

# TV.Analyzer

Making TV Commercials better

## ADVANTAGES

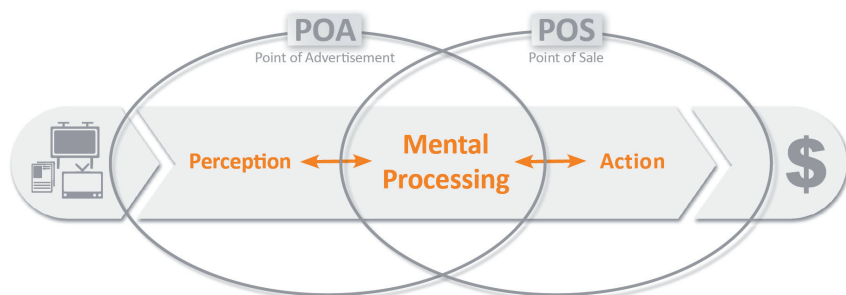
- **Innovative** – Deeper analyses by combining Measurement & Survey
- **Fast** - Results in 1 - 2 weeks
- **Practical** – Recommendations on Impact, Understanding & Activation
- **Valid** – Decision Certainty through large samples



**MediaAnalyzer**

# ROI MAXIMIZATION OF TV COMMERCIALS

TV commercials have the highest value in Mediamix. They are by far the advertising medium with the strongest emotional effect. A well made commercial can even become the “talk of the town”. In order for this advertising effect to be achieved, many factors need to work together.



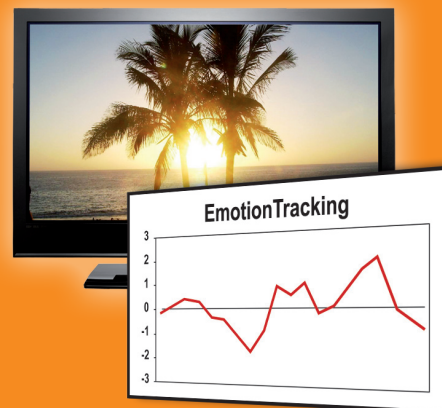
The better these factors can be controlled and adjusted, the more certain you can be of reaching your desired goal and maximizing your ROI.

## OPTIMIZING ADVERTISING EFFECTS

With the TV.Analyzer we offer you an extensive, action and recommendation oriented pre-test on the effect of your advertising. We test the target group directly using the relevant keys to success: Impact, Emotion, Cognition, Branding and Action (Buying Impulse). The basis of TV.Analyzer is the integration of measuring emotion with EmotionTracking and a detailed survey, which has not only been tried and tested but is also unique to the market. Through our online-based technology, we are able to conduct national and international tests cost-efficiently within a few days. Our benchmarks offer comparative values and optimization approaches based on a large number of advertising effect tests that have been conducted since 2002.

## SCOPE OF TV.ANALYZER

Based on your goals, we develop a questionnaire with an integrated Emotion-Tracking test. Your story boards or your finished commercials are embedded in a realistic advertising block with distractors (other commercials). We deliver extensive analyses for all effect factors and provide you with a basis for making a decision. Using the scores and the benchmarks, we identify optimization potential and give you concrete recommendations to increase the performance of your communication.



### EmotionTracking

The tool EmotionTracking developed by MediaAnalyzer is able to make emotions visible “live”. The data is recorded while the respondent is watching the commercial. The respondent moves the mouse to the right or to the left to express his emotions. Feedback is given using the peripheral sight of the participants so the respondent is not distracted by controlling the movement of the mouse.

The results give an insight into the emotional course of the commercial, as well as its successful elements and its optimization potential. Each scene can be allocated a specific emotion, which enables precise optimization of the effect.

# ANALYSIS OF THE KEYS TO SUCCESS

## IMPACT

The first and most important task of any TV commercial in a block of advertisements is to make an impact. The commercial needs to draw attention to it and hold it as well as set itself apart from other competitors.

- Stopping power: Does the commercial encourage viewing?
- Noticeability: Does the commercial distinguish itself in a block of advertisements? Does it make an impact?

## COGNITION (Understanding)

A TV commercial has to inform the public about central product benefits. In doing so, the combination of the image world and verbal content plays an essential role.

- Understanding: Does the viewer understand the story and does this remain in his memory?
- Product communication: Are central product benefits clear and do they convince potential customers?

## EMOTION

Emotion is the central key to success of a TV commercial. Emotions directly affect awareness and are the keys to activating the target group. This is why they play the decisive role in the advertising effect of a TV commercial. Using the newly developed EmotionTracking procedure, we examine the emotional effect of a commercial directly, while your target group is viewing it.

- Emotional profile: Which scenes are central to the emotional effect of the commercial?
- Tension build-up: Can the commercial hold the emotion or does it break off in the middle?
- Likes and Dislikes: Which elements do they like, what don't they like?
- Benchmark: How does the commercial perform in comparison to others?

## BRANDING

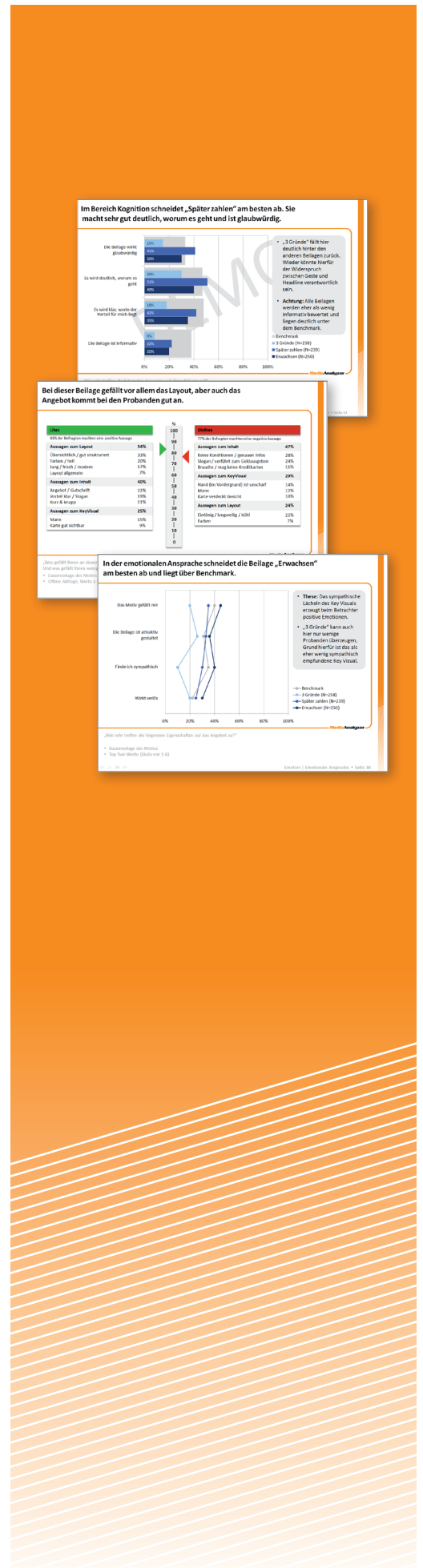
The most important memory is the brand memory or branding. TV commercials are supposed to extensively and sustainably contribute to the image of the brand. The connection between the story and the product poses a central challenge.

- Viewing the brand: Is the brand recognized?
- Aided and unaided recall: How well are the brand and product recalled?
- Brand fit/recognition: Does the commercial fit to the overall image of the brand? What implicit advertising signals are perceived and are correctly understood?
- Misattribution: How high is the danger that the brand is mistaken for a competitor?

## ACTION (Buying impulse)

Advertising serves to improve sales. Because of the budget and costs involved, releasing new TV commercials causes high expectations for it to clearly and immediately boost sales.

- Buying intent and recommendation: How does the commercial affect direct and desired impulses?
- Involvement: How can the commercial increase the "soft" action impulses long term e.g. interest in the product?



## MEDIAANALYZER – MAXIMISING RETURN ON MARKETING

As one of the leading specialists in advertising effects, we have been enabling our customers to optimize their advertisements and marketing documents efficiently and target-group based since 2002. Our tests and recommendations are a reliable source to help ensure the investment in advertising and marketing. Based on our unique cost-efficient combination of technology (AttentionTracking, EmotionTracking) and surveying, we deliver our complex and action-based analyses on multiple advertising elements within five to ten working days.

With offices in Hamburg and New York and representatives in Europe and South-East Asia, we are active in the international market. Through our collaboration with universities, like the California Institute of Technology or the University of Hamburg, we make sure we maintain our winning margin in Know-how.

### SELECTED REFERENCES

Johnson & Johnson

L'ORÉAL  
PARIS

citibank®

STRÖER  
out of home media



DIE ZEIT

FUJITSU COMPUTERS  
SIEMENS



The New York Times

HAMBURG  
MANNHEIMER

The Economist

Handelsblatt

Bayer HealthCare

VATTENFALL

## CONTACT

MediaAnalyzer

Software & Research GmbH

Glockengiesserwall 2

20095 Hamburg

Tel: +49 (0)40 86 68 93 00

Fax: +49 (0)40 86 68 93 90

eMail: [makontakt@mediaanalyzer.com](mailto:makontakt@mediaanalyzer.com)

Web: [www.mediaanalyzer.com](http://www.mediaanalyzer.com)

Managing Director: Dr. Steffen Egner



MediaAnalyzer