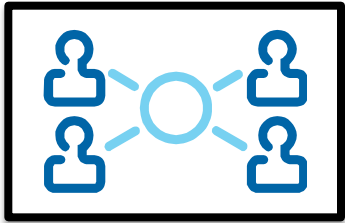




Digital Display Through
The Eye Of The
Consumer

The Research Methodology



Respondents are recruited from web panels and represents the target group. Respondents are rewarded for their participation by the panel company.



In the survey respondents are asked permission to access their web camera. Thereafter the respondents eye/web camera is calibrated. During the test the respondents gaze is tracked through the Webcam.



Stimuli are shown at the respondents computer screen and respondents looks at them spontaneously. Stimuli are followed by a questionnaire where respondents answer.

What Does It Look Like?



How Robust Is The Methodology?



After c15 Respondents Results Are Very Consistent

5 USERS



10 USERS



15 USERS



20 USERS



25 USERS



30 USERS




An Award Winning Methodology Used By P&G And Group M

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How Men Look at Women: One Online Marketer's Surprise Answer


By Erik Sherman | July 13, 2011 Share Tweet Like



What part of a beautiful woman do men and women look at first? Hey, it's not what you think.

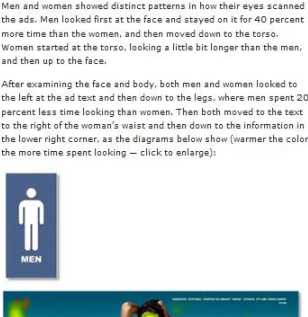
Market research firm EyeTrackShop, which provides opt-in eye tracking tests via webcams for corporate clients, just finished a study that turns expected answers on their heads.

In a test in Norway (the company has also done additional tests in the U.S. and U.K. with similar results), 100 participants over two days looked at a test Web ad for H&M showing a beautiful woman in a bikini, like the one below:



Men and women showed distinct patterns in how their eyes scanned the ads. Men looked first at the face and stayed on it for 40 percent more time than the women, and then moved down to the torso. Women started at the torso, looking a little bit longer than the men, and then up to the face.

After examining the face and body, both men and women looked to the left at the ad text and then down to the legs, where men spent 20 percent less time looking than women. Then both moved to the text to the right of the woman's waist and then down to the information in the lower right corner, as the diagrams below show (warmer the color, the more time spent looking — click to enlarge):



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A must-attend event for CPG marketers

NEWS

P&G Tracks Eyeballs Online -- Literally -- Using Webcam Home Test

A Pampers Ad Tops in Effectiveness Among 100 in Nordic Test

By Jack Neff Published: April 15, 2011

Procter & Gamble Co. has signed with a company that uses webcams to literally track eyeballs online, and the results so far look pretty good at least for one of its brands, Pampers -- in Scandinavia.

An online ad for Pampers showed up as the most effective among 100 online ads from various marketers in a study among 400 participants viewing the ads at home in Sweden, Norway, Denmark and Finland. The study was conducted by Stockholm-based MRC Online EyeTracking, which uses webcams and software developed by Tobii Technology to follow viewers' gaze. MRC defined effectiveness based on where and how long people looked at elements of the advertising.

P&G has signed on as a customer of MRC's EyeTrackShop service for the Nordic region, said Mathias Plank, CEO of MRC International. MRC also has an office in China and recently opened a U.S. office in New York, but P&G is not working with the company in the U.S. at this point, he said.

Mr. Plank said MRC is working with P&G on pre-tests of online ads and with some in-store marketing materials. Overall, he said MRC tests about 100 ads a week and has done tests in 30 countries. It promises to turn around results in 48 hours.

MRC's webcam-based eye tracking has the advantage of not requiring headsets and needs only webcams that can be used at home, making it easier and cheaper than conducting tests in laboratory conditions used by some other companies in biometric and neuromarketing research.

"We are extremely happy that Pampers was recognized as the most effective ad [in the MRC study]," Krister Karjalainen, head of digital for P&G in the Nordic region and a former web manager for Ikea, said in a statement. "As P&G is driving digital innovation to better serve consumers, we are also looking into improving online measurement methods. Eye-tracking technology is an interesting technology that could help."

Other biometric and neuromarketing research firms also use eye tracking as part of their approach, but Bill Stephenson, senior VP-client service at Innerscope, said in an email, "We do have reservations around assuming eye tracking technology alone can answer the most relevant questions in home. Eye tracking can tell you how your creative works functionally (how the colors and movement draws the eye) but is unable to measure an audience's emotional response."

For example, he said Innerscope has studied a Google TV ad on two completely different audiences - VP-level media executives and what he described as "low-income 'Average Joes'" -- that show "tremendous emotional differences but the eye tracking is nearly identical."

Innerscope uses lab research that also includes monitoring people's pupil dilation, heartbeat, breathing, motion and skin conductivity to gauge emotional reaction to ads. Another recent Innerscope study with Yahoo found, not surprisingly, that contextual and personal relevancy of online ads increased attention and positive emotional response.

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Awarded the Red Herring Europe Top 100 as one of the most innovative companies 2011

4 Nominations for IAB Europe Research Awards 2011

Nominated for European Business Award 2011

The Worlds First Webcam EyeTracking Solution has been developed in partnership with Tobii Technology, the World Leader in EyeTracking and EyeControl

How We Conducted The Pilot



We partnered with BBH to understand and explore the role of digital display advertising.



B B H

We created a series of different test cells to explore a variety of scenarios, using generic content platforms and a range of BBH client creative.



What Did We Want To Get From This?



Our Objectives

Trial A Brand New Methodology – First UK Media Owner To Use This

Lead The Debate On Creativity – Align Our Offering With Advertisers Needs

Investigate How Consumers Interact With Digital – Beyond The Click

Put Emphasis On Creativity As Well As Delivery

Illustrate Our Thought Leadership and Collaborative Credentials

Provide Tangible Insights Into How Creative Works

Develop A Productised Proposition To Add Value To Key Clients

Eight Key Findings and Learnings

Consumers spend a significant time with advertising – on average 11% of their time on page is with advertising

Creative counts: Interaction varies significantly by creative

Time spent with creative varied from 22.5% of time on page to 5% – a differential of 17.5 points

On average it takes consumers 4.5 seconds to fixate on creative – but this varies by a total of 7.5 seconds dependent on creative

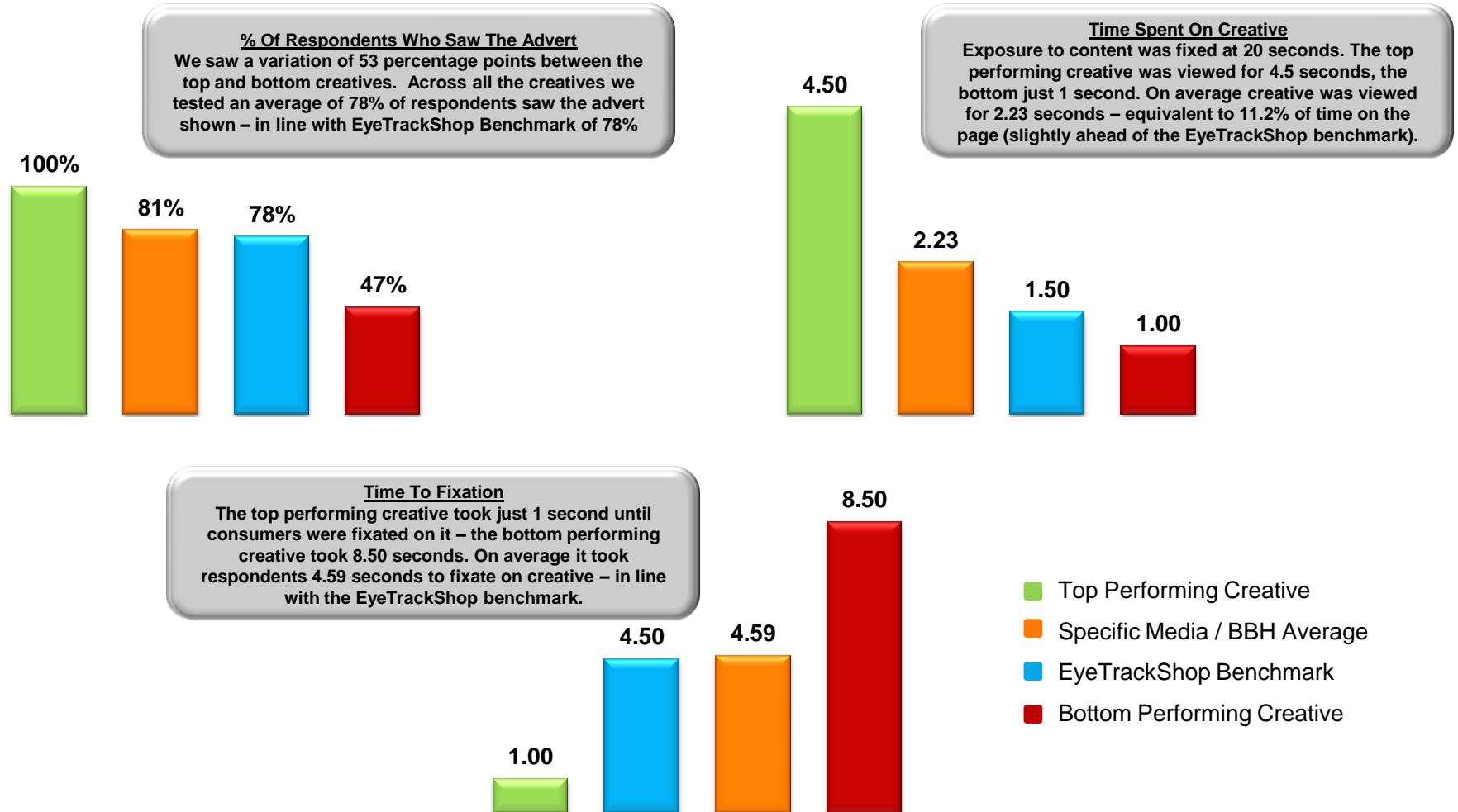
Creative also dictates exposure – which varied from 100% down to less than half

The impact of audience relevance can clearly be seen – respondents take over three times as long to fixate on an advert when the relevance is not there, and spend half the time looking at it

Exposure to creative has a tangible impact on recall irrespective of user action – brand recall was 8 points higher amongst an exposed vs control group.

How a user interacts with an advert doesn't necessarily correlate with what they say about the same advert – which has implications for measuring creativity.

A summary of the creative testing we ran against key measures



Lynx Advertising vs Dove Advertising...On FHM



MALE RESPONDENTS NOTICE THE RELEVANT ADVERTISING AFTER 3 SECONDS, AND SPEND 2 SECONDS LOOKING AT THE ADVERTISING. 100% OF THE MALE AUDIENCE IS EXPOSED.



WHEN THEY SEE NON RELEVANT ADVERTISING IT IS FILTERED OUT – IT TAKES 7 SECONDS TO FIXATE (5 SECONDS LONGER) AND USERS SPEND HALF THE TIME ON THE ADVERTISING. ONLY 50% IN TOTAL ARE EXPOSED.

Lynx Advertising vs Dove Advertising...On FHM

THE LYNX BANNER ADVERT IS THE **FIRST PART OF THE CONTENT PAGE THAT USERS LOOK AT**, THEY THEN WORK THEIR WAY DOWN THE PAGE

THIS IS REFLECTED IN THE HEAT MAP OF THE PAGE THAT SHOWS THE WEIGHT OF VIEWING ON THE PAGE



Audi A1 Advertising ...On Mirror.Co.Uk



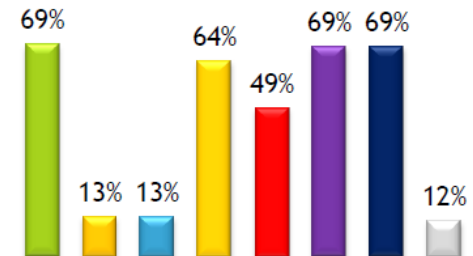
95% SEE THE TOTAL OF TWO ADS –
76% THE MPU AND 81% THE
BANNER

IN TOTAL, TIME SPENT WITH THE AD
IS 2 SECS (0.5% GREATER THAN
BENCHMARK).

IT TAKES 4 SECS TO FIXATE ON THE
BANNER – BUT 10 SECS TO FIXATE
ON THE MPU

Overall 69% of those exposed to the Audi A5 are aware of the marque. This is 8 points higher than a control group shown an alternative car advert in the same environment.

- BMW 1 Series
- Audi Zoom
- Mercedes Flash
- Audi A1
- BMW 8 Series
- Audi A5
- Mercedes C Class
- None of the above



Scenario Three: Creative Impact



Two Different Google Consumer Products...On itv.com

The screenshot shows the itv.com homepage. At the top, there are navigation links for 'TV Shows', 'TV Guide', and 'ITV Player'. Below this, there's a 'What's on' section with a grid of program thumbnails. A 'Catch up' section features a 'Player' button and a 'Most watched' list. A prominent 'Download Google Chrome' button is visible in the center. The bottom section is divided into 'This Morning', 'Tour de France', and 'ITV Live'.

This screenshot shows the same itv.com homepage but with a different layout. The 'Download Google Chrome' button is replaced by an advertisement for 'ed-linez' with the text 'ed-linez' and 'GO TO GET IT'. The 'This Morning' section now includes a 'Fairest bride in Britain' article. The 'Tour de France' section features a 'Watch the latest video' link. The 'ITV Live' section has a 'Reunite the Tour legend' link. The overall layout is more compact and focused on content recommendations.

Scenario Three: Creative Impact



Two Different Google Consumer Products...On itv.com

62%
1.5 SECS
8.5 SECS

SEEN ADVERT
TIME ON ADVERT
TIME TO FIRST FIXATION

68%
1.0 SECS
8.0 SECS



Scenario Four: Measuring Creative



Two Different Consumer Products, Same Creative Unit

62%
1.5 SECS
8.5 SECS

SEEN ADVERT
TIME ON ADVERT
TIME TO FIRST FIXATION

89%
1.5 SECS
5.5 SECS



Scenario Four: Measuring Creative



Different Creatives Illicit Different Interaction Rates...



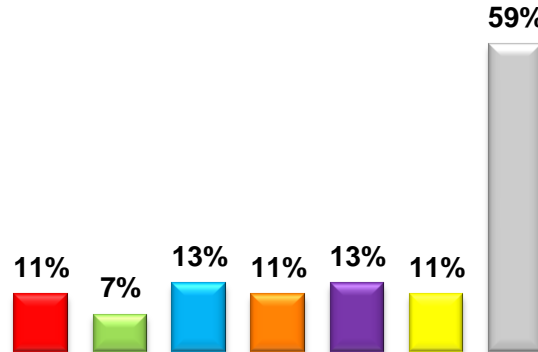
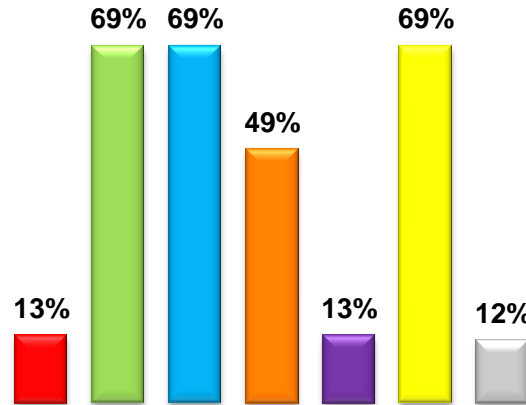
89% OF RESPONDENTS NOTICE THE ADVERT – THEIR TIME TO FIXATION IS 5.5 SECS (1.5 SECS LONGER THAN BENCHMARK LEVEL) AND SPEND 1.5 SECS ON THE AD THAN (BENCHMARK LEVEL)

90% OF RESPONDENTS NOTICE THE ADVERT – THEIR TIME TO FIXATION IS 2.5 SECS QUICKER THAN BENCHMARK AT 1.5 SECS AND THEY SPEND 2.5 SECS LONGER ON THE AD THAN BENCHMARK AT 4 SECS

Low Involvement Vs High Involvement

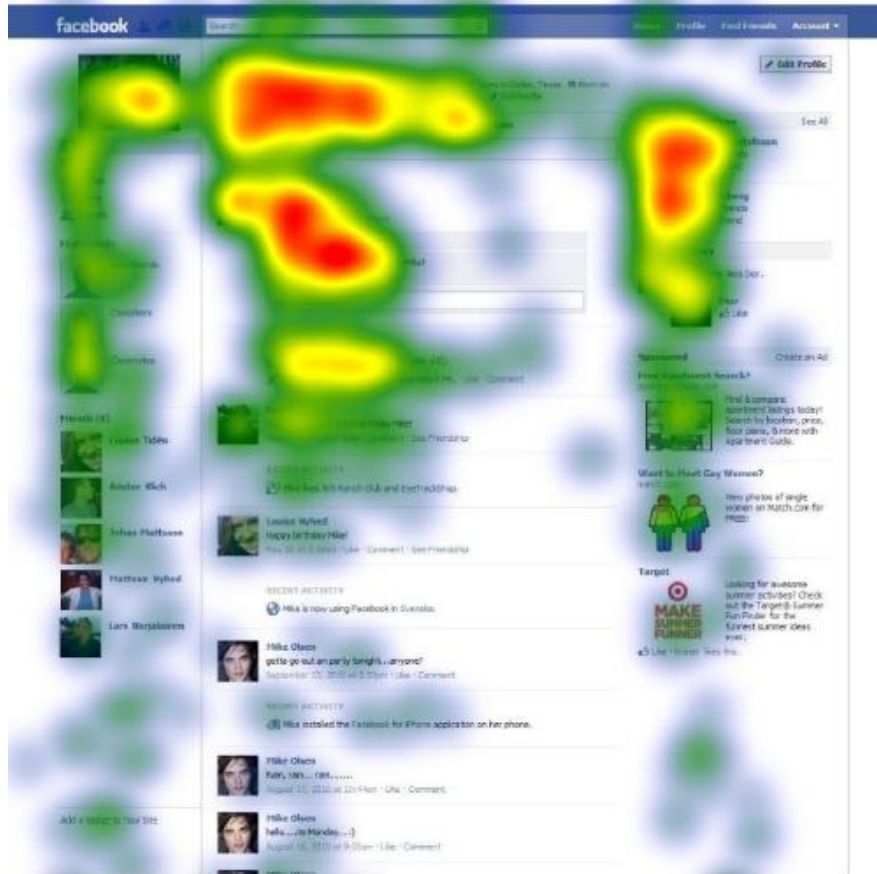


... And Also Very Different User Responses



- It improves my opinion of the brand advertised
- I would like to see the ad again some time
- I have an increased interest in using the brand advertised
- People like me would like this advert
- It gives the feeling that what was said about brand was worthwhile
- I would mention points / impressions from the ad in conversation
- None of the above

How do users interact with ad sites on Facebook?



ONLY 24% OF RESPONDENTS SEE THE FACEBOOK DISPLAY ADVERTISING UNITS. THEY SPEND JUST 0.5 SECS ON THE UNITS AND IT TAKES THEM 12.5 SECS TO FIXATE. ALL WELL BELOW THE BENCHMARK LEVELS.



THE AD UNITS ARE THE LAST SECTION OF THE FACEBOOK PAGE THAT USERS LOOK AT.

Advertising Interaction Reports

	<u>CLICK RATE</u>	<u>HOVER RATE</u>	<u>HOVER TIME</u>	<u>DWELL TIME</u>
	0.069% x44.6 GREATER	3.08%	4.60	28.80
	0.085% x79.8 GREATER	6.78%	5.90	22.40
	0.030% x77.3 GREATER	2.32%	4.95	25.19
	0.069% x129.7 GREATER	8.95%	7.00	28.80

Analysing not only the click, but also how users interact with the advertising unit (hover rate), time spent interacting (hover time) and overall exposure time (dwell time) gives a richer, deeper and more insightful perspective on creativity and effectiveness.

Eight Key Findings and Learnings

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The View From Specific Media, BBH and EyeTrackShop

“ “ The way consumers use the internet has evolved, but the way we measure its effectiveness as an advertising vehicle has not. We use the click to measure instant action, but the internet empowers consumers to act when they want and how they want to. The click therefore is redundant.

Projects such as this illustrate the real way in which consumers interact with digital advertising. It also empowers brands to fully understand the way creative is working, and to develop and perfect their digital advertising proposition.

This methodology is the most realistic replication of the browsing experience and offers a fascinating and detailed view of how, and why, creative is working – or not. ”

Chris Worrell, European Research Manager, Specific Media

“ “ EyeTrackShop is a unique and innovative methodology that, for the first time, enables brands to identify and measure the visual effectiveness of their digital advertising.

We were delighted to partner with Specific Media and BBH on this project – it’s a great example of using this methodology to enhance our understanding of digital advertising. ”

Mathias Plank, CEO, EyeTrackShop