

KANTAR MARKETPLACE

LINK+

The most powerful way
to make creative work.

Pre-testing Creatives & Attention



Stronger creative will get you noticed and generate more profit for your brand

49%

Saliency contribution*

—

If you want your brand to be noticed, creative quality is the single biggest driver.

4x

Return on marketing investment**

—

If you want to generate profit, effective ads are more likely to lead to increased ROMI.



As the global leader in creative insights, we know how advertising works.
We provide brands with the guidance and tools to make ads successful.



1

Drive **engagement** and create a link with the brand.



2

Convey meaningfully different **brand associations**.



3

Increase **brand predisposition** now and in the future.

Building on our validated framework, LINK+ is the most flexible solution in the market, giving the personalised actionable insights you need

1. Engagement: Is my ad engaging?

2. Brand associations: Does my ad communicate the intended message?

3. Brand predisposition: Is my ad encouraging purchase and / or building equity?

4. Brand lift: Is my digital ad likely to drive an uplift in key brand metrics?

■ Awareness



■ Digital behavioral diagnosis



■ Facial coding (attention & emotion)



■ Branding diagnosis



■ Engagement diagnosis



■ Executional diagnosis

■ Brand associations



■ Intuitive associations



■ Brand associations diagnosis

■ Short-term sales



■ Persuasion diagnosis



■ Long-term sales



■ Brand predisposition diagnosis

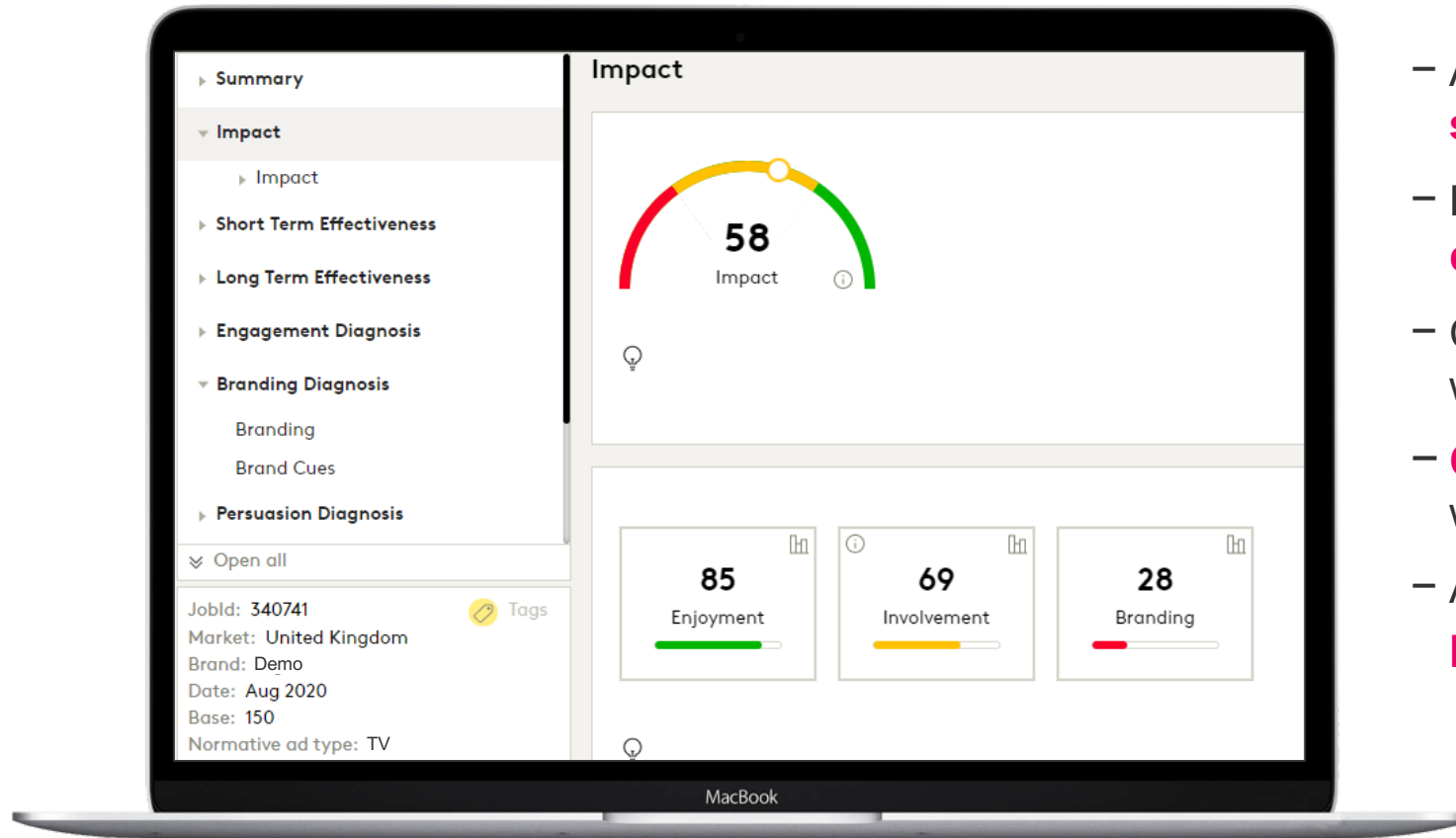
■ Predicted brand lift

■ Core features

■ Optional Neuroscience features

■ Optional features

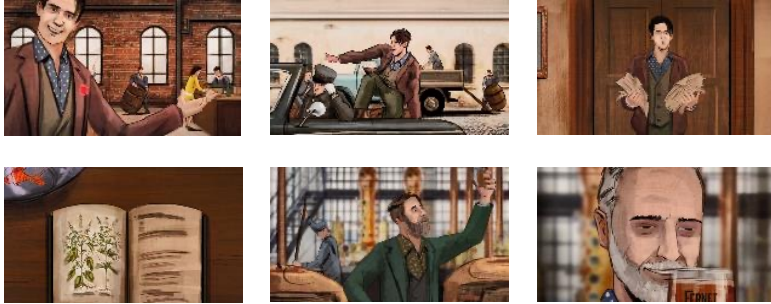
Easily understand your ad's performance using our intuitive LINK+ insights dashboard



- Access to a **summary** of your ad test results for a **snapshot view**
- Drill down for key metrics of interest to **dive deeper** into insights
- Consult your **ad library** for historical comparison with your previous tests
- **Commentary** can be added... with AI-generated headlines coming soon
- And / or download ready-to-use **PowerPoint presentations** for your meetings

From 3 early-stage ideas the strongest was nurtured into a very successful ad

Storyboard



Strongest idea identified for further development.

Animatic



Facial coding identified key scenes

Finished film



One of the highest performing ads in the Czech Republic

POWER OF EMOTION



Emotional resonance captures attention and drive greater short and long-term impact

+50%

Branded engagement
(Impact percentile)*

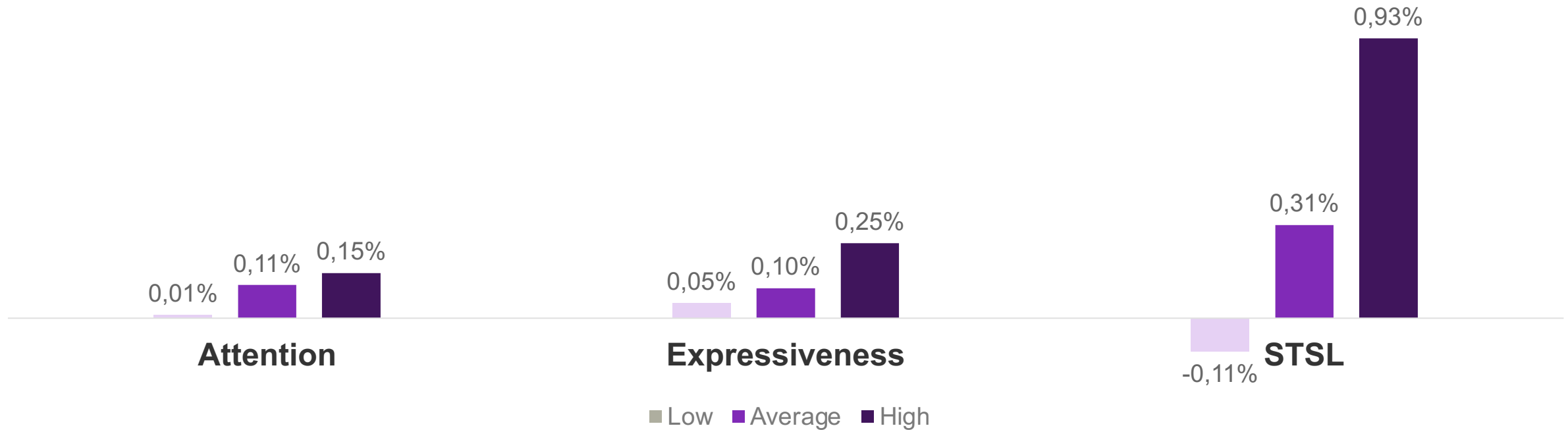
+61%

Long-term brand equity
(power percentile)*



**Attention matters. Emotional engagement matters more.
But creative testing predicts sales even better when integrated with other attitudinal measures.**

Average short-term sales value share increase













LINK+

Dashboard charts



General info

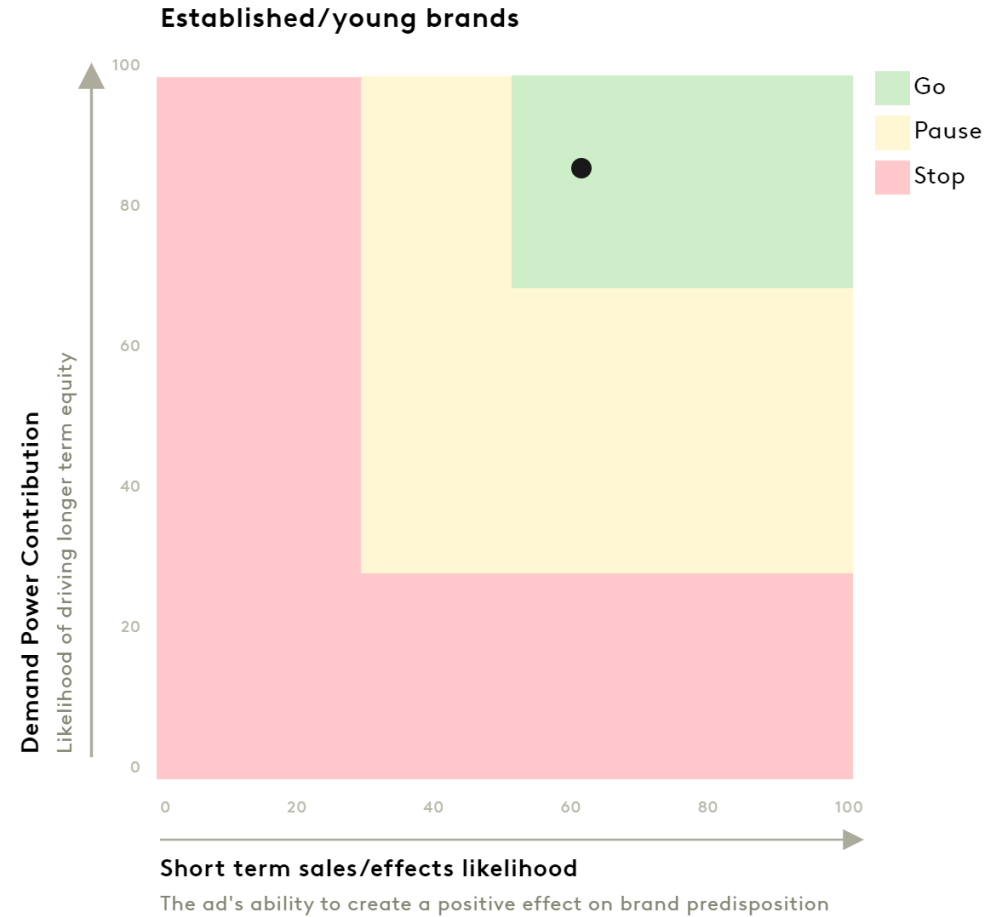
Ad	Brand	Market	When	Ad format	Sample size	Who	Normative ad type
 Nový slovenský ležiak	 Zlatý Bažant	 Slovakia	 Mar-2023	 Total	 150	 18-60, male and female, drink beer at least once in six months	 TV
Novy slovensky leziak 40"	Zlaty Bazant Regular	Slovakia	Apr-2023	Total	150	18-60, male and female, drink beer at least once in six months	TV

Short & Long Term Effectiveness Summary

Short & Long Term Effectiveness Summary

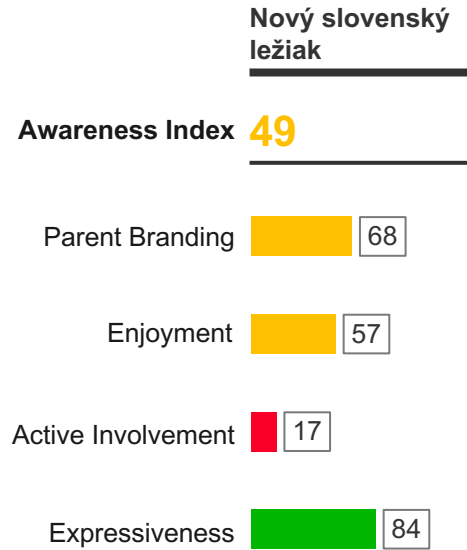
Percentile, %

	<u>Nový slovenský ležiak</u>
Demand Power Contribution	87
STSL/STEL	61%



Engagement Summary

Engagement Summary
Percentile

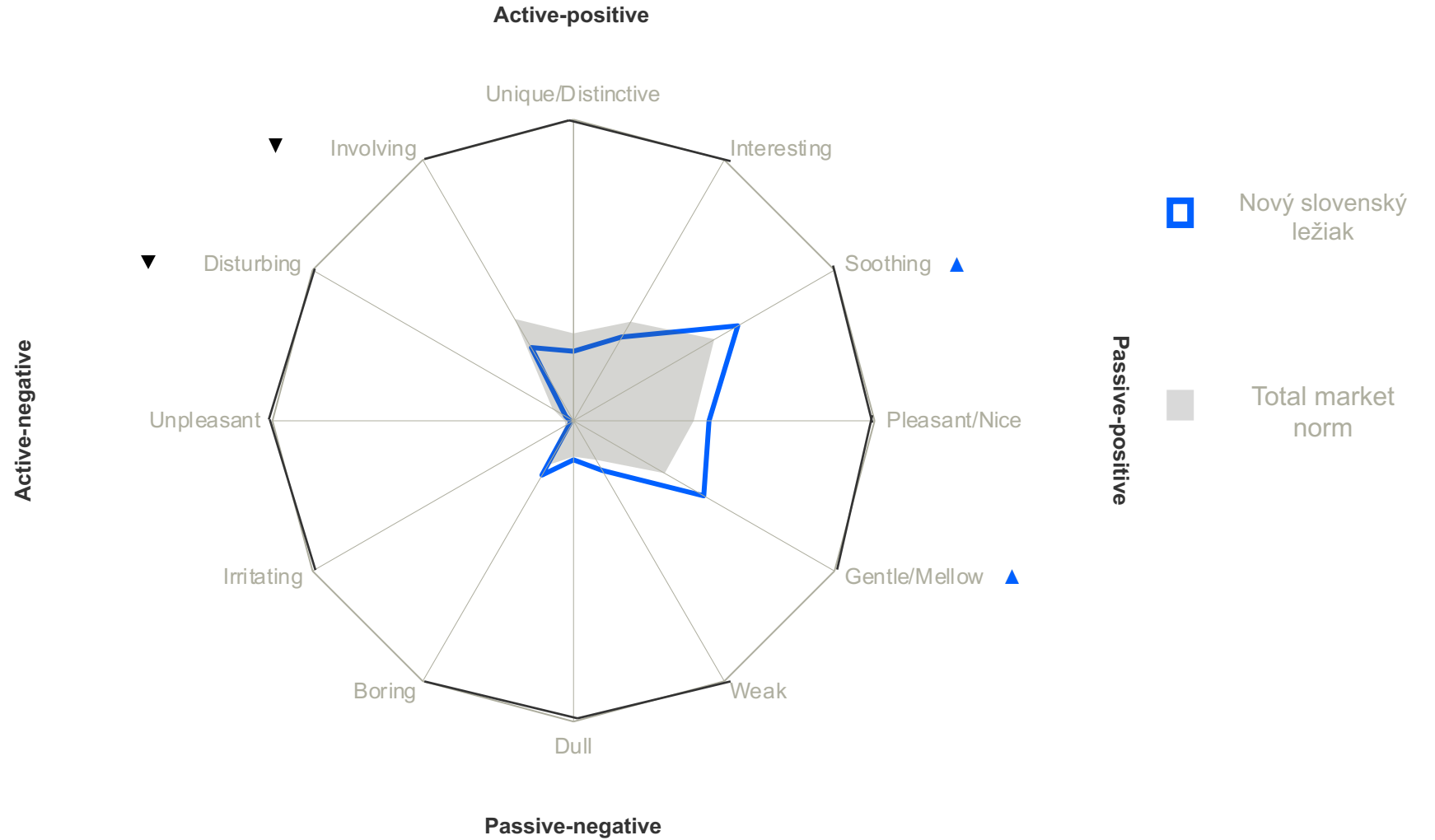


Involvement

Involvement

Percentile, %, Mean score (+10 to +1)

	Nový slovenský ležiak
Active Involvement	17
Mean score	2.93
Total market norm	4.16





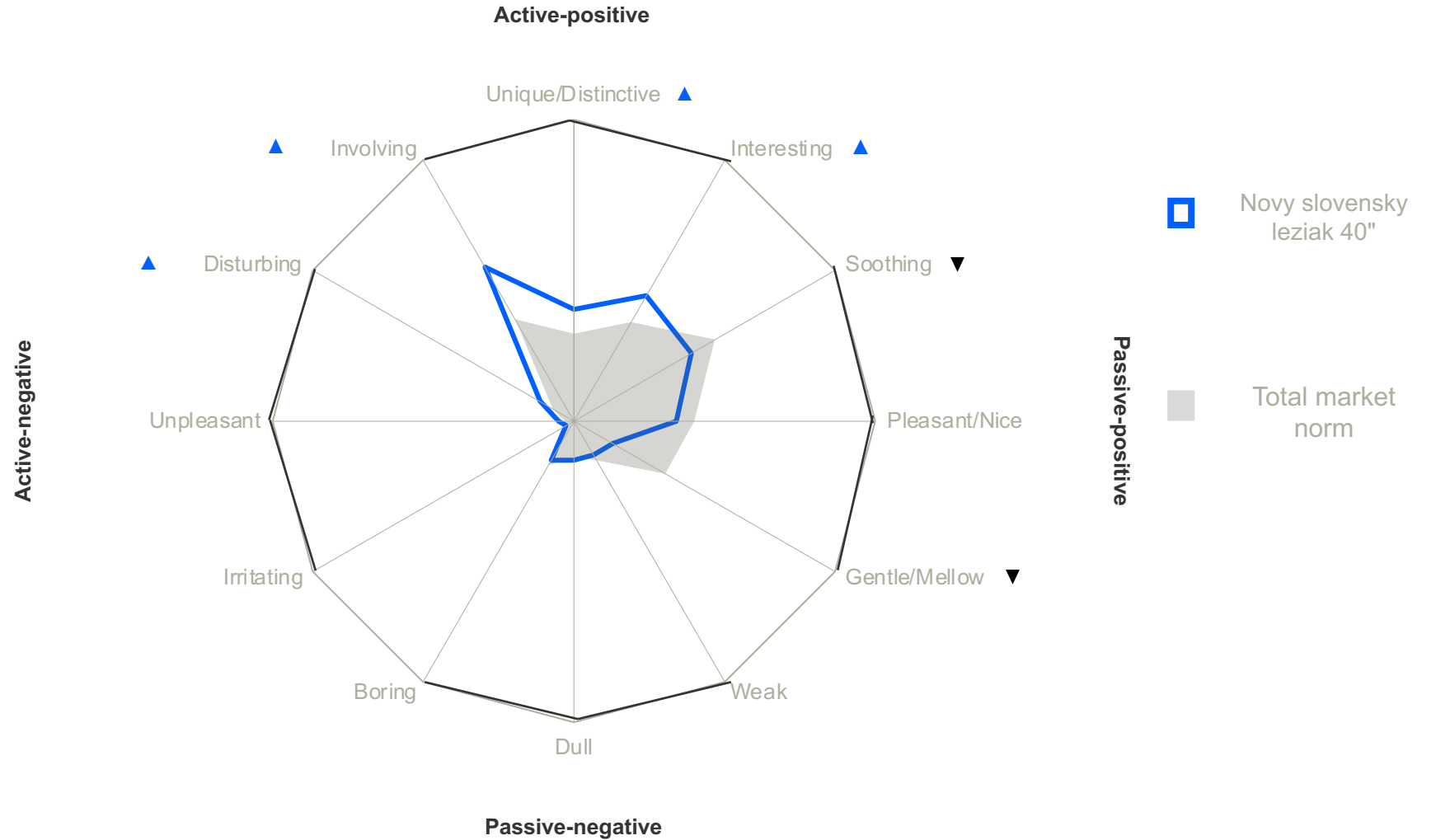
HURBANOV
ZLATY
BAŽANTOV

Involvement

Involvement

Percentile, %, Mean score (+10 to +1)

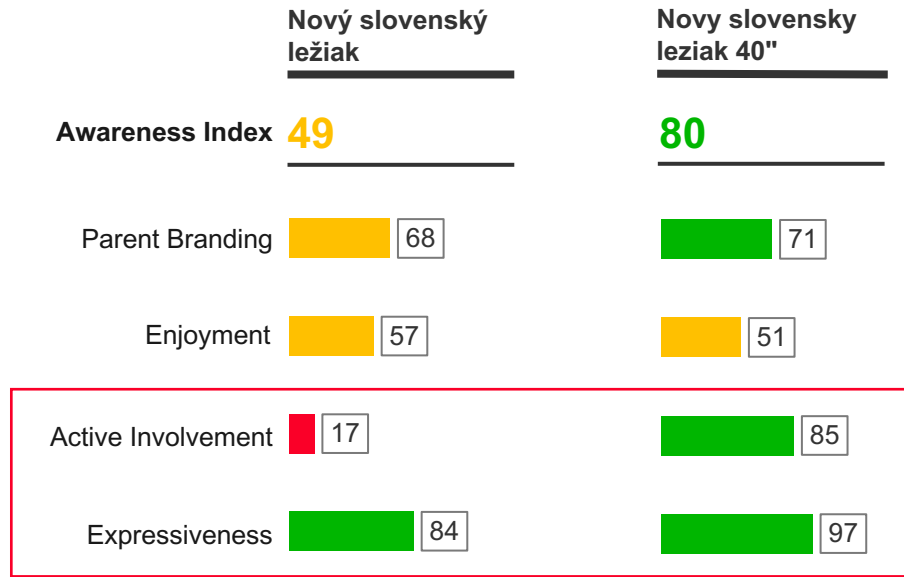
	Novy slovensky leziak 40"
Active Involvement	85
Mean score	5.53
Total market norm	4.16



Engagement Summary

Engagement Summary

Percentile



Main Ad Summary

Main Ad Summary

Percentile, %

**Nový slovenský
ležiak**

**Novy slovensky
leziak 40"**

Brand Predisposition Short Term

STSL/STEL	61%	79%
Persuasion	83	83
Awareness Index	49	80

Brand Predisposition Long Term

Demand Power Contribution	87	90
Meaningful	91	81
Different	94	82

Brand Association

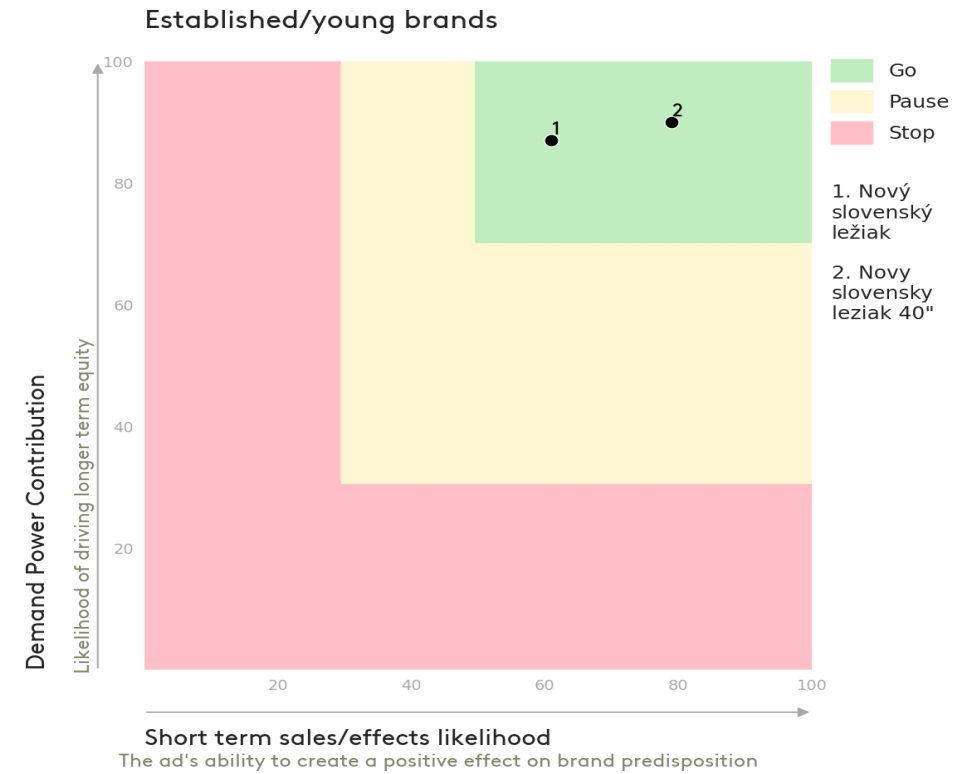
Message Check 1	80	83
Message Check 2	75	87
Message Check 3	88	78

Short & Long Term Effectiveness Summary

Short & Long Term Effectiveness Summary

Percentile, %

	<u>Nový slovenský ležiak</u>	<u>Novy slovensky leziak 40"</u>
Demand Power Contribution	87	90
STSL/STEL	61%	79%





Thanks for your
ATTENTION ;-)