

“Making the Most of Your Communication Investment”

Daniel Enescu – Millward Brown, Romania

# Insights and Myths

~Quiz~



# When is the best moment to show the brand in the commercial?



In the first 10 seconds



10th-20th second

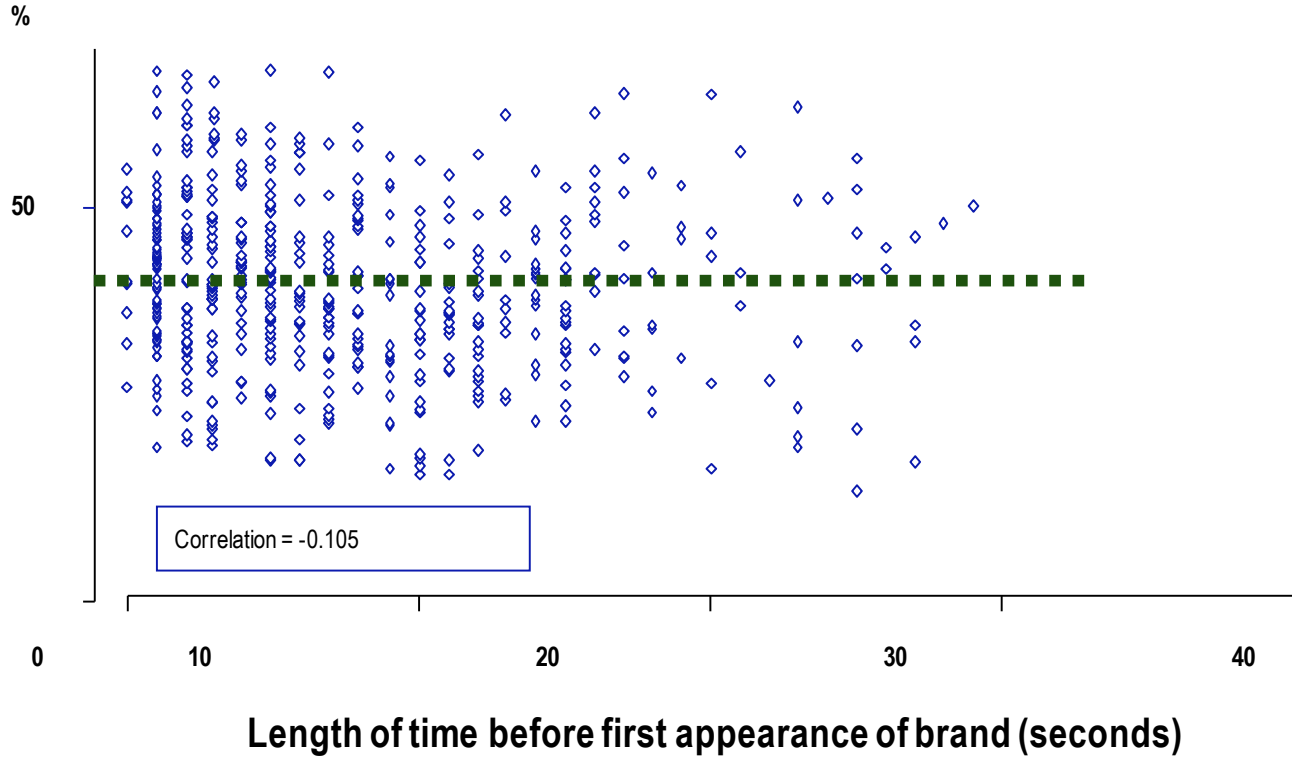


In the last 10 seconds



# It doesn't matter!

You couldn't help but remember the ad was for brand





# How much share of memory can generate a good scene of 1 second in an advert?



Less than 20%



20% - 40%



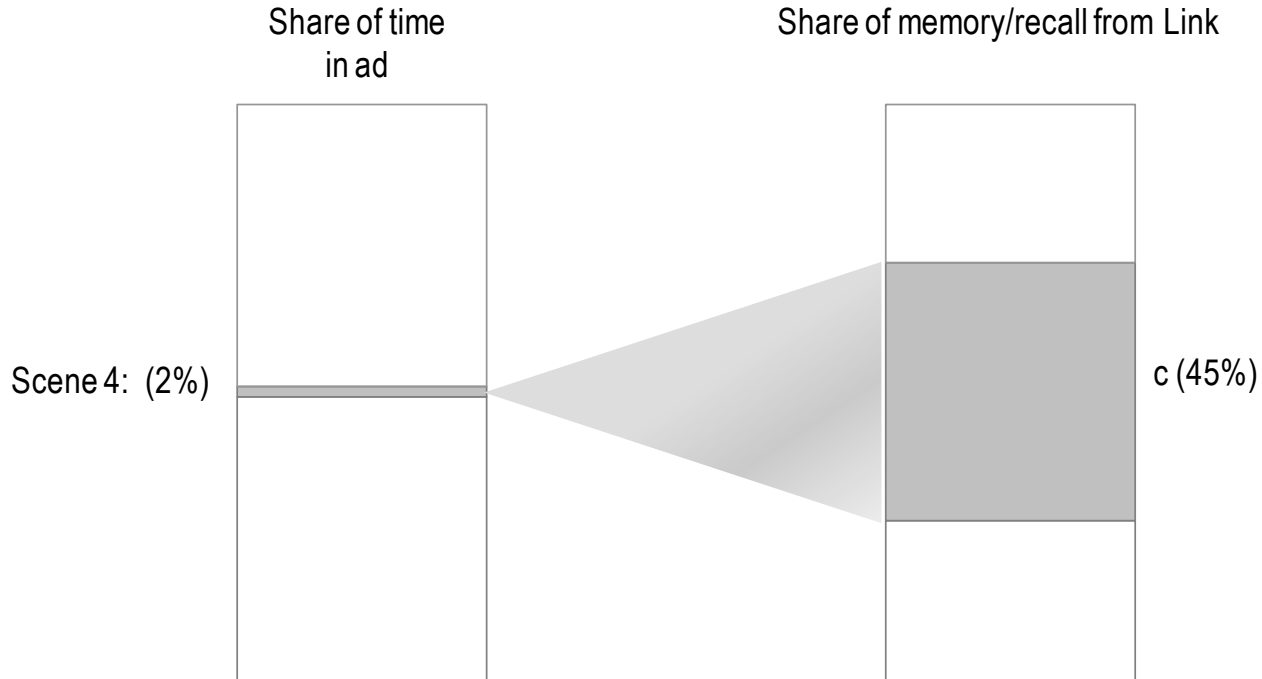
40% - 60%



More than 60%



# Between 40 and 60%





# How many messages is optimal to convey in an advert?



1 Message



2 Messages



3 Messages

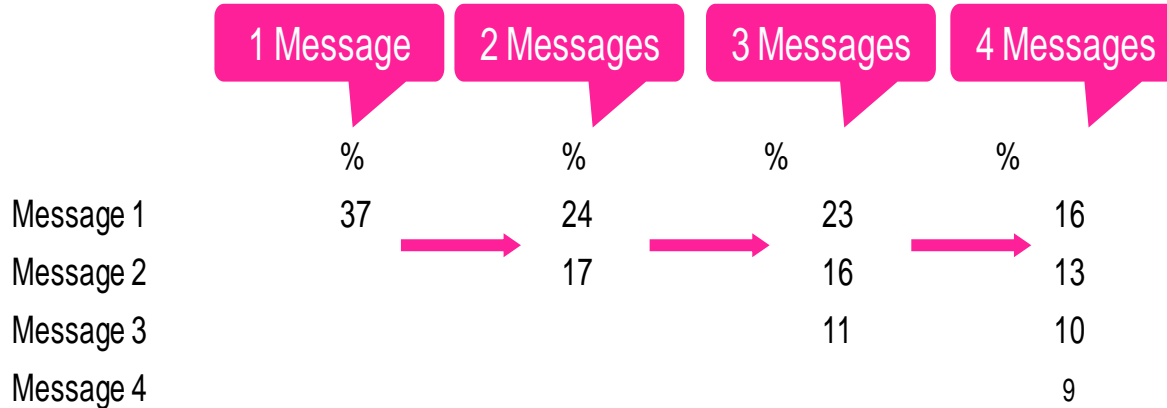


4 Messages



# 1 Ideal, 2 Maximum

Main Impressions MB Link Database Average...







For a strong branding is necessary to show the brand:



Continuously



During several parts only



At the end only



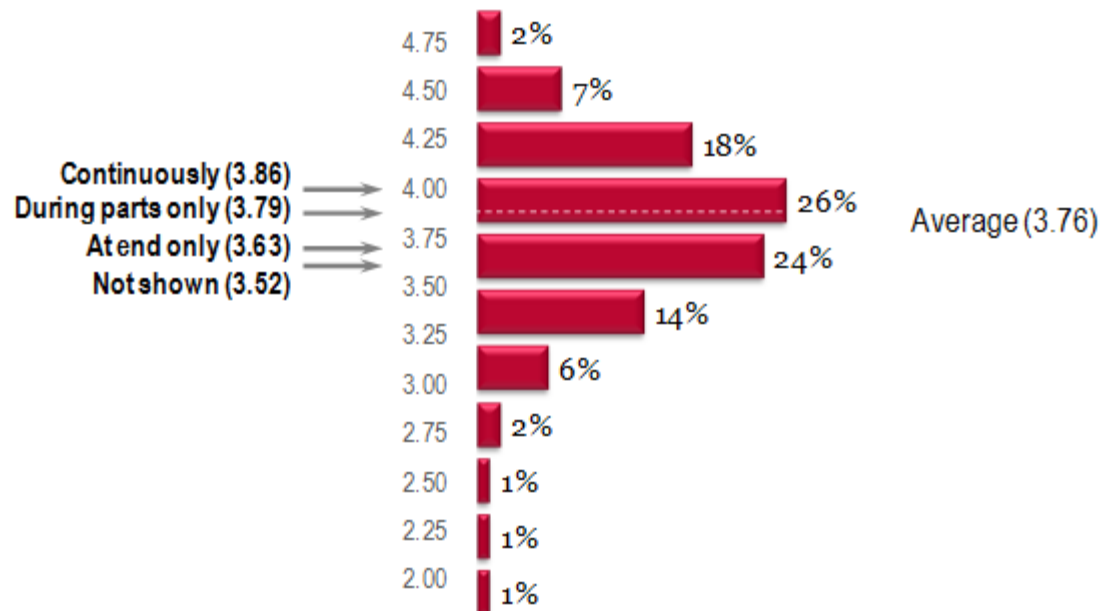
Not shown at all



# Doesn't really matter!

## Branding

There are some adverts that people remember but never know which brand they are for. Which one of these phrases applies to this advert?



### Rating scale

You couldn't help but remember the commercial was for... (+5)

It could have been an commercial for almost anything (+1)

Base: 1331 Finished Film ads

ESOMAR LIVE

# Case Studies

# Case Study 1

## Ad Improvement



**AMIGO aimed to step into the spotlight using a strong and impactful plot linked with its energy effect.**



“The Doctor”





## AWARENESS INDEX

3

“The Doctor”

4

Romanian Animatic Norm

*Mean score (1 to 5)*

## PERSUASION SCORE

2.86

“The Doctor”

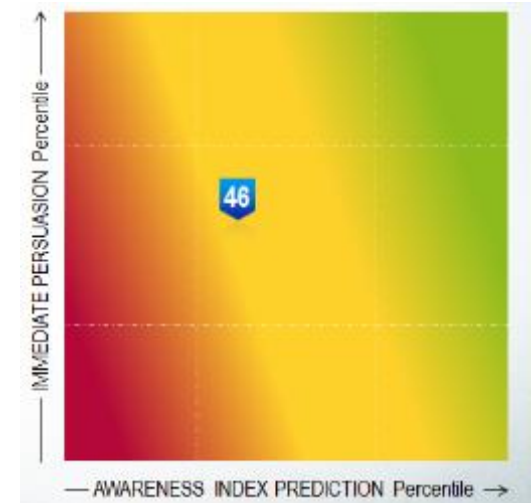
2.83

Romanian Animatic Norm

*Mean score (1 to 4)*

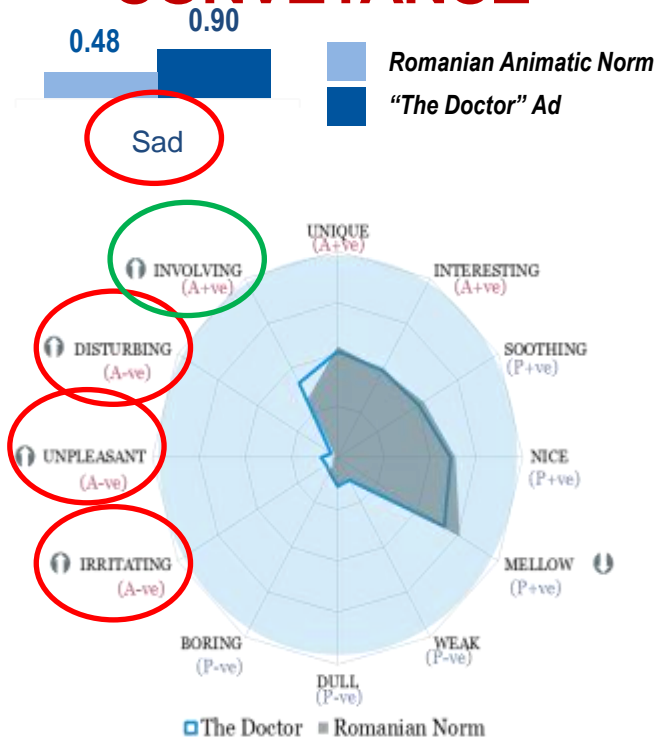
## SHORT-TERM SALES LIKELIHOOD

46

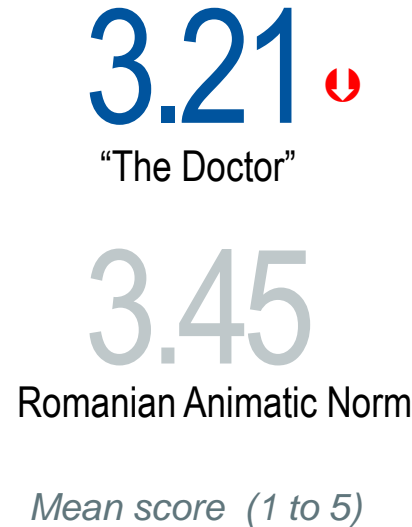




## EMOTIONAL CONVEYANCE



## MUSIC ENJOYMENT








## MOOD AND TONE

	"The Doctor" %		Romanian Animatic Norm %
Confusing	7	↑	3
Cliche	6		9
Ridiculous	5	↑	2
Superficial	5		7





# We recommended...

-  **Change the profession**, as the doctor/hospital idea generates negative emotions (eg.: sadness; the ad is perceived as significantly more irritating and disturbing as compared to the norm).
-  **Connect emotionally** with consumers in a more positive way.
-  **Consider a warm, more uplifting voiceover, not a grave one.**
-  **Use light, positive music** for a dynamic and involving style
-  Create a **campaign** (at least 2 adverts) = same creative idea + different professions.

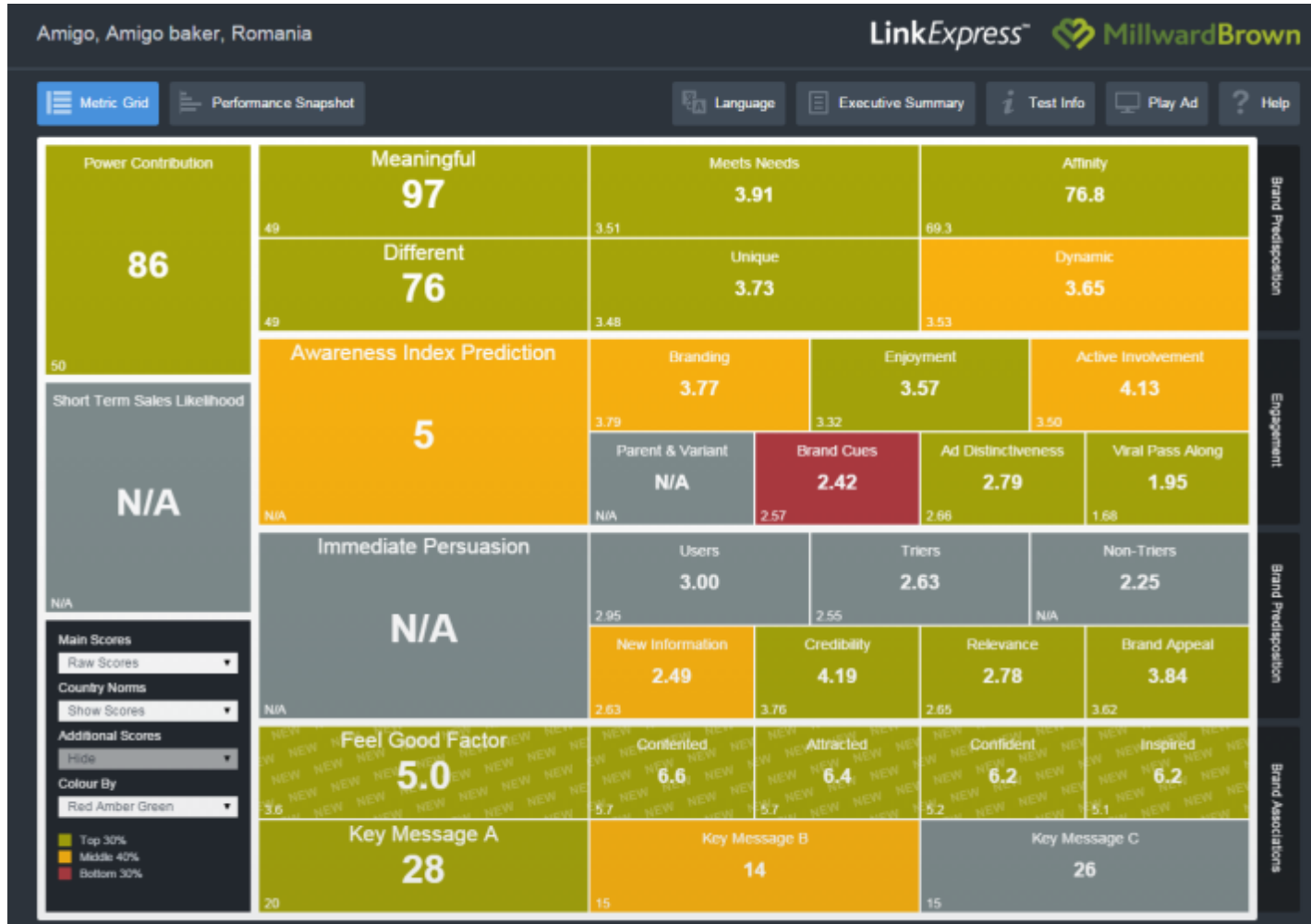


**AMIGO learned from animatic testing and used our recommendations.  
Will this improve the execution?**



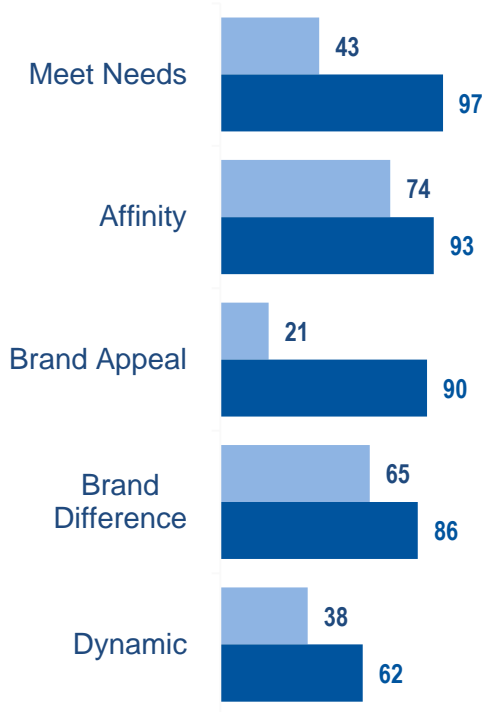
“The Baker”



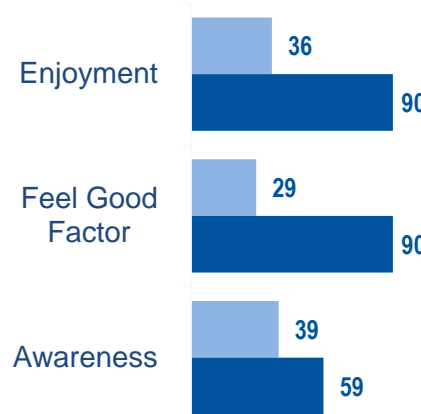




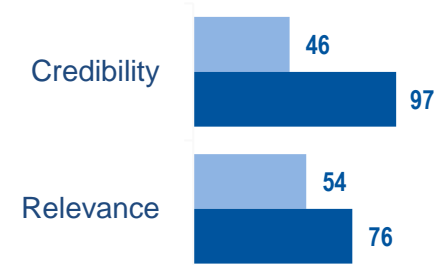
## EQUITY & LONG TERM POTENTIAL\*



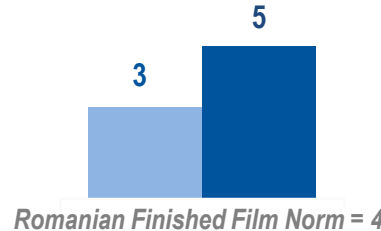
## ENGAGEMENT\*



## RATIONAL\*



## AWARENESS INDEX SCORE



"The Doctor" Ad - Animatic  
 "The Baker" Ad - Finished Film  
 \*Results are presented as percentiles.

# Case Study 2

## Ad Impact

# ONE OF THE BEST ADS TESTED IN ROMANIA RECENTLY



Ursus took to a higher level its “Evening” Campaign with “T-Shirt” execution.



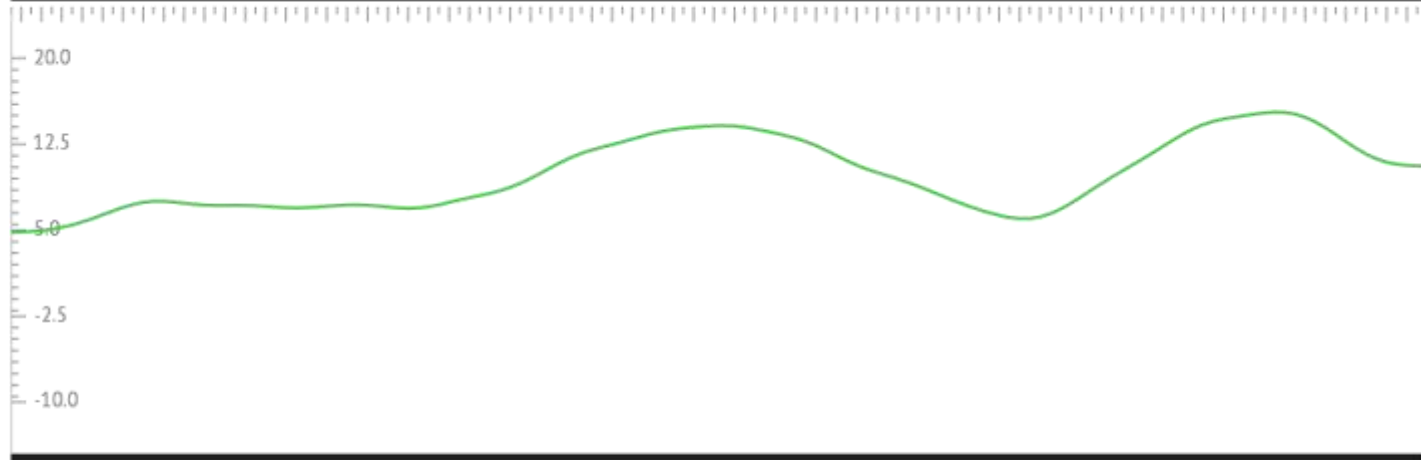
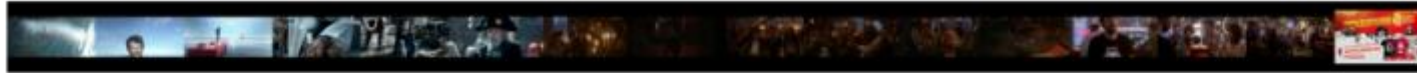
“Ursus Evening T-Shirt”







## Ursus Evening T-shirt Promotion



### LEGEND

**Ad Name:** Ursus Evening T-shirt

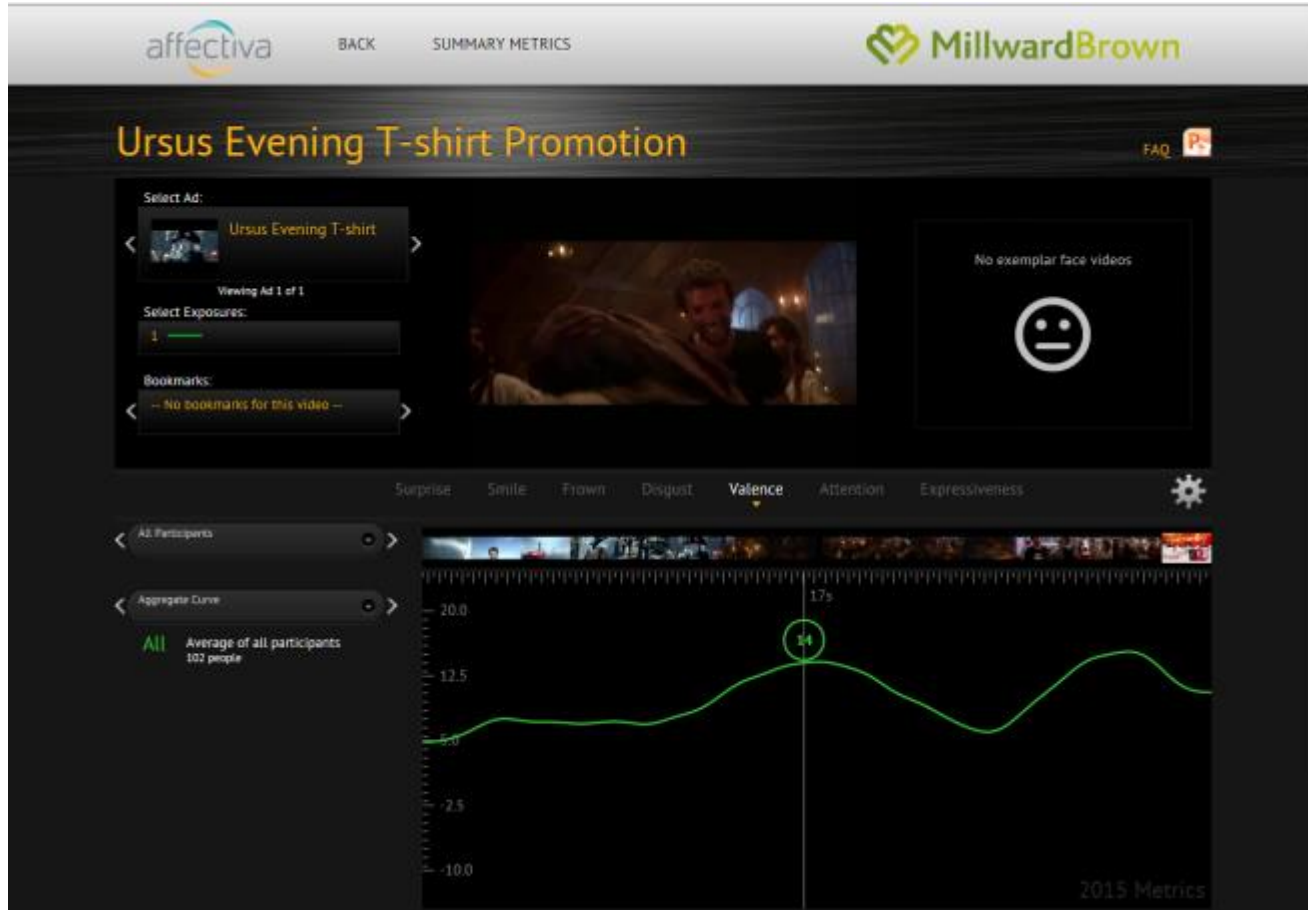
**Exposure:** 1

**Participant Group:** All Participants

**Emotion:** Valence

**Question:** Aggregate Curve

■ **Average of all participants**  
102 people





affectiva
BACK
SUMMARY METRICS
MillwardBrown

## Ursus Evening T-shirt Promotion

Select Ad:

Ursus Evening T-shirt

Viewing Ad 1 of 1

Select Exposures:

1

Bookmarks:

No bookmarks for this video

No exemplar face videos

Surprise
Smile
Frown
Disgust
Valence
Attention
Expressiveness
⚙️

All Participants

---

Aggregate Curve

All Average of all participants  
102 people



## AWARENESS INDEX

15

“Ursus Evening T-Shirt”

4

Romanian FF\* Beer Norm

4

Romanian FF\* Norm

*Mean score (1 to 5)*

## PERSUASION SCORE

3.07

“Ursus EveningT-Shirt”

2.80

Romanian FF\* Beer Norm

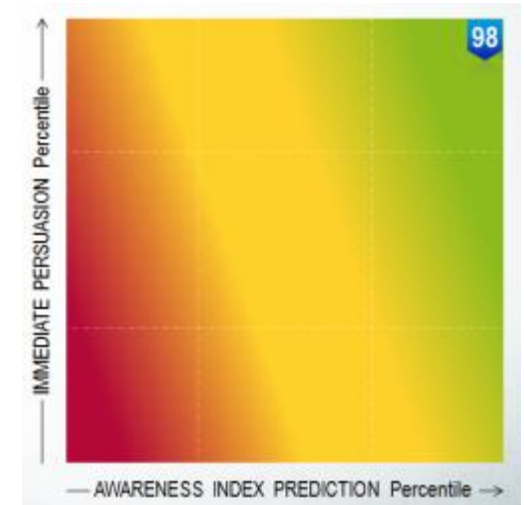
2.88

Romanian FF\* Norm

*Mean score (1 to 4)*

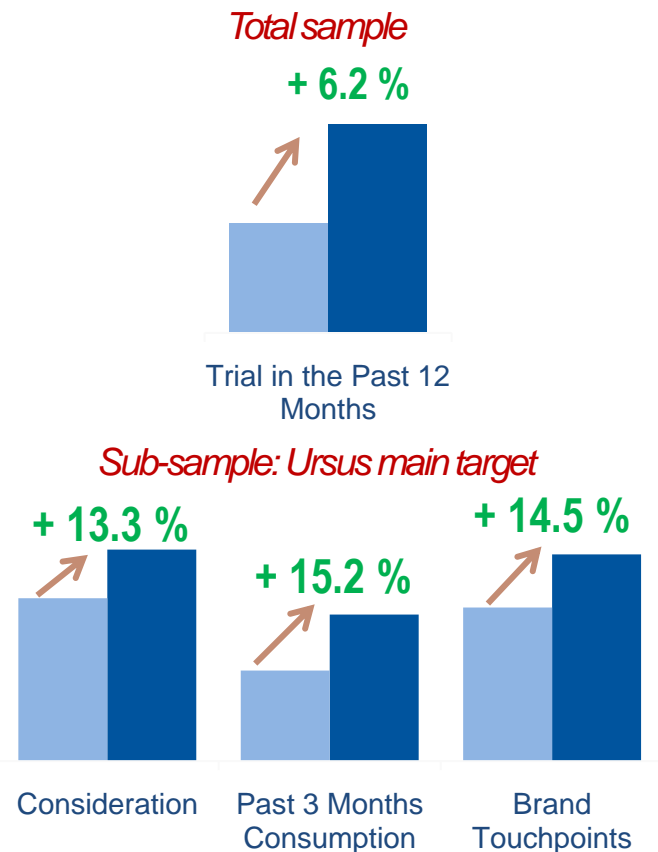
## SHORT-TERM SALES LIKELIHOOD

98%

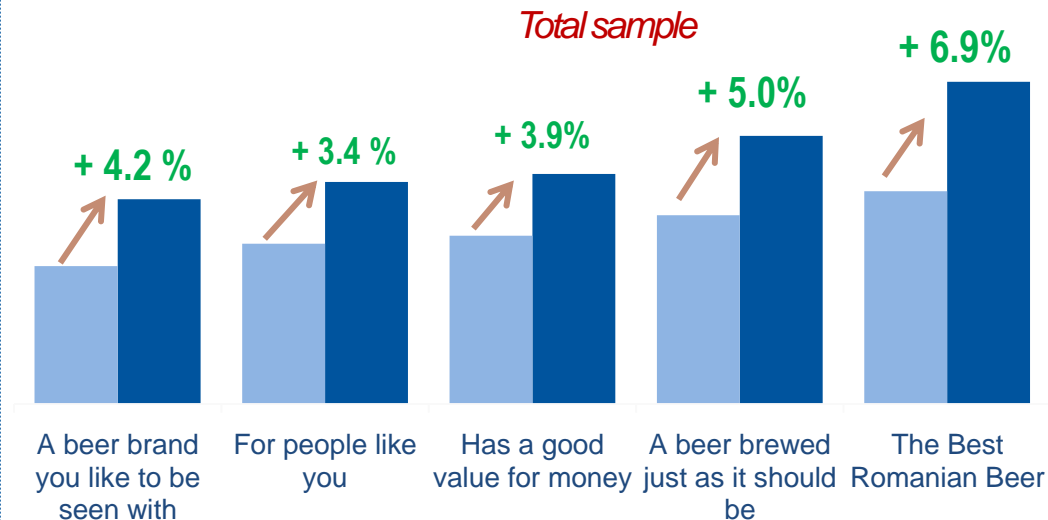




## AWARENESS & USAGE



## IMAGE – TOTAL MARKET



Results are presented as percentages %.



Pre Campaign

Post Campaign

ESOMAR LIVE

# Advertising Flavor





“Gorilla was researched again and again. In this case the research not only helped build the confidence to do something incredibly courageous for the brand, it told us some things we did not expect.”

*Rachel Barrie, director of strategy at Fallon*



ESOMAR LIVE

# Multumesc!