

BRAINSIGHTS INC. NEUROSCIENCE STUDY

Measuring Brainwave Activity to Audio-Visual Creative
Messages

BRAINSIGHTS INC.

Brainsights Inc. is a biometric neuroscience technology research company that records non-conscious responses of respondents to content.

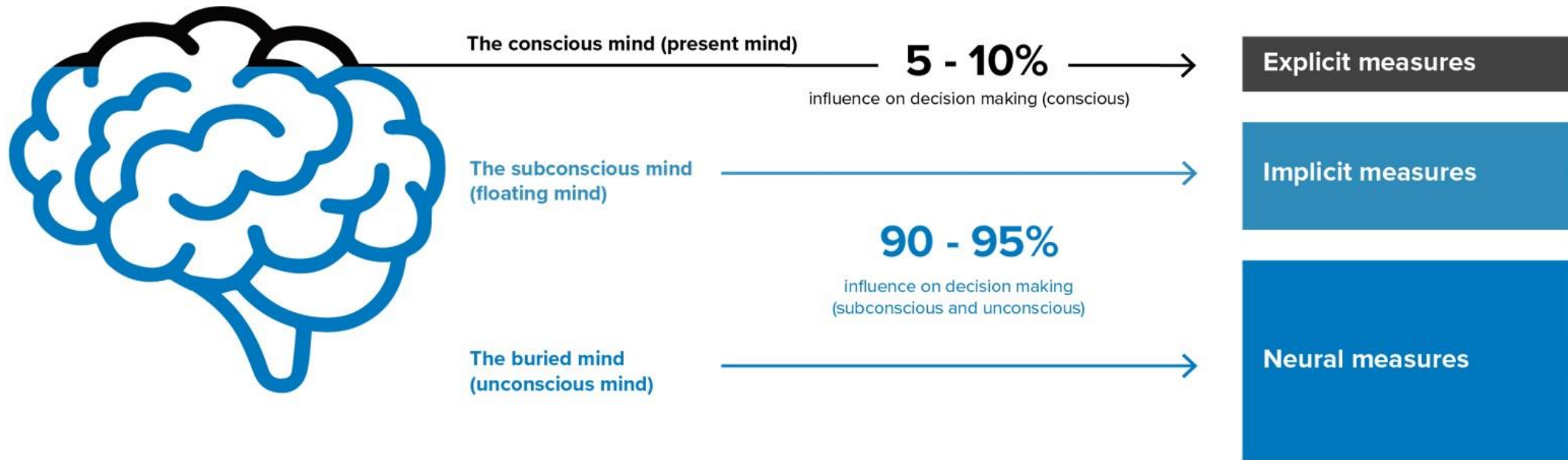
Brainsights EEG Neuroscience technology measures the brain's subconscious and unconscious responses. These responses account for 90-95% of total brain activity and are otherwise invisible, inaccessible and (according to Nobel Prize winning economist, Daniel Kahneman) drive much of our decision making.

Brainsights has a **CONSIDERABLE DATABASE** of brainwave measures:

- 20,000+ brains analyzed (North America and Europe)
- 15,000+ ads
- 1000+ Shows, live sports matches, movies, and other entertainment content
- 200+ branded content segments/integrations
- 10,000+ YouTube Links

BACKGROUND
BRAINSIGHTS INC.

WHY UNCONSCIOUS MEASUREMENT MATTERS



"Much of what drives human decision-making is not consciously accessible"

Daniel Kahneman – Noble prize-winning Economist



BACKGROUND

BRAINSIGHTS INC.

BRAINSIGHTS MEASUREMENT PLATFORM RECORDS THE KEY DRIVERS OF ENGAGING CONTENT EVERY 2MS. THEIR EEG MEASUREMENT PLATFORM MEASURES BRAINWAVES ASSOCIATED WITH:



Metric	What Is It?	What Does It Answer?	Source Of Response?	Predictor Of...
Attention	Alertness & Attention	Is the stimuli capturing my attention?	External	Breakthrough
Connection	Higher Order Thinking	Is there a deeper relationship with the stimuli?	Internal	Intent & Consideration
Encoding	Encoding to Memory	Is the stimuli being committed to memory?	External / Internal	Brand & Product Link



RESEARCH OBJECTIVE & METHODOLOGY

RESEARCH OBJECTIVE:

- Determine the effect of the media viewing experience and environment on given Ad Creative executions.

METHODOLOGY:

- Cineplex Media engaged Brainsights to measure the brainwave activity response to four audio-visual video ad creative messages in the following categories: Auto, Wireless Telco, Non- Alcoholic Beverage, Alcoholic Beverage.
- A sample of 250 people agreed to participate in this study, making it one of the largest single-sample EEG studies for Cinema
- The study was conducted in Toronto during August, 2018.

RESEARCH OBJECTIVE & METHODOLOGY

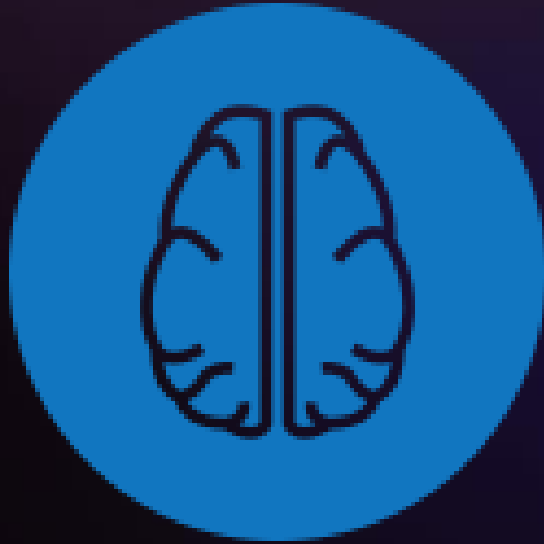
METHODOLOGY (cont.):

- Study participants viewed the specific ad creative messages in four media environments / screen experiences while connected to the Brainsights EEG measurement equipment :
 - **Cinema** → On-Screen (actual live cinema environment placed during Show-Time segment)
 - **TV** → Lab simulated in-home viewing of TV programming and advertising in commercial breaks
 - **Online Desktop Video** → Lab simulated in-home viewing / usage experience
 - **Online Mobile Video** → Lab simulated viewing / usage experience
- Ad Creative order presented in the simulated TV, Desktop video and mobile video experiences was randomized. To control for creative quality, audience engagement was compared for each ad viewed within the Cinema environment versus the same ad on other screens



CINEMA IS THE ULTIMATE MEMORY HACK

Encoding



On average, 63%
higher than other
media!

- The measured creative campaigns were **63% MORE LIKELY** to be encoded into memory on average VS the other media environments



+48% vs. TV



+74% vs. Laptop



+67% vs. Mobile

- Brainsights: The darkness of the theatre makes screen visuals pop and impress **more deeply in memory**. And the ritualistic nature of ads preceding a film, primes the mindset for the starting of **a special event**

WHAT DO THESE SCORES MEAN?

- Brainsights databases reveal that Encoding scores as high as these “tend to be associated with special experiences and live events (festivals, live sports watching, **LIKE THE SUPER BOWL**).”
- The Encoding score of each ad in the study score was substantially higher on cinema than it is on non-cinema screens, and substantially higher than a typical cross-screen benchmarked Encoding for ads at these categories.
- “What this means for advertisers is that if their objective is to build associations between their brands and specific properties - be it features or causes or purposes - then **CINEMA MUST PLAY A PART** of their media mix.”

CREATIVE CONSIDERATIONS

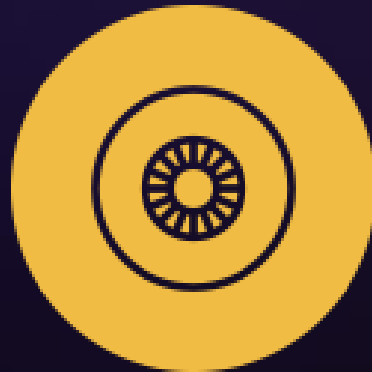
CINEMA SHOWS HIGH VERSATILITY FOR TYPES OF CREATIVE! ALL TYPES OF MEASURED CREATIVES WORK IN CINEMA

- **Creative with high visual complexity work best on larger screens – Cinema and TV**
 - The larger field of view enhances the visual richness of spots. Audiences can engage with the content at a higher level and appreciate the details.
 - Smaller digital screens are less effective for visually complex creative as the smaller screen size makes the multiple details overwhelming
- **Creative with Focused Attention – messages with specific informational detail and simple visuals – work best on Cinema and Digital screens**
 - The brainwave data reveals that, given the size of cinema screen, knowing when and where to look helps cinema audiences focus their attention.
 - Focused visuals often include simpler visuals, which often perform higher on smaller screens.
 - HOWEVER, The Cinema environment keeps audiences connected to Focused visuals as well as Complex visuals
- **Creative with both visual richness and strong visual storytelling led to even better cinema performance**
 - Cinema beats both TV and Digital Screens when it comes to these types of ads, in addition to doing well with the aforementioned types of creatives

BENCHMARK WITH ATTENTION & CONNECTION

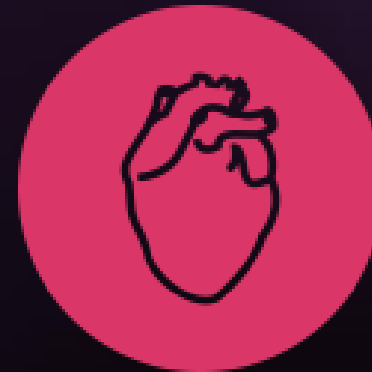
While Cinema shows **significant lift in Encoding** (similar to special experiences and live events), it performs in line with non-cinema (TV and Digital screens) on Attention and Connection

Attention

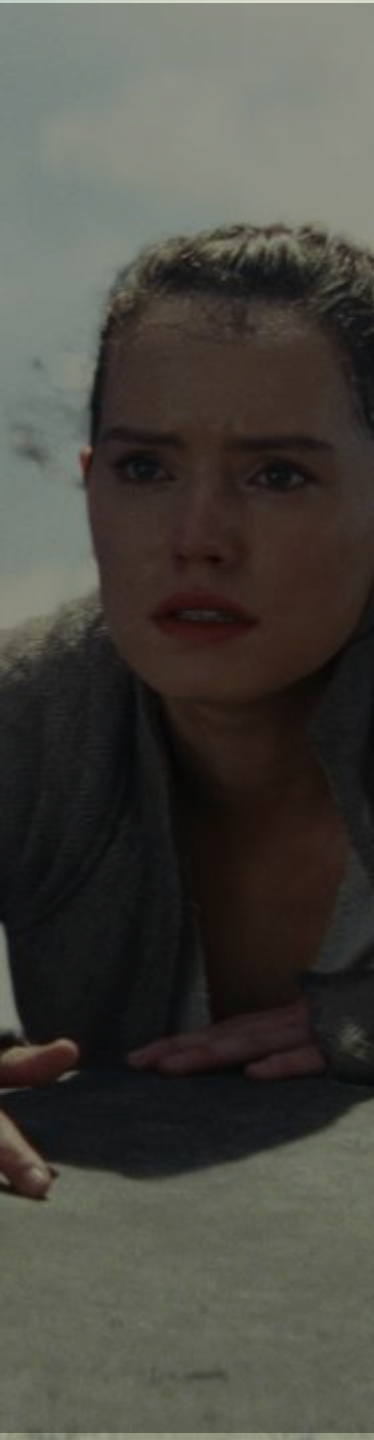


Same benchmarks
as other media

Connection



Same benchmarks
as other media



Thank You!

The Cineplex Media Advantage

