

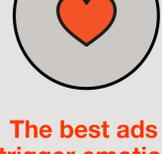


# ICMAdmire

## Emotions unlock successful advertising



The jury is in. The latest IPA studies confirm that emotionally engaging campaigns generate better business results, be it quotes, sales or profits. They do this by creating strong narratives where emotional intensity is linked to key branding or messaging moments. This is great news for creative work as through understanding emotional reactions we can make your brand more memorable and famous. Simply put, emotional campaigns are more effective because:



**The best ads trigger emotion**



**This activates memory**



**And this drives behaviour**

### How we do it

Historically, ad testing has focused on viewers' stated and more rational evaluation of ads. All the while, results driven ad creatives have been producing emotionally engaging content which really resonates with viewers. But, as people struggle to articulate why we do what we do, this has led to a disconnect in research and performance.

That is, until now – ICM Admire is a package of online biometric tools which have come of age allowing us to truly understand how ads make viewers feel in real time and better predict how they will behave.



#### Emotional reaction

Facial coding allows us to detect the micro-movements of someone's face as they watch your narrative. Because facial expressions betray our feelings, they show intensity – the moments of sensation and meaning in content



#### What draws the eye

Eye tracking allows us to pinpoint the exact parts of a creative, in film or video, that is drawing attention. We can pre-determine areas of interest to inform you definitively if your key messages are being noticed



#### Subconscious

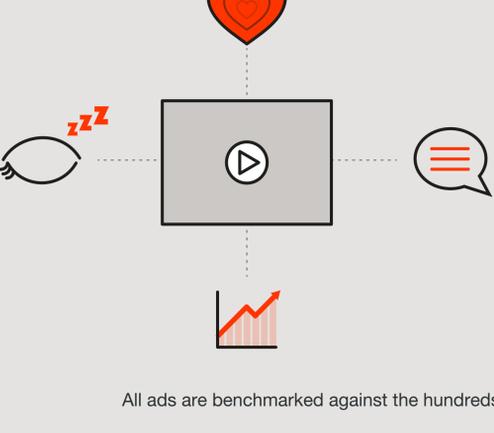
We know the vast majority of the decision making process happens subconsciously. We can now unlock this understanding with reaction time testing, allowing us to see what certainty respondents answer with



#### Message take out

All content is made with the aim of telling viewers something. We measure this with open-ended responses which are manually coded and categorised by people. Are viewers taking out what you're trying to tell them?

### Admire can help your ad succeed because



- It can tell you the emotional intensity of your ad
- If the narrative is engaging or being ignored
- If your messages are getting noticed
- And critically, it can tell you if the peaks of emotion in the viewer are linked to brand cues and key messaging

All ads are benchmarked against the hundreds of ads in the ICM Admire database

### We can help at any ad development stage:

#### Animatic or final film

Admire works at any stage of ad development

#### Narrative selection

Helps clarify which creative route is the most engaging

#### Make end branding work harder

Problems with brand attribution

#### Better ROI

Get better bang for your buck

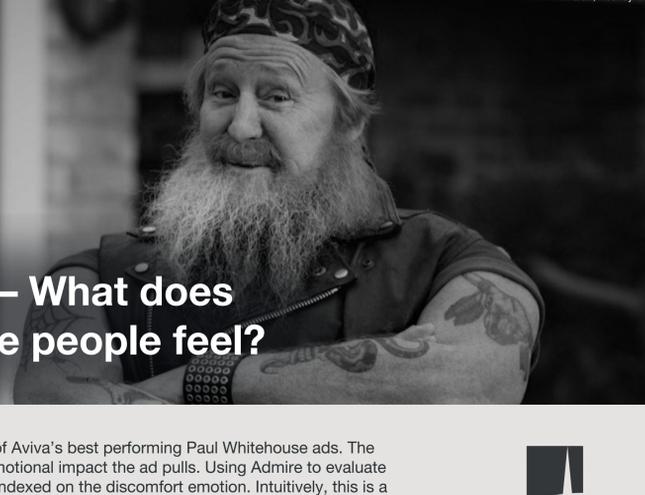
#### Cross campaign effectiveness

Highlight key scenes which will translate to different media

#### Optimise edits

Stretch smaller budgets

### ICM Admire – What does your ad make people feel?



The Aviva ad, Rodney, was one of Aviva's best performing Paul Whitehouse ads. The driving force behind this is the emotional impact the ad pulls. Using Admire to evaluate the ad we found it strongly over indexed on the discomfort emotion. Intuitively, this is a negative result; however, what we see is that the peaks correlate with scenes when the Hells Angel is breaking his stereotype. The ad is causing cognitive dissonance in viewers – creating a strong emotional reaction which translated into positive business results.



“The results from Admire have given new insights into how our campaign is truly landing with our target audience. Being able to understand how consumers react in the moment has been invaluable to us as we continue to evolve and develop our new Good Thinking campaign.”

Charlotte Nairne-Clarke, Brand & Advertising Manager, Aviva

### Case Study - Beagle Street



#### Beagle Street succeeded in creating a very funny advert with a huge peak in happiness

The problem for them is that the emotional peak, and thus the most memorable part of the ad, was 9 seconds before a key message or branding moment. Edit the ad to bring the brand closer to this peak and brand attribution will go up substantially.

Check out a demo of our results dashboard at: [www.Newvistalve.com/AdmireICM](http://www.Newvistalve.com/AdmireICM)

User: Newvistedemo | Pword: AdmireDemo



### Results

Results can be with you in under one week and costs start from as little as:

**£6k**  
One advert

**£10k**  
Two adverts

### Award Winning



“ICM have developed a pioneering technique that measures emotional pre-verbal reactions and their implicit data. It's a powerful tool that has impressive results for their clients. They are clearly leading the way in their field.”

MRS Awarding Judges



### Contact us for a quote:

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