UNDERSTANDING THE BEST SUPER BOWL ADS

Exploring Emotional Engagement with Viewers

THE CHALLENGE

In order to understand which ads break through the Super Bowl clutter and deliver the highest emotional engagement among viewers, we conducted a study in 2014 on multiple ads. We sought to understand the “what” and “why” behind consumers’ emotional responses through the use of different neuroscience measures.

THE SOLUTION

Nielsen Consumer Neuroscience* partnered with multiple companies to understand viewers’ emotional reactions to ads. Advertisements played during the 2014 Super Bowl were surveyed, and we monitored the following:

- Biometrics (heart rate, skin conductance) and facial coding, measured live in Boston and New York in partnership with Time Warner – across 80 participants.
- fMRI, in partnership with Temple University, tested on an additional 30 participants the following week to monitor brain activity and gain an unbiased view.

ADVERTISING CASE STUDY

THE RESULTS

The results demonstrated that brands that took audiences on an emotional journey delivered the highest moments of engagement. There was also a convergence among technologies: ads that performed well on biometrics elicited increased brain activity in key regions associated with emotional relevance (amygdala), memory (hippocampus), and reward (lateral prefrontal cortex).

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

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