

BCN MEASURES AD IMPACT BY APPLYING SCIENTIFIC METHOD USED IN BRAIN RESEARCH

New research approach combines the eye-tracking method with the measurement of brain wave activity

Munich, 22 May 2013– Ad sales specialist Burda Community Network (BCN) and Media Market Insights (MMI) test a completely new approach in the qualitative analysis of ad impact in both print and online media by applying the first scientific method which combines the eye tracking method with the measuring of the brain wave activity. The simultaneous tracking of the eye movement and the evaluation of the emotions of the users while watching the advertisements, provide conclusions on the ad impact in crossmedia comparison and within the respective editorial context and disclose insights on the impact of the individual design elements of the ad. Additionally, a survey conducted within the target group supports this neuroscientific study.

“The brain research method applied here is based on the approach of the Australian scientist Richard Silberstein. The so-called Steady-State-Topography (SST) uses six parameters: long-term memory, personal relevance, emotional intensity, approach versus avoidance, general level of attention and level of visual attention”, Tanja Seiter, Head of Client Research Media Market Insights explains. “In combination with the eye tracking method and a survey, this neuroscientific method provides valuable insights in the evaluation of single- and cross-media campaigns.”

BCN, the Client Services Beauty Department and Media Market Insights together with Beiersdorf and the institute facit media efficiency, that conducted the study, applied this approach in the evaluation of the Nivea campaign in the Burda women magazine „freundin“ and on freundin.de – ist online presence. 400 readers aged 18 to 39 have participated in the test.

Key results: print advertisements have a higher impact level – they persist longer in the long-term memory and are perceived with a higher concentration. In the case of online ads, the editorial and thematically right context is decisive. The advertisement triggers higher awareness results in a beauty context rather than in the food section. This kind of correlation cannot be proven in the case of print. Please find the detailed study results on http://www.burda-communitynetwork.de/service/download-center/bcn-und-media-market-insights-innovativeneurostudie_aid_2833.html.

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