# SYNETIQ

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# Data from your brain and body

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# What does our body tell about us?

- Motivation

- Psyche

- Physical health

- Thoughts

- Feelings

- Emotions    SYNETIQ

(not mentioning the surface about wealth, status, etc.)

# Why do emotions matter?

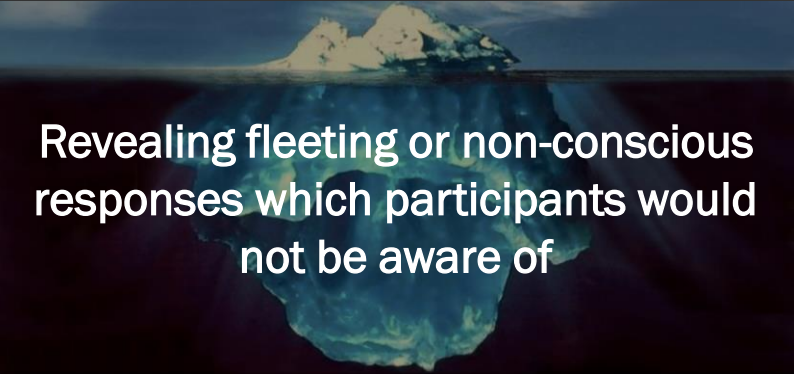**To create better ads & content you have to understand them!**
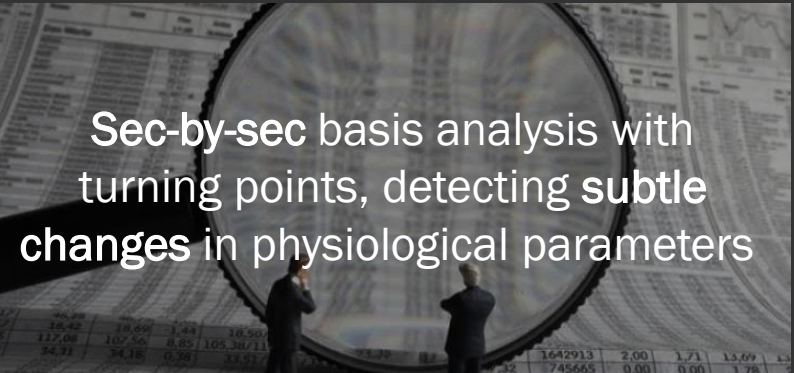
**But why?**

Emotions are difficult to verbalise

Eliminating social compliance and pretense

Revealing fleeting or non-conscious responses which participants would not be aware of

Gaining true, honest and valid answers

Sec-by-sec basis analysis with turning points, detecting subtle changes in physiological parameters

Less participants enough for reliable data

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**But why?**

People are more willing to purchase something if the brand engages them emotionally

**OK.**

**But how?**

Biometric sensors are currently the most reliable sources of showing engagement
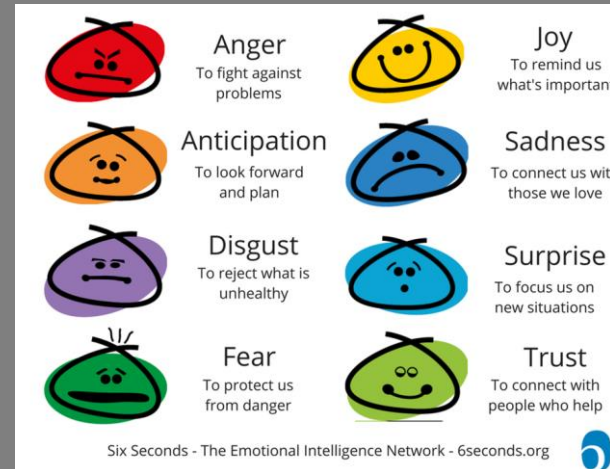
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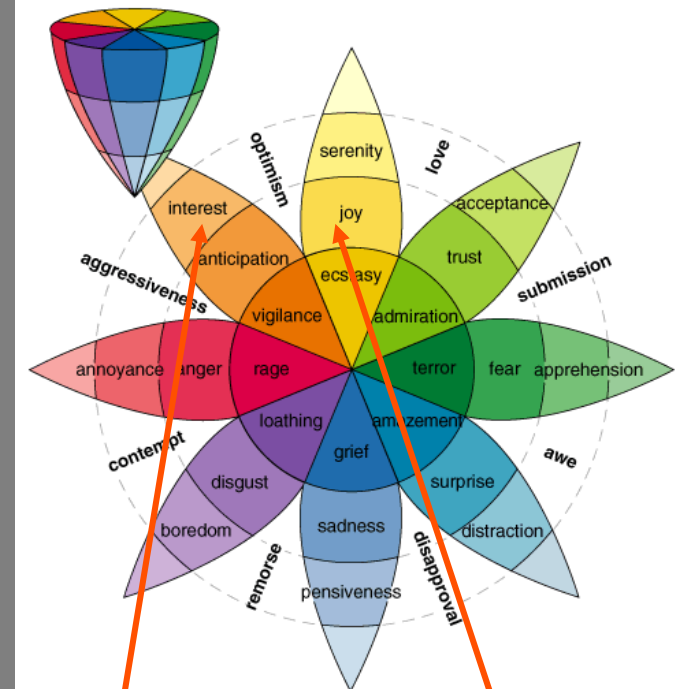
Facial coding vs. Biometric measurement

FACIAL CODING

BIOMETRIC MEASUREMENT

Sensor(s)

Webcam

EEG, skin conductance meter (EDR), heart-rate sensor (Eye-tracking)

Analysis

Emotional components

Basic emotions

# Analysing second-by-second emotional data

## Engagement
Shows the level of interest, the emotional involvement of the viewers and susceptibility to messages

Strong involvement

Getting curious

Getting relaxed / bored

Excitement (All) — Engagement (All) — Approach (All)

Metric is especially useful for the analysis of **brand appearance** (state) and **message transmitting ability**

Great change amplitudes: emotional attachment

## Approach
Presents how people feel toward what they see, whether they want to become closer or avoid something, are they appealed or repulsed

Pleasant

Unpleasant

Getting closer to what they see
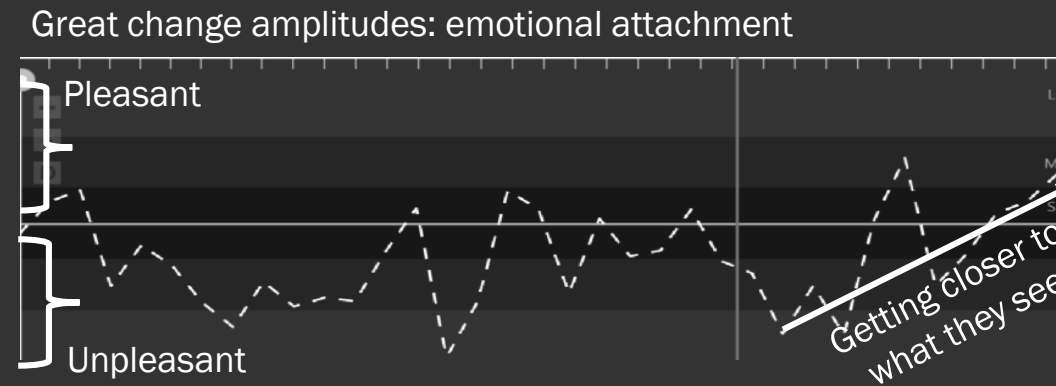
Together with Excitement it can indicate **emotional peaks** or **unpleasant moments**

## Excitement
Indicates intense feelings from the gut, like thrill, curiosity, surprise, confusion, irritation, getting a pun

Pleasant mood (emotional peek)

Unpleasant mood (confusion, irritation, frustration)

Excitement (All)     Engagement (All)     Approach (All)

Excitement should be examined together with Approach.

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# Case-studies

through

# 18-29 Budapesters

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**Before you create an ad**

#1 Your target group is not (always) similar to you

- They like different characters, stories

- They communicate differently

- They understand things differently

#2 Survey them to know

- How to communicate with them

- What interests them

#3 Test your decisions

# Because if you don't do so...

it may happen that older people resonate with your ad better than the target market

**Emotional baseline (neutral state)**

**Tester segments**

## Engagement

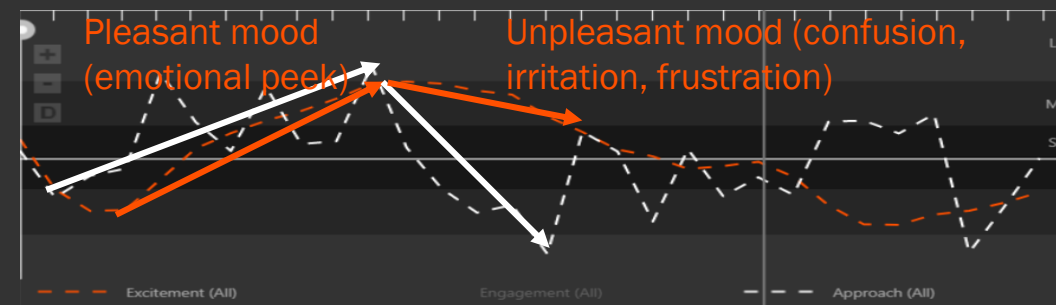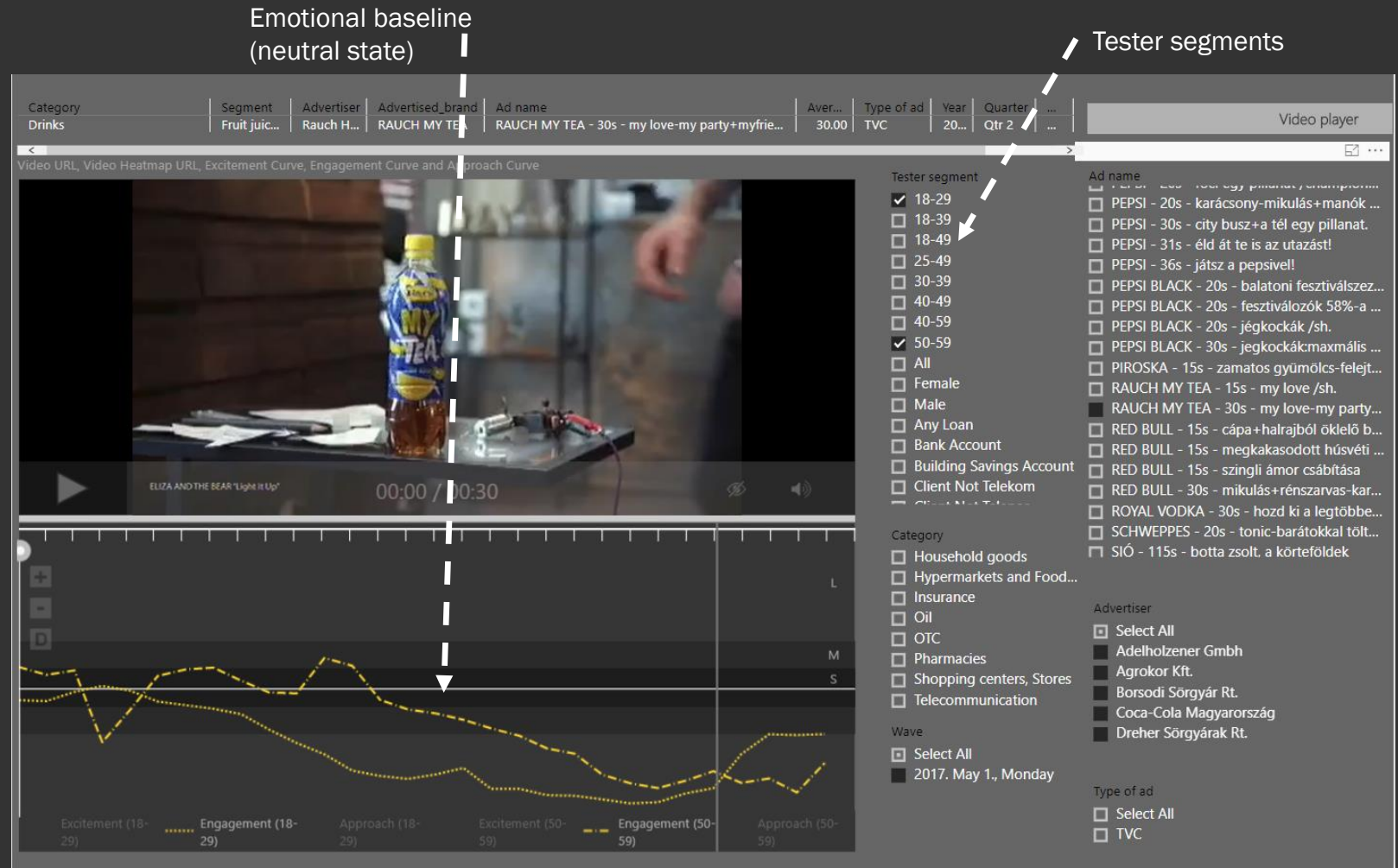Shows the level of interest, the emotional involvement of the viewers and susceptibility to messages. Also refers to cognitive load.
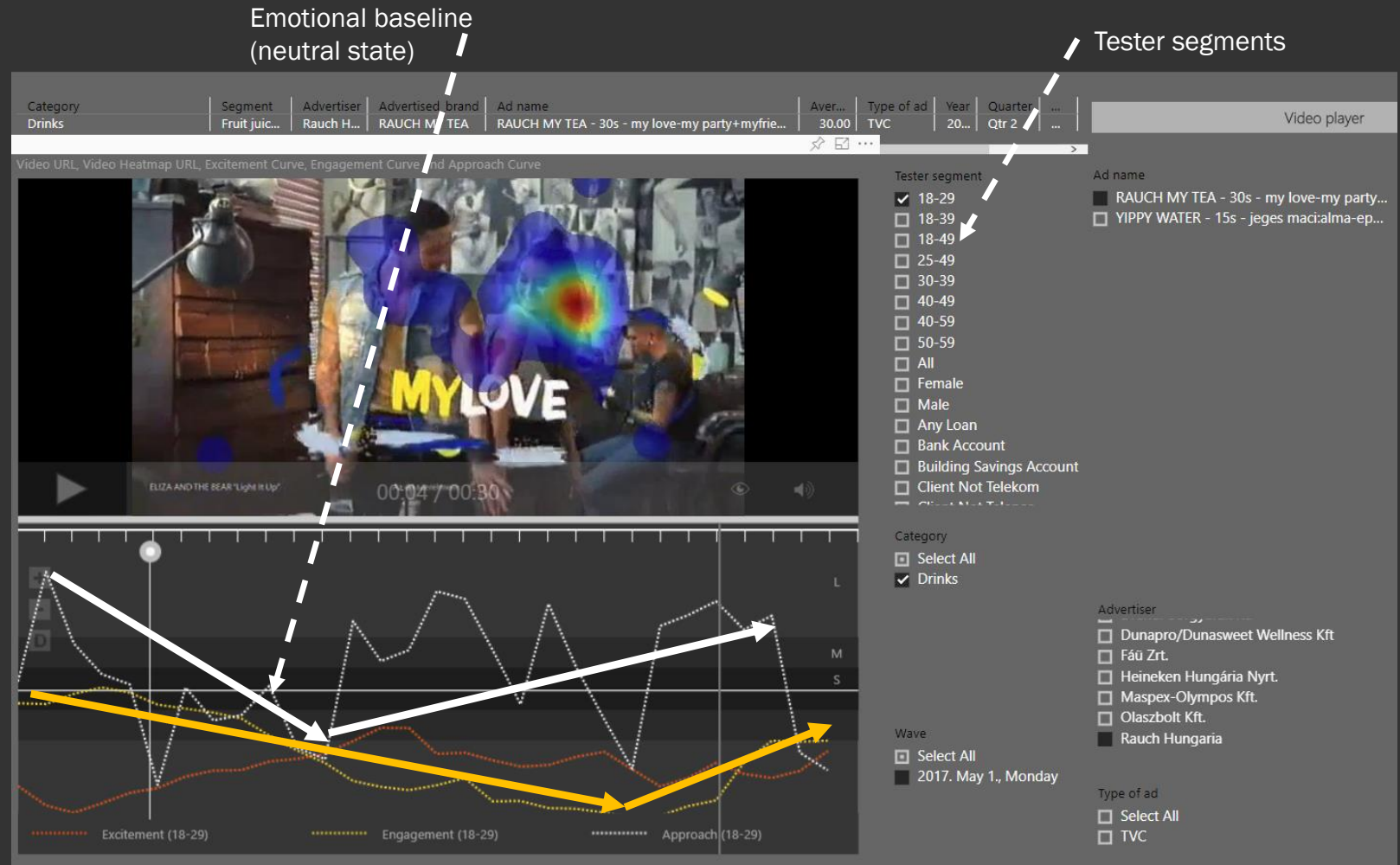
## Approach

Presents how people feel about what they see, whether they want to become closer or avoid something, are they appealed or repulsed.

## Excitement

Indicates intense gut feelings, like thrill, curiosity, surprise, confusion, irritation, getting a pun. It's analysed together with other curves.

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## The start is crucial
for 18-29, if you do not resonate with them, you lost



Emotional baseline (neutral state)

Tester segments

| Category | Segment | Advertiser | Advertised brand | Ad name | Aver... | Type of ad | Year | Quarter | ... |
|---|---|---|---|---|---|---|---|---|---|
| Drinks | Fruit juic... | Rauch H... | RAUCH MY TEA | RAUCH MY TEA - 30s - my love-my party+myfrie... | 30.00 | TVC | 20... | Qtr 2 | ... |

Video player

Video URL, Video Heatmap URL, Excitement Curve, Engagement Curve and Approach Curve

ELIZA AND THE BEAR "Light It Up"          00:04 / 00:30

**Tester segment**
- ☑ 18-29
- ☐ 18-39
- ☐ 18-49
- ☐ 25-49
- ☐ 30-39
- ☐ 40-49
- ☐ 40-59
- ☐ 50-59
- ☐ All
- ☐ Female
- ☐ Male
- ☐ Any Loan
- ☐ Bank Account
- ☐ Building Savings Account
- ☐ Client Not Telekom

**Category**
- ⊡ Select All
- ☑ Drinks

**Wave**
- ⊡ Select All
- ◼ 2017. May 1., Monday

**Ad name**
- ◼ RAUCH MY TEA - 30s - my love-my party...
- ☐ YIPPY WATER - 15s - jeges maci:alma-ep...

**Advertiser**
- ☐ Dunapro/Dunasweet Wellness Kft
- ☐ Fáü Zrt.
- ☐ Heineken Hungária Nyrt.
- ☐ Maspex-Olympos Kft.
- ☐ Olaszbolt Kft.
- ◼ Rauch Hungaria

**Type of ad**
- ☐ Select All
- ☐ TVC

Excitement (18-29)          Engagement (18-29)          Approach (18-29)

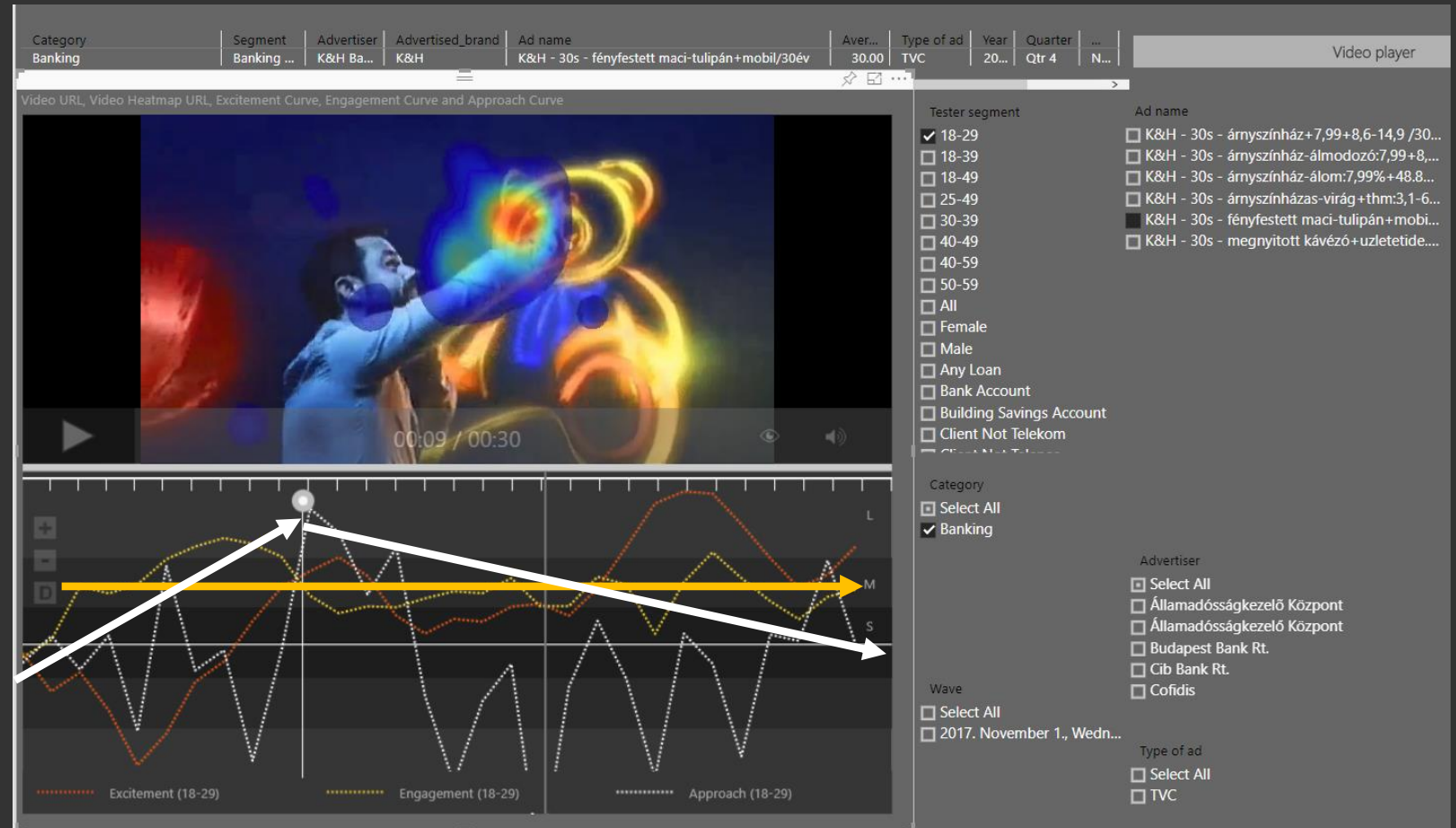| Engagement | Approach | Excitement |
|---|---|---|
| Interest, Ability to receive the message Cognitive load | Appeal or Repulse | Thrill, curiosity, surprise, confusion, irritation, getting a pun |

# Who do you target?

18-29 might be interested in a relevant topic, but if the execution is not of their taste (30-39)...

**Engagement**

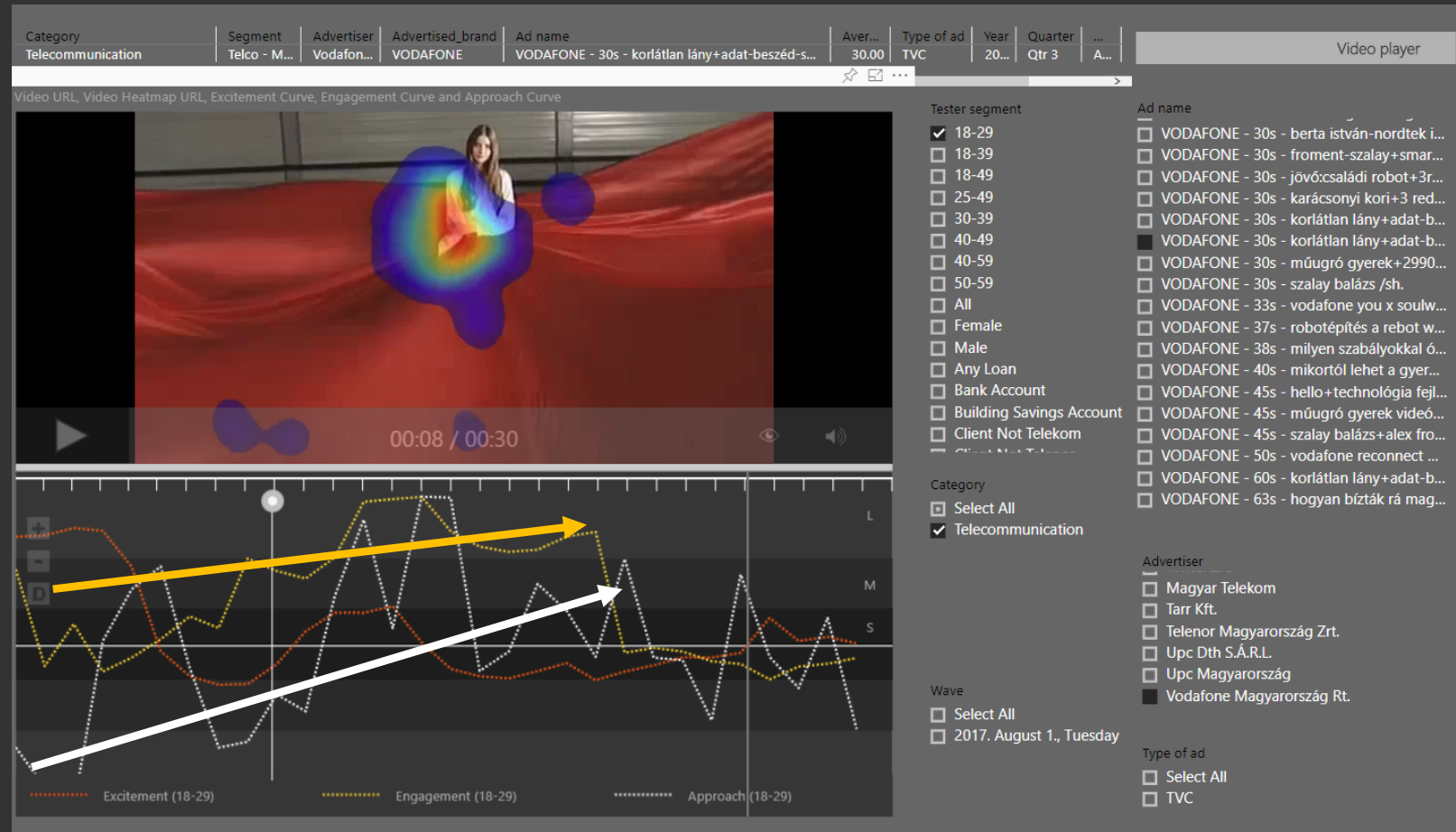Interest,
Ability to receive the message
Cognitive load

**Approach**

Appeal or Repulse

**Excitement**

Thrill, curiosity, surprise, confusion, irritation, getting a pun

# And a better example

when the story and message meet their taste (just make sure it lasts till the brand)



| Engagement | Approach | Excitement |
|---|---|---|
| Interest, Ability to receive the message Cognitive load | Appeal or Repulse | Thrill, curiosity, surprise, confusion, irritation, getting a pun |

# Your challenges

*Be interesting and hype

*Relevant story

*Colloquial language

*Easy tone

*No sales pitch

*Prepare for quick burn-out

+1 : Test your ideas!

Use Synetiq's knowledge to avoid spending on weak ads.

# Do you have a question?
# Let's talk!

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