

Breakthrough New Study

# New Thoughts on Measuring Emotional Response to Advertising



January 20, 2006

Why we're doing this...

What do you think about the  
industry's ability to measure  
consumers' emotional response to  
advertising?

We think it's time to do something  
**very different ...**  
time for a **new direction**



# Why Now?



Why now...

For the most part, There's been no wide scale,  
significant innovation in copy testing and  
tracking (except maybe data collection methods)  
**in 50 years**



Why now...

We rely on survey data that **ask** people their opinions of advertising

We use questions that **invite people to recall** things they have no reason to remember

We evaluate success using metrics whose origins can be tracked back to the **early part of the 20<sup>th</sup> century**



Heath, Hyder, Intn'l Journal of Market Research Vol 47 Issue 5



Why now...

As a result, a lot of advertising has become

**Risk-averse**

**Normative**

**Predictable**



Why now...

It's possible the industry's left-brain bias is inhibiting the **intuitive** and **creative** side of advertising and brand communication



Hall, On Measuring the Power of Communication



Why now...

Time to capture learning from **neuroscience** and **psychophysiology**

- ... low-attention processing
  - ... emotion
  - ... implicit memory
  - ... working memory
  - ... neural networks



Why now...

Our copy evaluation measures are  
robust and plentiful, but primarily

**cognitive**  
**reflective**

AAAA

ARF 

Why now...

We've built testing systems on "accepted"  
models of how advertising works

**absorb** ⇒ **consider** ⇒ **do**

*AIDA and other simple, hierarchical  
Cognitive Models*

We're expecting consumers to  
**think** too much!

AAAA

ARF 

Why now...

Turns out ... people **feel more** than **think**

And feelings are

**spontaneous**      **non-verbal**  
**unconscious**      **non-static**  
**circuitous**



Why now...

New research shows **feelings** and  
**emotion** come before thought

and that emotional response can be  
created even when we have  
**no awareness of the stimuli**  
that caused them



Why now...

All of this suggests the industry needs  
**new measures** to capture  
unconscious thought, recognition of  
**symbols** and **metaphors** ...

Not filtered through cognitive thought



Introducing the  
**AAAA/ARF**  
**Emotional Response to**  
**Advertising Study**



Multi-phase  
exploration of **theories**  
**methodologies** and **innovations**  
in emotional response to advertising



What's the plan?

## The Plan

- Phase I **White Paper**
- Phase II Study of **Beer Ads**
- Phase II **Beyond Beer** Study
- Phase III Explore **Co-Creation**
- Phase IV **Behavioral** Validation





Who are the players?

**The  
AAAA/ARF  
Advisory Committee**

FCB, JWT, McCann,  
P&G,  
Olson Zaltman Associates,  
Center for Emotional Marketing,  
AAAA, ARF



Who are the players?

**Research Partners**

AdSam, Ameritest, Answerstream,  
Consumer Works, Gallup & Robinson,  
InnerResponse, Ipsos-ASI, MSW, Olson  
Zaltman, TNS, Verse



Phase I

Investigate current thinking on  
**how the mind works**,  
the relative roles of  
**emotion** and **rational thought**,  
and how the **sub-conscious** and  
**conscious** minds interact



## What is Thought?

Technically, it's an activation of a  
set of neurons



## What is Thought?

Thoughts occur initially without awareness and most remain unconscious even though they may influence our behavior

## What is Emotion?

An unconscious positive or negative **reaction** to a stimulus that's accompanied by a subjective and conscious **feeling**

Involve biochemical changes in multiple areas of the body, including the brain

## So What?

We've clearly exaggerated the role of conscious thought in consumer behavior

It's really a "messy stew" of memories, emotions, thoughts and other processes we're not aware of or that we can't articulate



## So What?

It's time to get going!  
It's time to do more than just talk about incorporating this new science into our research practices



Phase II

Quantitative test of actual ads using a **spectrum of different research approaches** to uncover unconscious and conscious emotional response

Biometric  
Archetypal Association  
Emotional Icons



The approaches

**AdSam**

Verbal data based on question & answer, **plus visual icons of faces showing emotion**

**Ameritest**

Verbal data based on question & answer, **plus visual sorts and emotional measurement of key executional frames**

**AnswerStream**

**Physiological data** (heart rate and skin conduction)

**Gallup & Robinson**

**Physiological data** (changes in facial muscle changes), plus verbal data based on question & answer

**MSW Research**

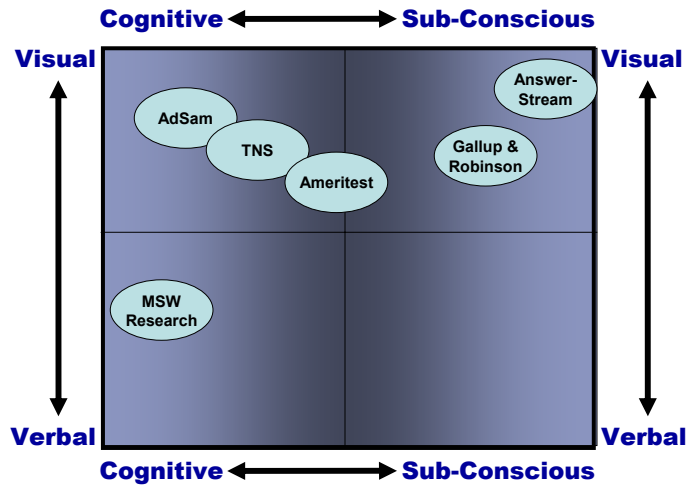
Verbal data based on questions & answers about feelings & motivations, **plus frame-by-frame emotional valence responses**

**TNS**

Verbal data based on questions & answers about feelings & motivations, **plus visual archetypal associations**



## The approaches



Sample: 21-35 year old males who drink beer at least once in a typical week



## The approach

### Four successful beer commercials

selected because they represent different selling approaches

Hypothesis: storytelling ads create more emotional response than rational product-centric ads



The work we tested...



"Whassup" :60



"The Weasel" :30



"Locker Room" :30



"Each Hand/Great Taste" 2X :15



The work we tested...

Let's see the work



1.

As complex as emotion is to measure, **patterns** suggest that different approaches pick up **different types of emotion**



1.

**Relative Emotive Rankings**

	Budweiser "Whassup" :60	Bud Light "Locker Room" :30	Heineken "Weasel" :30	Miller Lite "Each Hand" 2 :15's
MSW	3	1	2	4
AdSam	2	1	3	4
TNS	3	2	1	4
Ameritest	1	3	2	4
Gallup & Robinson	1	2	3	4
AnswerStream	1	3	2	4

More Verbal & Conscious  
↑  
↓  
More Visual & Sub-Conscious

**Everyone Agrees**





1.

“Is this an **emotional ad** or a **rational ad**?” is the wrong question to ask

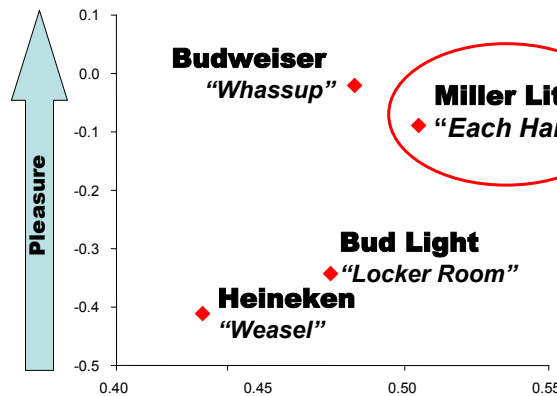
**All good advertising** has an emotional component present to some degree

**Emotion & Cognition** are far more intertwined than we thought



1.

Heart Rate



Skin Conductance

Interest / Involvement



Source: AnswerStream

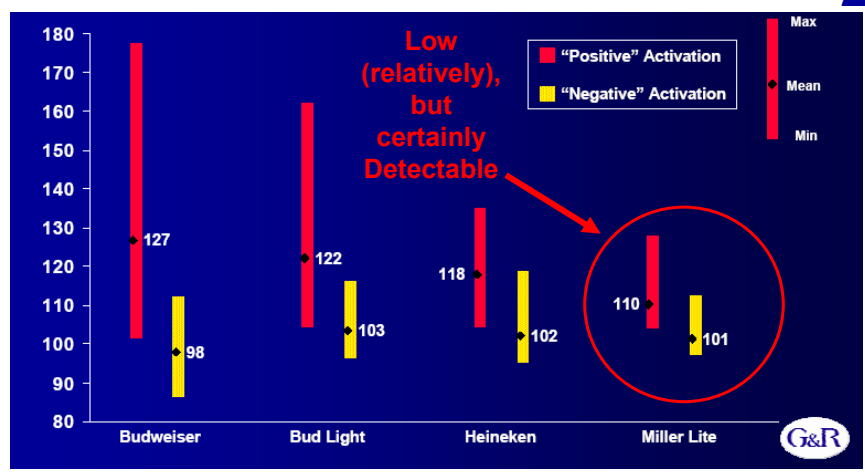


2.

Don't focus on whether or not the ad has **emotional content**, rather on whether the ad **engenders an emotional response**



2.



Source: Gallup & Robinson



Top 6 Learnings...

Phase II Learning

3.

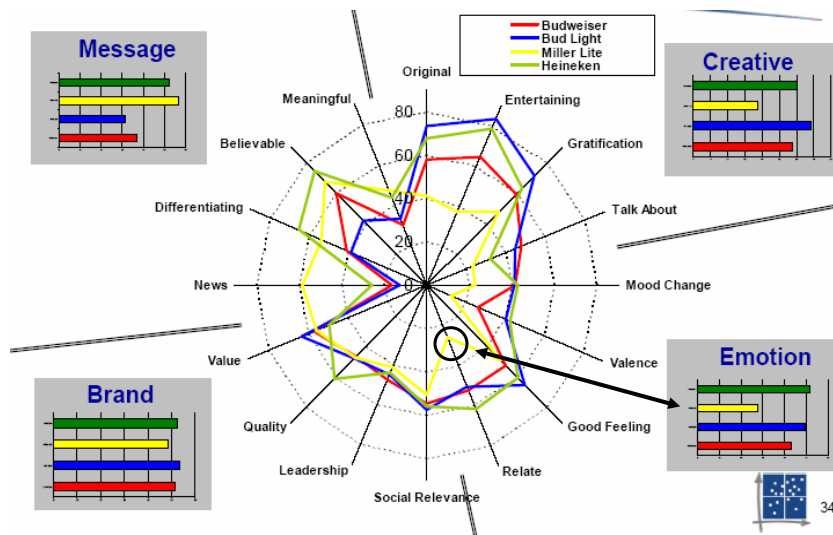
...and **among whom** it engenders an **emotional response**



Top 6 Learnings...

Phase II Learning

3.



Source: MSW Research

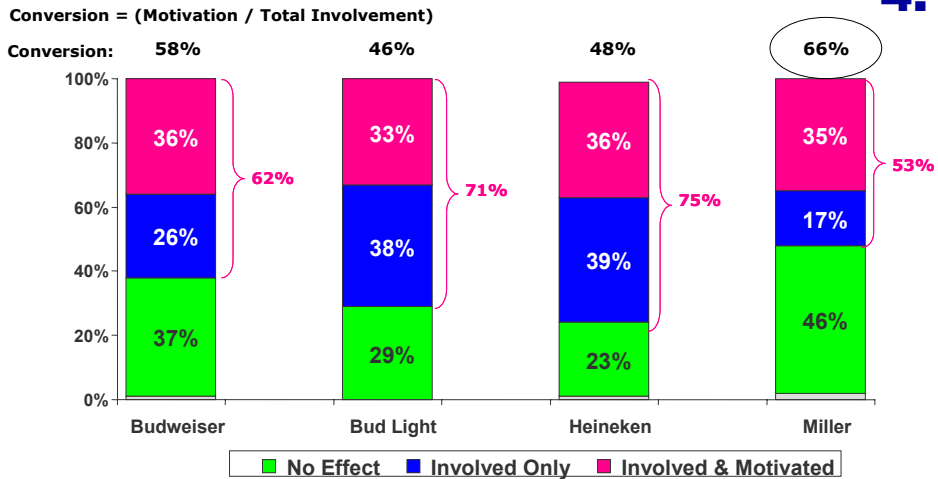


4.

Emotion **involves** and **motivates** and can transfer positive perceptions **to the brand**



4.



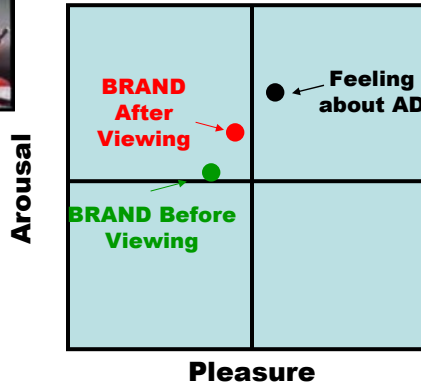
Source: TNS



4.



Bud Lite "Locker Room"



Source: AdSam



5.

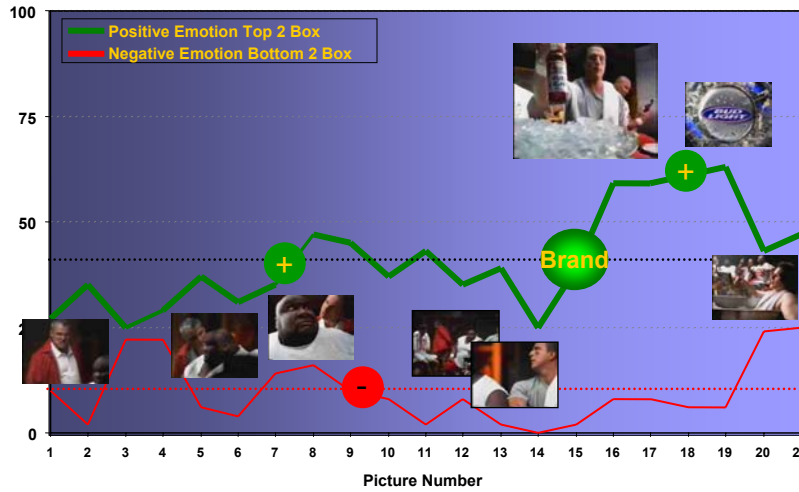
The dynamics of engagement  
**ebbs and flows**  
but the best ads  
**peak or attract attention  
at key branding moments**



## Top 6 Learnings...

Phase II Learning

5.



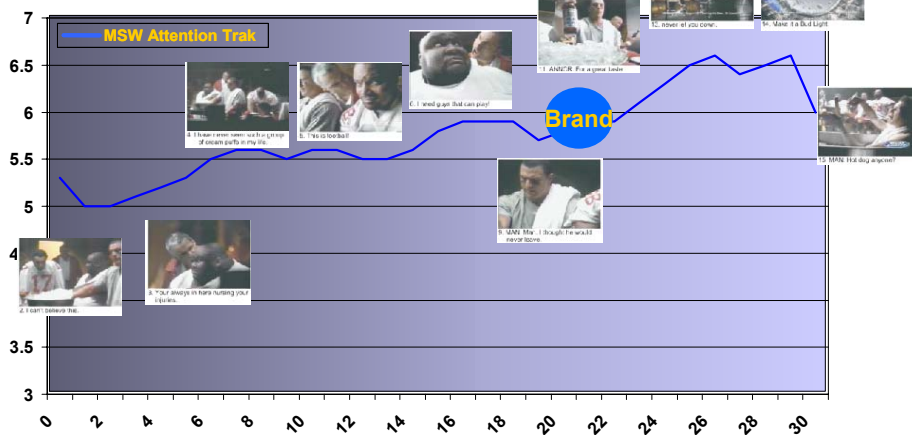
Source: Ameritest



## Top 6 Learnings...

Phase II Learning

5.



Source: MSW Research



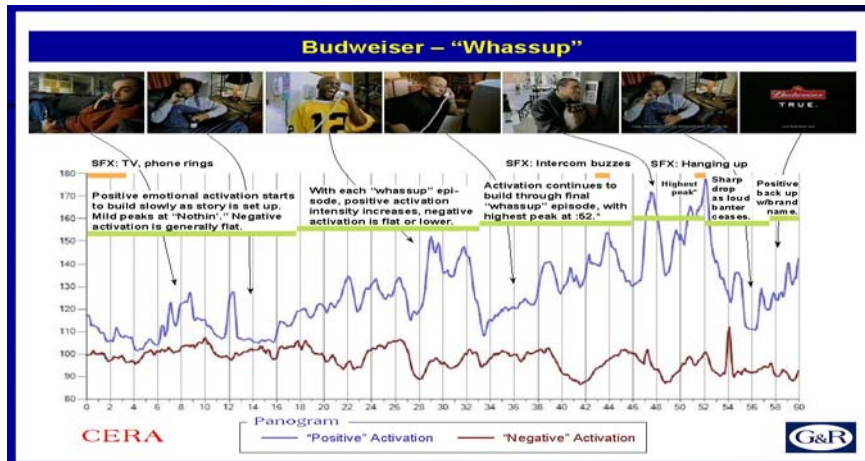
6.

There's no **linear, step-wise or hierarchical** model of involvement

It's all too complex for that.



6.



Source: Gallup & Robinson



Phase IIb

An **expanded study** of  
34 commercials across  
14 product categories

All demonstrated in-market success

Findings due by year end 2005



**Phase IIb**

Early Data Sharing

**Coffee**

**Airlines**

**Automotive**

**Credit Cards**





## Coffee



Inner Response, Inc.



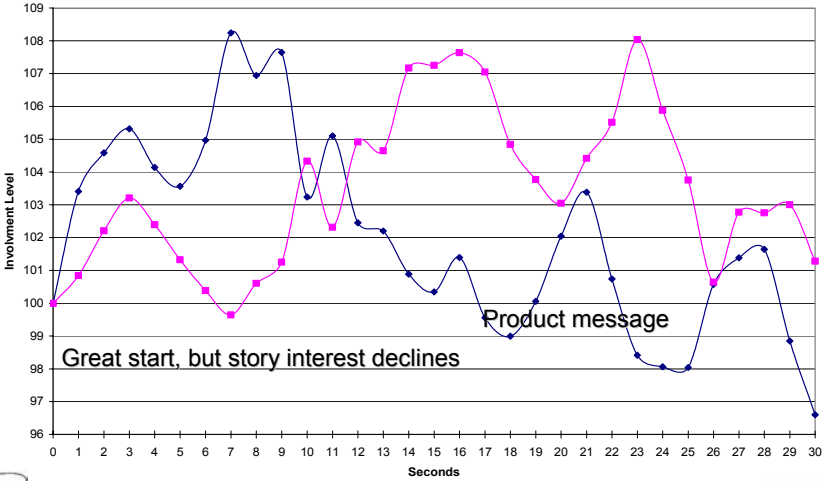
## Coffee

- Folgers
  - Story built around the central character; women identify with her
  - Stronger response, more motivating
  - Music and chord changes may drive emotional response
- Maxwell House
  - Voiceover and lyrics may be competing
  - No opportunity to identify with central characters



# Maxwell House

Maxwell House, 30 Movers 1st Viewing Blue, 2nd Viewing Pink

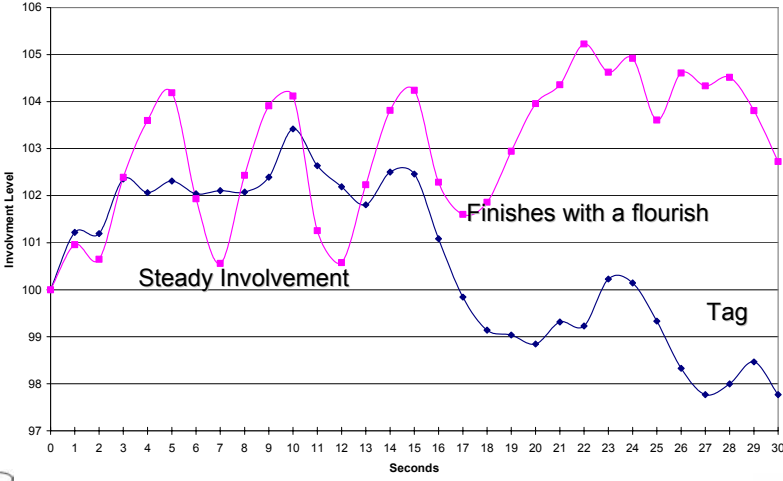


InnerResponse



# Folgers

Folgers, 30 Movers 1st Viewing Blue, 2nd Viewing Pink



InnerResponse



## Airlines



the sixth sense of business®



## Airlines

Two good ads generating extremely different responses

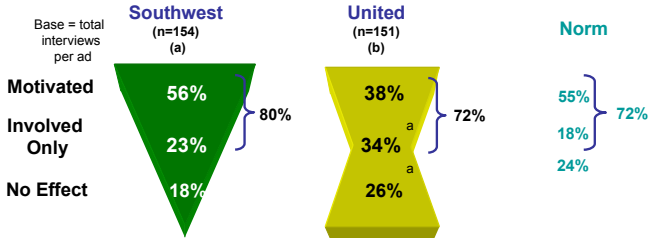
Very different functional, identity and emotional needs being addressed and met in these spots



TNS



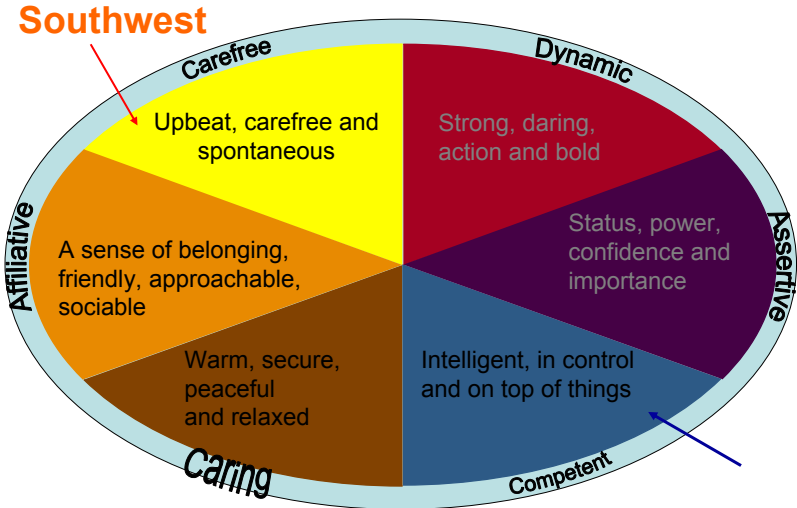
# Ad Effect - Southwest is More Motivating



TNS



# Ad Image – Very Different

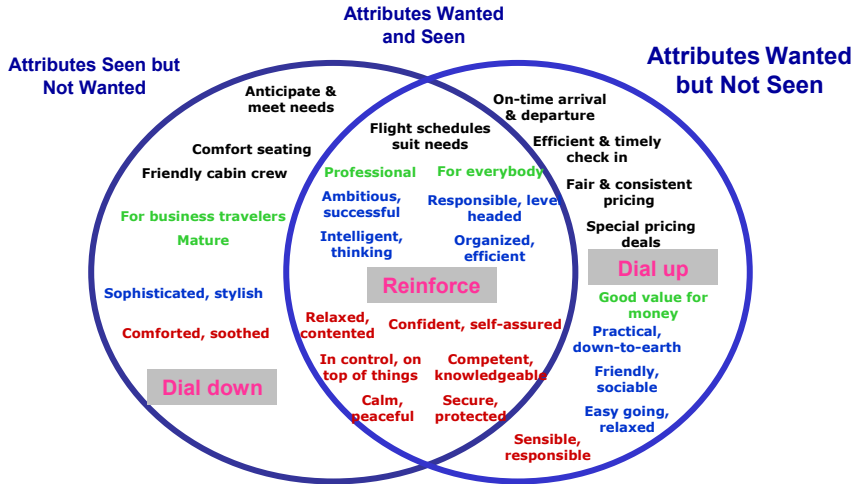


TNS



# United Ad and the Needs of the Non-Motivated

Phase IIb Data Sharing



TNS

Product

Image

Personality

Feeling



# Southwest Ad and the Needs of the Non-Motivated

Phase IIb Data Sharing



Product

TNS

Product

Image

Personality

Feeling



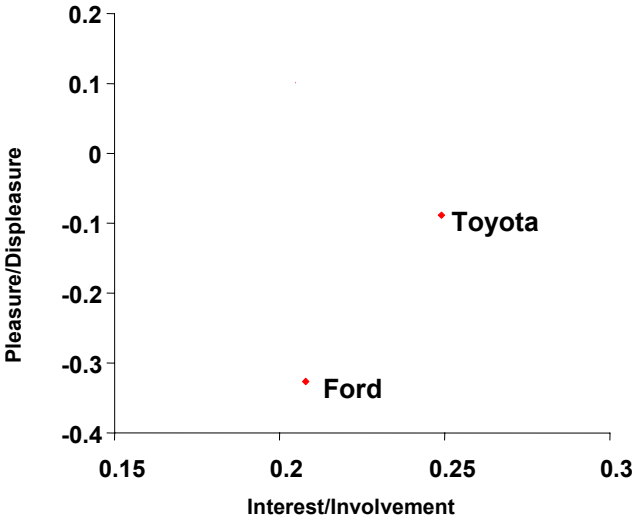
# Automotive



AnswerStream



# Toyota elicits more emotional response than Ford



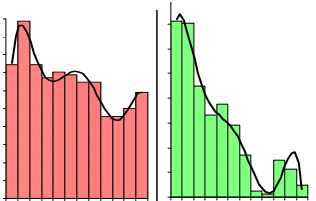
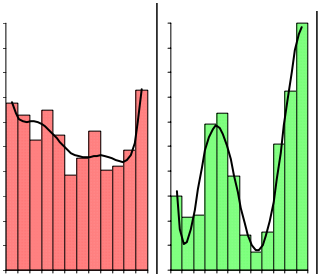
Answerstream



# Very Different Interest Traces

Toyota

Ford



Pleasure/  
Displeasure      Interest/  
Involvement

Pleasure/  
Displeasure      Interest/  
Involvement

Interest peaks at key brand moments

Interest declines throughout the ad



Answerstream



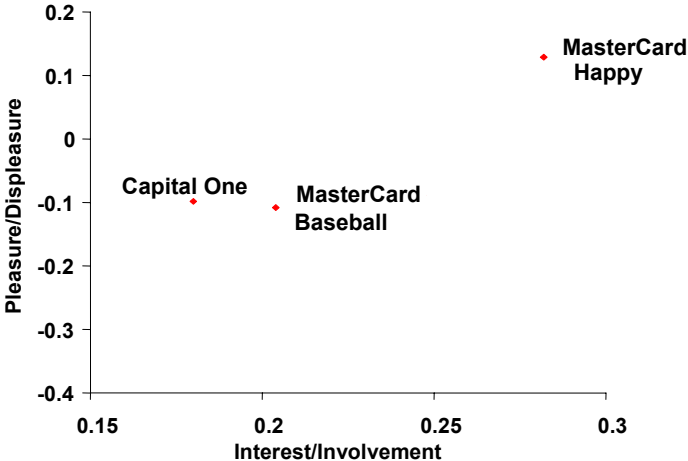
# Credit Cards



AnswerStream



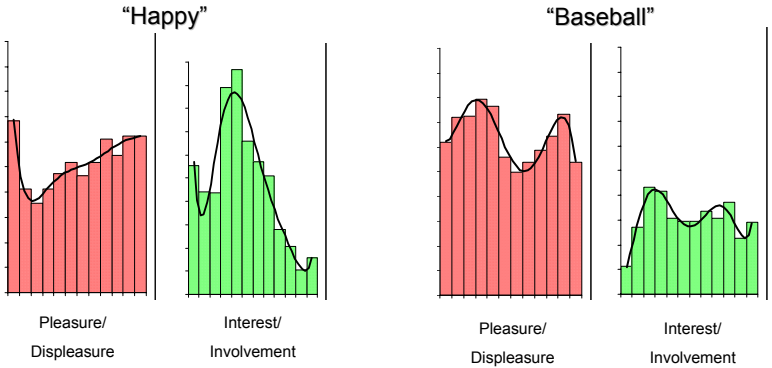
# Master Card “Happy” Generates Strongest Response



Answerstream



# 2 Very Different MC Ads



Interest high, but not sustained

Consistent patterns, but low levels

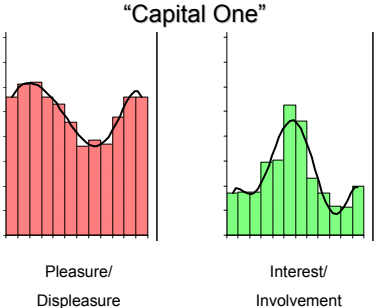


Answerstream





# Capital One Generates Less Emotional Response



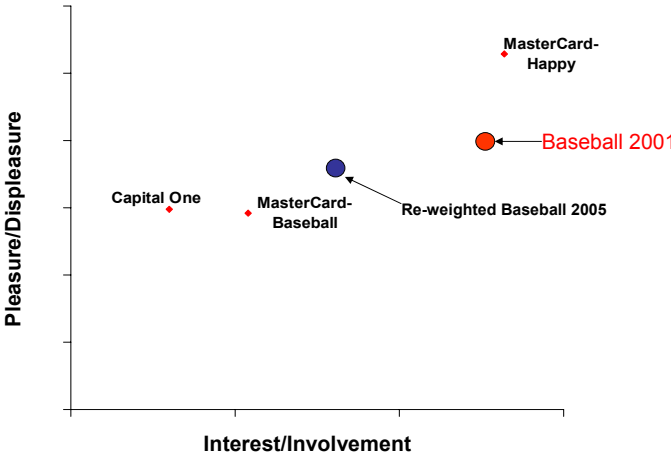
This ad is more interesting but less enjoyable in the middle.



Answerstream



# Baseball "Redoux"



Answerstream



# Beverages and PSAs

- Tested 2 Commercials and 1 PSA's
  - Evian      Teacher
  - Coke



# Beverages, PSA

fMRI

ADSAM.com

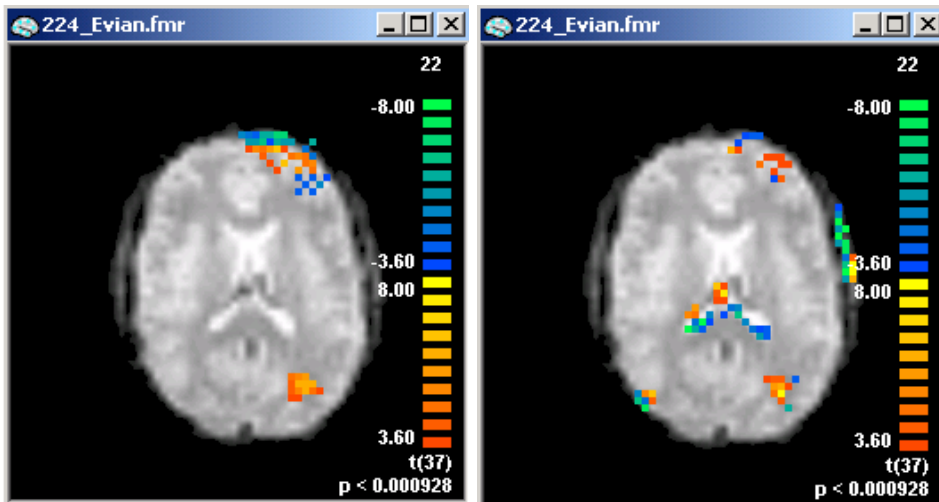


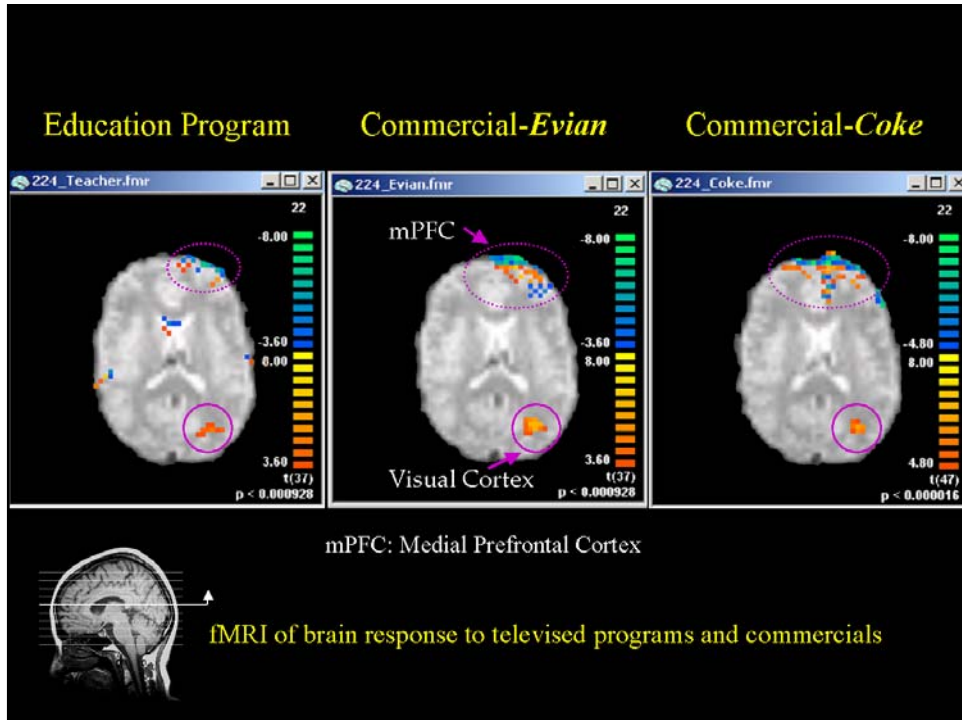


Specially designed MRI machine with TV monitor



## Commercial Exposure versus AdSAM Scoring





## Findings - Consistent pattern of brain activation

- Almost constant visual response (in primary visual cortex) during the period when the subject was watching the stimuli

## Brain activation for Commercials and PSA

- In the medial Prefrontal Cortex (mPFC) , which has been implicated in emotion evaluation and inhibition, the brain activation is much stronger for both Commercials, compared to the PSA
- Coke evoked the highest activation in mPFC while the visual cortex did not show difference



Where Next?

## Conclusions

Storytelling may provide more engagement than product-centric ads

- create emotional relevance and identification

Product ads, however, are not devoid of emotional response

Emotional responses that do not translate into motivation are not effective



At the conclusion of the study, **AIDA** model  
of involvement **will be put to bed**

The new model of advertising effectiveness will  
be about

**engagement**  
**enjoyment**  
**enrichment of brand meaning**  
**motivation**