

CASE: DANSKE SPIL

CREATIVE PLATFORM AND ADVERT PRE-TEST

Can we pre-test the
advertisement to ensure it
supports both short- and
long-term brand strategy?

Danske Spil



“

AS A TEST CONCEPT, CREATIVEISPARK IS STRONG AND INNOVATIVE BECAUSE IT
COMBINES QUALITATIVE AND QUANTITATIVE INSIGHTS IN A GOOD WAY. THE OUTPUT IS
GREAT BOTH IN TERMS OF WIDTH AND DEPTH – AND THE PROCESS IS EFFICIENT.

Head of Branding & Campaigns, Danske Spil A/S





We experienced great professional understanding and respect for the creative work. And we are particularly positively surprised at how operational the recommendations are. ”

DANSKE SPIL CASE

Danske Spil is developing a new creative platform for the large brand Eurojackpot. The goal is to position Eurojackpot as the 'life-changing prize' and, thus distinguish the product more clearly from Lotto. Simultaneously, the new communication must succeed in reaching a younger target group more clearly.

Ipsos has pre-tested an advert using Creative|Spark. Among other things, the test has shown the emotional responses of various target groups to the ad's messages and story by using Ipsos' neuroscience tools. The results, combined with very tangible recommendations, make it possible to perform crucial adjustments in the advert – already in the development phase.

THE CHALLENGE

To develop a creative platform for Eurojackpot that positions the product more independently and appeals clearly to a younger target group. The project should provide answers to:

- How do the creative concept and the ad's messages appeal to different target audiences?
- The extent to which the ad succeeds in creating a differentiated position for Eurojackpot; without unnecessarily alienating Danske Spil's well-known Lotto product.
- Relevant changes and optimisations in the creative universe and the storytelling that can increase the impact of the finished campaign.

THE PROCESS

The test was conducted via Ipsos' pre-testing tool Creative|Spark, as an animatic test (testing a cartoon version of the ad), in order to clarify:

- **Brand Attention:** Does the ad break through the clutter and is the brand remembered?
- **Behaviour Change:** The ability to influence short-term choice intent.
- **Relationship Change:** The ability to influence long-term brand relationship/loyalty.

Accompanied by specific diagnostic questions and openended questions for the respondents, which contribute with explanation of why the ad performs as it does.

200 respondents across the selected age groups 18-39 and 40+ years old. Creative|Spark uses an Emotional Neuroscience Tool (Facial Coding): Changes in facial expressions are monitored through the respondents' device camera. It shows the respondents' unconscious and genuine emotional response to the ad - second by second.

THE RESULT

Examples of the tangible output:



Recommendations for changes in the relationship between the ad's branding elements and specific scenes.



Specific feedback on the ad's scenes that point to prioritising an editing of several short stories rather than one long story.



Precise advice on to whom the different parts of the ad appeals in order to enable an optimisation of the planned campaign.

“The ad did not completely hit the nail on the head in the first version. But we learned tremendously from the test on how to adjust, especially the details of the creative execution, which we brought with us in the further creative process.”

“We had high expectations to the test and were not disappointed. Facial Coding uncovers the emotional reactions and the open-ended questions provide a surprisingly deep insight into the qualitative. So, we get to the substance quickly which enables us to reflect on the things that really matter: how to prioritise the results in the further process.”

Head of Branding & Campaigns, Danske Spil A/S

BE SURE. GO FURTHER.

As a part of Ipsos' Creative Excellence toolbox, **Creative|Spark** is a strong online tool for testing and help developing advertisements online. Our analyses help our clients make creative elements as effective and targeted as possible..



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PLEASE CONTACT

ipsoscommunicationsdk@ipsos.com
+45 33 19 39 00
www.ipsos.dk

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