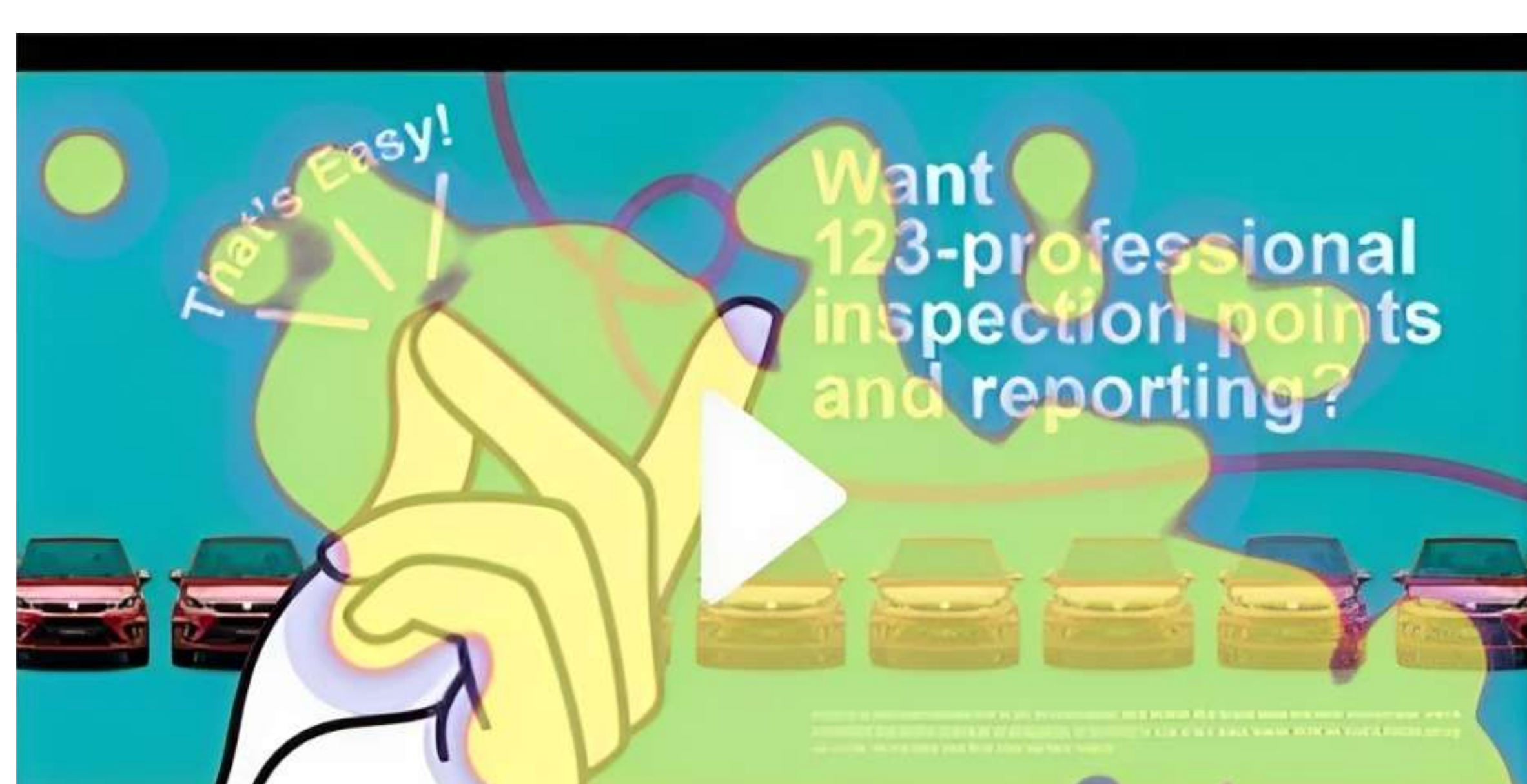


Case Study: Identifying the winning design concept via A/B testing (image ads)

Understanding which of two image ad concepts was likely to have a greater impact on the intended audience.



FRAME ENGAGEMENT SCORE

18

0:18

Length: 0:22

DOMINANT EMOTION



Happy

52%



Sad

28%



Angry

15%

Singapore Digital Agency

Company bio
New generation storytellers, creating and distributing short-form content to audiences across different Asian markets.

Overview

Emozo's client was stuck deciding between two ad concepts that had both been developed to a certain level of fidelity. They used the Emozo platform to assess the likely impact of both concepts on their intended audience, in a major Asian market. An A/B Test was set up and attention, emotional appeal, and overall engagement were studied to understand if there was a difference in the way the ad concepts were likely to work.

"Thanks to the Emozo platform, we could make the right decision, with the right data support. We would have wasted a lot of time otherwise."

- CEO

Assets

2

Respondents

106

On Mobile phones

19%

Data Collected in

48 hrs

Study Completed in

3 days



Challenges

The primary challenge was to surface enough INSIGHTS to ENABLE a DECISION. The concepts, though different in style, were both well developed in terms of the messages contained; and the messages were remarkably similar too. The other challenge was to collect the relevant data quickly to ensure that the agreed-upon timeline was adhered to.



Approach

Given that both images contained text in really small font, it was decided that the assets (images) would be exposed for 20 seconds each, one after the other. To avoid recency bias, the order in which the assets were to be shown was to be randomized.

It was also decided that one concept would be preferred over the other only if there was a marked and statistically significant difference in at least one of the key metrics reported by the Emozo platform.



Solution

The survey was designed using Emozo's platform. This included a detailed SCREENER section that laid out specific gates that a respondent could finally come in, through.

The entire study was deployed using Emozo's platform. Approximately 12% of those contacted made it through the screener questions, with the whole data collection process taking just under 2 days.



Results

Emozo collected over 100 responses in less than 2 days. Emozo's platform report provided a deep analysis of attention and emotional response, along with a breakdown of all the stated responses. The client could readily identify those visual elements commanding attention and generating positive emotional responses. The standard report showed very similar scores on most parameters but a marked difference in the overall ENGAGEMENT SCORE, identifying a clear winner. Some key insights unearthed were:

- The copy worked effectively for both concepts but the visual style adopted in one of the concepts created significantly higher engagement among the intended audience. The audience picked up on the key message of this being an EASY service in both cases.
- The Doodly type illustration was likely to work much better than stock images, in this context.
- The audience consistently tried to focus on and read the fine print and experienced difficulty with it.



Emozo is a DIY Research & Feedback collection platform, for stated and unstated responses. Our special sauce is our ability to use behavioral and emotional insights to solve brand, messaging, and experience challenges. Our clients use us to better understand CONSUMERS & MARKETS and to create/deploy the most COMPELLING DIGITAL CONTENT.

www.emozo.ai