

# “BEING A SUPER” BY LEVERAGING CONSUMER NEUROSCIENCE

## Evaluating creative elements of an ad to optimize impact

### THE CHALLENGE

Television commercials continue to rank among the most trustworthy sources of advertising in India. While studies show that many purchases are driven by emotion, most measurement solutions fail to capture whether an ad creates an emotional connection with viewers. Vodafone, a British multinational telecommunications company, created a new campaign focused on different Vodafone SuperNet offerings, with the message of “Being a Super,” portrayed by characters such as Super-dad, Super-brother, and Super-student using Vodafone’s SuperNet to solve everyday problems.

### THE SOLUTION

Vodafone collaborated with Nielsen Consumer Neuroscience to measure the performance of one of the ads in their new campaign, “Super-Dad,” by using EEG based neuroscience to assess metrics like emotional engagement and memory activation. The goal was to measure persuasiveness and identify the most salient moments in the ad in order to optimize impact, and guide ad compression.

### THE RESULTS

The results showed that the Vodafone “Super Dad” delivered a healthy performance on all the critical neurometrics, including overall effectiveness and action intent.

The ad showed high engagement right at the beginning of the ad, a commonality seen among high performing ads in other studies. Additionally, the storyline of presenting a problem, and then showing the “aha/eureka” moment as the problem is solved, is a successful use of humor or simple puzzles that engages our emotions and activates memory.

However, the ad contained multiple seconds that lacked action, and prolonged the struggle of Super-Dad trying to solve the problem. These scenes saw a dip in engagement. Additionally, although the ad showed a positive association with the brand throughout and during the final scene, small executional changes (such as adding audio and reducing competing elements) were recommended to ensure a strong ending.

In addition to receiving these specific and actionable recommendations, Vodafone used Nielsen’s proprietary ad compression algorithm to identify which scenes in the ad were the most neurologically impactful, and used those insights to create a shorter (and therefore cheaper), but just as effective advertisement.

### ADVERTISING CASE STUDY



vodafone



#### AD COMPRESSION



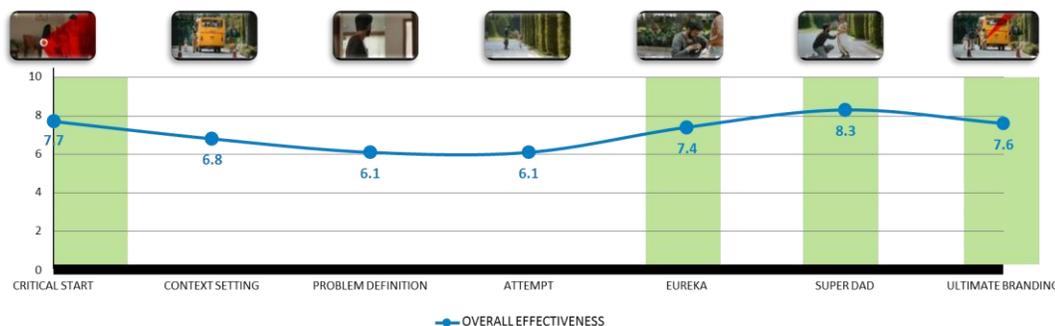
#### INCLUDED:

- Branding sequences.
- Key sections.



#### EXCLUDED:

- Extended sequences.
- Closing branding frame.



For more information contact your Nielsen representative or visit [www.nielsen.com/consumerneuroscience](http://www.nielsen.com/consumerneuroscience)