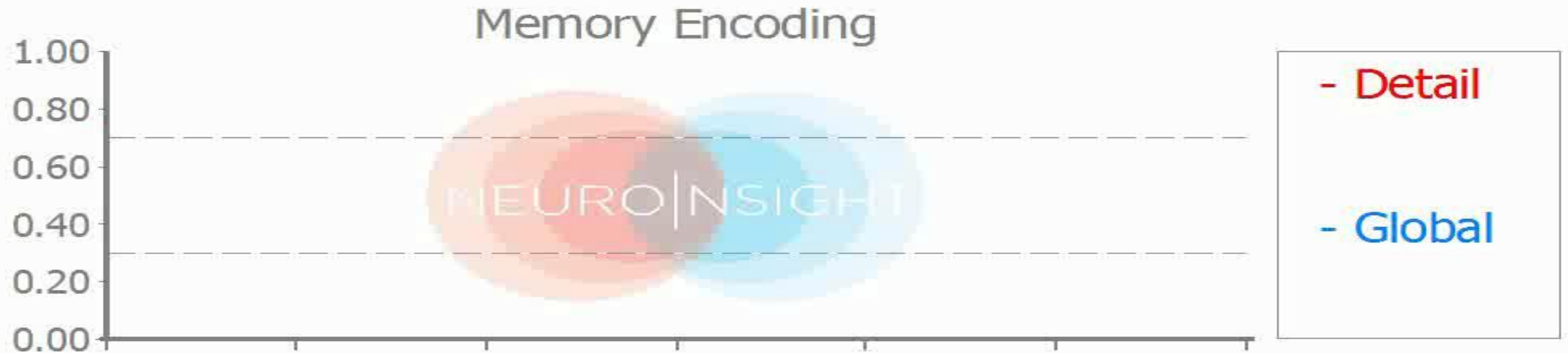


* Composite long term memory encoding at final branding

Focus on human interaction



John Lewis
All Viewers



4

Music can make an ad...
Or break it



Ads where music drives the action elicited 14% higher responses* compared to when music was a recessive feature

* Composite long term memory encoding at final branding



Music works best when it drives the action

NEURO|NSIGHT



5

Branding's in the timing



Don't tell the brain it's over too soon

NEURO|NSIGHT



**Responses are 30% lower*
in ads that induce
conceptual closure during
end branding**

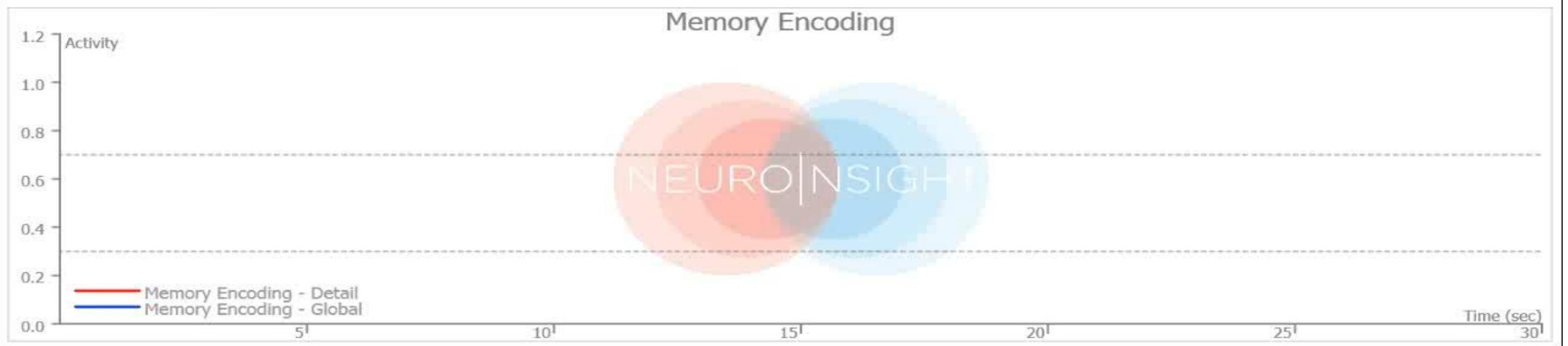


* Composite long term memory average drop in response as a result of conceptual closure at end branding

Don't tell the brain it's over too soon



MLC
Save Retirement 30 Second TVC
Target Consumers



A quick reminder

- 1 It's not about shouting loudest
- 2 It's all about the classic story-telling techniques
- 3 People are paramount
- 4 Music can make an ad..
Or break it
- 5 Branding's in the timing



Thank you

