

*Relevance of
quantitative
advertising pre-tests
in the light of
contributions from
cognitive sciences*



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*New findings
concerning the way the
brain functions...*

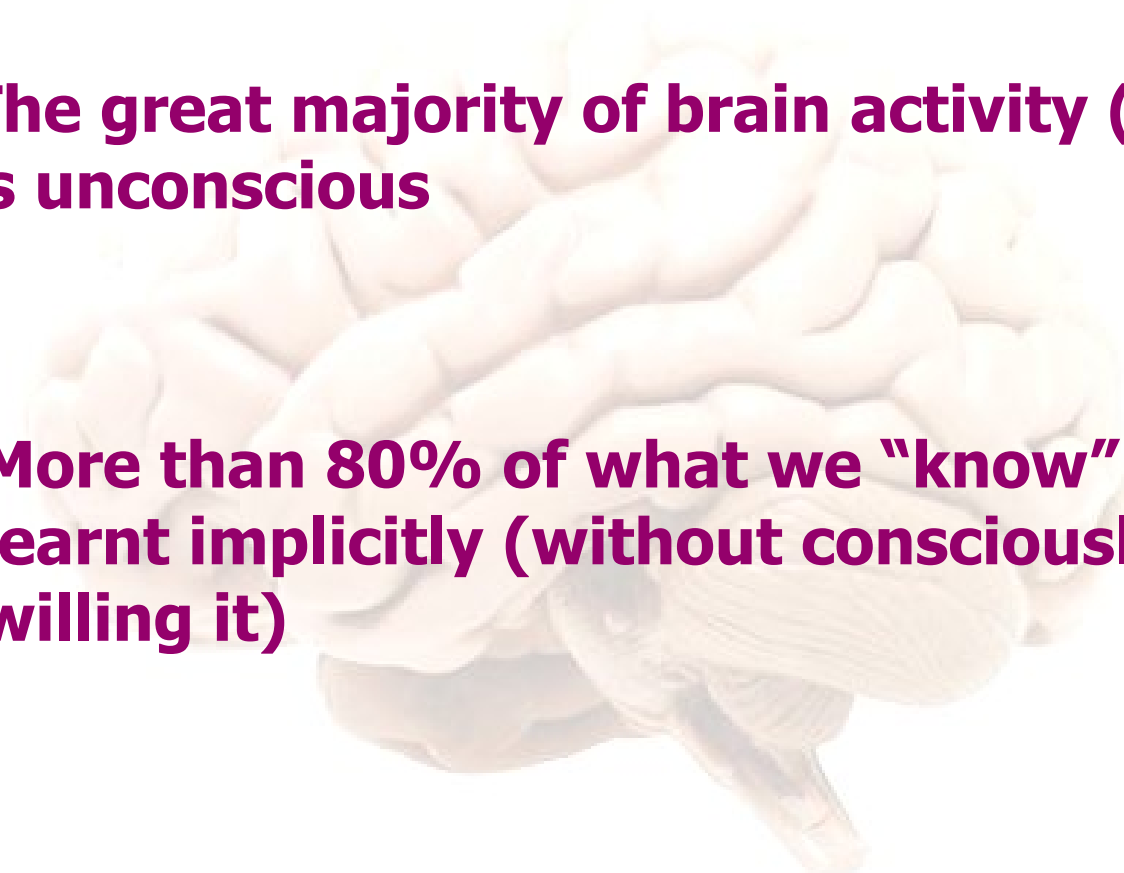
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**The great majority of brain activity (95%)
is unconscious**

**More than 80% of what we “know” was
learnt implicitly (without consciously
willing it)**



Our memory is composed of associations

Our knowledge and memories "are nothing more" than varying thresholds of activation between neurons:



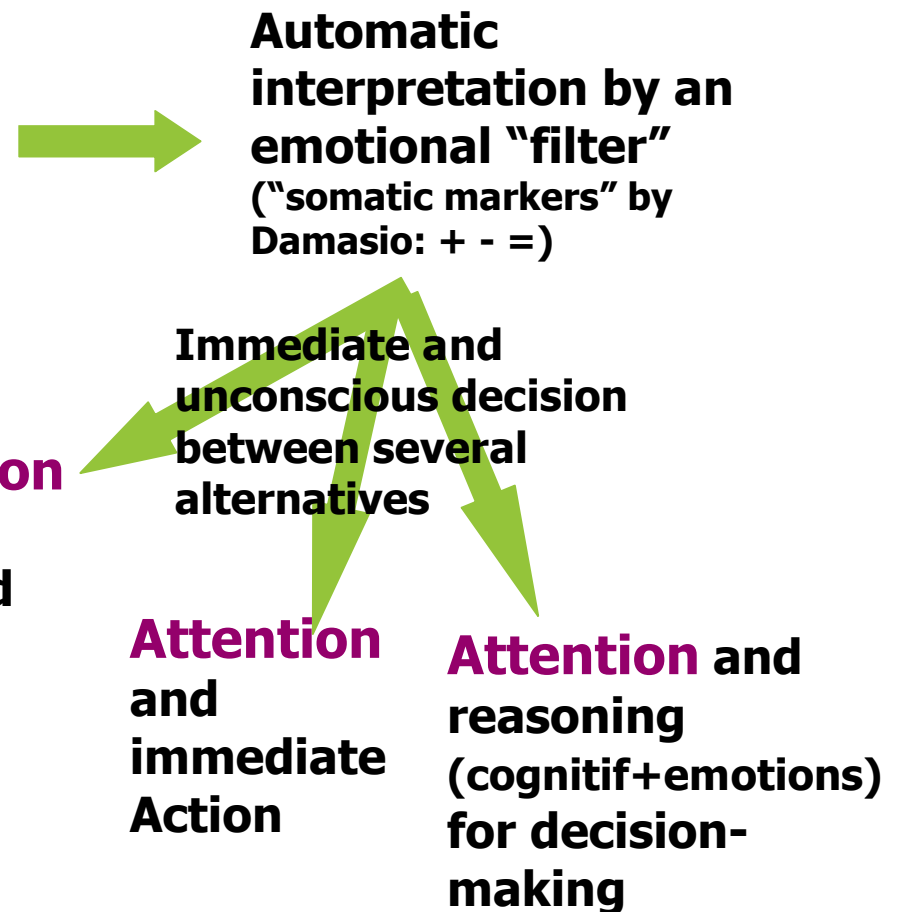
- ⇒ a "cluster" of neurons representing the notion "table" is activated
- ⇒ For many people the cluster of neurons representing the notion "chair" will be activated very easily
- ⇒ For some people the "backache" cluster may be activated
- ⇒ ...

Sensitivity thresholds between neurons are a function of experience (the number of times when two neurons have been activated simultaneously in the past) ...

... And are constantly sharpened => our memories are reinterpreted at each activation

**Emotions are at the heart of our actions.
They interact with our reasoning and
influence our decisions.**

(research by Antonio DAMASIO; CF l'erreur de Descartes – 1994)



The greater the Attention brought to a stimulus, the more efficient the memorisation.

Memorisation without Attention is nevertheless possible:

- **If the mind is alert**
- **If the element memorised is differentiating and specific**



And it is thanks to the memories recorded in our minds that we are subsequently able to take decisions in other circumstances.

**Our memories
are the driving forces
behind our behaviours.**





*.... What impact does
this have on Brands and
Advertising?*

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The “strongest” brand is the one able to generate in the mind of the target the greatest number of associations (explicit and implicit) while privileging a positive emotional impact.

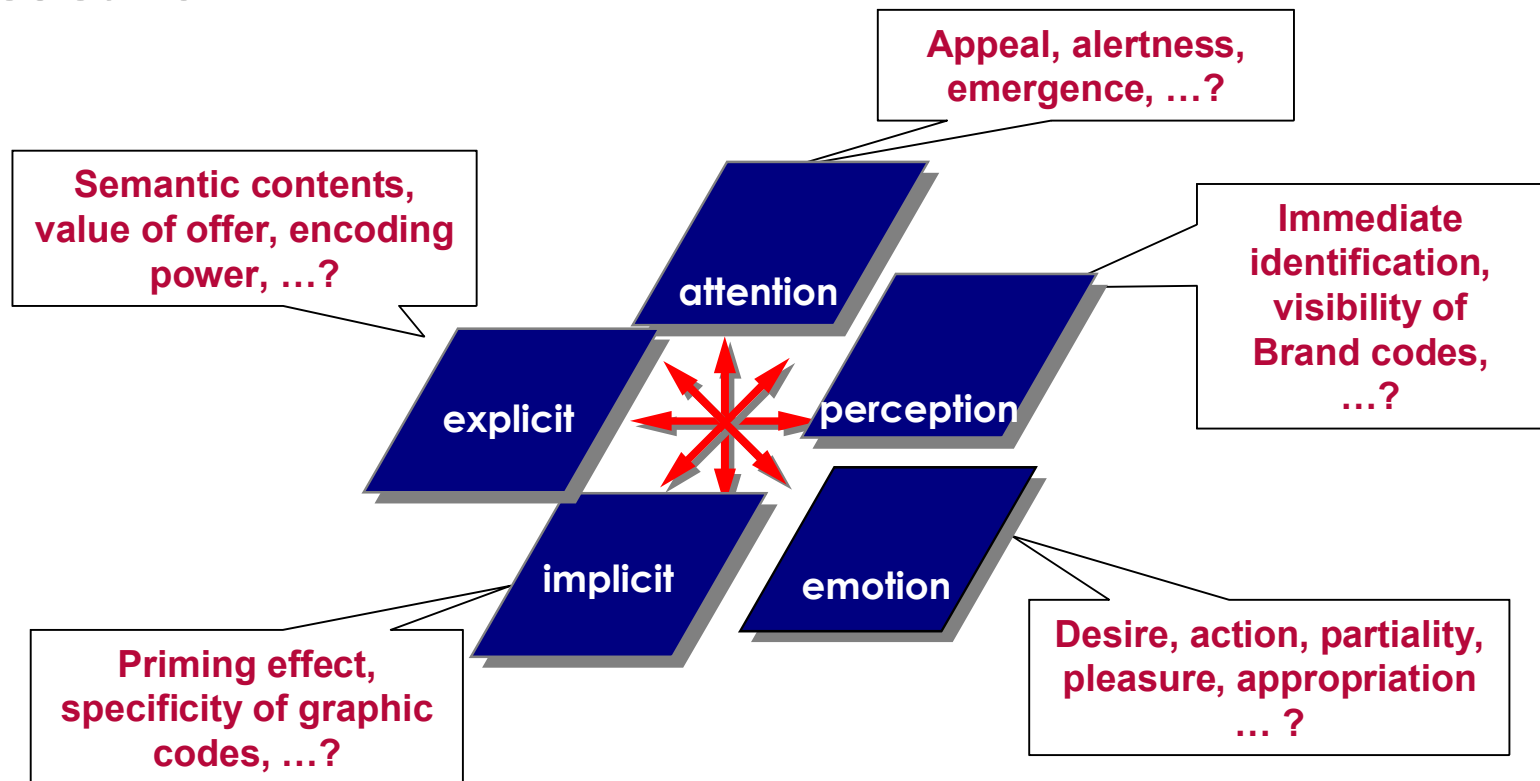


The objective of the advertisement is to strengthen these associations in each person's memory.

The objective will be attained more easily if the advertisement works as extensively as possible on all of the cognitive processes.

Cf
research

im
impact mémoire



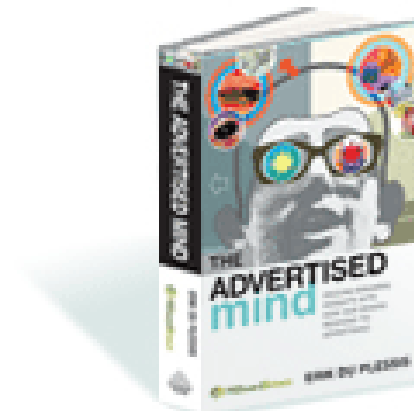
What is the impact on advertising tests?

Certain historical postulates are obsolete

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THE
ADVERTISED
mind



(Eric DU PLESSIS – 2005)

1) Models of the “Hierarchy of Effects”, for a long time considered as the best modelling of the effect of advertising, are invalidated

~~Awareness => Interest => Desire => Action (AIDA)
or
Cognition => Affect => Behaviour~~

The propensity to purchase is driven principally by the **bond with the brand** obtained after having seen the ad.

Rather than focusing on the memorising of ads, **the pre-tests should concentrate on the effect the ad has on the bond with the brand** (the ad may even be forgotten... or may never have been noticed)

(Spike CRAMPHORN - 2004)

2) Questions relating to the appreciation of the ad in itself should no longer be ignored in questioning:

they are good predictors of future Attention

(Alexander BIEL 1990: Love the Ad. Buy the Product?)



3) However, in pre-testing the insertion of the ad being tested among other ads is not advised:


- **Memorisation scores following an advertising slot are not predictive of memorisation in a real situation:**

Generating Attention isn't a question of emerging from ambient noise but of being able to establish an emotional bond with the target

- **In terms of content and activated associations, the other ads are going to interfere and make a diagnosis more difficult**

(Eric DU PLESSIS – The Advertised Mind 2005; Spike Cramphorn 2002)





*What should be
measured in a Pre-
Test?*

*The example of the
Add+Impact model*

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The example of the Add+Impact model:

- **Makes it possible to predict whether an advertisement is going to generate Attention and impact on:**
 - The bond with the brand
 - The image of the brand
- Combines scores compared with standards (4600 tests in 52 countries) and precise elements for making a diagnosis



Initial Attention

- Getting the ad noticed



Was entertaining

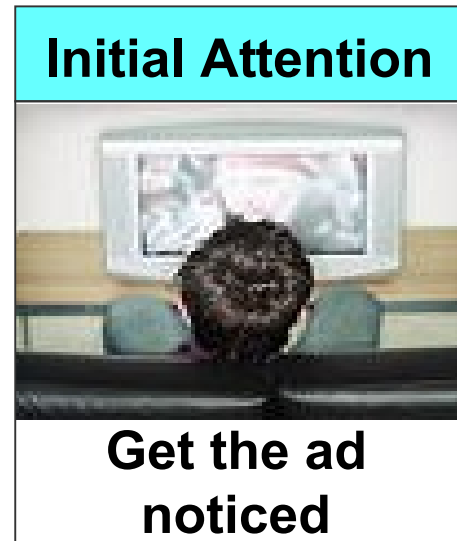
Was original

Not easy to forget

Not the same old thing

Watch more than once

Not old-fashioned



Diagnostic Attention Measures

- The creative strengths and weaknesses

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Ongoing Involvement
Will people watch on future exposures?

Likeability
Do people like it?

Warmth
Does it give people a warm feeling?

Humour
Do they find it amusing?

Wearout
Are people tired of it?

Casting
Are the people well suited?

Music
Do they like the music?

Balance
Does the audio get lost in the visuals?

Continuity
Do the scenes link well together?

Simplicity
Is it easy to understand?



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Message Take-out

- What does it convey about the brand?

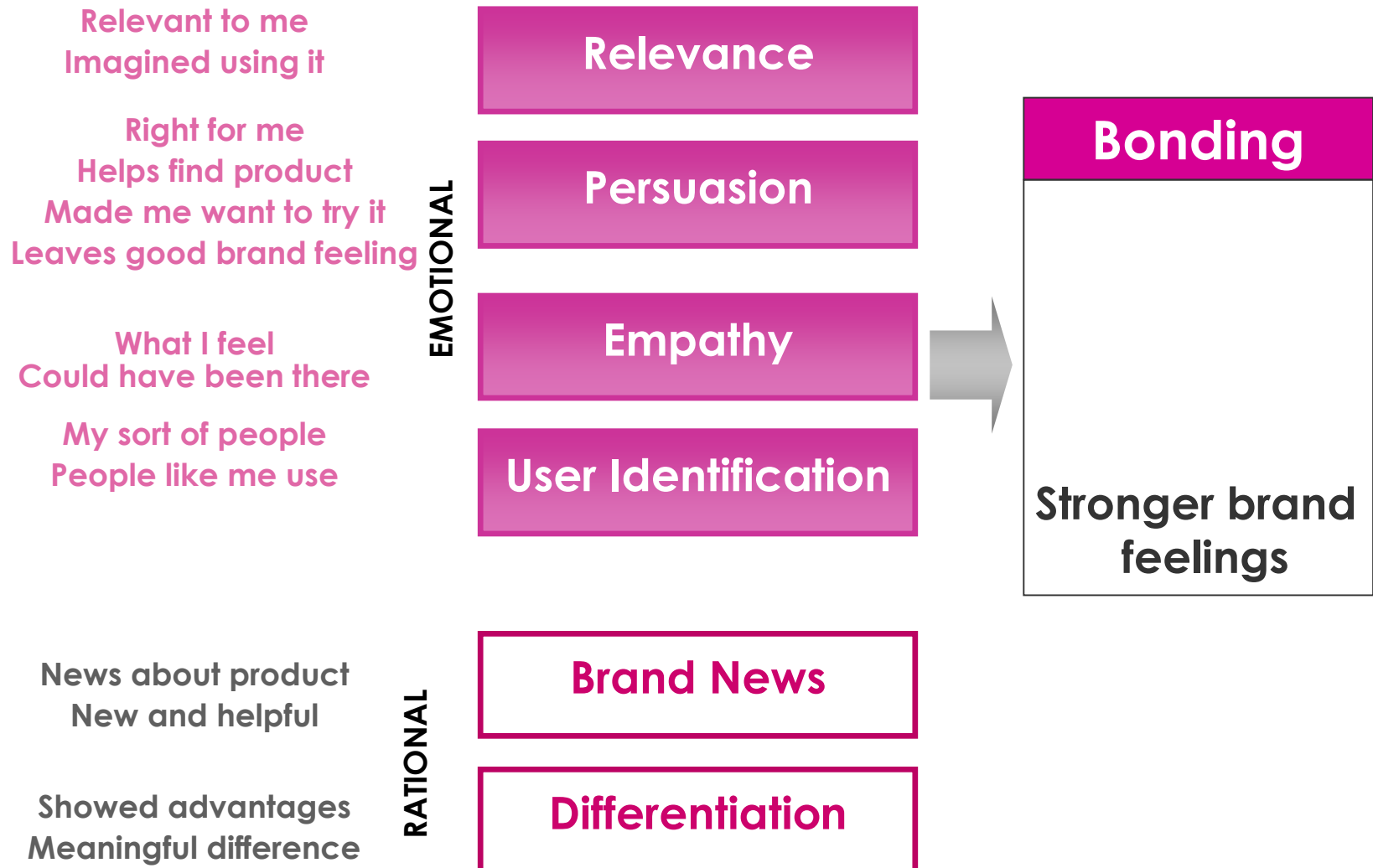


- **Explicit** - Spontaneous message take-out from the ad (importance of the first spontaneous reactions)
- **Implicit** - Brand perceptions (possibility of a benchmark cell not subjected to advertising)



Bonding Elements

- Building brand connections

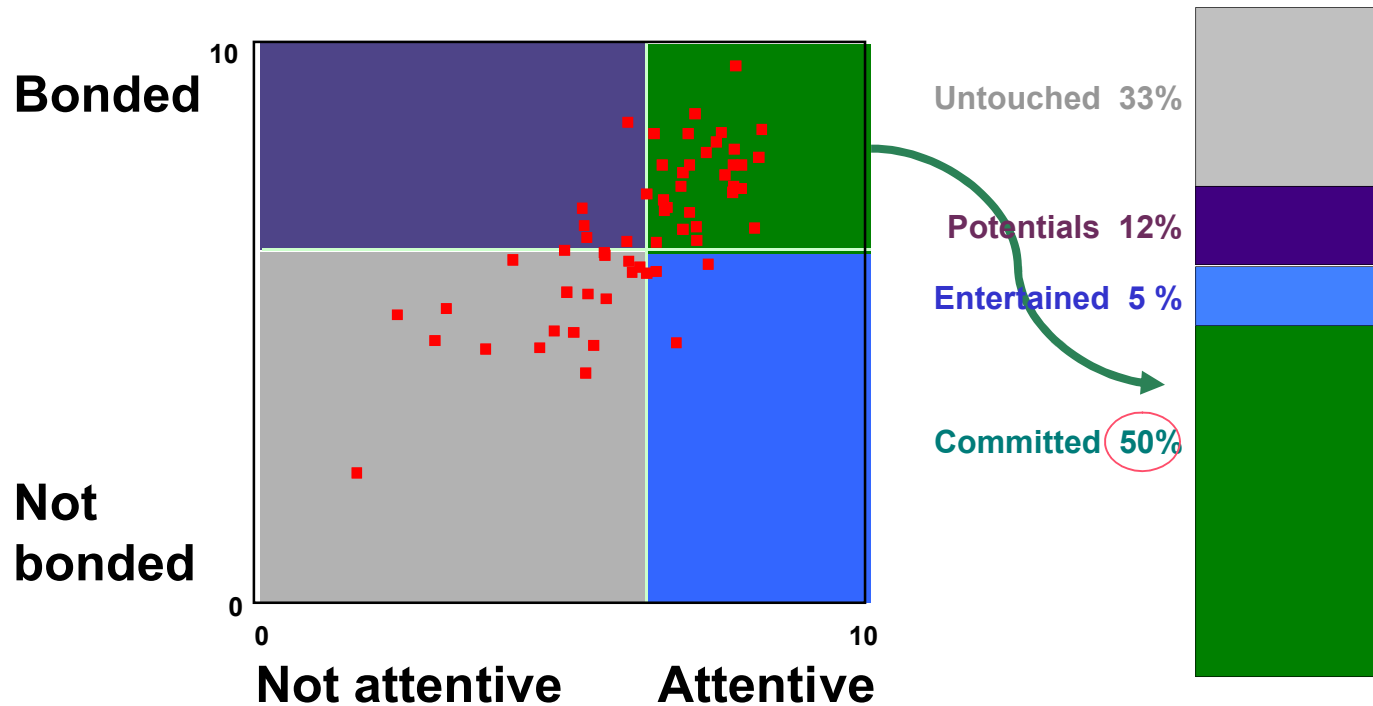


Overall Effectiveness

How effective is the ad?

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Classifying responses: effective ads get **50%** or more Committed respondents



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*Thank you for your
Attention*

*We hope we
have activated
Positive Associations*

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