

|SUCCESS DRIVERS.

Creative.AI COPY TEST REPORT

Müller Buttermilch

Sample Report

|SUCCESS DRIVERS.

This spot is an underperformer



A.I. Score

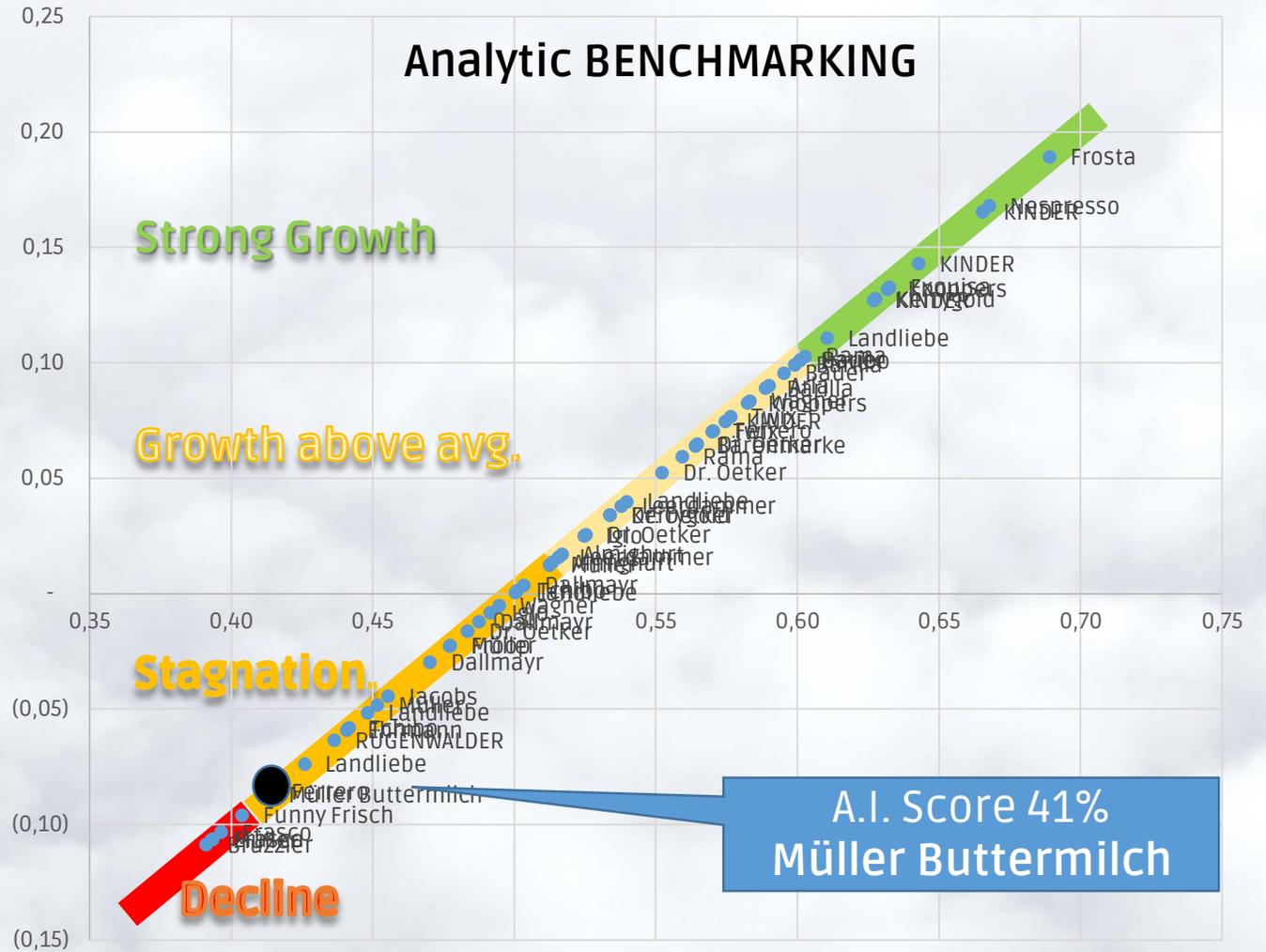


Emotional Trigger:

- Healthy
- Joyful
- Attractive

Creative Vehicle:

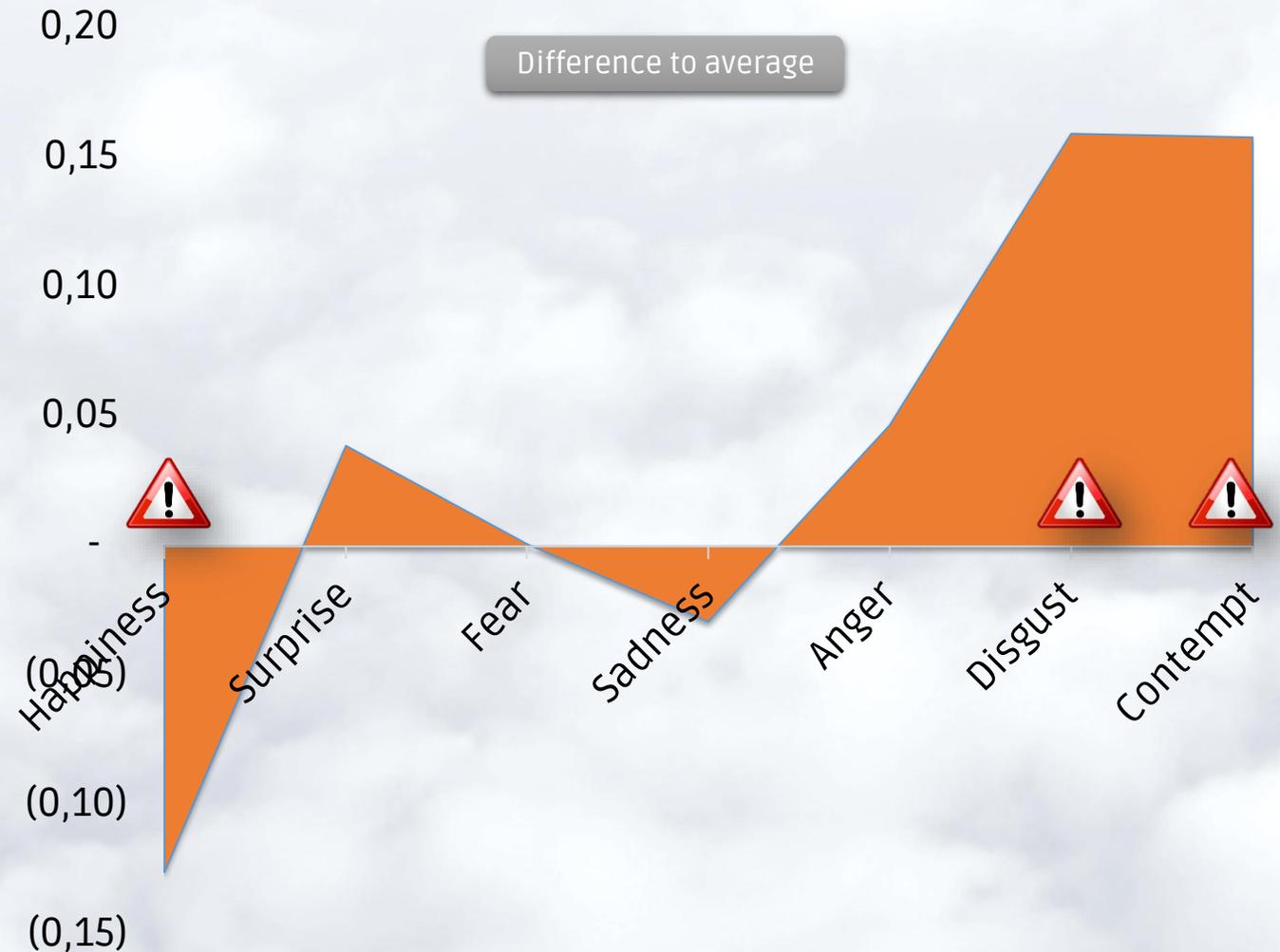
- product beauty
- product joy
- celebrity



Emotional Profile



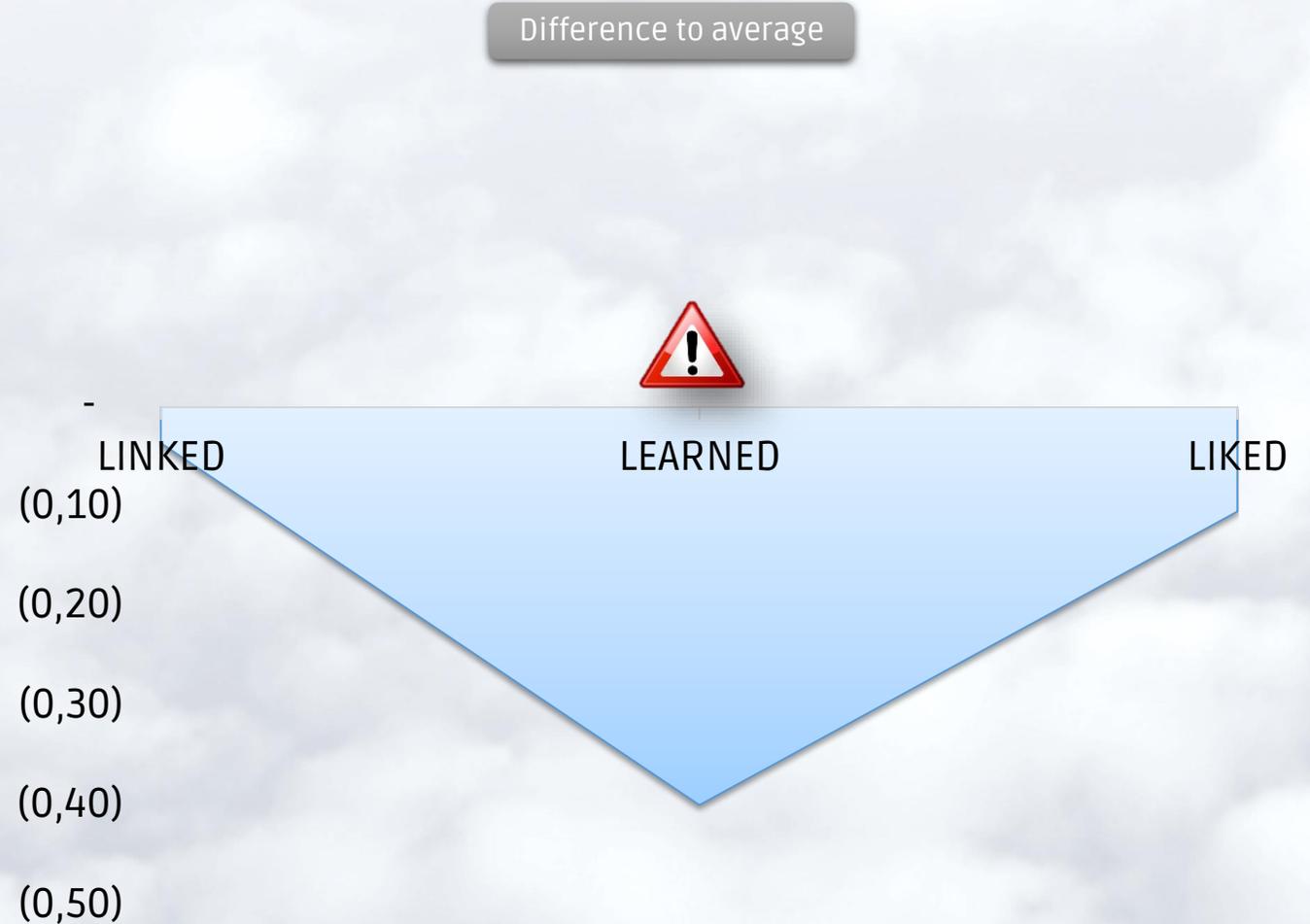
- Spot does not make happy.
- Spot produces negative feelings of Contempt and Disgust:
- Open end questions revealed that this is mainly because of the product category Buttermilch is liked by some and strongly disliked by some others.



Core KPI's – Brand Ad Linkage (LINKED), Has learned something (LEARNED) and ad associated positively (LIKED)



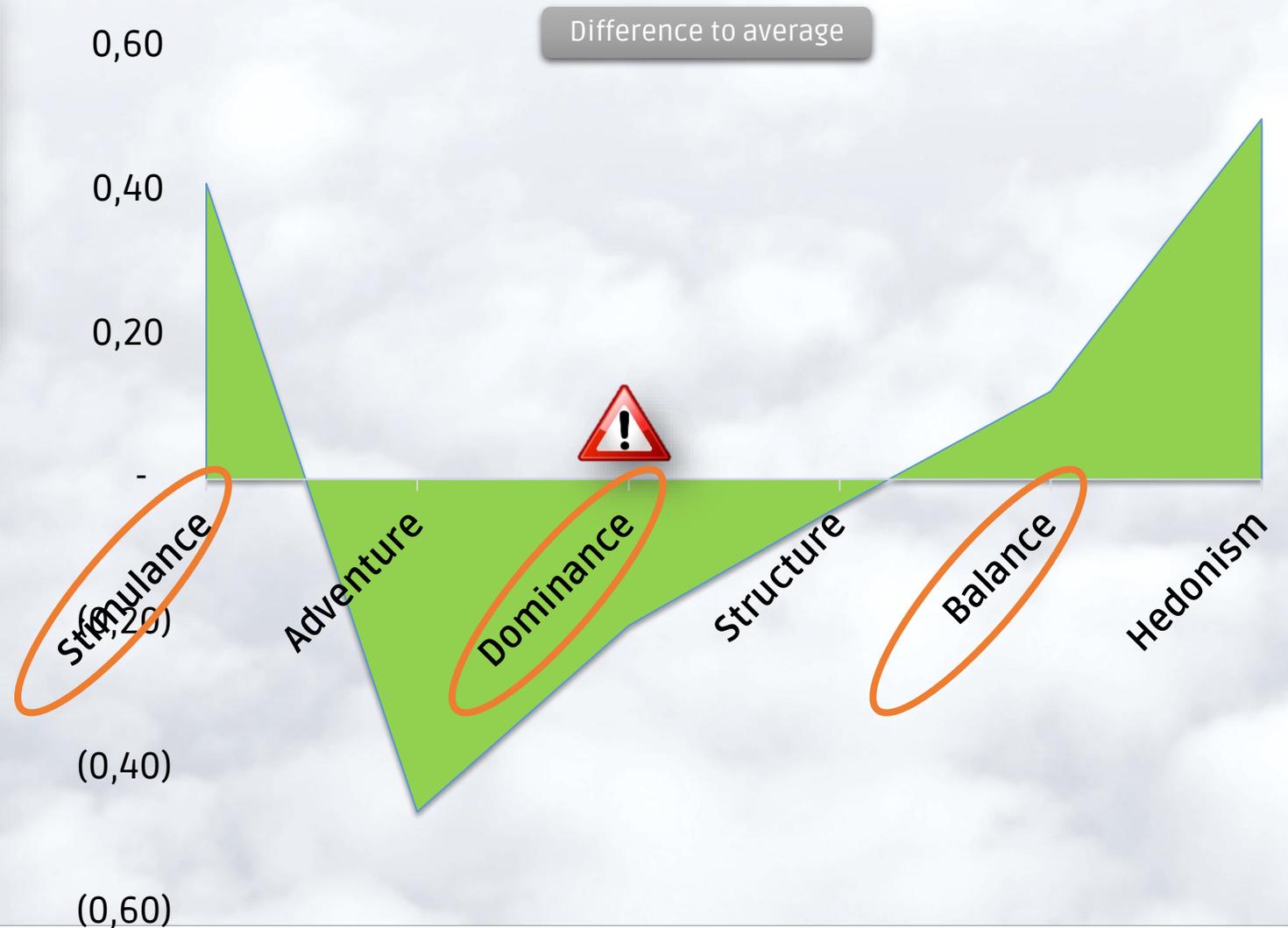
- Brand Ad Linkage is medium
- Ad liking is medium
- Respondents don't learn something from the ad about the brand. This must improve as the spots aims to make a point



6 Dimensions of LIKE: We measured with an Implicit Association Test how ad is associated with different dimensions of liking.



- Stimulance, Dominance and Balance are the most impactful dimensions of liking in FOOD
- This spot has little dominance and thus misses an opportunity to convince subconsciously.



Recommendations based on the Creative.AI FOOD Impact Model



Summary: Despite its humorous tone the spot fails to create positive emotions. This is also because it uses not effective Emotional Triggers and Creative Vehicles. Further more it fails to bring the message across (The product keeps your skin healthy). Also the spot misses dominance – in other words its too “cozy world” like.

Recommended Emotional Profile

DO

- Inspire happiness and surprise by leveraging the right emotional triggers

DO
NOT

Recommended Emotional Trigger

- **Indulgence:** let viewers feel how delicious the product is
- **Loser:** Use a person at which viewers can laugh about.

- Don't stress to much the feeling that your product will make you attractive
- Don't show joy that is unreasonable in relation to this grocery product

Recommended Creative Vehicles

- To bring across the intended message, use a **spokesman** like Frosta
- The storyline should first illustrate the **problem**, then the solution.
- Consider Explaining with **graphics**
- Leverage either the “**Music video**” or “Singing Sell” vehicle.

- Rethink the use of a celebrity.
- It is even harder to use a celeb just for a sub-brand like Müller Buttermilch.
- Celeb's have for you the risk to distract from message and from linking ad to the brand.