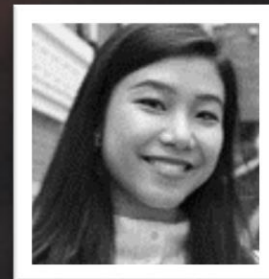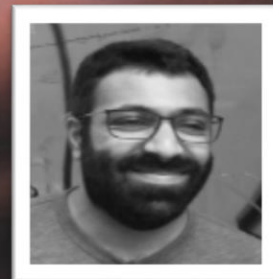# UNSPEAKABLE TRUTHS

Diagnosing emotions in advertising with Neuroscience and A.I.

Contributors

A decades-long backstory

Emotions create memories that build lasting brand impact

Diagnosing emotions can be challenging through consumer research

Our approach uses two "System 1" technologies

1. Neuroscience: Facial expression coding → Emotional Response

2. Artificial Intelligence: NeedScope AI → Emotional Positioning

We endeavored to answer 3 broad questions:

Do emotions help ads succeed in China?

Do certain types of emotion work better for certain styles of advertising?

If the emotions in an ad align with brand's position, will it amplify advertising success?

When consumers come out of an ad viewing experience with a positive feel they are likely to better engage with your ad

AD PERFORMANCE

Valence bottom 30

Valence top 30

VALENCE MORE ⟶

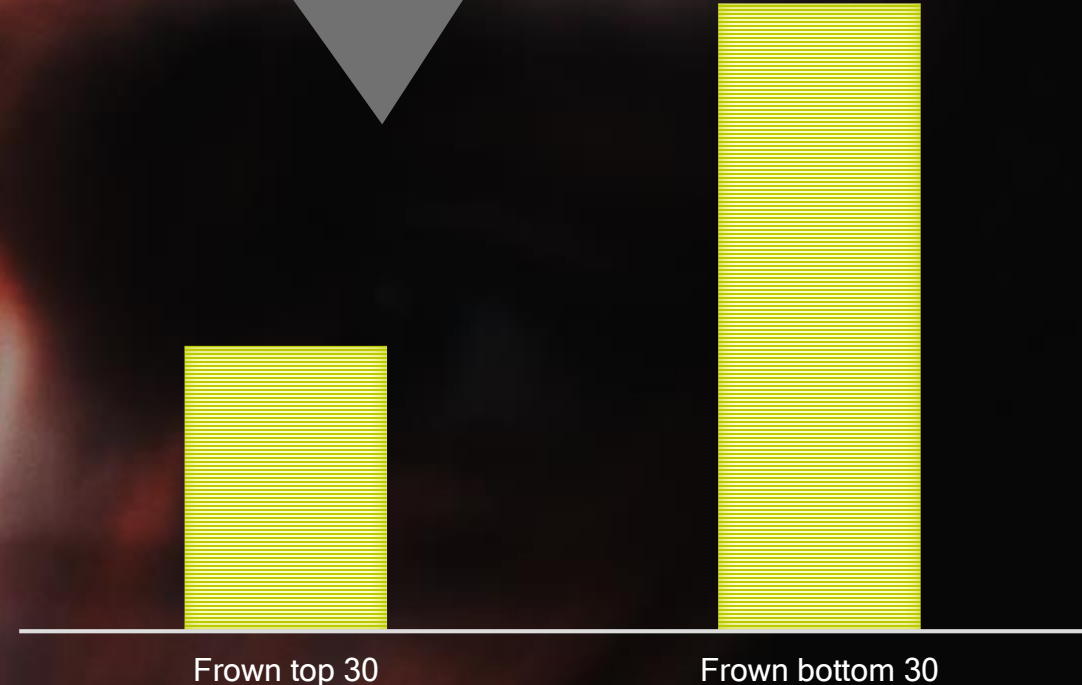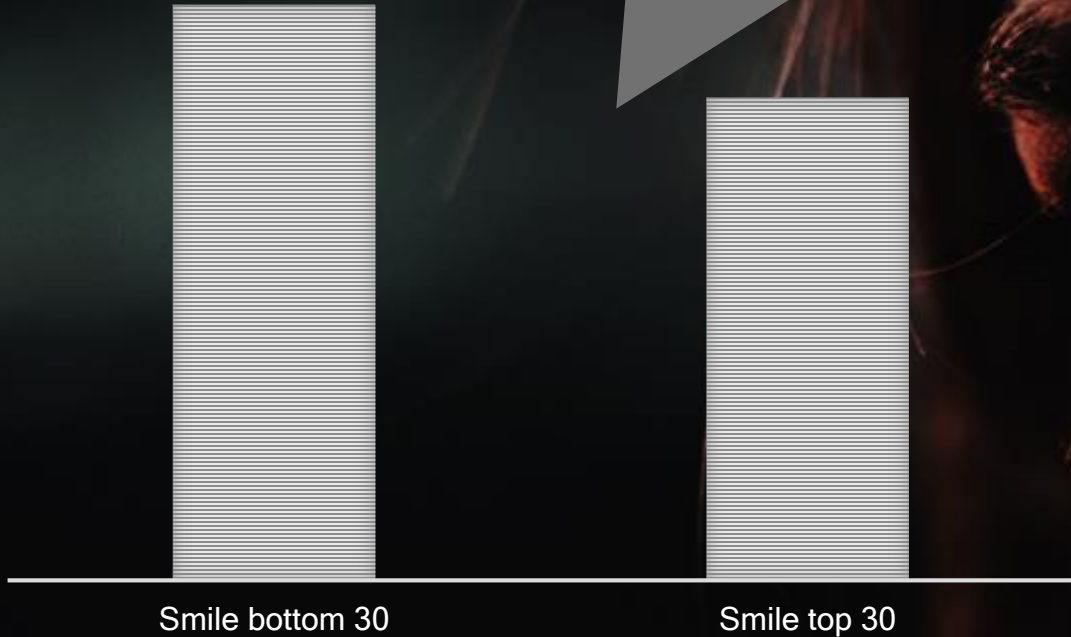NET POSITIVE FEELINGS A DEFINITE ENHANCER FOR ADVERTISING SUCCESS

Ad performance is Cut through measured using a System 2 approach.
Valence is **NET** positive facial expression using a System 1 approach (Positive minus negative facial response).

It's not just about getting the audience to smile
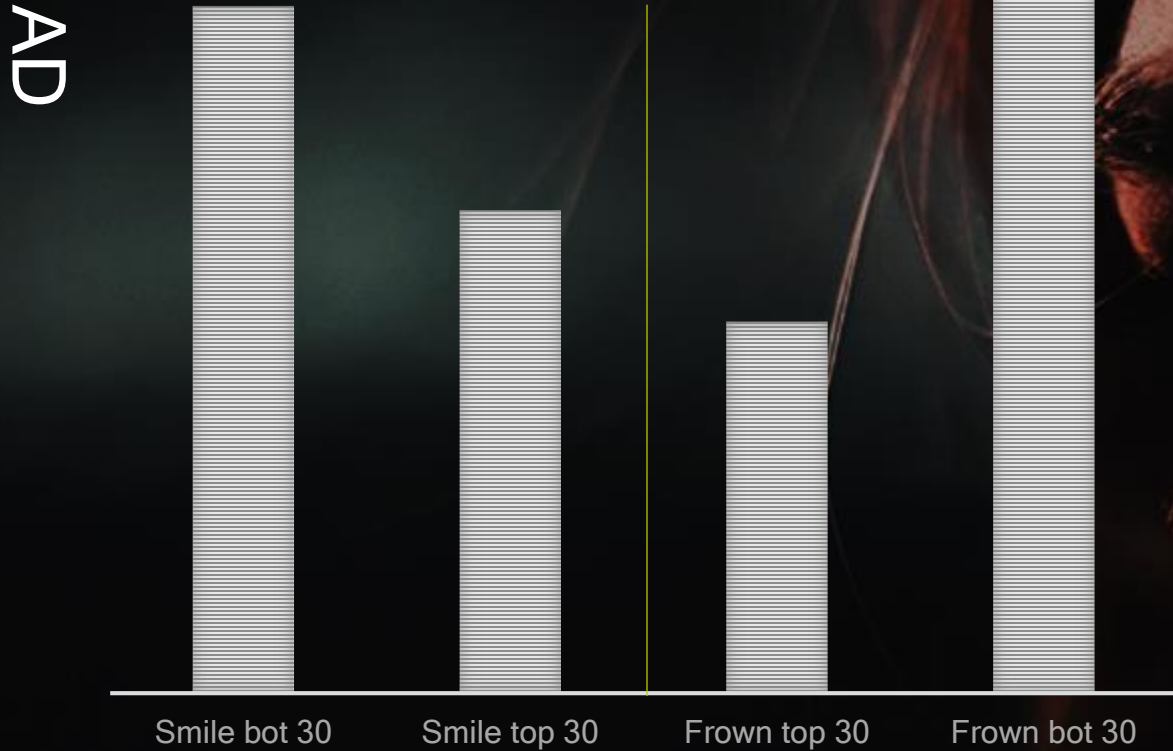

Ad performance is Cut through measured using System 2 approach. Smile and Frown measured through Facial coding (System 1)

Though emotional response for advertising success could differ by advertising task

PROBLEM-SOLUTION ADS
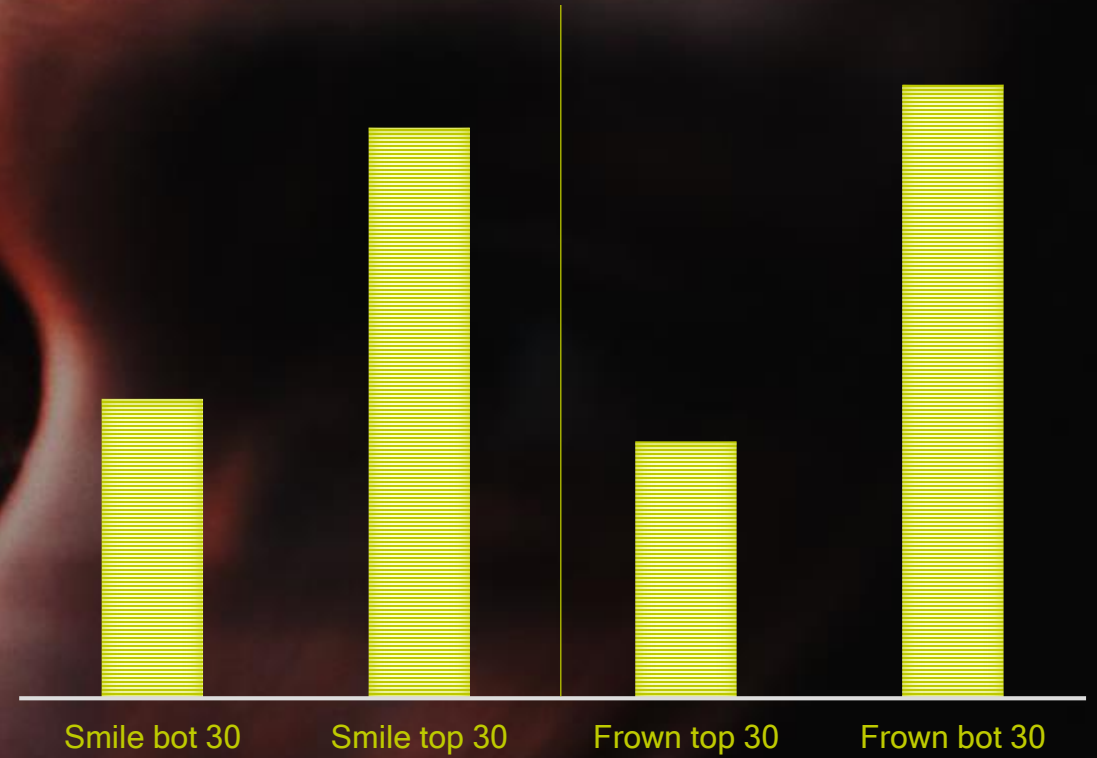Important to minimize negative emotions

THEMATIC ADS
Augment positive emotions and minimize negative emotions equally

AD

| Smile bot 30 | Smile top 30 | Frown top 30 | Frown bot 30 |

SMILE MORE → FROWN → LESS

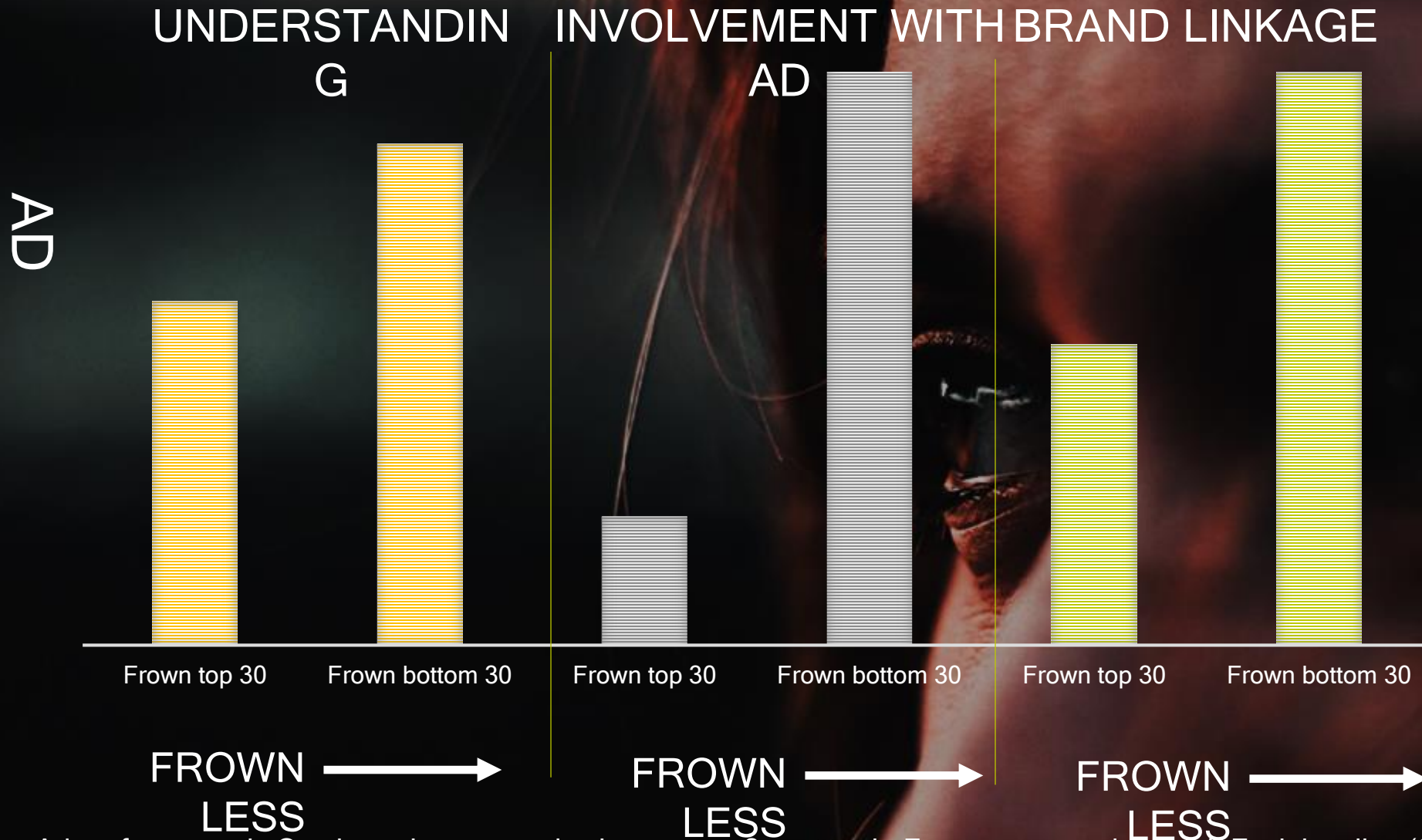| Smile bot 30 | Smile top 30 | Frown top 30 | Frown bot 30 |

SMILE MORE → FROWN → LESS

Ad performance is Cut through measured using System 2 approach. Smile and Frown measured through Facial coding (System 1)

Also negative emotional response work differently on advertising performance metrics

UNDERSTANDING

INVOLVEMENT WITH BRAND LINKAGE

AD

AD PERFORMANCE

More than a lack of claimed understanding, frowns could lead to lower involvement and lower branded memories

| Frown top 30 | Frown bottom 30 | Frown top 30 | Frown bottom 30 | Frown top 30 | Frown bottom 30 |

FROWN ⟶ LESS

FROWN ⟶ LESS

FROWN ⟶ LESS

Ad performance is Cut through measured using system 2 approach. Frown measured through Facial coding (System 1)

Emotional response to ads - what have we learned so far?

- Positive emotional response gives higher probability for advertising success.

- Role of emotions differ by advertising task. Minimizing negative emotions could be more important in certain situations.

- Negative emotions play out differently – more than creating comprehension issues, they are likely to lower involvement with the ad and brand linkage.

Hence advertising success is about nuances of emotional response and understanding which emotional nuance to leverage...
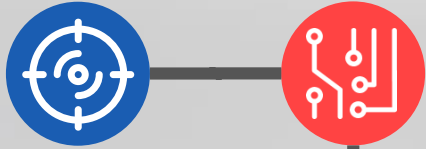
Measuring emotional positioning and alignment with the brand

STEP 1. SCAN

STEP 2. AGGREGATE

STEP 3. COMPARE

STEP 4. CLASSIFY

Ad frames   NeedScope A.I.

Brand positioning
(NeedScope)

Pre-test scores*

Scanned Frame	Output from A.I.	Classification
		Brown – Peace, caring
		Red – Energized, dynamic
		Brown – Peace, caring
		Ambiguous
		Purple – Power, assertion

BRAND A, Ad 1

BRAND A, Ad 2

BRAND A

BRAND A, Ad 1

BRAND A, Ad 2

BRAND B
BRAND C
BRAND D
…

BRAND B
BRAND C
BRAND D
…

Affiliative ads, especially upbeat, fun ("yellow") generally do better on ad performance

AD PERFORMANCE

Legend:
- Aware. Index
- Smile

Categories:
- Peace, caring
- Relaxed, friendly
- Upbeat, fun
- Energised, dynamic
- Power, assertion
- Competence, focus
- Ambiguous

AFFLILIATIVE

INDIVIDUALISTIC
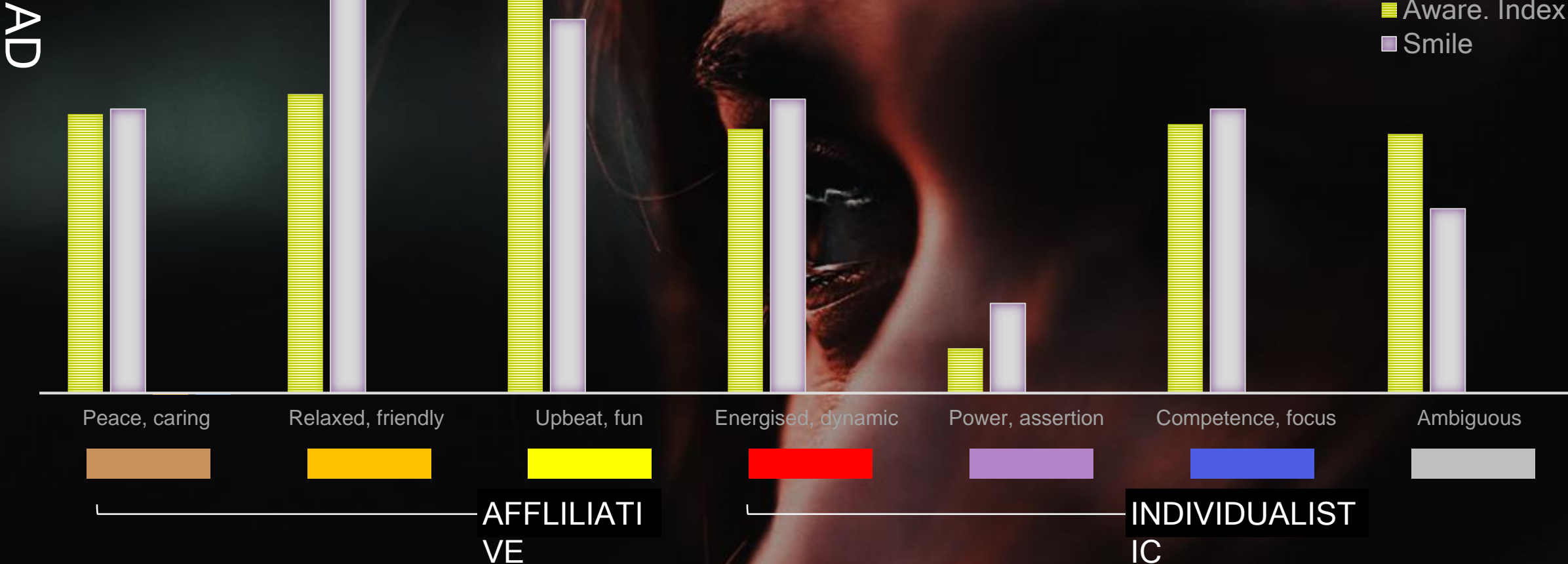
Ad performance is Cut through (System 2). Smile measured through Facial coding (System 1)

While Ads showing affiliative emotions generally do better, performance improves when aligned with brand position
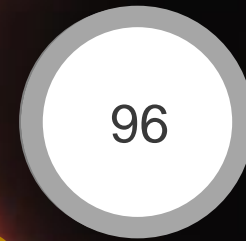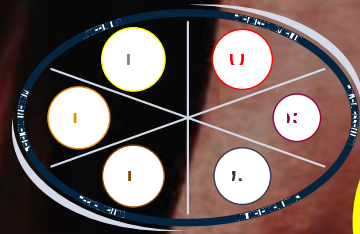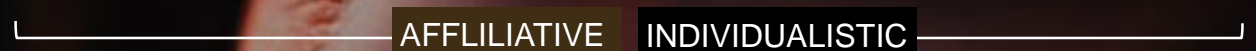
AD PERFORMANCE

AD PERFORMANCE

116

104

111

96

65

111

93
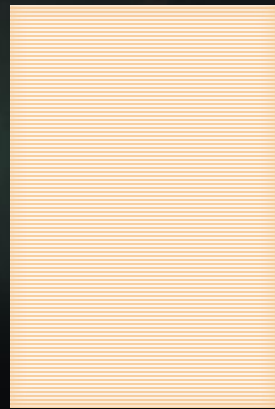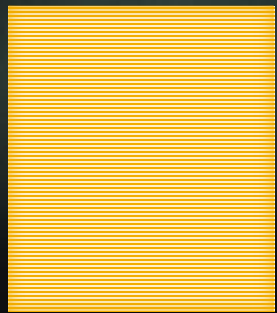
Brand Affiliative
& Ad **not** Affiliative

Brand Affiliative
& Ad Affiliative

NEEDSC⊗PE

AFFLILIATIVE   INDIVIDUALISTIC

13
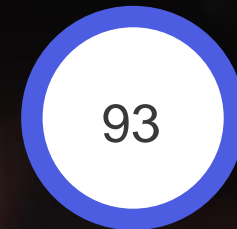
Timberland - A USE CASE EXAMPLE

While ads showing affiliative emotions generally do better, performance improves when aligned with brand position
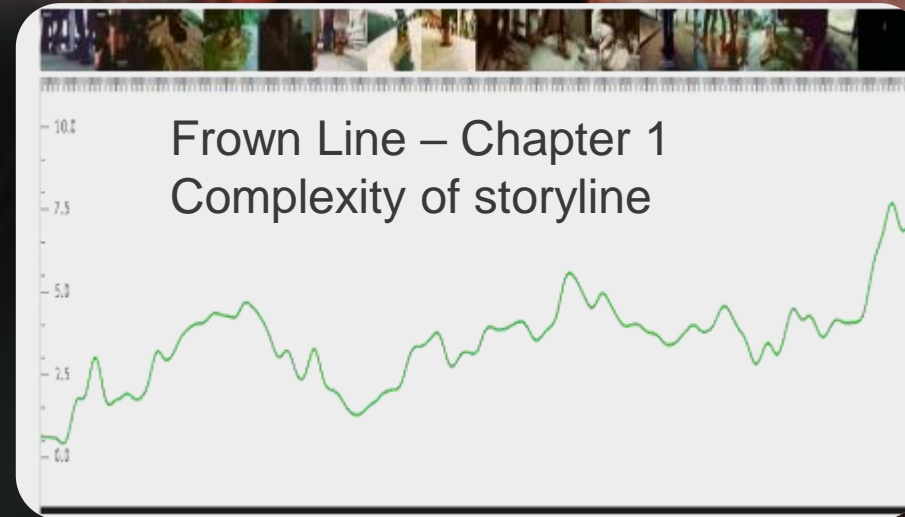
CHAPTER 1

Emotional Response 🟠

Frown 🔴

Smile 🟠
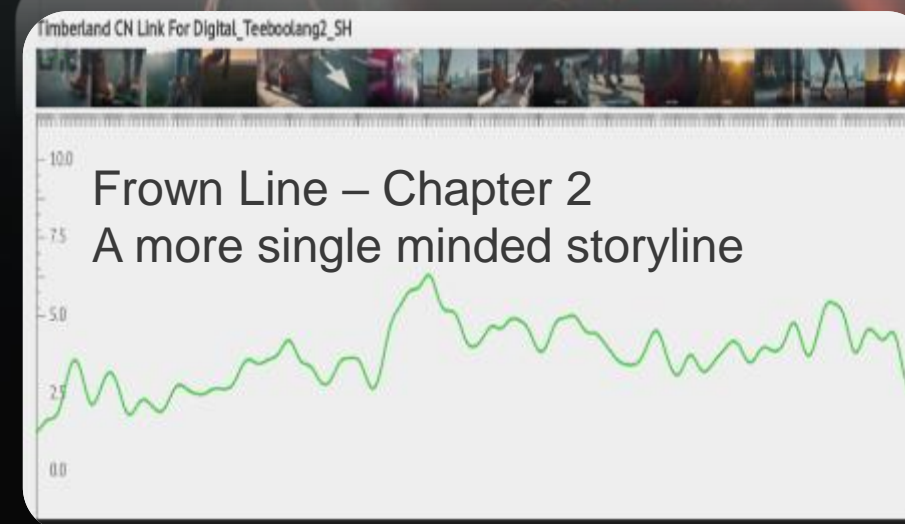
Impact -Understanding, Persuasion 🟡
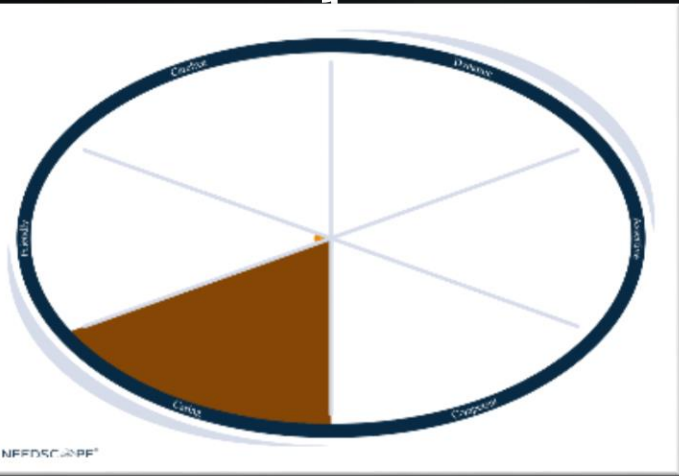
CHAPTER 2

Emotional Response 🟢

Frown 🟠

Smile 🟢

Impact -Understanding, Persuasion 🟢

Frown Line – Chapter 1
Complexity of storyline

Timberland CN Link For Digital_Teeboolang2_SH

Frown Line – Chapter 2
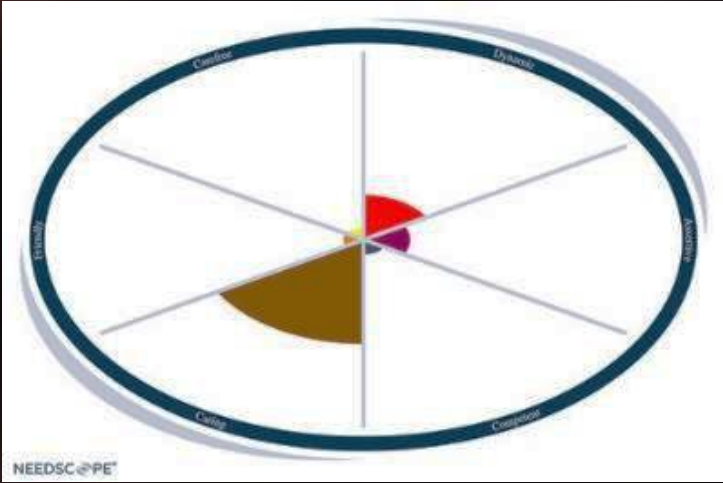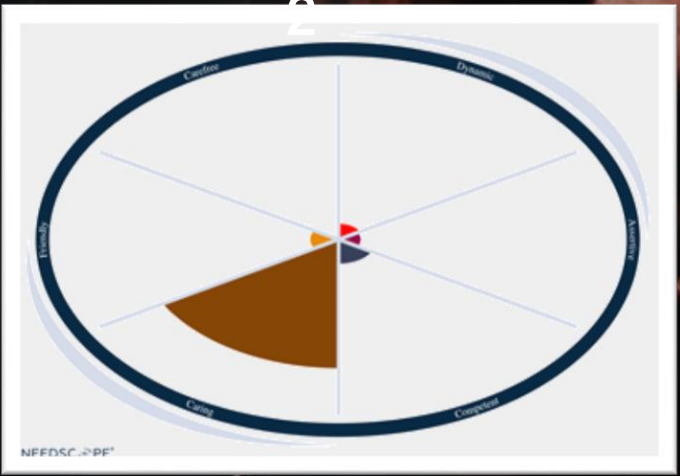A more single minded storyline

Overall ad performance is helped by the fact that both ads align strongly with the brand's emotional position

Emotional positioning – Chapter 1

Emotional positioning – Chapter 2
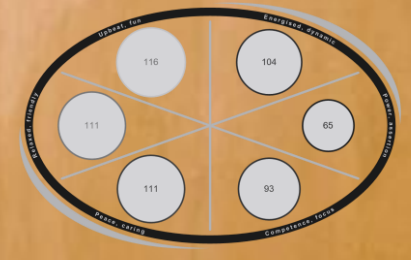
What we would like to leave you with....

System 1 and AI makes emotions measurement stronger and quicker

Role of emotions differ by advertising task

Understanding negative emotions as crucial as positive emotions

Triggering specific emotional need states gives higher chance of success

Aligning ad's emotional position with the brand position helps