

ACTIONABLE IDEAS ENHANCE SUV LAUNCH CAMPAIGN

We helped one of Europe's largest auto manufacturers understand consumer responses to its upcoming TV campaign in preparation for a new product launch.

The client

The client is one of Europe's leading auto manufacturers.

Situation

This manufacturer was preparing for the worldwide launch of its new sports utility vehicle (SUV). It wanted to pretest its television brand campaign with consumers in key territories to understand:

- potential campaign breakthrough with its target audience
- the perception of the intended advertising message in various television commercials
- the commercials' cognitive and emotional impact
- the persuasiveness of the campaign
- the brand effect of the campaign

Approach

We took a thorough approach to this engagement through the use of our proprietary EMO Scan and EMO Sensor methodologies. In addition to gauging consumers' emotional response to the adverts, we asked them in-depth questions about their thoughts and feelings.

Our representative sample of the target market for the new vehicle comprised 406 drivers in the United States, Germany and China. Of these, 136 were our clients' customers and 270 those of its competitors.

Using the EMO Scan solution (www.gfk.com/emoscan), we were able to measure moment-by-moment, real-time emotional reactions to four TV advertisements for the SUV. This solution scans people's facial movements via a webcam to offer insight into the type and intensity of evoked emotions.

The EMO Sensor methodology, meanwhile, asks respondents to choose from a set of validated photos, those that best visually depict their feelings when looking at an advert. This offers a simpler, more comparable and intuitive way to understand consumers' responses than researchers could achieve by asking people to describe their emotional responses.

We supplemented what we learned from the EMO Scan and EMO Sensor tests in a studio environment by asking consumers a range of open-ended questions. This qualitative information yielded actionable insights into the messages taken from the adverts as well as the brand effect of the campaign.

Outcome

Our research helped our client grasp how successful its television commercials were in achieving its campaign goals around brand fit,



message transfer, memorability, clarity, and emotional and cognitive impact. The client learned a great deal about how consumers responded to the various elements of each advertisement, including the imagery, storyline and music.

A scene-by-scene analysis of the emotions that the commercials triggered yielded a rich understanding of the perceptions of the ads. The analysis covered 22 different emotions such as coziness, fear, curiosity, boredom and trust. Our study gave the client actionable ideas that helped it optimize its campaign to drive a more successful launch for the new SUV.

Your contact partner is there for you:

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About GfK

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