



The Advertising
Research **Foundation**

Nurturing Creative Through Nonconscious Brain Processes



Elissa Moses

CEO

Ipsos Neuro and Behavioral Science Center



SUPPORTED
BY:

Turner

The Goal Should Be to Nurture Creative

[About](#)[Meet the Contributors](#)[Write For The Agency Post](#)[Newsletter](#)[Contact](#)

THE AGENCY POST

[APPLY FOR
THE AGENCY 100](#)[MARKETING DISCIPLINES](#)[LEADERSHIP](#)[POINT OF VIEW](#)[TECH PROFILES](#)[AGENCY COLLECTIVE](#)[AGENCY 100](#)[AGENCY AV](#)[Tweet](#)[Share](#)[+1](#)[Share](#)[stumbleupon](#)[ShareThis](#)

Confessions of an “Ex Ad Killer”

By: [Elissa Moses](#) Date posted: June 12, 2013



Love Twitter?

Leverage What We Now Know About the Brain and Non Conscious Processes for Decision Making



What's Really in People's Heads?



“Two Operating Systems in the Brain”

Daniel Kahneman

System 1:

Fast

Non Conscious
Emotional

System 2:

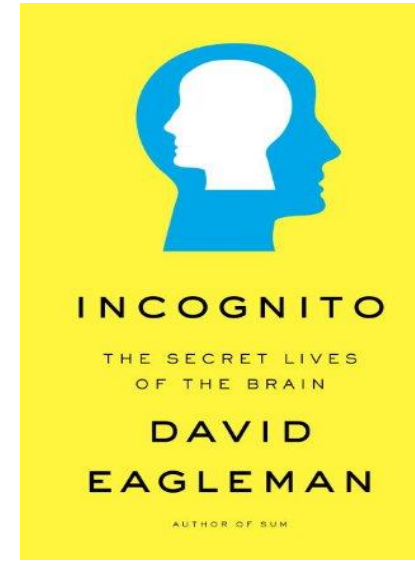
Thoughtful
Conscious
Rational

Both Impact Decisions

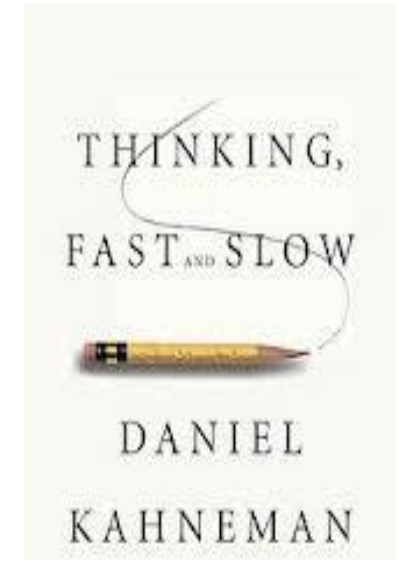
WHY IT'S HARD TO DECIDE

SYSTEM 2
"I WANT IT!"

SYSTEM 1
"NOOOO!"



"Brains are like representative democracies. They are built of multiple, overlapping experts who weigh in and compete over different choices. There is an ongoing conversation among the different factions in your brain, each competing to control the single output channel of your behavior."

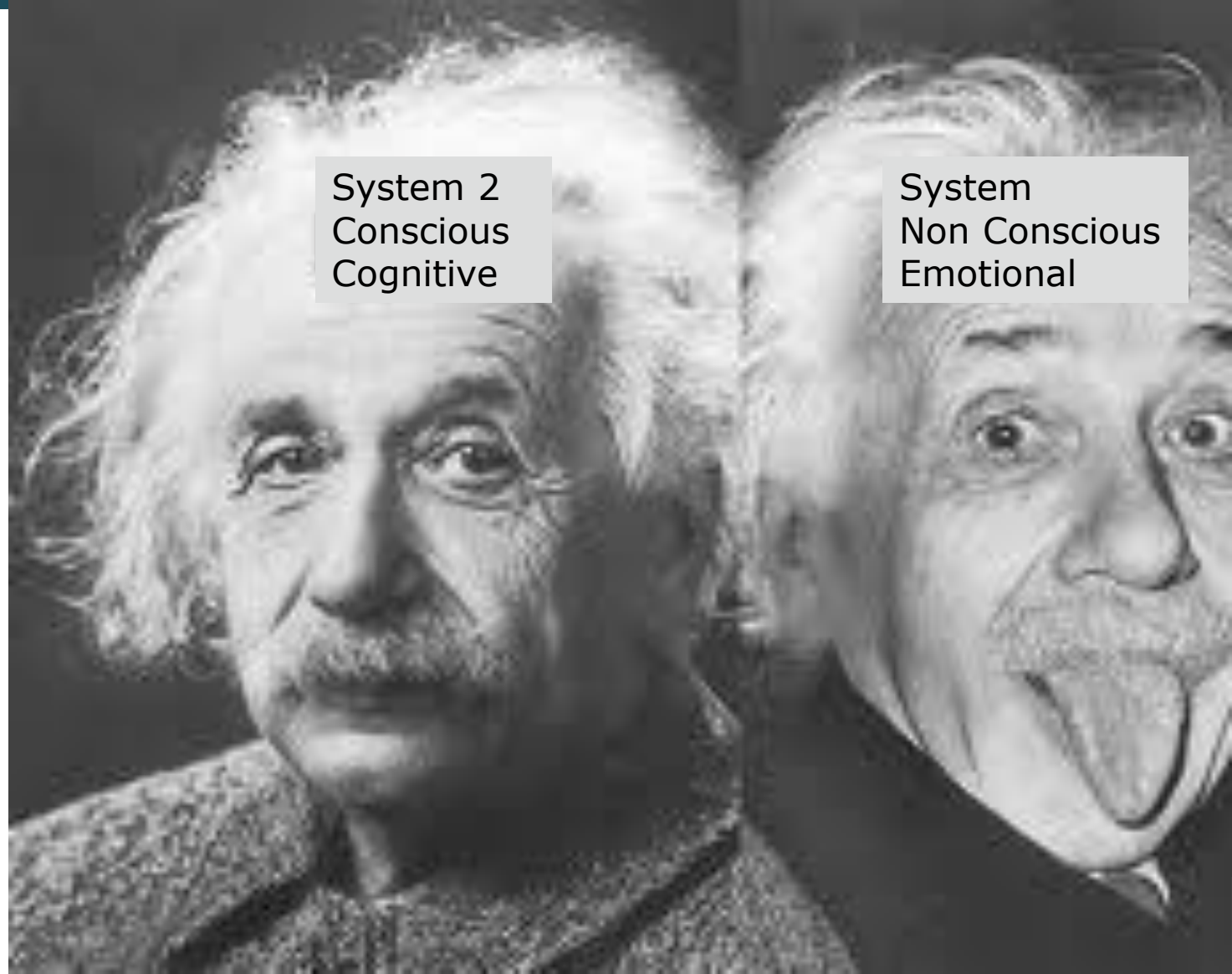


"You can't help it, and yet, you often base decisions on it."
(System 1)



Responses are like a chord - - with ads being reacted to in concert with conscious and non conscious processes

- We can control our thoughts more readily than our emotions.
- Both leave a residual impact on our associations and perceptions.
- Both cognition and emotion impact our ultimate decisions and behavior - - once they “duke it out.”



We Should Be Looking at Waves, Not Icebergs

Emotions and non conscious responses create a sometimes impossible to control “UNDERTOW” of impulses and behavior. The power of the non conscious just washes over us at the point of purchase.



EMOTIONS

How the Brain Makes Decisions

- Our brains are high powered rapid firing computers
- Massive ongoing non conscious and conscious calculations
- Everything has a weight - - experience, sensory memories, associations
- Emotions have big weights in their favor
- Arguments make their case

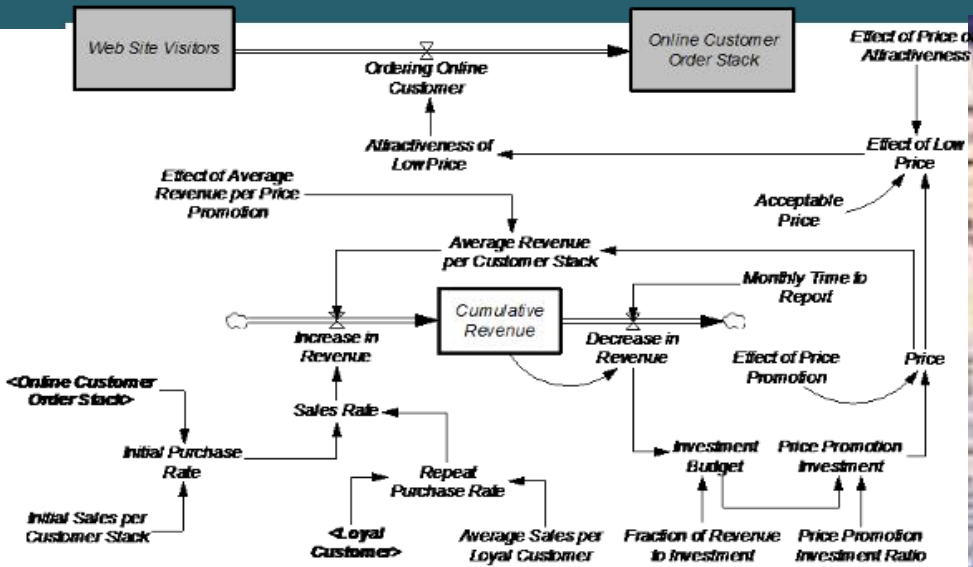


Advertising Works Like a Game of Pinball

- **The ad takes its best shot**
 - While other market forces work against it.
 - And sometimes internal forces within our heads work against it.
- Other ads
- Product experience
- WOM
- Price
- The goal is to create the powerful reaction - - call to action, brand reinforcement, new associations to be drawn upon at critical decision times.



But First We Need A Reasonable & Neuro Savvy Model of How Advertising Works



"Lost in Space"

Advertising Response Model – Among Movie Goers Who Recognize the Commercial

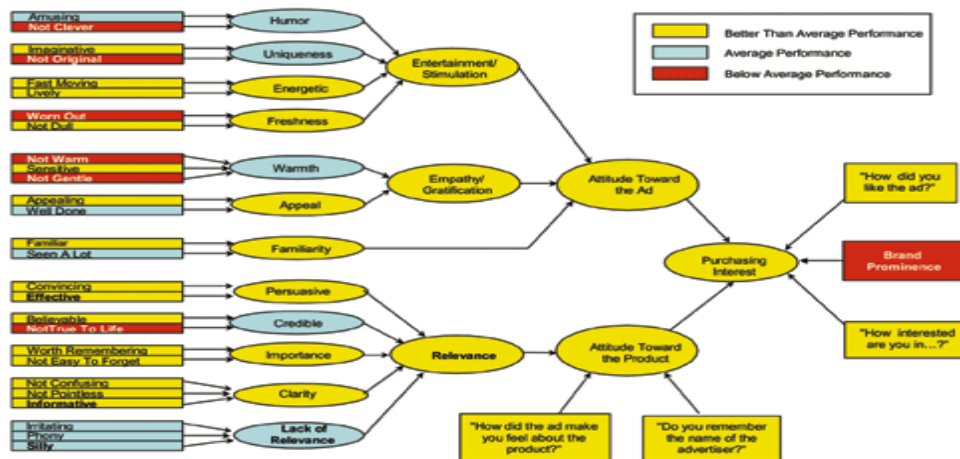
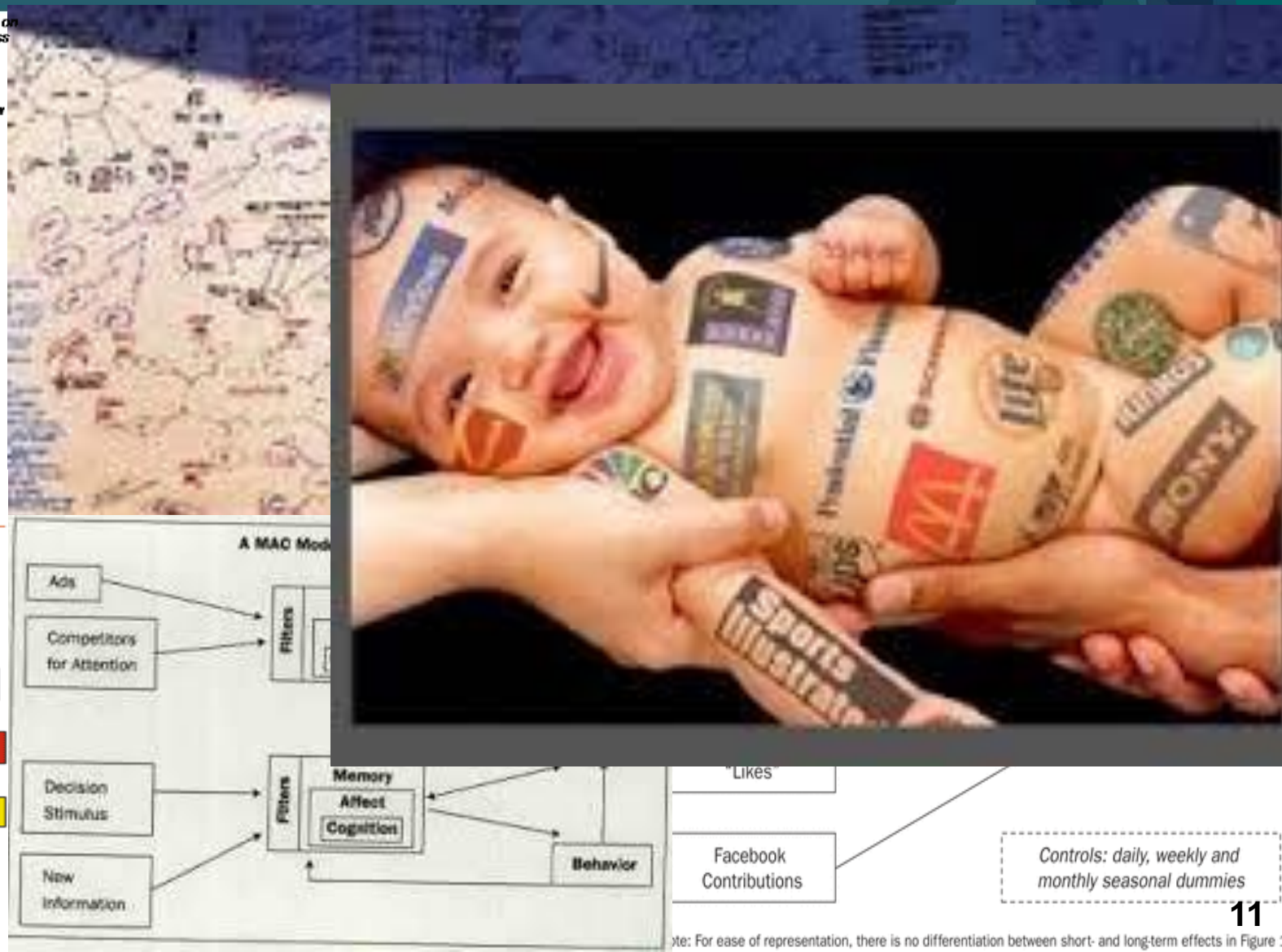


Figure 17



For ease of representation, there is no differentiation between short- and long-term effects in Figure 1.

What Can Advertising Do?

It Can Have Zero Impact.



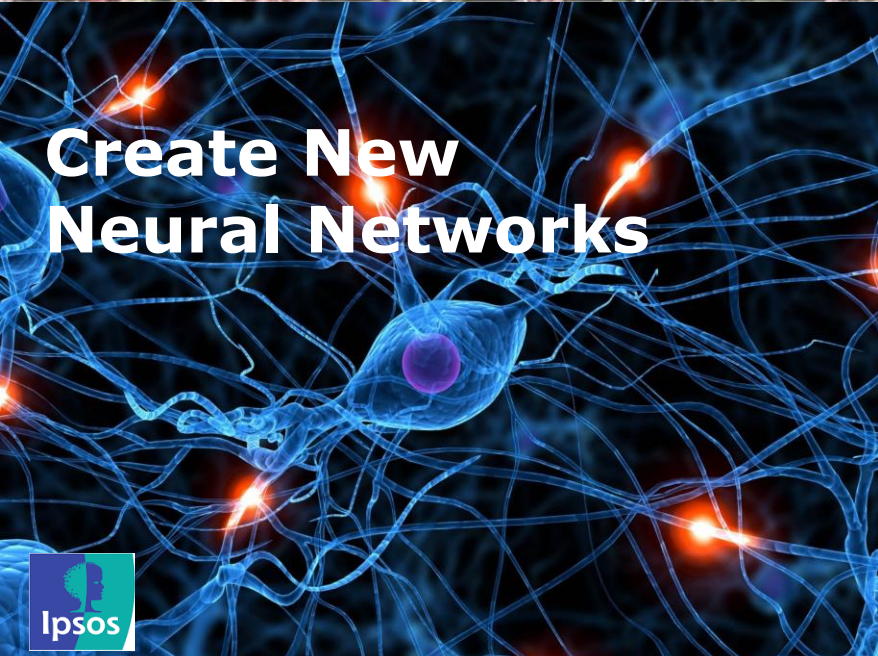
**Protect/Reinforce
Brand Equity**



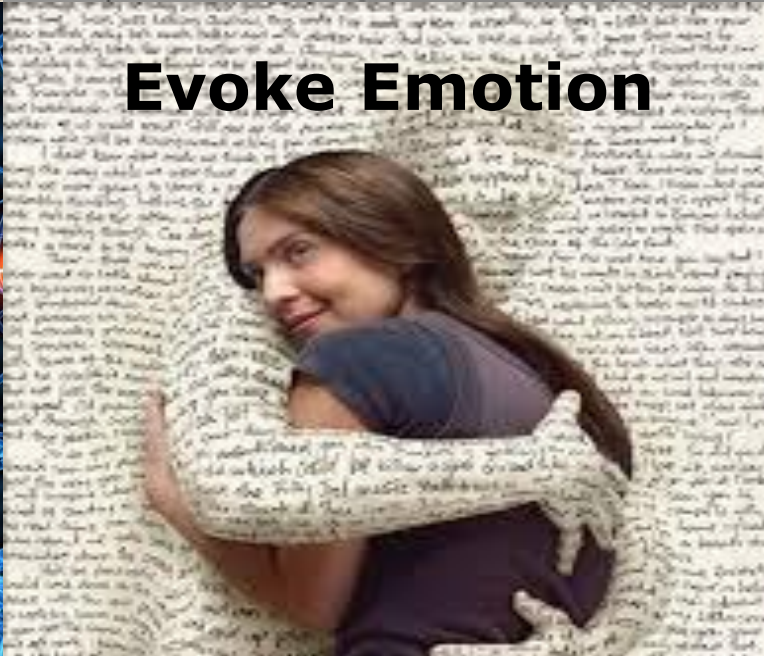
Create a Call to Action



**Create New
Neural Networks**



Evoke Emotion



Seal the Deal



From An Individual Ad Response Perspective

3 Critical Elements Matter

1. Advertising Engagement
OPPORTUNITY TO IMPACT!

MANDATORY



2. Creation of New Associations or Reinforcement of Existing Associations
DECISIONS & PURCHASE INFLUENCERS



3. Brand Impact:
**PREFERENCE,
CALL TO ACTION,
PURCHASE**

BINGO!



The Power of the "Call to Action" - The Cool Whip Flag Cake

Putting a date on desirability:

- SALES SKY ROCKETED
- FEW MADE THE CAKE





"TWO ROADS" Parallel RESPONSE MODEL

Considering the Importance of Systems 1 & 2

Non Conscious
Engagement
Associations
Impact

Conscious
Engagement
Associations
Impact



From a Brand Perspective

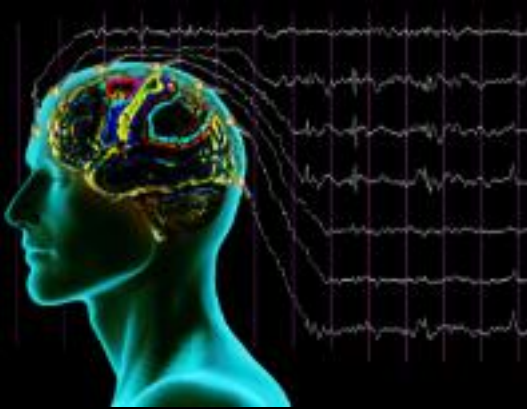


- Advertising provides opportunities to influence behavior by priming people to have motivating (tie breaking) brand associations at decision points that matter.
- At the moment of choice, people lean towards or away brands based on the strength of what they *know* and *feel* about the brand
- A strong brand preference network, often reinforced for leading brands by “effective advertising”, leads to “automatic pilot” purchasing.



e Body

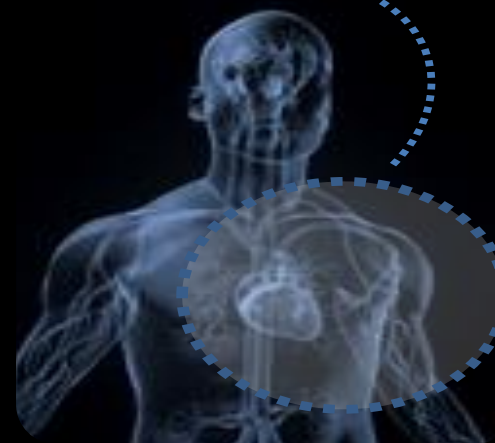
Brain Waves



Skin Conductance



Heart Rate



Breathing



--All Too Fast For Words--



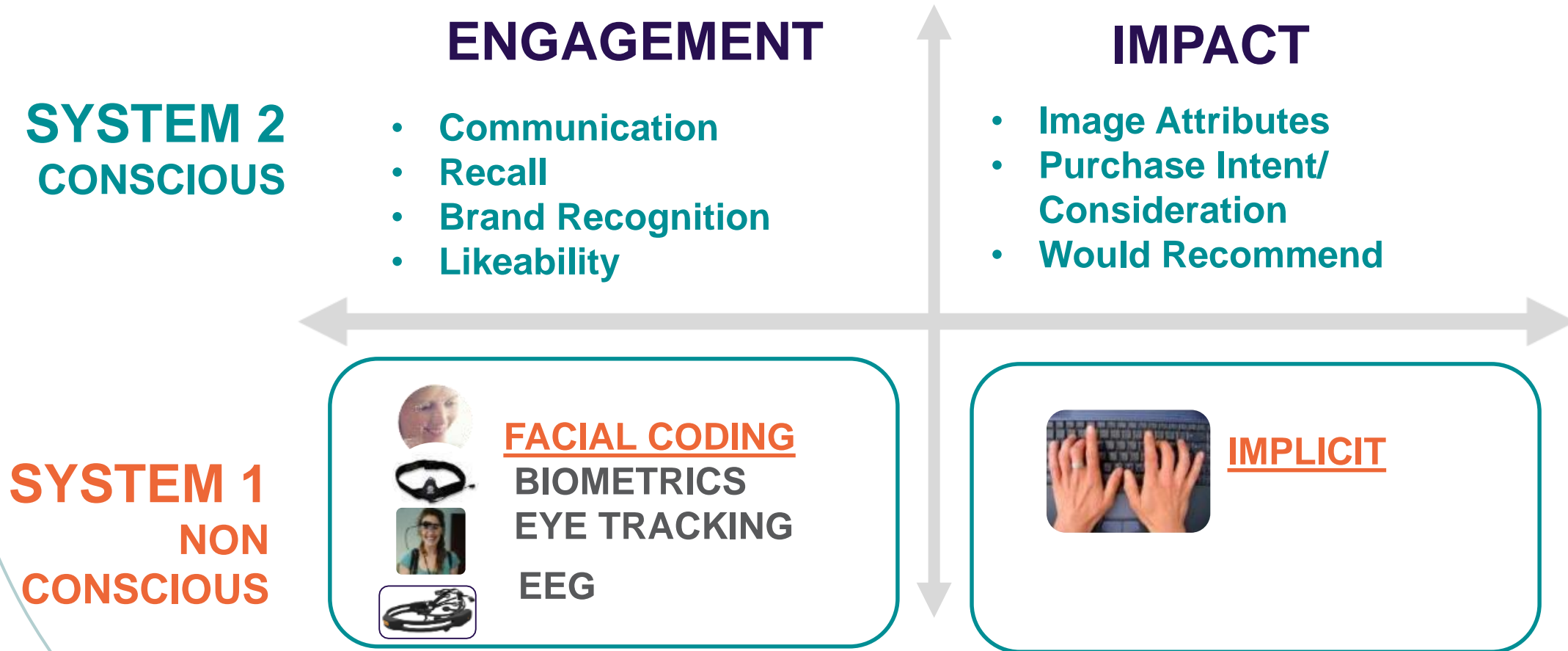
Motion



Micro Expressions



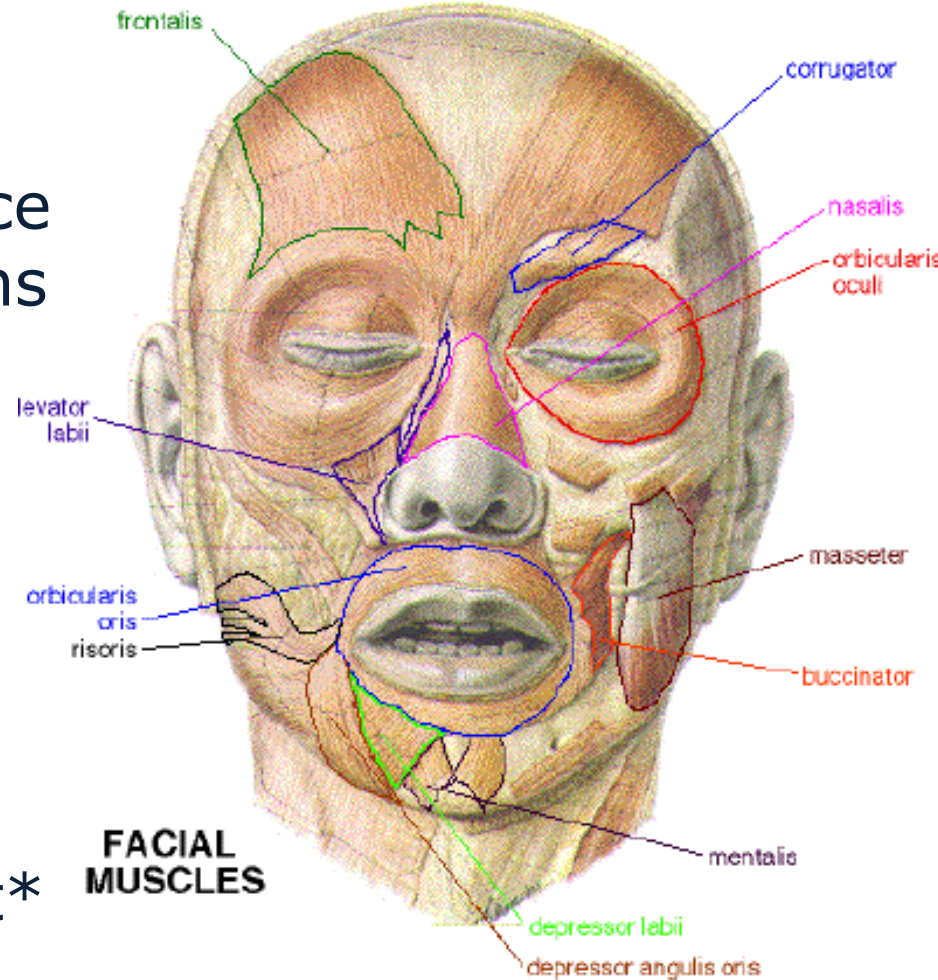
Research Methods to Assure Effectiveness on Key Dimensions



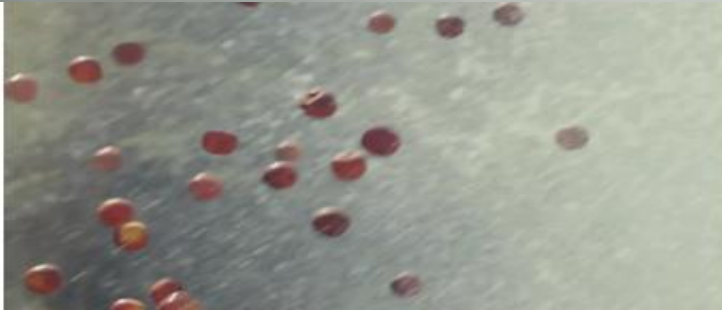
Automated Facial Coding

Tells Us:

- *Engagement*
- Emotional Valence
- Types of Emotions
 - Happiness
 - Confusion
 - Surprise
 - Fear
 - Disgust
 - Sadness
- Emotional Path
- Brand Affect
- *Disengagement*



Case Study: Font Vella Spain

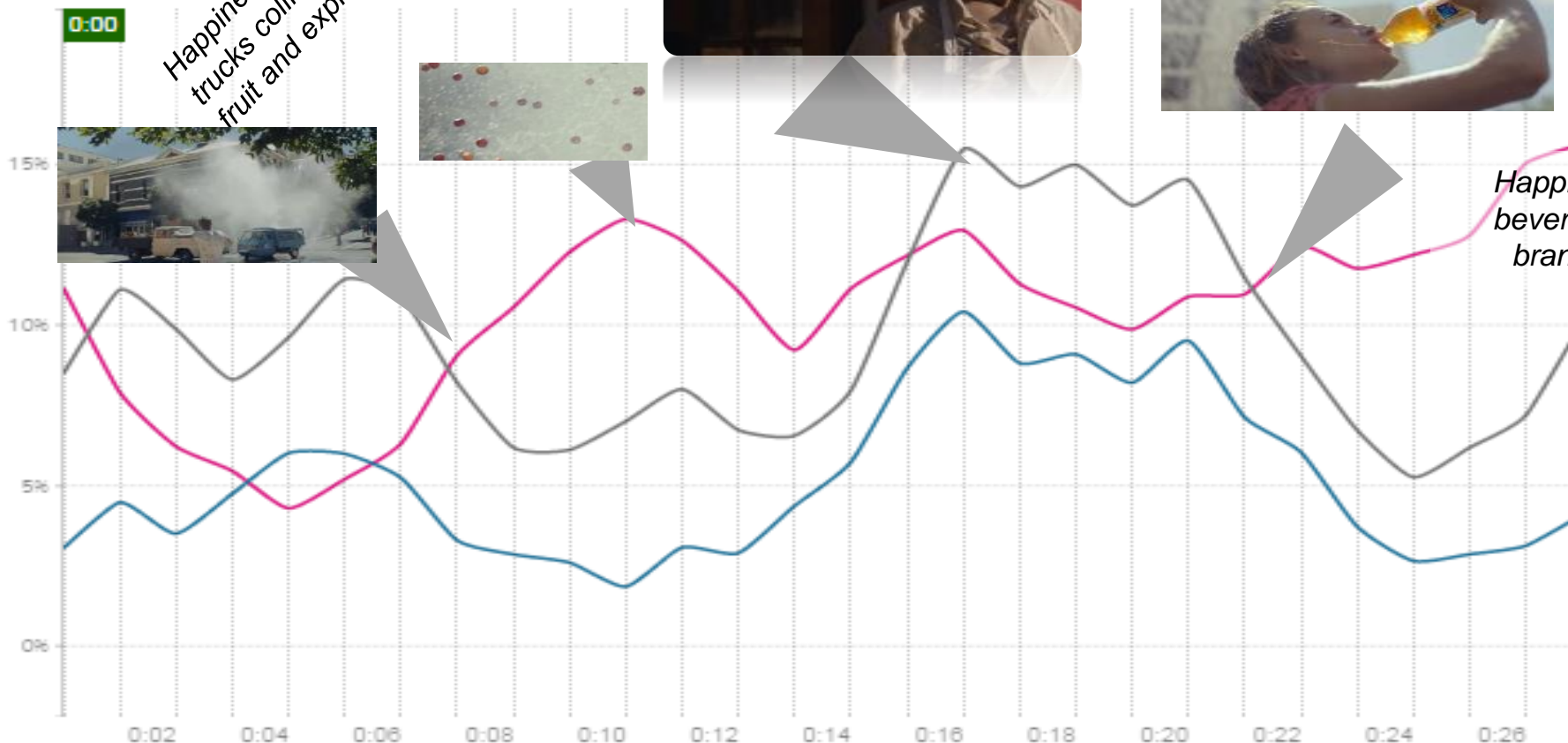




The shopkeeper derails the mood!



Happiness increases as two trucks collide producing flying fruit and exploding water.



Happiness returns as the beverages is enjoyed and branding is reinforced..



	Sessions	Happy	Confused	Negative
Font Vella Levité 'Wouah' SP	90	46.1%	30.0%*	52.2%*
	Norm	41%	20%	40%

*Significantly different from the norm at 90% CI.



Ipsos Facial Coding Evaluation Dashboard

ENGAGEMENT - - “EMOTIONAL TRACTION” ? - - overall emotional intensity

ENGAGE EARLY? - - Does it grab people early on?

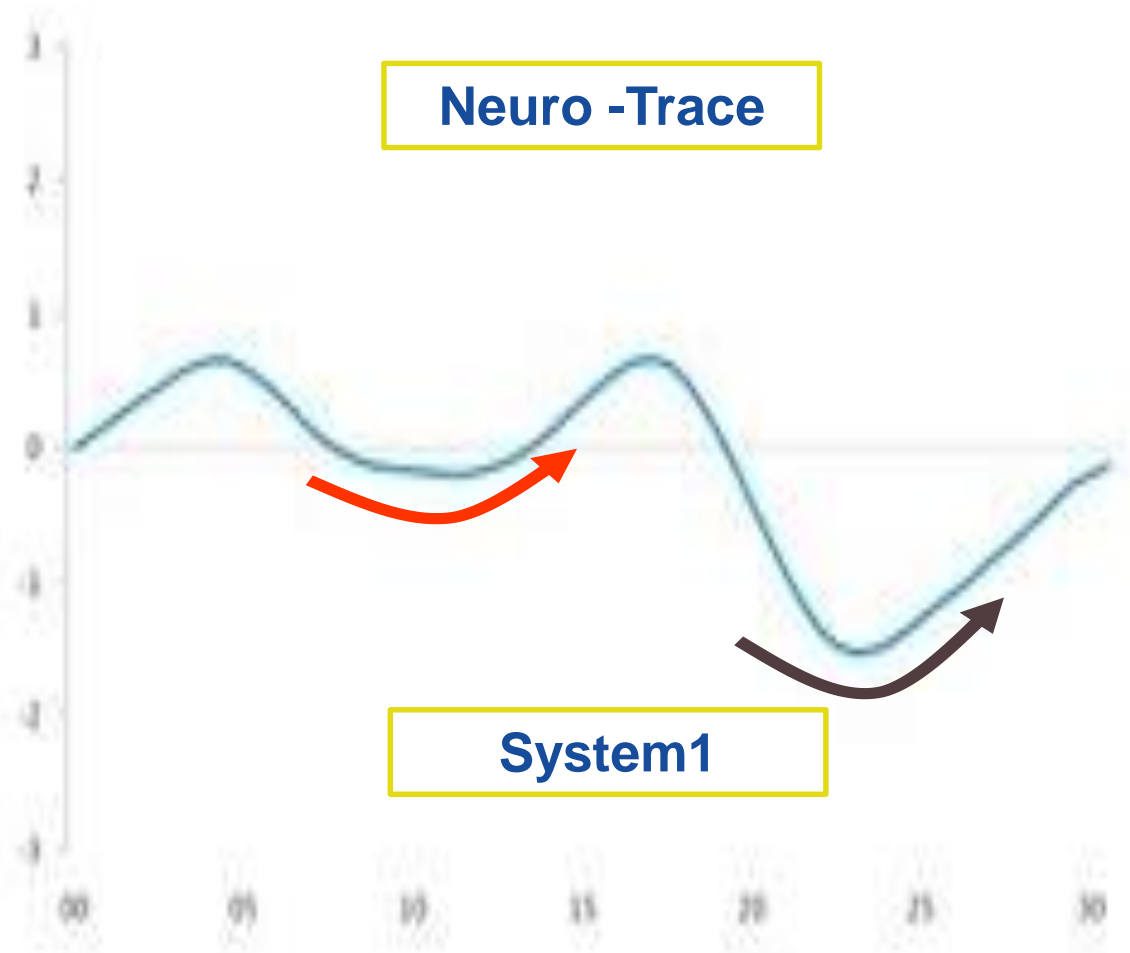
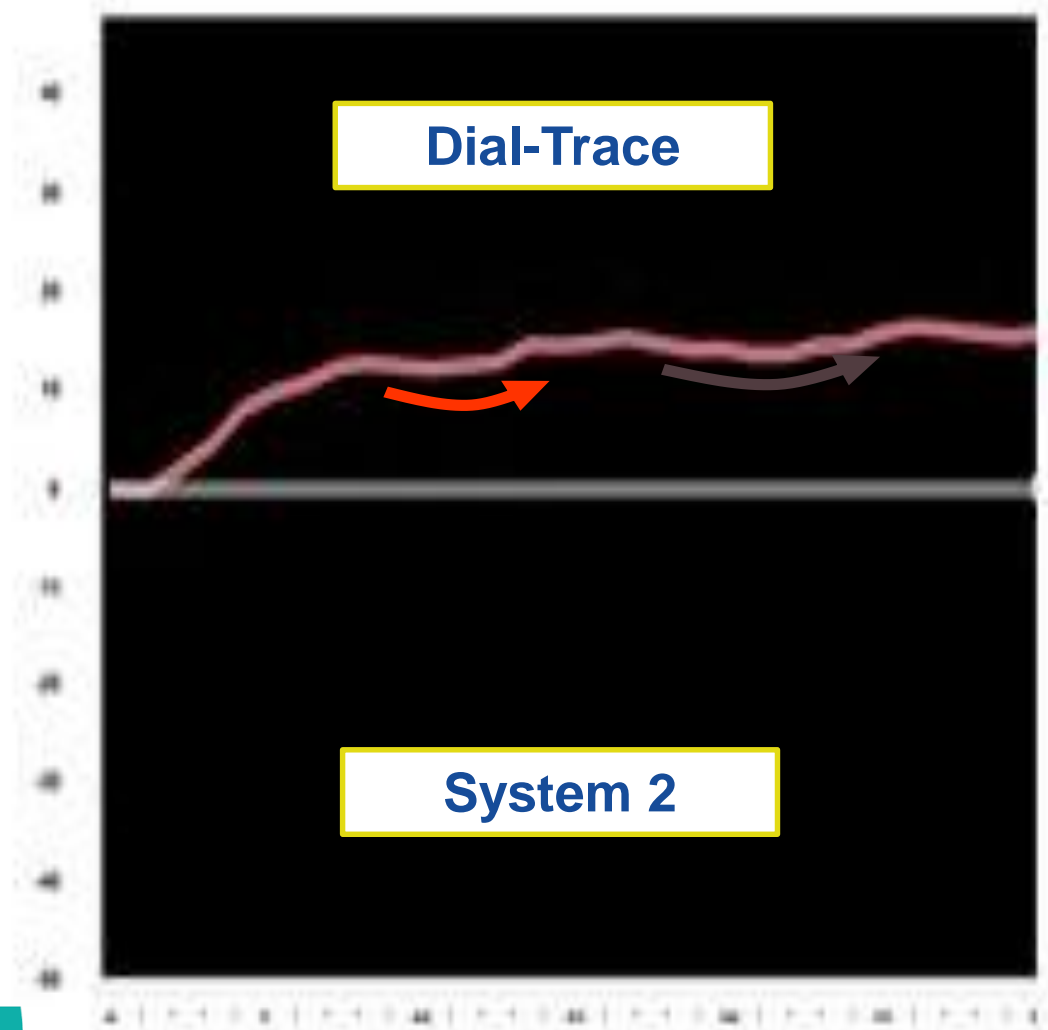
END POSITIVELY? - - Usually critical branding moments and lasting impressions - -are they positive?

PATH OF EMOTION? - - Peaks, valleys, direction of engagement

TROUBLE SPOTS? - - Disengagement, “Inappropriate Affect”, negative brand or product response, etc.

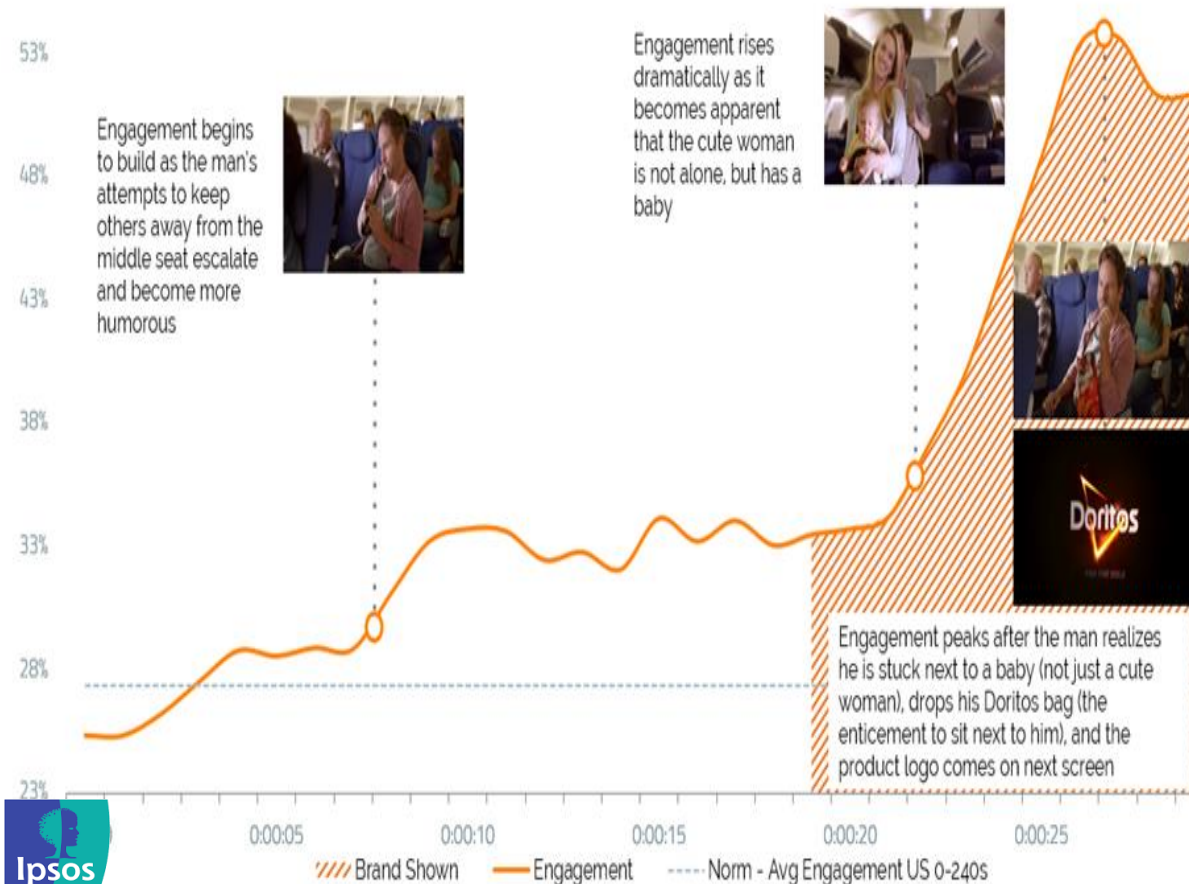
POSITIVE BRAND AFFECT? - - all types of emotion can be good, including negative emotion as part of the ad narrative. However negative emotion is not wanted in association with the brand

Comparing Dial vs. Neuro Traces – NOT THE SAME!

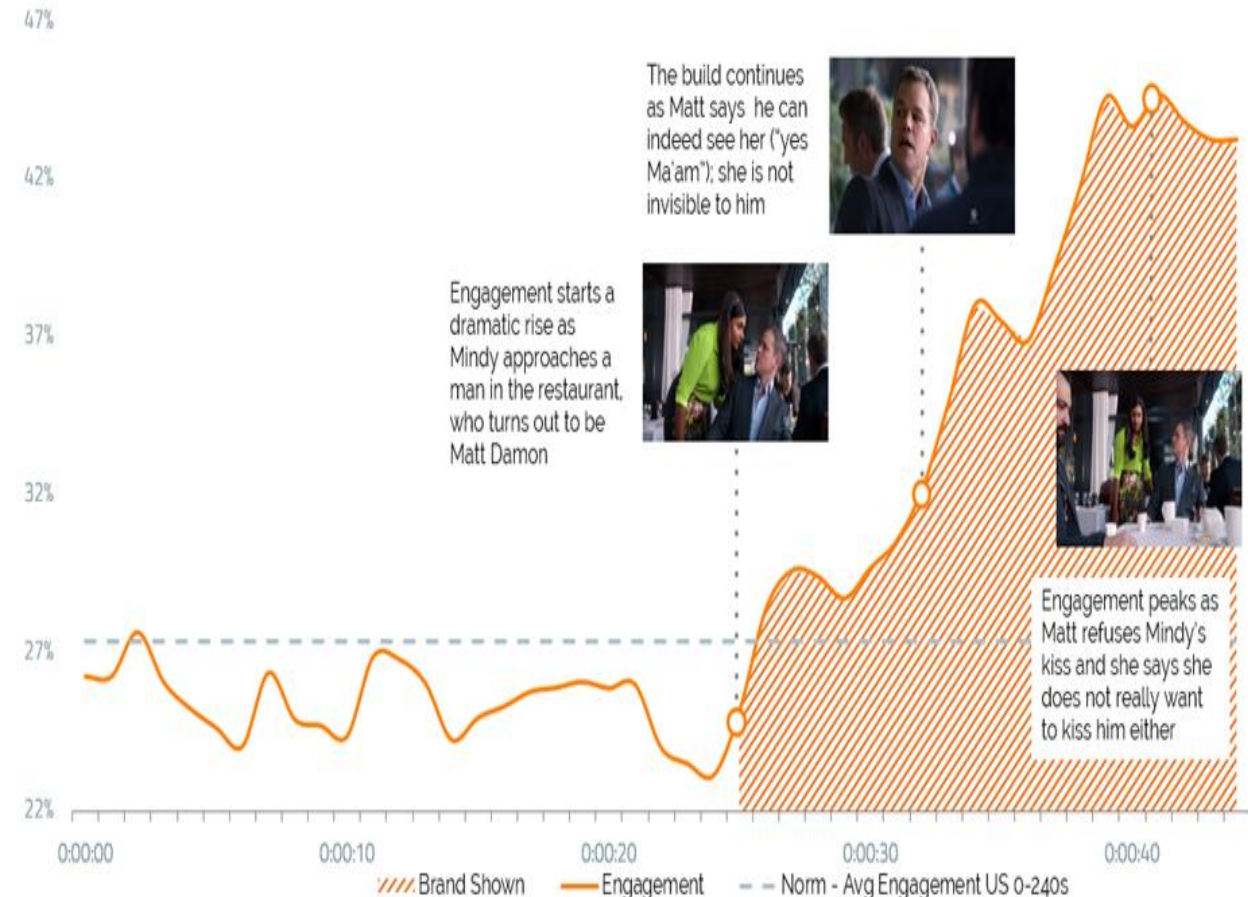


High Performing Ads Often Creative the “Emotional Jolt” At the End

Doritos – Middle Seat



Nationwide – Invisible Mindy Kaling



In Advertising, Association Is Everything

Guilt By Association, Sex Appeal By Association, Prestige By Association, Desirability By Association

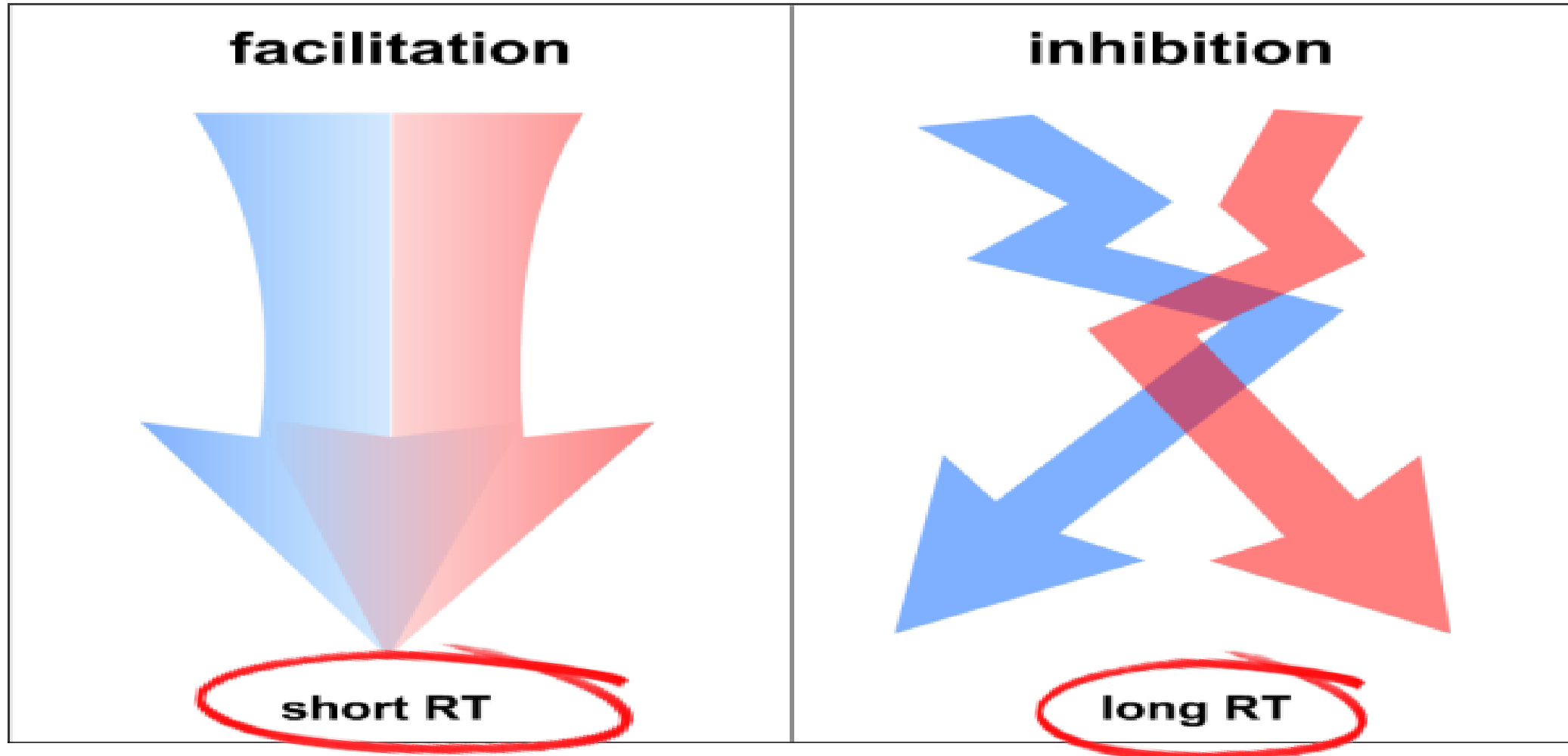


Attributes - - both concrete and emotional - - are the tie breakers to purchase.

IMPLICIT REACTION TIME Unlocking The Consumer Unconscious with IRT™

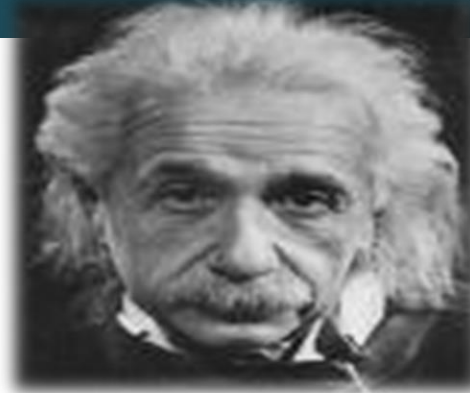


The Brain Science Behind IRT™: **Perceptual Fluency Phenomenon**



Perceptual Fluency Phenomenon Impacts Speed of Processing

science



Reaction Time

FAST

science



Reaction Time

SLOW

Implicit Networks - - How Ads Commonly Make a Difference

- **Implicit Reaction Time - - IRT™** measures how closely attributes - - images, feelings, visuals, sounds, tastes, intentions - - are aligned.
- **The faster we respond**, the stronger, more ***EMPHATIC*** or the more ***CONVICTION*** we have for the associations.
- And the more ***POWER*** those associations have in influencing our decisions and behaviors!

Barack Obama

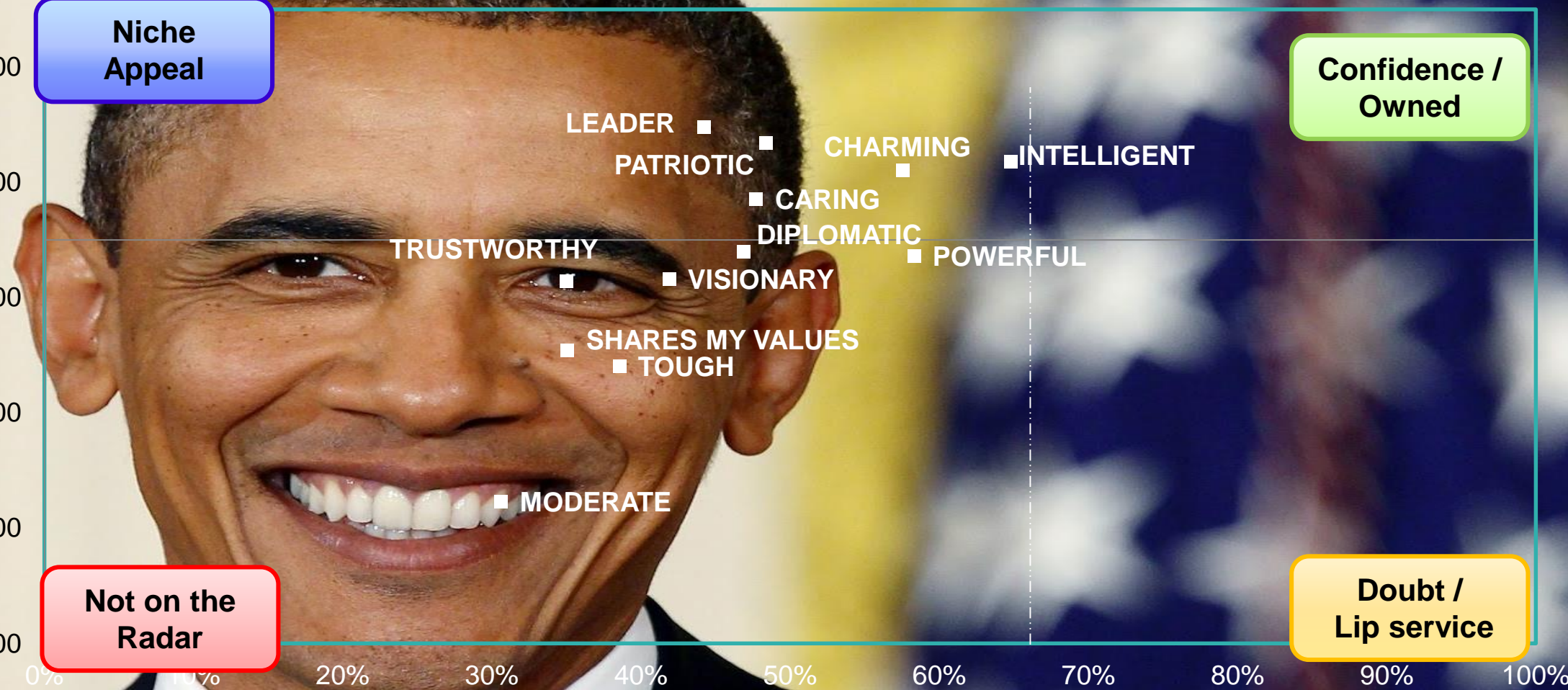
IMPLICIT INDEX

Niche Appeal

Confidence / Owned

Not on the Radar

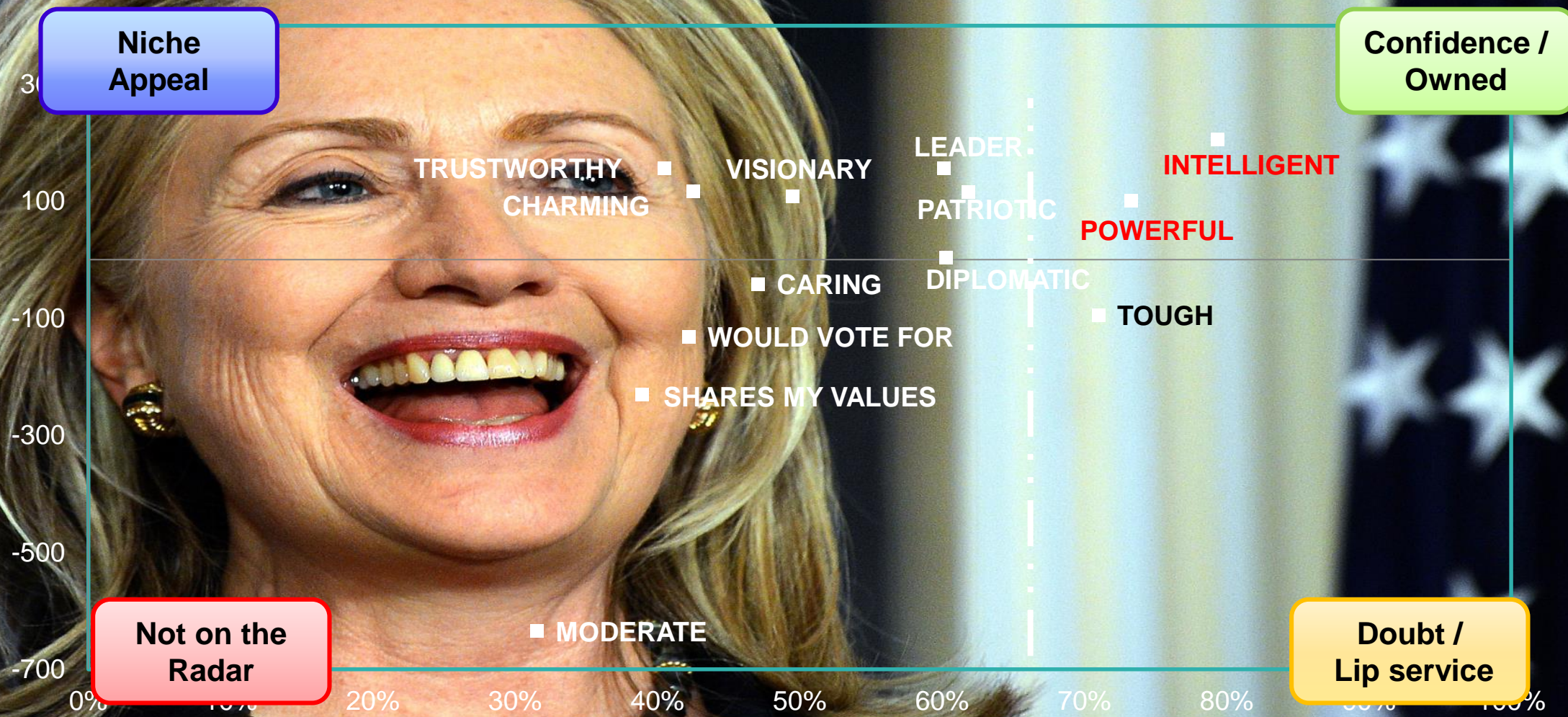
Doubt / Lip service



T2B EXPLICIT

Hillary Clinton

IMPLICIT INDEX



T2B EXPLICIT

Emphatic Average Range +250 to -250

Briefs Should Change!

Background

- Why you are doing this. (It may seem obvious, but it helps to put it down on paper). This is the business background, what the company is, what the business goals are, competitive environment, opportunities spotted in the marketplace etc. Write it simply and clearly - as if to a ten year old

Objective

- What **this particular piece** of promotional material should achieve

Target Audience

- Define them as people, not just job title. Their age, background, what their daily concerns are.

Promise

- What you are offering them in a **single sentence**. (This is not a description of your product or service, it's how it will benefit the reader)

Support for your promise

- The features and details of your product or service which backs up the main benefit in your promise. This can be as long as you like – the more information the better.

Key Message

- What the reader should think, feel and **DO** as a result of reading this.

Timing & Parameters

- What format, size etc it is, and when it's required.

Key Message should be thought of in terms of desired emotions and attributes; calls to action; avoidance of negative associations

Key Message should be thought of in terms of sensory brand experience; sound & sight

Ultimately, we need to think about the *real* experience of advertising and how the brain responds and processes it for potential impact.

- Define goal attributes for association
 - > Assure that no inappropriate associations are made
 - > Consider emotions, senses, all unique brand assets
- Establish the path to brand linkage
 - > Let the brand be heard
 - > Let the brand be connected with the story
- Guarantee engagement
 - > Address points of disengagement
 - > Consider “calls to action”
- Don’t make the brain work so hard
 - > Make stories easier to follow - - stop poking at the viewer with quick cuts
- End on a high - -leave them smiling
- Use mnemonic devices - - make it easy to remember - - (bring back jingles.)



Things I Wonder

- Why are there not more pool outs to maximize ROI on media spending?
- Why aren't ads checked for negative associations?
- How long does the emotional impact of an ad last?
- How can we get rid of quick cut advertising?
- How can we strengthen the brand linkage in ads?





The Advertising
Research **Foundation**

Thank you

For more information
elissa.moses@ipsos.com



SUPPORTED
BY:

turner