

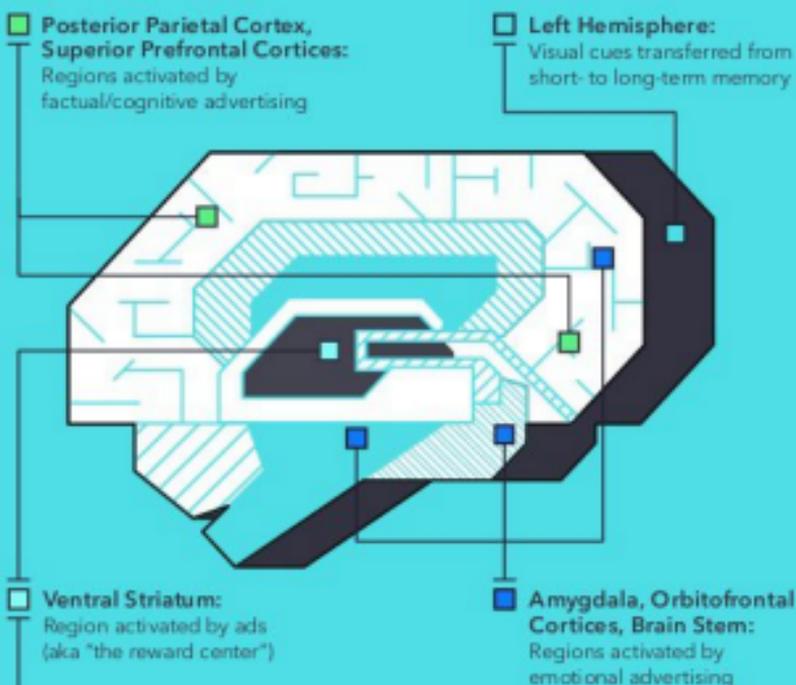
Adverscience

HARNESSING SCIENCE TO ENHANCE AD CREATIVE

In the display ad industry's programmatic media buying frenzy, creative messaging has become somewhat of an afterthought, yet the right creative/audience data combination can considerably boost an ad's performance.

Your Brain on Advertising

There's a **science behind creative messaging**. The brain's reaction to an ad's design translates into a specific response.



THE SWEET SPOT
Higher ventral striatum activation = greater ad response

3,000
Average daily number of ads the brain is exposed to



86 Billion

Average number of **neurons** in the human brain. Anything we do, think or recall activates these neural networks, which strengthens the connections for future engagements with the same activity.

Emotional Connection = Engagement

There is no universal measurement for creative engagement; each brand measures creative engagement differently. Yet, we cannot deny the **power of the brain's response** to an ad.



90%

of the brain's sensory information processing is visual.

2 seconds (2000ms)

To predict future behavior

250 milliseconds

For the brain to absorb and filter visual cues

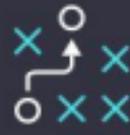
13 milliseconds

For images to elicit context and emotion



8 seconds

Average consumer attention span



30%

of our decisions and behaviors are actually driven by rational considerations.



>70%

of consumer loyalty and spending decisions are based on emotional factors.

What if you could sway an ad to foster a stronger emotional response?

Personalized ads generate this response.

The Creative Comeback

One creative, many brains. What if we tailored the creative ad message to deliver the right message to the right audience—to elicit the greatest response?



48%

of marketers surveyed say programmatic enhances creativity.

By mid 2016, **50%** of all creative messaging will be programmatic.



Enhancing programmatic ads with the creative requires both **right and left brain** hemispheres, resulting in engagement, recall and influence.

Programmatic creative transforms generic ads to behave, look, and speak appropriately according to each individual based upon:

- LOCATION
- PLATFORM
- TIME
- PLACEMENT
- WEATHER

Capitalize on Your Creative



Striking the perfect balance between the art and science of creative messaging, **programmatic creative** grabs consumer attention like no other advertising before. With the vast majority of consumer loyalty and spending determined by emotion, **personalization makes all the difference.**