

Trust the *strategy* *optimize* the execution

How we *leverage neuroscience* to
drive *stronger ROI* for your ads

Blake Lopezzo

Vice President, Consumer Insights for
North America at Molson Coors
Beverage Company

Surya Baburaj

Director, Customer Success
NielsenIQ BASES Ad Practice



Over the past 20 years, *technology has dramatically improved* our ability to *target advertising*

63% digital share of global media ad spend

34%

global penetration of smart TVs (2020)

Global smart TV ownership to exceed 50% by 2026



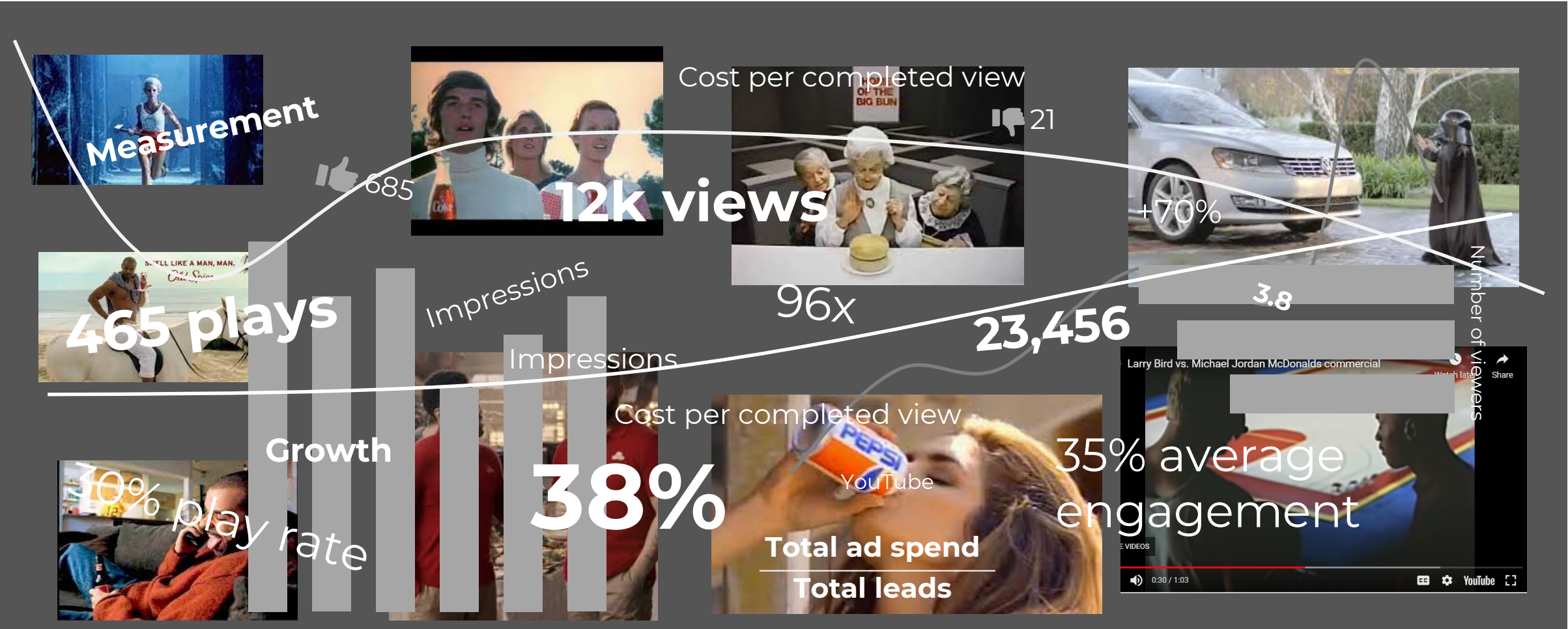
28%

projected '21 growth in programmatic digital ad spending (US)

Sources: [eMarketer](#), [Strategy Analytics](#), [Statista](#)

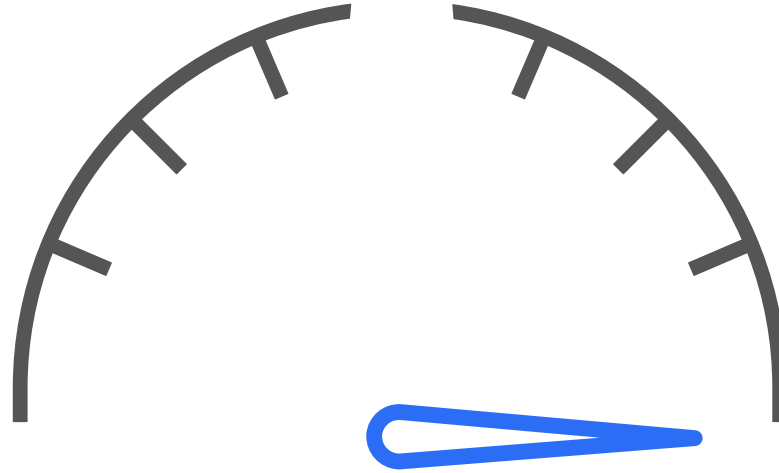
But have we lost balance?

Focusing on programmatic to the detriment of the creative



And has this made us lose sight of the power of creative?

Has the pendulum swung too far?



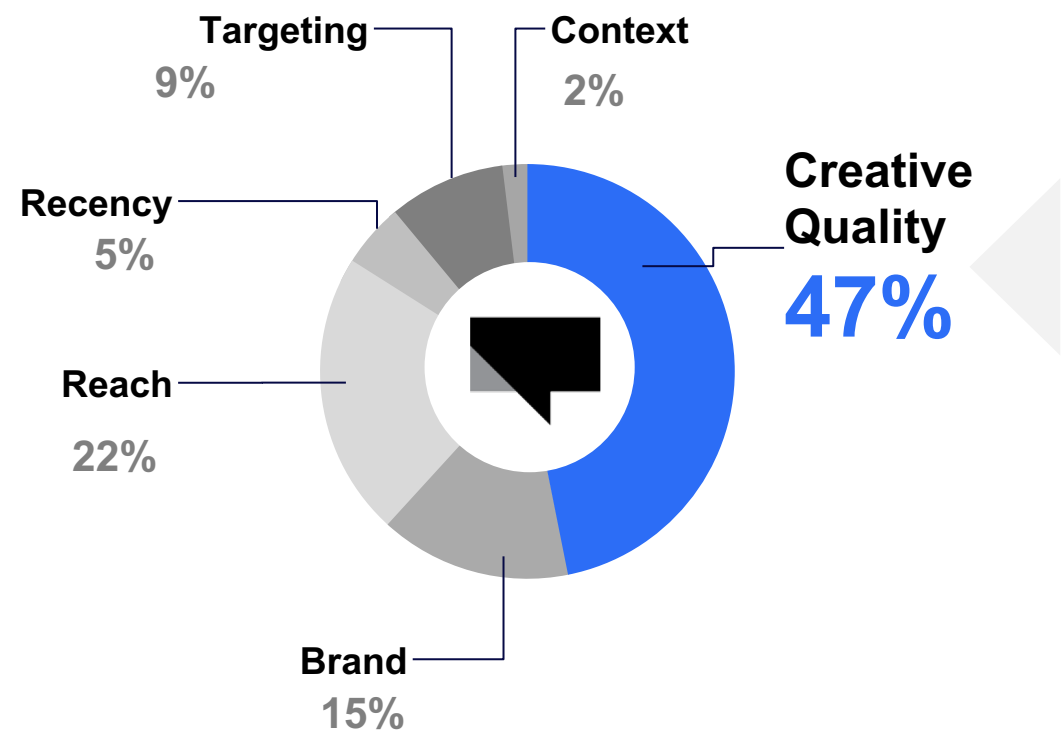
Creative quality



Left image source: [Slate.com](https://www.slate.com)

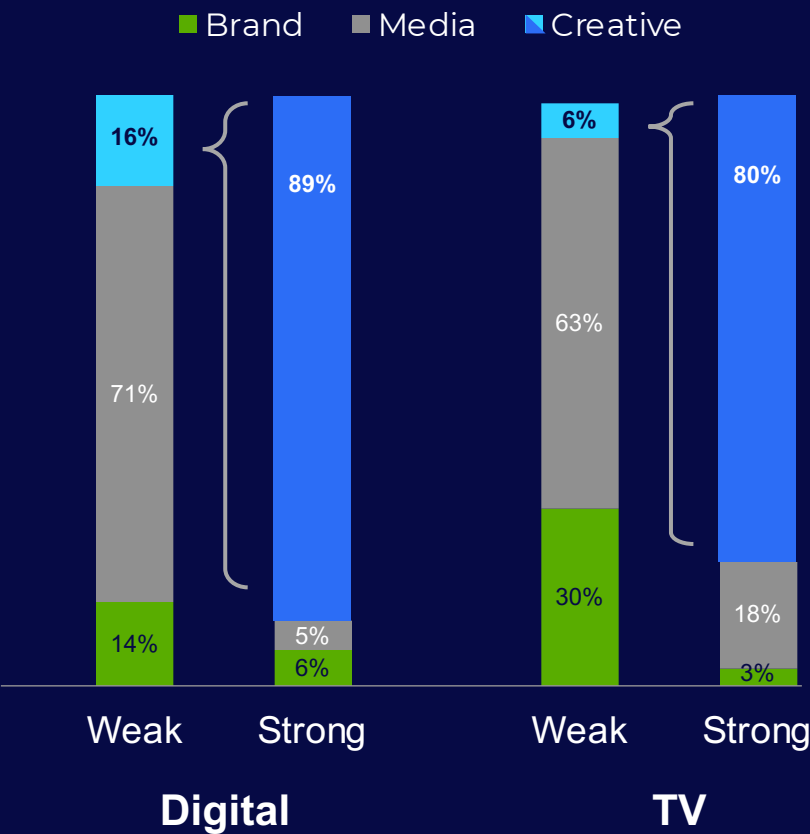
Highest proportion of ad ROI is driven by copy quality

Contribution of campaign elements to driving sales



Source: BASES Catalina Solutions, 500 campaigns across all media platforms, 2016-Q1 2017

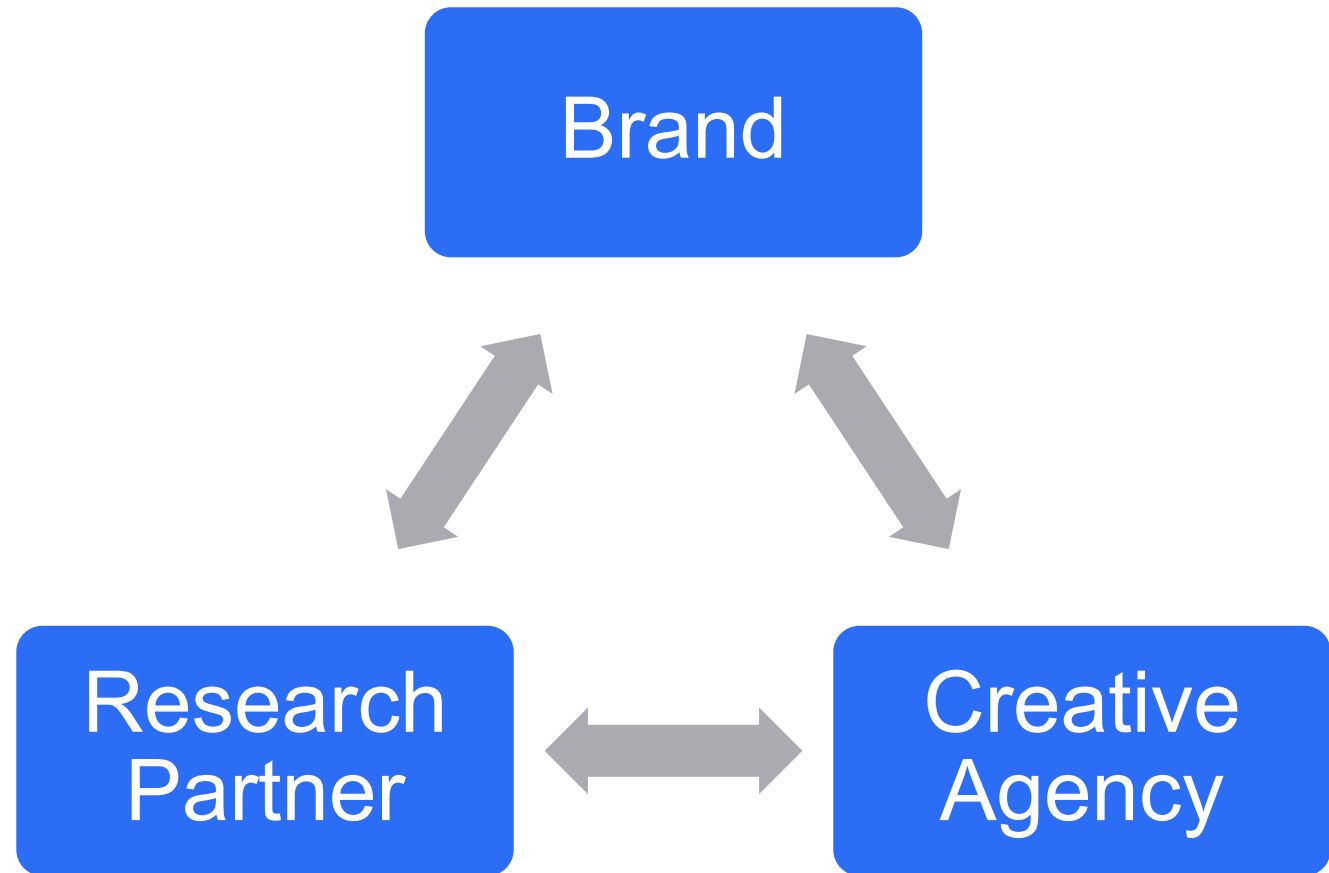
Sales contribution by creative performance



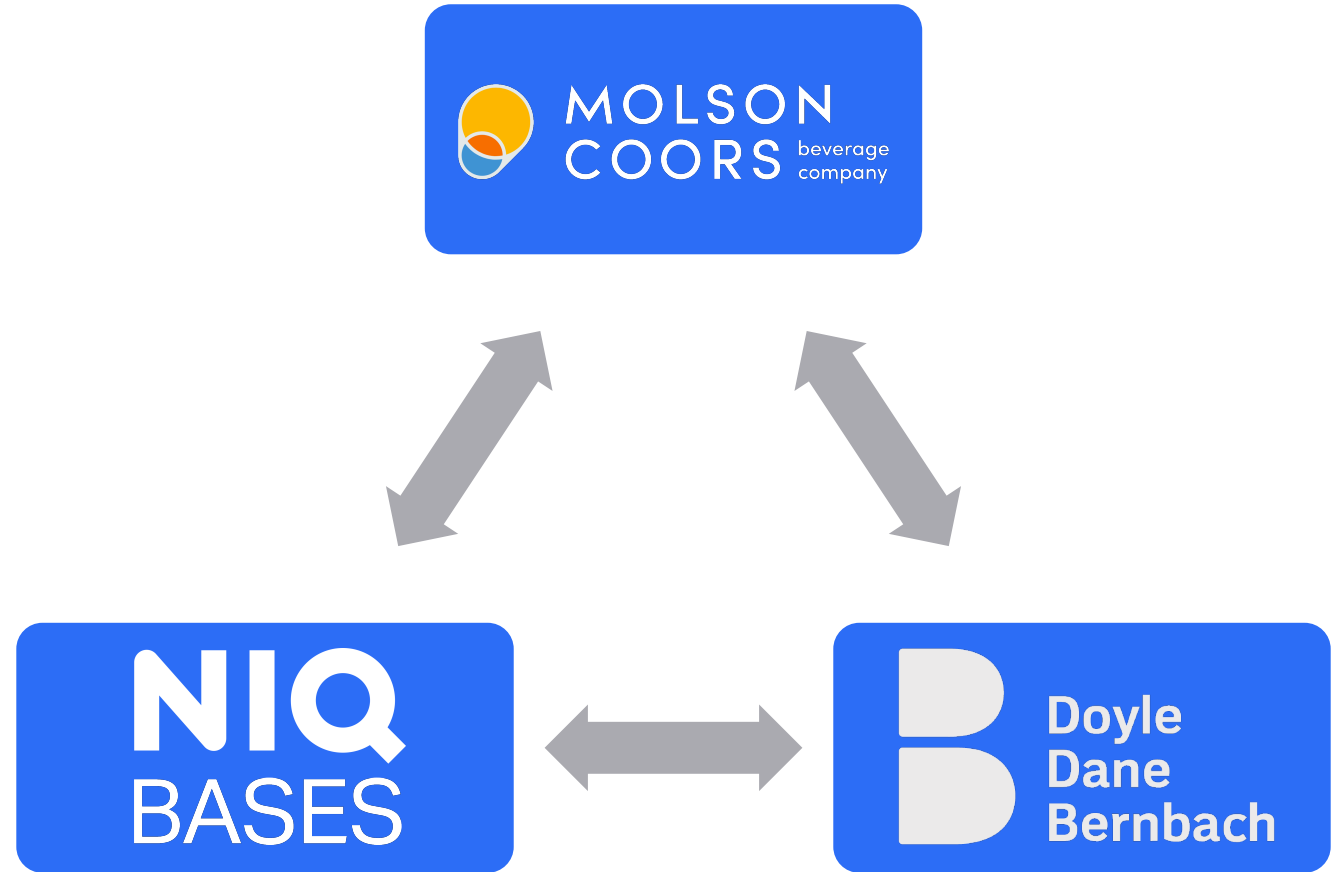
**Is it time to put
the creative back
in advertising?**



***Collaboration
ecosystem
+
granular human
truth
=
exceptional
creative***



Bringing this to life at Molson Coors



Re-framing the purpose of 'ad testing'

Did we qualify?



Did viewers experience the creative journey as we intended?

If not, how can we optimize?



Ways of working

Helping brand and agency feel *empowered by results, rather than stifled.*

Sharing the **creative brief** with BASES Ad team ahead of study

Tone of results do not stifle or alienate the creative process – **focus on optimization and thought-starters**, not judgement and prescriptions.

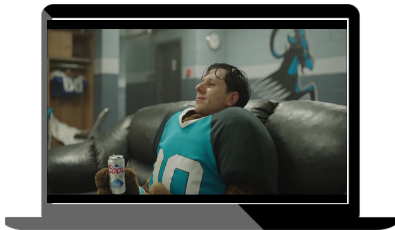
Documenting **'lessons learned'** in the form of brand or segment-specific **meta-analyses and case studies.**

Research team seen as extension of team – **embedded in creative process**

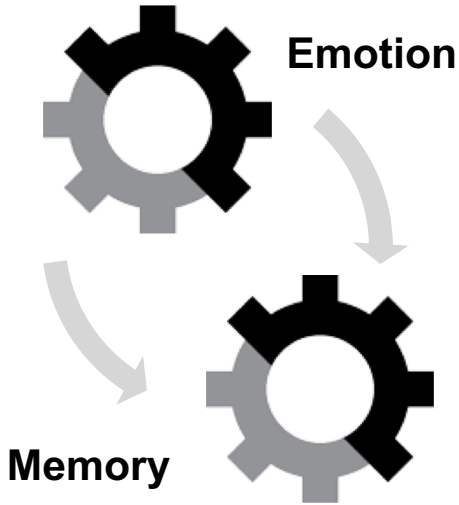
Enable **sharing & transferability of learnings** to maximize impact – making data & insights available in an effort of **transparency.**

Sharing *alignment* on how advertising works

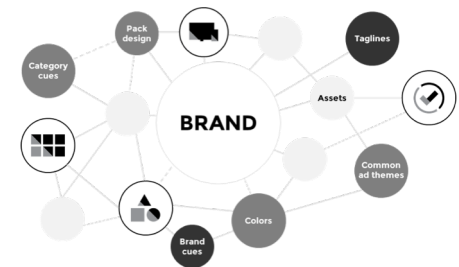
Successful creative delivers **emotionally relevant, memorable content**



Memory tags emotionally relevant content for future use.



Brand associations are composed of both **tangible/rational** and **emotional/non-rational** properties



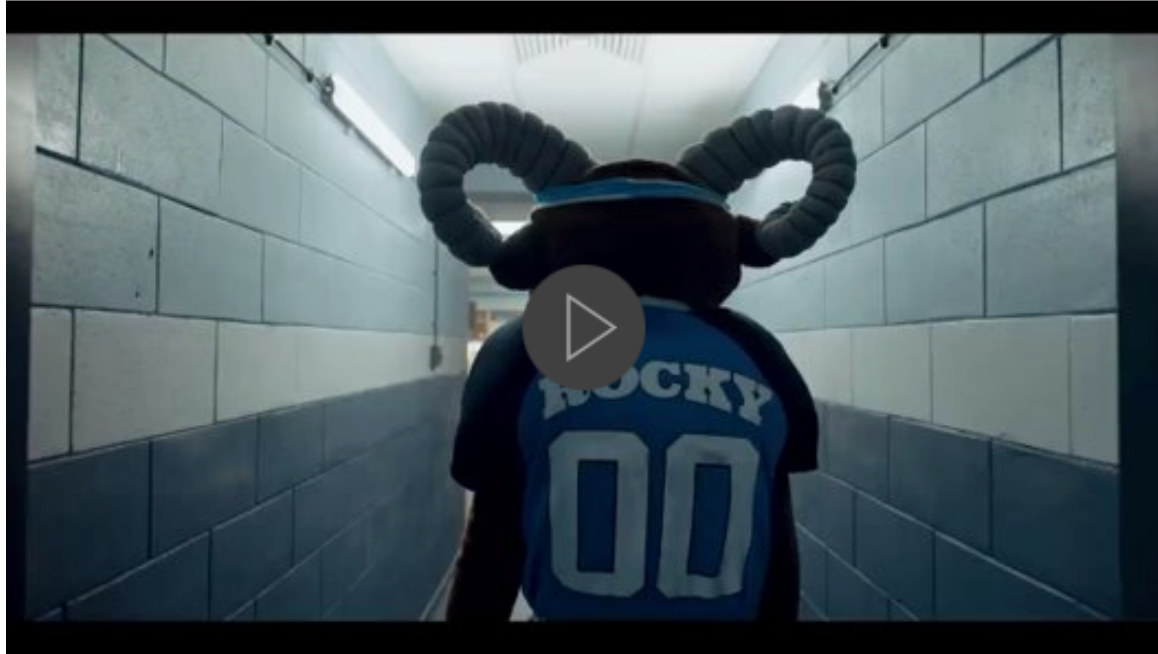
Understanding how our ads perform on these elements requires quality *implicit measurement* of **consumer reactions**. Survey alone only captures a part of the story

Testing using the EEG

Sneak peek at how it's done



Case Study: Coors Light Mascot Original



Length: 15 seconds

Key questions:

- How is the ad being processed neurologically?
- What are the strengths?
- Which elements can be improved?

Our focus for this project:



EEG

32 sensors collect data
500 times every second
to fully capture activity
across all brain regions

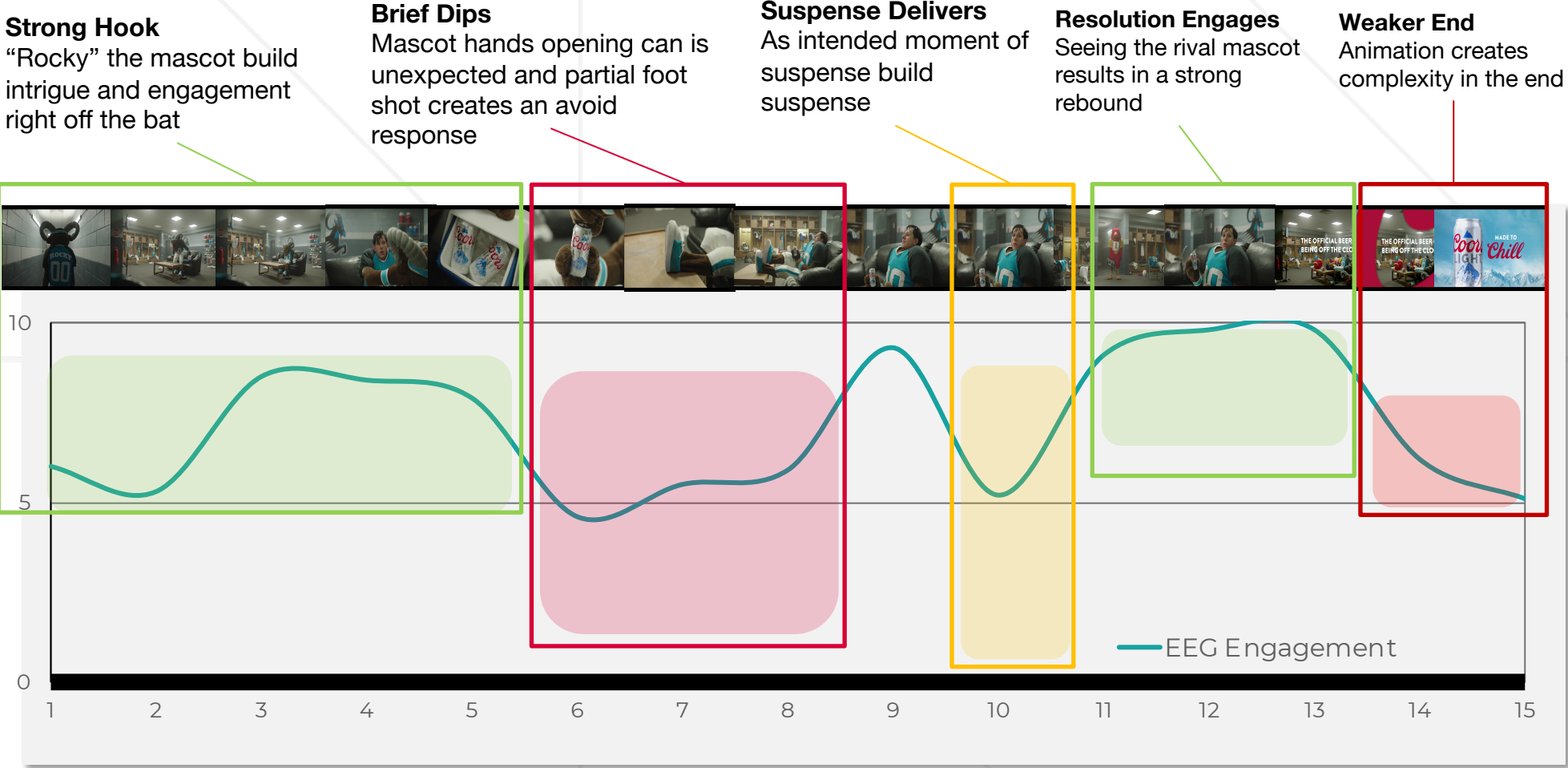
Eye-tracking

Pinpoints visual
attention to
content

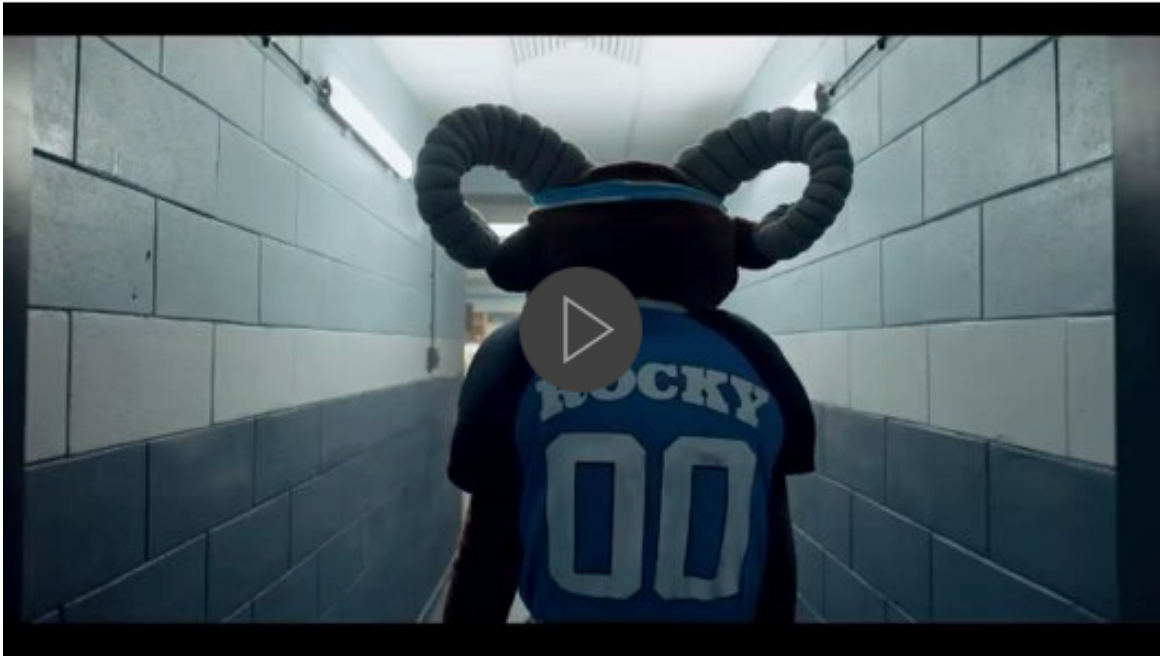
Strong creative idea that has the potential to be great with small executional tweaks

Quintile Ranking	Action Intent
80-100	
60-79	MASCOT
40-59	
20-39	
0-19	

Resonance Scale	Brand Resonance
Excellent	
High Strong	
Low Strong	COORS LIGHT
High Good	
Low Good	
High Fair	
Low Fair	
None	



Case Study: Coors Light Mascot Original



Length: 15 seconds

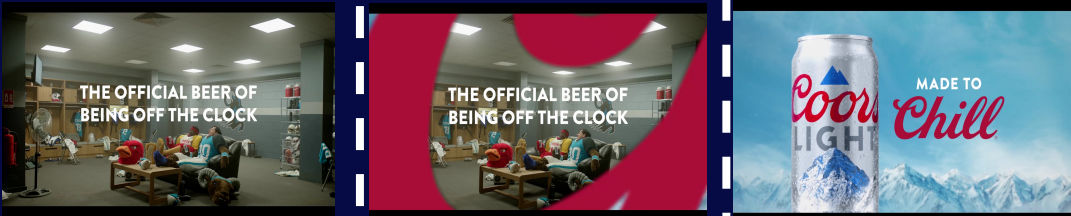
Original



Revised



Original



Revised



Case Study: Coors Light Mascot Original



Length: 15 seconds

Strongest performing
Coors Light asset over
the last several years

50%+ better than
premium light average