

CREATIVE I SPARK

'BETTER ANIMAL-WELFARE' LABEL

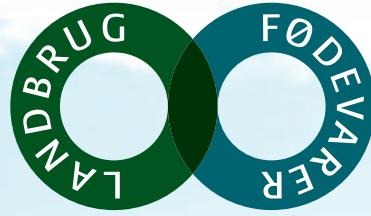
PRE-TESTING OF ADS

The Governmental Animal-Welfare label is a solid indicator for consumers when shopping for food. The Danish Agriculture & Food Council wishes to increase awareness of the label so consumers to a greater extent can use it as a credible guide when choosing meat, cold cuts, and dairy products with a focus on animal welfare.

Ipsos has pre-tested an advert that will be part of a campaign across various social media. In addition to confirming the creative concept, The Danish Agriculture & Food Council has received several very concrete recommendations to optimise the effect of the advertisement. This was not least thanks to Ipsos' neuroscience tools, which decode respondents' emotional reactions to the ad via facial recognition. Second-by-second.

"We chose to pre-test at the animatic level, and the CreativeSpark test concept has proven to be a very efficient and focused process. Especially because it has enabled us to produce the final advert correctly from the beginning."

- Head of Department, Danish Agriculture & Food Council



The Challenge

There is a strong focus on animal welfare, and it is important to be at the forefront of transparent and credible consumer labelling. Therefore, the project needed to answer:

1. To which extent the advert creates awareness about better animal welfare and specifically The Governmental Animal-Welfare label.
2. The advert's ability to build knowledge and influence buying behaviour in different consumer segments.
3. Relevant changes / optimisations of the creative universe and the ad's storytelling – before expensive film footage and media spending.

Process & Output

The test was conducted via Ipsos' pre-testing tool **CreativeSpark**, as an animatic test which tests a cartoon version of the commercial. Its intention was to clarify:

- Brand Attention (does the ad break through the clutter and is the sender remembered?).
- Behavior Change (does the ad influence short-term choice intent?)
- Relationship Change (does the ad influence long-term brand relationship / loyalty?)

Accompanied with specific diagnostic questions and open-ended questions for the respondents, which contribute to explaining why the ad performs as it does.

Creative I Spark uses an Emotional Neuroscience Tool (Facial Coding):

Changes in facial expressions are monitored through the computer's web cam. It shows the respondents' unconscious and genuine emotional response to the ad. Second-by-second.

The Results

Result examples:

- Good Creative Effect (a combination of Brand Attention and short-term Behaviour Change).
- Confirmed strong long-term Relationship Change in the core target group (mothers age 25-49).
- Tangible recommendations for optimisation, specifically on speed and humour.

As well as recommendations for how awareness of the brand / main message can be strengthened from the beginning of the advert, which is especially important on social media.

$$\begin{array}{r} \mathbf{104} \\ \mathbf{Brand\ Attention} \end{array} \times \begin{array}{r} \mathbf{158} \\ \mathbf{Behavior\ Change} \end{array} = \begin{array}{r} \mathbf{164} \\ \mathbf{Creative\ Effect} \end{array}$$

Index 100 = gennemsnit i Ipsos' benchmark database

"It is absolutely crucial that we are faced with an experienced and competent team. Ipsos has advised us really well. CreativeSpark is an agile process where we receive ongoing feedback along the way – which is essential when we, as here, adjust and develop while we test."

"We always have a challenge in separating attitude and action. Here, facial coding is vital because we get a reading on the emotional reactions of consumers that does not "lie". Ipsos' external benchmarks are also a strength. It provides security as we are able to compare ourselves directly with the market"

- Head of Department, Danish Agriculture & Food Council

Want to know more?

CreativeSpark is a strong online tool that is part of Ipsos' Creative Excellence toolbox for advertising and campaign development, analysis and impact measurement. The analysis tools help customers make their creativity as effective and targeted as possible. **Contact Alexander Asmussen, Head of Creative Excellence, on +45 61 66 13 31 for more information.**