



# NEUROMARKETING REPORT


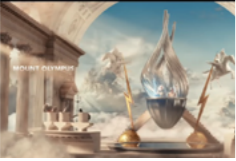



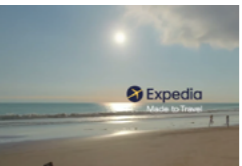
## 2022 SUPER BOWL ADS

February 2022

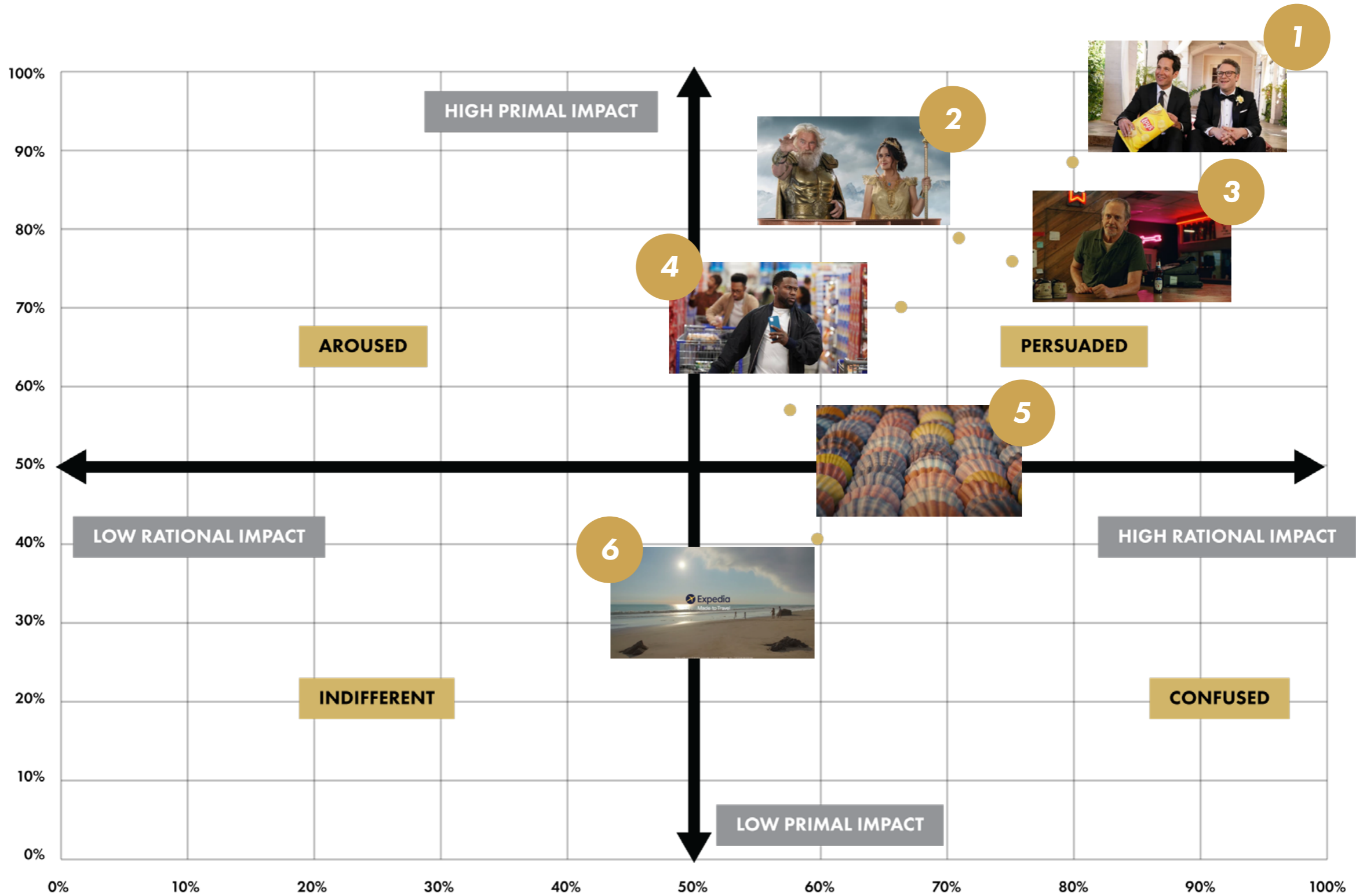
Six ads were selected across categories from a mix of independent and network marketing agencies. Celebrity casting has been shown to result in a 10% lift in overall messaging effectiveness; thus, all six commercials selected featured celebrity personalities. Using the neuroscience methodologies detailed in this report, the impact that each of the ads had on consumers was ranked from most to least persuasive to consumers.



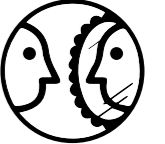





# Summary Findings

Ad	Rank/ Overall Rating	Primal/ Rational	Comments
 <p>Lays</p>	#1/A-	A-/B	This ad delivers a strong impact on the primal brain and was ranked #1 in the survey. A lot of variety, surprises and clever twists keep the viewer engaged from start to finish. The relevance of the pain presented and the quality of the claims lower some of the overall effectiveness according to the primal and rational metrics.
 <p>BMW</p>	#2/B-	B/C+	This ad is creative and delivers good primal and rational engagement. However, there are scenes during which viewers experience cognitive friction, displayed on the visual heat maps as increased fragmentation. Despite this issue, the ad does perform well overall, especially because the main claim is simple and well supported by the central role played by the car in the last part of the commercial.
 <p>Michelob ULTRA</p>	#3/B-	B-/B-	This ad has many of the right ingredients to be effective on both the primal and rational brain. The narrative is very simple, while both the pain and claims are very clear. The pace is fast to maintain engagement, and the story can be decoded mostly visually and emotionally. However, the ending is somewhat cryptic and fails to deliver a strong emotional arc.
 <p>Sam's Club</p>	#4/C-	C/C-	With a slow start but stronger finish, this ad triggered an average level of primal and rational activity. It is not as easy to follow as some of the other ads because the voice-over makes it difficult to track the narrative without cognitive effort. Many of the visual heat maps show some high fragmentation levels.
 <p>Squarespace</p>	#5/D	D/C	This ad fails to engage both the primal and rational brain. This is mostly due to the narrative and insistence on viewers being able to understand the plot of the story by listening to the voice-over. Neuromarketing research shows that narratives which depend on cognitive effort always fail to engage.
 <p>Expedia</p>	#6/D	D/D	This ad scored the lowest for both primal and rational. It does not deliver an enjoyable and memorable viewing experience. According to our measurements, viewers found this ad more confusing than entertaining.

# Summary Findings



# PRIMAL BIASES & STIMULI

PRIMAL BIASES	PRIMAL URGENCY	
<b>Avoid threats and suffering</b>	<b>Detect relevance to a top PAIN</b>	 PERSONAL
<b>Accelerate decisions</b>	<b>Identify the WHY behind a given choice</b>	 CONTRASTABLE
<b>Reduce cognitive effort</b>	<b>Grasp and believe in seconds</b>	 TANGIBLE
<b>Remember limited information</b>	<b>Optimize attention and retention</b>	 MEMORABLE
<b>Rely on visual sensory channel</b>	<b>Speed more important than accuracy</b>	 VISUAL
<b>Use neurochemicals to decide</b>	<b>Emotions quickly guide decisions</b>	 EMOTIONAL

# SIX STIMULI



Think of the PRIMAL BRAIN as the center of ME. It has patience or empathy for anything that does not immediately threaten its well-being and scans for threats before attending to pleasure. Vigilance drives the speed and nature of its responses.



The PRIMAL BRAIN is sensitive to salient contrasts such as before/after, risky/safe, with/without, and slow/fast. Contrast allows for quick, risk-free decisions. Without contrast, the PRIMAL BRAIN enters a state of confusion, which either delays decision-making or, worse yet, stalls it altogether.



The PRIMAL BRAIN needs tangible input. It is constantly looking for that which is familiar and friendly—i.e., what is immutable and can be recognized quickly. The PRIMAL BRAIN cannot process complex ideas without a lot of effort; it prefers simple, easy-to-grasp, concrete ideas.



The PRIMAL BRAIN is light on memory. Placing the most important content at the beginning of your narrative is a must, and repeating it at the end is imperative. Keep in mind that what you say in the middle of your delivery should be brief and convincing. Never make more than three claims. The PRIMAL BRAIN loves stories because a strong narrative construction is easy to remember.

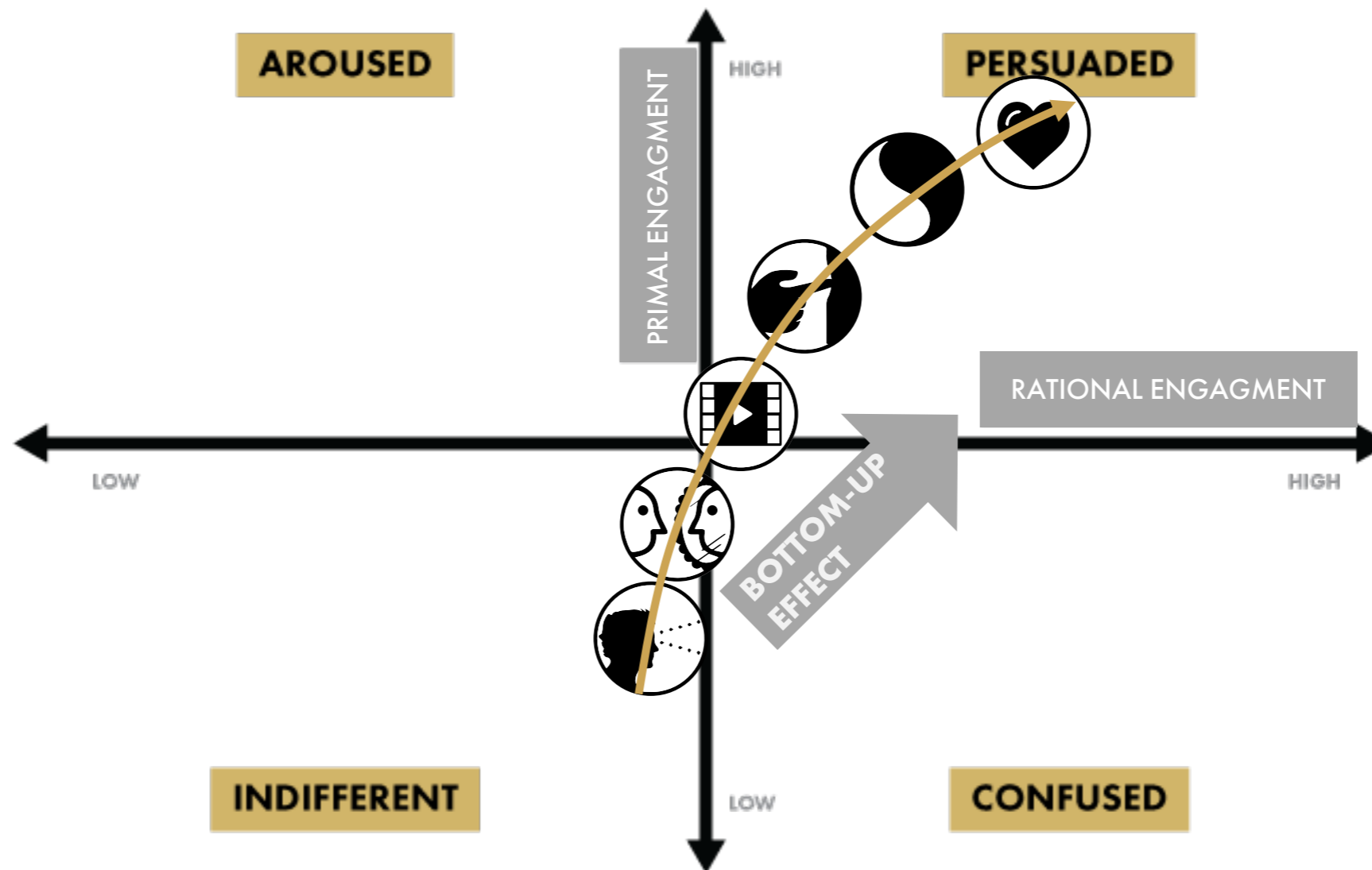


The PRIMAL BRAIN is visual. The optic nerve is physically connected to the PRIMAL BRAIN and at least 25 times faster than the auditory nerve. The visual channel provides a fast and effective connection that helps accelerate decisions. No other sense is more dominant than the visual; it is the veritable persuasion superhighway.



The PRIMAL BRAIN is strongly triggered by emotions. Emotions create chemical events in the brain that directly impact the way you process and memorize information; in fact, your brain simply can't remember events unless something triggers a strong "emotional cocktail". No emotion, (no decisions!)

# THE 4 NEUROQUADRANTS OF PERSUASION



# NeuroQuadrant Analysis

*Mapping the neuroimpact score of a message is the ultimate way to understand its persuasive impact*

#	Persuasive State	Quadrant	Self-Report Prediction	Recommendations
1	<b>PERSUADED</b>	Strong PRIMAL appeal. Strong RATIONAL appeal. The bottom-up effect is working.	Ads from Quadrant 1, whether liked or disliked, create higher retention and action than those from any other Quadrant	Optimize toward the upper right-hand corner by maximizing both contrast AND emotions
2	<b>CONFUSED</b>	Poor PRIMAL appeal. Strong RATIONAL appeal. The bottom-up effect is NOT optimized.	Ads from Quadrant 2, whether liked or disliked, tend to overwhelm the viewer due to their lack of emotional relevance and are not memorable. While they activate cognitive processing, the effect is temporary and typically leads to high cognitive effort and distraction	Raise PRIMAL appeal by optimizing the six stimuli, and especially, making your message more relevant to a specific pain, more visual and more emotional
3	<b>INDIFFERENT</b>	Poor PRIMAL appeal. Poor RATIONAL appeal. The bottom-up effect is NOT working.	Ads from Quadrant 3 tend to be disliked and rated worse than those from any other Quadrant	Rebuild the message from scratch using the six stimuli
4	<b>AROUSED</b>	Strong PRIMAL appeal. Poor RATIONAL appeal. The bottom-up effect is aborted.	Ads from Quadrant 4 tend to be liked, but generate lower retention and action compared to those from Quadrants 1 and 2	Improve the narrative structure to raise cognitive engagement; use sharp contrast and a strong emotional close











**LAYS**







# PRIMAL DASHBOARD LAYS

A-



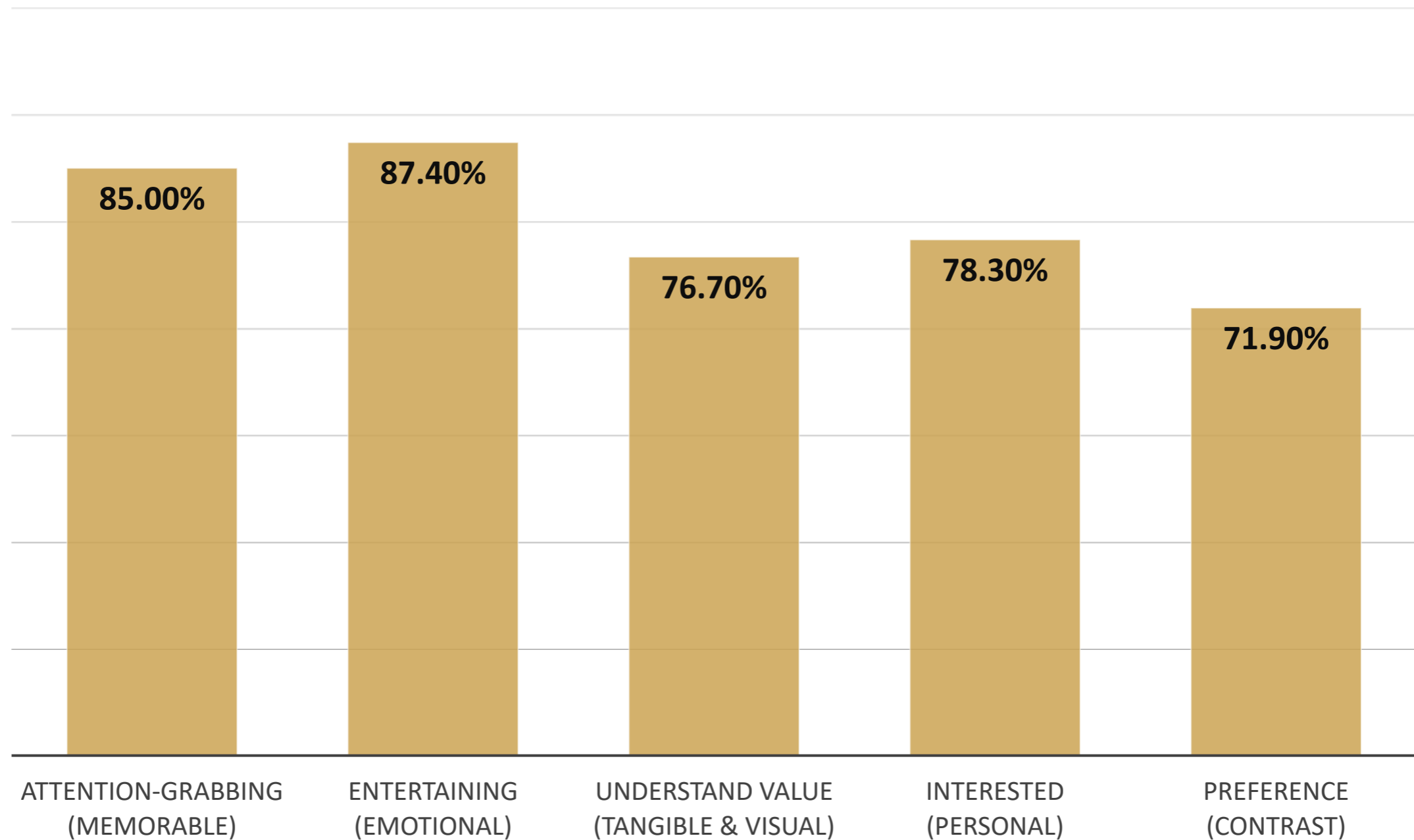
<https://vimeo.com/686946467/d554e7871d>

 PERSONAL	 CONTRASTABLE	 TANGIBLE	 MEMORABLE	 VISUAL	 EMOTIONAL
<b>B</b>	<b>C</b>	<b>A+</b>	<b>A+</b>	<b>A+</b>	<b>A+</b>

STIMULI	PRIMAL IMPACT	GRADE
 PERSONAL	Pain is implicit and not relevant to the primal urgency of survival; however, the narrative does enable identification with either one of the characters. This makes mirroring of specific emotions more likely.	<b>B</b>
 CONTRASTABLE	There are no specific or explicit claims about the value of Lays chips compared to others. The narrative does suggest that the product can be paired with unforgettable life events, but that link is not clearly articulated in either the visual or auditory narrative.	<b>C</b>
 TANGIBLE	Strong cognitive fluency overall. The product being used as a prop in multiple scenes makes the narrative easier to follow. The bag is featured nearly 50% of the time, capturing the gaze of nearly 70% of the viewers for a remarkable total time of three seconds.	<b>A+</b>
 MEMORABLE	The story starts a bit slow, but after 8 seconds keeps a fast pace with many surprises along the way. This always correlates with strong retention. There are seven emotional lifts (from negative/neutral to positive) in the story—more than any other ad.	<b>A+</b>
 VISUAL	Excellent distribution of fixation points throughout the narrative. Strong brand exposure at the beginning and again at the end.	<b>A+</b>
 EMOTIONAL	There are plenty of emotional moments in the story. The neurodata confirms that the strength and valence of viewers' emotional responses give this ad much higher scores than any of the other ads we tested.	<b>A+</b>

# RATIONAL METRICS LAYS

**B**

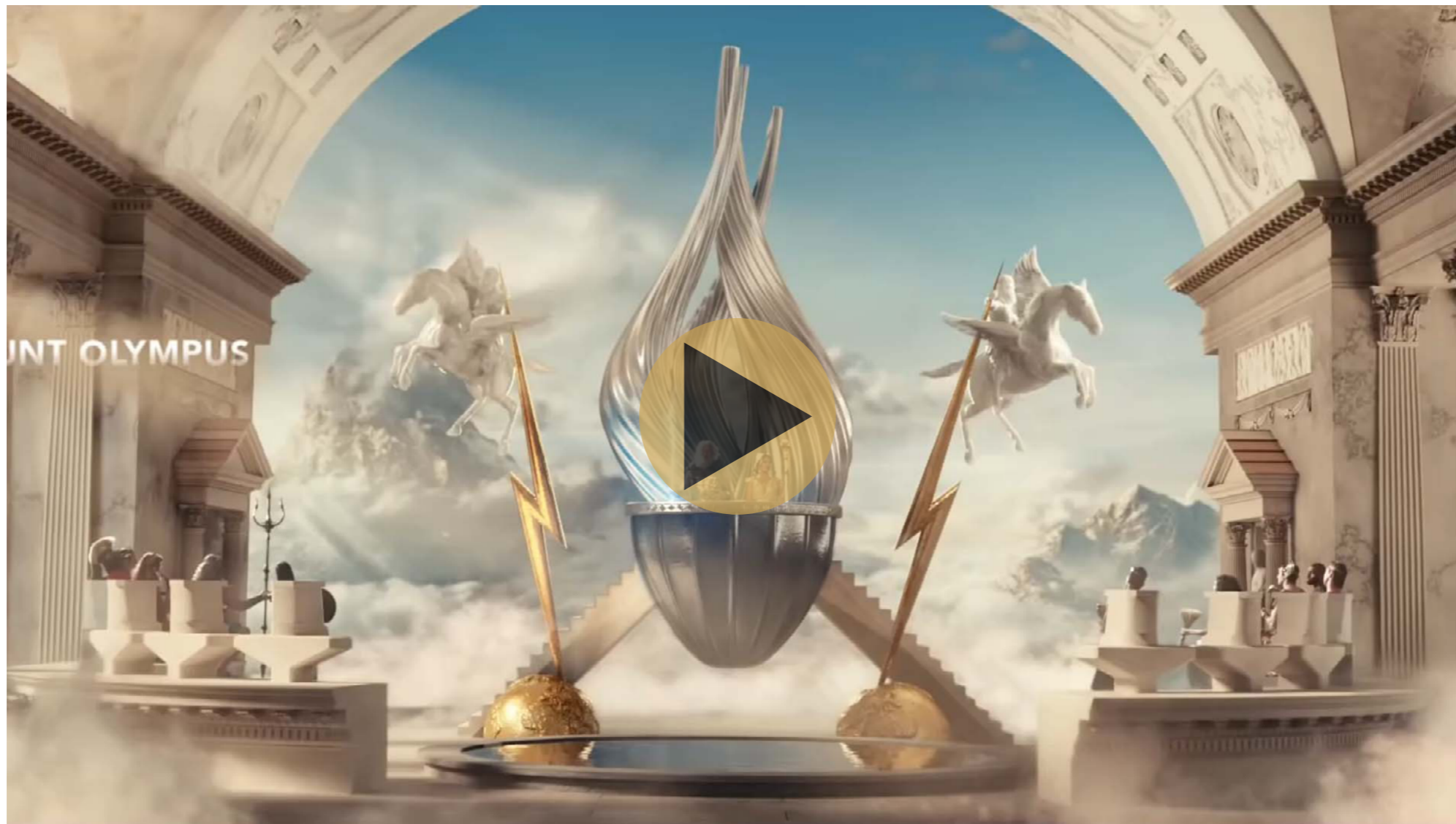










**BMW**







# PRIMAL DASHBOARD BMW

**B**

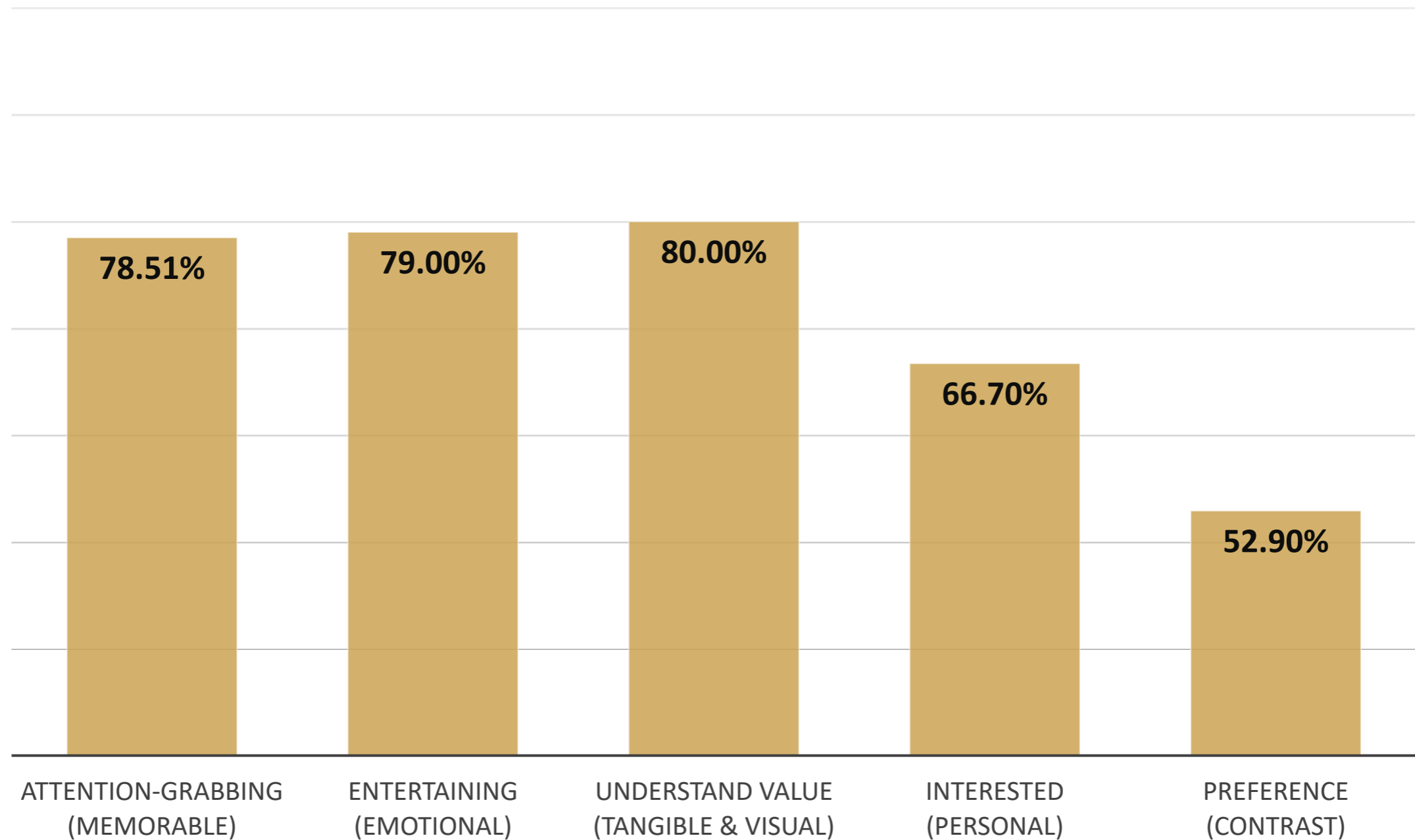
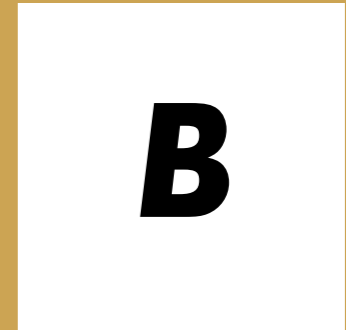


<https://vimeo.com/686946359/744f4486e8>

 PERSONAL	 CONTRASTABLE	 TANGIBLE	 MEMORABLE	 VISUAL	 EMOTIONAL
<b>B</b>	<b>B</b>	<b>A+</b>	<b>A-</b>	<b>C+</b>	<b>A+</b>

STIMULI	PRIMAL IMPACT	GRADE
 PERSONAL	Pain is implicit but clear, especially for BMW lovers who are seeking an electric option. What is not clear, however, is to what extent buyers identify with the main character's frustration at having to live in a world not ruled by electricity.	<b>B</b>
 CONTRASTABLE	BMW is sticking to its well-known claim of delivering the Ultimate Electric Driving Machine. The simplicity of the claim provides a good framework for primal decisions. However, it is only reinforced at the end of the clip.	<b>B</b>
 TANGIBLE	Strong cognitive fluency overall. There are segments in the narrative during which some viewers appear to experience more cognitive effort (for instance, during the pool and golf scene.) Heat maps confirm some fragmentation in visual attention as well. Fortunately, the amount of time spent showing the car just driving (5 seconds in total) recruited 56% of the viewers, providing a strong demonstration of value.	<b>A+</b>
 MEMORABLE	The beginning is weaker than the end. Overall, the story manages to hold viewers' attention throughout the entire 60 seconds. The unique décor and the creative spin of the narrative, which raises viewers' emotional response, are all factors that increase retention.	<b>A-</b>
 VISUAL	Several scenes present lots of elements that cannot be processed fast enough to grasp the full essence of the narrative development. Many of the backgrounds contain a level depth and perspective that cannot be decoded in less than a few seconds.	<b>C+</b>
 EMOTIONAL	There are plenty of emotional moments in the story. Engagement levels remain strong from beginning to end, though the last scene seems to deflate viewers' enthusiasm for the ad.	<b>A+</b>

# RATIONAL METRICS BMW













# MICHELOB ULTRA







# PRIMAL DASHBOARD MICHELOB ULTRA

**B-**

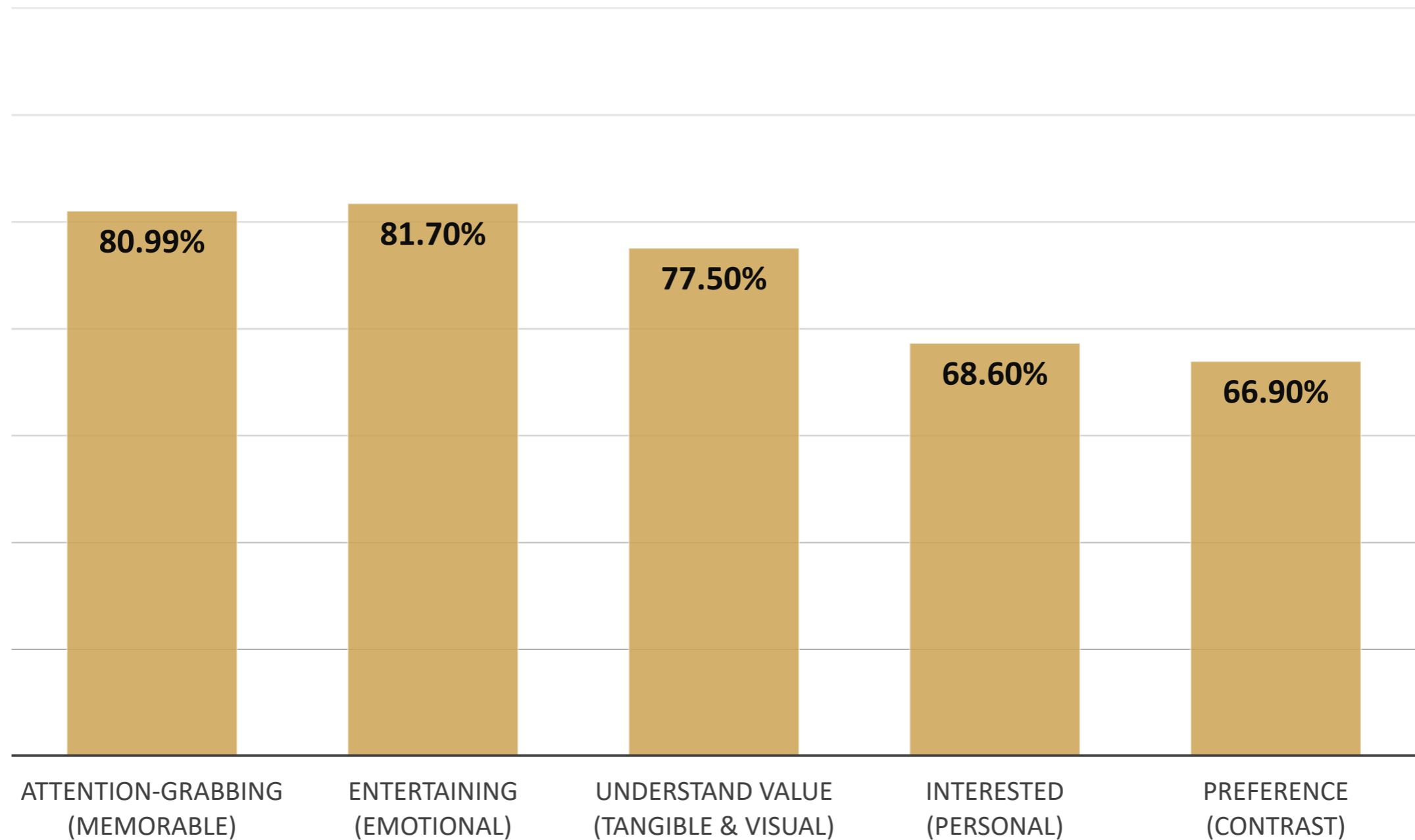
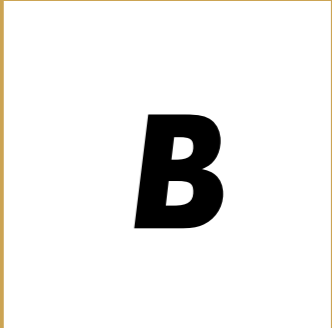


<https://vimeo.com/686946315/e7a85b7128>

 PERSONAL	 CONTRASTABLE	 TANGIBLE	 MEMORABLE	 VISUAL	 EMOTIONAL
<b>C</b>	<b>B</b>	<b>A-</b>	<b>B</b>	<b>B</b>	<b>B-</b>

STIMULI	PRIMAL IMPACT	GRADE
 PERSONAL	Pain is implicit and not relevant to the primal urgency of survival. The multiplicity of limits the likelihood of strong identification and mirroring.	<b>C</b>
 CONTRASTABLE	Other than the brand, no additional claims (e.g., light, low-carb, no artificial colors) are specifically used to contrast the value proposition of Michelob ULTRA vs. that of other light beers. The visual presence of the bottle in the hands of multiple charismatic characters along with the neon Michelob signs in the background do create a unique brand environment, though.	<b>B</b>
 TANGIBLE	Strong cognitive fluency overall, though the second part generates more resistance to processing the narrative. This is likely also caused by the length of the ad.	<b>A-</b>
 MEMORABLE	Given the ad's slow start and the length of the story, predictive retention is poor. The second part generates more emotions, resulting in better recall than the first part. The characters featured in the spot may be remembered more than the narrative plot, which remains somewhat cryptic until the end.	<b>C</b>
 VISUAL	Product placement with multiple characters is a soft but effective visual approach based on the tracking data. It achieves good brand exposure at the beginning and especially at the end.	<b>B</b>
 EMOTIONAL	The narrative homes in on multiple characters' facial expressions to grab people's attention. This is a very effective technique considering that humans always prioritize facial decoding over identifying objects. While the narrative does not close on a clear climax, it does leave the audience in a positive mood according to the data we collected on facial expressions.	<b>B-</b>

# RATIONAL METRICS MICHELOB ULTRA











# SAM'S CLUB







# PRIMAL DASHBOARD FOR SAM'S CLUB

C

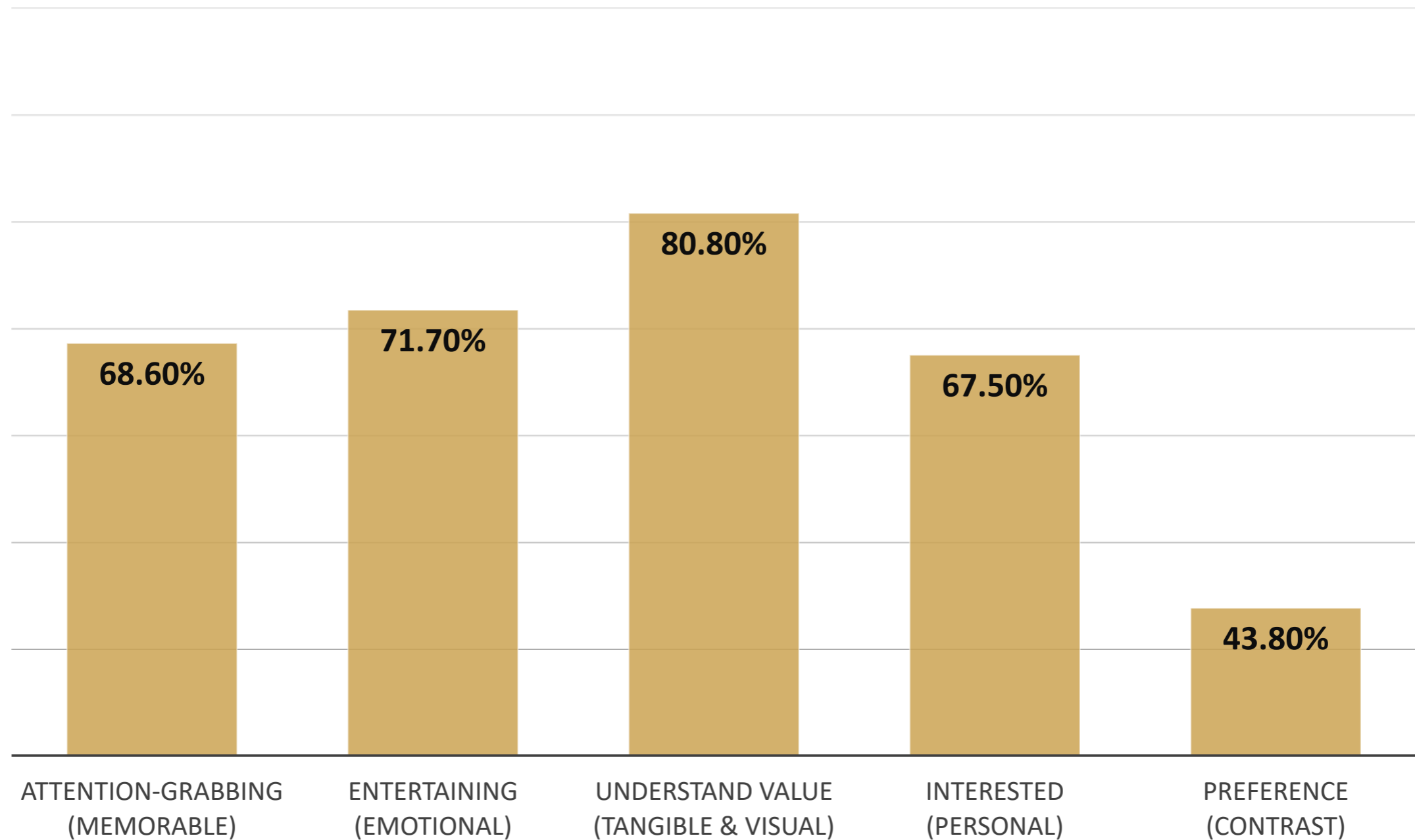
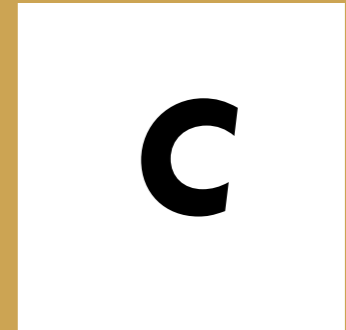


<https://vimeo.com/686946824/b141df57ff>

 PERSONAL	 CONTRASTABLE	 TANGIBLE	 MEMORABLE	 VISUAL	 EMOTIONAL
<b>A+</b>	<b>A+</b>	<b>C</b>	<b>D</b>	<b>D</b>	<b>B-</b>

STIMULI	PRIMAL IMPACT	GRADE
 PERSONAL	Pain is explicit and well-articulated right at the beginning of the ad. Waiting for service or in a checkout process is a well-known primal frustration.	<b>A+</b>
 CONTRASTABLE	Very clear claim which is re-enforced throughout the entire narrative and repeated at the end.	<b>A+</b>
 TANGIBLE	Some of the interactions between Kevin and other characters in the spot are difficult to track and understand. For instance, he speaks too fast to enable most people to understand and remember his key talking points. Fortunately, the voice-over is not really necessary to understand the value proposition of Scan and Go.	<b>C</b>
 MEMORABLE	The simplicity of the story makes it easier to retain; however, some scenes have poor visual impact which can compromise the encoding of critical information from the story. The emotional journey lacks the variety needed to reboot attention and increase memorization.	<b>D</b>
 VISUAL	The entire ad functions as a product demo; therefore the visual story is easy to track while at times not offering much opportunity to decode the emotions and reactions of many of the characters Kevin encounters during his shopping journey. Since Kevin is the focus of the clip, though, this issue does not compromise the overall persuasive effect of the ad.	<b>D</b>
 EMOTIONAL	The narrative homes in on multiple characters' facial expressions to grab people's attention. This is a very effective technique considering that humans always prioritize facial decoding over identifying objects. While the narrative does not close on a clear climax, it does leave the audience in a positive mood according to the data we collected on facial expressions.	<b>B-</b>

# RATIONAL METRICS SAM'S CLUB













# SQUARESPACE







# PRIMAL DASHBOARD SQUARESPACE

**D**

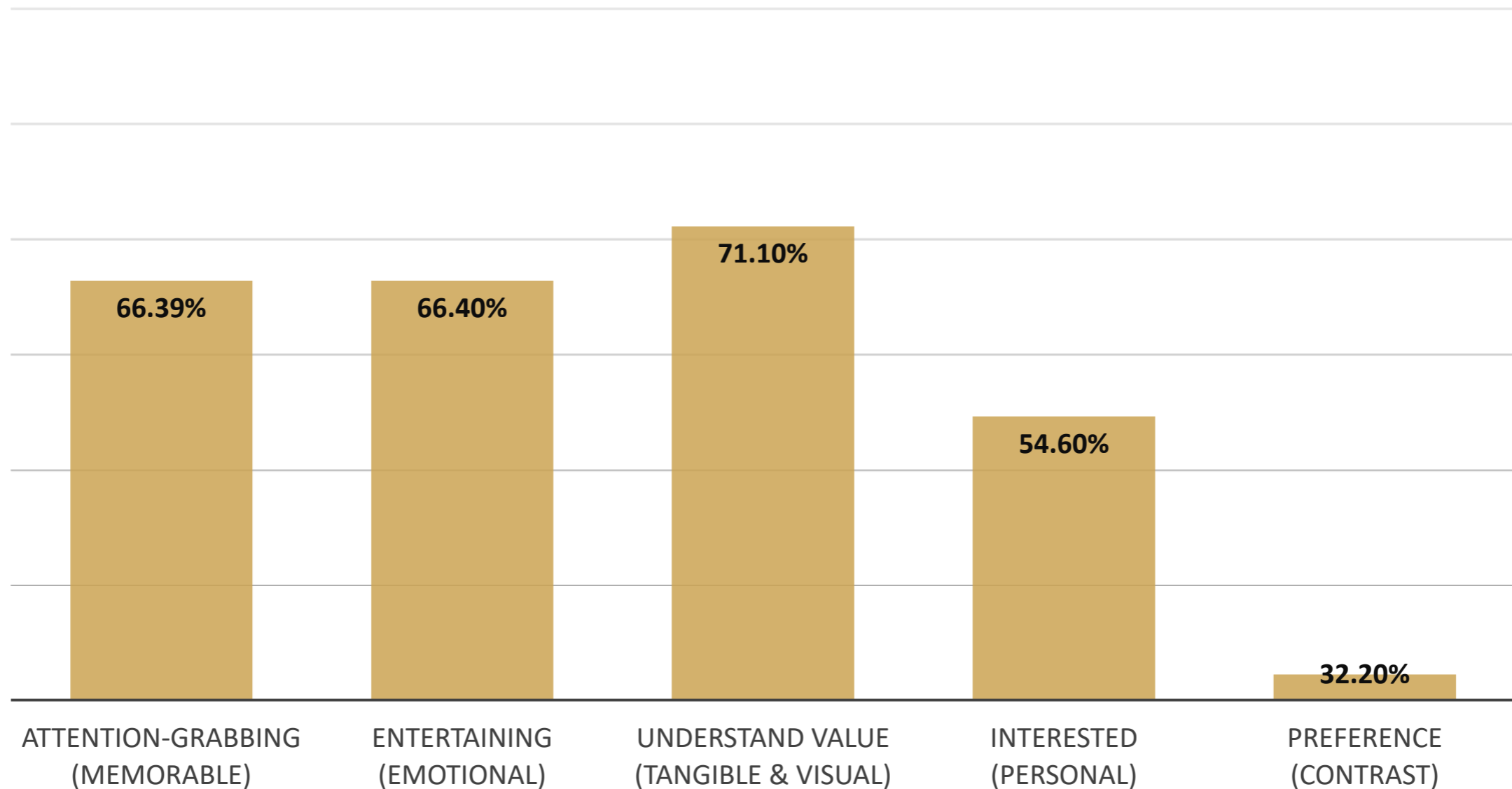
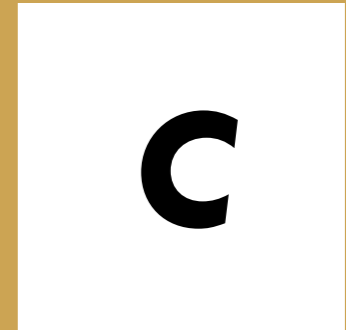


<https://vimeo.com/686946616/38c7af8574>

 PERSONAL	 CONTRASTABLE	 TANGIBLE	 MEMORABLE	 VISUAL	 EMOTIONAL
<b>B</b>	<b>B</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>D</b>

STIMULI	PRIMAL IMPACT	GRADE
 PERSONAL	Pain is explicit from the beginning by featuring how sad and presumably frustrated the main character is that no one is paying attention to her business. Her facial expression is not very convincing, though. Evidence of this can be found on the heat map (slide 25) as well as in the ad's overall lack of emotional valence	<b>B</b>
 CONTRASTABLE	The claims are mostly illustrated through the narrative flow and made explicit at the end ("Everything to sell anything"). This is a very vague promise that fails to create clarity and pique viewers' attention. In fact, fixation data shows that only 10% of viewers noticed the claim in the last scene.	<b>B</b>
 TANGIBLE	While the evidence is presented through a visual story, it is not obvious that a typical customer (portrayed by a famous actress) provides a credible testimonial for the value of Squarespace. Also, the ad is almost impossible to understand without the voice-over; therefore, it is not possible for the primal brain to grasp the essence of the value of Squarespace without massive cognitive effort.	<b>D</b>
 MEMORABLE	The score is fairly low because this ad fails to deliver on both a visual and an emotional level. Many of the scene transitions are so complex to process that is likely most people will not remember what they really experienced. (In fact, the survey did confirm that this ad had the lowest retention score.)	<b>D</b>
 VISUAL	The visual experience is weak. Without listening and decoding the voice-over, it is almost impossible to understand what the ad is about. The visual channel is the primal brain's most dominant. We seek to understand visually before we even consider reading or listening to any additional content.	<b>D</b>
 EMOTIONAL	The emotional score, as expressed by the decoding of facial expressions, signals that the response to this ad was mostly neutral.	<b>D</b>

# RATIONAL METRICS SQUARESPACE











**EXPEDIA**







# PRIMAL DASHBOARD FOR EXPEDIA

**D**

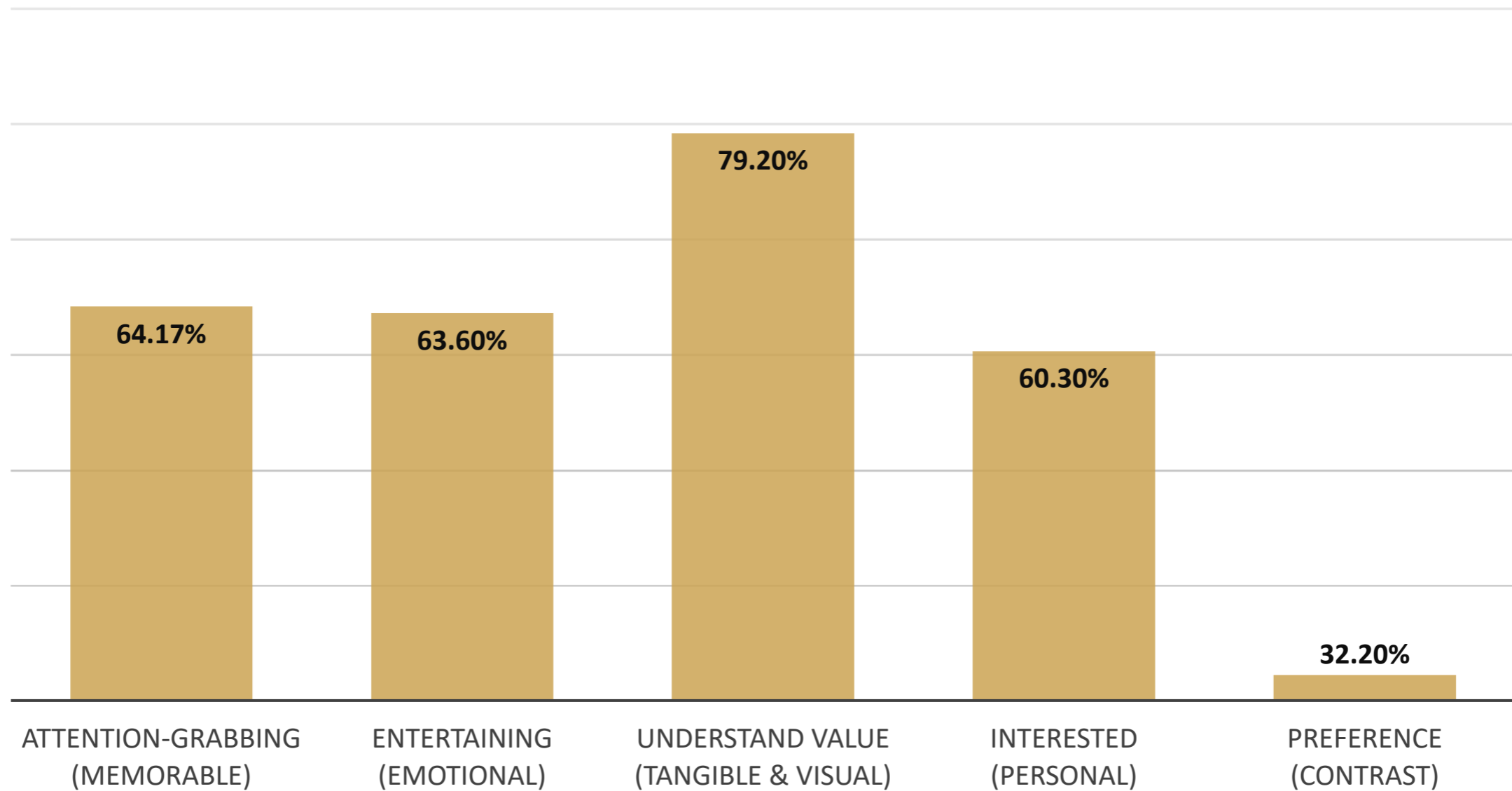


<https://vimeo.com/686947108/3e78130d25>

 PERSONAL	 CONTRASTABLE	 TANGIBLE	 MEMORABLE	 VISUAL	 EMOTIONAL
<b>D</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>D</b>

STIMULI	PRIMAL IMPACT	GRADE
 PERSONAL	The pain is completely implicit and vague. It is not obvious from the narrative that we supposed to feel that all the scenes (showing a car, a perfume, etc) depict buying choices that most of us would retreat.	<b>D</b>
 CONTRASTABLE	The claim is also vague and highly cognitive. Only 14% of the sample spent time fixating on that the area showing "save more on things that matter".	<b>D</b>
 TANGIBLE	It is not possible to understand this ad without paying attention to the voice over. There is nothing about the narrator that confirms he personally feels or connect to the pain he is describing. The pace of the visual scene is too fast for people to track the narrative as well.	<b>D</b>
 MEMORABLE	The start is slow and so is the finish. Between excessive visual fragmentation, high cognitive effort and low emotional responses makes it far less likely to be remembered. In fact, recall estimates from the survey do confirm that some people did not remember the ad a few minutes after seeing it.	<b>D</b>
 VISUAL	As mentioned above, the pattern of visual fixations is not good for this ad. Nor is the probability that people can remember the narrative from the collage of multiple scenes that have a questionable relationship to the story arc.	<b>D</b>
 EMOTIONAL	This ad is not effective emotionally. The data confirms it is the worse of the 6 we tested. But scores also point to major flaws that could not be addressed without starting a new ad from scratch.	<b>D</b>

# RATIONAL METRICS EXPEDIA







KERN'S solution is to have an objective and quantitative metric using the Neurosciences as a check and balance in tandem with the creative in process to mitigate risk and increase the success of a high-stakes media spend such as the Super Bowl. To learn more about Neuromarketing Techniques, reach out below.



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