Alfa Romeo Giulietta
Analysis of a TV Commercial by the use of Neuromarketing technologies: a case study on an Automotive company.

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Alfa Romeo Automobiles S.p.A. is an Italian car manufacturer.

Alfa Romeo Giulietta is a car produced by Alfa Romeo.

Giulietta is a current top Alfa sales with about 32,000 cars per years (2017). Giulietta in 2011 won the award like the safest car in its segment. Giulietta is a car suitable both for women and for men.
Research Objectives

1. Assess the emotional response associated to the TV commercial
2. Provide suggestions in order to cut and customize the TV commercial

Problem

Compare male's and female's emotional response and identify an effective 15s ADV version.
Sample and Methodology

**Sample**
- **N**: 24 people
- **Gender**: 12 men, 12 women
- **Age**: Between 25 and 54 years

**Methodology**
- Electrocardiography (ECG)
- Galvanic Skin Response (GSR)

**TASK** – «Watch a video composed of a documentary and a break of commercials»
Frame by Frame Segmentation
(1f =1s)
Results
### Positive Emotions

The emotional involvement of the whole investigated sample is always positive.

### Testimonial and Shakespeare citation

The segments that elicits higher positive emotional involvement are represented by the testimonial with family and by the Shakespeare’s citation.
Emotion

Taking into account differences observed in the two different subgroups (Males and Females), it would be possible to generate a shorter version of the TV commercial, differentiated by gender, to be aired in particular occasions.

For instance, in a TV programs mainly attended by male persons (such as a football match), the spot could be broadcasted in the «male» version and viceversa for a program largely attended by a female audience.