

Link™

with Facial Coding

Facial expressions paint a rich canvas of emotional response that provide invaluable insight into advertising and brand effectiveness

Millward Brown can now offer a breakthrough in the objective measurement of emotion: Link™ with Facial Coding. In conjunction with our technology partner, Affectiva, we can now include direct behavioral measurement of emotion (via facial coding) within our established, survey-based tools. This is achieved without the need for intrusive equipment, or expensive manual coding of video, and delivers cost-effective analysis which is seamlessly integrated with our established measures.

The unique facial coding technology provides new insight into viewers' spontaneous, unfiltered reactions to advertising, by recording and automatically analyzing facial expressions in real-time, via webcam.

Link with Facial Coding enhances Millward Brown's expert and reliable evaluation with a highly scalable, cost-effective, non-verbal approach that reaches panelists any time, anywhere. It uses readily available webcam technology and yields sophisticated yet intuitive moment-by-moment emotional and cognitive metrics. These insights lead to better, more objective decision-making regarding ad content, messaging, creative development, cut downs and more.

We can track facial expressions in real time using key points on the viewer's face to recognize a rich array of both emotional and cognitive states such as enjoyment, attention and confusion. These responses are then aggregated across viewers and presented in an

interactive dashboard that provides moment-by-moment analysis of the viewers responses, including dynamic filtering by survey metrics.

How analyzing facial expressions addresses key questions:

Rich Emotional Insights

Did the ad evoke the desired feelings at the right time?

- Facial coding objectively measures emotional response and yields Traces that capture reactions such as liking, dislike, confusion, and surprise
- It provides a moment-by-moment view of which parts of the ad elicit an emotional response. This is a powerful diagnostic tool for assessing if the creative is working as intended

Effective Engagement

Are viewers engaged?

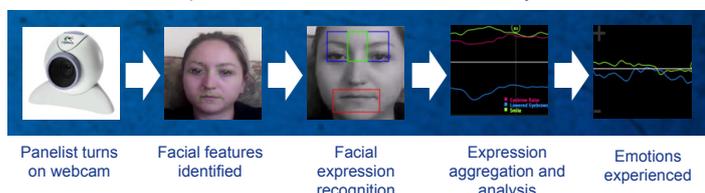
- Facial coding tracks when and how often a viewer reacts over the course of the ad, which is a key indicator of engagement
- Also an Attention Trace is created, based on "face on camera," and clearly shows when viewers are actively paying attention and when they are distracted

Repeat Exposure Impact

How does the emotional response change with repeat viewings of the ad?

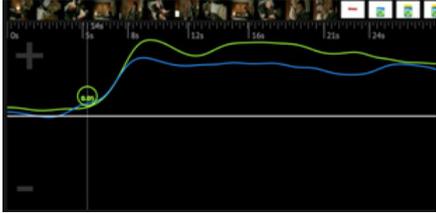
- Facial coding allows us to look at changes in emotion and engagement with repeat viewings by contrasting frequency, intensity and timing of expressions.
- This illustrates key issues such as comprehension and wear in/out

Unobtrusive, in situ measurement of viewers' emotional responses via automated facial analysis



Output: emotional states evoked by the stimulus

Quantitative and Qualitative Analysis

Traces of different key emotions experienced during the ad viewing	Summary statistics about various emotions and cognitive states	Drill down into specific expressions by viewers
 <ul style="list-style-type: none"> Smiles (liking) Surprise Dislikes/confusion Disgust Overall positivity <p>Delivered via interactive dashboard and integrated with explicit research.</p>	<ul style="list-style-type: none"> Overall positivity Emotional engagement (expressiveness) Compared to other ads as context 	 <ul style="list-style-type: none"> Increases power & transparency

The Results

Link™ & tracking studies deliver:	Facial coding adds even more insight:
<ul style="list-style-type: none"> Validated measures of overall response to advertising and brands Understanding of the key creative elements and communication points that viewers take away from the advertising Nuanced diagnostics of emotion and cognitive response to the ideas and narrative in the ad 	<ul style="list-style-type: none"> Objective, non-verbal, scientifically-validated measures of viewers' emotional and cognitive responses, yet which are intuitive and accessible Unobtrusive technology that works online anywhere with webcam enabled PCs Diagnoses emotional reaction, moment by moment, without relying on verbal report Results fully integrated with survey responses to drive detailed insights

Please visit our website for more information and contact details for an office near you.

www.millwardbrown.com