



The science of **ENGAGEMENT**

Exploring the power
of emotion

What is SoE Toolkit?

SoE is a research tool we created to test the power of the content we make



Facial Coding

Implicit Association

Eye-Tracking

Explicit Response

Studies show that **most decisions are made subconsciously**, and are often influenced by **emotional**, rather than logical, associations.

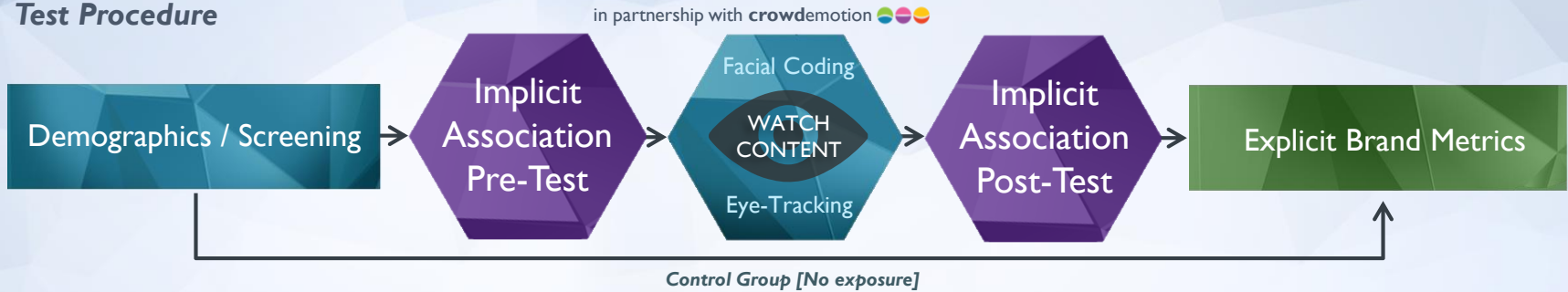
Based on our multi-award winning Science of Engagement studies, **SoE measures the emotional impact** of branded content and impact on the brands they represent.

It uniquely combines **biometric** and **psychological** techniques to **really understand** the impact of our content on the viewer.

The Methodology



Test Procedure



Metrics Captured Per Test



Implicit Association Tests

- Psychological activity that tests the **subconscious association** between the brand and **key attributes**.
- We measure the **change in strength of association** after viewing the content by comparing **speed of response** in a word association activity.



Facial Coding

Second by second measurement of 6 key emotions:

- Happiness
- Surprise
- Puzzlement
- Rejection
- Fear
- Sadness



Explicit Brand Metrics

- Content Enjoyment
- Attitude Shift
- Post-Viewing Behaviour
- Top of Mind Awareness
- Total Awareness
- Brand Favourability
- Brand Association
- Purchase Intent

Compare to Control

Guide to Emotion Measurement



SoE tests 6 x emotional states through facial coding technology. People express their emotions in different ways. Here is a guide to what each measured emotion could mean:



Happiness

Both mouth and eyes are measured to determine if the respondent is smiling or laughing.



Rejection

A serious, stern expression can express a number of sentiments such as dislike or disagreement with what they are seeing, and could also signify deep thinking.



Surprise

A raised eye-brow, wide eyes, or an open mouth will all signify something new, interesting, or unexpected.



Fear

This is observed when a respondent is nervous, tense, concerned, or on edge. It can also signify empathy with the narrative.



Puzzlement

A furrowed brow or a puzzled expression show sober engagement. Respondents can exhibit this if they are moved by what they are seeing, are intrigued, thinking deeply, or are puzzled.



Sadness

Lowered corners of the mouth, wide eyes, elevated eyebrows, can signify empathetic engagement with the content. It may indicate sadness, sorrow or disappointment.

The Creatives



Creative #1
Seeing the World from Space



Creative #2
The Girls Protecting Paradise

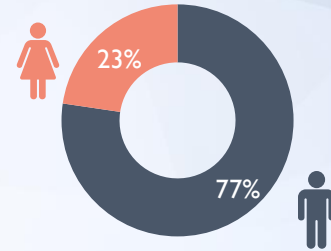


Implicit Traits Tested: *Primary Traits: 'Innovative', 'Environmentally Responsible', 'Inspiring'*
Secondary Traits: 'High Quality', 'Global Company'

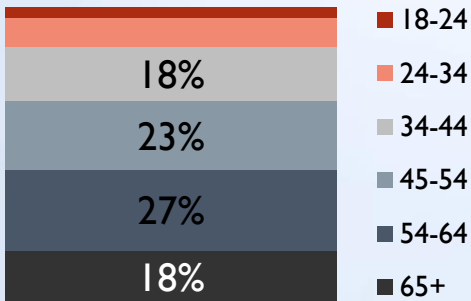
Sample Cells

	Creative 1 <i>'The World From Space'</i>	Creative 2 <i>'The Girls Protecting Paradise'</i>	Control	TOTAL
Cell Size	126	121	128	375
Profile	Regular BBC news consumers			

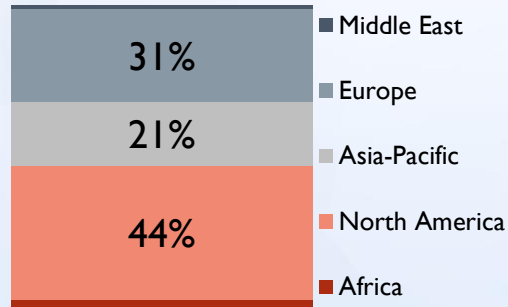
Gender



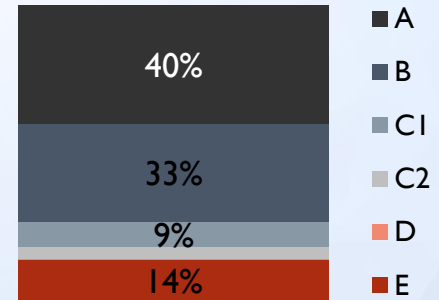
Age Bands



Markets



Social Grade



CREATIVE I: The World from Space



Creative #1 Seeing the World from Space

Explicit Enjoyment



71% claimed that they enjoyed watching the creative



38%

Enjoyment



33%

High enjoyment

Emotion Index

The predominant emotions exhibited by The World from Space were Happiness, Surprise and Curiosity



Happiness



Surprise



Puzzlement



Rejection



Fear

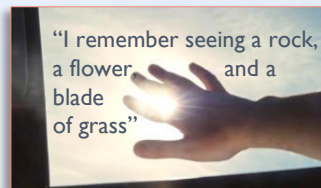


Sadness

Emotional Engagement

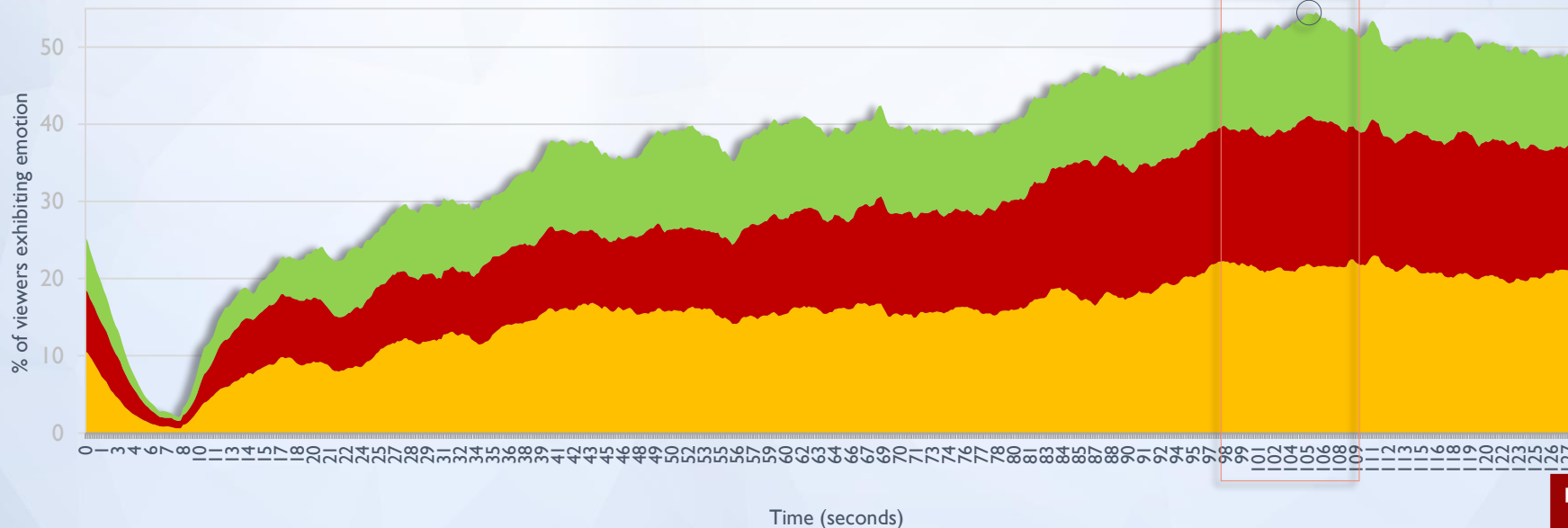
The creative was able to build and sustain positive emotion through to completion, peaking at around 100s

- Puzzlement
- Surprise
- Happiness



Peak Emotion Scores:

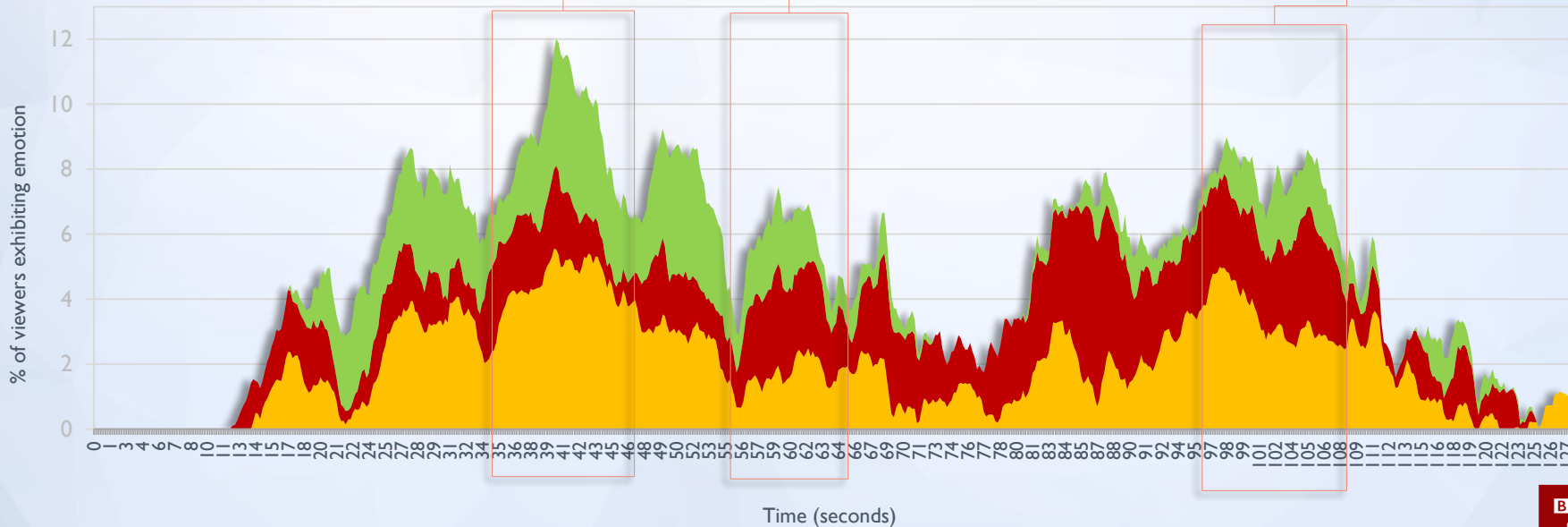
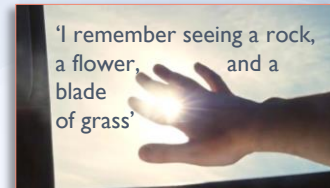
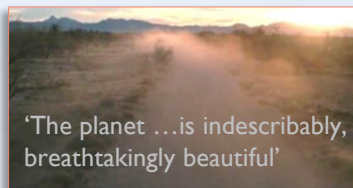
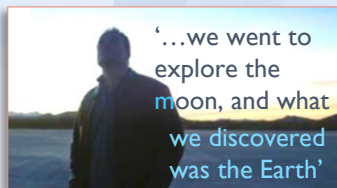
Curiosity	14%
Surprise	19%
Happiness	23%



Significant Emotional Shifts

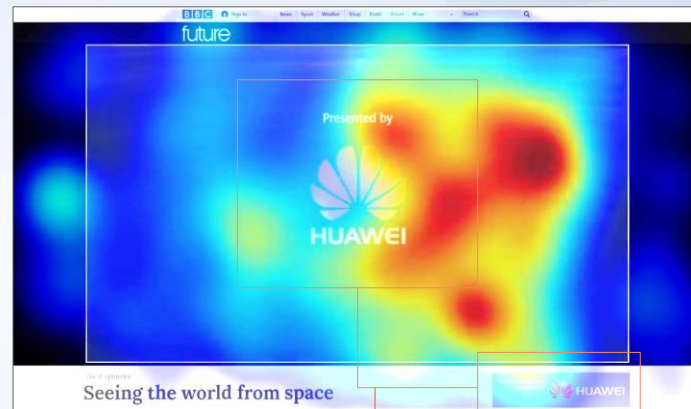
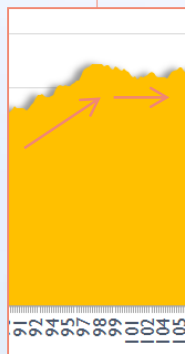
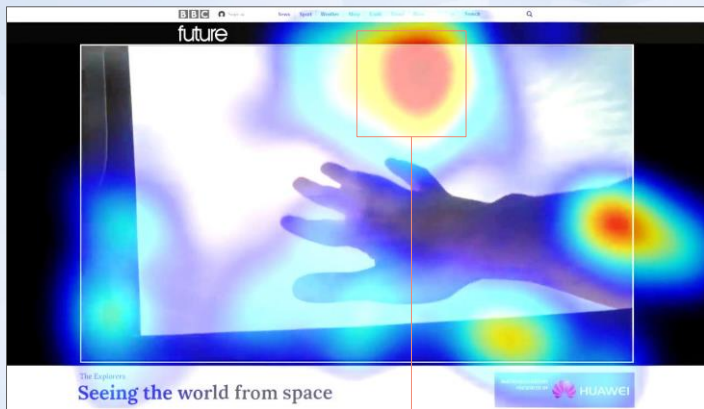
Emotional impact came from moments when the creative emphasized the value and beauty of planet Earth

- Puzzlement
- Surprise
- Happiness



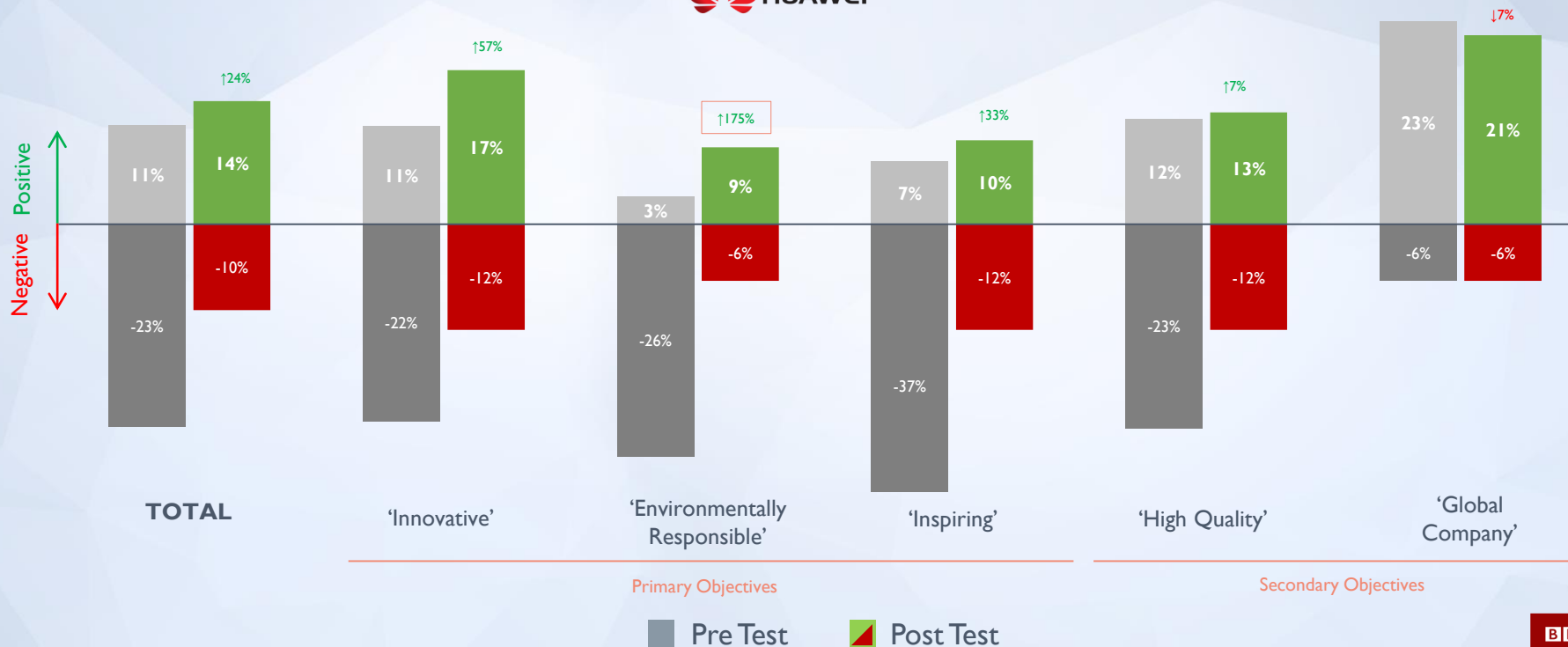
Eye-Tracking

Eye-tracking indicated the relationship between elements being viewed and the emotions being experienced at that time. The steady build of emotion throughout delivered a final spike in positive emotion as the brand was revealed



Implicit Association Shifts

The creative succeeded in consolidating a subconscious association between Huawei and key brand attributes. It particularly drove a powerful association between Huawei and environmental responsibility.

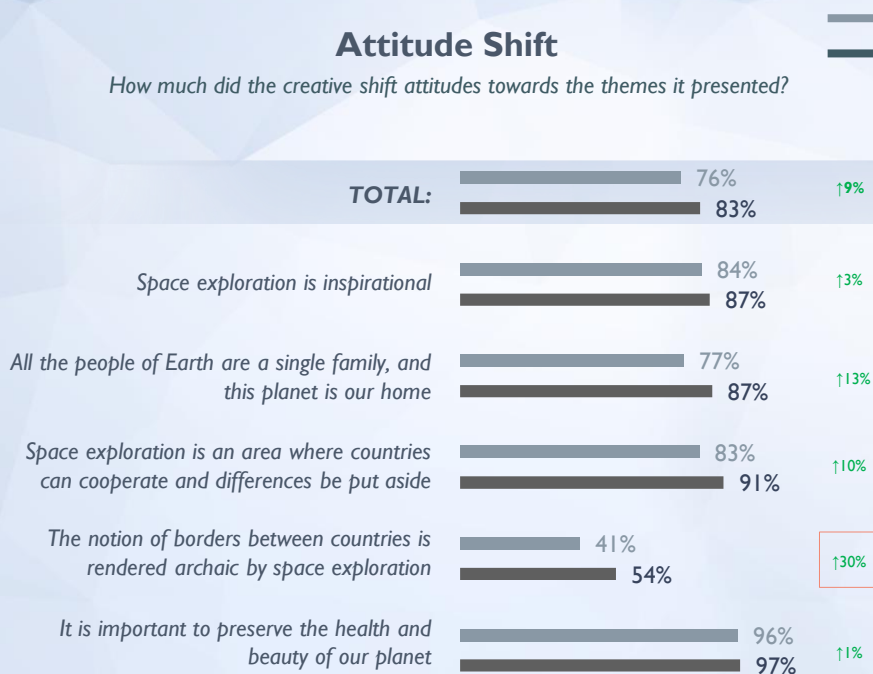


Explicit Association Shifts

The creative most positively shifted the notion that space exploration reflects the oneness of humanity. This delivered on positive brand association shifts; particularly that Huawei connotes innovation and is socially conscious.

Attitude Shift

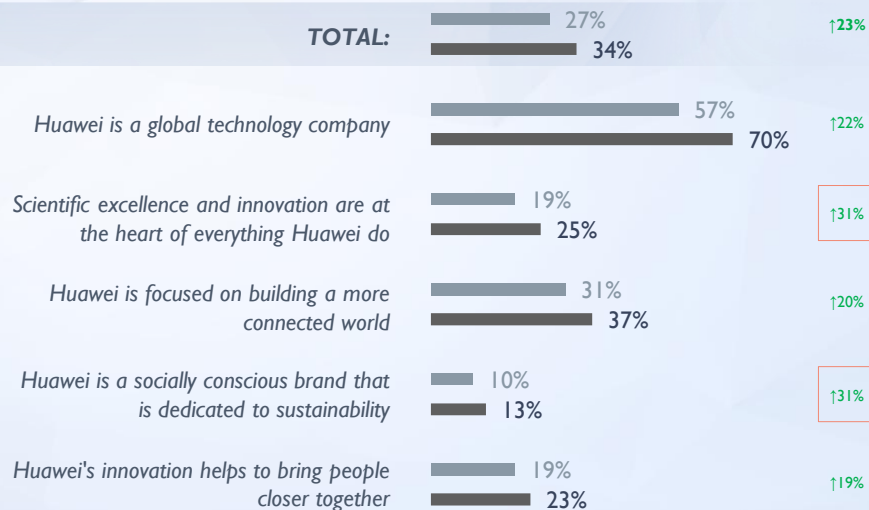
How much did the creative shift attitudes towards the themes it presented?



Control
Exposed

Brand Association Shift

How much did the creative shift positive associations with the **brand**?



% Agree

Creative | Brand Metric Uplifts

The World From Space was able to positively shift brand metrics across the board.

BRAND AWARENESS

*'What brand names come to mind when you think of [category]?'
Exposed: 17% aware | Control: 6% aware*

↑216%

BRAND FAVOURABILITY

*'Please indicate how positive or negative you feel towards [the brand]?'
Exposed: 30% positive | Control: 28% positive*

↑8%

BRAND ASSOCIATION

*Average association scores across a series of brand statements
Exposed: 34% agree | Control 27% agree*

↑23%

PURCHASE INTENT

*How likely are you to purchase [brand]?'
Exposed: 6% high intent | Control: 4.6% high intent*

↑19%

DESIRE TO ENGAGE

'If you saw the video online, which of the following activities might you do after watching it?' [no Control] | Percentage that chose any engagement [share, comment, follow etc]

50%

Summary Card: Seeing the World from Space



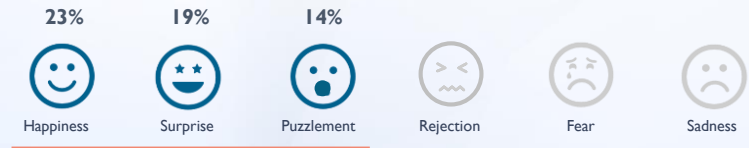
SUMMARY

A creative that produced a steady build up of positive emotion through anchoring the narrative around a compelling and topical theme of unity. Delivered strong association shifts between Huawei and environmental responsibility.

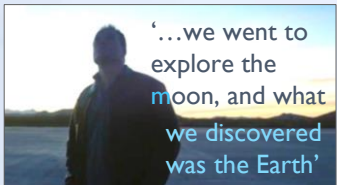
Subconscious Brand Shifts



Emotional Impact



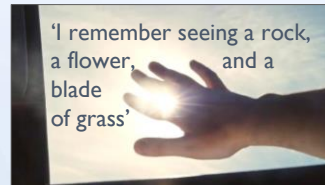
Key Impact Moments



[00:28 - 00:37]

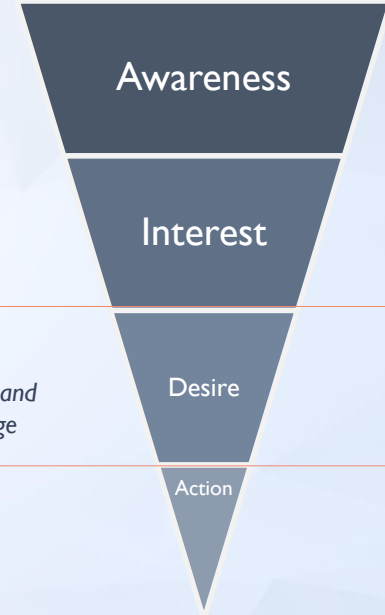


[00:55 - 01:00]



[01:33 - 01:43]

Key Contribution to Funnel



Delivered high implicit scores and desire to engage



Creative #2 The Girls Protecting Paradise



Explicit Enjoyment



57% claimed that they enjoyed watching the creative



27%

Enjoyment

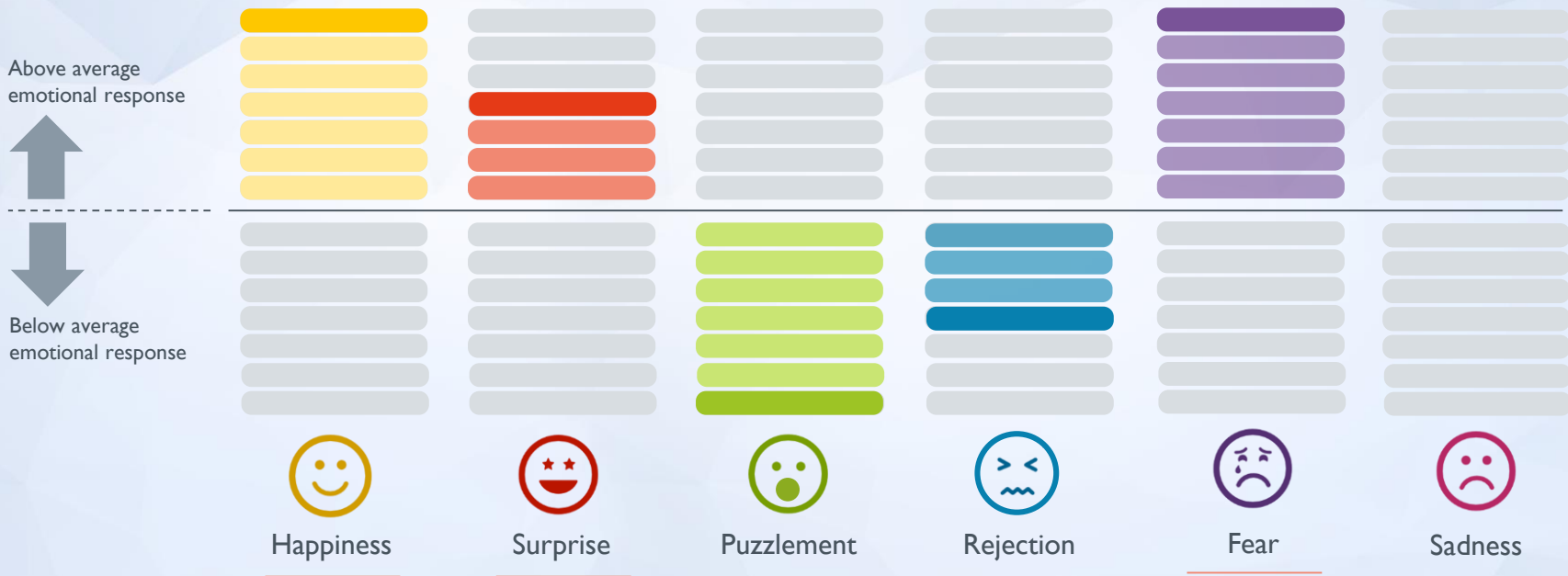


30%

High enjoyment

Emotion Index

The predominant emotions exhibited by The Girls Protecting Paradise were Happiness, Surprise and Fear. The fear score is most likely signifying empathy with the narrative.

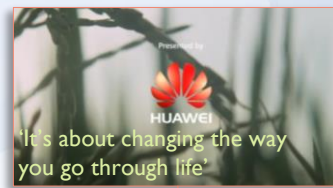


Emotional Engagement

This creative built positive emotion, with a number of key moments along the way. The most impactful theme was the potential of the younger generation to be agents of change in their communities

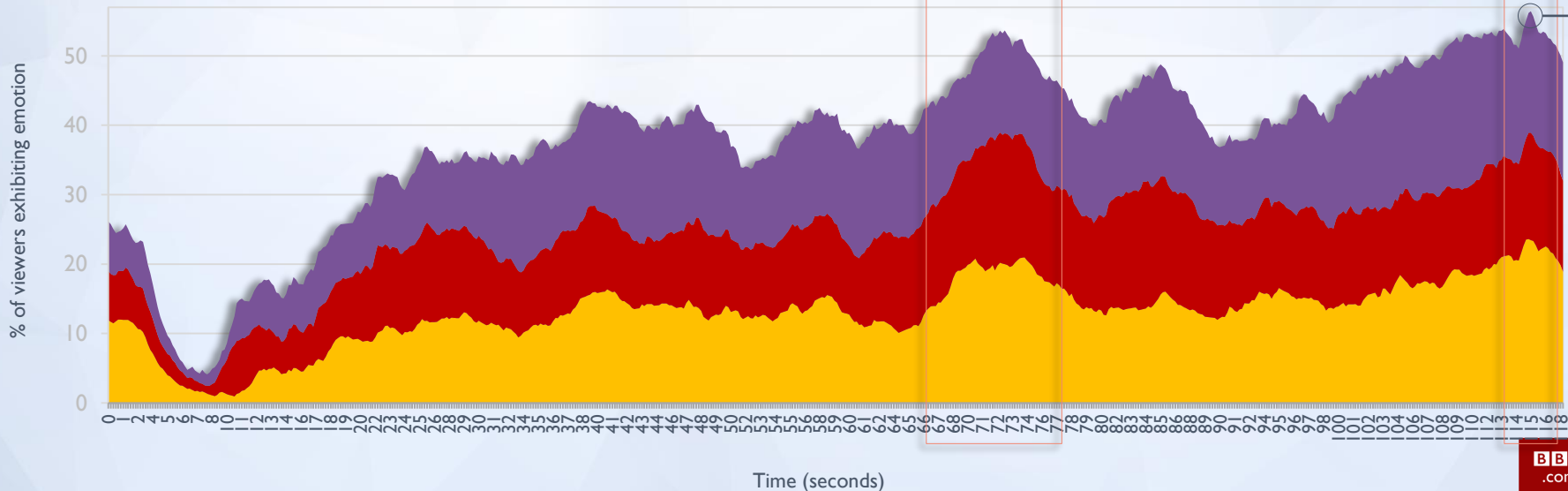
Creative #2

- Fear
- Surprise
- Happiness



Peak Emotion Scores:

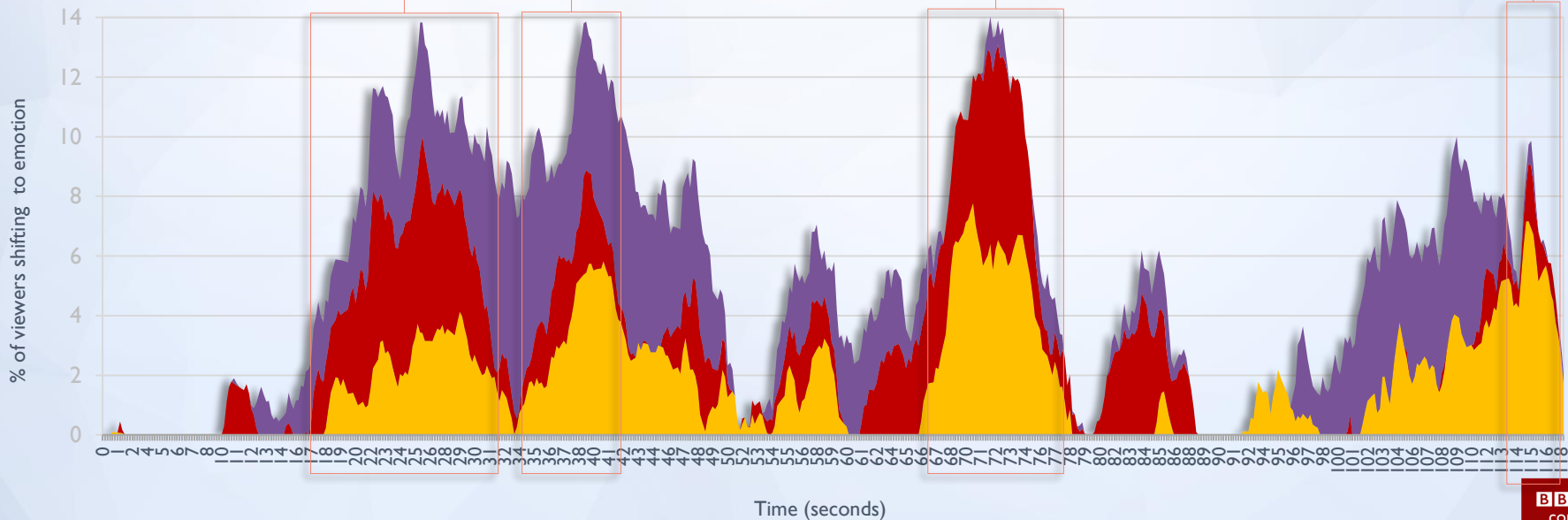
- Fear 22%
- Surprise 19%
- Happiness 23%



Significant Emotional Shifts

The sustainability theme was initially stimulated from the personal story of how the two sisters conceived of their community initiative. Curiosity peaked in the final seconds, suggesting the closing statement was food for thought

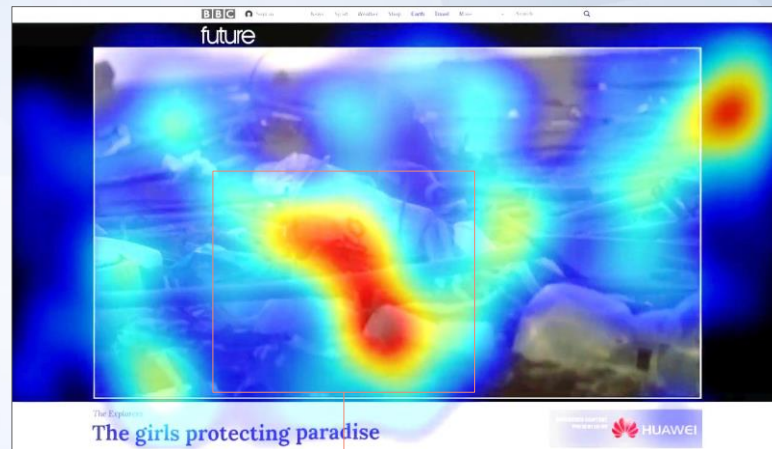
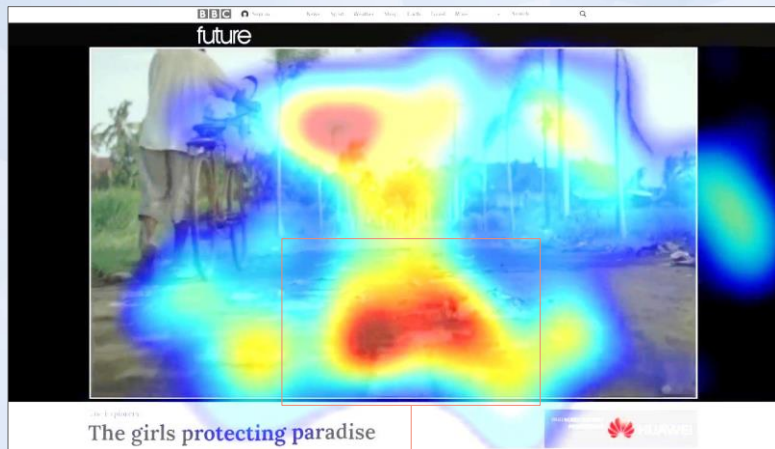
- Fear
- Surprise
- Happiness



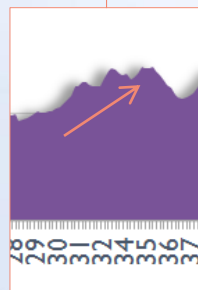
Eye-Tracking

The early shots of rubbish and pollution stirred empathy in the viewer. Eye-tracking indicated that viewers fixated on these elements of the shot at the same time that an increase in empathetic facial scoring was recorded.

Creative #2

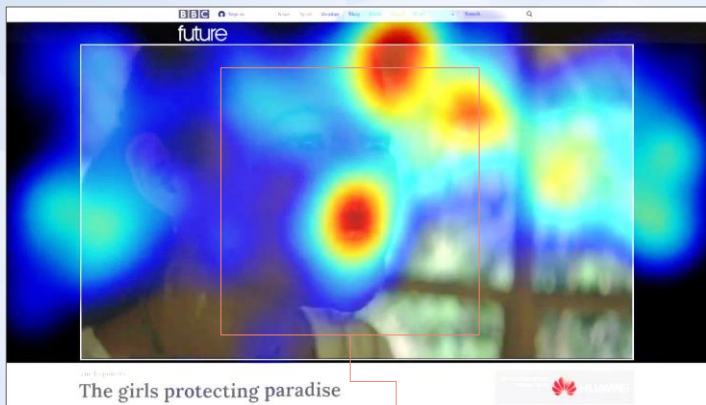


Fear Score



Eye-Tracking

The use of close ups on faces were a strong draw for visual attention. The main speaker in particular proved a very engaging character; there was clear visual fixation when her face was onscreen and an emotive response



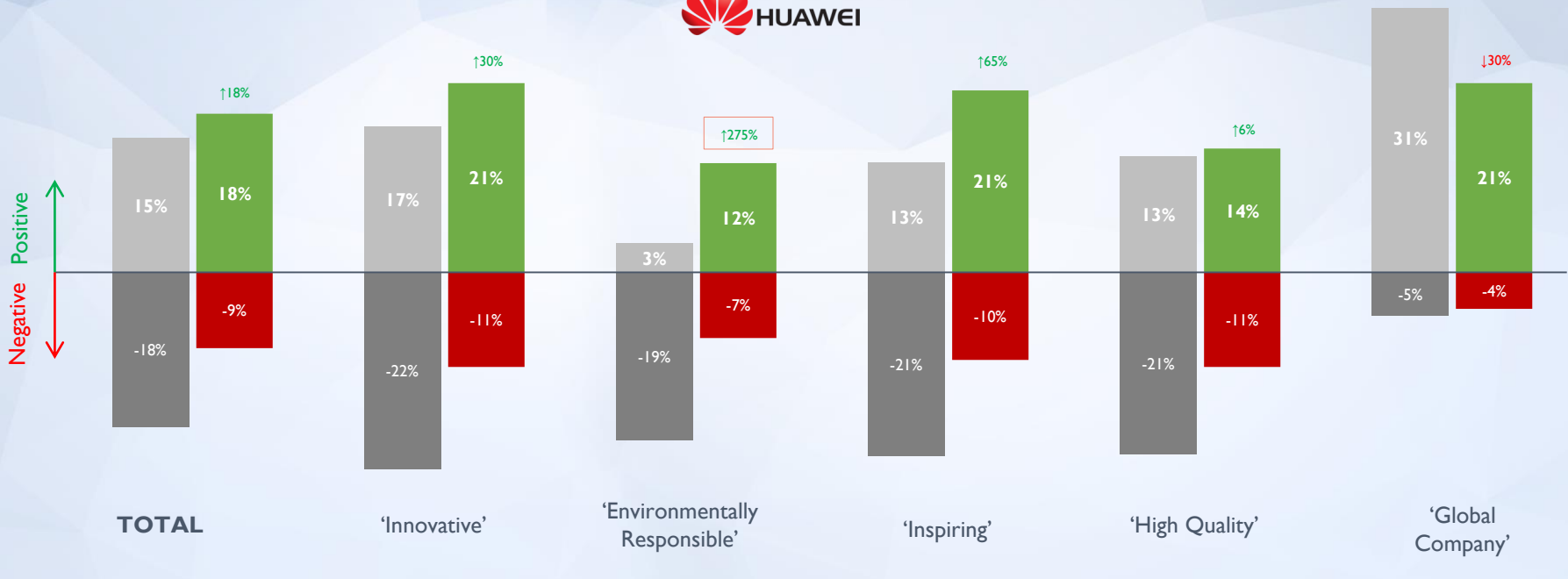
Surprise



Surprise

Implicit Association Shifts

The creative delivered an overall 18% increase in positive movement in an Implicit Association test. It was particularly effective associating with 'Environmentally Responsible' and 'Inspiring'.



Negative ↑
Positive ↓

Primary Objectives

Secondary Objectives

■ Pre Test ■ Post Test

Explicit Association Shifts

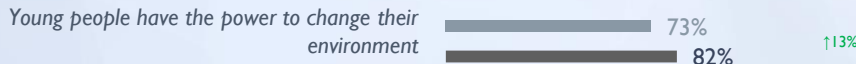
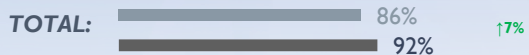
The creative most positively shifted the notion that the state of the world is a reflection of humanities values. This delivered on positive brand association shifts; particularly that Huawei is dedicated to sustainability.



Attitude Shift

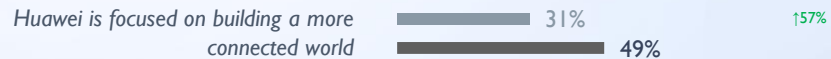
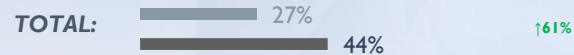
How much did the creative shift attitudes towards the themes it presented?

Control
Exposed



Brand Association Shift

How much did the creative shift positive associations with the brand?



% Agree

Creative 2 Brand Metric Uplifts

The Girls Protecting Paradise delivered strong brand metric uplifts

Creative
#2

BRAND AWARENESS

What brand names come to mind when you think of [category]?
Exposed: 28% aware | Control: 6% aware

↑400%

BRAND FAVOURABILITY

Please indicate how positive or negative you feel towards [the brand]?
Exposed: 33% positive | Control 28% positive

↑16%

MESSAGE ASSOCIATION

To what extent do you agree that each of the statements below applies to [brand]? Exposed: 44% Agree | Control: 17% Agree

↑61%

PURCHASE INTENT

How likely are you to purchase [brand]?
Exposed: 5% high Intent | Control: 4.6% High Intent

↑6%

DESIRE TO ENGAGE

If you saw the video online, which of the following activities might you do after watching it? [no Control] | Percentage that chose any engagement [share, comment, follow etc]

58%

Summary Card: *The Girls Protecting Paradise*



Creative #2

SUMMARY

A creative that contained a number of strong emotional hooks across its duration that all served to drive both explicit and implicit brand metrics. Uniquely produced a strong association with Huawei being 'Inspiring', and generated interest in purchase and further investigation of the brand.

Subconscious Brand Shifts

↑ **275%** 'Environmentally Responsible' ↑ **60%** 'Inspiring' ↑ **30%** 'Innovative'

Emotional Impact



Key Impact Moments



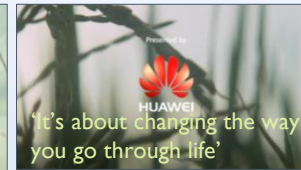
[00:25 - 00:29]



[00:36 - 00:42]

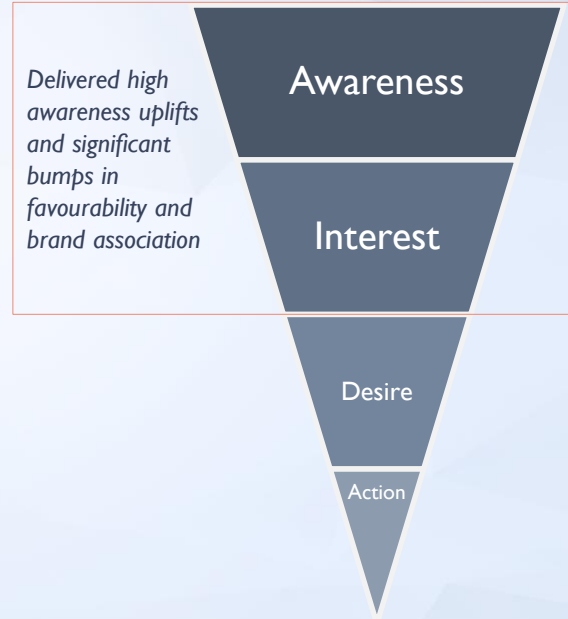


[01:03 - 01:11]



[01:45 - 01:58]

Key Contribution to Funnel



Overall Learnings and Recommendations

LEARNING

Creative #2 performed better higher up the funnel, and Creative #1 performed better further down.

Each creative featured moments that delivered a key emotional payload. For Creative #1 it was around the poignancy of going to space to discover the Earth. For Creative #2, it was around the power of children to improve their community.

*Creative #2 delivered high emotional scores, and frequent emotional moments. This appears to have been accomplished through a moving storyline with empathetic characters, and an **early establishment of the stakes** in the plot.*

Creative #2 overlaid the brand over the final 'message' of the creative; weaving both together. This meant that the brand was visible as the creative delivered its emotional 'peak'.

RECOMMENDATION

*For campaign planning, consider **sequencing** the campaign so that Creative #2 is seen first (to drive awareness) and Creative #1 is seen second (to drive engagement).*

*Consider clipping and using these key moments as **promotional assets** on social media to drive viewership and traffic.*

*The **early ramp up** of serious emotion assisted in delivering a significant overall emotional payoff. Consider future creatives that trigger serious emotions like fear **early** for similar success.*

Research has suggested that this is a compelling device in connecting the emotion to the brand, and also assists in recall. Consider interleaving the brand in such a way in future creatives.



The
science of
ENGAGEMENT