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VISION ONE RESEARCH

Introduction to AdProbe



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Market Research to help brand owners understand and maximise their advertising effectiveness through consumer insights

The IPA is the UK's professional body for advertising, media and marketing communications and recently undertook one of the most comprehensive advertising reviews of all time; consisting of over 850 advertising campaigns dating as far back to the 1980s. The results of this studies into advertising effectiveness had some profound insights for both the advertising and research industries in the development and evaluation of advertising.

Key Finding No.1: "Emotion"

Perhaps the main finding of the IPA's work was that 'emotional' campaigns are the most effective and out-perform rational campaigns in terms of increasing penetration, sales and market share. (The only exception is for direct response where rational messages appear more effective). It was found that creativity is fundamental to driving emotions, and the IPA were also able to establish that creatively awarded campaigns were 11 times more effective than those that were not.

The use of emotions in advertising are also supported by recent work in neuroscience. Creating emotion has two key benefits;

1. Firstly, emotions help to generate engagement and memorability. Our own work around Fascination (the triggers of emotion), highlights how all kinds of emotions can dramatically affect the way people respond to advertising and impact positively on people's involvement with the advertising.
2. Secondly, that emotions can also be transferred to the brand and therefore positive emotions can enhance brand perceptions and empathy.

Vision One's 'Fascination' metrics are a radically new and sophisticated approach to evaluating and assessing emotions and emotional engagement in advertising. Our recent work has shown fascination to be the catalyst for generating an emotional response and a means of optimising advertising effectiveness. But creating emotion doesn't just mean tear-jerking or melodramatic, it can also mean tapping into what people care about. (See triggers of Fascination overleaf).



"The analysis revealed that creatively awarded campaigns in the IPA Databank grew market share 11 times more efficiently than creatively, non-awarded campaigns and that the more creative awards a campaign picked up, the more effective it was likely"

Peter Field (Marketing Consultant, IPA)



Tony Lewis



Duncan Swan

Tony Lewis and Duncan Swan: developers of AdProbe

IPA EFFECTIVENESS STUDY



Contact [Duncan Swan](#) or [Tony Lewis](#) on +44 (0)207 692 0702

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Working with some of the UK's leading psychologists, Vision One have identified seven triggers of emotion that specifically relate to advertising. These are loosely based on the work of Sally Hogshead—*Fascinate!* The seven triggers of emotion in advertising are: Power, Passion, Prestige, Intrigue, Alarm, Challenge and Trust.

All our initial and on-going work to date has been extremely encouraging, suggesting that advertising with a higher *Fascination Index* is most likely to engage consumers and develop a stronger attitudinal and behavioural response to advertising. Essentially the higher the *Fascination Index* for an advertisement, the more likely it is to increase sales!

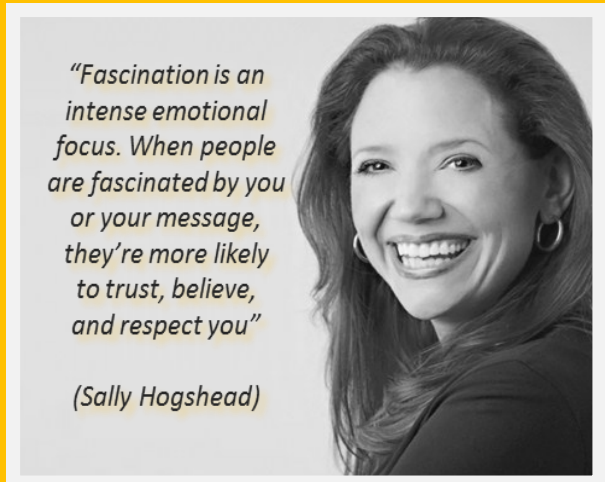
Most advertising tends to have one or two dominant Fascination triggers. It is very difficult for any advertising to activate all 7 triggers and typically there is at least one weak trigger to be found. This is to be expected, as advertising works in a myriad of ways (with differing objectives and communication strategies) which are likely to seek to achieve a range of reactions, from challenging current perceptions, and improving brand empathy to increasing penetration and frequency of purchase.

Key Finding No.2 : "Brand Fame"

The second key finding of the IPA's study showed that various communication strategies yielded significantly different results. Whilst rational strategies yielded the lowest return on profits, those that sought to create 'Brand Fame' or Buzz (i.e. encourage people to talk about the brand) outperformed strong emotional strategies by +39%.

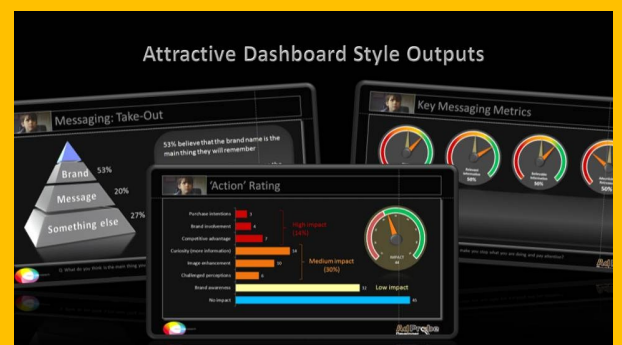
"The particular strength of creativity is fame. It's about inspiration, that particular kind of emotional response that leaves people wanting to process the ad, share it and want to talk about it." Source: The winning formula: TV creativity and effectiveness

As a result of this, Vision One have become one of the first research organisations to adopt new metrics to monitor and assess the ability of an advert to create buzz. Needless to say having an 'emotional' hook is essential component to creating 'Brand Fame'.



Vision One's seven triggers of emotion, inspired by the work of Sally Hogshead and her book FASCINATE!

The 7 Triggers of emotion are:



FASCINATION & THE 7 TRIGGERS



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Key Finding No.3: “Metric of Metrics”

A third outcome of the study was that many of the traditional indicators of advertising success; advertising awareness, standout test, consideration (which probably includes Millward Brown’s **Awareness Index**), were not reliable predictors of advertising success. Indeed, standout measures were found to be the least accurate predictors. The IPA now recommend a ‘metric of metrics’ or balanced scorecard approach to advertising evaluation.

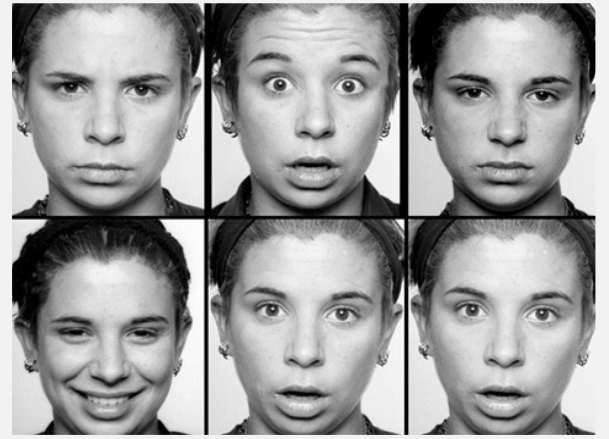
On the back of this strong recommendation from the IPA—Vision One has developed new metrics more closely aligned with sales and advertising effectiveness. This incorporates measures around; **F**ascination and re-**A**ction, **M**emorability and **F**ame, **O**riginality and creativity, messaging and **U**nderstanding and **S**tory telling and the impact they have on consumer disposition and behaviours. Essentially a metric of metrics which we refer to as **F.A.M.O.U.S.**

The Benefits of AdProbe:

AdProbe incorporates many new and innovative ideas that can be applied at the creative development phase via qualitative focus groups or depths and quantitatively as a pre-test or part of a pre/post test or on-going tracking study. **AdProbe** features new thinking and metrics which are designed to give advertisers:

- a clear understanding of what the advertising is communicating to consumers
- an exploration of the balance of the advertising and the relationship between brand, messaging and other creative elements
- an understanding how the advertising is working more effectively than ever before and highlights how customers are likely to respond or act.
- a normative database allows for meaningful and direct comparisons for all forms of advertising communication.

Call or [email](#) us today for more information about Vision One or any other research requirements you may wish to discuss or visit our [website](#).



AdProbe also offers Vision One’s i-Test— facial



The **i-Test** is an optional module and involves recording consumers facial expressions as they watch advertising and provides a quantifiable neuro-marketing method that is integrated into our online surveys. **i-Tests** can also be conducted in halls or focus groups.

The key metrics of the **i-Test** are: *Enjoyment, Engagement, Visual attention, Confusion, Surprise, Valence and involvement*. Please contact us for a demonstration.

AdProbe

Developer

MEASURING EMOTION



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