



Aim:
To develop a quantitative **measure of how adverts affect people on an implicit and explicit level**, focusing on testing the strength of the adverts:

-  Impact
-  Communication
-  Persuasion

Measures:



Implicit memory

To measure implicit emotion, people are asked to **categorise a non word as either positive or negative** as quickly as possible to avoid the interference of any conscious decisions.



Those with a **positive mindset** are more likely and faster to **categorize the word as positive**.

Results indicate emotional adverts have a greater emotional impact than rational ones.

Engagement

As we have a finite capacity for attention, engagement can be measured by asking people to **complete a small secondary task whilst the advert is playing**.

Mistakes in the task will indicate the advert is distracting and thus engaging.



Explicit Feedback

We ask people a series of questions to rate adverts in terms of humour, music, characters, plot and style.

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Insight:

The outputs serve as a **planning tool to advise clients on how to amplify the effect of their adverts** across the Channel 4 sales platform.

For example, if the ad punches above its weight, it is likely to be used in premier breaks.

Measures:

Communication

Semantic recall questions and cues can test how memorable the key points of the advert are.

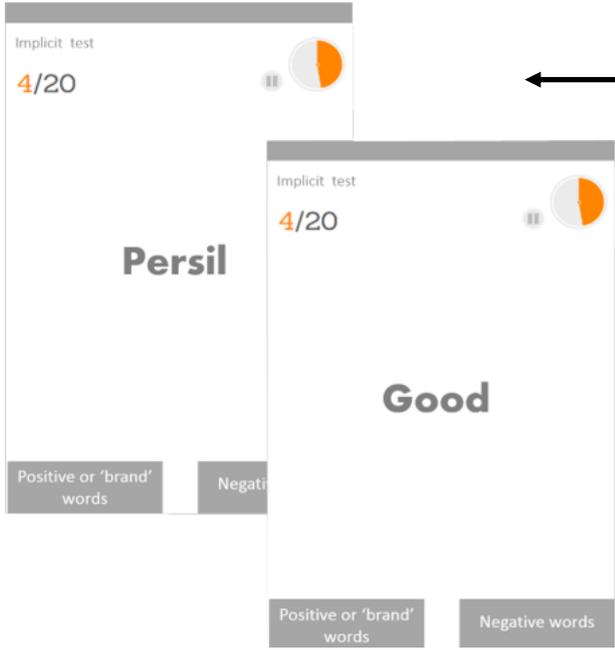
A **visual memory test** using screenshots of the adverts can also be used to test how memorable the adverts visual details are.



Implicit Association Test

This sorting task measures how fast and accurately participants **sort the brands with positive or negative words**.

Comparing attitudes with a control group shows what **impact the advert had on perceived brand positivity**.



Explicit attitudes are formed on a conscious level and are easy to self-report .

Implicit attitudes are formed on an unconscious level and may reflect 'gut' feelings.