

## Case study: How the FRISK confectionery brand optimized video creative using empathy measurement and the neuro indices

December 7, 2017

Macromill Inc.

Centan, Inc.

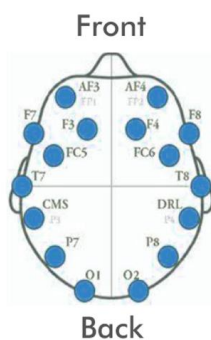
Macromill Inc. and Centan Inc. are pleased to announce that Perfetti Van Melle has adopted empathy measurement using our neuro indices to optimize its video advertising creative made for “FRISK Clean Breath”, a new product within FRISK. As a result, the final video for a new product launch delivered higher than expected views, and kept viewers watching right to the end.

The empathy measurement approach scientifically evaluates TV and video creatives. It employs Centan’s patented technology to reveal where multiple people share the same emotional responses to advertising and brand messages. The results are then analyzed and correlated using the neuroscience technique of electroencephalogram (EEG).

Ever Since marketing activities have become increasingly digitized, online video promotion has grown its importance. However, marketers and brands have often found it hard to prove the impact of activities to justify their expenditure on digital marketing. Centan’s undisputed leadership in the field of analyzing the psychological impact of creative executions on consumers and gives our clients a competitive advantage in understanding reactions to their campaigns. The partnership ensures brands like FRISK will benefit from the sophisticated neuroscience approaches that Centan has pioneered.

### Background: What emotional impact are our online videos having?

Perfetti Van Melle has been using both TV commercials and online video promotions to reach a specific target audience. They needed to understand what creative executions would have the most appeal, and crucially, would be viewed in full, thereby leaving the desired memorable impression. They turned to our empathy measure for the answers.



\*All images shown are for illustration purpose only.

### Result: Understanding where consumers lost interest

By using empathy measurement, we verified the messages that had maximum appeal with consumers, and identified exactly when viewers lost interest in the creative. By calculating the exact evaluation criteria for each scene, we were able to optimize and improve the video so that consumers would watch until the end. As a result, the retention rate\* of the final creative exceeded 77%, despite the relatively long duration of the video at two minutes. Critically, viewers stayed watching until the end to see the all-important product shot.

#### Case details

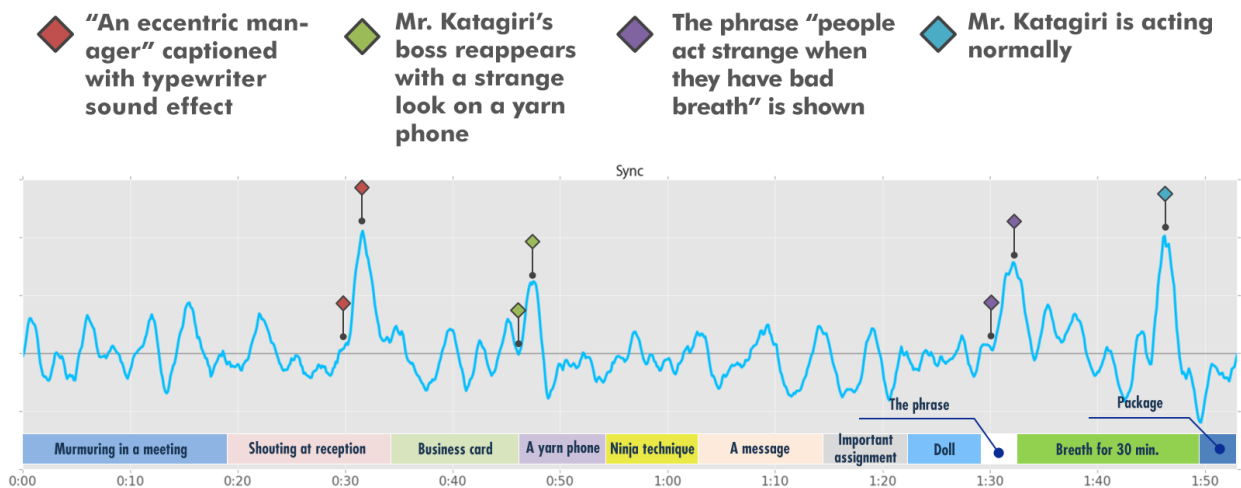
【Case of Empathy Measurement Service for Perfetti Van Melle】

URL : [https://www.macromill.com/service/neuro\\_research/case\\_story.html](https://www.macromill.com/service/neuro_research/case_story.html)

【Image of “FRISK Clean Breath” empathy measurement utilization on campaign video advertisement】

- Checking the empathy point by synchronization

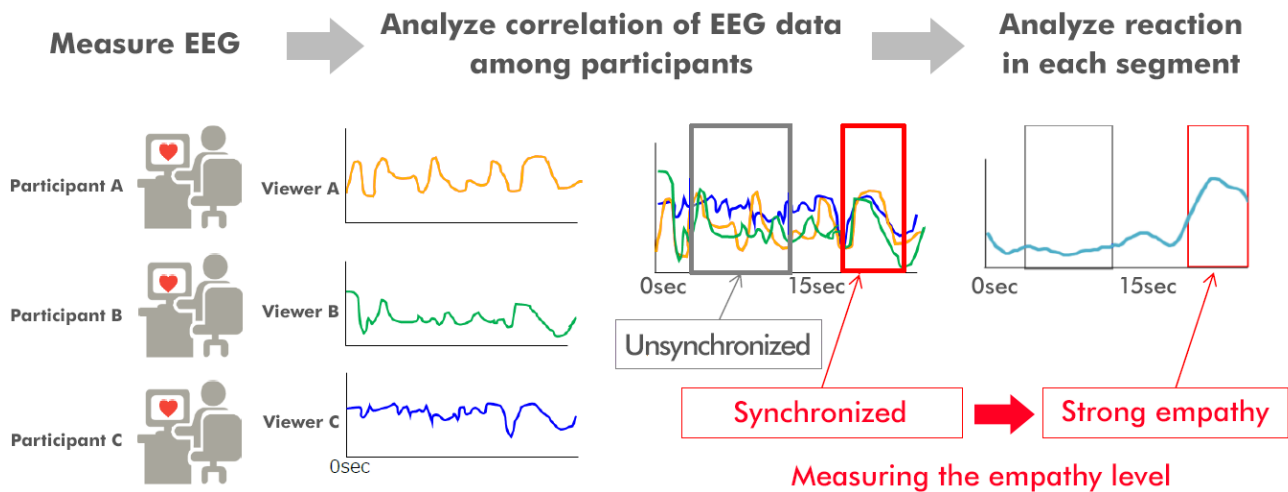
\*Please see full version on official website of “FRISK Clean Breath” (<https://www.cleanbreath.frisk.jp/>)



This service utilizes artificial intelligence (AI) and neuro science, two key focus areas for Macromill. Our partnership with Centan allows us to combine our knowledge and experience to provide sophisticated marketing research services that utilize biometric information. This adds another powerful tool to our marketing research and digital marketing solutions portfolio that gives our clients deeper insight into consumers and provides a reliable basis for their decision-making.

\*Video Retention Rate: Viewing persistent value when watching a video

■ The “Empathy measurement service” utilizing neuro indices is Centan’s patented analytics service. It analyzes the correlation of electroencephalogram (EEG) data on multiple people who receive the same stimulus to measure the level of empathy where everyone feels the same. It identifies the points where empathy rises and falls to improve TV and video creatives, product concepts and more. In addition, we offer an advanced approach to maximize the buzz on social media. \*Patented (Patent Number: 5799351)



\*Outline Diagram of Empathy Analysis

■ About Perfetti Van Melle

Perfetti Van Melle is the world’s third largest manufacturer and distributor of confectionery and chewing gum. The company was formed by the merger of Perfetti and Van Melle in March 2001. Headquartered in the Netherlands, the company owns global brands including Mentos, Chupa Chups, and FRISK. Their brands are available in over 150 countries.

■ About Centan

Centan provides marketing and consultancy services based on neuro science and psychology. Centan utilizes cutting-edge scientific expertise in product development and marketing to help clients meet their challenges. A pioneer in their field, Centan has worked on over 100 projects since inception.

■ About Macromill

We are a rapidly growing global market research and digital marketing solutions provider. We bring together the collective power of our specialist companies to provide innovative data and insights that drive clients’ smarter decisions. Our industry-leading digital research solutions deliver rapid and cost-effective solutions to the challenges businesses face today. We are headquartered in Tokyo and Rotterdam with over 30 offices across the Americas, Europe and Asia. Macromill serves more than 3,800 brands and agencies in more than 90 countries with over 1,700 experts worldwide.

Macromill companies include: Macromill, Inc., Dentsu Macromill Insight, Inc., M-Cube, Inc., M-Promo, Inc., Macromill Carenet, Inc., Macromill Embrain Co., Ltd., MetrixLab B.V., Oxyme B.V. and Precision Sample, LLC.

Company Profile

Capital:JPY674million (as of end of June 2017)

Representative: Scott Ernst, Representative Executive Officer and Global CEO

Head Office: Shinagawa East One Tower 11F 2-16-1 Konan, Minato-ku, Tokyo

Main Business: Marketing Research

Founding: January 31, 2000

Revenue:JPY35,514million (Fiscal year of June 2017)

URL : <https://www.macromill.com/>

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