CHOOSING THE BEST SPOKESPERSON FOR AWARD-WINNING ADVERTISING

Using Neuroscience to Uncover Consumer Emotional Engagement

THE CHALLENGE

Toyota's advertising for its national sales event had been experiencing declines for two years while it struggled to distinguish itself versus the competition. Toyota and Saatchi & Saatchi LA decided to improve their advertising, aiming to drive higher engagement and to improve messaging by creating a spokesperson.

Toyota didn't know how to identify the best actress (Jan, the receptionist) for the role and felt that traditional surveys and focus groups alone would not give them the ability to find a spokesperson that connected to audiences on a deep emotional level.

THE SOLUTION

Toyota worked with Nielsen Consumer Neuroscience to determine which Character Video performed the best overall and which spokesperson would appeal to both men and women. Nielsen leveraged biometrics across 120 respondents to measure consumers' visceral and emotional reactions to four different spokespersons.

Participants wore sensors that measured:

- Skin conductance
- Heart rate
- Breathing
- Motion

THE RESULTS

We were able to identify the most appealing and motivating spokesperson. The actress chosen drew the highest degree of emotional connection, breakthrough, and motivation based on the biometric scores.
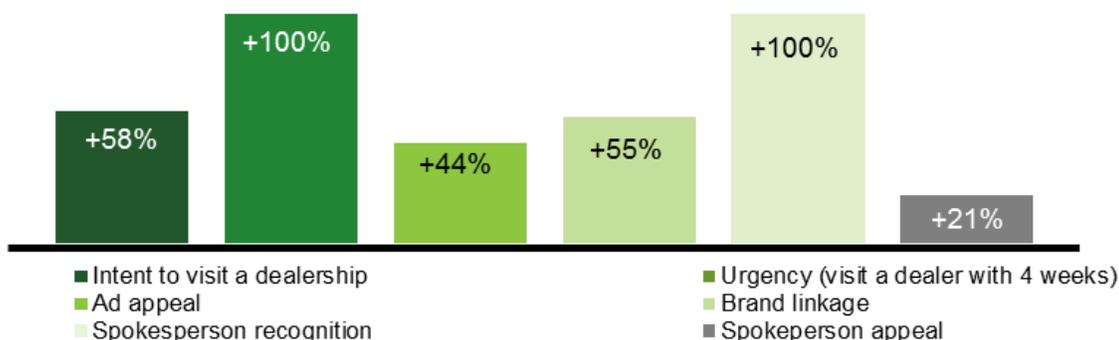
To date, the "Jan at the Front Desk" campaign continues to outperform competition and has helped to improve key Toyota KPI's, such as: dealer visit intent, urgency, appeal, brank linkage, brand fit, and spokesperson recognition

In addition, Toyota and their agencies Hypothesis and Saatchi won an Ogilvy Award in March 2015 for this advertising campaign acknowledging the biometric research as a key component of the campaign's success.

ADVERTISING CASE STUDY

PERCENT INCREASE ACROSS KPIS

- ■ Intent to visit a dealership
- ■ Ad appeal
- ■ Spokesperson recognition
- ■ Urgency (visit a dealer with 4 weeks)
- ■ Brand linkage
- ■ Spokeperson appeal

For more information contact your Nielsen representative or visit www.nielsen.com/consumerneuroscience