Tesco Food Love Stories
31sec, 10th Aug 2021

Star Rating: Modest

82

Long-term market share growth based on on ad's creative effectiveness, calculated by measuring emotional response to the ad.

The category average for "UK Topical Ads" is 84

- Exceptional 3.1% of Ads
- Strong 7.4% of Ads
- Good 25.8% of Ads
- Modest 35.3% of Ads
- Low 28.4% of Ads

Spike Rating: Exceptional

1.45

Short-term sales potential, derived from strength of branding and intensity of emotional response.

The category average for "UK Topical Ads" is 1.18

- 1.72 Exceptional 31.3% of Ads
- 1.18 Strong 16.1% of Ads
- 1.03 Good 13.8% of Ads
- 1.00 Modest 12.1% of Ads
- <1.00 Low 25.9% of Ads

Fluency Rating: Exceptional

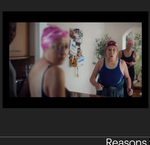
96

Measures strength of branding in the ad. Fluency is driven by the % of viewers recognising the brand by the end of ad.

The category average for "UK Topical Ads" is 84

- 96 Exceptional 26.7% of Ads
- 90 Strong 20.6% of Ads
- 83 Good 25.3% of Ads
- 78 Modest 9.3% of Ads
- <75 Low 17.9% of Ads

Second-by-second Response

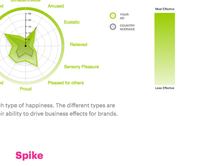


Reasons for Emotion

Verbatim reasons for the ad's 5 most prevalent emotions

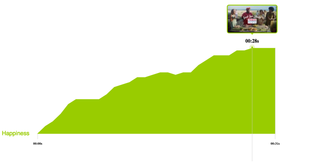
	Country Average	Your Ad
Contempt	4%	1%
Disgust	1%	3%
Anger	1%	1%
Fear	0%	1%
Sadness	2%	1%
Neutral	44%	44%
Happiness	38%	45%
Surprise	9%	5%

Intensity Score 1.45



Powered by MindReader™

The moment in your ad where happiness was highest



Types of Happiness

Percentage feeling each type of happiness. The different types are ranked according to their ability to drive business effects for brands.

Spike

Short-term sales potential, derived from speed of branding and intensity of emotional response

1.45

Spike Rating: Exceptional

Indicates short-term sales potential

1.18 Good 31.3% of Ads — Is the category average for "UK Topical Ads"

Speed of Branding

82

Measures speed and accuracy of brand recognition

84 Is the category average for "UK Topical Ads"

Low — Exceptional

Emotional Intensity

1.48

Measures intensity of emotions felt towards the ad

1.45 Is the category average for "UK Topical Ads"

Low — Exceptional

The moment in your ad where Fluency increased the most

Fluent Devices

A familiar brand tagline was the Ad's most effective device for brand fluency

96%

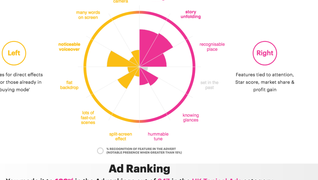
Of respondents recognised the brand by the end of the Ad

Top 8 Key Associations

	Ireland	Positive	Negative
1. "Tesco"	66%		
2. "food"	44%		
3. "Friendship"	27%		
4. "food love stories"	20%		
5. "Good food"	19%		
6. "swimming"	18%		
7. "Holiday"	13%		
8. "tasty"	13%		

Percentage spontaneously making each association with the ad

Left vs Right Brain Features



Left

Features for direct effects only, for those already in 'buying mode'

Right

Features tied to attention, Star score, market share & profit gain.

Ad Ranking

You made it to 102nd in the Ad rankings out of 247 in the UK Topical Ads category

		Star Rating	Spike Rating	Fluency Rating
101	Life's here. Be ready. Sainsbury's	Good	0.93 Low	90 Modest
102	Tesco Food Love Stories Tesco	Modest	1.45 Exceptional	96 Exceptional
103	There's an Ocado just for you - 30 seconds Ocado	Modest	1.44 Exceptional	96 Exceptional

Comparison between Samples

This Ad scored higher with the Custom Sample than with the NatRep Sample.

		Star Rating	Spike Rating	Fluency Rating
Tesco Food Love Stories	NatRep	Modest	1.45 Exceptional	96 Exceptional
Tesco Food Love Stories	Custom Sample	Good	1.96 Exceptional	100 Exceptional
		(-0.4 difference)	(+0.06 difference)	(-4.23 difference)

System1
The Effectiveness Agency

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