

CASE study.

IMPACT MÉMOIRE

SCREEN & SELECT

Number of routes : 2
Tested material : SB
Category : Pharma
Product : Lip Balm

Screening of creative routes in view of development of future campaign for a lip balm Brand. This pre- test's objective is to select the route with the highest potential and identify key routes for improvement.

Context Our client has two objectives : become a key reference in its category and put forth its specificity vs. competitor thanks to a new TV campaign. The advertising agency presented 2 creative routes.

Amongst the proposed storyboards, our client wishes to identify which route has the strongest potential in leaving a trace in mind – and which route best translates product's RTBs and communication's objectives.

Impact Mémoire was able to screen the creative routes presented as storyboards, without bias linked to non-finalized material (without consumer interview, Impact Mémoire can intervene as early as 1st creative intentions)

Solution

A Cognitive Analysis® is conducted with our tool SCREEN & SELECT

Results The assets presented very distinctive creative concepts and parti-pris – as expressed in performance scores obtained.

The SB « Route 2 » appears as the route with the strongest potential to leave a useful trace in mind.

In fact, SB « Route 1 » mostly relies on Automatic Attention at the expense, in part, to Product Attribution, limiting its overall performance.

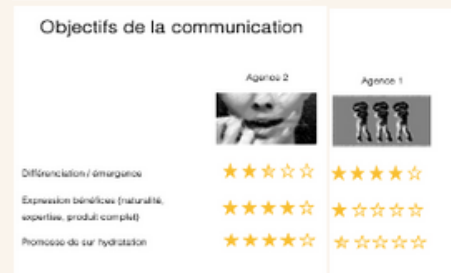
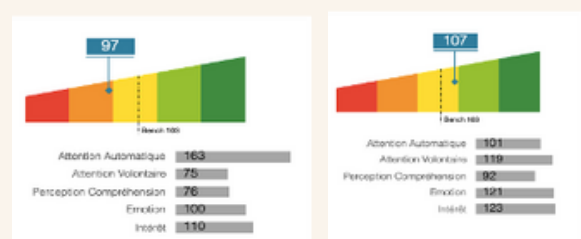
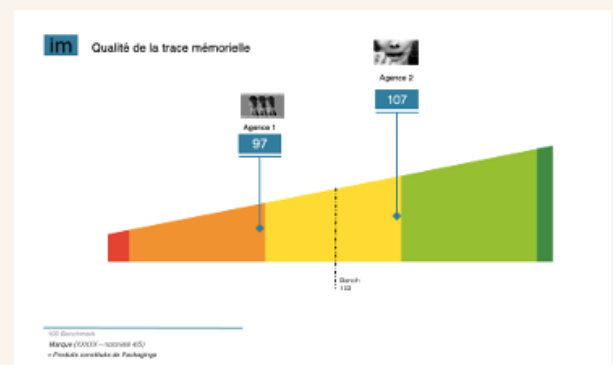
« Route 2 » route stands out thanks to semantic fields such as naturality, well-being, efficacy and expertise well put forth (in line with Product RTBs) – while activating emotional inputs. In addition, this route still presents improvement potential (in view of rework) that would enable to reinforce its memory trace potential and reach over-performance zone (green)

In regards to understanding of benefits, SB « Route 1 » does not express notion of naturality and hydration that are key element to put forth while SB « Route 2 » clearly expresses these benefits both visually and through the VO.

Conclusion et recommandations

If route « Route 2 » is recommended, improvements in view of rework are presented :

- reinforce perception by limiting the density of the VO (reduce VO by selecting key elements to put forth)
- reinforce emotions (favor the presence of a full face vs. zoom on mouth only)
- reinforce attribution by presenting the Brand sooner in the copy and by reinforcing the link between the signature (tag line) and category.



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