



Temporal dominance of emotions: a useful tool to profile video advertisements

Caroline Peltier, Michel Visalli, Arnaud Thomas

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INTRODUCTION

- Emotions play an important role in purchase decisions.
- Advertisements are designed to drive consumer's emotions.
- Recently, Jager et al. (2014) introduced Temporal Dominance of Emotion (TDE) to dynamically profile emotional responses during chocolate tasting.

OBJECTIVES

- Adapt TDE to measure emotions perceived during advertisement viewing at home.
- Investigate potential emotional discrimination between different advertisements for Nespresso coffees.
- Correlate purchase intent and brand image with measured emotions.

MATERIAL & METHODS

PANELISTS

282 French panelists
(18-60 years old)

ADVERTISEMENTS

3 Nespresso advertisements
(featuring Georges Clooney)

PROCEDURE

One session, conducted at home
using TimeSens® software

- The panelists indicated their dominant emotion during the viewing using a TDE protocol.
- The attribute list was based on the emotions of Plutchik's wheel.
- After each advertisement they scored purchase intent and brand image improvement.

Test now the session as a panelist!



In this demo session, you are going to watch one advertisement. Please click at any time on the button corresponding to the dominant emotion felt.

TDE session screen

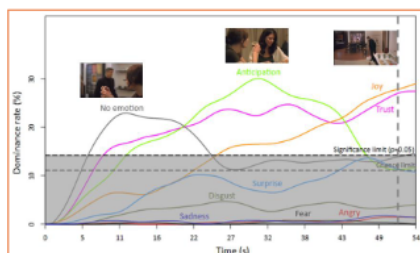


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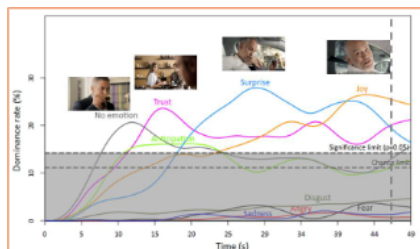
RESULTS

TDE CURVES

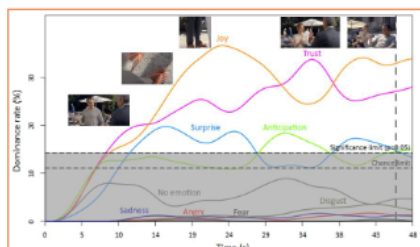
AD 1



AD 2



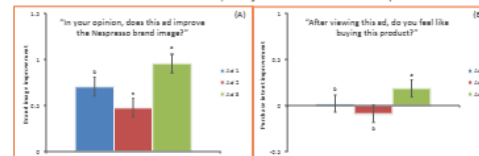
AD 3



- "No emotion" is longer dominant in Ad 1 and Ad 2.
- Emotions such as "Joy" and "Surprise" peak during key scenes.

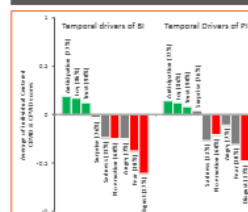
PURCHASE INTENT (PI) & BRAND IMAGE (BI)

After each advertisement, subjects answered two questions:



Brand image improvement (A) & purchase intent (B) mean scores by advertisement with their 95% mean confidence intervals using median test. The variables were scored on a 5-point Likert scale ranging from "Strongly disagree" (scored 1) to "Strongly agree" (scored 5). Means with different letters are significantly different (Mann-Whitney U test, $p < 0.05$).

TEMPORAL DRIVERS OF BI & PI



Green bars (mean < 0), Orange bars (mean > 0), Red bars (mean < 0), Blue bars (mean > 0). Drivers of BI and PI.

- The figure represents the average deviation of BI and PI while the emotional attribute was dominant in an advertisement. Mean scores were tested against 0 by Student tests.

- "Joy", "Trust" and "Anticipation" are strong positive drivers of BI and PI while "No emotion" is a negative one.

CONCLUSIONS

- The TDE curves of the three video advertisements highlight specific temporal emotional profiles.
- The two less emotional advertisements have less positive impact on BI and PI.
- Emotional drivers of BI and PI have been identified.
- These results validate the application of the TDE protocol at home with advertisements.
- Working with a controlled stimuli give insights about the way the subjects dynamically relate their emotions.

PERSPECTIVES

- The concept of dominance in TDS/TDE could be investigated with specific videos where apparition and intensity of signal vary in a controlled way.
- This type of video could be used as an interactive training tool for temporal sensory methods allowing panelists to better understand the instructions and panel leaders to check their panelists' performances.

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