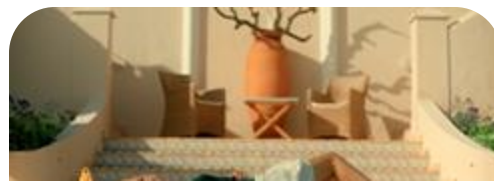




· BEHAVIO

The best ads of 2025:
Why **big** and **small** brands
need different playbooks



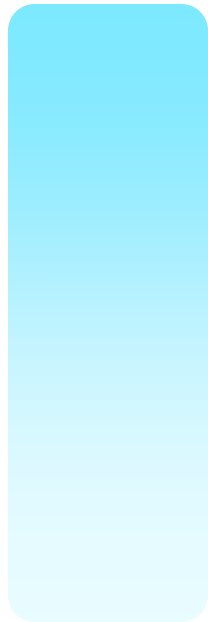
The 25 second
unskippable
ad



YouTube

Me looking
away so they
don't win...

60,000



Ads you
were **exposed** to

6,000



Ads you
really **saw**

<1000



Ads that
influenced you

01

**How
effective
ads work?**

02

**Best dutch
examples
(2025)**

03

**Small vs.
big brand
playbook**

01

How effective ads work?





**Was it an
effective ad?**

How to measure this?

The old-school idea:

How likely are you to buy this brand – after seeing this ad?

More likely

Can't say

Less likely

Traditional surveys often mislead and hurt the business

This ad
makes me
want to buy it



Buys
nothing...



Respondent

[A study](#): Brands grew more with no testing than with purchase-intent pretests.

34%

No
pretest

30%

Declarative
pretest

Source: Field (2024). Read more about this

What people say is not what people do

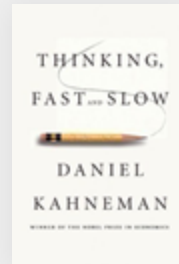


5% of decisions – conscious

95% of decisions – subconscious

Fast Thinking

Subconscious
Irrational
Emotions
Memory links
Associations



Behavioral science taps into the emotions and fast associations

Task, don't ask. We use dozens of tasks like these



How **fast**?

Christmas



Yes

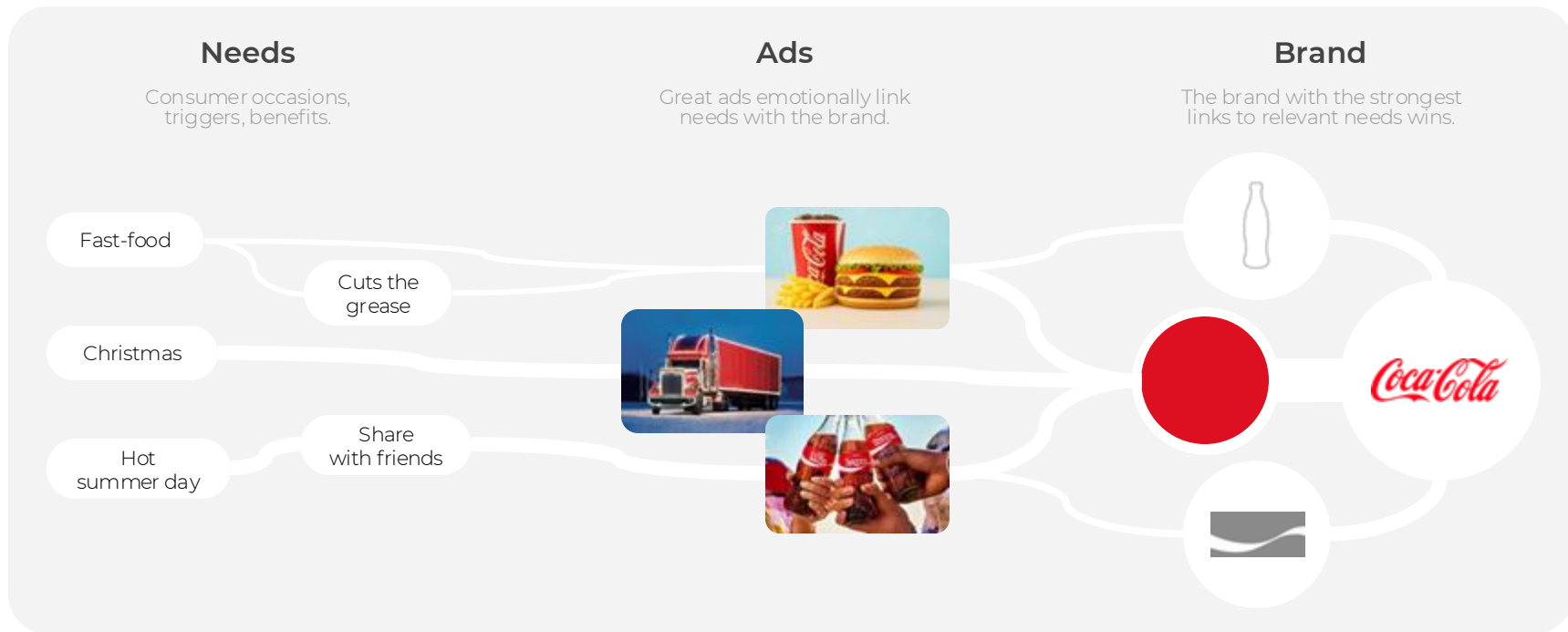
No

A **random 5-second** video snippet



Type a brand...

Because mindshare wins market share



Behavio: all the essential tools to grow mindshare fast

Market tracking

Track the unmet needs.
Find the best proposition.

Fast-food

Cuts the
grease

Christmas

Hot
summer day

Share
with friends

Ad testing

Pre-test and boost any
video, static or concept.



Brand tracking

Track your brand & rivals.
Spot gaps for fast growth.



Coca-Cola



How ads drive sales

Need

Hot
summer day

Neurons that
fire together,
wire together.

Brand

Coca-Cola

How ads drive sales

Need

Hot
summer day

But our brains
filter ads out



Brand

Coca-Cola

How ads drive sales

Need

Hot
summer day

Emotion

Emotion grabs attention
and boosts memory.



Brand

Coca-Cola

CT

uhaus 05/25

ineken 0.0

ter Bed

C: Lava Hot Wings

zy Vegan: Good life, the easy way (LITE - shortened version)

U: That's going smoothly (LITE - shortened version)

TEST T

Cor

Cor

Pre

Pre

Pre

Pre

VIDEO PRE-TEST 27 FEB 2025 ?

Micazu

NL POPULATION

DOWNLOAD SLIDES



Overall score
AVERAGE SCORE



Branding



Need



Emotion



02

Best dutch examples (2025)



VIDEO PRE-TEST 29 JAN 2025 ?

NL POPULATION

Lidl XXL



Overall score
HIGH SCORE 🏆



Branding



Need



Emotion



VIDEO PRE-TEST 29 JAN 2025 ?

NL POPULATION

Lidl XXL

84

Overall score
HIGH SCORE 🏆

94

Branding

84

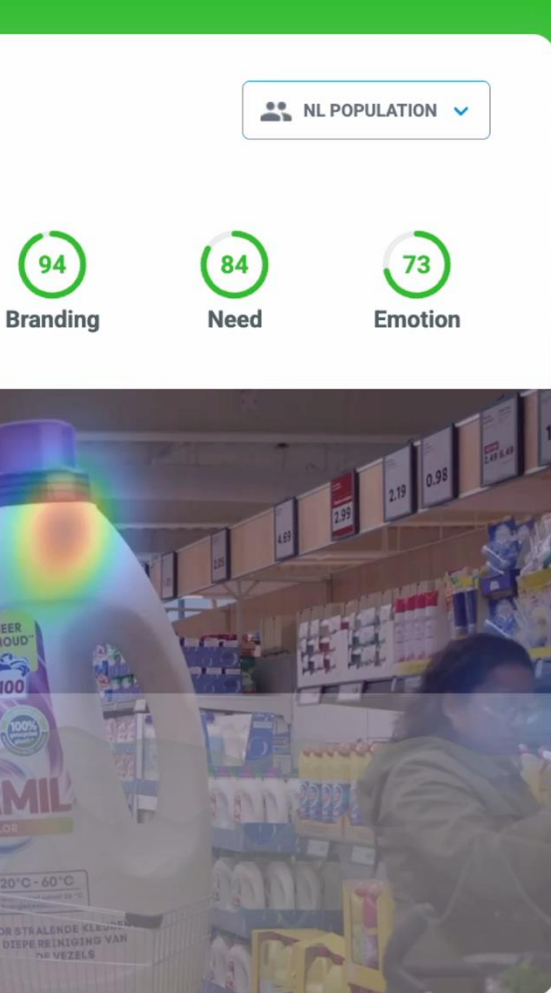
Need

73

Emotion

Attention heatmap





Overall score 84

Branding 94

Need 84

Emotion 73

73

Emotion

AT BUILDING UP EMOTION YOU ARE BETTER THAN 73% OF ADS. 🏆

Emotion shows how many people like the ad. [Learn more.](#)

EMOTION INSIGHT

69% of audience like the ad. Congrats, that's a great score! The average is 63%.

KEY METRIC

[SHOW EXPLANATION](#)

Positive emotion

69%

63% AVERAGE

DETAILED METRICS

[SHOW EXPLANATION](#)



Love



Smile



Neutral



Boring

VIDEO PRE-TEST 28 APR 2025 ?

NL POPULATION

Tony's Chocolonely



Overall score
HIGH SCORE 🏆



Branding

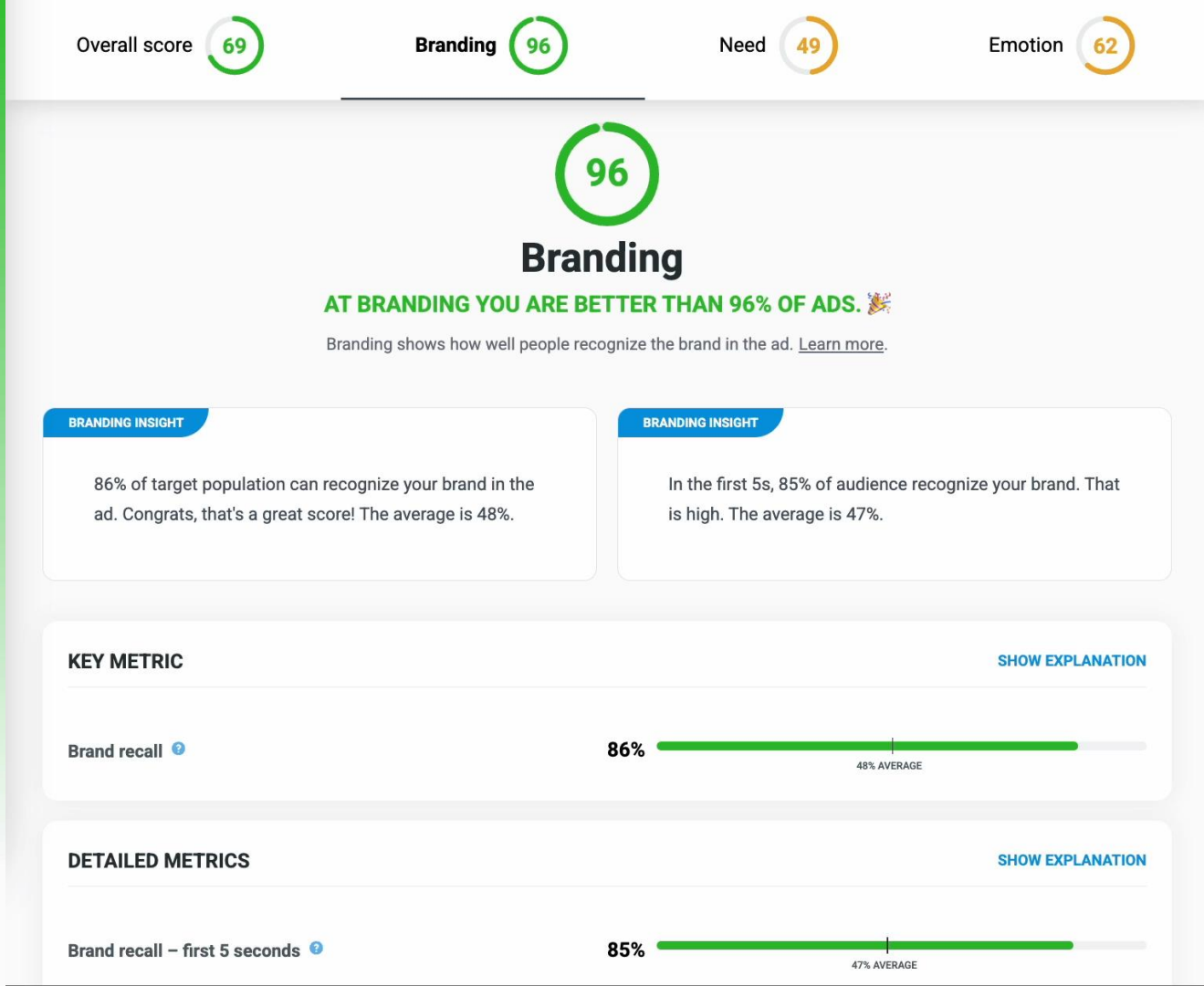
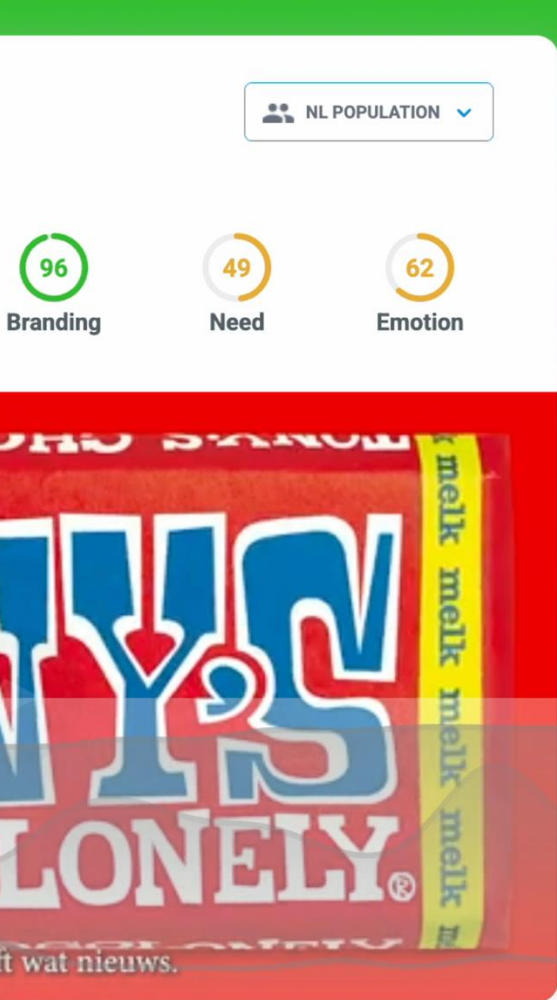


Need



Emotion





CONCEPT TEST 14 MAY 2025 ?

NL POPULATION

DOWNLOAD SLIDES

Heineken 0.0%



Overall score
HIGH SCORE 🏆



Branding



Need



Emotion



NL POPULATION ▼

DOWNLOAD SLIDES

95

Need

85

Emotion



Overall score 91

Branding 94

Need 95

Emotion 85

94

Branding

AT BRANDING YOU ARE BETTER THAN 94% OF CONCEPTS. 🎉

Branding shows how well people recognize the brand in the concept. [Learn more.](#)

BRANDING INSIGHT

81% of target population recall that the concept promotes your brand. Congrats, that's a great score! The average is 60%.

BRANDING INSIGHT

According to 83% of target population the concept fits to your brand. That's a great job! The average is 71%.

KEY METRIC

[SHOW EXPLANATION](#)

Brand recall ?

81%

60% AVERAGE

DETAILED METRICS

[SHOW EXPLANATION](#)

03

Small vs. big brand playbook



Same picture. 2-sec exposure.
We put 20 different logos in the corner.

Group A

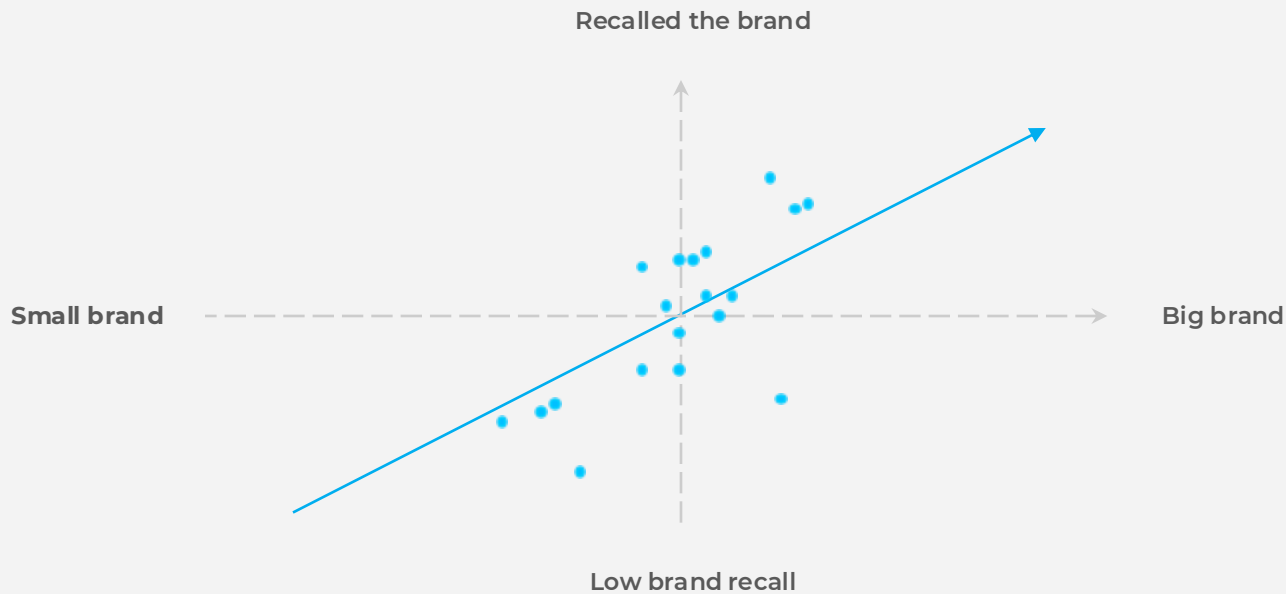


Group B



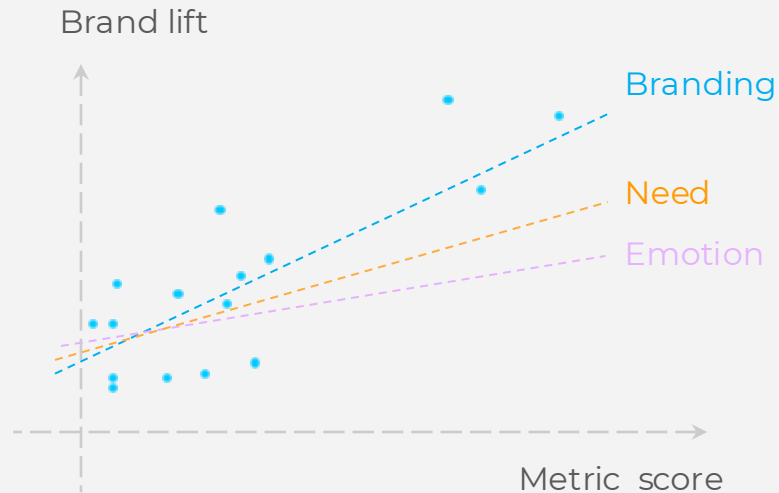
Type the brand

People recalled the big brands, & forgot the less famous ones

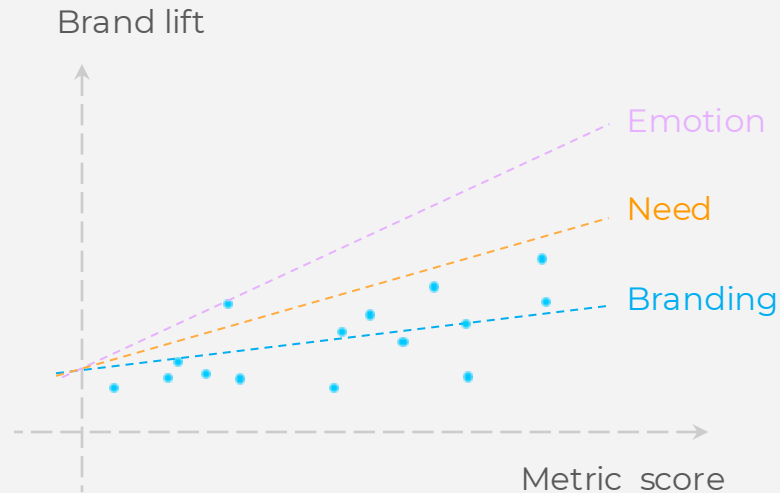


But the smaller you are,
the more important branding is

Small brand



Big brand



Small brand playbook

1

Heavy audio+video branding.

Corner logo or first second alone doesn't cut it.

2

Show **1 occasion + 1 need**, keep it across all campaigns.

3

Great emotional response helps, but don't let it overshadow brand and need.

Big brand playbook

1

Aim for **strong emotion** that boosts share of voice.

2

1 campaign = 1 occasion/need

Remind old, enter new – in separate ads.

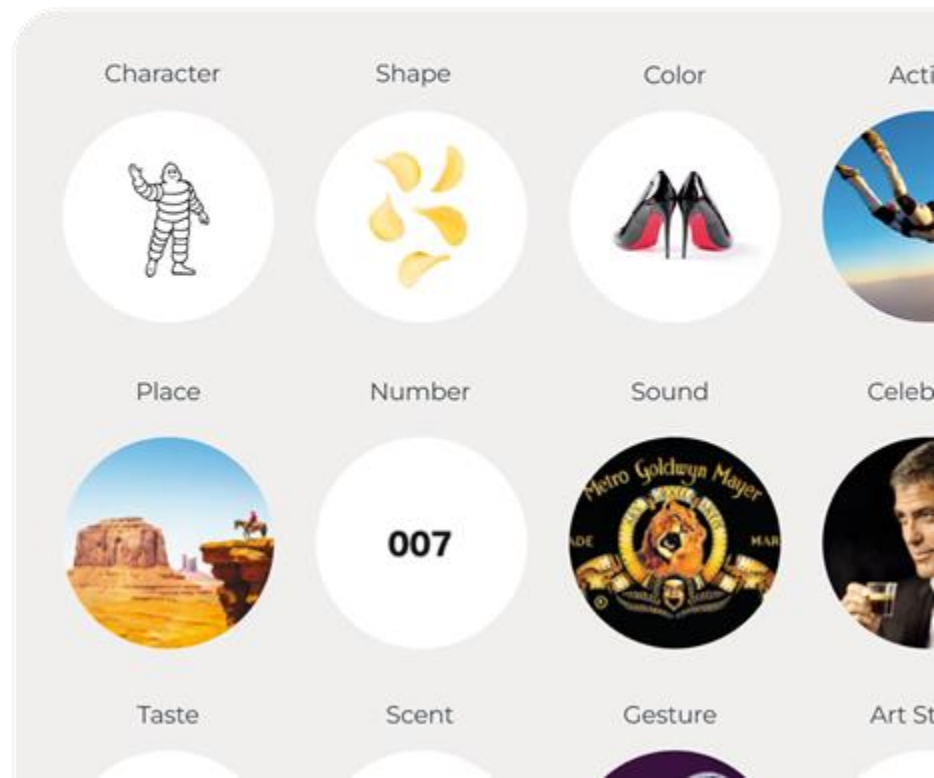
3

Branding in the first second and in the corner. Heavier works even better.



How to crack the branding?

Brand codes.



The most effective ads often use brand codes

Strong



Stronger





behaviorlabs.com

Behavioral methods, predictive to sales

95% of decisions are subconscious.
Use modern-day methods.



Easy

Easy to set up. Easy to read.
Fast. Great UX.

Great price

Fraction of the cost of the
traditional research providers

Actionable

Clear instructions to improve
effectiveness up to 11x times.

Expert support

Valued for “excellent customer
support” and “great expertise”

Thank you!

behaviorlabs.com



· B·E·H·A·V·I·O