

CASE study.

IMPACT MÉMOIRE

EASY SCAN

Number of routes : 2 new + 1 current
Tested material : Print – HD image
Category : Beauty
Product : Corporate campaign

Rework of a Print / OOH campaign for a new airing, with the objective of testing this new version compared to the previously released campaign and obtaining recommendations in a short time frame.

Context

Our client wants to understand the performance of the revised Print / OOH campaign for a re-release by comparing it to the current campaign. The corporate campaign focuses on the advertiser's CSR commitments. In addition to validating the right direction of the rework and obtaining optimization leads to improve their effectiveness, they want to obtain cognitive insights on the visual structure, on brand recognition, and on the different tagline variations.

The advertiser also has timing constraints and needs the results within 4 business days. Without consumer interviews, and through the use of cognitive science knowledge, Impact Mémoire can provide a rational analysis in just a few days.

Solution

A Cognitive Analysis® is performed with our tool Easy Scan that relies on cognitive science knowledge to obtain an overview of the cognitive strengths and weaknesses of the rework. The diagnosis is based on the key cognitive processes for memorization and advertising effectiveness (Attention, Emotion, Interest, non-conscious, etc.) and highlights potential warnings and provides optimization leads.

Results

The rework carried out by the advertiser has improved in performance on both formats (print / OOH). Indeed, the overall aesthetics of the visual and the homogeneity of the information have been improved, allowing for better levels of attention and emotion.

However, the main issues identified on the current campaign (perception, information prioritization, brand attribution, and engagement) are still challenged on the new designs. The brand logo is either too low in priority compared to other elements or is outside of the reading path. As for perception, it is made difficult by a dense text that does not invite reading, reinforced by the absence of the QR code.

Comments have been added on the different tagline options.

Conclusion & recommendations

The performance of the new design can be improved by:

- Enhancing engagement through better highlighting of the tagline.
- Ensuring Brand attribution through a logo that is included in the reading path and stands out from other elements, and by stronger highlighting of the Brand's commitment in the text or tagline.

EASY SCAN
ANALYSE DE LA PERCEPTION (EXEMPLE DE TEXTE)

Corporate campaign 2023 / Print

Automatic and voluntary attention: some cut-through provided by the dominant blue, the woman's profile and blue eyeliner and large typo (100%)

Perception / Understanding: Reading path is fluid and perception eased by a tagline easier to access (readability facilitated on 3 lines vs. 6) + saliency but a body copy that is quite dense with the elements put forth and a secondary tagline with less stand-out

Emotions: A visual with aesthetic power, expressive of purity. Aesthetics and homogeneity of the layout contribute to improved emotions

Interest: Some interest provided by the 100% mention (a number that is unquestionable) but a viewer that could be deceived by the content of the body copy ("light" vs. "becomes our first waterproof factory"). QR code removed

Attribution is at risk: A brand that closes the copy but that does not stand out due to small size and lack of contrast (no differentiation from other elements) – and could appear overshadowed by the density of text placed above

COMPARISON / TAGLINES

<ul style="list-style-type: none">+ Consistency with image favors immediacy.- Still a PET notion that might not be understood and a blurred plastic bottle that could limit immediacy> Will the date be changed and % adapted ?	<ul style="list-style-type: none">+ A date that could place the Brand as a pioneer- But a date that tends to stand out on its own : for more immediacy, should "since" also be highlighted ?	<ul style="list-style-type: none">+ 100% and "all" : elements put forth are specific and easily apprehensible+ A date that could be seen as "close" favoring engagement- No link between visual and tagline - challenging understanding	<ul style="list-style-type: none">+ A number that cuts through- But a proof that is difficult to apprehend / materialize	<ul style="list-style-type: none">- Could 57% be counterproductive ? (a number that tends to unconsciously ask why not more ?)> Will the date be changed and % adapted ?