

DEVELOPING EMOTIONALLY ENGAGING ADS TO BUILD BRAND AWARENESS

Applying Neuroscience to the Travel Industry to Get Consumers “On the Beach”

THE CHALLENGE

On the Beach (OTB), a UK travel booking site, aimed to boost their brand awareness through a TV campaign. They wanted to understand how their latest campaign, “Lounge Lover”, was performing, as well as any opportunities to optimize the creative.

THE SOLUTION

OTB collaborated with Nielsen Consumer Neuroscience using EEG, facial coding and eye tracking technology to evaluate the ad’s overall performance.

THE RESULTS

With the second-by-second granularity of results, Nielsen was able to identify which scenes of the ad were most engaging, and those that could be optimized.

For the most part, the ad was engaging; the use of familiar imagery depicting someone going on vacation kept viewers engaged for the majority of the ad.

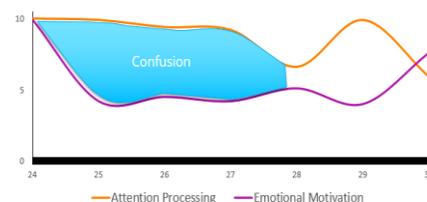
However, viewers lost interest in the final five seconds of the ad, when the key messages were communicated. In this part of the ad, consumers were confused by the vague information about OTB’s payment plans.

Furthermore, the ad did not effectively communicate the brand, with little implicit or explicit branding throughout. In the final branding scene, consumers ignored the branding, focusing on other less relevant messaging present on the screen and in the voice over.

The weak ending and weak branding meant that the ad risked being about going on vacation in general, rather than communicating the features and specific benefits of OTB.

With Nielsen’s help, OTB was able to optimize the final part of the ad, as well as making sure that brand mentions and logo appearances were clear and easy to process, ensuring the ad both engaged viewers emotionally and communicated the brand and key messaging.

ADVERTISING CASE STUDY

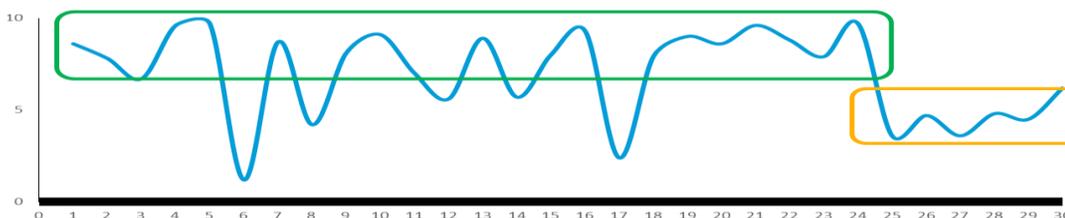


Viewers confused during ad finale



Viewers more focused on “Lounge On” message than brand

Second-by-second EEG engagement



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