

# UNDERSTANDING THE BEST SUPER BOWL ADS

## Exploring Emotional Engagement with Viewers

### THE CHALLENGE

In order to understand which ads break through the Super Bowl clutter and deliver the highest emotional engagement among viewers, we conducted a study in 2014 on multiple ads. We sought to understand the “what” and “why” behind consumers’ emotional responses through the use of different neuroscience measures.

### THE SOLUTION

Nielsen Consumer Neuroscience\* partnered with multiple companies to understand viewers’ emotional reactions to ads. Advertisements played during the 2014 Super Bowl were surveyed, and we monitored the following:

- Biometrics (heart rate, skin conductance) and facial coding, measured live in Boston and New York in partnership with Time Warner – across 80 participants.

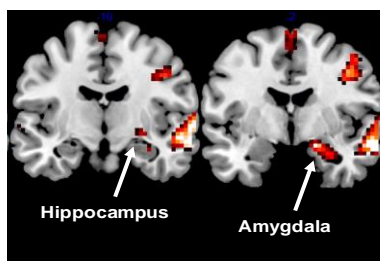
- fMRI, in partnership with Temple University, tested on an additional 30 participants the following week to monitor brain activity and gain an unbiased view.

### THE RESULTS

The results demonstrated that brands that took audiences on an emotional journey delivered the highest moments of engagement. There was also a convergence among technologies: ads that performed well on biometrics elicited increased brain activity in key regions associated with emotional relevance (amygdala), memory (hippocampus), and reward (lateral prefrontal cortex).

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

Fox School of Business  
TEMPLE UNIVERSITY



fMRI testing with Temple University

### ADVERTISING CASE STUDY



Time Warner  
medialab  
••• NYC •••



Biometrics live testing in Boston & NYC

For more information contact your Nielsen representative or visit  
[www.nielsen.com/consumerneuroscience](http://www.nielsen.com/consumerneuroscience)