



How an emotional soundtrack encouraged global cinema-goers to tackle world hunger



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The Big Picture

SAWA, the Global Cinema Advertising Association, in partnership with the United Nations World Food Programme (WFP), a humanitarian organization fighting hunger worldwide, created the **#FeedOurFuture** campaign, highlighting that 3 million children's lives are lost through hunger each year.

The campaign, distributed by Unique Digital for SAWA appeared in cinemas in 35 countries across the world and on social media such as Facebook and Instagram in 2019 and 2020.

Cinema provides access to 8.9 billion moviegoers with larger-than-life screens, surround sound and comfort. In the age of distraction and donor fatigue, it's a powerful medium to motivate a change for good. SAWA and National Cinemedia, America's largest Cinema Advertising Company enlisted Realeyes to employ its emotion AI technology to better understand the impact of the advertisement.

**Advertising isn't just there
for selling stuff. It's also
there to help save lives**

- Sir John Hegarty.

Realeyes used its technology to measure the attention and emotion response via the front-facing cameras of 240 opt-in U.S. cinema-goers audiences, as they experienced the ad on their devices and laptops.

Viewers were also asked to give their thoughts about the videos and used AI to score the overall sentiment of their open-ended comments using sentiment analysis. Additionally, we asked a series of survey questions. Finally, Realeyes benchmarked the video against other Charity and PSA videos tested within our database (Norm).

**Wherever I am
I'm always walking with you
I'm always walking with you
But I look and you're not there**

**Whoever I'm with
I'm always, always talking to you
I'm always talking to you
And I'm sad that you can't hear
Sad that you can't hear**

**It always ends up to one thing,
When I look and you're not there**

Cat Stevens - How Can I Tell You



From the Theatre of War to the Cinema Seat

Conceived by Sir John Hegarty, the unsettling 60 sec spot 'Keep their voices alive' is set in Syria, a desolate war-torn landscape of burnt out cars and twisted iron poking out of fallen concrete.

Amongst the rubble children stand, singing in unison the words of Yusef Islam's (aka Cat Stevens) ballad 'How can I tell you'. Then each child begins to disappear like ghosts, with their silence signifying their loss of life.

The song becomes weaker, lyrics become harder to decipher until it concludes with a solitary child singing: "When I look and you're not there." The video ends with the shocking statistic that every year, 3 million children die of hunger.

Performance insights from Realeyes really informs our strategy for future campaigns.

- Corinne Woods, wfp.org

Methodology

We used our technology to measure the attention and emotion response via the front-facing cameras of 240 opt-in U.S. cinema-goers audiences, as they experienced the ad on their devices and laptops.

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Findings

The data is unequivocal – 'Keep Their Voices Alive' is a powerful video that captivates the audience, engages their emotions and ultimately increases their desire to donate.

1 High Attention from Start

Keep Their Voices Alive maintained attention from beginning to end, with low distraction, slow audience decay from the first quarter of the ad.

2 Compelling Charity Ad

Keep Their Voices Alive produces more emotional engagement – encompassing positive and negative emotions – than other charity videos within the Realeyes' database.

3 Soundtrack Is Critical

The 'sound off' version produced less Positive and heightened Confusion. It also delivered weaker sustained focus (Attention Quality), meaning viewers lost interest quicker when the soundtrack was removed which can be the experience for social views. Conversely, 'sound on', guaranteed from a cinema experience, sustained audience attention and increased engagement.

4 Creates Desire to Donate

Realeyes also measured the audience's responses after watching the ad to see whether the video improved their reported desire to donate to the WFP – and it did!

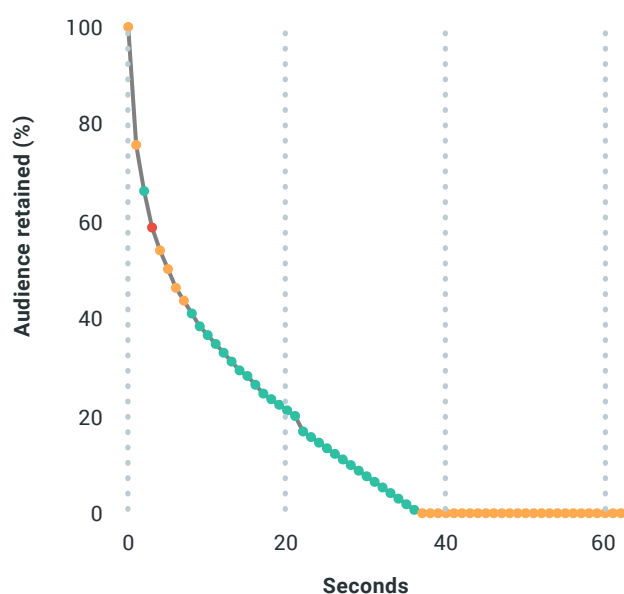
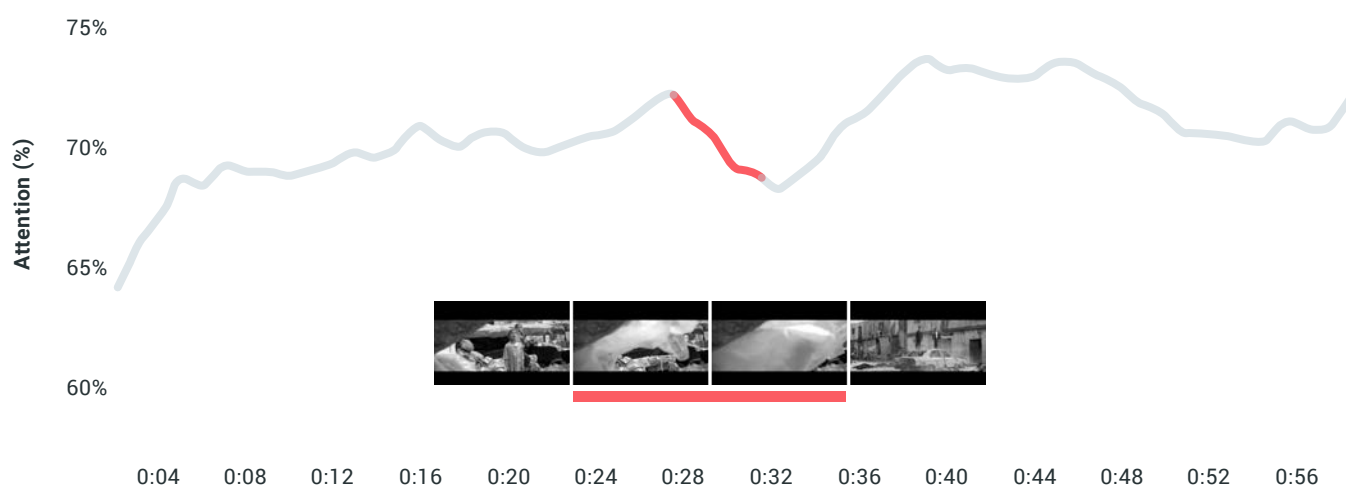
That desire to donate was also evident in the verbatim responses written after viewing the spot - confirming that the campaign message was effective.

1. High Audience Retention and Attention from the Start

Results are based on a machine learning model built by Realeyes to estimate audience decay rates. Audience retention shows the percentage of audience attention which falls once they become distracted.

From the get-go, 'Keep Their Voices Alive' shows promising audience retention by maintaining audience attention beyond the the first 15 seconds - exceeding the category benchmark performance.

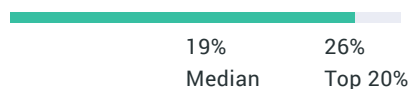
The only real significant drop in attention was due to the scene transition where the pastic bag obscures the children singing.

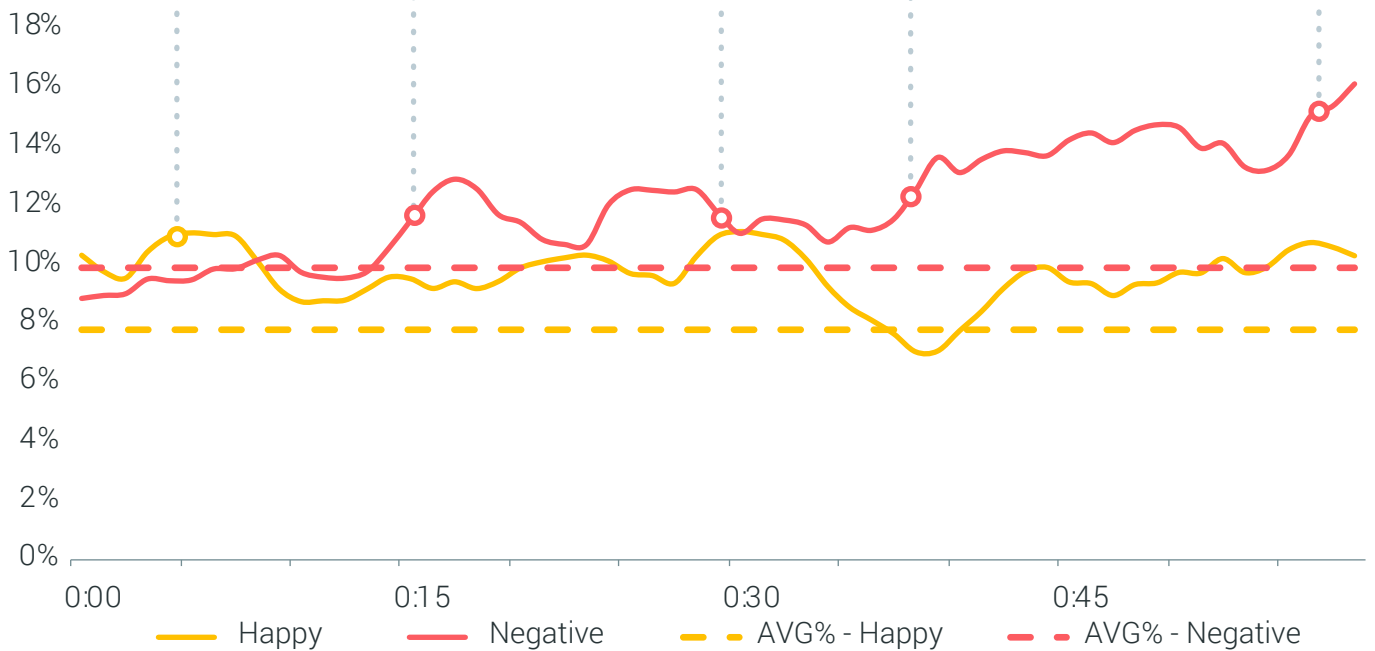


28%

Attentive view-throughs by second 15

The video is predicted to maintain attention for a large portion of its audience relative to benchmark expectations. A high audience retention score (green) predicts that in live measurement a strong proportion of viewers are likely to stay attentive for up to 15 seconds of viewing.





2. More Compelling & Engaging Than Other Charity Ads

Keep Their Voices Alive produces more emotional engagement – encompassing positive and negative emotions – than other charity videos in Realeyes' database.

The audience is intrigued by the video, simultaneously evoking both positive (Happy) and negative emotions. The furrowing of the brows signal a focus, a level of concentration through the video in attempt to follow the narrative through to the concluding message.

Interestingly, negative emotions were strongest, with Happy above the norm when the video concludes with the WFP logo – an unusual (but not unique) instance of negativity having a positive outcome.

	% Positive		% Engagement		% Negative	
	Avg	Max	Avg	Max	Avg	Max
Video	9.7	13.7	29.0	34.5	12.0	19.1
Norm	7.8	14.3	25.4	34.5	9.9	16.2

Norm based on 94 Charity & PSA videos of various duration

	% Views	% Negative
Everyone Else	37.6	56.6
Very Positive	62.4	67.2

	% Views	% Negative
Everyone Else	46.7	61.5
Very Likely	53.3	64.7

Confusion is heightened when the children fade away. Remember, no explanation for this is available until the very end – “Every year 3 million die of hunger. Help keep their voices alive.”

3. Soundtrack Is Critical

The choice of soundtrack is crucial to any video, given that music's ability to connect with an audience, trigger memories and enhance visual cues in the edit. Realeyes Emotion AI is often used to help marketers select the best soundtrack or test to see if no sound is detrimental to a video's performance.

	Views	Attention Quality	Norm
Video – Sound On	242	37.3	33.7
Video – Sound Off	262	32.4	33.7

Sir John Hegarty's soundtrack choice of Yusef Islam's (Cat Stevens) "How can I tell you?" is inspired as was the idea to have the children sing it. Music, lyrics and visual narrative are inextricably linked. The haunting unison of children's voices against visual of a razed city the backdrop is a powerful emotional hit.

To isolate the impact of the soundtrack we also tested the video with sound removed.

Soundtrack choice is a fundamental component to any ad - it triggers emotion making the difference between a passive and active audience.

- Sir John Hegarty.

That 'sound off' version produced less Positive and heightened Confusion. It also delivered weaker sustained focus (Attention Quality), meaning viewers lost interest quicker when the soundtrack was removed.

4. Creates Desire to Donate

In addition to measuring emotional responses using facial coding, we also collected the audiences responses after watching the ad to see whether the video improved the audience's reported desire to donate to the WFP – and it did!

	% Pre	% Post	% Lift
Video	7.55	8.30	+10
Norm	7.57	8.10	+8

Positive open-ended responses commonly mention finding this ad very touching and motivating to make a donation. Negative responses frequently mention the ad being very sad and hard to watch. Whether negative or positive, the audience is empathetic towards the ad.

36% Positive

Very insightful into things we don't often get to see. Makes you feel like stepping up to help and donate.

I like everything about the video. It makes me want to donate to them.

It was touching. I liked that it was shot in black and white. The background reminded me of scenes that I have seen in Syria.

48% Negative

This was very hard to see the kids disappearing. It was a very emotional ad and it's sad to know so many kids do not have food.

It's disheartening and sad. Children are the most innocent among us and shouldn't go to bed hungry.

It's shocking and very sad. It almost made me cry. I see the need for this program. I hate to see a child suffer.





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