



#EATLIKEANDY



BURGER
KING

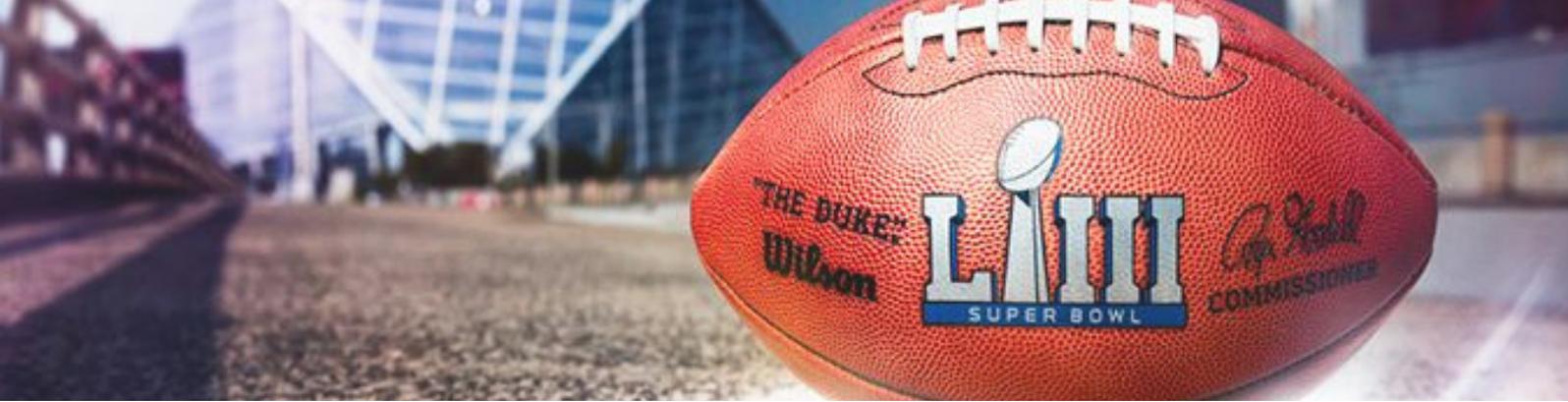
2019

[CASE STUDIES]



COOL TOOL

UNCOVERING SUPER BOWL
AD PERFORMANCE INSIGHTS



Super Bowl games are the most watched television broadcasts in the US. Every year over 180 million people watch this football game and these days, it's more than just a sports game. It's a reality show involving a battle between the world's biggest brands.

All advertisers are acutely aware that they need to create an exceptionally alluring and memorable ad that thoroughly engages their target audience in order to sell more products. As we know, ads that make people share and buy can usually be summed up in one word: emotive. This should come as no surprise. Countless studies have shown that people rely on emotions, rather than information, to make decisions, and emotions provoked by ads influence a person's intent to buy more than the ad content itself. That's why measuring the impact of an ad is of key importance.

The CoolTools' 2019 Ad Performance Insight study reveals what consumers

see, think and feel about the most expensive ads in the world. We've chosen three ad videos that were shown at the Super Bowl LIII and starred celebrities and tested them using neuromarketing technologies (AI-powered webcam Eye Tracking, Facial Coding, Implicit Test, and Surveys) to reveal their secrets.

Now we're ready to reveal the results of our study to you.

ABOUT COOLTOOL

CoolTool is an automated platform to understand what people see, think and feel beyond their conscious control. We help marketers to build better brands, ads, products and user experiences by providing a holistic understanding of consumer behavior. Thanks to AI technology, this tool successfully integrates survey engine with eye tracking, emotion measurement, implicit tests, and website behavior tracking.

THE STUDY

Typically, businesses use traditional marketing techniques, such as surveys and interviews, to elicit consumer feedback. These techniques concentrate more on what people are thinking about rather than on how they feel. However, what people say and what they feel is often very different. To find out how the efforts of advertisers met expectations, we conducted a fascinating study.

SAMPLE



75 respondents
USA,
age 18-55

METHODOLOGY



Tracking gaze, attention,
reactions, emotions, cross-
sectional analysis of survey data

RESULTS



Automated reporting with
vivid aggregated and
individual recordings



In order to gather insights, we used the following technologies:

- AI-powered webcam eye tracking
- Facial coding
- Implicit test
- Surveys

By working simultaneously, all these technologies enabled us to record where people were focusing their attention and what they were feeling at any given moment while watching the videos. We were able to match this data up with the answers they gave on the surveys to their responses within an implicit test.

*Study conducted after Super Bowl LIII, February 2019

01

#ISPEPSIOK AD PERFORMANCE

THE STUDY

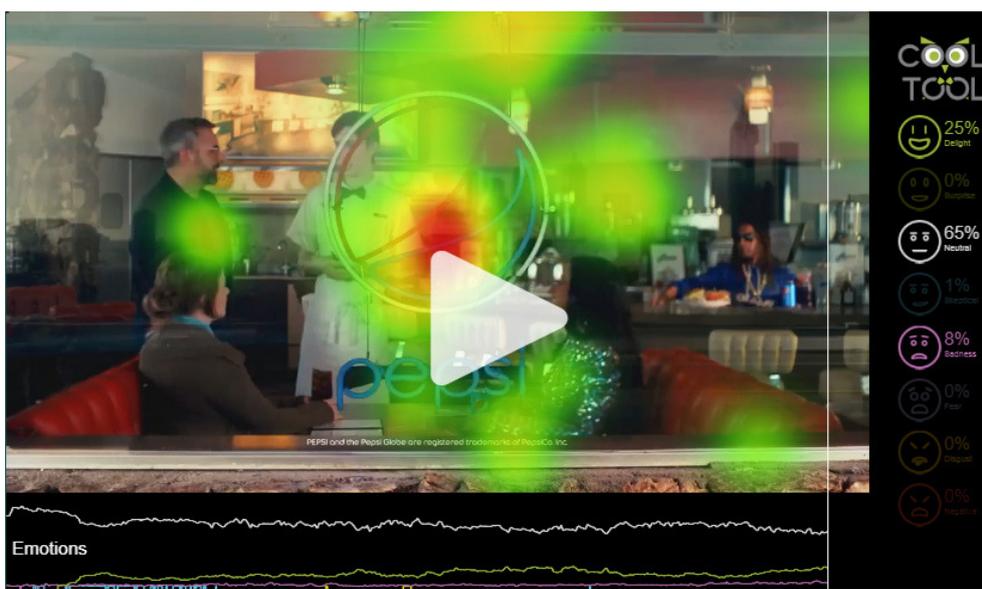
Emotions are drivers of brand success. People are able to recognize 6 basic emotions: happiness, surprised, fear, disgust, anger, and sadness. We wanted to study the way in which the potentially funny Pepsi campaign, #PepsiSweepstakesOK dealt with the task of provoking positive emotions. Actually, for whom is #IsPepsiOk ok?

THE STORY

The problem was the experience of ordering a Coke at a bar is still Coke-focused. In the words of David Johnston, founder of design agency Accept & Proceed, when people go to the bar and ask for a Coke, the usual response is still apologetically 'It's Pepsi ... is that OK?'. The goal was to get across the idea that 'Pepsi is more than ok'. For this ad, the brand brought in three famous people that audiences love.

THE INSIGHTS

The dynamic plot and jokes attracted the consumers' attention to the brand. Lovely celebrities provoked a high level of delight and impressed everyone - both Coke and Pepsi lovers. Every new scene provoked an emotional response; positive emotions accumulated by the end of the video. Overall, consumers had a positive response to the ad. Because of this outcome, people will associate Pepsi with positive emotions (even if they're Coke fans).



YouTube: https://www.youtube.com/watch?time_continue=1&v=r1MHS3I_G_k



#ISPEPSIOK AD PERFORMANCE

01

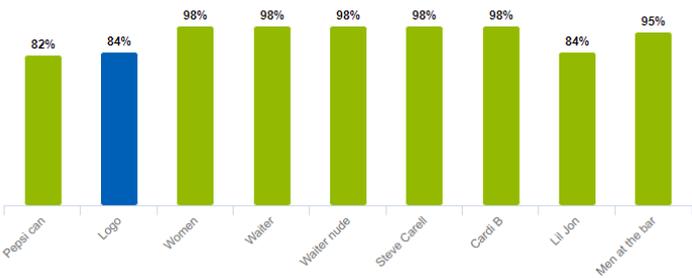
BRANDING

Advertising is designed to drive brand awareness, establish connections and build strong, long-term relationships with consumers over time. So, the visibility of brand elements such as packaging and logos should be at a high level. People only remember the attention-grabbing aspects of ads and often forget less lively scenes. So, to find out how the Pepsi brand performed in this ad, we highlighted the key areas of interest (AOI) to find out how much attention these ads caught, how many people saw them, how long they were viewing these elements, etc.

#IsPepsiOk AOI



#IsPepsiOk Fixation participants count



Based on fixation participants count statistics for the main AOIs (like the can, the logo, the celebrities), we've discovered that more than 80% of consumers noticed the Pepsi can and brand logo, however, the celebrities caught almost the same level of attention (98%) and were the main focus of the video supporting a positive brand perception.

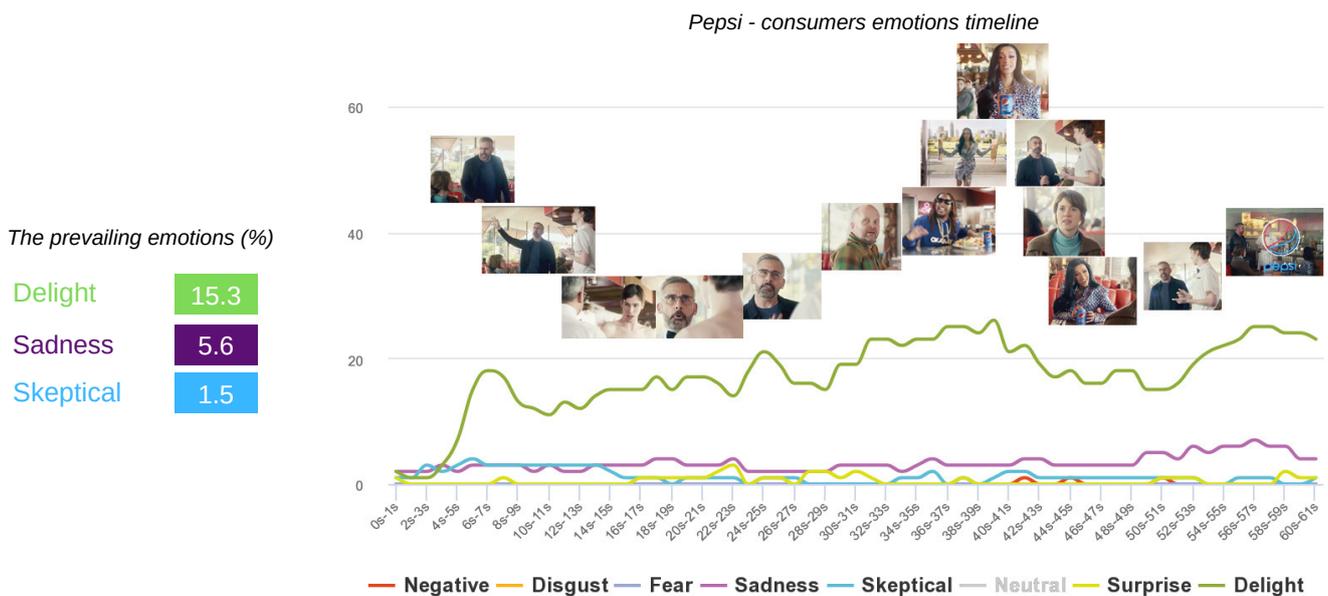


<p>LOGO NOTICEABILITY</p> <p>84%</p>	<p>PRODUCT VISIBILITY</p> <p>82%</p>	<p>STEVE CARREL AND CARDI B</p> <p>98%</p>	<p>LIL JON</p> <p>84%</p>
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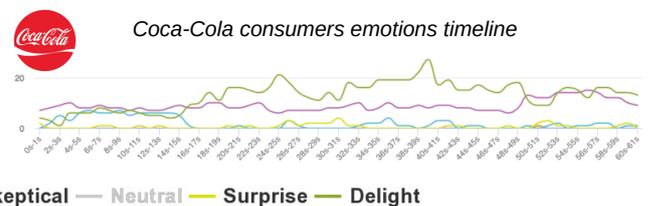
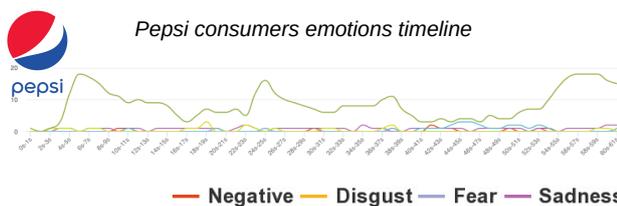
#ISPEPSIOK AD PERFORMANCE

01

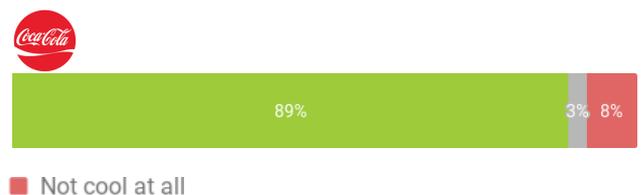
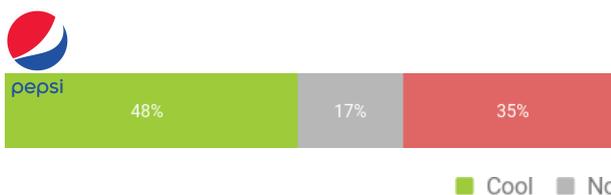
All viewers perceived the video positively. The consumer's attention switched from one character to the other, clearly following the story-line. We see from the timeline that people were delighted while watching the video. The level of negative emotions was low. So, why were there any negative feelings?



By segmenting the results, we found that Coca-Cola consumers had higher levels of negative emotions while watching the video compared to Pepsi lovers and this influenced the overall results (only half of Coke lovers found the ad cool).



How cool is this ad in your opinion? (by consumers)



In fact, the celebrities provoked the highest levels of delight and impressed everyone - both Coke and Pepsi lovers. Overall, the Pepsi brand will be associated more with positive emotions.

02

#CHANGEUPTHEUSUAL PRODUCT PERFORMANCE

THE STUDY

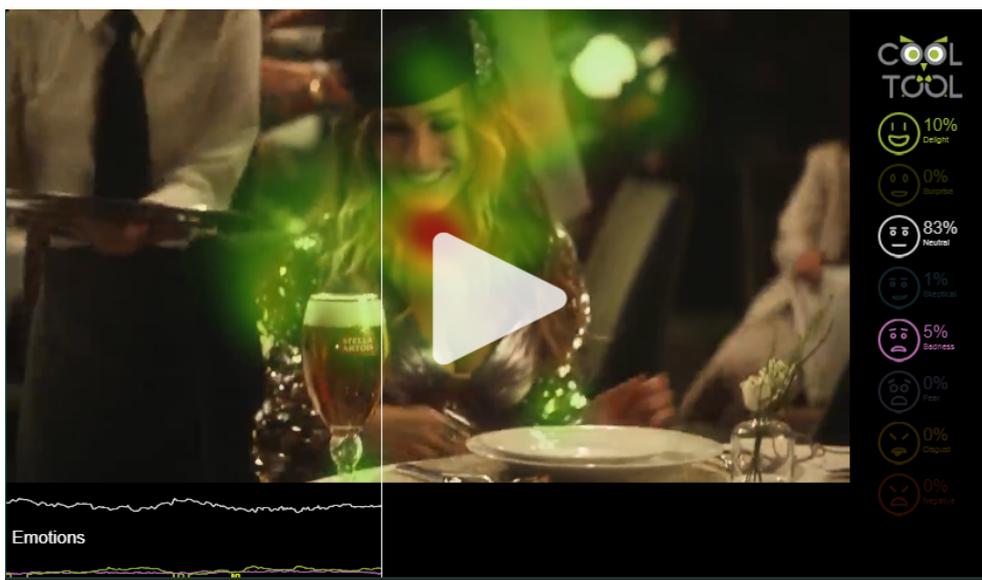
The beer category is typically associated with men, however, in this ad, it seems that the main focus was on the woman. Our goal was to uncover how much the perception of drinks has changed as a result of this ad. Did it ChangeUpTheUsual?

THE STORY

Stella Artois brought back iconic characters to change-up their 'usual' and show how easy it is for anyone to #PourItForward. Carrie Bradshaw, of Sex and the City fame, switched from drinking a typically "female" Cosmopolitan cocktail to a beer. The "Dude" from The Big Lebowski swapped his White Russian cocktail out for a beer as well.

THE INSIGHTS

Implicit tests reveal how people perceive something on a subconscious level. It is a well-known stereotype - beer is for men. And the first part of the implicit test confirmed this hypothesis. But after watching the video the results changed. The percentage of people who perceived beer as a purely "male drink" decreased. On a subconscious level the connection of beer to the category "drinks for women" has become stronger. People were delighted watching the ad and almost all of them noticed the brand logo.



YouTube: <https://www.youtube.com/watch?v=YV8VvaPSvKo>



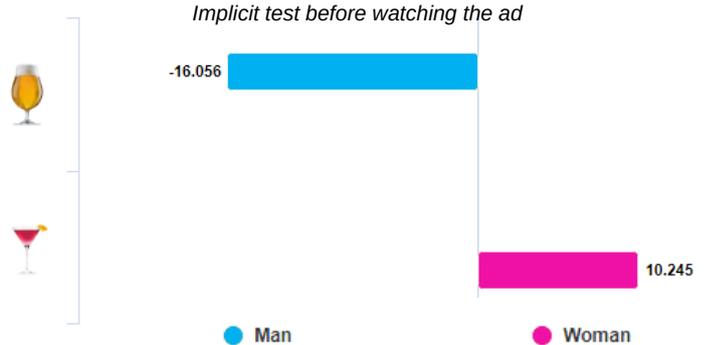
#CHANGEUPTHEUSUAL PRODUCT PERFORMANCE

02

Implicit testing is based on reaction time; it enables you to capture the subconscious reactions of respondents and detect biases, stereotypes or preferences. When we subconsciously agree with something, we react very quickly, without having to think about it much. If something contradicts our perception of things, we need more time to react to the external stimuli.

PERCEPTION BEFORE

The graph on the right shows us that people associated beer as a male drink 6 milliseconds faster than a female drink. It means that the implicit connection of "man-beer" is stronger than the connection of "woman-beer".



Implicit test after watching the ad



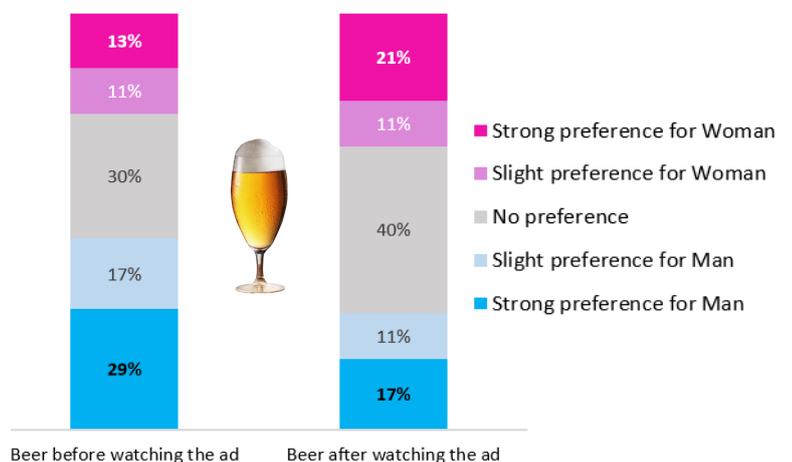
PERCEPTION AFTER

The situation changed. Consumers' perception of "beer as a male drink" had transformed after the ad. The connection of "beer-woman" had become stronger.

SEGMENTATION

We see that the percentage of people who perceive beer as a drink purely "for men" decreased from 29% to 17%, and that the percentage of people who perceive beer as a drink "for women" increased from 13% to 21%. Thus, the associative connection of beer with women became stronger. The ad worked on an implicit level to connect Stella Artois with the category "drink for women". #ChangeUpTheUsual works.

The segmentation of respondents by groups, depending on their perception of beer before and after ad watching, %



#CHANGEUPTHEUSUAL PRODUCT PERFORMANCE

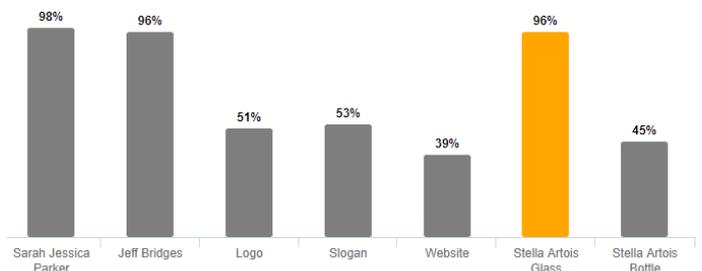
02

BRANDING

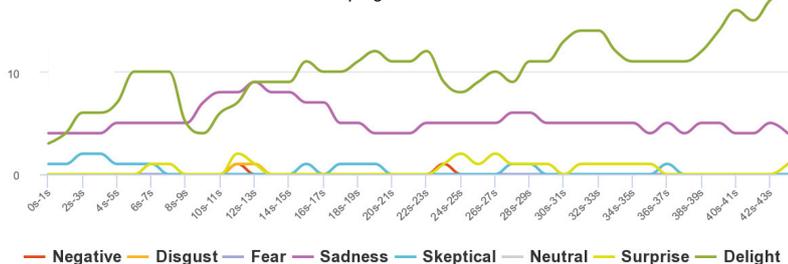
The visibility of the logo at the end of the ad is medium because only 50% of consumers noticed it but, despite this, the glass with the logo in the middle of the video was noticed by 96% of people.



Stella Artois ad - Fixation participants count



Stella Artois campaign - consumers emotions timeline



The prevailing emotions (%)



The ad evoked a range of emotions that worked great for the brand. Throughout the video, the level of positive emotions grew, however, the advertising creators still skillfully managed to weave in outbursts of emotions from positive to negative through the use of video, sound, and the celebrities.

	Scene	Emotion	Explanation
1	[Quiet music] - Cosmopolitan?	Delight	Quiet music and the appearance of the lovely Carrie Bradshaw provokes positive emotions.
2	- Nope, tonight I'll have a Stella Artois. [Broken plates sound]	Sadness	The sound of breaking plates, the rush and a lot of little events annoys viewers.
3	[A series of curious events caused by changes in customer behavior has finished with brand logo appearance]	Delight	The chaos of events does eventually get viewers to smile - they understand that it's funny, and they're smiling when they see the logo on the glass.
4	[Change of scenery and the appearance of a new actor]	Sadness	The appearance of the new actor makes viewers focus more intently - it causes "serious" facial expressions.
5	- White Russian? - No Gary, give me a Stella	Delight	The chaos of events is happening again, but viewers prepared this time - they already know that it's funny.
6	[Broken plates sound again.] - Excuse me. Rejoice - Well changing can do a little good	Delight	Everybody ends up watching the video with positive emotions.

03

#EATLIKEANDY AD PERFORMANCE

THE STUDY

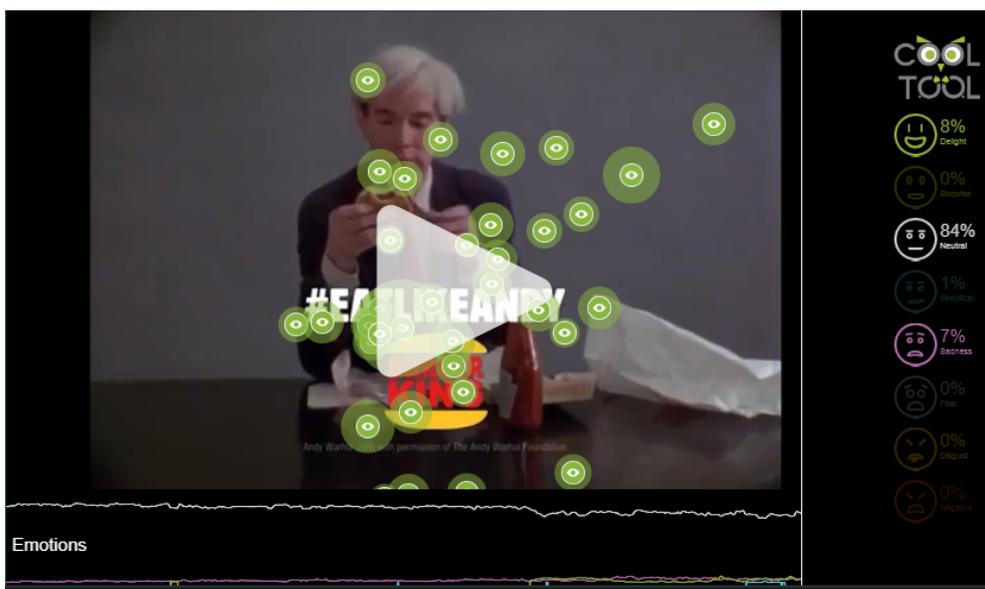
The approach that Burger King chose to use to advertise its products is not typical in food advertising. Therefore, the purpose of our study was to find out what emotions the rather gloomy video with a non-dynamic plot provokes and how such an advertisement influenced the desire of consumers to taste this brand of burger.

THE STORY

Originally, the video showing Andy Warhol eating a burger appeared in a visual narrative of 66 Scenes from America (Denmark, 1982). Burger King, with the help of DAVID The Agency Miami, got the rights to use the footage of Warhol and transformed the part of that video into the ad shown at the Super Bowl in 2019.

THE INSIGHTS

This ad doesn't have a dynamic plot. And it's understandable that people's gaze constantly moved across the screen the whole time. Most likely, this plot is not interesting for consumers, and they are bored. As for branding, all consumers noticed the package with the brand logo at the beginning of the video. By the end of the video, the level of delight is growing but, at the same time, the level of sadness is also growing. This shows that the video causes conflicting feelings.



YouTube: <https://www.youtube.com/watch?v=UAZ6cLkvoM>

#EATLIKEANDY AD PERFORMANCE

03

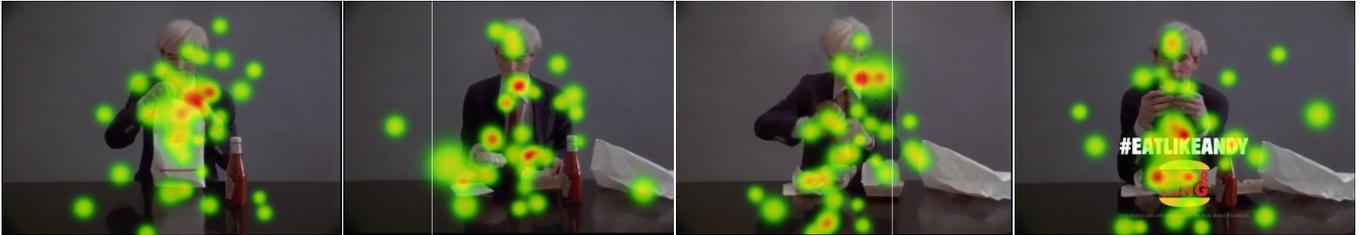


Heatmap, 5s

Heatmap, 15s

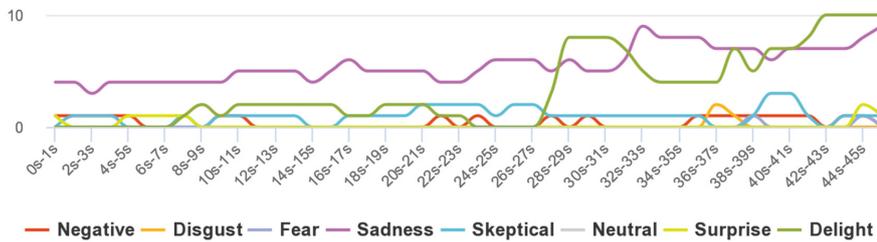
Heatmap, 25s

Heatmap, 45s



Aggregated heatmaps helped us to uncover that despite the fact the consumer's gaze moved erratically. It's bad because it means the video can't hold the audience's attention and they are slightly confused but, at the same time, AOIs show that people recognize the logo of the brand and get the idea of #EatLikeAndy. Emotions analysis showed interesting dynamics too - the majority of people felt negative feelings, including sadness and skepticism. Even though it worked sometimes, the impact was questionable and yet, by the end of the video, when people understood that it's a Burger King ad, the level of delight increased.

Burger King campaign - consumers emotions timeline



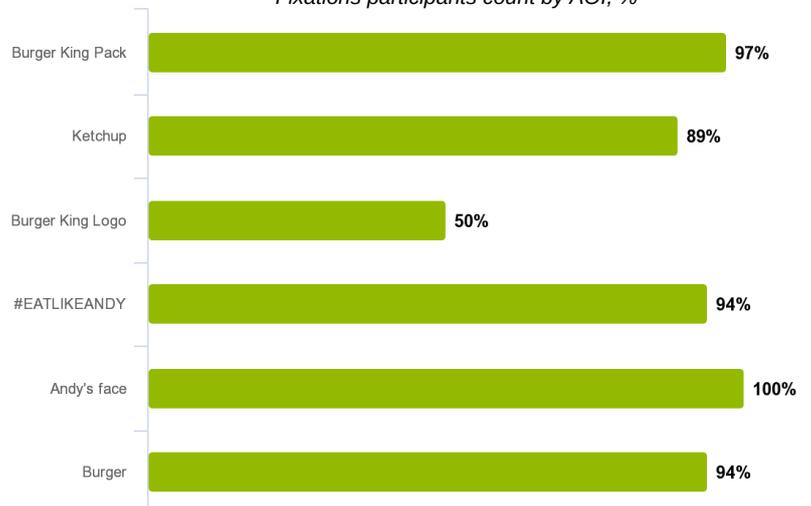
The prevailing emotions (%)



BRANDING

All consumers noticed the package with the brand logo at the beginning of the video but this did not elicit an emotional response. Everyone noticed the hashtag, #EatLikeAndy at the end of the ad, however, only half of those who watched the ad noticed the Burger King logo.

Fixations participants count by AOI, %



THE RESULTS

Advertising can influence consumer preference and intention to buy. The impact will depend on many factors. Having conducted the study on three video ads, we were presented with some interesting insights. Thanks to advanced neuromarketing tools, supported by Artificial Intelligence technology, we were able to examine the way in which consumers perceive commercials both on a conscious and a subconscious level.

#ISPEPSIOK AD PERFORMANCE

We wanted to study the way in which Pepsi was able to arouse positive emotions from their potentially funny #PepsiSweepstakesOK campaign.

Takeaway: The plot and the celebrities elicited high levels of delight and impressed everyone - both Coke and Pepsi lovers. It means that there is a high probability that the Pepsi brand will now be associated with positive emotions.

#CHANGEUPTHEUSUAL PRODUCT PERFORMANCE

Our goal was to uncover how much of an influence the ad had on the perception of beer as a drink category typically connected with men.

Takeaway: We found that the percentage of people who perceived beer as a purely "male drink" decreased from 29% to 17%, the percentage of people who perceived beer as a drink "for women" increased from 13% to 21%. On a subconscious level, the connection of beer to a category "drinks for women" has grown stronger.

#EATLIKEANDY AD PERFORMANCE

The purpose of our study was to find out what emotions a video can provoke and how such an advertisement has influenced the desire of consumers to taste this brand of burger.

Takeaway: It appears that the plot was not interesting to consumers, and they were bored. By the end of the video, however, the levels of delight had grown but, at the same time, the levels of sadness had also increased. This shows that the video causes conflicting feelings.

Nonconscious measurements present an amazing opportunity to uncover what people see, think and feel beyond their conscious control. Such insights are crucial when it comes to understanding whether a future ad will be alluring and memorable. So, if you are ready to see nonconscious research in action, GO AHEAD and we will do everything to make your entry into neuromarketing as easy and interesting as possible.

2019

YOUR SMART TOOLS FOR IN-HOUSE RESEARCH

POWERED BY

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