

# Brands and emotion

Decisions in  
the mind



# Brands, emotion and decisions

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# Emotions only tell part of the story

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# So – what IS important?

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**Emotion only  
tells part of  
the story**



# Emotion is crucial, but...

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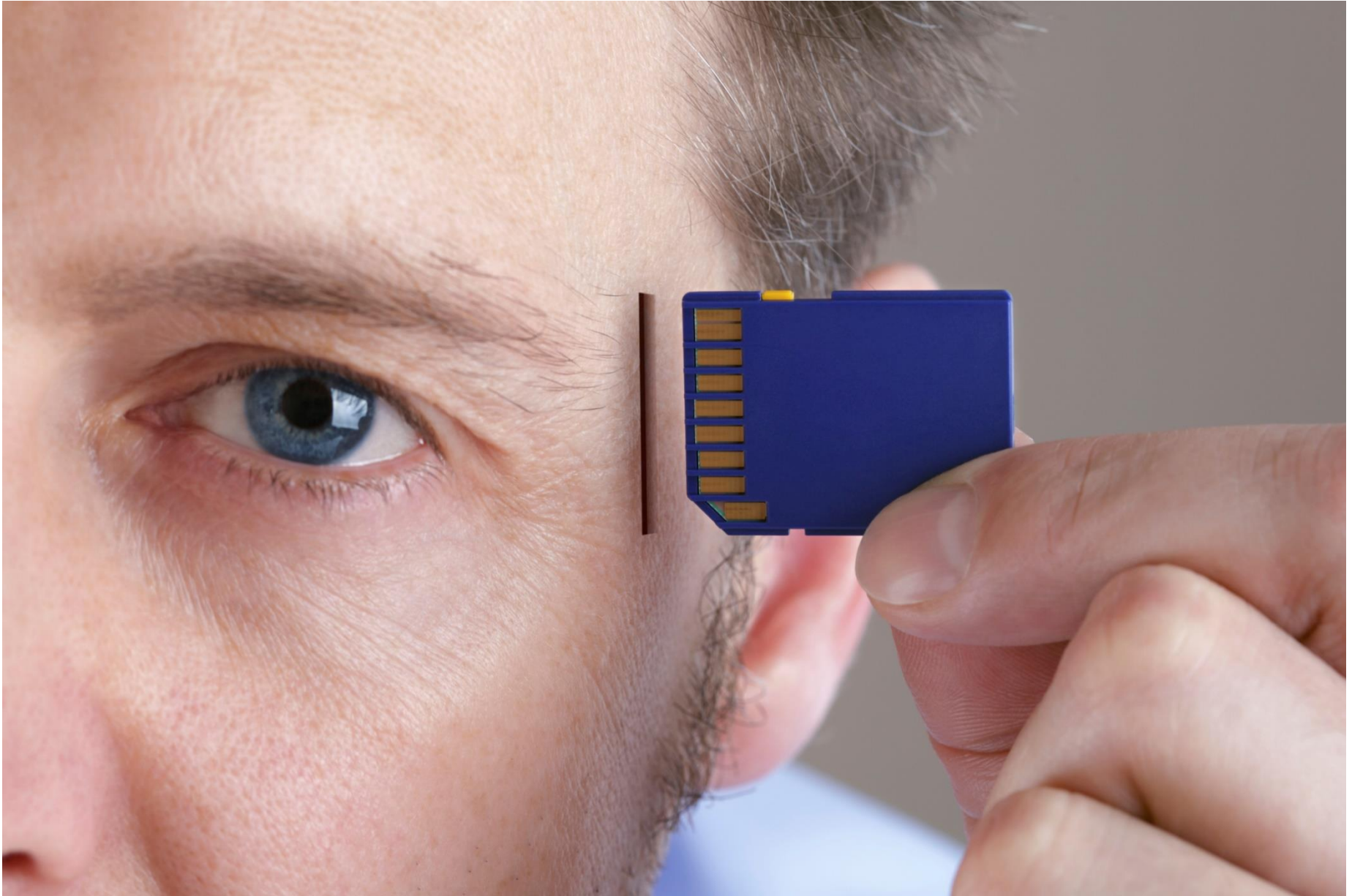
**... it needs to be stored into memory** **NEURO|NSIGHT**

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# Long-Term Memory Encoding



# Memory encoding links to behaviour NEURO|NSIGHT



amongst those not exposed with controls for confounding factors such as promotions. Seven ads with varying sales effectiveness were identified for the initial pilot. The verbal response consumer tests and expert tests conducted prior to their airing were tagged in the database.

Four hundred category users aged between 18-66 years were recruited for alternative pre-testing on the target ads. A two-phased design was employed; respondents were sent a DVD and instructed to watch the program. The test ads were embedded in the material but respondents were not alerted to the research interest in the advertising. Two days after exposure, respondents were contacted and completed a questionnaire. Twelve respondents were recruited for the fMRI component of the study with each viewing up to 16 commercials.

#### 4. Pilot Results

These initial results only focus on 7 ads with known sales performance; hence we are not making claims about validity of the different approaches. Instead we seek feedback on the research methodology before we scale this important project.

The following outlines the rank order of correlations between each pre-test measure, and the sales index for the tested ads:

Measure	Correlation order	Measure	Correlation order
Memory (Hippocampus)	1 <sup>st</sup>	'Positive' emotion (Panas-X)	8 <sup>th</sup>
Reaction time (Implicit)	2 <sup>nd</sup>	'Aroused' emotion (Panas-X)	9 <sup>th</sup>
Attention (Parietal)	3 <sup>rd</sup>	Word of Mouth (self-reported)	10 <sup>th</sup>
Memory (self-reported)	4 <sup>th</sup>	Engagement (self-reported)	11 <sup>th</sup>
'Happy' emotion (Panas-X)	5 <sup>th</sup>	Recall	12 <sup>th</sup>
Emotion (Amygdala)	6 <sup>th</sup>	Attention (self-reported)	13 <sup>th</sup>
Accuracy (Implicit recognition)	7 <sup>th</sup>	Likability	14 <sup>th</sup>
		Recognition	15 <sup>th</sup>

The initial results indicated that activity in the hippocampus, while watching ads, had the highest correlation to sales effectiveness (ranked 1<sup>st</sup> amongst the 15 measures). The Parietal activity also achieved a high correlation (3<sup>rd</sup>). Of the non-neurological measures, Reaction time achieved the highest correlation (2<sup>nd</sup>) suggesting the importance of quick subsequent recognition. Amongst the other measures, self-reported memory ('How likely are you to remember the ad?') and 'Happy' emotion also demonstrate high correlations. Recall (12<sup>th</sup>), recognition (15<sup>th</sup>) and likability (14<sup>th</sup>) achieved low correlation to sales.

1. Recognition of the 7 ads was generally high (from 41%-73%) with the correlation suggesting no apparent pattern between it and sales effectiveness. This is perhaps not surprising as recognition can be influenced by many factors, and has long ago proved unhelpful in determining sales effectiveness. Recall is only slightly more correlated to the sales index, but again is seen amongst many as unrelated to sales (Jones, 1986; Kuse, 1991; Lodish, et al., 1995).

**MARS**  
incorporated

**Mountainview Learning**

**Ehrenberg-Bass**  
Institute for Marketing Science

brand with vastly different sales response is not an easy task. Continuing use of fMRI carries with it a substantial cost (although if it confidently picked sales effective advertising, this cost may be covered by improved sales). Cost is however undeniably an issue, and therefore its application in commercial marketing may be limited in the short to medium term. Should the fMRI results hold up upon further testing, it will be essential to determine suitable substitutes that may be more price competitive. Such options may include skin conductance, which we are currently testing, heart rate, Electromyography (EMG), Electroencephalography (EEG) in addition to implicit memory type techniques that observe behavioural responses rather than attitudinal.

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Institute for Marketing Science



# Not the same as recall





# Not just facts – emotions too





# So brands need emotion & memory

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# But there's a further obstacle





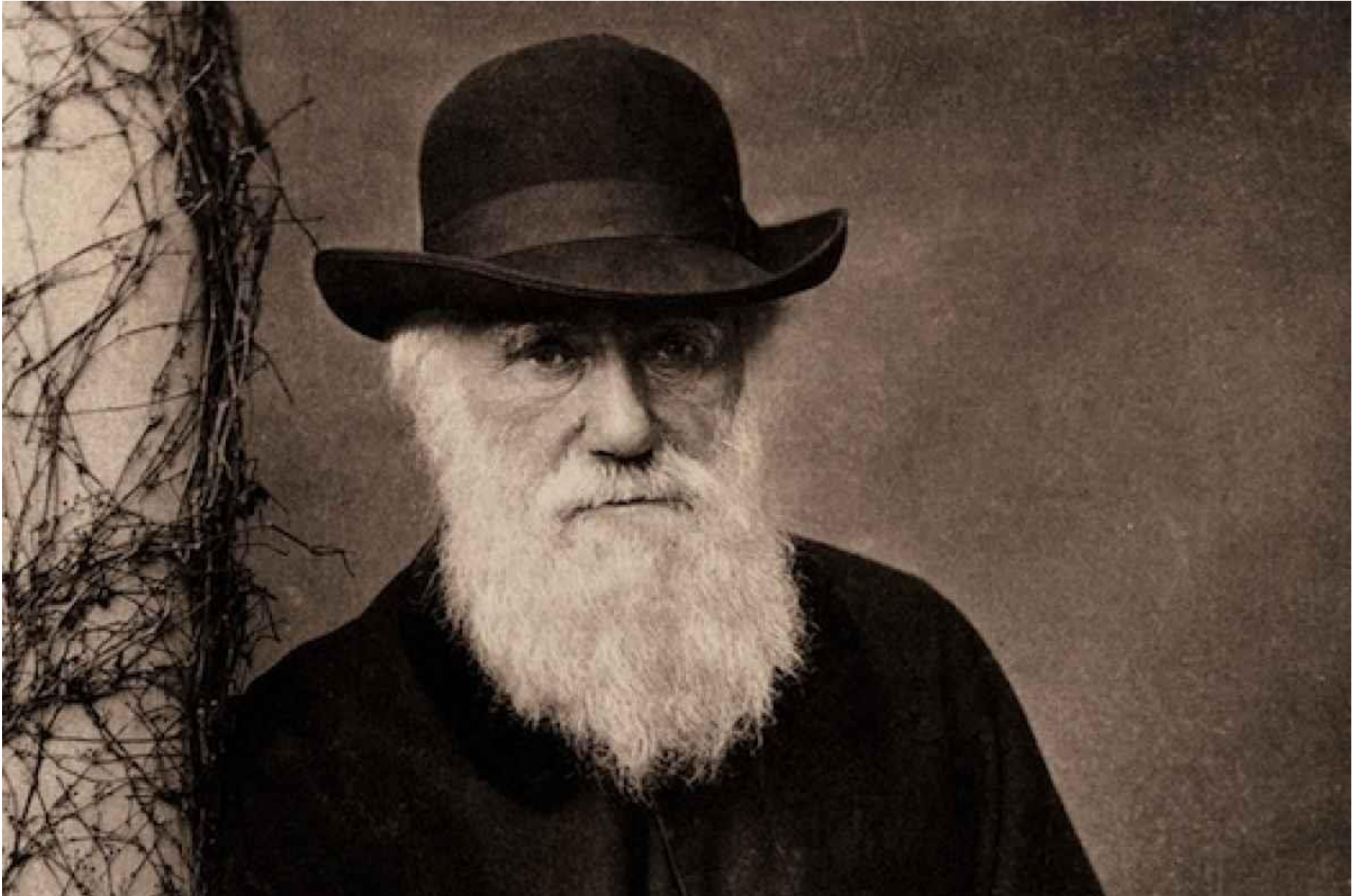
**Our brains  
don't care  
about brands**



# There's no evolutionary imperative

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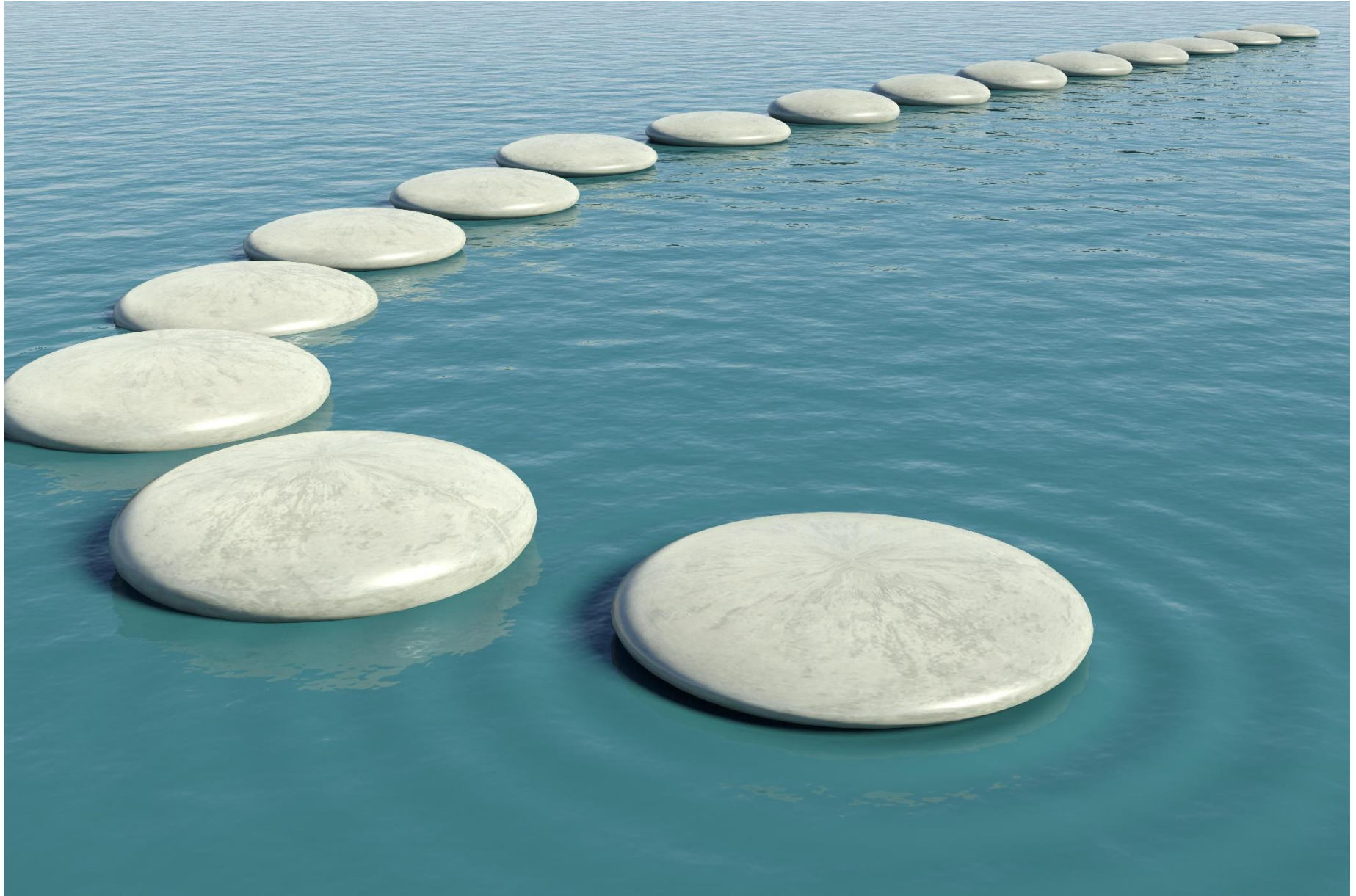
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# Memory helps us make sense of the world NEURO|NSIGHT

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**And we encode what's key to our survival** **NEURO|NSIGHT**

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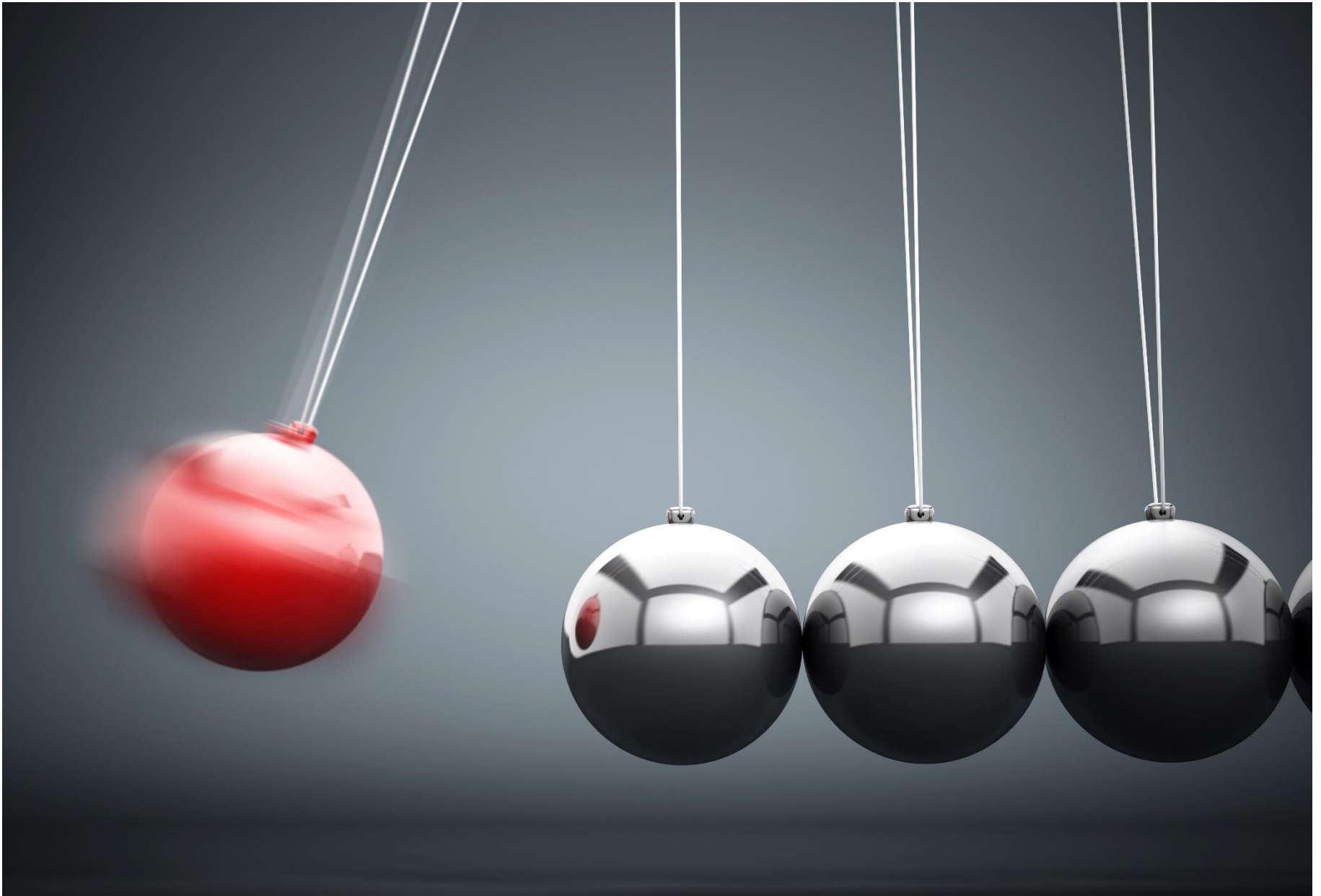
# So brands aren't a high priority...



# ...but they can improve their impact

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# Maximising the impact of brands in the brain



# 1 Don't rely on shouting loudest

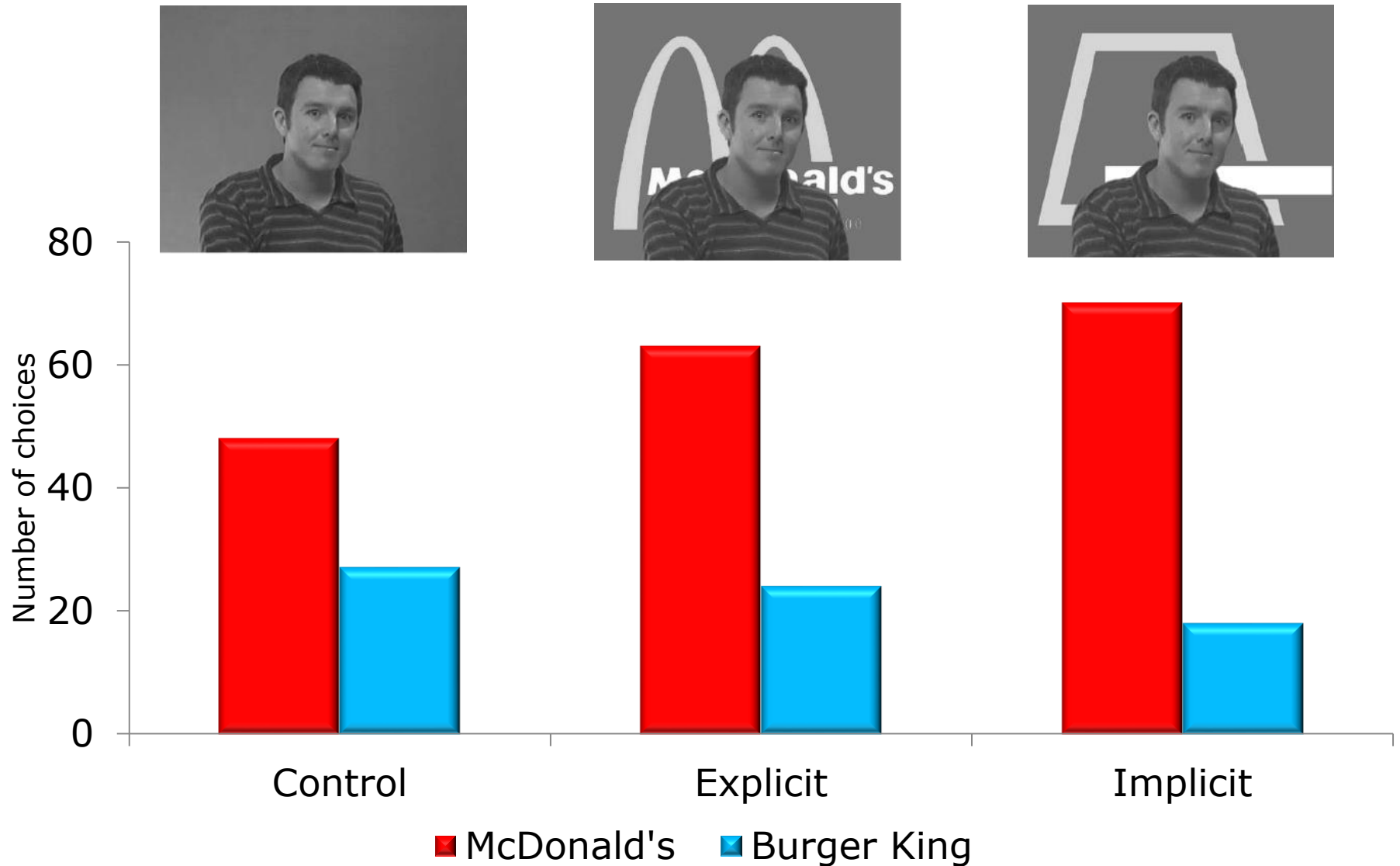




# 1 Don't rely on shouting loudest



# 1 Don't rely on shouting loudest



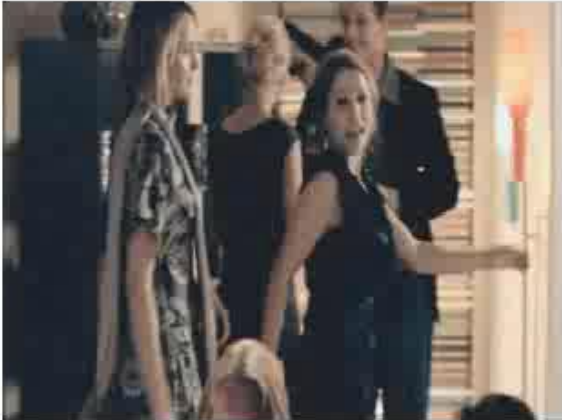


2

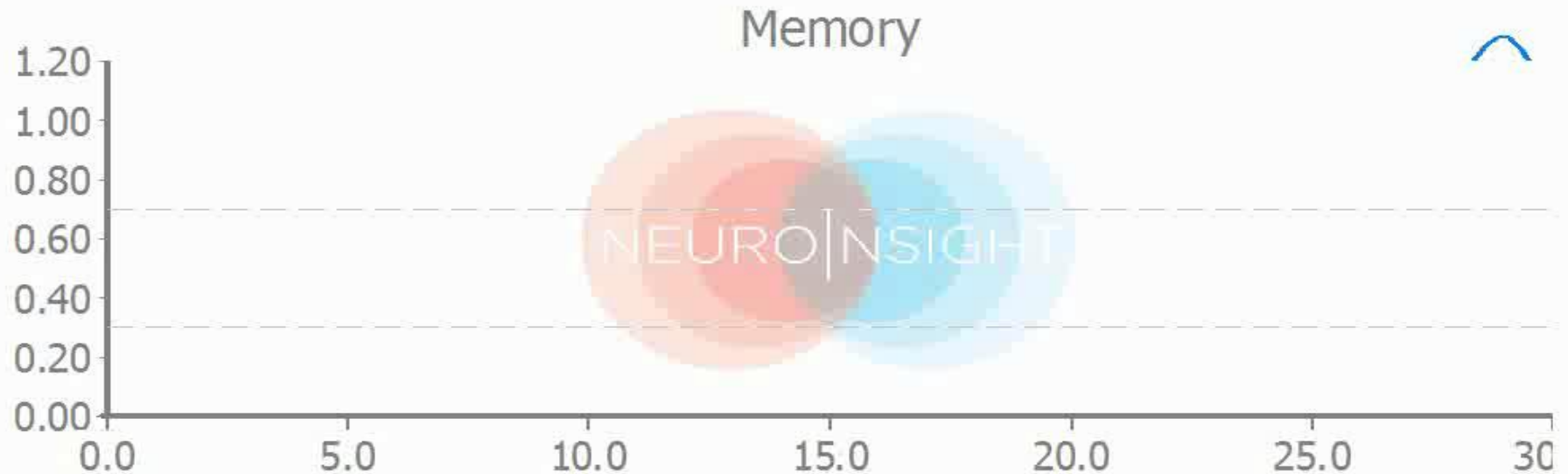
## Make brand intrinsic to story



## 2 Make brand intrinsic to story



Heineken  
All Viewers









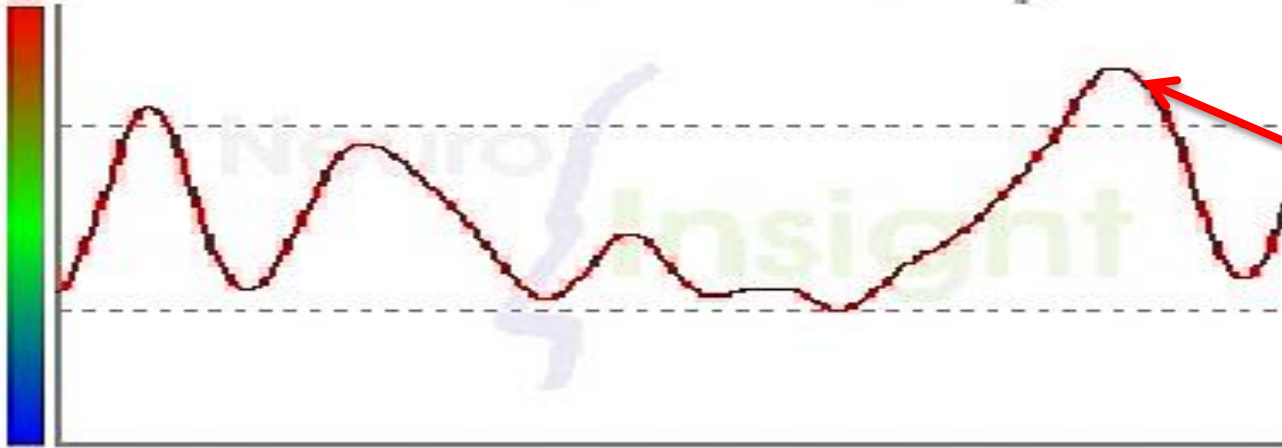
## Powerade

### Emotional Intensity





## Emotional Intensity

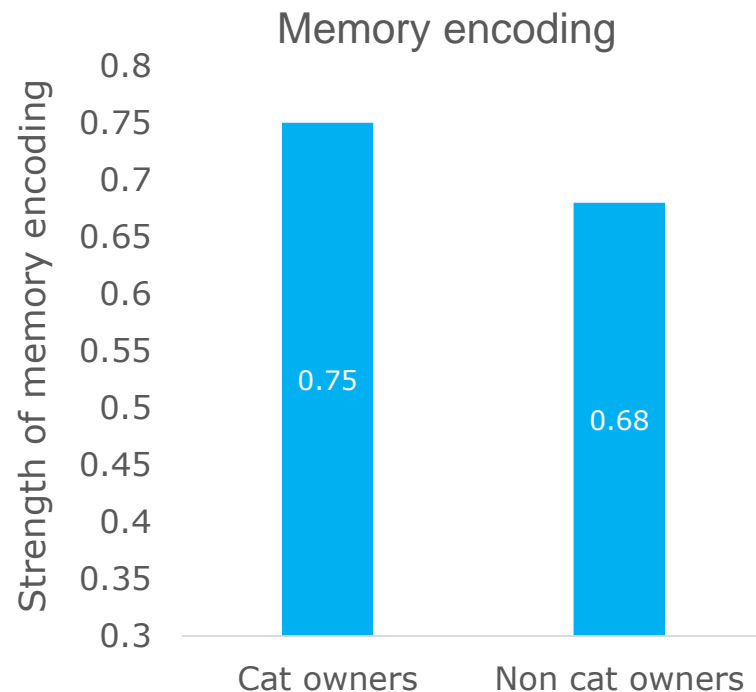
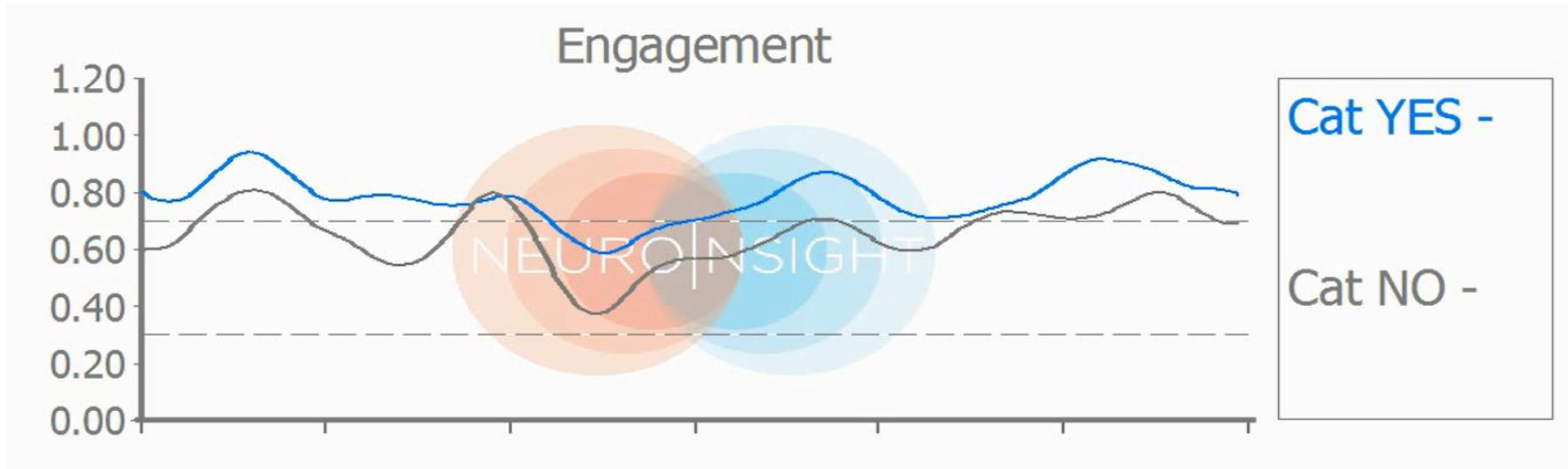


## Memory Encoding









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## Use interaction to drive response

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Please click on the correct answer below to reveal the rest of the article.



**YOU'RE 7 TIMES  
MORE LIKELY TO  
WIN OUR JACKPOT  
COMPARED TO LOTTO**

16+. T&Cs Apply. Gambleaware.co.uk

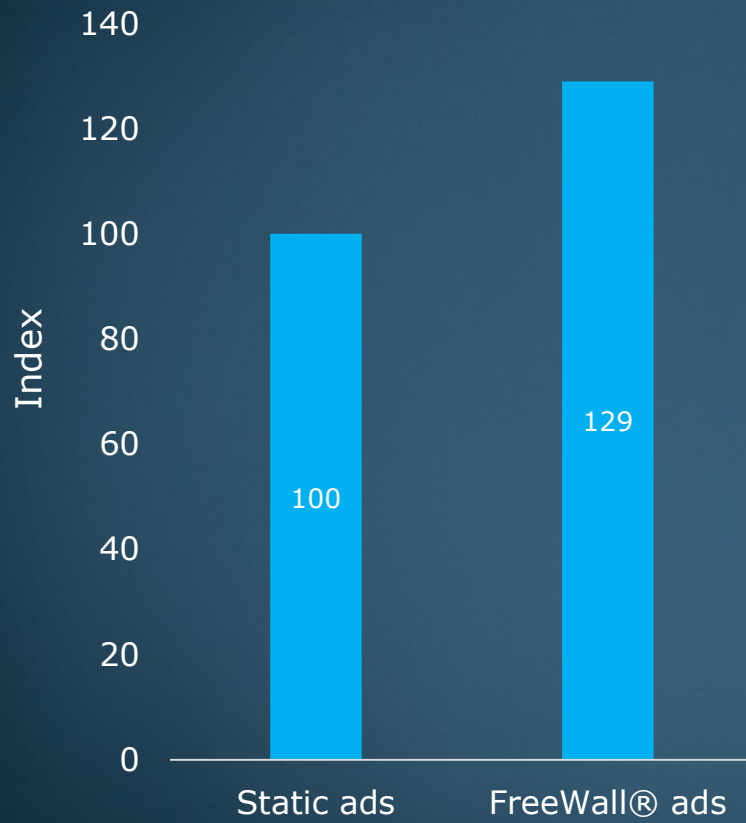
What are your chances of winning The Health Lottery jackpot compared to the Lotto?

5 times more likely

2 times more likely

7 times more likely

Peak level of left long-term memory encoding





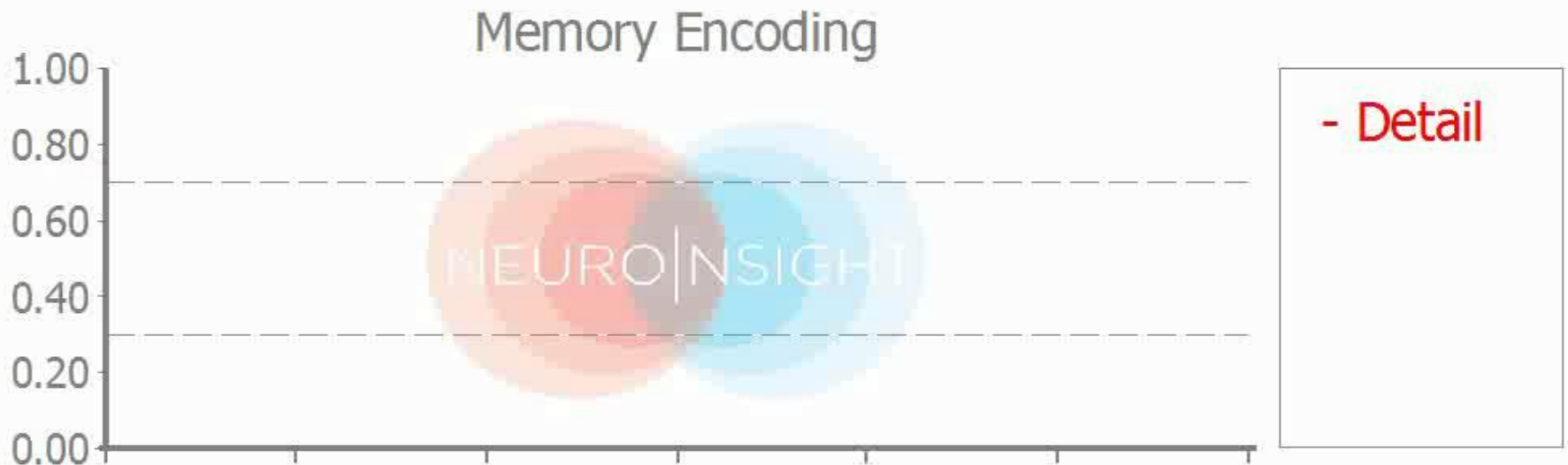
# Use patterns and repetition







John Lewis  
All Viewers





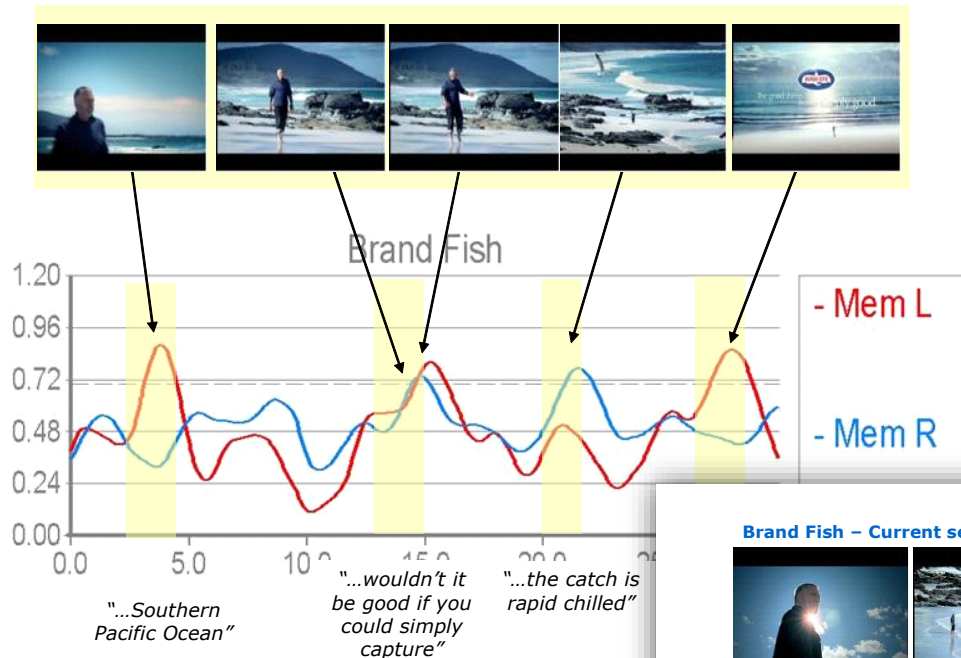






## Key moments in original ad

With the exception of end branding, peaks in memory encoding during the ad did not include any branded moments, so the association between brand and produce messages was not strongly made.



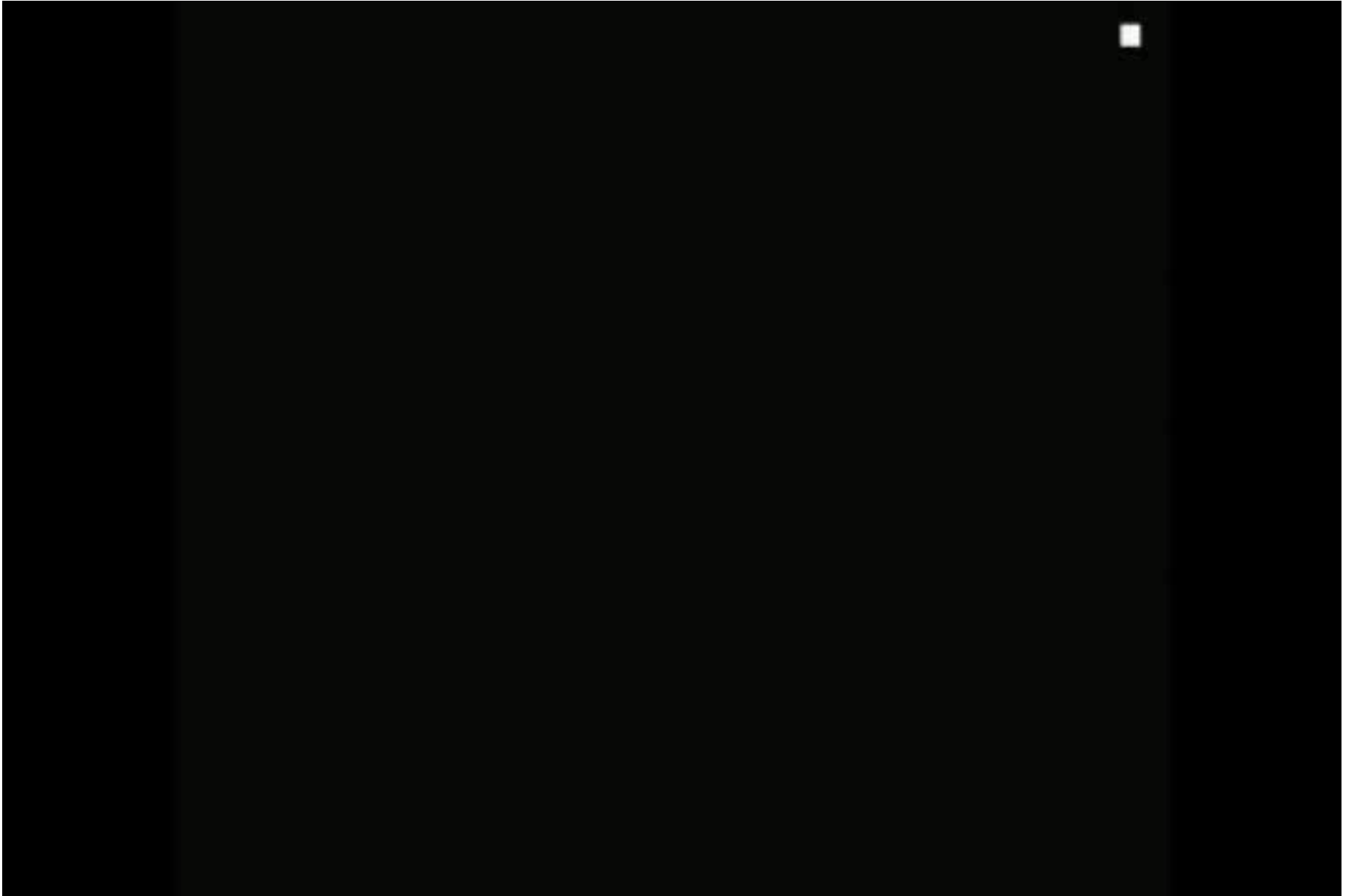
**Recommended  
re-design  
based on brain  
response**

Brand Fish – Current sequence



Brand Fish – Suggested revised sequence





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- Brand linkage up from 8% to 44%
  - Purchase intent up from 23% to 51%
  - Market share up from 47% to 54%



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**But don't tell the brain it's over...**

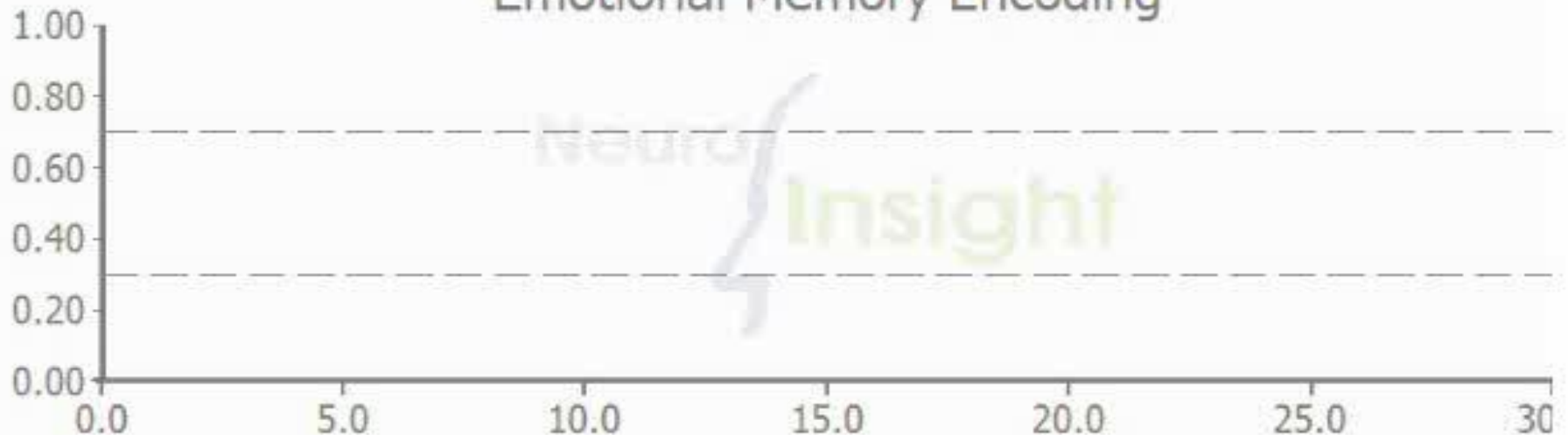
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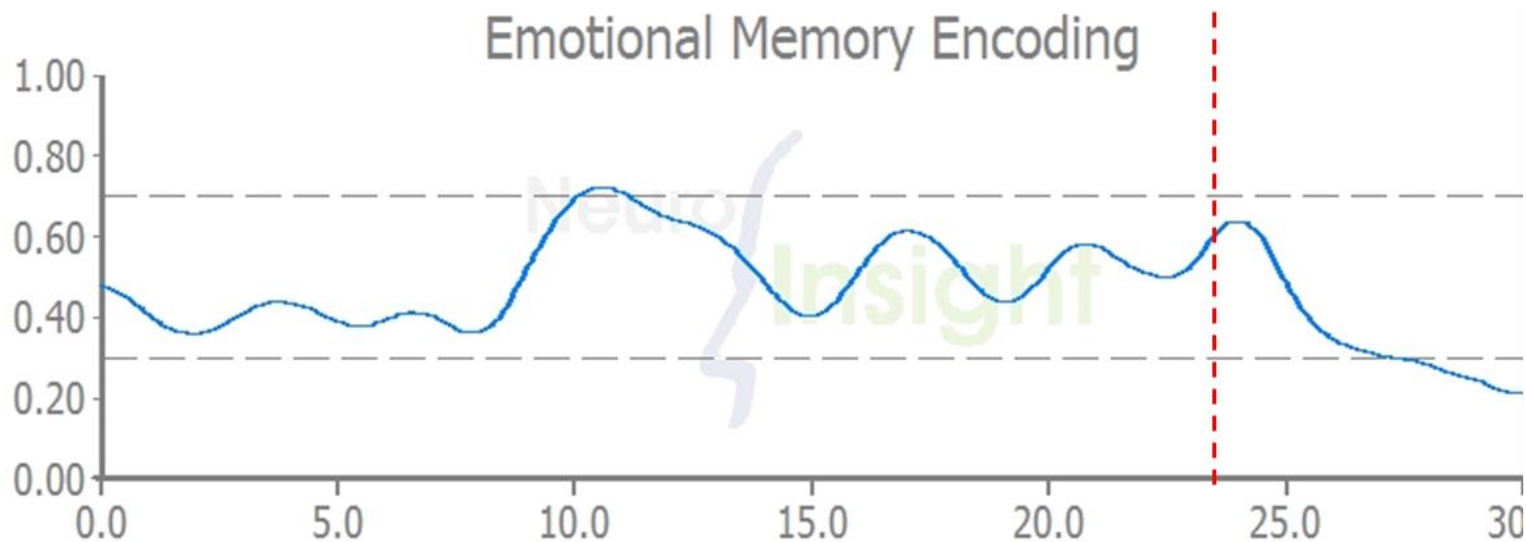




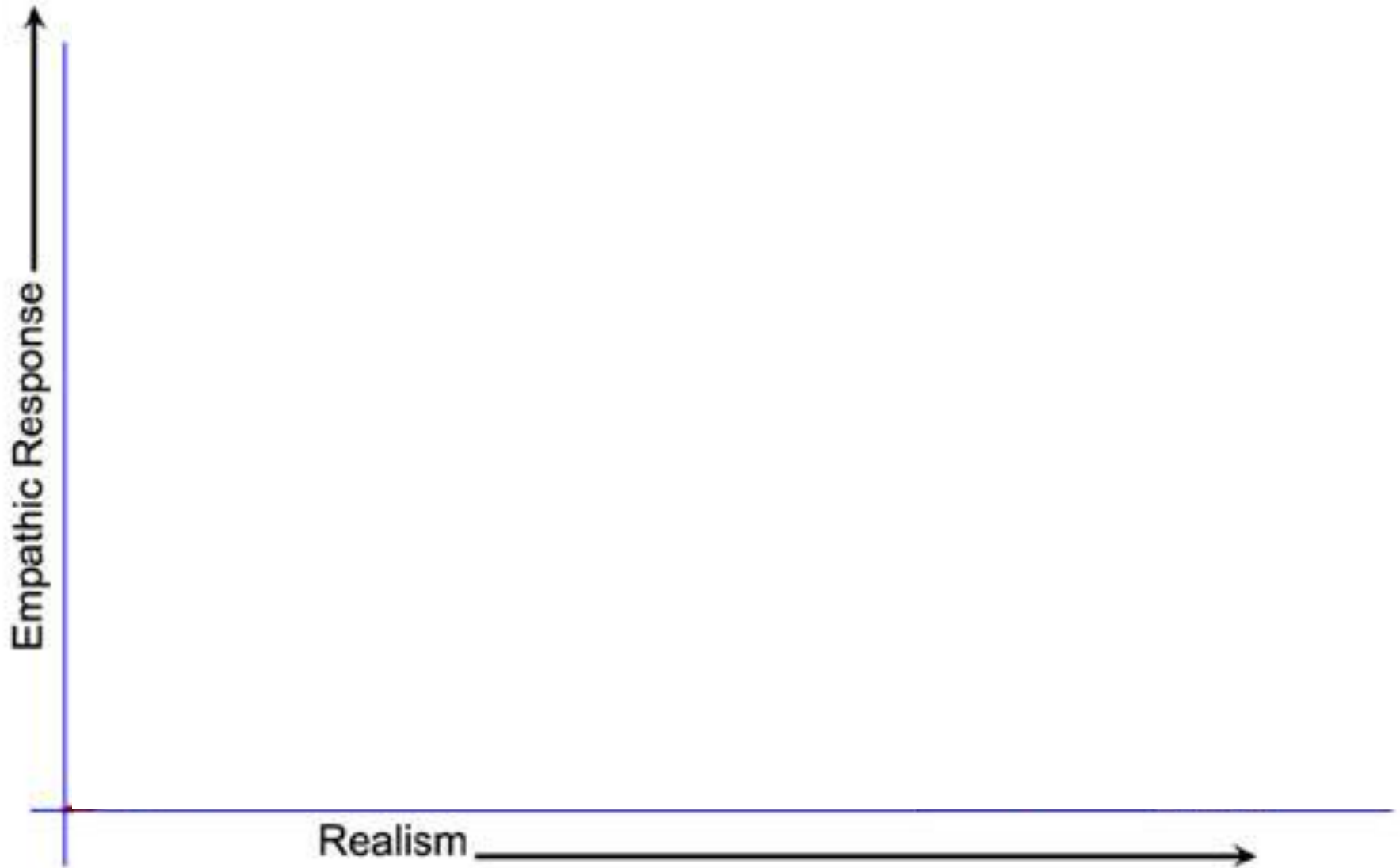
Milk  
Rock Monster

Emotional Memory Encoding

















Diet Coke  
"11:30"

Approach / Withdraw

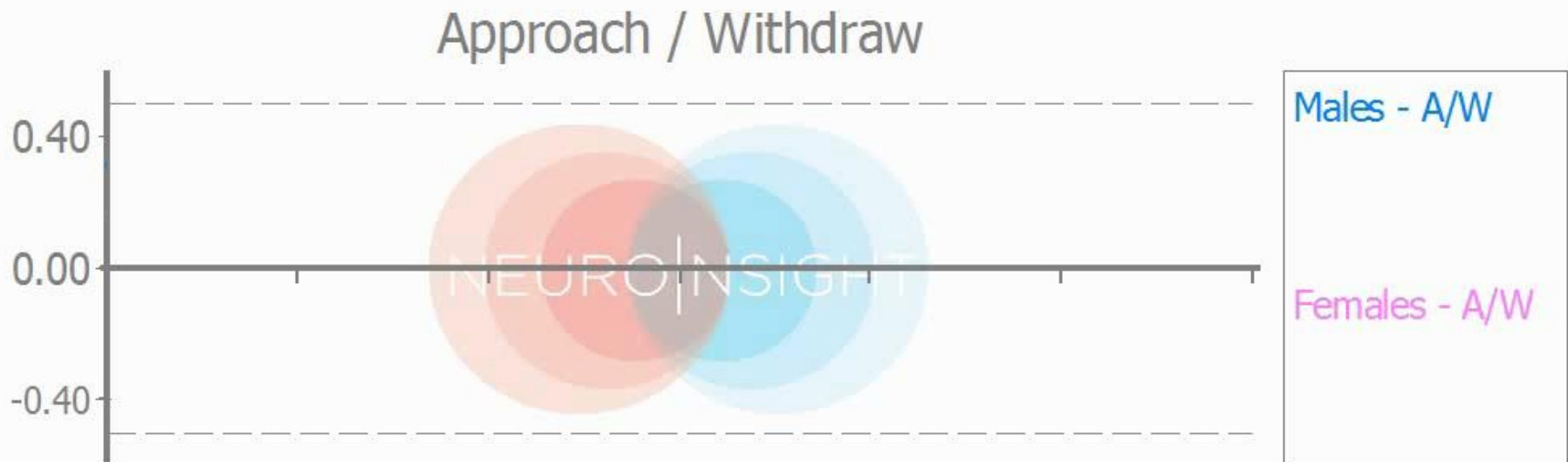


- Mal

- Fem



Diet Coke  
The Gardener  
Male vs Female Viewers





# So, to sum up...





**Thank you!**

**Any questions?**

