Optimizing Public Service Advertising Campaigns with Applied Neuroscience

MAY 2017
We will cover:

Nielsen Consumer Neuroscience Methodology

Pet Adoption Case Study

Best Practices Summary
Public Service Challenges
Research Methodology Challenges

Conscious, articulated response
What consumers **CAN AND WILL** tell you

GOOD SURVEYS

Non-conscious response
What consumers **CAN’T OR WON’T** tell you

ONLY WITH NEUROSCIENCE
Nielsen Consumer Neuroscience Methodology

WHOLE HEAD EEG
32 sensors collect data

EYE-TRACKING
Pinpoints hot zones
Overview of Measures

Attention

Emotional Engagement

Memory Activation

Neurological Effectiveness
Shelter Pets: Background + Objective

2.7M shelter pets are euthanized annually

30% of pets are from shelters / rescues

Increase adoption rates
THERE'S AN AMAZING SHELTER PET WHO WANTS TO MEET YOU
Neurological Effectiveness

second by second
Facial processing (even in dogs) boosts emotional engagement

left hemisphere better at text analysis
right hemisphere better at visual analysis

Beware “attention vampires”
<table>
<thead>
<tr>
<th>Metric</th>
<th>Original</th>
<th>Revised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effectiveness</td>
<td>6.8</td>
<td>6.7</td>
</tr>
<tr>
<td>Attention</td>
<td>6.2</td>
<td>6.6</td>
</tr>
<tr>
<td>Memory</td>
<td>5.6</td>
<td>5.9</td>
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Individual Key Metrics (as estimates of the population) are significant at a 95% confidence level of +/- 0.2.
Petfinder database searches rose 28%
DO:

1. Allow audience to engage with faces

2. Synchronize sight and sound; use VO **and** text

3. Images on left; text on right

4. Tight lockup

5. Repeat key message; brand early and often

6. Highlight human touch & bonding
DON’T:

1. Cut off heads (from frame)
2. Put key visuals in the corners
3. Split attention between text and actors/narrative
4. Mis-match images and text
5. Leave holes in a storyline
6. Introduce counter-attitudinal perspective early
THANK YOU

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