CREATIVE|SPARK

Be bold. Be creative.

Spark your mission-driven campaigns And ignite Public Sector and Non-Profit Advertising

Building on Ipsos' decades of expertise and experience, Creative|**Spark** captures realistic attention metrics in a distracted environment and observes how people respond to public service messages and non-profit campaigns.

Creative|**Spark** fuels the creative process by helping public, private and not-for-profit organizations quickly evaluate and optimize creative to maximize impact and drive social change.

Creativel**Spark** draws from multiple science disciplines to measure a range of thoughts, feelings and emotions, enabling organizations to create more effective public awareness campaigns and fundraising appeals.

The Public Sector and Non-Profit challenge

Public service messages and non-profit campaigns need to stand out from the crowd. More than ever, strong creative is vital to change public behavior and raise awareness of critical social issues, and drive community engagement.

Public sector and non-profit organizations need instant access to assessment tools, embedded in the latest scientific thinking to create impactful campaigns and maximize their limited resources.

The solution



Evaluate the power of public service awareness campaigns to capture and retain Stakeholder Attention



Assess short term brand effects, underpinned by trusted engagement metrics



Measure a unique combination of thoughts, feelings and immediate emotions, via facial coding to gauge public response



Optimise and transform mission-driven campaigns with action-based reporting for social change

Why Creative|**Spark** for Public Sector and Non-Profit Ad Campaigns?



SCIENCE

A customized design and metrics, created for public sector and non-profit, grounded on Behavioral Science, Data Science and Neuroscience with Text analytics and Al supervised machine learning algorithms.

CREATIVITY



Holistic diagnostics and concise reporting for fast optimization with key signals of creative potential to build trust and action with your audience.



Evaluates finished videos and animatics in as little as 24 hours.

FLEXIBILITY



Offered in a range of options from selfserve to full service, to fit your timings, budget, and communication needs.

