

CONFIDENTIAL

# Ad Creative evaluation package that uses real-time video evaluation

Create Consumer-centric Values



For further detail:

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# Creative-related challenges that advertisers are facing

- ☹️ We have not really been able to fully utilize the results of the creative evaluation for the next creative production. And, to be honest, we do not know how to make the best use of them.
- ☹️ We are not sure what creative elements and expressions are effective in fostering brand assets and brand image.
- ☹️ We fail to evaluate thoroughly how each of creatives impacted the brand throughout the year.

Since I leave the specific creative expressions and elements to the production team, the truth is that I have not been able to properly look into the expressions and even the elements, despite that I believe that each and every creative is important.



Brand manager

# What new things you can address using this video evaluation



- ✓ Enables you to know what parts of the creative made an impression or well-liked by consumers so you can make decisions about whether to continue or stop using a particular element in the next creative and make concrete use of the results



- ✓ Allows you to make the creative content more beneficial by looking at which elements of the creative are connected to the brand image

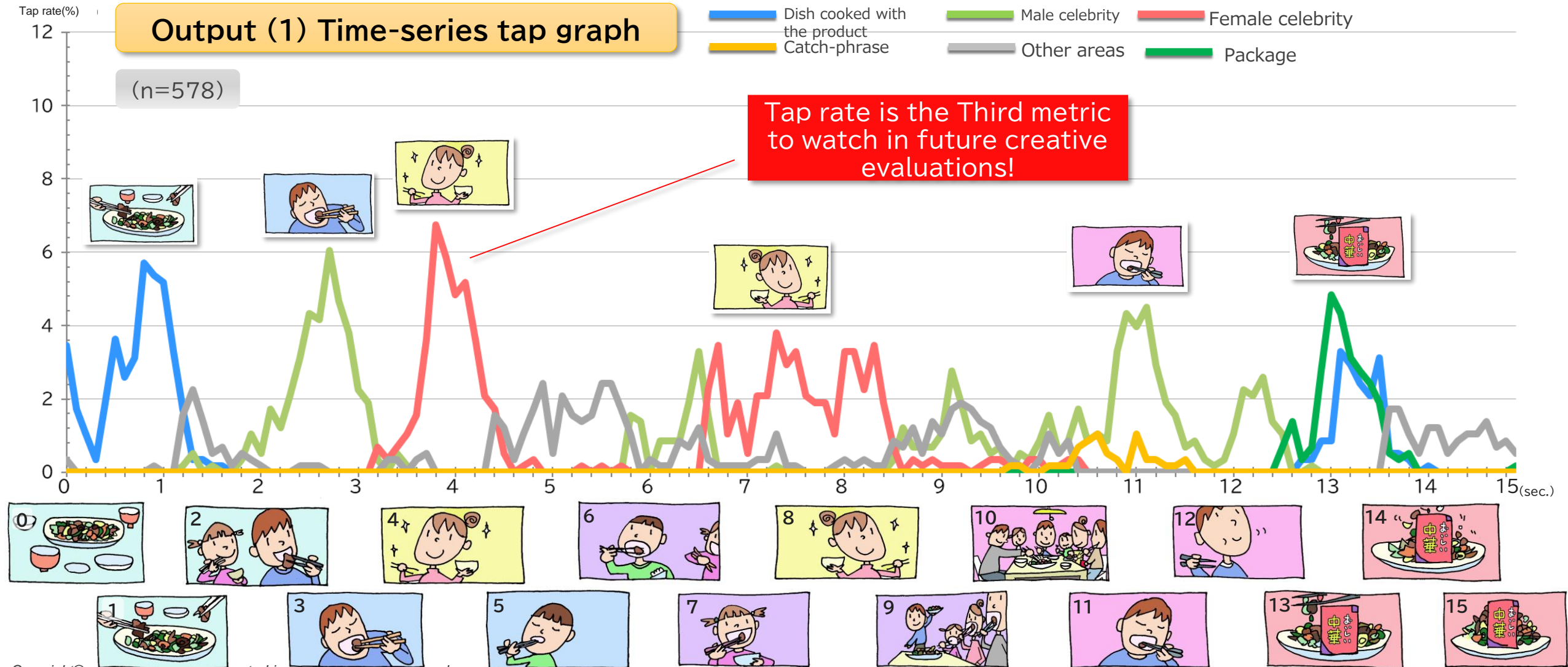


- ✓ Conducting the video evaluations throughout the year allows you to learn not only from each creative, but also from past creatives to see how they have led to the present

# Outputs that should help solve problems

## What this output would reveal:

- Scenes/elements that made an impression ⇒ You can check if the intended reactions are made.
- Whether the video received diversified reactions ⇒ You can check if there is height difference in the graphs, as well as the video successfully produced upsurge.
- Any key scenes ⇒ You can check if there are scenes that could attract the audience and such scenes led to the product.

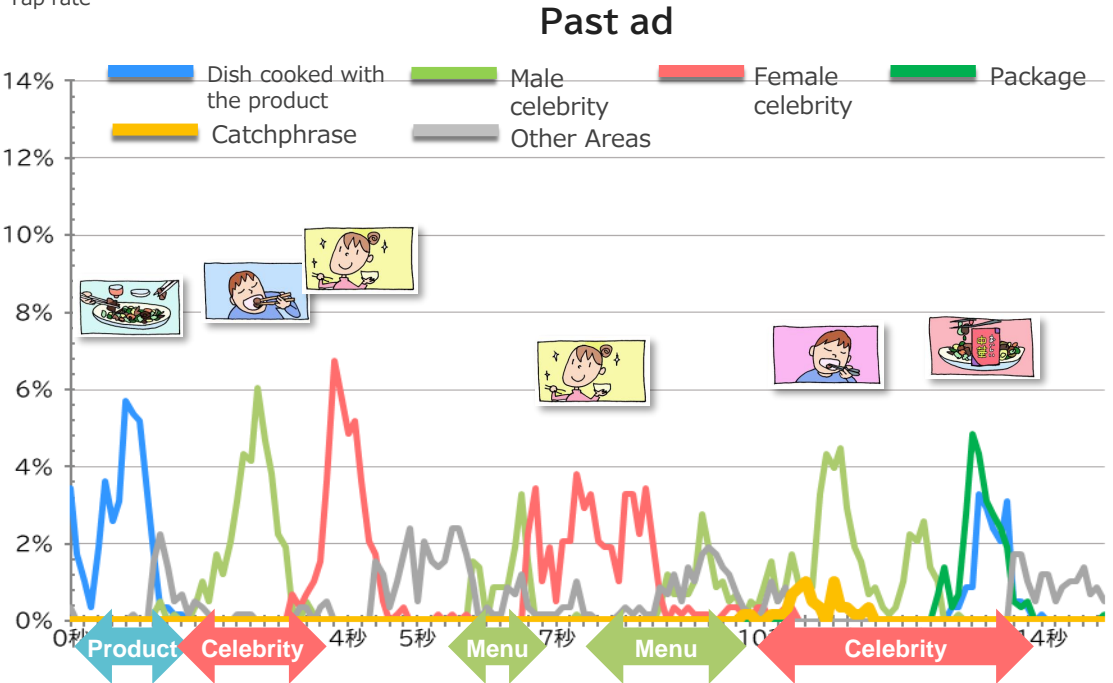
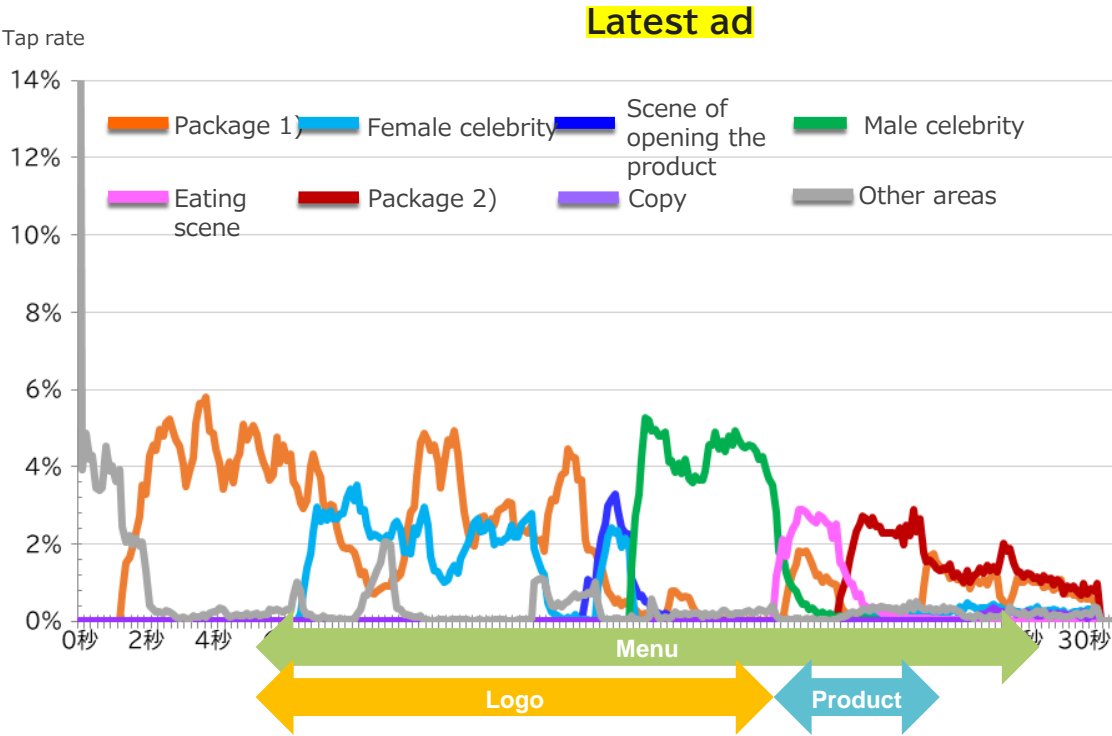


# With time-series graphs, you might see something new by comparing with a past ad.

- Tap rates were generally low for the latest ad. In addition, multiple elements consistently overlapped in one scene, such as the menu and the logo, the menu and the product and so on.
- On the other hand, in the past ad, there was no overlap of elements in a scene. Each of elements was tapped to some extent, with difference seen in tap rate.
- Comparing with the past ad sometimes help you learn things such as it could be more impressive to communicate only one element in a scene.

▼Real-Time Video Evaluation : What made an impression

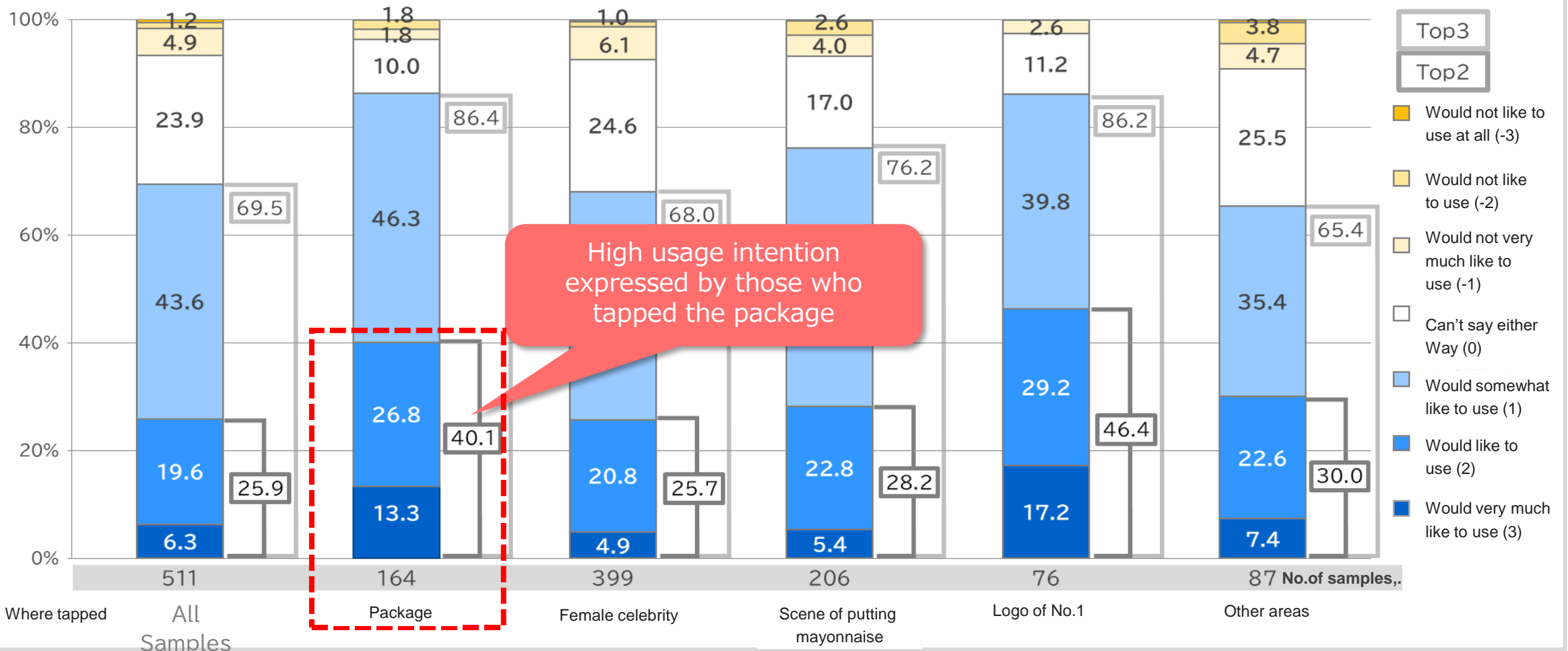
▼Real-Time Video Evaluation : What made an impression



## What this output would reveal:

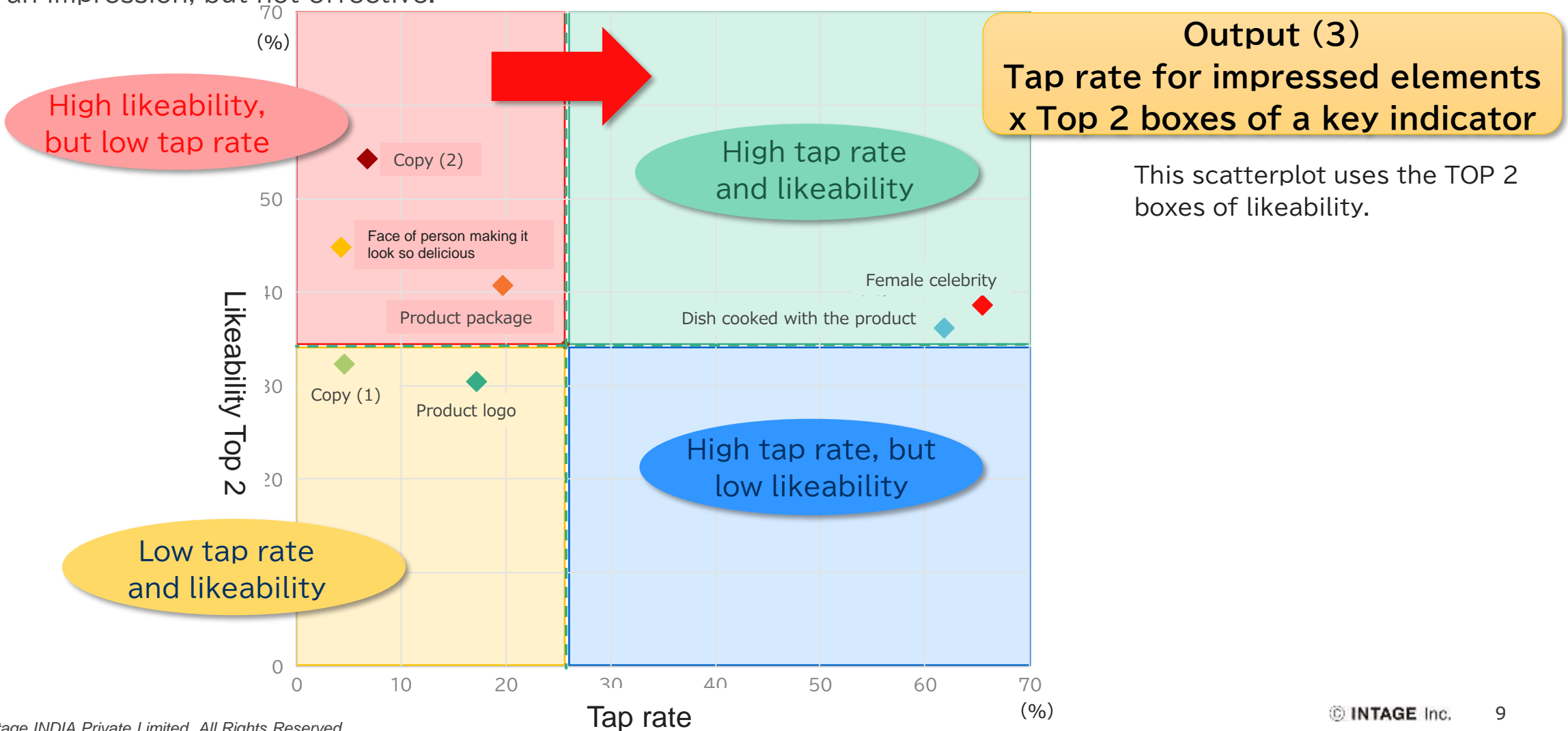
Enables you to confirm which elements boosted **key indicators (brand identity, likeability, evoke of interest, and usage intention)**, such as people who tapped the “package” have higher usage intention than others.  
 ⇒ You can check which elements effectively contribute to the key indicators and decide which elements to be succeeded to the next creative.

### Output (2) Usage intention by tapped element



## What this output would reveal :

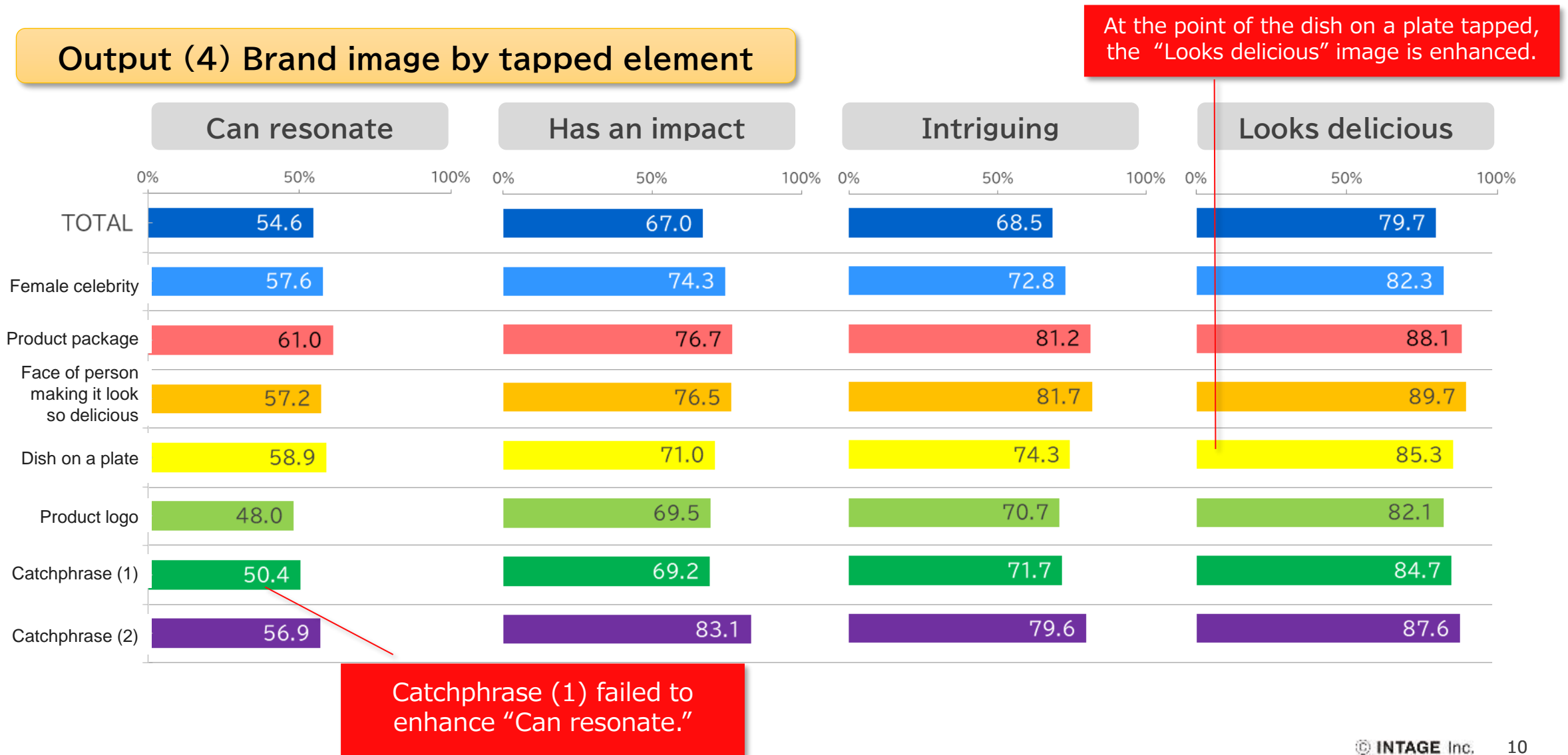
- Which elements you should keep in the next creative
- Elements with a high tap rate and high likeability (Green area) should be succeeded to next.
- For elements with high likeability but low tap rate (Red area), some action is needed such as to increase the number of elements or lengthen the time to improve the tap rate.
- On the other hand, for elements with a high tap rate but low likeability (Blue area), they are likely to be ones which made an impression, but not effective.





## What this output would reveal:

Enables you to confirm which elements led to improving the brand image  
⇒ You can check if each element works effectively, which would contribute to the next creative.

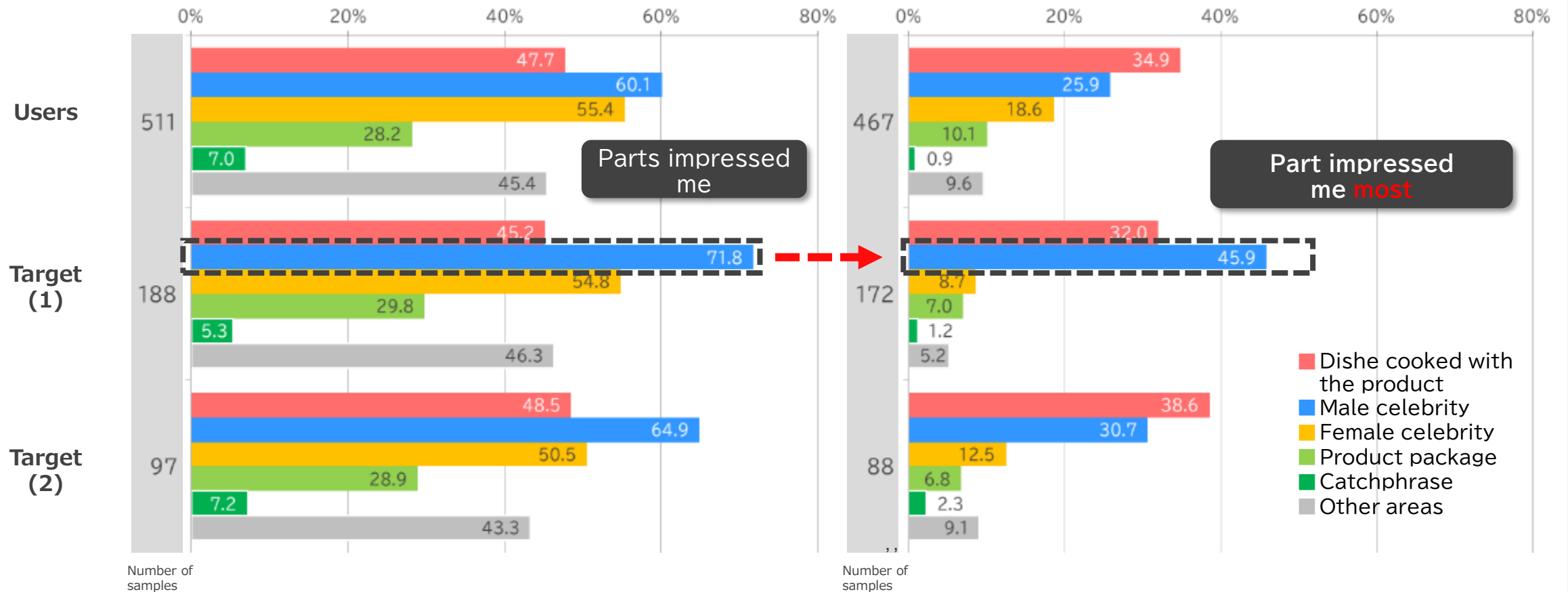


## What this output would reveal:

Enables to you confirm the level of conveyance by user and target audience

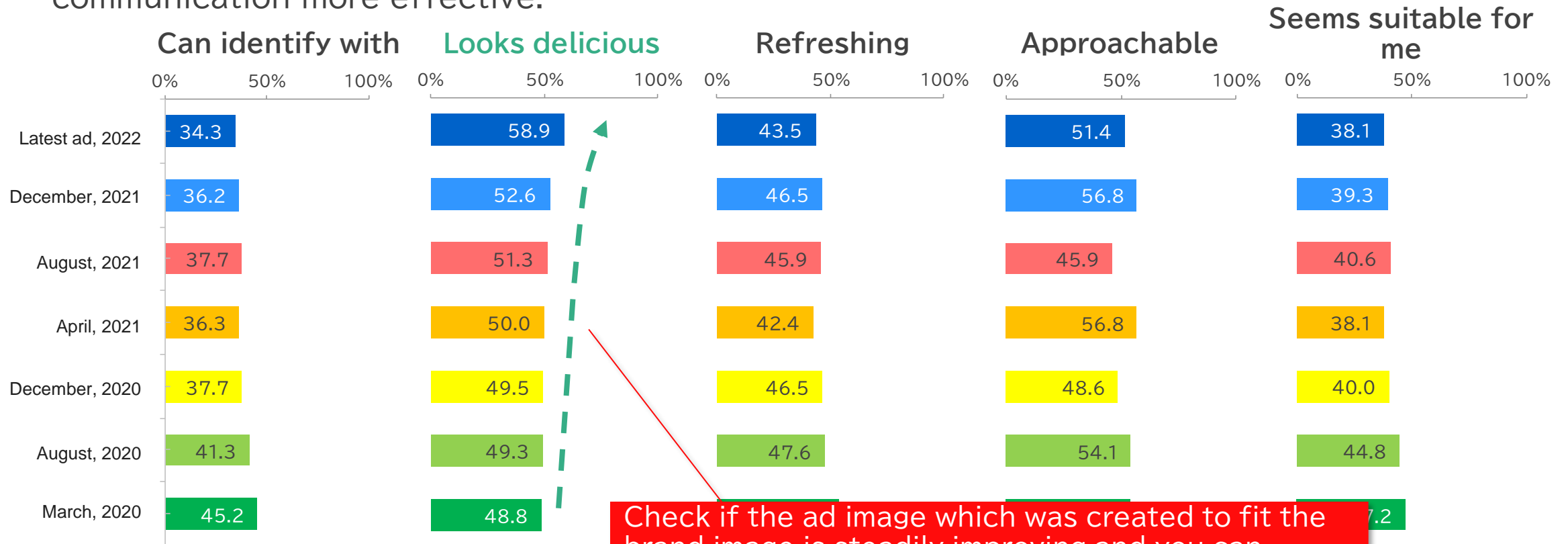
For example, for Target (1), the male celebrity left more of an impression than the product. Thus, checking whether the elements which you had intended to convey were able to make an impression would enable you to consider the overall creative result and in what way it would affect future sales.

### Output (5) Parts that made an impression by target audience



# Follow the results throughout the year

- Although it is easy for us to be happy or sad about the results of each creative evaluation, it is very important to check what sort of impact the ad had on the brand and the intended images have been improved as a result of placing an ad throughout the year.
- Checking if you have been able to communicate a consistent message throughout the year and if we can see an improvement in ad image consequently, would make the following year's communication more effective.



Check if the ad image which was created to fit the brand image is steadily improving and you can properly appeal the image that enhances the brand image.

# Optional: Heat map video of the tapped parts



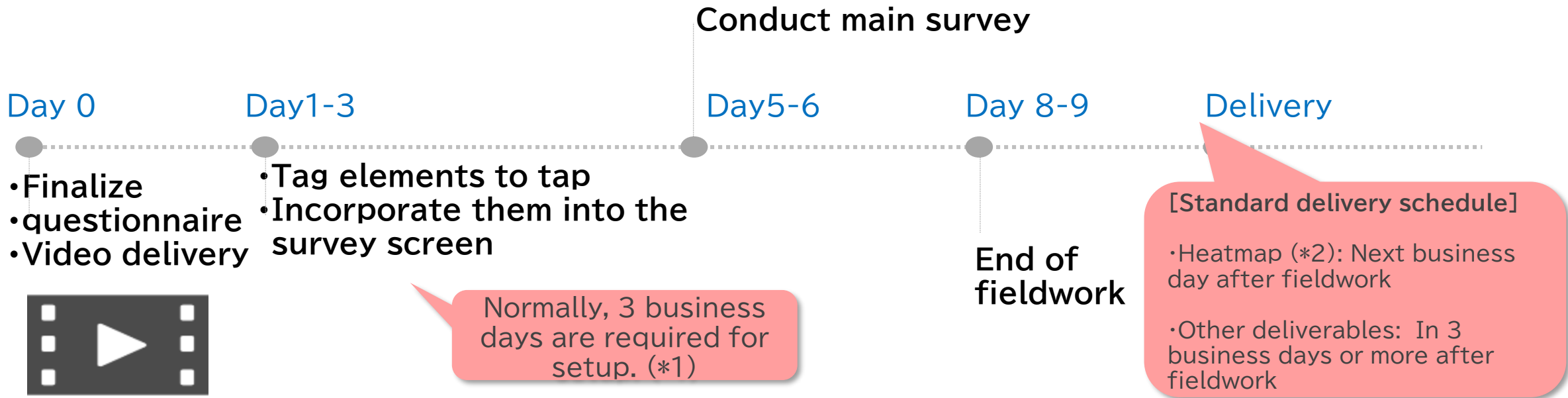
Moreover, A heat map presents where audience gave good evaluation (tapped). It's in a video format so it is easy to understand and grasp.

- ✓ Deliverable on the next business day after the completion of fieldwork
- ✓ Delivered in video format

Basically, only all respondent-based heat map can be read out.



# Schedule example and Notes



\*1: For 1 video of 30 seconds or shorter, with no more than 7 elements to tap (Assume ordinary TV ads and so on) Consult with us if there are more elements to tap than that or if support for non-standard setting is required.

\*2: The standard heatmap is based only on total respondents. Please consult with us in advance if you wish to read out heatmaps by target group. (This is because prior arrangement is required. **Please note that if you get a heatmap by target group, the heatmap based on all respondents will not be available.**)

# Comparison with our other creative evaluation methods

(1) Video evaluation  
in a normal web  
survey



(1) + Real-time  
video evaluation



Creative evaluation using  
(1) + Facial expression  
analysis



<b>Quality of data obtained</b>	<ul style="list-style-type: none"> <li>✓ Evaluation relies on one's memory after the video is presented, so scenes from the latter half of the video are more likely to leave a lasting impression.</li> <li>✓ It is difficult to evaluate elements within a scene.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Data reflecting intuitive responses can be obtained.</li> <li>✓ Multiple outputs provide detailed information on the evaluation of elements in a scene.</li> </ul>	<ul style="list-style-type: none"> <li>✓ It is a non-verbal evaluation and can even capture audiences' emotions while they are watching a video.</li> <li>✓ An interviewer manages the progress of the survey, which allows a uniformed fieldwork environment, leading to obtain precise results.</li> <li>✓ Many examples of improvements and plenty of norm available</li> </ul>
<b>Cost and Duration</b>	<ul style="list-style-type: none"> <li>✓ Most reasonable and quickest implementation</li> </ul>	<ul style="list-style-type: none"> <li>✓ Can be conducted at a cost and time similar to conventional Web surveys</li> </ul>	<ul style="list-style-type: none"> <li>✓ This is conducted with an interviewer being on site, so the cost per sample is high for both online and hall tests.</li> </ul>
<b>Purposes of use</b>	<ul style="list-style-type: none"> <li>✓ I want to do multiple video evaluations at a reasonable cost.</li> <li>✓ I only want to evaluate the video as a whole.</li> </ul>	<ul style="list-style-type: none"> <li>✓ I want to evaluate the creative by scene.</li> <li>✓ I want to use it not only for evaluation but also for improvement to produce effective creatives.</li> </ul>	<ul style="list-style-type: none"> <li>✓ I want to check creative's impact in a condition closer to that it is on-aired.</li> <li>✓ I want to evaluate and understand the creative from an emotional standpoint and use this information for improvement.</li> </ul>

# Looking forward to working with you

## Create Consumer-centric Values

お客様企業のマーケティングに寄り添い、共に生活者の幸せを実現する



**INTAGE INDIA Pvt. Ltd.**