

# CREATIVE | SPARK

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

CREATIVE | **SPARK** is a new creative evaluation service and an evolution of ASI:Connect.

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.

Get the insights you need to launch the most effective piece of advertising in as little as 24 hours

## 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

COVID PROOF



**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 BY IPSOS?



### 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.