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

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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.

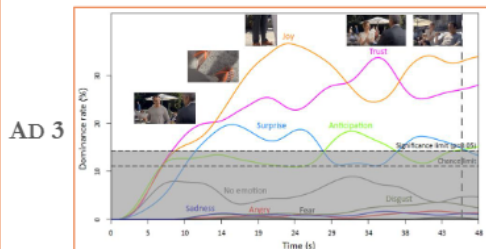
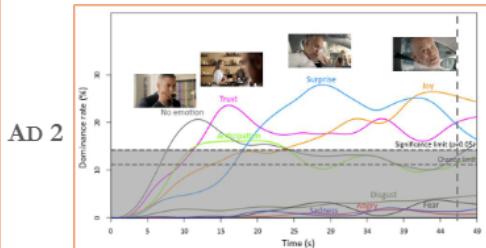
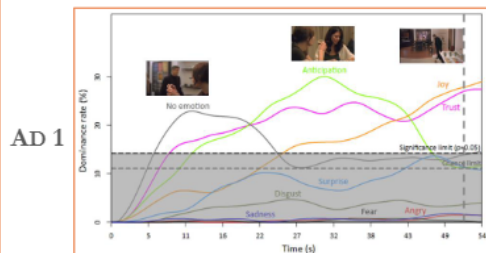
TDE session screen



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RESULTS

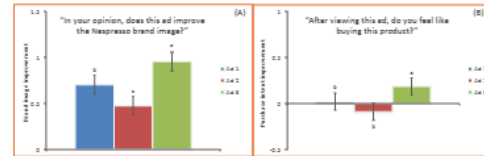
TDE CURVES



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

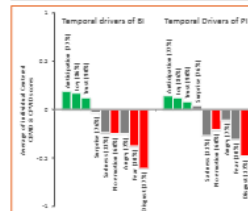
PURCHASE INTENT (PI) & BRAND IMAGE (BI)

After each advertisement, subjects answered two questions:



Brand image improvement (BI) and purchase intent (PI) mean scores of advertisement with their 82% mean confidence intervals using median test. The variables were assessed on 3-panelist (control) video sessions (100% of "No emotion", 100% of "Joy", 100% of "Surprise", 100% of "Trust", 100% of "Fear", 100% of "Anger", 100% of "Anticipation", 100% of "Disgust", 100% of "Sadness", 100% of "No emotion") using panelist's responses (n=282).

TEMPORAL DRIVERS OF BI & 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 **panelist's performances**.

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