IMPACT MÉMOIRE

COGNITIVE PRE TESTING WITHOUT CONSUMER INTERVIEW
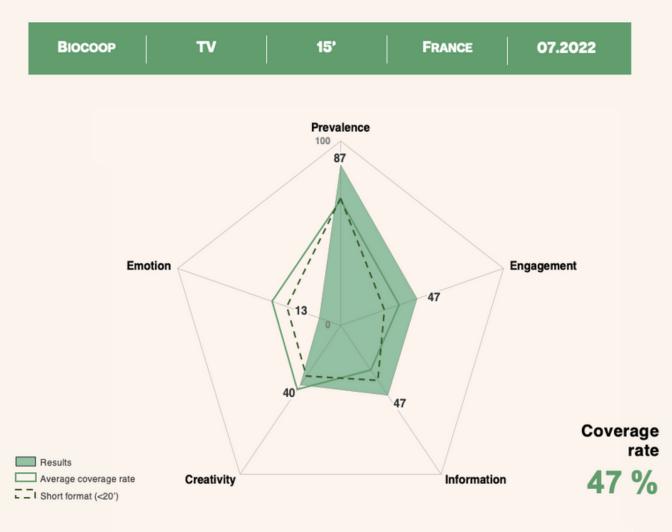
SINCE 2001

IMPACT *POSITIF*

2024 |

CASE STUDY IMPACT POSITIF

In a short format context, a film with some strength thanks to the central role given to CSR message and the tangible information provided. A film whose emotions are limited due to the creative parti-pris.

BIOCOOP	TV	15'	FRANCE	07.2022

Coverage rate

47 %

Legend:
- Results
- Average coverage rate
- Short format (<20')

Radar chart values: Prevalence 87, Engagement 47, Information 47, Creativity 40, Emotion 13

The Positive impact of the communication is assessed through the intrinsic performance of 5 key criteria that can influence viewer's responsible behavior :

PREVALENCE
+ A predominant message centered on packaging eco-design, conveyed through the text/VO (eco-design...) and the mise en scène (reuse of lid).
+ Implicit elements : birds singing, bulk jars in background...

CREATIVITY
+ Despite a simple setting, a certain creativity that highlights the message: the VO accompanies the mise en scène of old vs. new yogurt, zoom in on product, the tone of voice.

EMOTION
+ A question " you never know where to throw the lid ? " in parallel of the gesture that provides potential humor.
- But an emotional lever limited by creative choices: informative film, tone of voice devoid of emotion, a character whose face remains unseen...

ENGAGEMENT
+ Concrete gesture that illustrates the message : reuse of plastic lid
+ A film that addresses the viewer "you never know where to throw the lid ? Keep it."

TANGIBLE INFORMATION
+ Tangible information: eco-designed yogurts, without lid, 4 tones of packaging saved

A predominant CSR message, yet emotions could be strengthened, and some details could be provided:
➤ By playing on the humorous potential of the questions through the VO (playful tone, less formal for ex), or by exaggerating the mise en scène through acting for instance
➤ By providing more details on given information and the solution: how long it takes to save the 4 tones, how to get the lid...

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Balancing effectiveness and CSR message is possible !

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