



Driving brand value with emotional intelligence in content

Neuroanalytics study examining the impact of emotions in entertainment content on brand value by



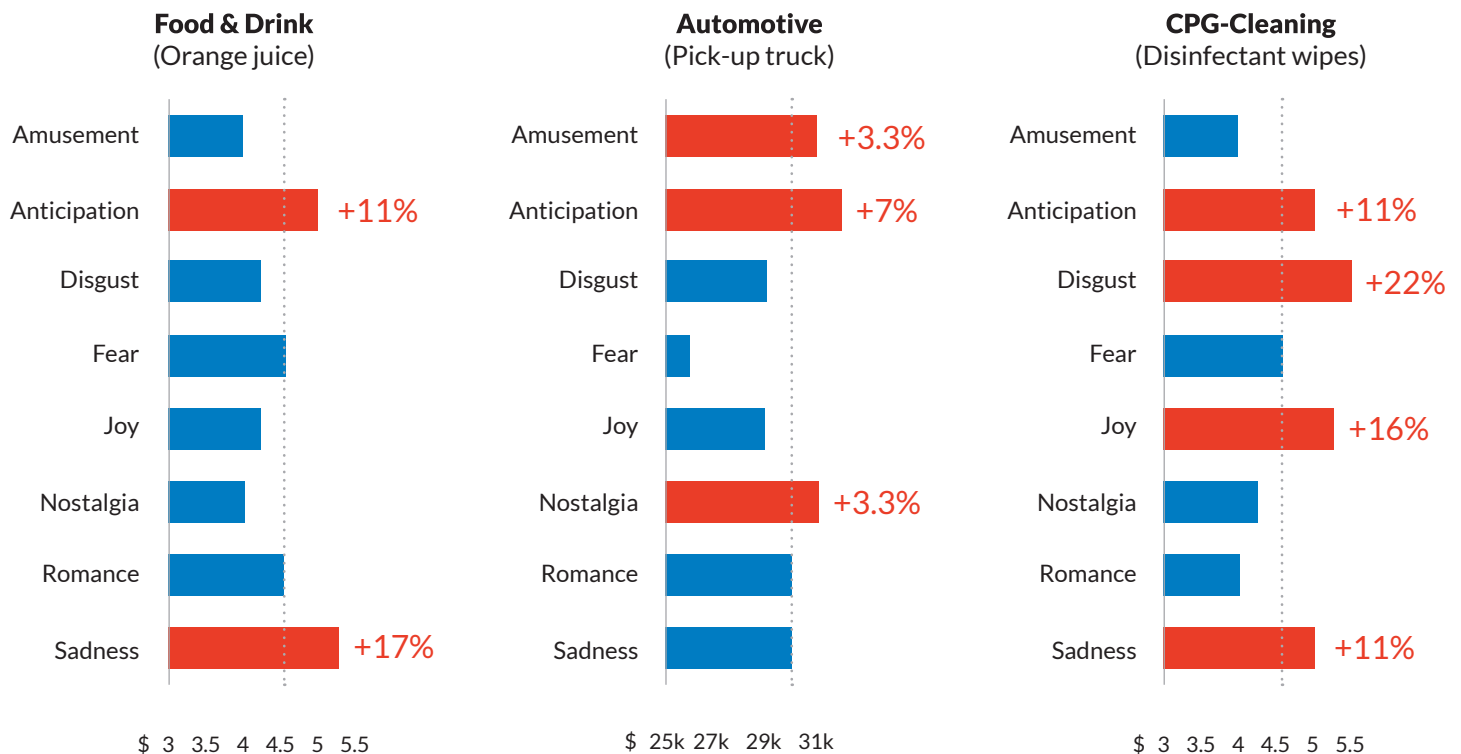
Phase 1 methodology: Behavioral economics valuation task

900 people were tested online assessing the impact of eight emotions in content across three brand categories (CPG, Auto, Food & Drink). A remote purchasing task was performed to determine brand value before and after participants were exposed to the content.

Emotions tested in content

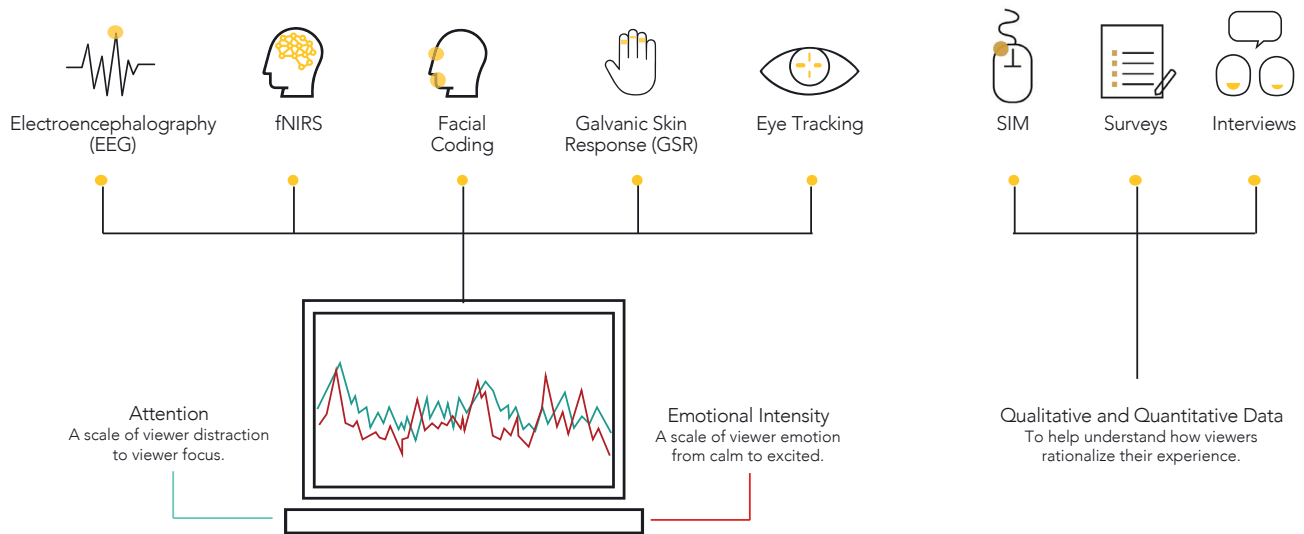
Joy | Sadness | Amusement | Anticipation | Fear | Disgust | Nostalgia | Romance

Key findings: Different emotions impact brand value depending on brand category, with multiple emotions showing positive lifts per category

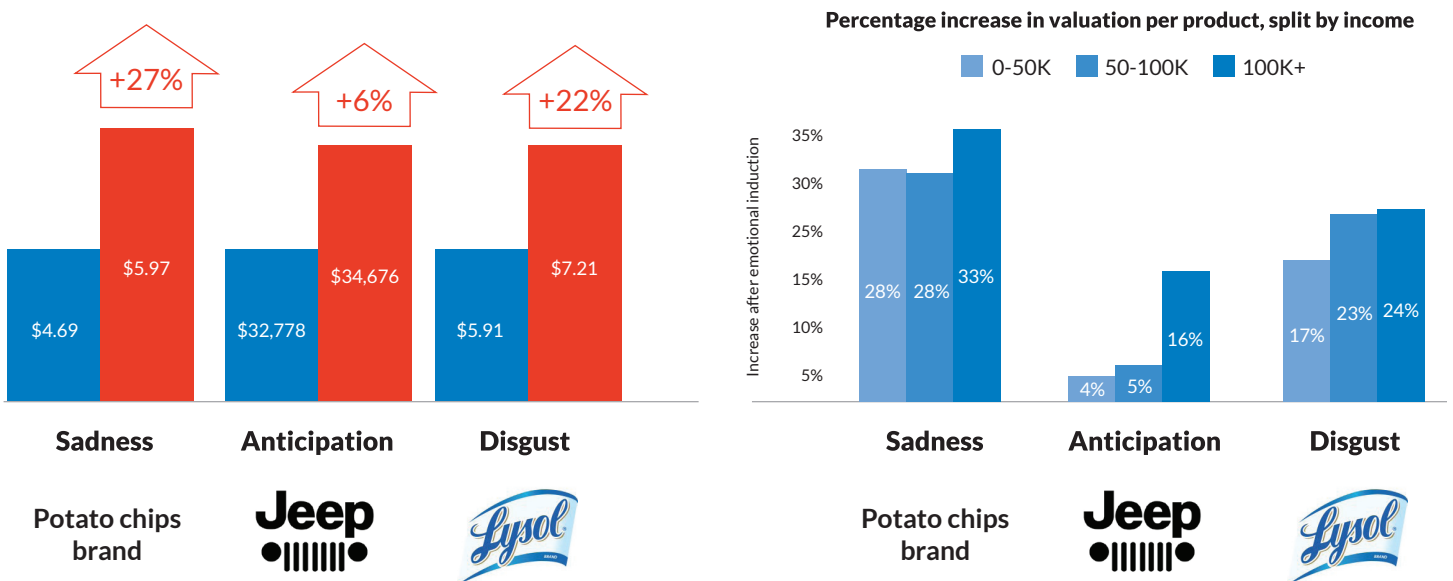


Phase 2 methodology: Neuroanalytics lab study

Taking the emotions with the highest lift from Phase 1, 50 participants viewed content with product and signage ads inserted in content sparking those emotions.



Key findings: Participants exposed to emotional scenes with brand insertions in the content, elicited significant lift in price valuation compared to scenes without, due to the 'emotional carryover' effect. This effect was more pronounced for those in the \$100K+ income bracket.



Summary: Over the course of the study, 950 people were tested from varying income levels. The combination of targeted emotional scenes paired with product and signage ad insertions in the content elicited significant price valuation lifts for each of the brand categories tested.