



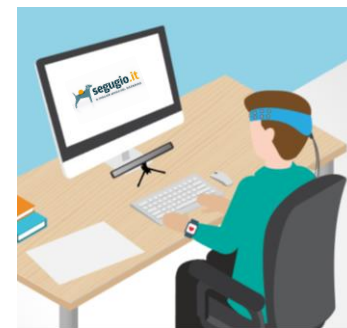
Advertising

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



October 2012



Rome and Milan



Segugio A - 30" (On Air)
Segugio B - 30"
Segugio 15" (On Air)



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



Problem

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

Sample and Methodology



Sample

N 24 people

 24 men

 Age between 34 and 54 years



Methodology



*Electroencephalography
(EEG)*



*Short Qualitative
Interview*



*Electrocardiography
(ECG)*



*Galvanic Skin
Response
(GSR)*

TASK – «Watch a video composed of a documentary and a break of commercials»



SEGUGIO A – 30”

👍 <http://bit.ly/2olQOff>



SEGUGIO B – 30”

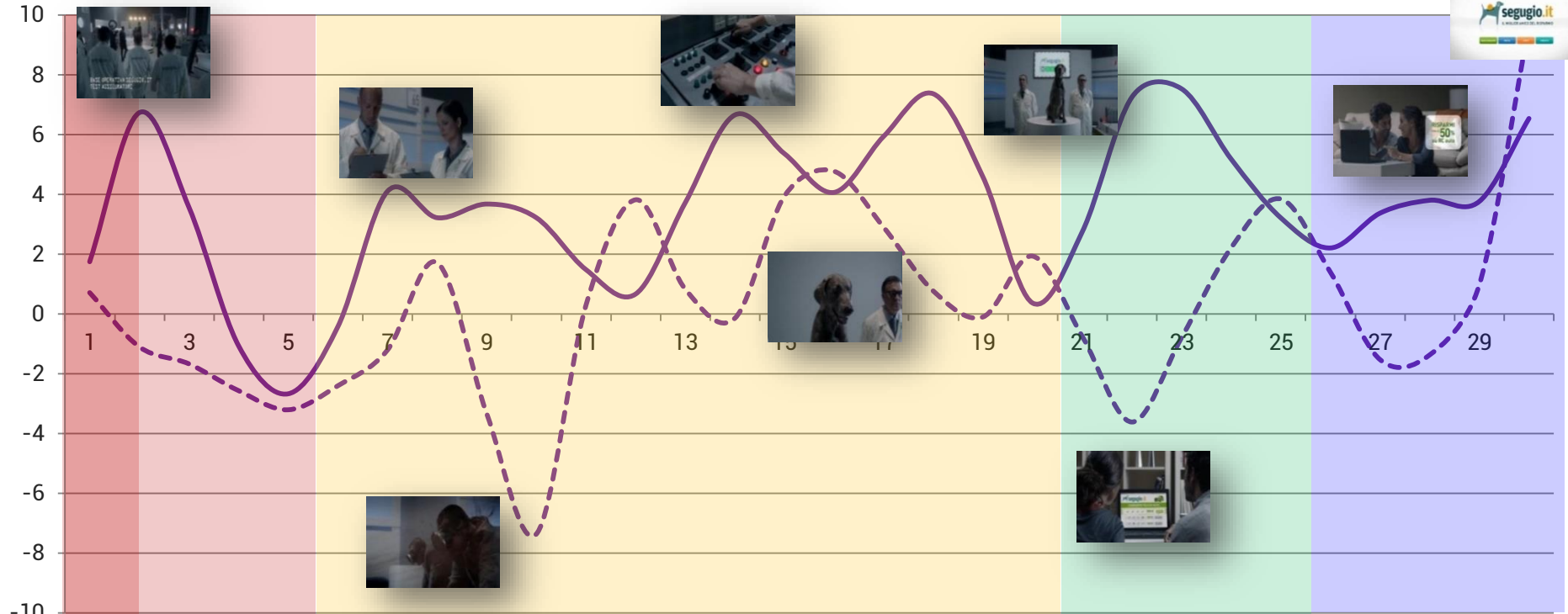
👍 <http://bit.ly/2opUogP>



Interest

--- SEGUGIO A

— SEGUGIO B



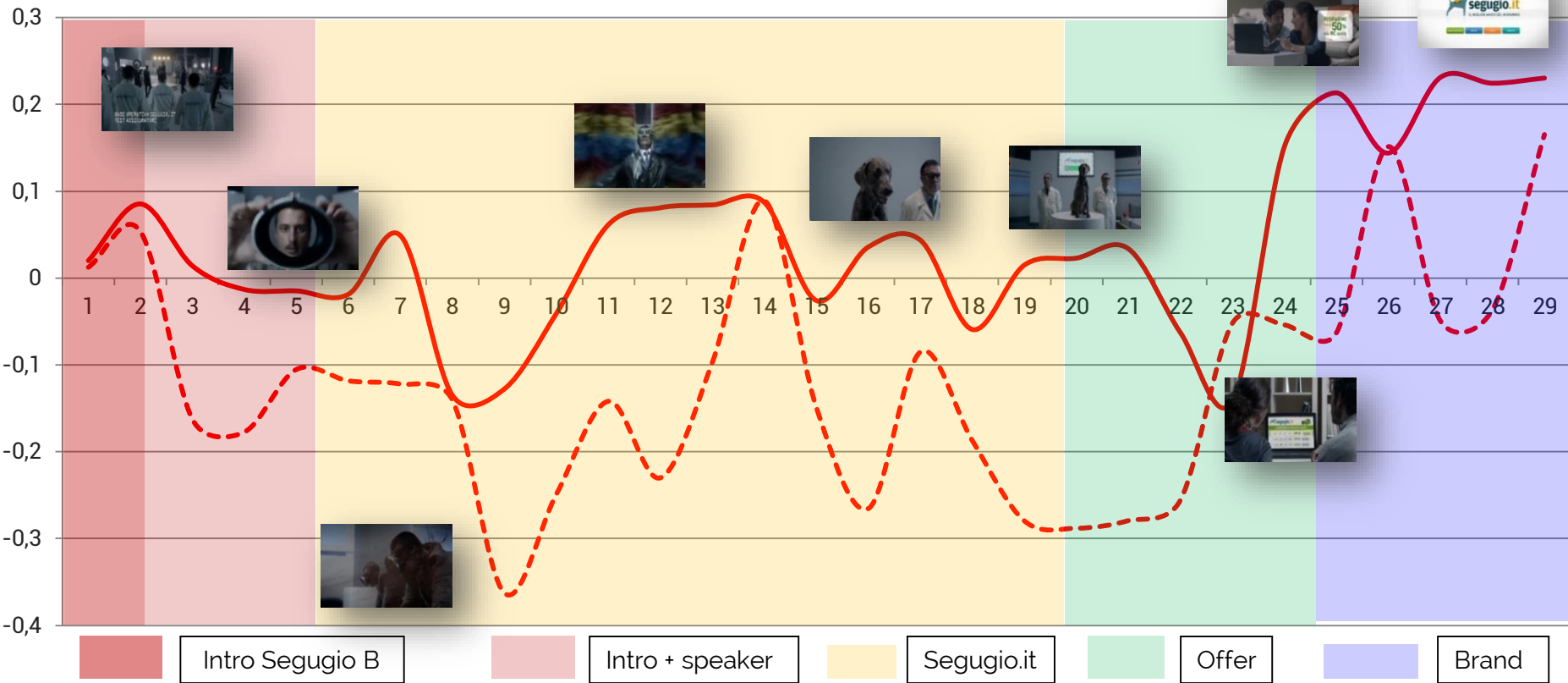
- Intro Segugio B
- Intro + speaker
- Segugio.it
- Offer
- Brand



Emotion

--- Segugio A

— Segugio B





Segment Analysis



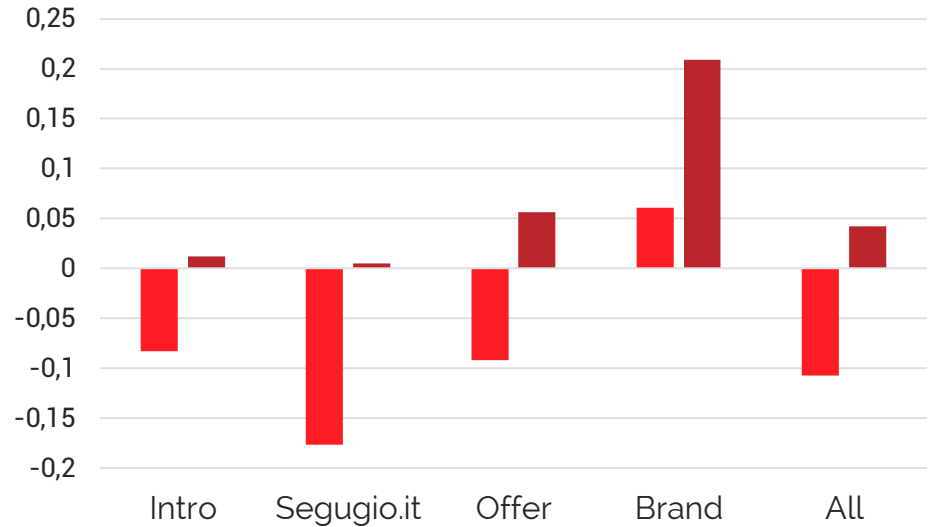
Interest

■ Segugio.it A ■ Segugio.it B



Emotion

■ Segugio A ■ Segugio B



Neuromarketing: Maximize the impact of shorter ADs



Second by second
Analysis



Segments
Analysis

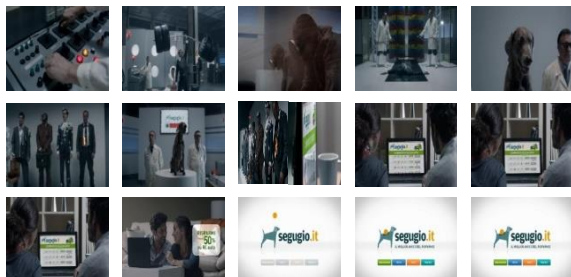


Time management
Optimization



Segugio - 15" (on Air)

👍 <http://bit.ly/2nJ9gTz>



Segugio - 15" (Proposal)

👍 <http://bit.ly/2nMCwEm>



Neuromarketing: Maximize the impact of shorter ADs

Efficacy

