

Millward Brown Enhances Methods of Measuring Emotional Response to Ads

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Marketers can further improve effectiveness and ROI of ad campaigns

Leading market research company, Millward Brown, has enhanced its advertising pre-testing solution (Link[®]) to include additional measures to assess emotional response to advertising, and how it impacts consumer buying behaviour.

In addition to Millward Brown's current measures of emotional response to creative, Link now includes extra questions to diagnose the different emotions that an ad evokes in consumers. It also includes a new non-verbal diagnostic to clarify which elements of the narrative are generating different emotions.

These new diagnostics, based upon recent neurological and psychological research, will help improve advertisers' ability to optimize advertising performance, making better use of every cent spent in promoting their brands.

"With increasing pressure on marketers to show return on advertising investment, further understanding of how consumers 'tick' is invaluable," according to Graham Page, Global Head of R&D at Millward Brown. "Since consumers buy the brands they expect to make them feel good, the brand with the most positive emotional associations wins. One of the challenges for advertisers who want their ads to positively affect buying behaviour, is to attach emotionally positive associations to their brands. This can be done most effectively by making clear the emotional rewards delivered by key brand benefits. Our latest enhancements allow us to better help marketers understand if they are achieving this," said Page.

Millward Brown's research into the associations between emotion and advertising success and sales has also been used in the company's brand equity and brand and advertising tracking solutions, making Millward Brown the leading research authority on brands and communications.

Editor's note:

Millward Brown (<http://www.millwardbrown.com/>), one of the world's top 10 marketing research organizations, is recognized as a leading authority on advertising, marketing communications, media, and brand equity research. Through the use of an integrated suite of validated research techniques – both qualitative and quantitative – Millward Brown helps clients build strong brands and services. Millward Brown has more than 71 offices in 42 countries. Additional practices include Millward Brown's Global Media Practice (a global media effectiveness unit), Millward Brown Optimor (a global, brand valuation unit), Millward Brown Precis (a global PR measurement firm), and KMR (provider of global Target Group Index [TGI] the world's leading media and market profiling tool). Millward Brown is part of Kantar, WPP's insight, information and consultancy arm. Date: 27 April 2005