

Taking ad effectiveness from emotive impact to real impact

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R70M

MOVING FROM...

SEGMENTING

PEOPLE



TO

SEGMENTING

ADS



Our data

COLUMNATE INSITES CONSULTING NORMS DATA



182 135

Evaluations

1214

Ads

5

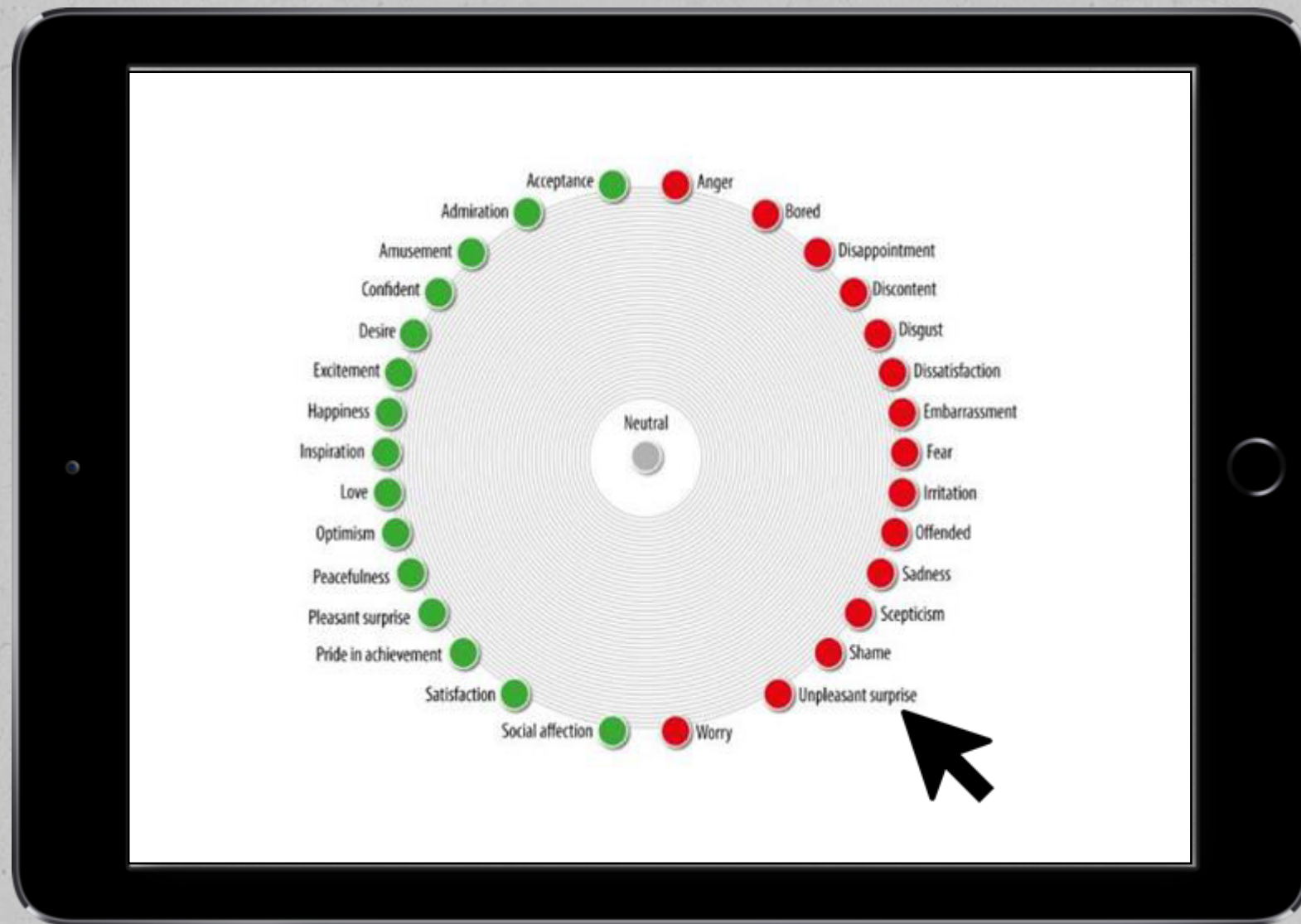
Categories

4

Channels

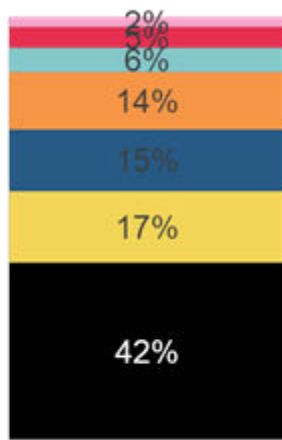
***“People don’t buy for logical reasons.
They buy for emotional reasons.”***

Zig Ziglar,
Iconic Salesman and Motivational Speaker

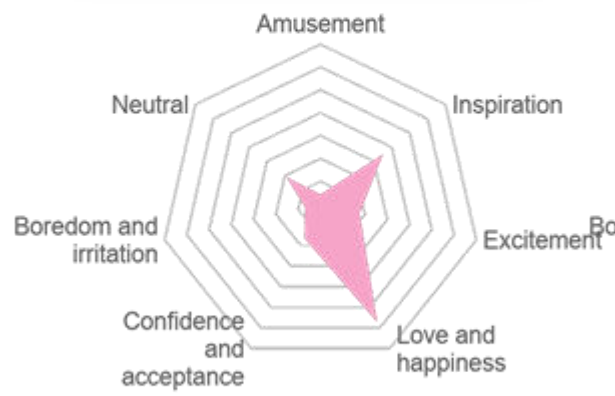




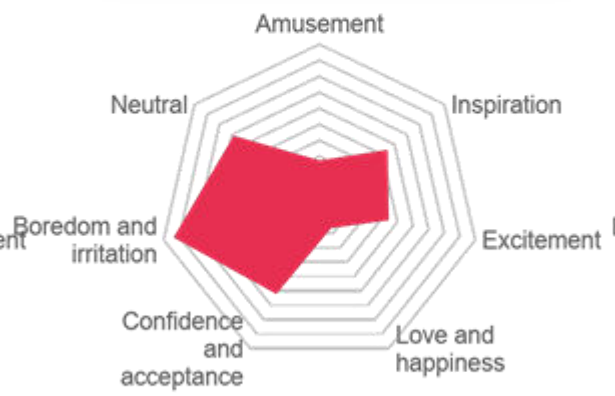
Seven AD EMOTION SEGMENTS



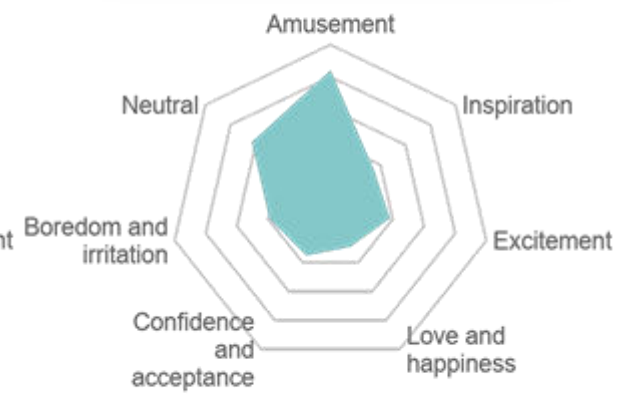
Delightful hug



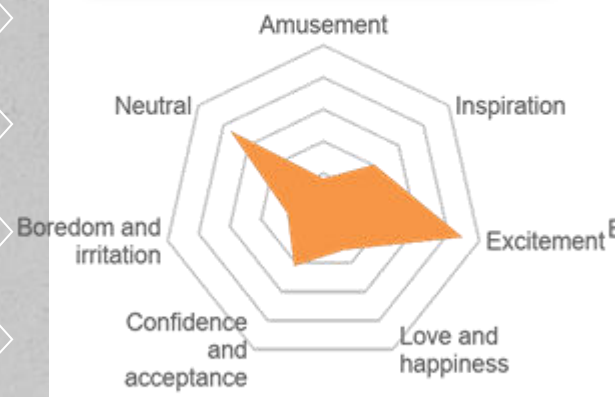
Bored yawn



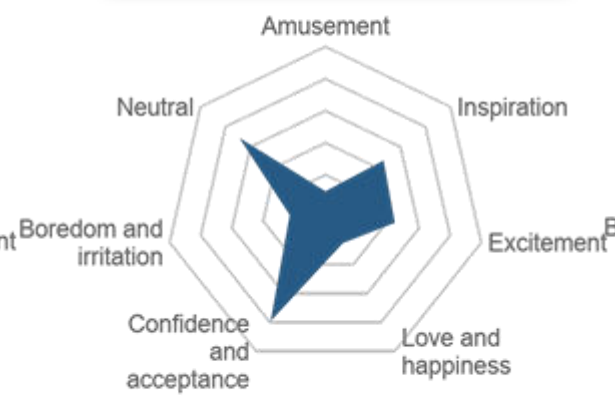
Amused smile



Excited jump



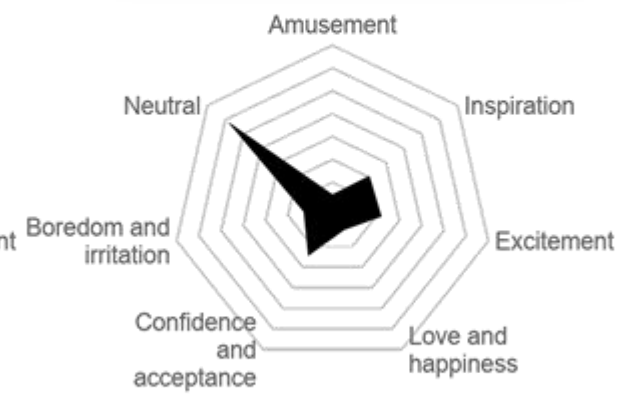
Accepting nod



Inspired glow



Blank neutral expression



Ad examples

TV ad



DELIGHTFUL
HUG



Ad examples

Radio ad

**BORED
YAWN**



Ad examples

TV ad



AMUSED
SMILE



Ad examples



Radio ad

EXCITED
JUMP



Print ad

Ad examples

Print ad

NEW Dual-Release Release technology
The only PPI with a 2nd release that arrives later in the day*



Introducing DEXILANT®—the only PPI with Dual-Release (DR) technology, which provides two distinct releases of drug.*

Key benefits:

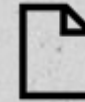
- DEXILANT provides superior acid control in patients with GERD, including in those with nocturnal symptoms.
- DEXILANT will help you get better sleep at night. The second release of DEXILANT is specifically designed to provide relief from symptoms at night.
- DEXILANT is indicated in adults for 12 weeks of treatment for GERD, including in those with nocturnal symptoms.

Important safety information:

As with all medicines, DEXILANT may cause side effects. Tell your doctor if you experience any of the following symptoms: severe or persistent diarrhea, constipation, headache, dizziness, or other symptoms. Tell your doctor if you are taking any other medicines, especially those that may interact with DEXILANT. Tell your doctor if you are pregnant or planning to get pregnant, as DEXILANT may affect the fetus. Tell your doctor if you are breastfeeding, as DEXILANT may pass into your milk. Tell your doctor if you have any other medical conditions, especially those that may affect the stomach or intestines. Tell your doctor if you have any allergies, especially to sulfa drugs. Tell your doctor if you are taking any other medicines, especially those that may interact with DEXILANT. Tell your doctor if you are pregnant or planning to get pregnant, as DEXILANT may affect the fetus. Tell your doctor if you are breastfeeding, as DEXILANT may pass into your milk. Tell your doctor if you have any other medical conditions, especially those that may affect the stomach or intestines. Tell your doctor if you have any allergies, especially to sulfa drugs. Tell your doctor if you are taking any other medicines, especially those that may interact with DEXILANT.

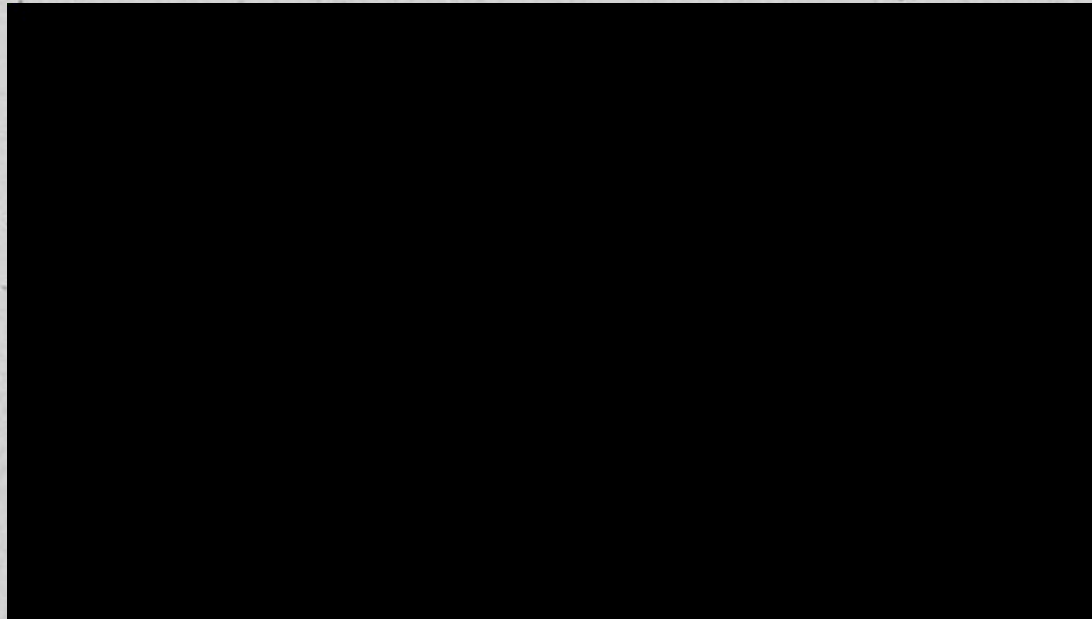
DEXILANT
dexlansoprazole
Two releases. One pill.

ACCEPTING
NOD



Ad examples

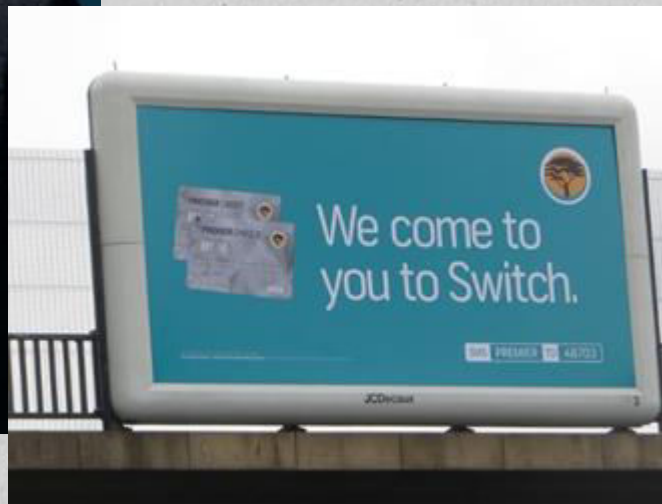
TV ad



INSPIRED
GLOW

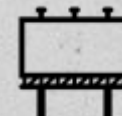


Ad examples



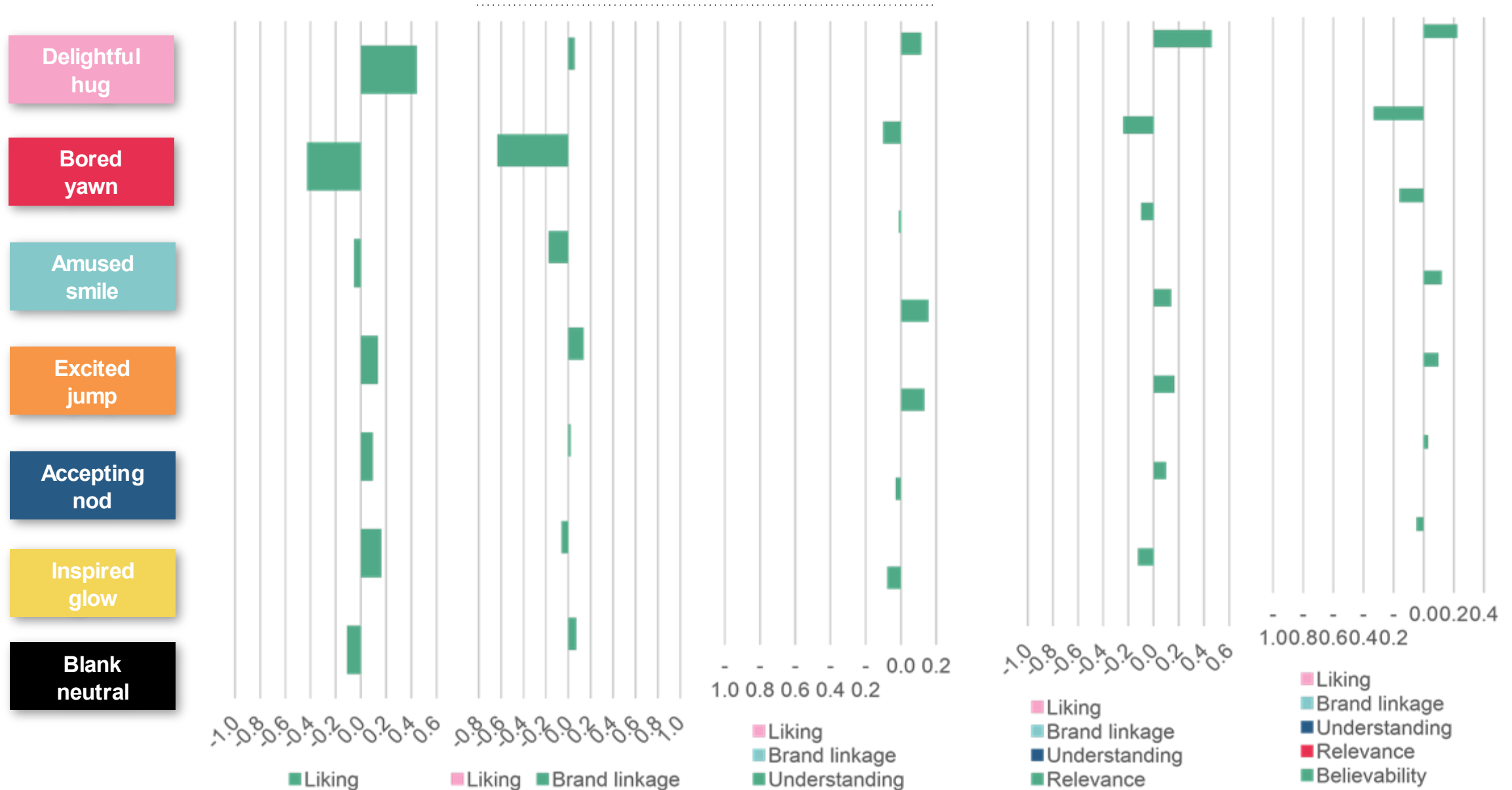
Outdoor ad

**BLANK
NEUTRAL
EXPRESSION**

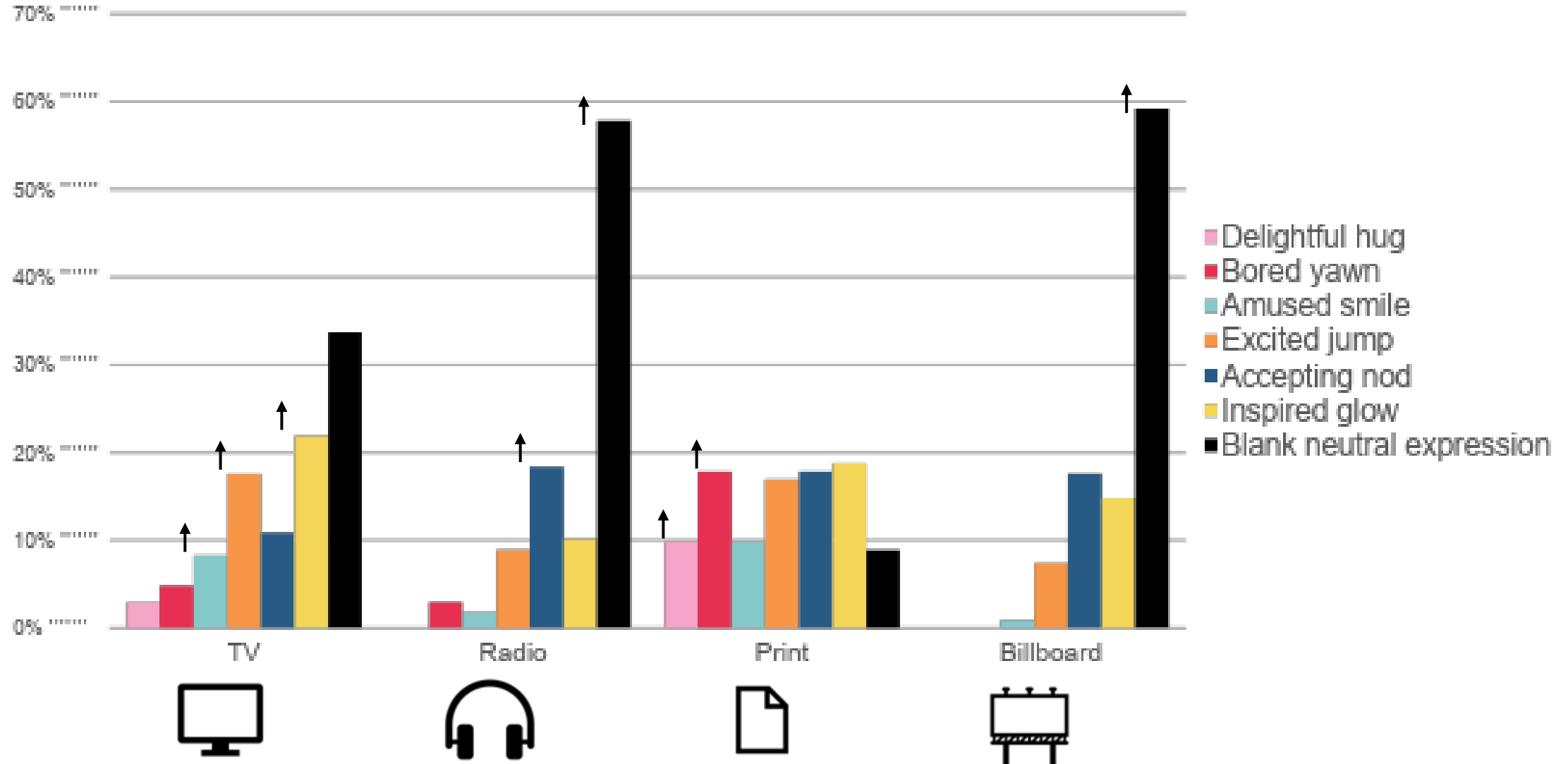


Print ad

Segments predict large differences ON KEY METRICS

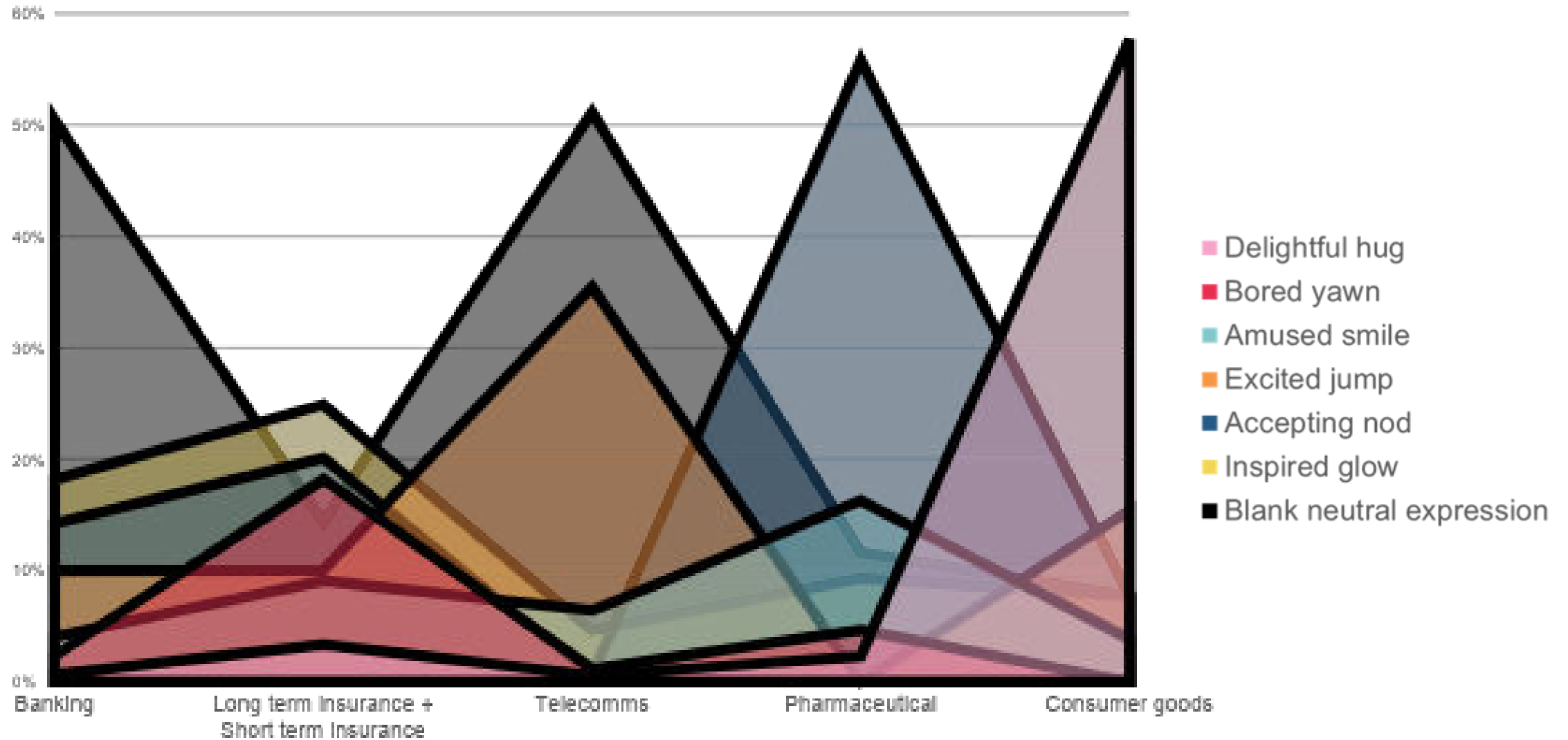


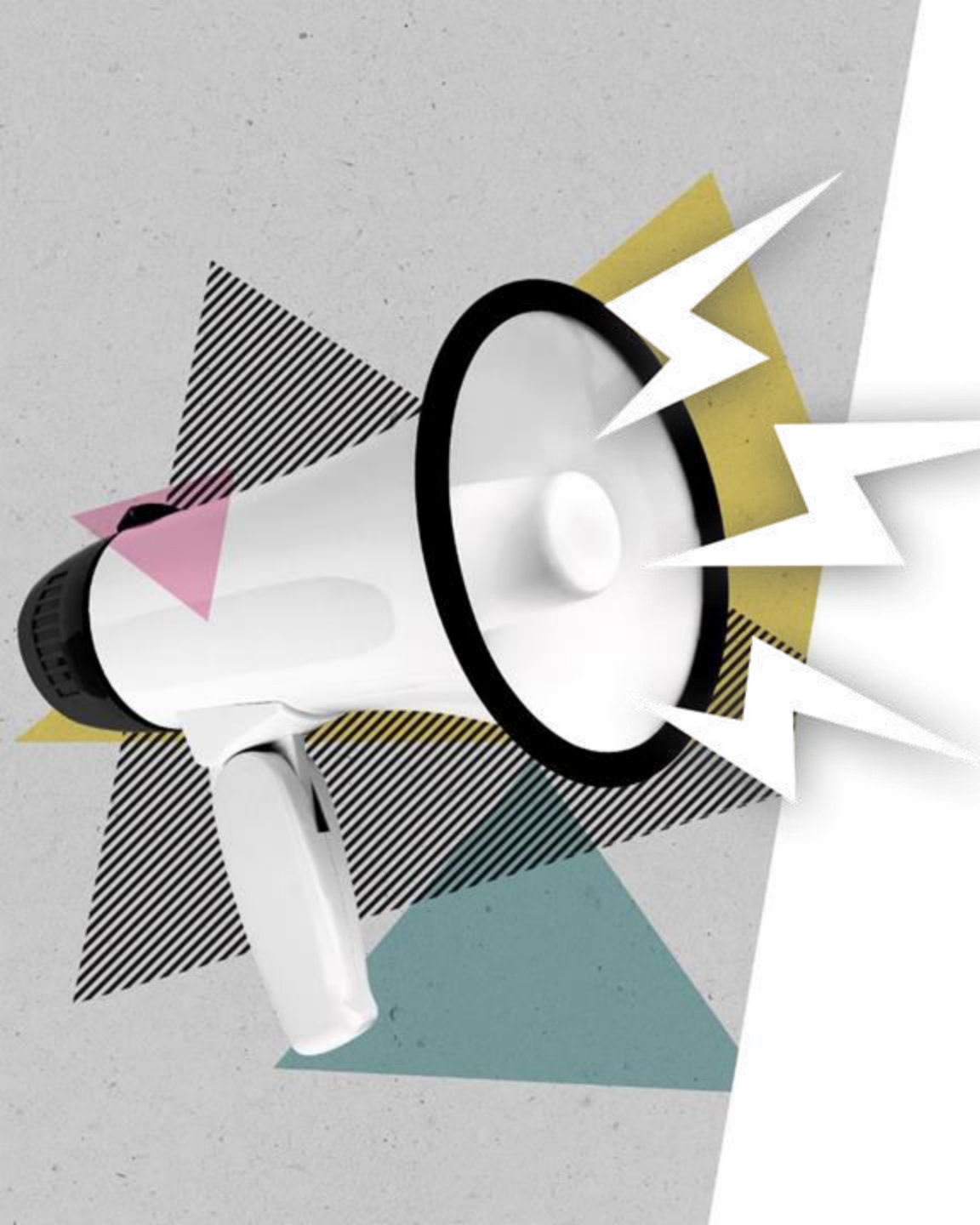
Significant media type DIFFERENCES BY SEGMENT



↑ Significant difference from total trend

Meaningful category DIFFERENCES





“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

John Wanamaker,
Proponent of advertising and a pioneer in marketing

THE EFFECTS OF *liking* AND *uniqueness*



Bubble size = size of segment

A hand is shown holding a thick stack of papers, which are slightly curved. The background features a large teal triangle and a smaller black and white striped triangle. The text is positioned to the right of the hand.

THERE ARE LOTS OF
OPPORTUNITIES FOR
DIFFERENTIATION



AMUSEMENT
CAN BE A
TRICKY
EMOTION

The background is a light gray textured surface. A large, semi-transparent teal circle is centered in the upper half. A teal triangle points from the left edge towards the center. Two black chess pieces, a king and a pawn, are positioned on the left side of the teal triangle. A small black and white striped triangle is located near the bottom left of the teal triangle. The text is on the right side of the image.

EMOTIONS
PREDICT **WIDELY**
DIFFERENT
AD EFFECTS



NEXT STEPS

**Reclassification
of new ads and
briefing for
creative planning**

thank you!