

## Print advertisement

*“Rogil is involved in eye tracking since the 1980’s and has been experimenting ever since in combining quantitative, qualitative and behavioral research tools. The After case was a unique example of the huge added value of this multi-disciplinary approach. Tobii’s state-of-the-art hardware and software is enabling us to deliver relevant insights.”*

**Ludovic Depoortere – Managing Director Rogil**

**Companies invest a lot in advertisements. They want their ads to be inspiring and effective.**

**Traditional research provides information about brand recall, the communicated message and other factors, but offers no behavioral insight into the impact of an ad. Which elements first attract attention?**

**Are the key elements visible?**

**Is there a reading pattern?**

**Rogil Research used a Tobii Eye Tracker to study print advertisements for “After”.**

### Key questions asked

In the context of a campaign optimization, the aim was to gain insight into the impact of an “After” ad. To gather the necessary consumer information, the study combined quantitative, qualitative and behavioral measurements. Behavioral (eye tracking) measurement reveals where and how consumers look, while quantitative and qualitative measurement offer additional insight into the reason for this behavior. The following questions were asked:

- Eye tracking: Are the key elements (e.g. logo, product, etc.) noticed? Are they processed? Are they processed in an optimal order?
- Quantitative: How is the ad perceived? (overall liking, comprehensibility, etc.)
- Qualitative: Is the message well communicated? (meaning, audience, tone, etc.)

### The study

The “After” ad was placed in a set of seven A4 print advertisements. These were sequentially shown to each participant on a Tobii 2150 Eye Tracker, allowing a real size representation.



The tested A4 “After” print advertisement.

The participants were asked to look at these ads as they would habitually do when encountering them in a magazine. By pressing a key for the next ad, the participants had full control over the exposure length of each ad. After being exposed to the entire set of ads, the participants expressed their oral evaluation of all ads on a set of scaled elements (attractiveness, comprehensibility, etc.). Additionally, a qualitative in-depth interview explored their associations and feelings related to the “After” ad.

A total of 131 consumers participated in the research, giving their oral evaluation of the entire set of ads. The eye tracking data of 52 participants was gathered and analyzed. The qualitative analysis was based on 15 (female) participants. The chosen sample sizes are related to the amount of data required by each method to draw up stable and reliable results. All participants were readers of magazines, aged between 18-64 years old, 50% men and 50% women.

The eye tracking and oral evaluation took place in our mobile test unit or in our offices and took 20 minutes. All in depth-interviews were performed in Rogil Research’s offices.

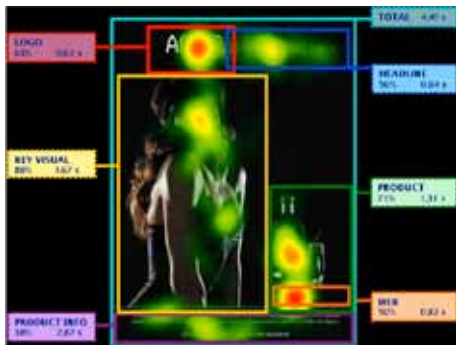
The analysis consisted of merging eye tracking data (fixation measurements) with the qualitative and quantitative data for the “After” ad and comparing it to benchmark data.

### The results

The advertised product was a fairly new product, trying to build awareness in the market. It is a subtle alcoholic drink targeted at women. The brand chose an implicit and emotional communication strategy, creating mystery and curiosity, over an explicit communication.

The results showed an important mismatch between the interpretation of the ad and the actual product. The questionnaire revealed that women found the ad rather irrelevant, incredible, not persuading, not interesting and banal. The interviews disclosed the origins of these negative evaluations. The majority of the female consumers could not correctly identify the product as an alcoholic drink. The feel and symbolism used (the suggested interaction, seduction and tension), are typical for cosmetics ads. Additionally, the shape of the product reinforces this assumption, as it strongly resembles a perfume bottle.

The eye tracking data provided complementary evidence for this misunderstanding. It revealed that consumers' attention was mainly directed to the logo, the visual and the product (on benchmark). But the product information at the bottom, explaining the product, lacked awareness. We found that this was one of the last elements drawing attention. Not only was it hardly noticed, if noticed it was not even read entirely.



Heatmap & statistics (% of participants fixating at different AOIs, fixation length in seconds) of "After" advertisement.

Rogil recommended bringing forward the product and using symbols that match the product. The suggestions were taken up by "After" in their following print ad campaign.



Overall reading pattern, "After" advertisement.

The redesigned ads bring forward the product and its characteristics. The product definition is shortened and has an increased font size. The brand name is highlighted in pink. The symbolism used is less explicit.



Redesigned ad campaigns for "After", published with an editorial page between the left and right page.

### Why eye tracking?

The combination of different measuring techniques provided a thorough insight into the consumers' perception of the ad. We know that attention to a stimulus is influenced by both person-specific (prior knowledge, aspirations, etc.) and stimulus-specific (contrast, placement, etc.) characteristics. Traditional techniques alone are not able to reveal all drivers of attention.

Eye tracking, as a behavioral measurement, helps to give a more complete understanding of attention, comprehension and consumer behavior.

*"Eye Tracking helps to have an objective measure of attention during post-evaluations with creative directors. Eye tracking objectifies the effectiveness of an ad. It visualizes why an ad worked or missed its goal."*

**Karen Hoegaerts, Project Manager Rogil**

### Why Tobii?

Rogil Research and Tobii have a mutually beneficial partnership. Rogil shares methodological and other findings, giving Tobii a more profound understanding of the specific needs and motivations of market researchers. Tobii offers Rogil Research technical expertise, innovation and the flexibility required to take eye tracking in market research to the next level.

*"The online platform and international events organized by Tobii are great places to meet kindred spirits and exchange ideas."*

**Steven Thill, Project Manager Rogil**

### About Rogil Research

Rogil Research, based in Heverlee, Belgium, is a full-service research agency, specialized in sensory research. The company's eye tracking expertise, joined in 'Eye Watch International', covers all visual stimuli from print ads, magazine covers, billboards, TV commercials, web pages, direct mail, banners, packaging and shelves to newspapers and magazines. Rogil Research offers its services in the entire world. [www.rogil.be](http://www.rogil.be)

**To find out how Eye Tracking can improve your business, please visit [www.tobii.com](http://www.tobii.com) or contact one of our offices.**

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