

- a description of the sample design and selection method
- the research technique and data collection mode
- the defined measurement for the study variables (including the exact wording of the questions used for survey or interview designs)
- detailed findings on the analysis of study variables
- supporting documentation, such as the questionnaire (if relevant), statistical analyses, tables, etc.

From detailed reports, marketing decision-makers can then consider whether the results are likely to be reliable and valid (based on Diamond, 2011; Stewart, 2014).

Case Study 4.3

Neurons' Predict Revolutionizes Advertising Research with AI for Tropicana

Imagine being able to see your visuals through the eyes of your audience, instantly understanding their attention and cognitive reactions. This is the transformative power of Neurons' Predict – an AI-driven solution that's reshaping the landscape of advertising research and campaign optimization. Neurons' Predict utilizes state-of-the-art AI to simulate consumer attention on visual assets in mere seconds. By pre-testing and fine-tuning images and videos with high precision, brands can make informed design decisions that resonate deeply with their target audience.

With a consumer neuroscience database that has been accumulated over a decade, Neurons boasts one of the world's most extensive collections. This robust database, featuring over 100 billion data points from nearly 200,000 participants, forms the cornerstone of their powerful AI models. The quality of an AI model is only as good as the data it learns from, and Neurons' vast repository ensures exceptional predictive capabilities.

To gauge how consumers will respond to visual content – whether static images or video – users simply upload their assets into the Predict model. Within moments, the tool delivers a range of relevant metrics and heatmaps. These metrics include attention, emotion and engagement, content clarity, and cognitive demand. Predict also benchmarks ads and other visual marketing materials against industry standards, helping brands identify performance gaps and make real-time adjustments for optimal results.

Let's see how Neurons' Predict performed for Tropicana UK.

Creating Effective Omnichannel Brand Campaigns – Tropicana Brand Group UK

Tropicana aimed to develop campaign assets that would reinforce its leadership position and stand out from generic category messaging. Binanti Cuzner, Consumer Insights Lead at Tropicana UK, explained: "One of the challenges when developing exciting new products and campaigns is ensuring they are visually engaging and distinctive."

Tropicana sought to maximize their advertising budget by creating visuals that drive engagement. They turned to Predict AI to test various design layouts before launching their campaigns. The tool enabled the team to assess visual salience, engagement, and brand impact during the development phase. “Predict is invaluable for evaluating all our brand collaterals, from video ads to shopper marketing”, said Binanti. She chose Predict for its advanced neuroscience-based insights and user-friendly interface. “It provides us with a holistic view of how our ads and visuals will perform in the market,” she added.

One standout example is Tropicana’s ‘Naked’ OOH bus campaign, whose impressive brand awareness and engagement metrics led London Transport to extend its run. “Predict offered early insights on how to further optimize our creatives for greater brand awareness before finalizing them for print”, explained Binanti.

Neurons’ Predict is more than just a tool; it’s a revolutionary advancement in advertising research. By leveraging AI to predict consumer behavior and fine-tune marketing strategies, brands like Tropicana are seeing remarkable success in their campaigns. With Neurons’ Predict, the potential for creating impactful and engaging advertising content is limitless.

Think Critically

- How does the integration of AI in advertising research, as demonstrated by Neurons’ Predict, enhance the accuracy and efficiency of campaign optimization compared to traditional methods?
- What are the potential ethical considerations of using AI to predict and influence consumer behavior in advertising?
- In what ways could the vast consumer neuroscience database that Neurons has compiled be leveraged beyond advertising research to benefit other industries or applications?

Sustainability Spotlight

Gaming Goes Green: Gamer Research Points to Sustainability Motives

In recent years, the gaming industry has witnessed a significant shift in player attitudes toward sustainability and environmental issues. With more than three billion gamers worldwide, gamers represent a powerful market and gaming is an industry ripe for implementing changes to contribute to the health of the planet. The manufacture and shipping of gaming consoles, the energy usage associated with gaming, and the impact of e-waste all contribute to carbon emissions (Henshall, 2024). Let’s explore the market research on gamer attitudes and how leading brands in the gaming world are responding.

(Continued)