

# CREATIVE|SPARK

Be **bold**.  
Be **creative**.  
Spark your **business**.

Building on Ipsos' decades of expertise and experience, Creative|Spark captures realistic attention metrics in a distracted environment and observes the reality of how people make choices.

Creative|Spark fuels the creative process by helping advertisers and agencies quickly evaluate & optimize creative to power brand growth.

Creative|Spark draws from multiple science disciplines to measure a range of thoughts, feelings and emotions.

## The business challenge

In the attention deficit economy, creative needs to stand out from the crowd.

More than ever, strong creative is paramount to delivering short and long term business value.

Advertisers need instant access to learnings embedded in the latest scientific thinking.

## The solution



**Evaluate** the power of creative to capture and retain Branded Attention



**Assess** short and long term brand effects, underpinned by sales validations



**Measure** a unique combination of thoughts, feelings and immediate emotions, via facial coding



**Optimize** with action-based reporting

## Why Creative|Spark?



### SCIENCE

Design and metrics grounded on Behavioral Science, Data Science and Neuroscience with Text analytics and AI supervised machine learning algorithms.



### CREATIVITY

Holistic diagnostics and concise reporting for fast optimization with key signals of creative potential.



### SPEED

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



### FLEXIBILITY

Offered in a range of options from self-serve to full service, to fit your timings, budget, and business needs.