

IMPROVING BRANDING AND VISUAL ATTENTION

Improving Creative and In-Market Performance Through Engagement

THE CHALLENGE

eHarmony, an online dating website that matches single men and women, wanted to develop emotional engagement with consumers in order to improve brand awareness and in-market performance. They had several TV ads in market that were underperforming, but did not know which parts of the creative needed improvement.

THE SOLUTION

Nielsen Consumer Neuroscience* sought areas of improvement by monitoring viewers' focus of attention through eye tracking. Eye tracking allowed eHarmony to visualize where viewers focused most (red representing relatively high visual attention, green representing relatively low visual attention), thereby capturing potential areas for optimization.

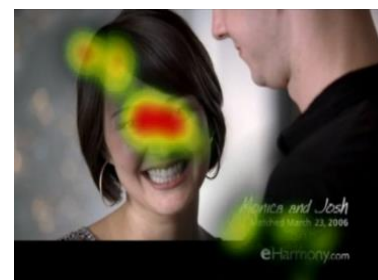
THE RESULTS

While results showed differences by gender and consumer segments, in general, all consumers preferred focusing on the story of love and avoiding too much detail. Using the insights provided by the test, eHarmony was able to make critical creative edits to maintain visual attention and improve branding by leveraging common visual biases.

* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

ADVERTISING CASE STUDY

eHarmony®



Visual focus was shifted from two people looking away from the screen to one person on the screen. Branding was improved, using the black shirt for text contrast.

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