Neuromarketing

Advertising

Segugio.it

Analysis of a TV Commercial with the neurometric indexes: a case study on a WEB based insurance company

www.brainsigns.com
Segugio.it is a comparison site of financial products for families.

It aims to allow consumers to find the best offers about **insurance policy and bank services**.

Segugio.it also allows you to compare a wide range of pension funds and offers about ADSL, gas, electricity, Pay TV, air flights and hotels of major operators.
Research Objectives

1. Compare neurometrics elicited by the two versions of the 30” AD
2. Provide suggestions in order to improve the performance of the 15” AD

Research

- October 2012
- Rome and Milan

Problem

Understand which 30” Ad version could perform better, and to receive suggestions on how to optimize the 15” version.
Sample and Methodology

Sample

24 people

24 men

Age between 34 and 54 years

TASK – “Watch a video composed of a documentary and a break of commercials”

Methodology

- Electroencephalography (EEG)
- Electrocardiography (ECG)
- Galvanic Skin Response (GSR)
- Short Qualitative Interview
SEGUGIO A – 30”

SEGUGIO B – 30”
Segment Analysis

**Interest**

- **Segugio.it A**
- **Segugio.it B**

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**Emotion**

- **Segugio A**
- **Segugio B**

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Neuromarketing: Maximize the impact of shorter ADs

- Second by second Analysis
- Segments Analysis
- Time management Optimization
Neuromarketing: Maximize the impact of shorter ADs

Efficacy

Segugio 15”

11.6

13.6

+17%

Ago-Set

Ott-Nov

After the Neuromarketing Study