

Testing ads before ~~launch~~ lunch

Can AI be trusted to
de-risk your creatives?

Client:

We just bought a TV slot
for tomorrow. Can we test
the creative *when we
make it?*



Let's start
with a short
quiz!

A



B









Attention is easier to guess...

👁 Attention

❤ Emotion

🧠 Recall



Easier



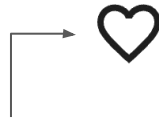
Harder

... because it's hard-wired
in our brains the most

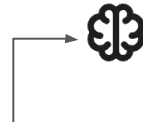
50ms
Attention



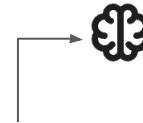
300ms
Emotion



1s
Memory
refreshing



2,5s
New memory
building



Can we predict brand recall?

5 layers of brand
recall modelling

✓ Logo

Is there a logo?

A



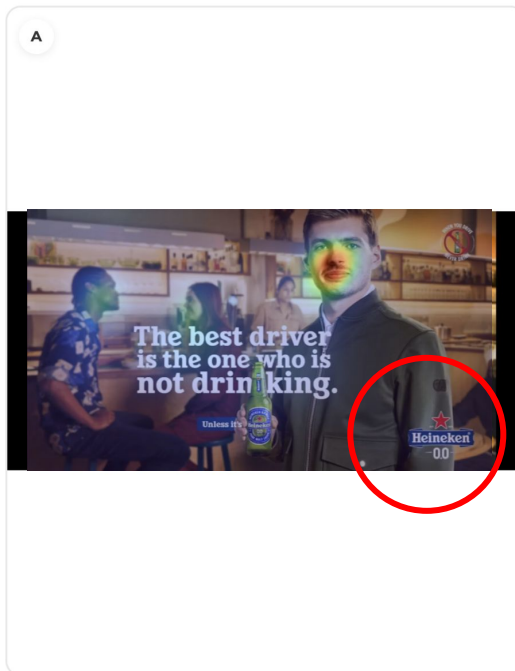
B



✓ Logo

✓ Where?

How far from the eyes?

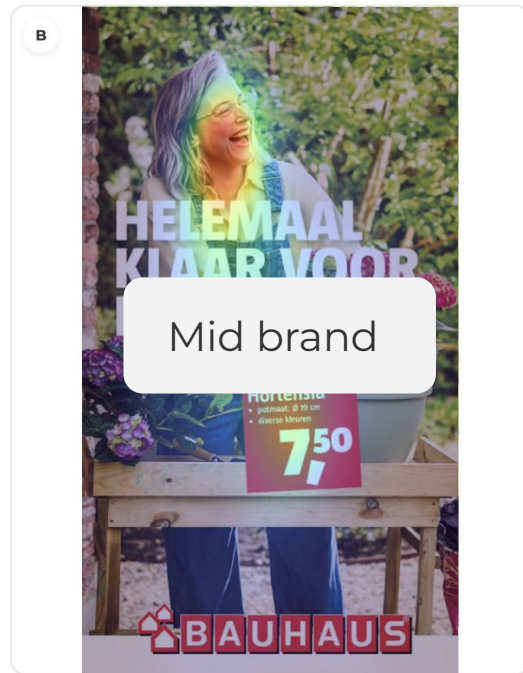
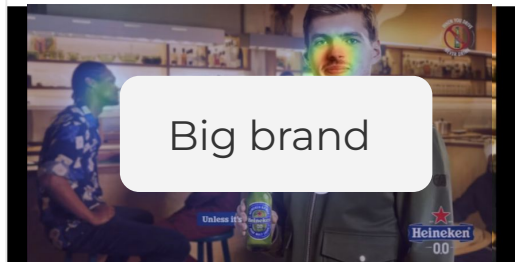
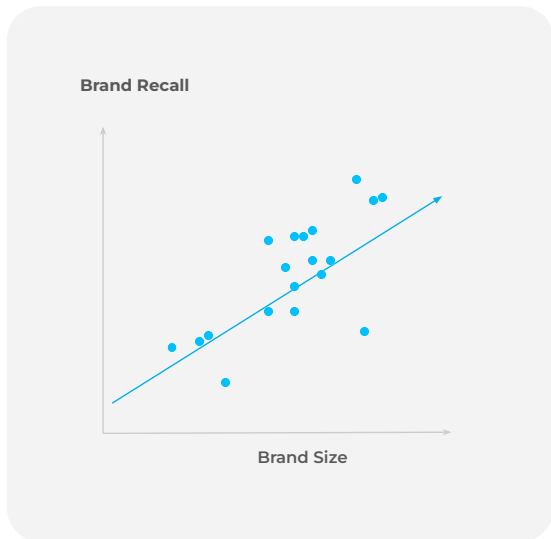


✓ Logo

✓ Where?

✓ Brand size

Big brands can go further from the eyes



Logo Where? Brand
size DBAs

Are there other brand cues?

A

Face**Color**

B



Logo

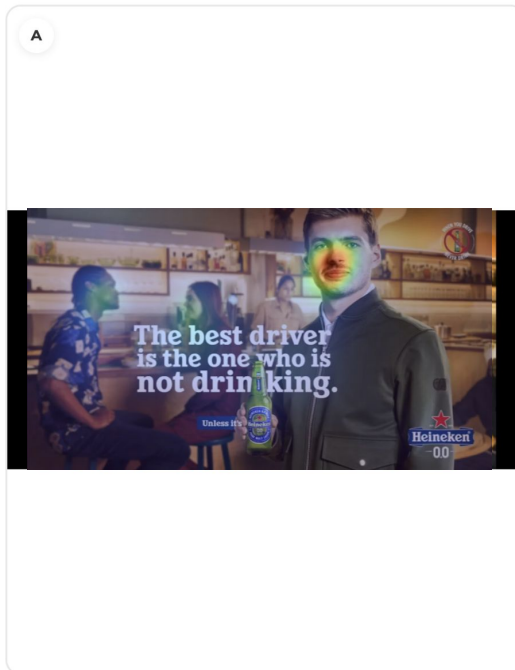
Where?

Brand size

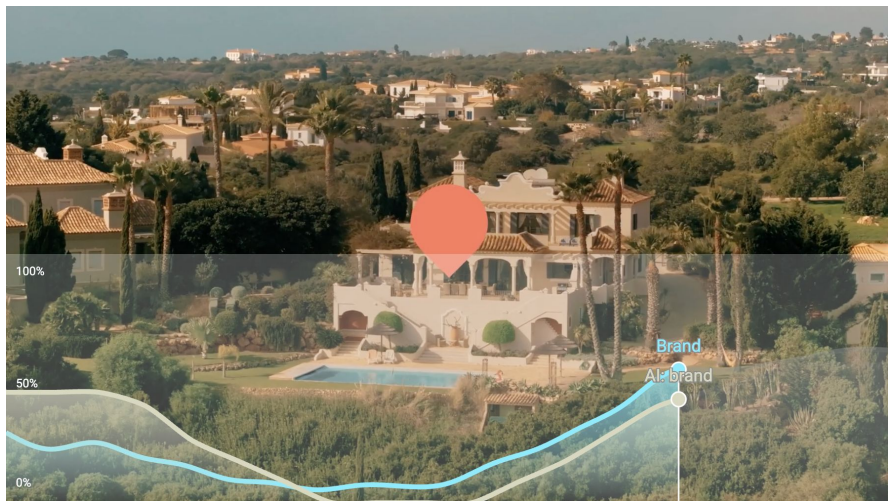
DBAs

Audio

Is there an audio branding?

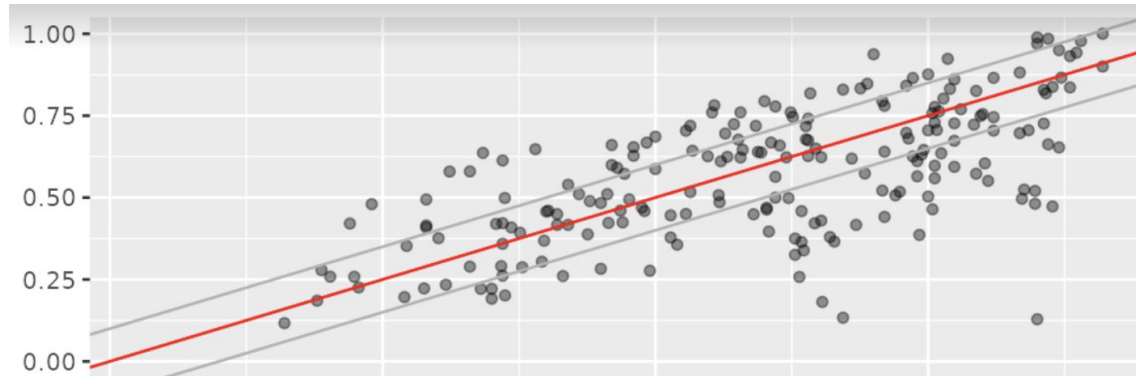


Results? You clearly see the branded moments



And it's so so at predicting the overall brand recall

53% ads in +/- 10%



Random sample of ads

**52% of Dutch ad views
have no brand recall.**

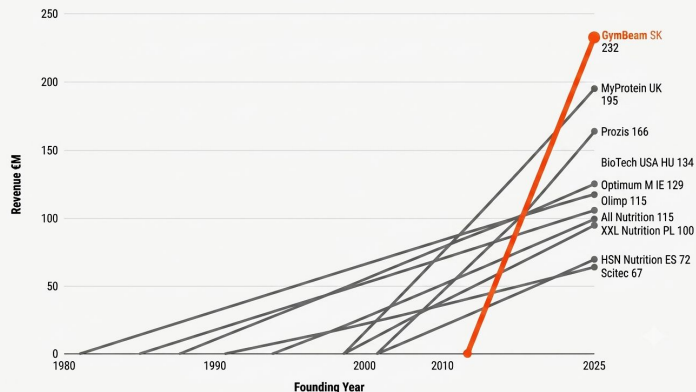
Case-study:

**Fast market entry
via branding optimization**



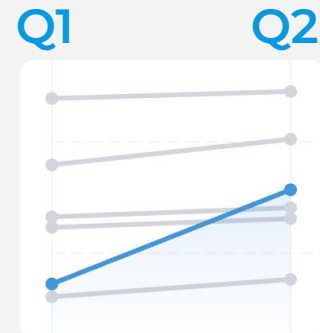
GymBeam

EU #1 sport nutrition, & the fastest-growing

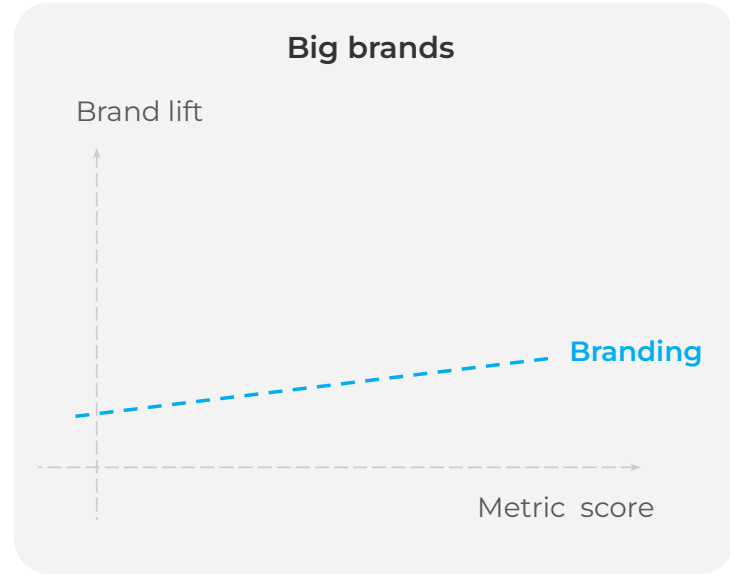
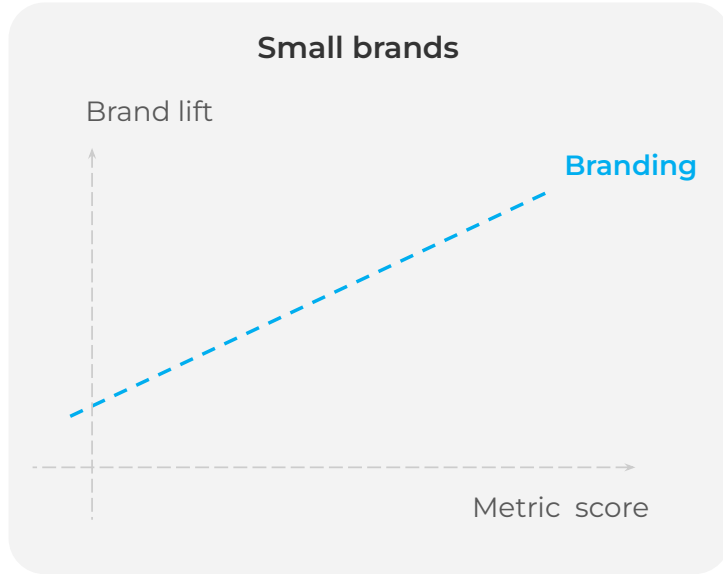


From #5 to #3 in three months

+121%
Awareness



For small brands, branding is crucial





GymBeam

100%

Brand

50%

0%

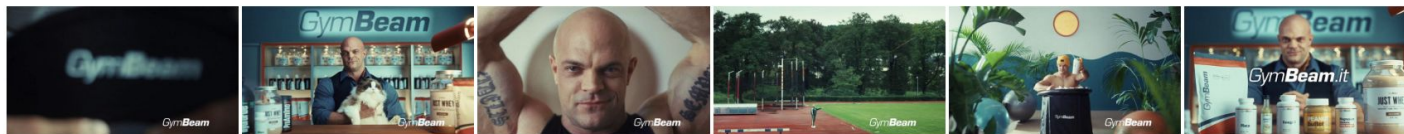
GymBeam

Before

Corner logo

Logo

Audio



After

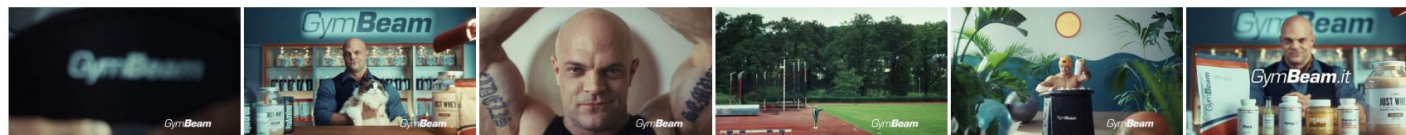
Corner logo



Logo

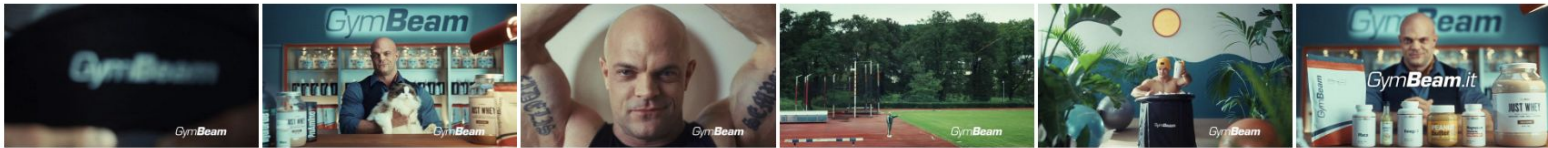
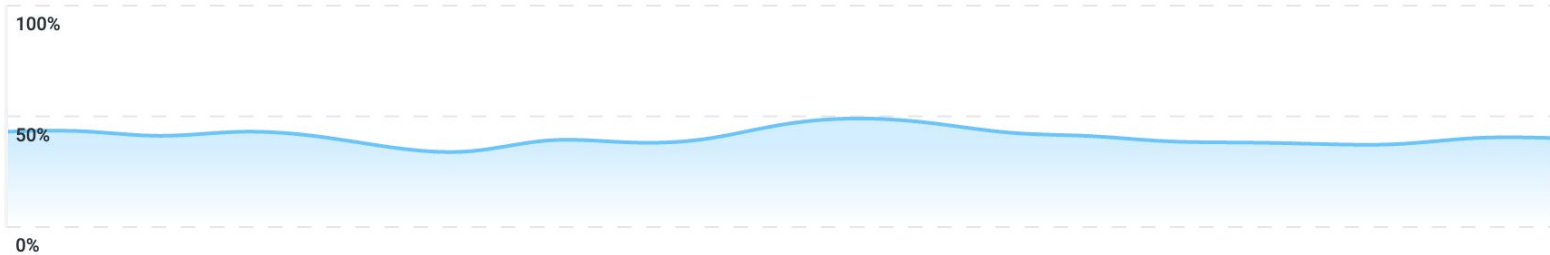


Audio



Even with such a branding, only 41% of viewers could recall the brand 🤪

Brand recall – during ad ?



Can we predict emotional reaction?

Uncovering
common patterns

We've found 100+ patterns that shape emotional reaction

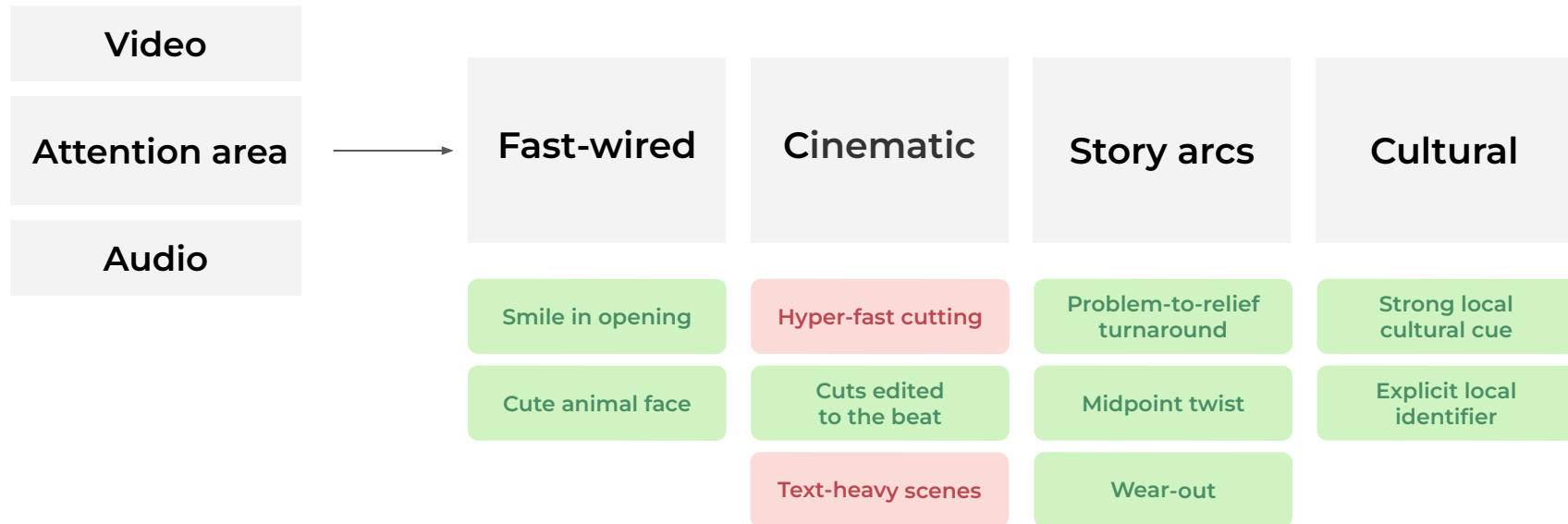
Video

Attention area

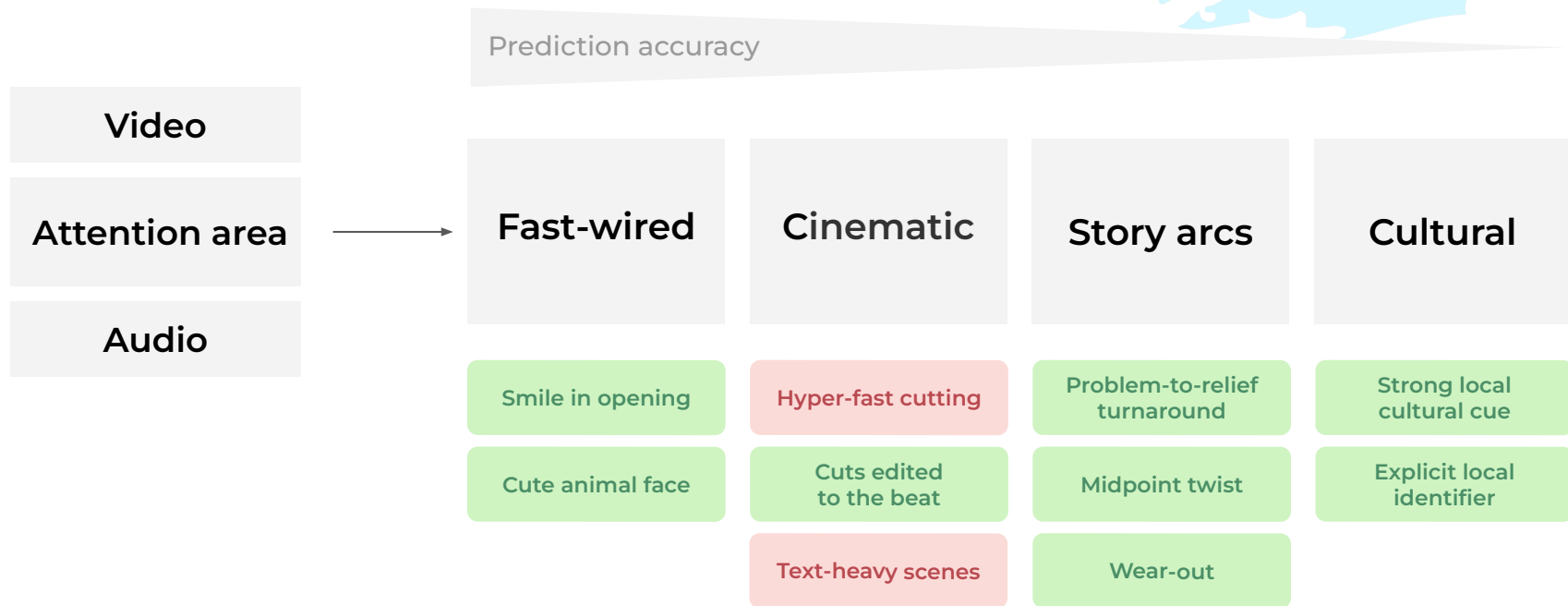


Audio

We've found 100+ patterns that shape emotional reaction

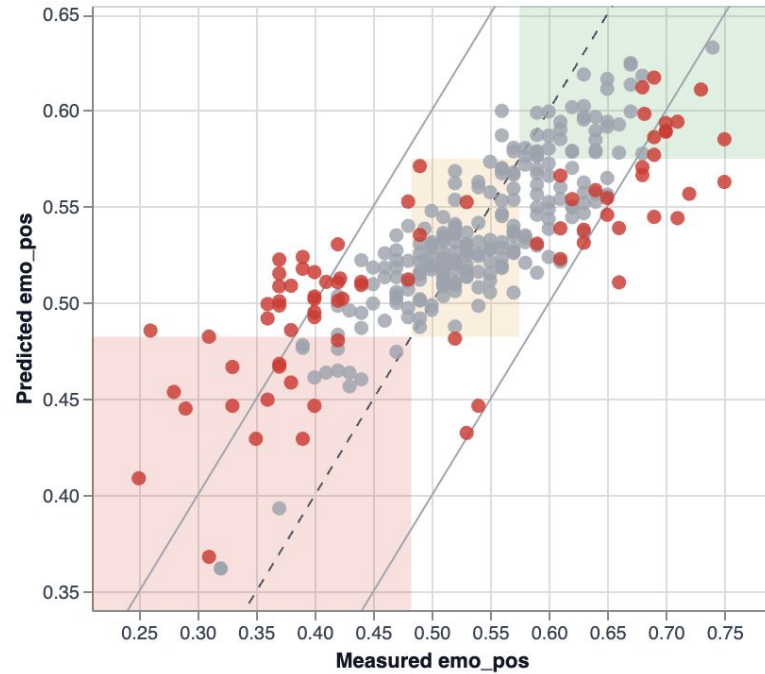


We've found 100+ patterns that shape emotional reaction



Emotion is 86% accurate

86,4% ads in +/- 10%



AI is good at safe ads. Risky creatives break it.

Safe creatives

Product oriented creative
Straight-forward stories

Fast-wired

Cinematic

Risky creative

- cultural references
- local cues & celebrities
- twists, turnarounds

Story arcs

Cultural



100%

50%
Emotion positive

0%



AI can predict safe-space creatives pretty well

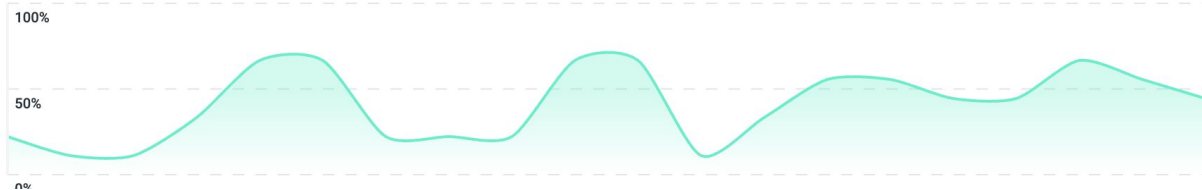
Real
people

Positive
emotion
59%



AI

Positive
emotion
53%



AI is good at safe ads. Risky creatives break it.

Cup a soup



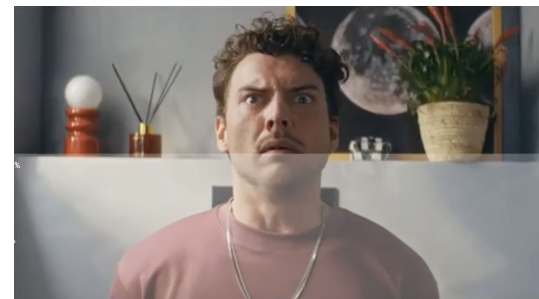
Getting rid of of a
long-term asset

Uber Eats



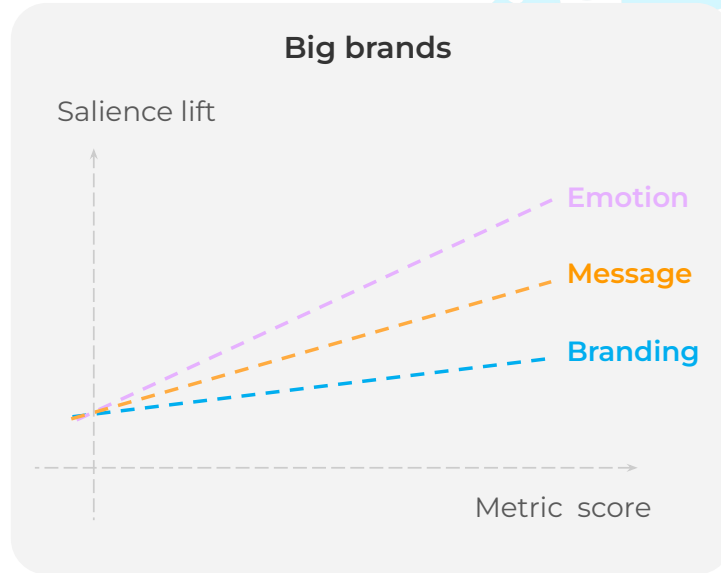
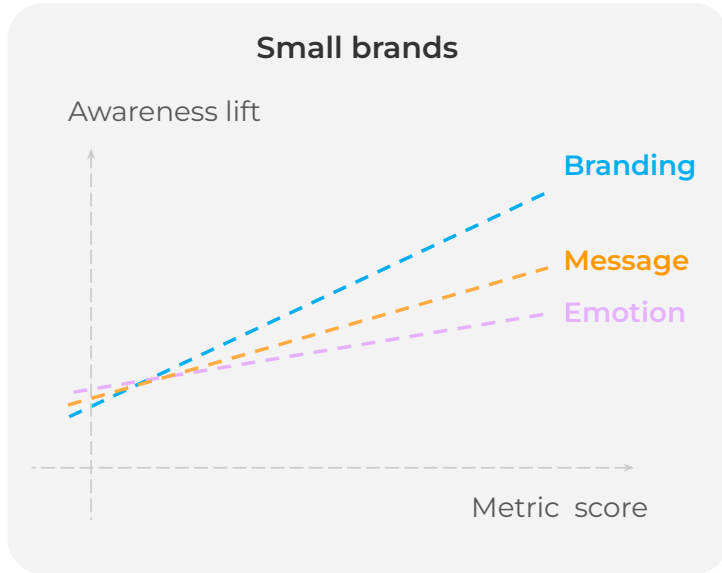
Franz Bauer is
divisive character

KFC Hot Lava Wings



Negative emotions
that should be fun

Small brands: play it safe and win.



The rule: AI for speed, Real respondents for risk

Test with AI

- No time
- Safe creative
- product first stories

Fast-wired

Cinematic

Test with real people

- Big budgets
- Localizations
- celebrities, local cues, negative

Story arcs

Cultural

·BEHAVIO



**Test your video
for free!!**

Marketing research with **clear next steps**

- Clear next steps
- Scalable
- Advanced behavioral methods

IKEA

GYMBEAM

NOTINO

DECATHLON

SAXO BANK

BUNQ

C

SPIRITS

500+ brands improved · 40+ markets tracked · 5.0 out of 5 ★



Marketing research with **clear next steps**

- Ad testing
- Market mapping
- Brand tracking

IKEA

GYMBEAM

NOTINO

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