

HELPING TO DIAL UP GLOBAL AD ENGAGEMENT

Understanding Emotional Drivers to Successfully Create a Global Brand

THE CHALLENGE

Anheuser-Busch InBev's Budweiser brand aimed to be the first global beer brand by connecting with consumers on universally important emotions. After some success with a campaign built around "anticipation" at sporting events, the Budweiser team decided to expand on that theme by adding another powerful theme to connect consumers globally: "celebration."

The Budweiser team understood the importance of increasing emotional engagement, but wanted to know how to do so most effectively.

THE SOLUTION

Nielsen Consumer Neuroscience* used biometrics and eye tracking in combination with more traditional metrics in order to evaluate early-stage creative work around anticipation and celebration.

Research focused on two ads: "Epic Toast" and "Coming Home."

"Epic Toast" featured celebratory speeches or toasts in a variety of settings. "Coming Home" documented the parallel journeys of a soldier returning from overseas duty and his brother planning a welcome-home celebration. Research helped evaluate concept potential, and biometric measures identified key areas where emotional engagement lagged.

THE RESULTS

We identified key moments in the ads that needed optimization. These specific recommendations allowed the advertising agency to improve emotional engagement throughout both ads and to develop the finished creative, with both of ads achieving increased emotional response.

The research was part of an ad campaign that won a 2012 David Ogilvy award in the International category.

* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

ADVERTISING CASE STUDY



For more information contact your Nielsen representative or visit www.nielsen.com/consumerneuroscience