

DECODE

Brand Code Management



aimpower



The science behind how we buy  
and how to predict it with AI



# DECODE

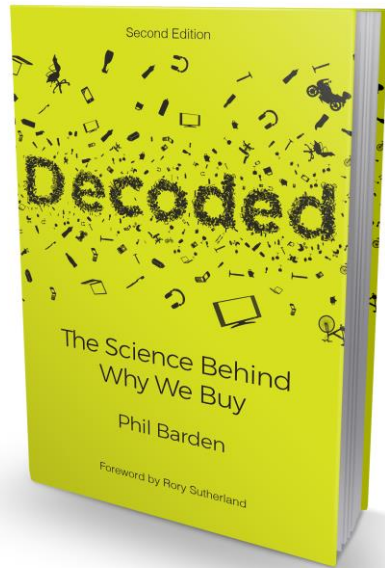
Brand Code Management

*Phil Barden*

Managing Director

Author of

“Decoded: The Science behind why we buy”

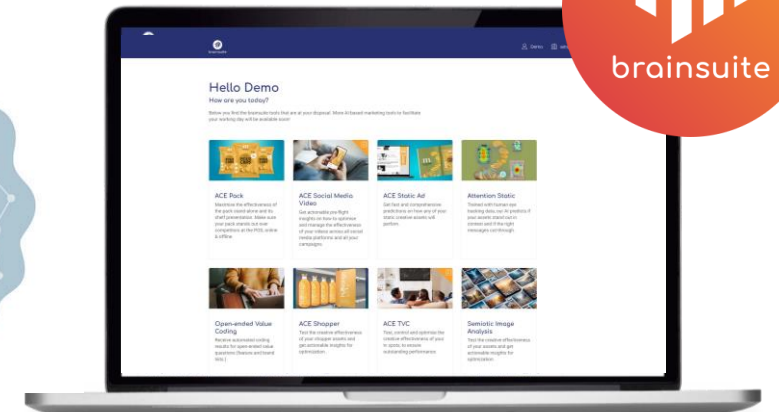
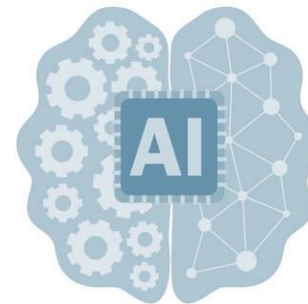


*Julia Saswito*

Chief Marketing Officer

Marketing Effectiveness at Scale.

Powered by AI. Informed by Neuroscience.



# Part 1:

The science behind why we buy  
and what really influences purchasing behaviour

Consumers  
don't read  
strategy papers



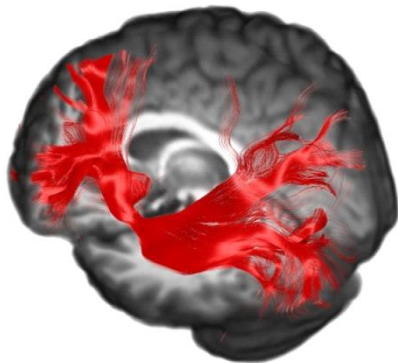
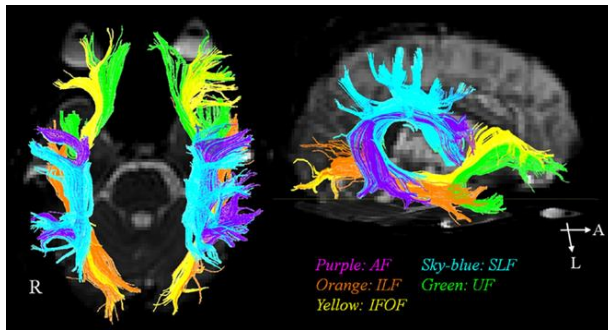
Why did the new pack

**LOSE**

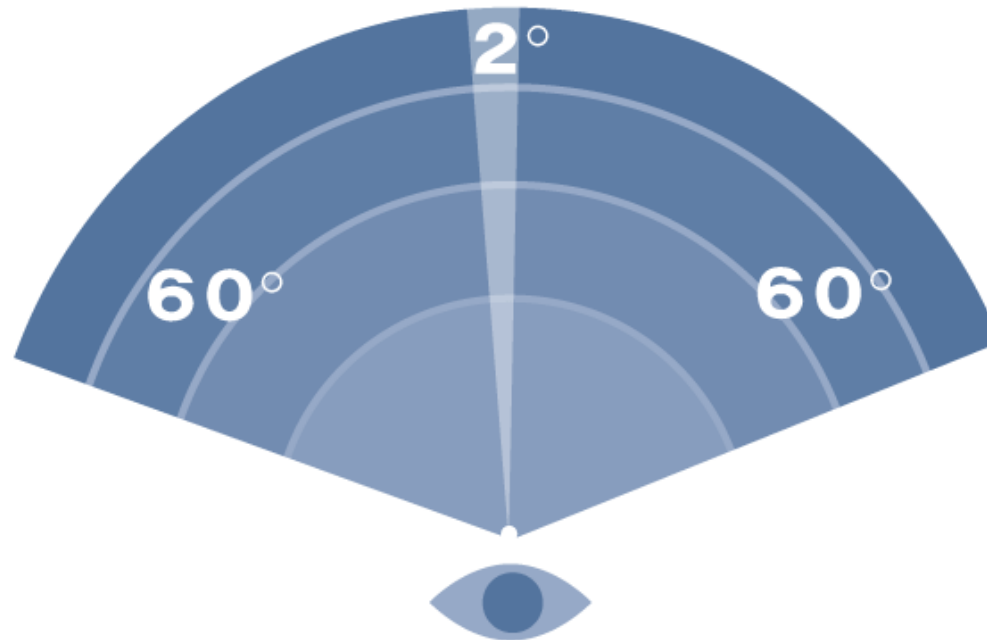
**\$27m sales**

.....despite having met required  
action standards in research?

# How the human brain processes information



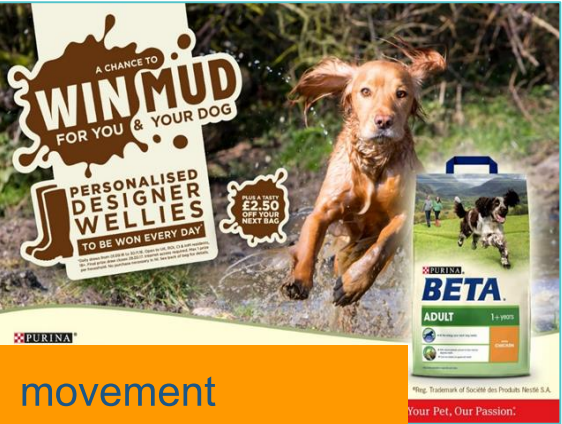
# The eye is not a camera



# Triggers of attention



contrast



movement



3D



intensity



surprise



faces



Perceptual fluency:

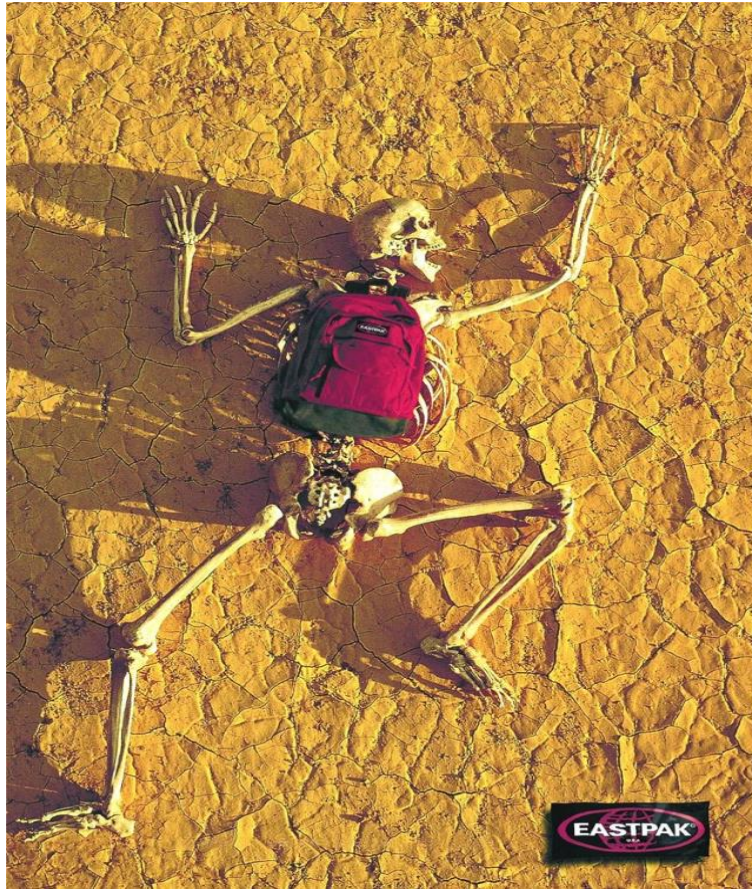
Less is more!



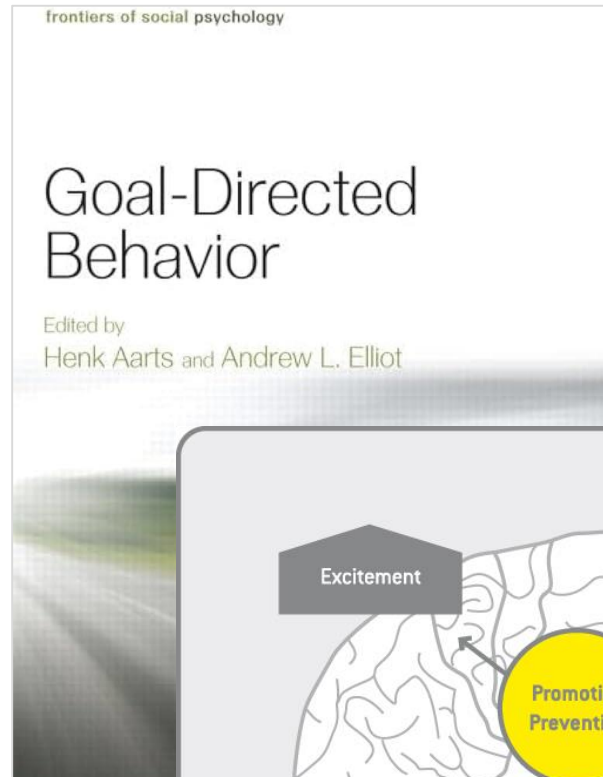
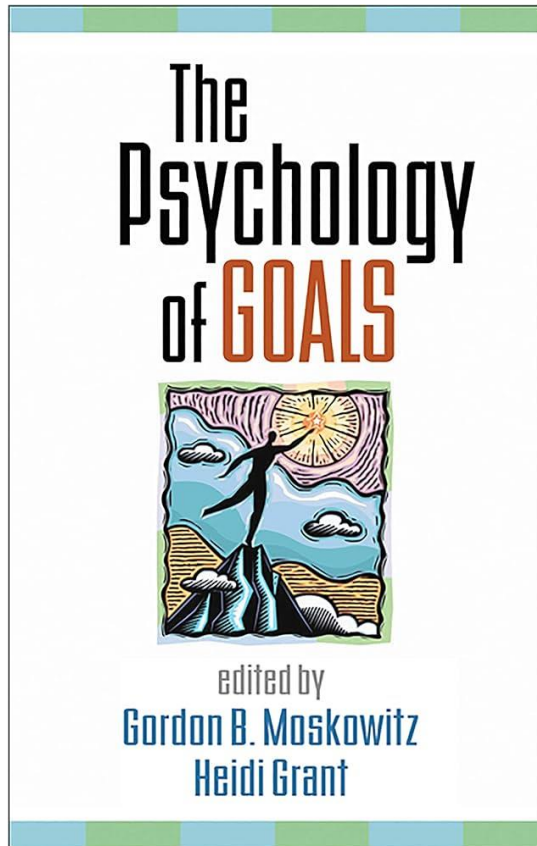
Iconic brand cues:  
the fundament of recognition



Implicit visual codes can be understood without words



# Goals are the core of any motivated behaviour



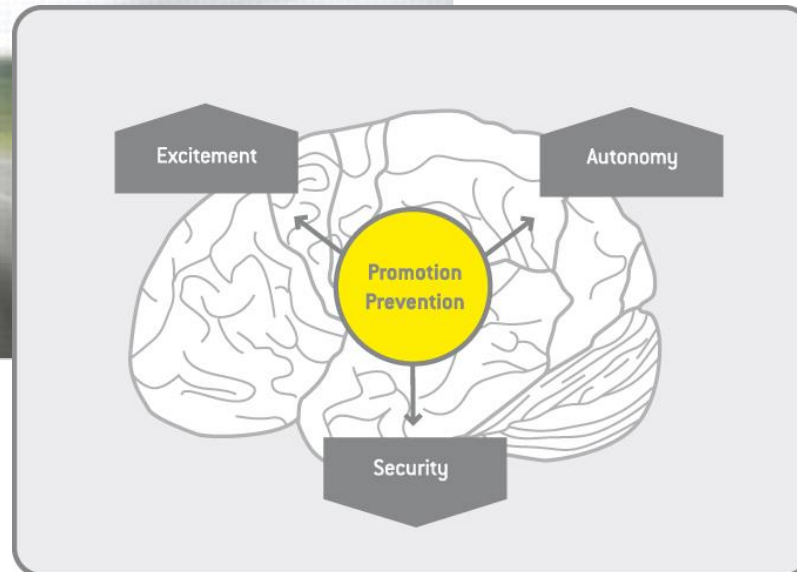
## A framework for studying the neurobiology of value-based decision making

Antonio Rangel\*, Colin Camerer\* and P. Read Montague†

Abstract | Neuroeconomics is the study of the neurobiological and computational basis of value-based decision making. Its goal is to provide a biologically based account of human behaviour that can be applied in both the natural and the social sciences. This Review proposes a framework to investigate value-based decision making. The framework allows us to bring together some of the most important outstanding research from the different disciplines that inform neuroeconomics.

### Where do these basic rewards come from?

Psychology /brain research	Description	Security	Stimulation	Autonomy
Kenneth Davis, Jaak Panksepp, Larry Normansell	„Affective Neuroscience Personality Scales“ (ANPS) 110 items to measure affective states	CARE	PLAY/ SEEK	ANGER/ CONTROL
Charles Osgood	40 items to measure emotional valence of meaning	Evaluation	Activity	Potency
Norbert Bischof	Psychophysiological and psychological research; KISMET Scales 90 items	Security	Excitement	Autonomy
Hans Georg Häusel	Integration of neuro-hormonal and psychological research; LIMBIC Scales 50 items	Balance	Stimulation	Dominance
Affective Neuroscience Literature	Behavioral systems found in animals and humans, rooted in brain physiology e.g. J.A. Gray (3F Model)	Fear-System Panic-System	Seeking-System	Rage-System
Edmund T. Rolls	„Emotion explained“ – neuroscience of emotion	Apprehension Fear Terror	Ecstasy Elation Pleasure	Rage Anger Frustration
Neuro-Endocrinology (Hormon research)	Neuronal hormones underlying emotions and motivations in humans and animals	Oxytocin Vasopressin	Dopamin	Testosteron



# Different codes activate different goals



Everyday  
Authentic  
Natural



Special occasion  
Status  
Processed

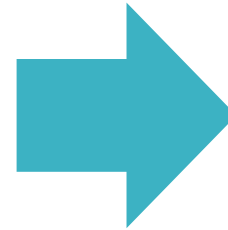
# Arousal and Valence influence Effectiveness



- ✓ Attention span increases
- ✓ Senses are sharpened
- ✓ Increases memory encoding / recall
- ✓ Arousal predicts virality
- ✓ Valence -> associative network

# Where does emotion fit in decision-making?

“We experience emotions whenever  
the likelihood of achieving a goal  
changes.\*”



Anger

Frustration

Sadness

Anxiety

Joy

Happiness

Surprise

# Key Drivers of Effectiveness



## Attention

Stand out and hold attention



## Branding

Emphasize brand cues for fast recognition



## Processing Ease

Be brain-friendly and do not overwhelm



## Strategic Fit

Land your message and connect it to consumer's goals



## Emotional Engagement

Activate and resonate



## Persuasion

Trigger action



But how do you predict  
effectiveness, if Phil is not  
available?

# Part 2:

Combining

Neuroscience, Artificial Intelligence and Human data for automated  
creative effectiveness prediction



brainsuite replicates the  
consumer's brain and how it  
perceives and reacts to your  
creative.

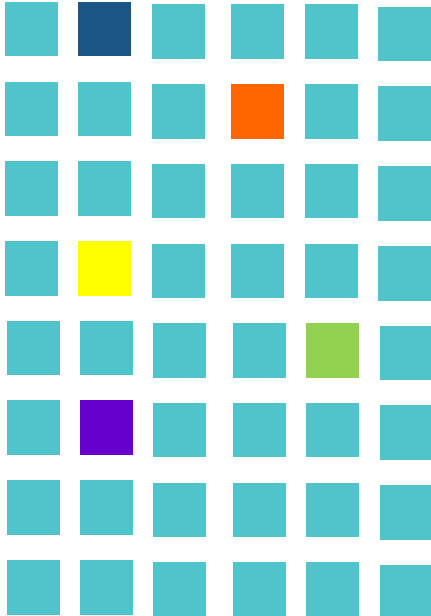


# Specialized AI-pipelines to deliver specific, yet holistic predictions

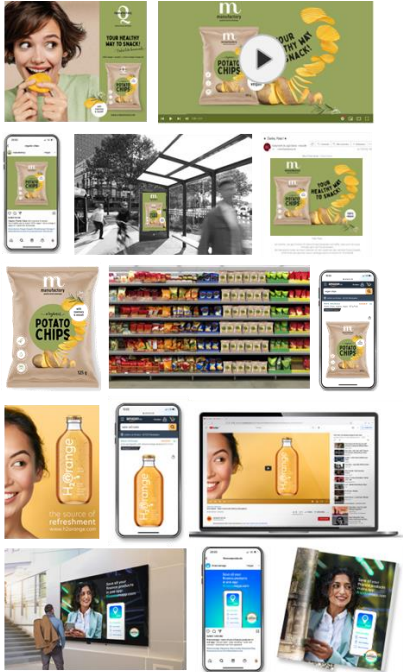
>200 AI-based building blocks

>90 AI-Models, each to emulate a specific aspects of ad effectiveness

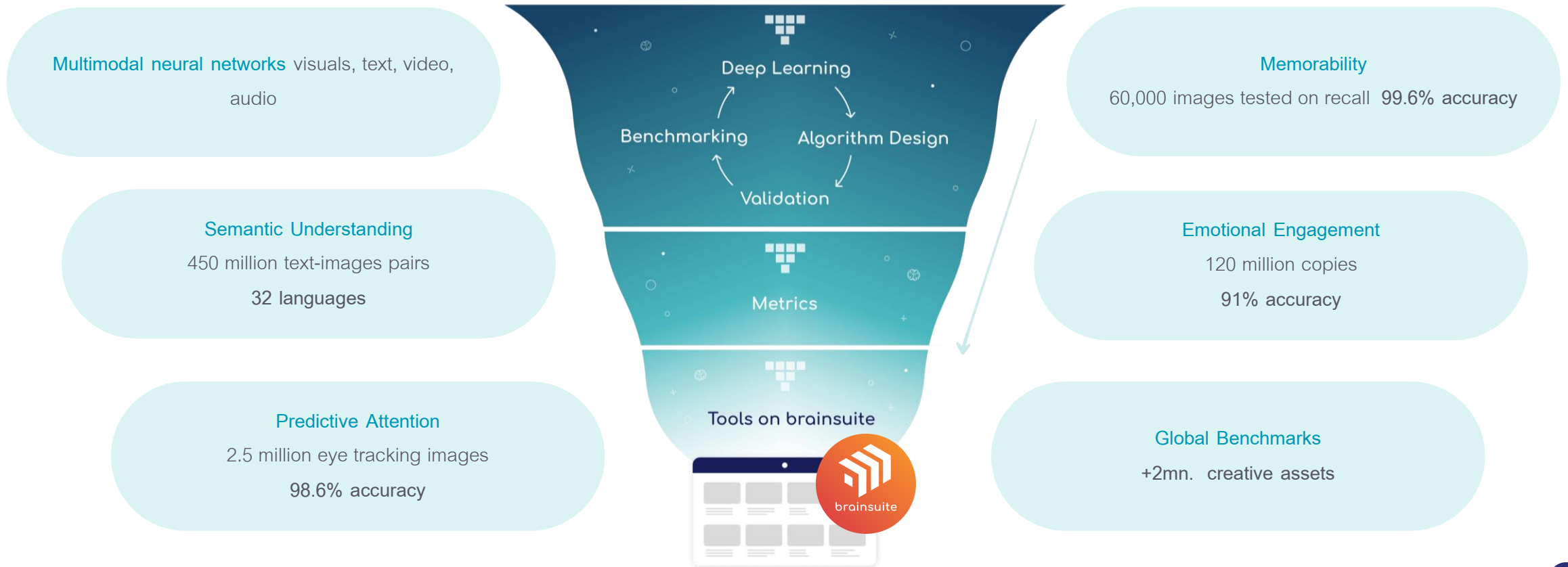
Combined to asset and brand specific solutions



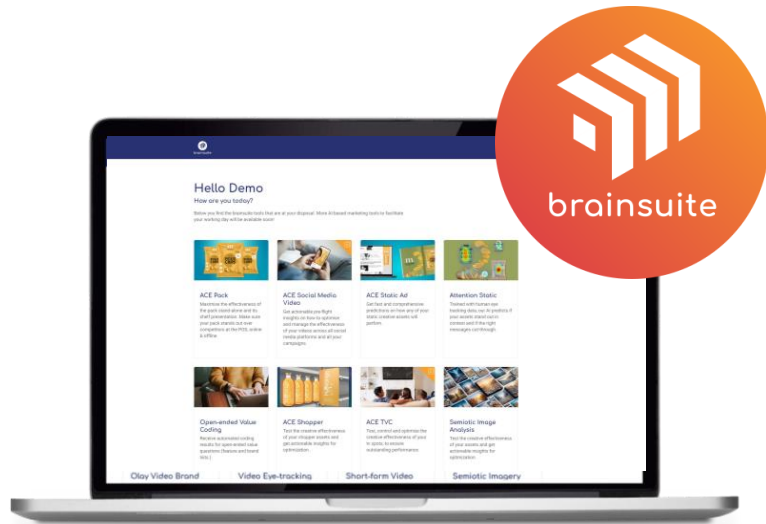
- Print & OOH
- Video + TVC
- Digital Ads
- Pack + Shelf
- Social Media
- Shopper + PoS
- ... and more



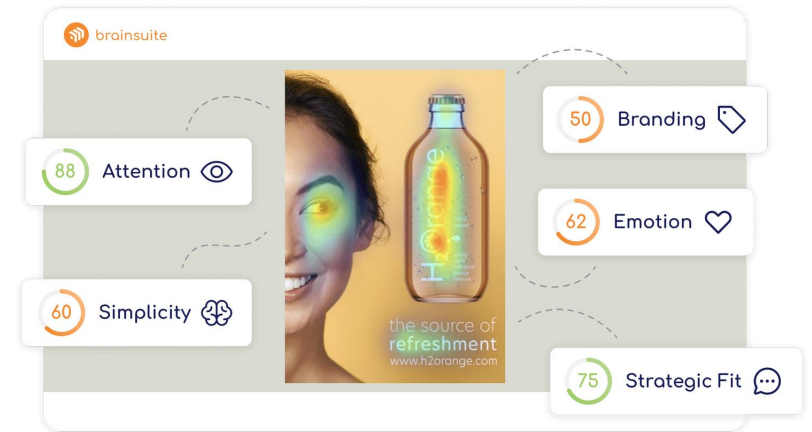
# Trained on >1 billion human behavioral data points and normed against +2mn. creative assets



# Easy access and immediate results



brainsuite  
SaaS platform



Prove & Improve Effectiveness in minutes

# Effectiveness prediction at your finger tips:

## How to do a briefing for the AI



Demo

aimpower



## Hello Demo

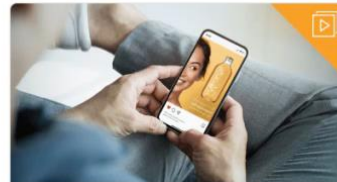
How are you today?

Below you find the brainsuite tools that are at your disposal. More AI-based marketing tools to facilitate your working day will be available soon!



### ACE Pack

Maximise the effectiveness of the pack stand-alone and its shelf presentation. Make sure your pack stands out over competitors at the POS, online & offline.



### ACE Social Media Video

Get actionable pre-flight insights on how to optimise and manage the effectiveness of your videos across all social media platforms and all your campaigns.



### ACE Static Ad

Get fast and comprehensive predictions on how any of your static creative assets will perform.






### Attention Static

Trained with human eye tracking data, our AI predicts if your assets stand out in context and if the right messages cut-through.








Results in your hands in minutes.





Effectiveness scoring and detailed insights.

 Demo  

# ACE Shopper


Upload Images  Specify Details  Areas of Interest  Summary  **5** Result 

Your report is ready



Created at: 2/15/2024, 3:45 PM | Job completed at: 2/15/2024, 3:48 PM | Job duration: 3 minutes, 9 seconds

The report for "Demo Chips Ad (Shopper), 15.02.2024" has been generated successfully.

[Download all reports](#)  [New analysis with same input](#)

Briefing Data [Show Briefing Data](#)

Summary



# Automated PPT reports.

With recommendations for how to optimize.

1 ACE Shopper Report

2 Executive Summary ACE Score

3 KPI Overview

4 Lag Comparison

5 Attention

6 Attention

7 Attention (First Glance)

8 Attention (Elaborated)

9 Attention Areas of Interest

10 Attention Iconic Assets

11 Cut through in Environment

12 Branding

13 Brand Cut-Through

14 Product Name Cut-Through

15 Cut-Through Packaged Product

16 Color Distribution

17 Processing Ease

18 Visual Simplicity

19 Legibility

20 Reading Time

21 Picture Superiority

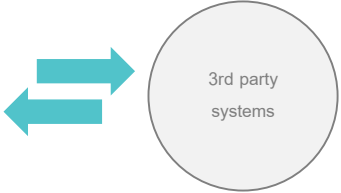
Strategic Fit

Message Fit: Visual

Brand Values Fit: Visual

# Effectiveness data overview.

Analyze at scale.



Expand View  Show preview images  Download as CSV

Job Data				Briefing Data	Results	Attention	Branding	Processing E...	Strategic Fit	Emotional En...	Persuasion
Job ID	Organization	Creation Date	Static Image	Leg Index	ACE Score	Total Score Attention	Total Score Branding	Total Score Processing...	Total Score Strategic Fit	Total Score Emotional...	Total Score Persuasion
c972100b-bcb6-...	aimpower	Mon, 18 Sep 2023		0	55	0	100	83	75	17	0
1b94a634-80a8-...	aimpower	Wed, 13 Sep 2023		2	46	33	38	83	75	33	N/A
5008abc6-60c2-...	aimpower	Wed, 13 Sep 2023		1	67	50	100	75	75	33	N/A
1b94a634-80a8-...	aimpower	Wed, 13 Sep 2023		1	48	33	38	92	75	33	33
40a1a823-875b-...	aimpower	Wed, 13 Sep 2023		1	65	100	50	67	75	33	N/A
6149161c-659d-...	aimpower	Mon, 11 Sep 2023		0	52	100	N/A	50	75	33	N/A

Before



After



### Improved ATTENTION

Cut-Through in Environment +12%

Attention on product shot +27%

Attention on brand name +200%

### Improved EMOTION

Sentiment +20%

### Improved STRATEGIC FIT

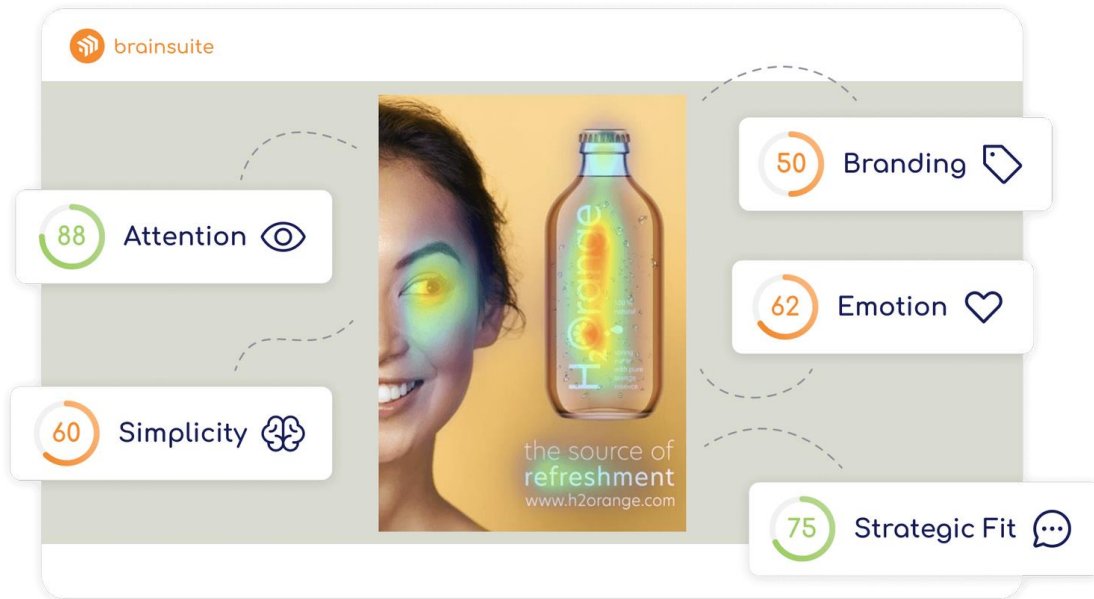
“Energy” associations +34%

→ Purchase Intent +15pp



STRATEGIC FIT	OLD	vs.	NEW
orange juice	100	+0%	100
everyday	49	+69%	29
natural	60	+40%	43
authentic	50	+56%	32
happiness	56	+34%	37
joy	47	+43%	30
processed	56	-20%	67

## Effectiveness scores predict in-market success!



+15pp higher purchase intent (PoS)

+115% higher sales (eCommerce)

+45% video view-throughs (Social Video)

83% correlation with sales uplift (PACK)

200% correlation with ad recall uplift (TVC)

# Trusted Partner




500+ brands in  
35 countries use brainsuite to boost their marketing effectiveness.



You want to learn more?

Meet us at booth #108




Marketing Effectiveness at Scale.  
Powered by AI. Informed by Neuroscience.

Trusted by Over 500 Leading Brands Worldwide

- PEPSICO
- vodafone
- Kenvue
- ABInBev
- Henkel
- ebay
- BIC

Discover brainsuite, the Digital Consumer Brain.

- Trained with > 1 Billion Human Behavioural Data Points
- Insights Within Minutes
- For All Channels - From Print to Digital, Video, PoS, Pack and More
- Configurable to Your Brands and Use Cases



[aimpower.ai](https://aimpower.ai)

Just ask or connect!



Phil  
Barden



Julia Saswito