



primedesign 

An explanation of primesight's innovation tool

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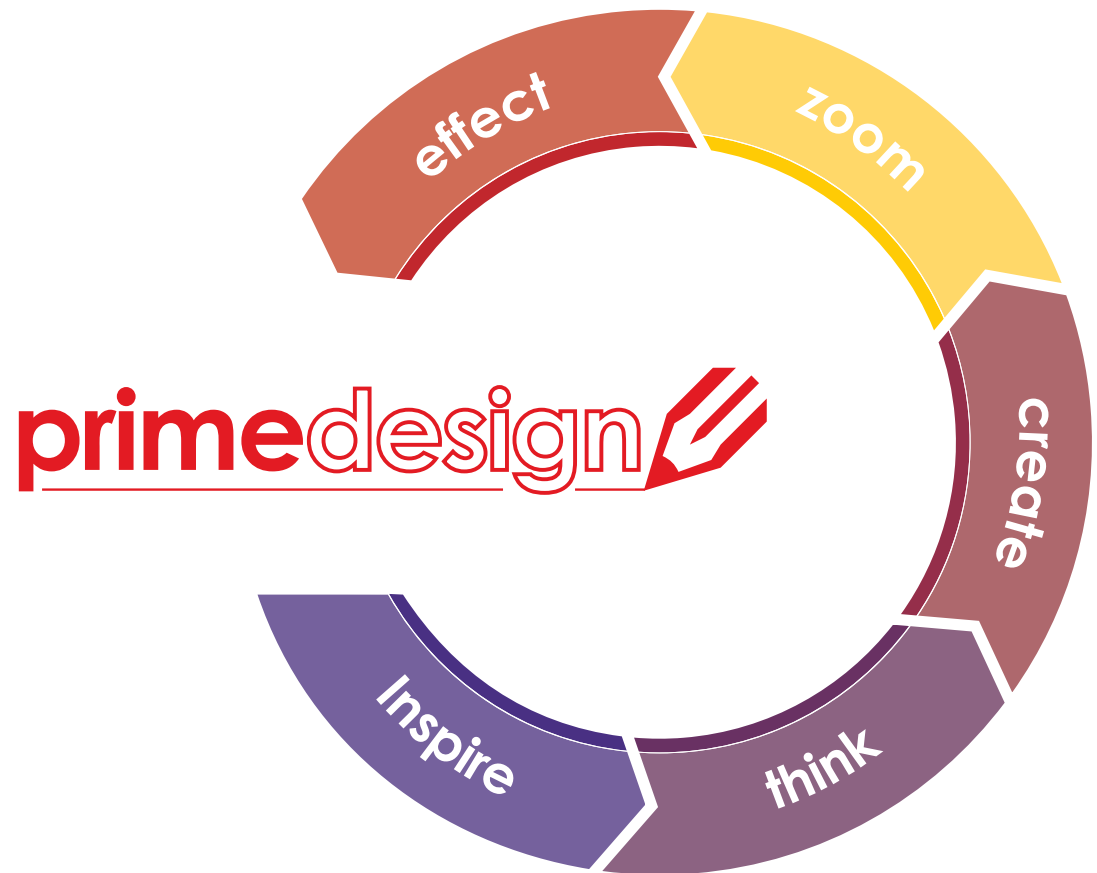
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## Executive Summary

Primesight are committed to effective Outdoor Advertising.

Whilst our service is focused on the provision of media space, we understand the importance of ensuring that the creative message is delivered effectively.

To provide some guidance in this area, Primesight have created a tool called Primedesign which offers a range of inspiration, thought and guidance around outdoor creative.



Helping produce outstanding creative



## Inspire

A collection of great creative work



## Think

A consideration of what it takes to 'Export vision to the mind'



## Zoom

A visualisation of your how your creative looks on the streets from close up to longer range.



## Effect

A database of learning focused on audience actions and attitudes generated by seeing poster campaigns



## Create

An insight into how effectively your creative generates visual attention within the first few seconds of impact.

This is of significant importance for Out of Home advertising which often has to communicate quickly to an audience on the move.

Create will help to identify whether the key elements of the communication will achieve early attention.

# Introduction to Primedesign

Primesight understand the importance of getting the creative right. We have developed unique research software to help evaluate the visual attention received by the creative execution.

By utilising this visual analysis software which predicts where people initially look when viewing complex scenes, we are then able to offer thought or guidance on a campaign.

A wide variety of our clients have used Primedesign to assess and improve the effectiveness of the visual impact. For those that have invested in out of home media with Primesight, we provide this service as part of our drive for better results.

The following pages will take you step by step in explaining how this works and what insights you are able to gain.



# Primedesign Visual Attention Software

Primedesign is a software tool that uploads creative and makes predictions about where people will initially look within that scene.

The software is based on 30 years of research in academic institutions to better understand what people will initially notice.

The goal of this research is to develop a deep understanding of how visual attention is initially allocated predicting where these initial fixations will occur.



Based on prior research, during the initial “surveillance” period, our visual system is attracted to low-level perceptual features such as colour, luminance, edges, motion and other early visual processing elements. This initial surveying typically occurs in the first 3-5 seconds.

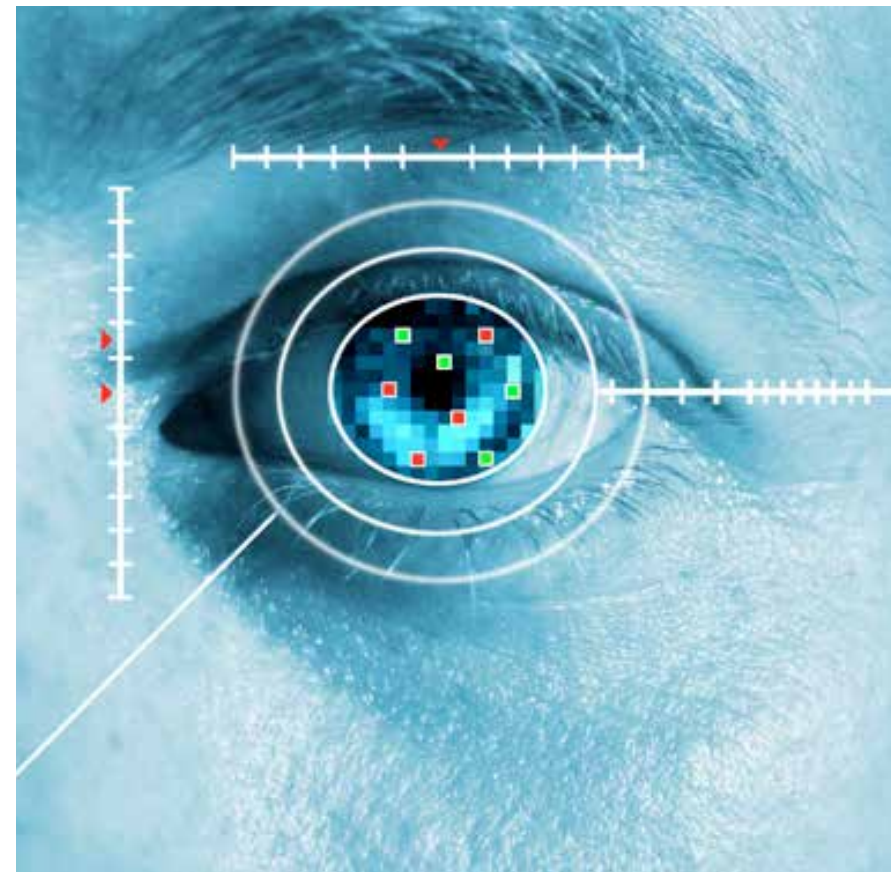
During this survey period the visual system analyses the visual representation projected on the retina and based on that information, the eyes are drawn to particular regions of the scene based on the features (e.g. colour, contrast, text faces, etc).



# Primedesign Data Collection

Primedesign is validated using this eye-tracking data. Data used for this validation consists of four different data sets, two of which were collected by academic research labs (MIT & York University).

Each data set consists of eye fixations data collected for relatively short periods of time (3-5 seconds) for a variety of images (indoor scenes, outdoor scenes, people, advertisements, etc.). This provides a measurement as to where people will initially look at an image.





For best use of Primedesign, compare your predictions to your visual goals. If red/yellow regions cover your visual goals, and there are no red/yellow regions outside of those areas, then you have met your visual goals.

If there is a distracting area that is drawing unwanted attention, consider removing or replacing that portion of your design.

Faces can have a powerful effect on visual saliency. Adding a face will almost always attract a great deal of attention. Faces can also be distracting elements that draw attention away from other key design elements.

If there are no strong red areas of attention, you can intensify a region by adding light/dark contrast, colour contrast, edges, text and faces.

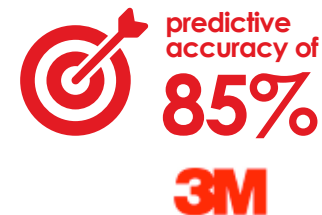
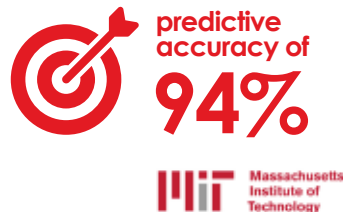


## How was the model validated?

It was validated using eye-tracking data. Data used for this validation consisted of four different data sets, two of which were collected by academic research labs (MIT & York University) and the third and fourth sets were collected by 3M. Each data set consisted of eye fixations data collected for 3-5 seconds for a variety of images including advertisements. This provides a measurement as to where people will initially look at an image.

## How accurate is the prediction?

With the biases removed, the predictive efficiency was proved at 93% for the York University images, 94% for the MIT images and 85% for the 3M advertising images, delivering an overall predictive accuracy of 90%.

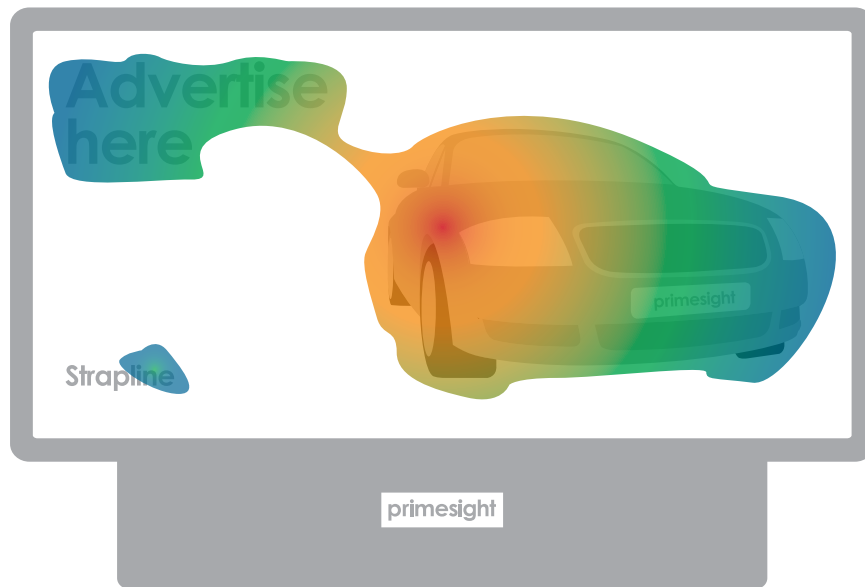


**90%**

# Primedesign Visualisations

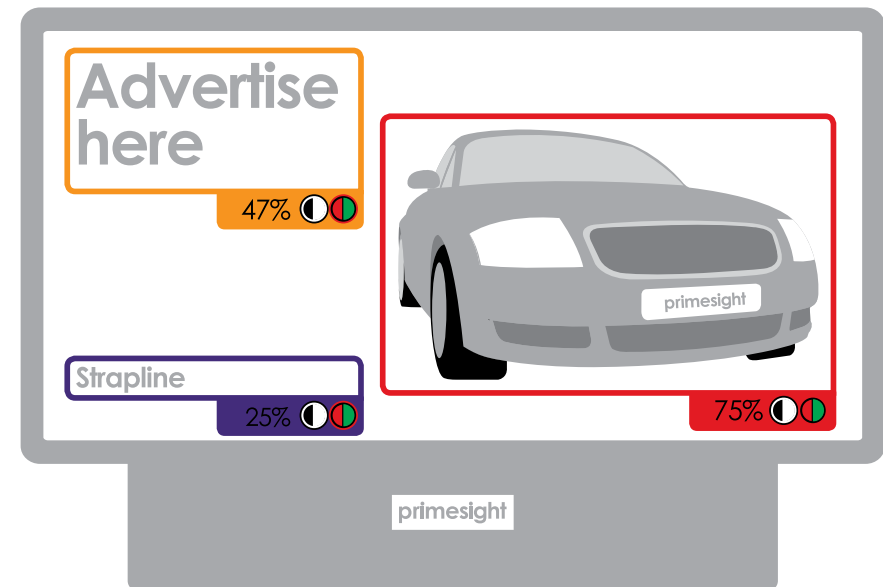
A guide to the insight available through Primedesign

## Primedesign Heatmap



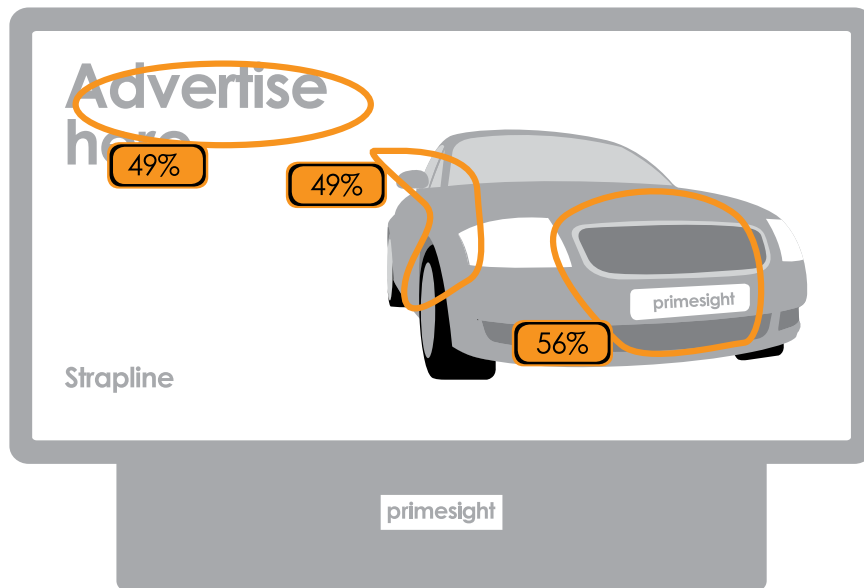
Heatmaps show the distribution of visual attention. Red areas are likely to draw the most immediate attention, followed by yellow, green and then blue which are the least likely areas to draw attention.

## Areas of Interest



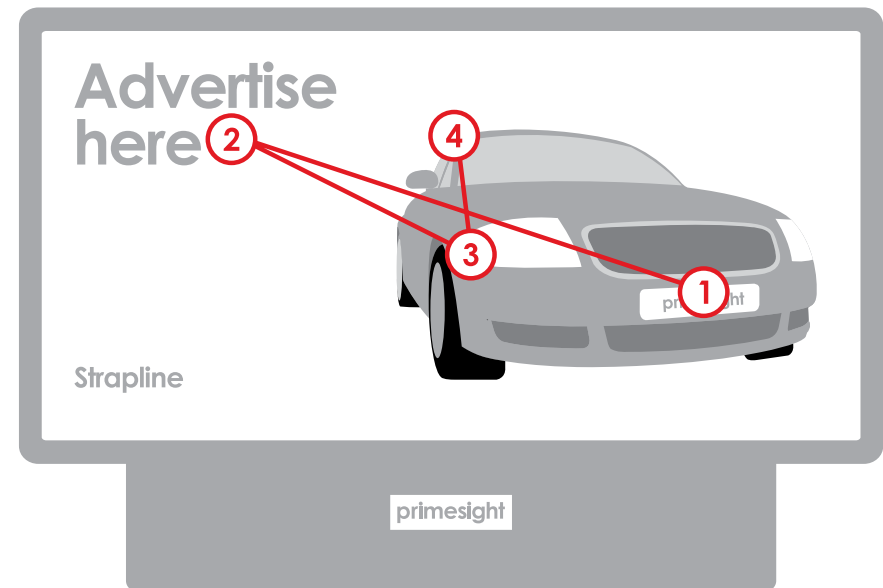
Areas of Interest (AOI) are selected by the user. Primedesign processes each area selected and returns a score. The AOI score indicates the probability that each area of interest will get attention.

## Primedesign Regions



The region map is simply a high level summary of the heatmap. The percentage associated with each region shows the Primedesign score. This is the probability that a person will look at the particular region within the first 3-5 seconds of viewing.

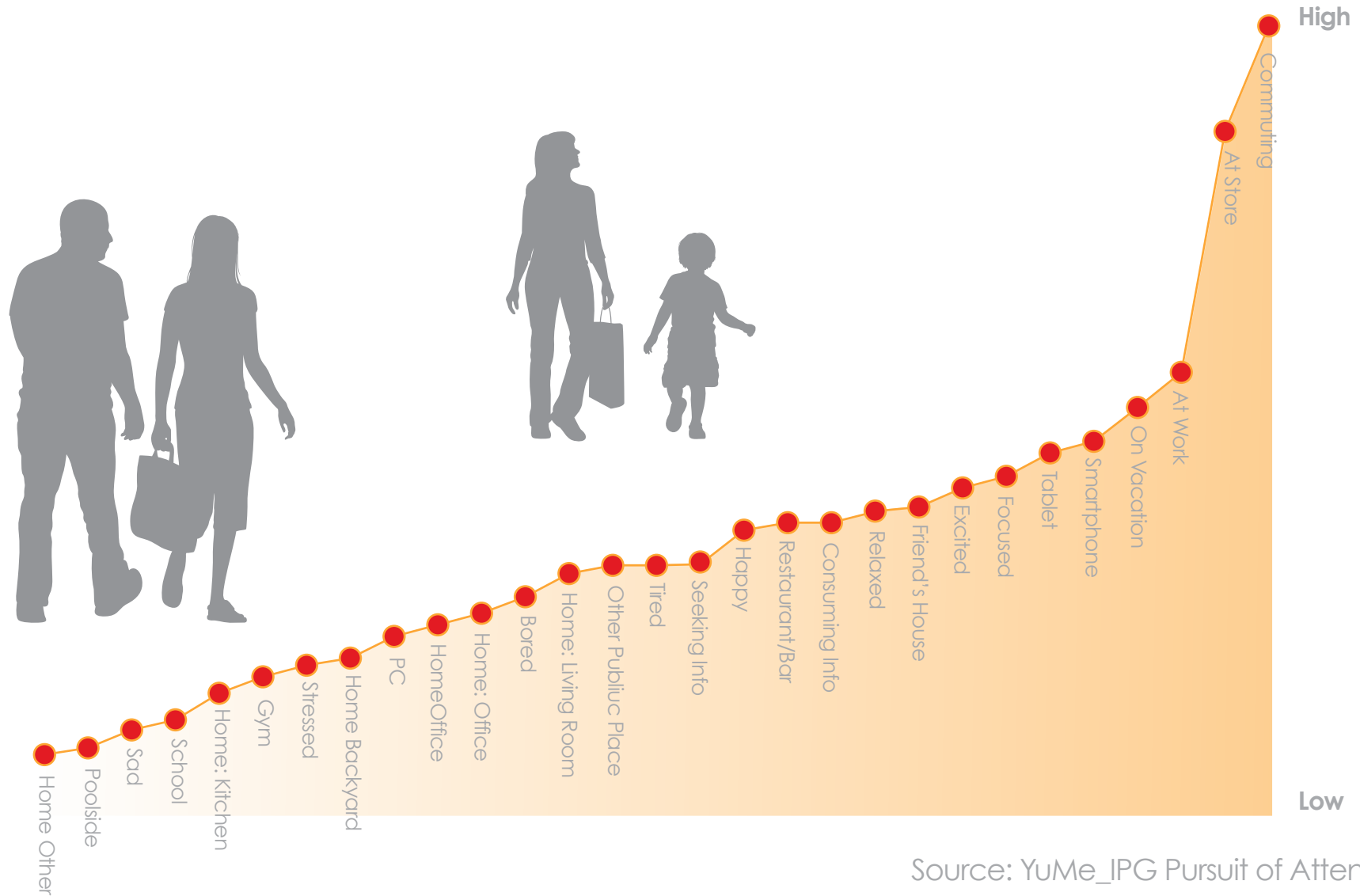
## Visual Sequence



Visual sequence shows the most likely path that the human eye will follow when viewing the image. The numbers indicate likely fixation points, successive spots where the visual gaze is maintained on a single location.

# Attention Indexed

Why environment is so important

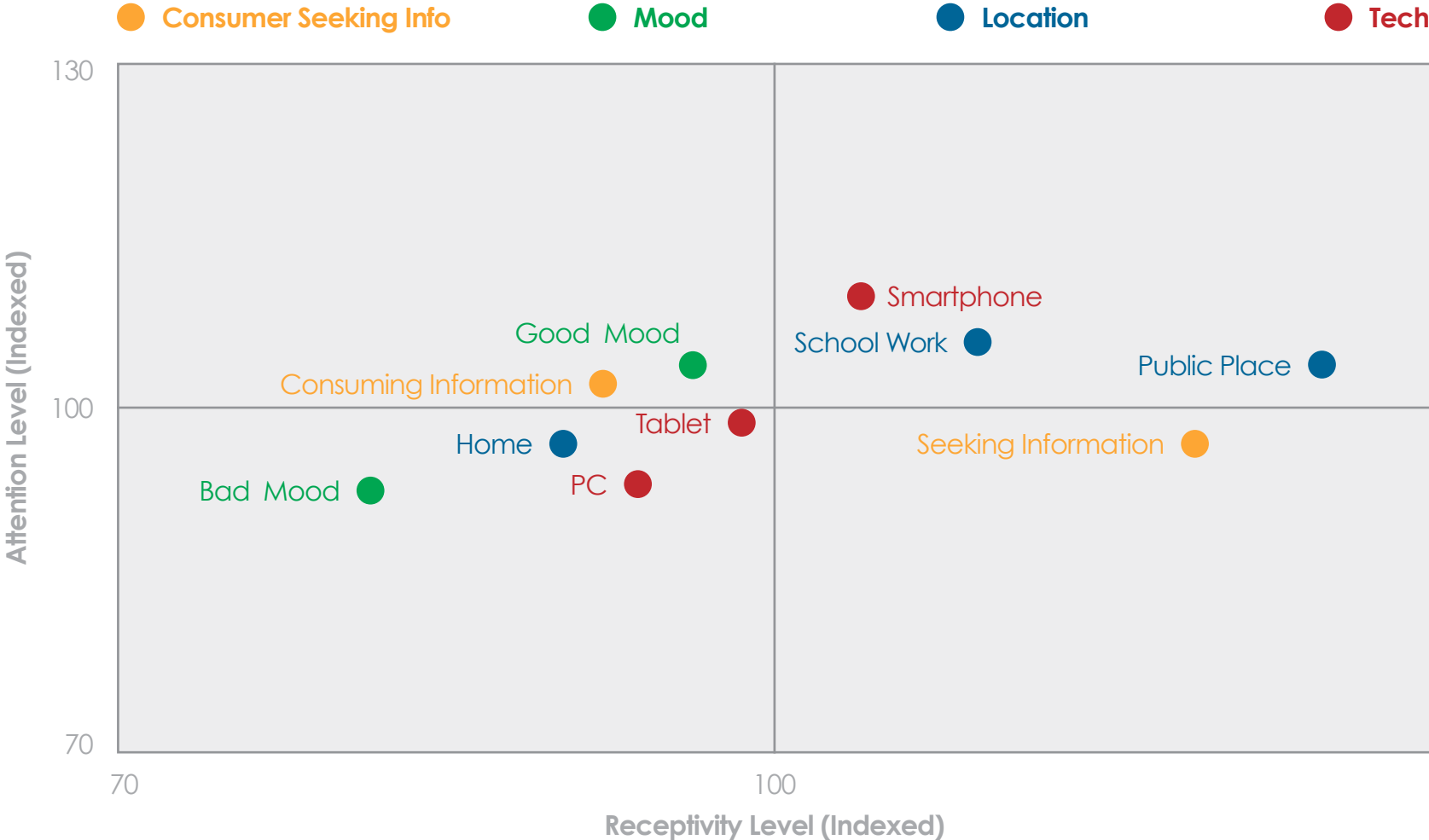


Source: YuMe\_IPG Pursuit of Attention

# Mapping the Triggers of Receptivity & Attention



Receptivity and attention in practice



Source: YuMe\_IPG Pursuit of Attention

# Case Study - Santander

Successful use of Primedesign

In March 2015, Santander booked a campaign across 6 sheets, 48 sheets and 96 sheets to inform consumers about their 3% cashback / interest offer on 123 current accounts.



# Case Study - Santander

Successful use of Primedesign



The first area of the creative that the audience engage with is Rory McIlroy's face. Second in the visual sequence is the top-half of the red box, containing the '3% interest' information. This is followed by the Santander logo in the bottom-right. Last in the visual sequence is the lower-half of the red box, containing the '1 | 2 | 3 Current Account' strap-line.



The most popular area of interest is the red box in the centre of the copy. This area has a high **81%** engagement rate. Both the 'Chatters keep on chatting' strap-line and Jess Ennis-Hill receive high engagement rates, of **74%** and **71%** respectively.

*"The use of Primesight's Primedesign tool has been invaluable to us in helping inform our creative strategy across outdoor media. By utilising the heat maps, areas of interest & visual sequence data, this gave us the ability to adapt our copy ensuring only the strongest creative executions went to market. I would not hesitate to recommend the use of this tool to other advertisers."*

**Stuart Kerr, Head of Marketing Communications Santander UK**



# primesight

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For more information on **Primedesign**  
or to make a booking please contact:

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