



Q&A



# 1. So, what is Cognitive Analysis?

An innovative approach based on Cognitive Science that goes beyond consumers statements to evaluate the intrinsic power of your communication

Without using panel interviews, this methodology...

- Enables very early stage diagnosis
- Provides accurate and validated performance predictions
- Leads to actionable re-work improvements

## 2. When should I use it ?

The program is designed to be used at a very early stage of the creative development.

For TV or Digital copies, it could be:

- Script: the description of the story
- Or Storyboard: images and description (including dialog, VO wording...)
- Or Animatic
- ...

For other media :

- Rough project
- Or Mock-up

Of course, the analysis could also be run on finished version, or as a 'post-test' for a deep diagnostic if needed.

## Examples of tested material:



### **Script**

(Text with, depending on availability creative intentions from the agency)



### **Storyboard**

(images with descriptions/ intentions and/or VO)

### 3. How are scripts or storyboards tested ?

Our approach envisages the finished copy. Assessors are briefed and integrate all the creative intents into the analysis: the music, the VO, special effects...

Thus, the storyboard is not evaluated as a « still material » but as a project for a real film.

However, of course, there're things that are still undetermined at a storyboard stage. This is why the analysis calculates impact indices but also their potential to increase with the finalization.

.

## 4. What do I need to provide ?

Impact Mémoire only needs 2 inputs :

- The asset/ material to be tested
  
- A brief including ...
  - Brand and competitive context
  - Communication's objectives
  - Target and Brand's/ Product's level of awareness

There is no questionnaire to be checked nor translated.

## 5. What will be analyzed ?

The approach will focus on :

- The ability of the copy to stand out once on air
- The ability of the communication to be linked to the category, the brand and the product
- The ability of the execution to deliver the indented message
- The ability of the message to have an impact on purchase

## 6. What Cognitive Analysis will not tell you :

Impact Mémoire assumes that you have validated several things before the copy pretest :

- the consumers insight on which is based the message
- the product concept relevance
- the Egeria (awareness level, image, suitability to the brand...)

Thus, the heart of the Cognitive Analysis won't focus on product or message or Egeria relevance.

It will provide you with performance score as if it's the right message for the right product.

## 7. Is it comparable to other methodologies ?

It's complementary. We don't recommend to stop running other kind of researches. But when it comes to assess the intrinsic creative idea power at early stage, Cognitive Analysis is more accurate...

Compared to a qual, it works at early stage but it will also provide you with indices.

Compared to a quant, it is as accurate but could be conducted with a material that is not finalized. It could also focus on specific points with more details and explanations.

## 8. Is it International ?

The approach is based on a strong scientific fact: consumers' brains all work the same way. Only a few cultural differences cause variations (ex: Money, Nakedness, Humor).

This means that campaigns should be evaluated in 2 steps:

- From a single point (IM! Office) to reveal the Universal Cognitive process
- Followed by a local validations through IM! network of local correspondents (semioticians and qualitative researchers) to determine whether some elements of the communication could be perceived differently and this impact performance scores

Thus, you'll get the way your communication specifically work in the countries you are targeting.

## 9. Is it an expert opinion ?

No. The Analysis is written by an assessor, but is based on a computer assisted program (with more than 150 prompted questions) derived from Cognitive Science following 10 years of R&D.

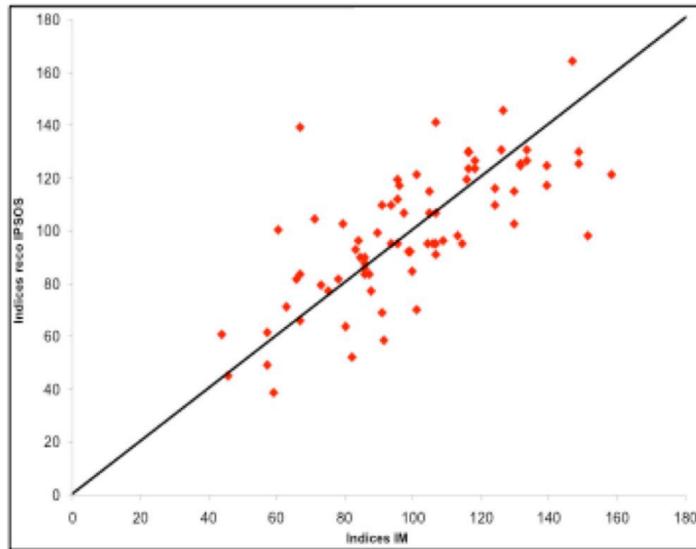
Furthermore, the analysis process is built in a way to guaranty objectivity with 4 assessors who run the program independently before merging their answers to validate the consistency.

## 10. Who fills out the grid/the Impact Program® ?

Assessors have a dual background : cognitive science and communication

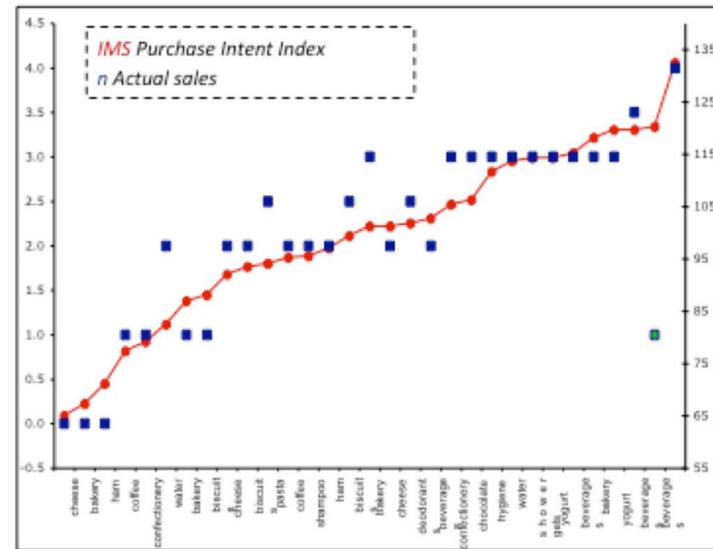
A new assessors has a training period on the Impact program before he/she becomes independent on an evaluation

# 11. Has the methodology been validated ?



IM Impact index vs  
Recall scores from post-testing

**Correlation 72%**



IMP Sales Index vs  
Actual sales

**Correlation 85%**

A long R&D phase has preceded the launch of our Impact Program, which included a validation phase.

Correlation scores have been calculated between our IM score and quantitative post-test scores (Ipsos) and our IMP score and actual sales

IMPACT MEMOIRE  
33 rue la Fayette - 75009 Paris  
01 58 56 23 90

[www.impactmemoire.com](http://www.impactmemoire.com)

Melanie Berger – Directrice clientèle  
mberger@i-memoire.com  
06 50 65 94 14