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Ad Rank	Ad API Index	Ad %	Branding	Novelty	Advis	Cherish Your Food	Enjoyable	Easy to Eat	Good for Adults	Good Tasting	Good Value	For the Family	Healthy	High Quality	Product that Make Me Hungry
1	162	138	141	132	108	122	104	94	118	128	106	92	96	128	
2	157	149	118	132	179	126	126	156	118	141	128	140	124	109	
3	151	104	142	156	258	121	144	154	148	136	119	208	178	136	
4	150	142	124	127	45	110	146	74	137	108	131	57	141	123	
5	142	138	90	161	157	153	142	69	127	139	106	127	107	147	
6	142	111	126	146	117	130	112	90	134	121	121	51	111	175	
7	137	135	97	146	193	105	106	100	110	143	190	71	103	106	
8	136	135	106	132	152	118	134	149	121	104	119	232	145	157	
9	135	101	121	146	198	118	104	98	118	148	123	99	143	125	
10	134	138	90	146	134	185	82	92	118	93	98	48	88	113	

Fig. 3

(57) **Abstract:** Method for rapidly providing analysis data on currently running advertisements. The user can determine which aspects of its or a competitor's recent advertisements are successful, and use that information for purposes such as creating future advertisements.

WO 2008/106460 A1

MASS COMPARATIVE ANALYSIS OF ADVERTISING

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CROSS-REFERENCE TO RELATED APPLICATIONS

This application claims the benefit of the filing of U S Provisional Patent Application Serial No 60/903,685, entitled "Mass Comparative Analysis of Advertising¹, filed on February 26, 2007, and the specification thereof is incorporated herein by reference

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BACKGROUND OF THE INVENTIONField of the Invention (Technical Field)

The present invention relates to comparative analysis of advertising, particularly an automated method of providing access and analysis of currently running advertisements

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Background Art

Note that the following discussion refers to a number of publications by author(s) and year of publication, and that due to recent publication dates certain publications are not to be considered as prior art vis-a-vis the present invention Discussion of such publications herein is given for more complete background and is not to be construed as an admission that such publications are prior art for patentability determination purposes

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Companies typically spend about ten percent of the total cost of an advertisement on its development and then ninety percent on the airing of the advertisement Heretofore, there has been no useful means of quickly determining how well or poorly an advertisement is doing so that an advertisement can be pulled before its full run or else extended for a longer period or increased in its

occurrence This is particularly a problem in the fast food industry, which in the United States produces about fifty new advertisements per month, with little to no pre-testing of advertisements The packaged food industries suffer similarly In addition, there is currently no way of examining still-running advertisements in order to create competing or subsequent advertisements

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BRIEF SUMMARY OF THE INVENTION

The present invention is a method for analyzing and comparing advertisements, the method comprising the steps of obtaining a plurality of advertisements which are currently being displayed, selecting portions of each advertisement, automatically generating a survey comprising the portions of a particular advertisement and questions regarding the portions and the advertisement, electronically sending the survey to a plurality of viewers, automatically analyzing responses from the viewers, correlating appropriate responses with each portion, creating a database of scores for each advertisement and each portion, ranking the advertisements via a plurality of first criteria, ranking the portions according a plurality of second criteria, and displaying the advertisements and portions and rankings thereof on a plurality of internet web pages The portions are preferably selected from the group consisting of video frames, portions of a print advertisement, and phrases The analyzing step preferably comprises generating one or more graphs selected from the group consisting of Flow of Attention, Flow of Meaning, and Flow of Emotion The method preferably further comprises the step of providing one or more reasons used to derive each ranking The method is preferably completed in less than about two weeks from a release date of an advertisement The method is more preferably completed in less than about forty-eight hours from the release date The database is optionally limited by one or more criteria selected from the group consisting of advertisement date, advertiser, sample definition, ranking criteria, and brand values

The advertisements are preferably sortable according to any of the first criteria The portions are preferably sortable according to any of the second criteria The criteria are preferably customized for each industry area The first criteria are optionally the same as the second criteria The displaying step preferably comprises displaying criteria for more than one advertisement on a single web page The displaying step preferably comprises displaying criteria for more than one portion of a particular advertisement on a single web page The displaying step preferably comprises displaying criteria for one portion each of a plurality of advertisements on a single web page

The present invention is also a method of creating an advertising campaign comprising analyzing advertisements using the above method, optionally further comprising the step of analyzing highly ranked portions of the advertisements.

Objects, advantages and novel features, and further scope of applicability of the present invention will be set forth in part in the detailed description to follow, taken in conjunction with the accompanying drawings, and in part will become apparent to those skilled in the art upon examination of the following, or may be learned by practice of the invention. The objects and advantages of the invention may be realized and attained by means of the instrumentalities and combinations particularly pointed out in the appended claims.

BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWINGS

The accompanying drawings, which are incorporated into and form a part of the specification, illustrate one or more embodiments of the present invention and, together with the description, serve to explain the principles of the invention. The drawings are only for the purpose of illustrating one or more preferred embodiments of the invention and are not to be construed as limiting the invention. In the drawings.

Fig. 1 is a screen shot of the top level of a data display browser application according to the present invention;

Fig. 2 is a screen shot of a comparative display concerning sets of advertisements currently being run by restaurant chains, ranking the sets by an average index score;

Fig. 3 is a screen shot of a comparative display concerning advertisements currently being run by restaurant chains, ranking the advertisements by an index score;

Fig. 4 is a screen shot of a detail view concerning a particular advertisement,

Fig. 5 is a screen shot of a detail view concerning a particular advertisement broken down by a plurality of frames within the advertisement,

Fig. 6 is a screen shot of a detail view concerning a particular frame of a particular advertisement;

Fig. 7 is a screen shot providing to a new user descriptions of the types of information provided by the present invention;

Fig 8 is a screen shot detailing to a new user the types of information searches that can be conducted with the present invention,

Fig 9 shows a ranking of a list of phrases for a particular advertisement,

Fig. 10 shows the evaluation of a particular phrase in an advertisement, and

5 Figs 11-30 show an example of a diagnostic report

DETAILED DESCRIPTION OF THE INVENTION

The present invention relates to a method of performing analyses of a plurality of current items of advertising being run by competitors, whether in print (including catalogs), audio (such as for radio),
 10 or video format, such as for television, film, or the web (including banner advertising) and providing results of the analyses in comparative form to one or more users. Although the examples set forth herein show fast food restaurant services, the present invention is applicable to any types of advertising, including, but not limited to, sit-down restaurants, automobiles, insurance, clothing, travel services, and all products and services that advertise competitively

15 Once an advertisement is released, preferably within 24 hours, the present invention comprises obtaining the advertisement. In the case of video advertisements, representative frames are preferably chosen in accordance with techniques disclosed in one or more of commonly-owned U.S. Patent No 6,322,368, entitled "Training and Testing Human Judgment of Advertising Materials,"
 U.S. Patent No 7,169,113, entitled "Portrayal of Human Information Visualization," U.S. Patent No
 20 7,151,540, entitled "Audience Attention and Response Evaluation," or U.S. Patent Application No 11/923,474, entitled "Method for Creating and Analyzing Advertisements," which are incorporated herein by reference. The frames are preferably stored in a database. In the case of print advertisements, the advertisements are preferably processed and analyzed in accordance with techniques disclosed in one or more of the aforesaid references.

25 The selected frames are then preferably loaded into an online survey, and respondents are invited, preferably via third party panels, to take the surveys. Preferably at least 75 respondents respond to each item of advertising, and results communicated back to the entity collecting the information in the same fashion. The survey results for each frame, line of copy, and each advertisement as a whole are then preferably automatically tabulated and correlated with the
 30 appropriate image. The present invention also preferably creates rankings from the ad level scores,

which are then loaded into a database, a report creation tool, and spreadsheet, and the results (spreadsheets and reports, including Flow of Attention®, Flow of Emotion®, Copy Recall and Copy Relevance graphs which are preferably automatically generated) are quickly made available to subscribers or other users, also preferably via the Internet and web browser software or in an electronic form such as a CD or in an automated paper report format. Depending on the number of subjects initially contacted and invited to participate, the analysis could take anywhere from approximately two weeks to less than 24 hours (for a very large initial sample).

Thus the present invention provides current or "real time" rankings of competitive creative *quality* or strength on dimensions of advertising performance, including but not limited to attention, branding, motivation, and communication of rational and emotional brand values. Simultaneously in the testing, verbal and non-verbal diagnostic information is preferably collected to analyze and explain the reasons for the advertisings' performance characteristics using quantitative diagnostics. The user can determine why certain advertisements have the score that they do. This is preferably accomplished by allowing the user not only to view the analysis of the advertisement as a whole, but also allowing the user to see the analysis of individual frames, or phrases used in the copy, used in each advertisement (in the case of video advertisements). Performance and Diagnostic measurements of the advertising are vertically integrated or linked by empirically-derived heuristic advertising models so that it is clear to the end user which diagnostics explain which dimension of commercial performance. For example, Figs. 4 and 6 show linked levels of information, with Fig. 4 showing ad performance as a whole and Fig. 6 showing picture sort level data providing diagnostic insights. Fig. 4 shows that the commercial communicates the idea that Subway sells healthy products; clicking through the frame level data (an example of which for another advertisement is shown in Fig. 6) allows the end user to determine where the idea of healthy is being cued in the ad.

As an example, users may be one or more restaurant chains specializing in quick service, or so-called "fast food" restaurants. At any point in time, each of such chains may have one or more advertisements being run on national television. At the present time, the chains have no way in which to scientifically judge how well their advertising stacks up against that of their competitors, especially currently running or appearing advertising, with respect to any of a number of possible statistics. Accordingly, advertising campaigns are often left to run their course despite later being determined to have been quite ineffective vis-à-vis the competition. Thus an advertiser can, by analyzing its own

advertisement in comparison to its competitors' advertisements, use the present invention to determine the length of time, frequency, markets, etc for which the advertisement should run

The method of the invention fills this void by, preferably for each and every television advertisement being run by the industry, quickly providing each advertisement to a plurality of test subjects who rank the advertisements in a number of ways, such as described in the references cited above. The results are quickly compiled and added to a database of information (preferably stored in an application such as FileMaker Pro) concerning advertisements currently being run (and/or historically having been run) Within a matter of a day, in many cases, a new ad can be objectively compared against those of the competition, thus providing valuable competitive intelligence to the user Thus uniquely the present invention provides a searchable database of current rankings of creative quality, based on multiple dimensions of performance, versus "live" competitors in addition to a historical database of older advertising performance.

Because the database of the present invention is preferably continually updated with new advertisements, the database changes with time. So the user can choose to examine advertisements which are currently airing or otherwise appearing, or can select a desired time window (for example, all advertisements shown in the prior three months, or all advertisements airing during a certain time period).

The present invention can also be used as a dynamic learning tool, or visual and verbal dictionary, produced from picture sorts and copy sorts collected across multiple ads in the category, that show how well different brand values have been expressed by different competitors in the category Attention getting power, emotional impact, and the clarity of the meaning of each image or line of copy are available in a highly searchable format for competitive analysis and learning This "dictionary" is derived from consumer data, not expert opinion. This tool can be used as a teaching tool for creating improved advertisements and advertising campaigns. A new campaign may be created by looking at campaigns of other advertisers, or older campaigns of the same advertiser

A custom analysis and resulting database and website may be created for a customer This analysis could limit the dates of analyzed advertisements, limit the included advertisers, limit the sample definition (for example, target respondents who are women, or who have previously bought a certain brand of automobile), and vary the types and number of brand ratings (e.g. descriptors used in flow of meaning analyses) according to customer requirements

Example

Fig. 1 is a screen shot of the top level of a data display browser application according to the present invention. By clicking on an appropriate analysis level, a user can view data concerning current television advertisements organized by company running the advertisements (Fig. 2) or by the advertisements themselves (Fig. 3). One can also get a report on a particular advertisement (Fig. 4), or review images stored and rated for a particular advertisement (Fig. 5). Additionally, one can sort the images of a particular advertisement (or all or a subset of advertisements) by a number of categories (Fig. 6). New users can get help as to how to start, as well (Figs. 7 and 8).

Fig. 2 is a screen shot of a comparative display concerning sets of advertisements currently being run by restaurant chains, ranking the sets by an average index score for each advertiser. Companies are also ranked by an average index score as shown. Such score in this case is the Ameritest Performance Index (API) index, a weighted score combining the performance measures of Attention, Branding and Motivation, indexed to the average of weighted scores for in-category ads tested in the past three months. Additionally, performance measures are shown for the advertisements, preferably scores for attention, branding, and motivation. Brand values can also be tabulated and shown, such as "overall best fast food", "convenient/fast", "enjoyable place to eat", "for adult tastes", "good tasting", "good value", "for the whole family", "healthy", "high quality", and "products that make me hungry". Such brand values are typically different depending on the market being analyzed. By clicking on a column, companies could also be ranked as to average scores for that column. The performance measures are tailored to the specific product or service and are not limited to those described above.

Fig. 3 is a screen shot of a comparative display concerning advertisements currently being run by restaurant chains, ranking the advertisements by an index score. Additionally, performance measures are shown for the advertisements, again preferably scores for attention, branding, and motivation. Brand values can also be tabulated and shown, such as "overall best fast food", "convenient/fast", "enjoyable place to eat", "for adult tastes", "good tasting", "good value", "for the whole family", "healthy", "high quality", and "products that make me hungry". Advertisements may be sorted in any way. For example, by clicking on a column, advertisements can also be ranked as to

average scores for that column. The brand values are tailored to the specific product or service and are not limited to those described above.

Fig. 4 is a screen shot of a detail (report) view concerning a particular advertisement. One can click on the image shown to actually view the advertisement and hear the associated audio portions. The advertisements' scores are shown, along with company and category averages (the latter being preferably set to 100 (i.e., the scores are preferably normalized)). More detailed printable diagnostic reports, including details concerning the Flow of Emotion®, Flow of Attention®, and Flow of Meaning™ metrics employed by the invention, can be purchased for each advertisement. An example of a report is shown in Figs. 11-30, which includes, for example, analysis of the attention getting power of the ad, the strengths and weakness of the advertising execution that are correlated with attention getting power, the motivational power of the ad, and the strengths and weaknesses of the advertising execution that are correlated with motivational power. The report also includes which brand values are being communicated by the ad the meaning of individual images in the ad that are cueing the overall ideas in the ad.

Fig. 5 is a screen shot of a detail view (image bank) concerning a particular advertisement broken down by a plurality of frames within the advertisement. One can view the changes in the "flow of meaning" with respect to brand values, as well as note changes in attention and positive/negative emotion (flow of emotion) scores through the advertisement. This can help advertisement managers to determine techniques that seem to be working / not working vis-a-vis attention or one or more brand values. The user can sort by the highest ranking image in a particular advertisement, or the user can view the highest ranking image for each advertisement.

Fig. 6 is a screen shot of a detail view of a particular frame of a particular advertisement, preferably selected by choosing Picture Sorts as shown in Fig. 5. Again one can view the scores associated with the particular frame. For each image the percentage of positive or negative Flow of Emotion and the percentage Flow of Meaning is shown. One can also sort the frames of an advertisement by a particular score and then view them one at a time via the standard arrow buttons below the image.

Fig. 7 is a screen shot providing to a new user descriptions of the types of information provided by the present invention. Fig. 8 is a screen shot detailing to a new user the types of information searches that can be conducted with the present invention.

As shown in Fig. 9, each phrase in a particular advertisement may be evaluated based on recall and relevance, as perceived by the evaluation respondents. The testing results are preferably based on the highest-ranking image per ad per company, and reveal the most effective ad images among the companies evaluated, according to the comparative analysis taught above. Each specific
5 phrase or copy for a particular advertisement (such as "Here and Now") may also be evaluated and examined, as shown in Fig. 10. The customer is able to view both the copy and corresponding select images from every advertisement. Viewer's recall is measured by percentage alongside the set average. Measurements of relevance are also displayed.

As readily understood by one of ordinary skill in the art, the invention can easily be adjusted to
10 deal with print advertisements, audio (e.g. radio) advertisements, or web advertisements by adjusting the functionality described above.

Although the invention has been described in detail with particular reference to these preferred embodiments, other embodiments can achieve the same results. Variations and modifications of the present invention will be obvious to those skilled in the art and it is intended to cover all such
15 modifications and equivalents. The entire disclosures of all references, applications, patents, and publications cited above and/or in the attachments, and of the corresponding application(s), are hereby incorporated by reference.

6. The method of claim 5 wherein the method is completed in less than about forty-eight hours from the release date.

5 7. The method of claim 1 wherein the database is limited by one or more criteria selected from the group consisting of advertisement date, advertiser, sample definition, ranking criteria, and brand values.

10 8. The method of claim 1 wherein the advertisements are sortable according to any of the first criteria.

9. The method of claim 1 wherein the portions are sortable according to any of the second criteria.

15 10. The method of claim 1 wherein the criteria are customized for each industry area.

11. The method of claim 1 wherein the first criteria are the same as the second criteria.

20 12. The method of claim 1 wherein the displaying step comprises displaying criteria for more than one advertisement on a single web page.

13. The method of claim 1 wherein the displaying step comprises displaying criteria for more than one portion of a particular advertisement on a single web page.

25 14. The method of claim 1 wherein the displaying step comprises displaying criteria for one portion each of a plurality of advertisements on a single web page.

15. A method of creating an advertising campaign comprising analyzing advertisements using the method of claim 1.

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16. The method of claim 15 further comprising the step of analyzing highly ranked portions of the advertisements.

Previous 25		Next 25		Company		Ad Rank		Ad Report		Image Bank		Picture Series	
Click Image to View Report	Date Aired	Ad Name	Company	Ad Rank	API %/Bx	Branding %/Bx	Overall Best Fast Food	Convenient/ Fast Food	Easy to Eat	Good Tasting	Good Value	Healthy Family	Product that Makes Me Hungry
	7/1/2008	Good To Go	Taco Bell	1	162	138	108	122	104	118	126	106	96
	7/1/2008	Expanded Selections	Wendy's	2	132	149	118	132	126	156	141	128	140
	7/1/2008	Eat For Life	Subway	3	151	104	142	156	121	144	136	119	288
	7/1/2008	What Are You Doing Stop That Dairy Queen		4	150	142	124	127	146	74	137	108	141
	7/1/2008	Classic Yet Modern (Midnight) Taco Bell		5	142	138	90	161	157	153	142	130	106
	7/1/2008	All Of Your Favorites	KFC	6	142	111	126	146	130	112	90	134	121
	7/1/2008	Unicorn In Street	Wendy's	7	137	135	97	146	193	105	106	110	143
	7/1/2008	Subway Sandwiches - Always Prepared	Subway	8	136	135	106	132	152	118	134	145	121
	7/1/2008	KFC & Meals - More Value for Your Dollar	KFC	9	135	104	121	146	108	118	104	99	119
	7/1/2008	Made Your Way	Wendy's	10	134	138	90	146	134	105	92	119	93

Fig. 3

Company
Ad Rank
Image Bank
Picture Stats

Click Arrows to Sort ad of ads chosen

Attention
 Quality
 Marketing

Ad Score Average Category Average

Ad Score	Average	Category Average
80	97	100
133	103	100
112	108	100

Brand Values

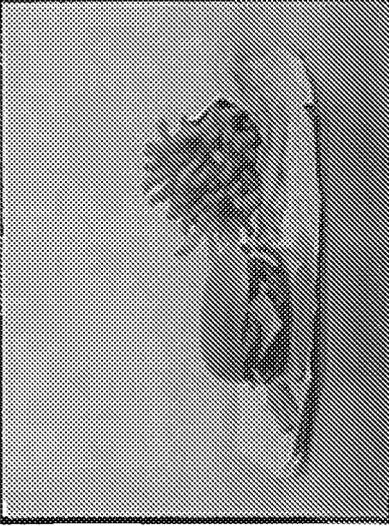
Click to Sort

Brand Value	Ad Score	Category Average
Overall Best Fast Food	170	144
Convenient/Fast	101	102
Enjoyable Place to Eat	112	102
For Adult Tastes	143	128
Good Tasting	111	115
Good Value	102	103
For the Whole Family	111	108
Healthy	223	230
High Quality	133	136
Products make me hungry	107	102
Good Taste/Makes hungry	115	110

Company Name
Subway

Ad Name
Better Eating

National Air Date
7/1/2006



Click image to View Ad

Commercials Found: 98

Images for this Ad

Company List

Custom List

Max V

Buy Ad or Media Spend from Comptrack Ad Code: subwpt-1286

Fig. 4

Company Ad Rank Image Bank [Previous 25](#) [Next 25](#)

Ad Name: **Fransis Round 2070** Company Name: **Ally's**

Mark **1** **Attention: 87** **(Click to Sort)** **Healthy**

Positive Emotions **8** **Good Tasting** **Healthy**

Negative Emotions **27** **Good Value** **High Quality**

Flow of Meaning

Enjoyable Place to Eat **Products make me hungry**

For Adult Tastes **None of the Above**

Mark **83** **Attention: 83** **(Click to Sort)** **Healthy**

Positive Emotions **8** **Good Tasting** **High Quality**

Negative Emotions **18** **Good Value** **Products make me hungry**

Flow of Meaning

Enjoyable Place to Eat **Products make me hungry**

For Adult Tastes **None of the Above**

Mark **100** **Attention: 100** **(Click to Sort)** **Healthy**

Positive Emotions **87** **Good Tasting** **High Quality**

Negative Emotions **13** **Good Value** **Products make me hungry**

Flow of Meaning

Enjoyable Place to Eat **Products make me hungry**

For Adult Tastes **None of the Above**

Mark **>99** **Attention: 100** **(Click to Sort)** **Healthy**

Positive Emotions **43** **Good Tasting** **High Quality**

Negative Emotions **56** **Good Value** **Products make me hungry**

Flow of Meaning

Enjoyable Place to Eat **05** **For the Whole Family** **None of the Above**

For Adult Tastes **17**

Mark **78** **Attention: 78** **(Click to Sort)** **Healthy**

Positive Emotions **40** **Good Tasting** **High Quality**

Negative Emotions **38** **Good Value** **Products make me hungry**

Flow of Meaning

Enjoyable Place to Eat **None of the Above**

For Adult Tastes **83**

Fig. 5

Company Ad Rank Ad Report Image Bank Previous Alerts

To see ad, click

Ad Report

	Set	Average
Flow of Attention	78	72
Flow of Emotions		
Positives:	10	36
Negatives:	13	44



Set Count: 2073

View as List View Related Ad

Company Name
Arby's

Ad Name
The Seduction

Date Aired
3/1/2006

Mark

Flow of Meaning

Click to Sort

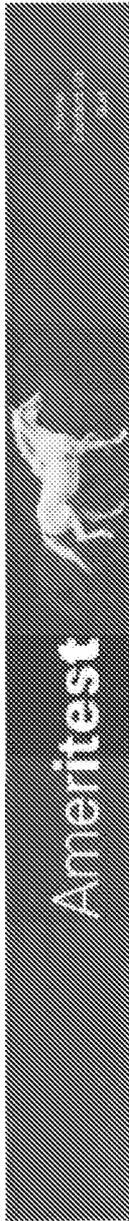
- Convenient/Fast
- Enjoyable/Place to Eat
- For Adult Tastes
- Good Tasting
- Good Value
- For the Whole Family
- Healthy
- High Quality
- Products make me hungry
- None of the Above
- Good Taste/Makes Hungry

%

17

83

Fig. 6



First Time Users Guide

Welcome to the Ameritest QSR Ad Appraiser, the only syndicated research source for understanding the performance of television advertising for the major QSR companies. From the home page you access the five major portions of the Ad Appraiser.

Company	<p>Want to know how the different QSR companies rank in terms of their total TV ad performance? Click the Company button and look at the "Company Rank" numbers. In this page you also see the performance scores of the individual companies listed for each company (which companies produce the advertising is missing).</p>
Ad Rank	<p>Ad Rank - What do know what are the "best" and "worst" QSR TV ads? Click here and see all of the ads in the database with ordered from best to worst based on their Ad Rank (Advertiser Performance Index) score.</p>
Image Bank	<p>Image Bank - Do you to know what images in QSR ads capture the most attention, generate the most emotion or reach strongly across a certain audience? Click here for a list of images of individual images and their associated viewer, reach, emotion and resonance.</p>
Ad Report	<p>Ad Report - What do we think the ads? Need to know the "why" and not just the "score" of an ad's performance? Click here to download the ad and the full Ad Appraiser Diagnostic Report on any ad tested. The diagnostic will report with help you to understand why an ad performed well or did. (Note: Depending upon your subscription level, there may be an extra charge for this service.)</p>
Picture Sorts	<p>Picture Sorts - What to know to see the individual images in our ads? Click all of the ads? Click here and see by our help attention and emotion diagnosis of any remaining variables.</p>

[Search Examples](#)

Fig. 7

8/30



First Time Users Guide - Search Examples

The examples below illustrate two ways of navigating the Ad Appraiser database you may find helpful in analyzing the data.

Search example #1

1. Begin at the company level. Select one company of interest and click on that company's name.
2. This takes you to the Ad Rank level, but will only show that company's ads. Click on the word "API" to sort the list in descending order by API Rank.
3. Click on the frame at the top of the list. This will take you to the Ad Report page. Click on the ad image and watch the ad. Study both the Performance and Brand Ratings scores.
4. Click the "Images for this Ad" button to view the frames tested for the ad.
5. Click the "Company" button to start the process again with a different company.

Search example #2

1. Begin at the company level. Select one company of interest and click on that company's name.
2. This takes you to the Ad Rank level, but will only show that company's ads. Find lowest rated ad for that company and click on the frame shown.
3. This will take you to the Ad Report page. Click on the ad image and watch the ad. To the right of the ad find the "Brand Value" that is lowest, e.g., "Good Tasting".
4. Next, click on Image Rank and click on "Good Tasting" to see the images that most strongly communicate the idea of good tasting. Compare and contrast these images with the images in the selected ad.

[Back to First Time User Guide](#) [Home](#)

Fig. 8

9/30

Ad Name:	Company Name:	Date Aired:	Previous 25	Next 25	Phrase Found	2712
Cow On The Tracks Phrase: Only in theaters PG-13@	Burger King	8/1/2006				
		Recall: 75				
		Relevance Top 2: 54				
		Relevance Bottom 2: 17				
Cow On The Tracks Phrase: SUPERMAN and all related characters and elements are trademarks of and ©DC Comics. ©2006 Warner Bros. Ent. All Rights Reserved.	Burger King	8/1/2006				
		Recall: 53				
		Relevance Top 2: 41				
		Relevance Bottom 2: 22				
Cow On The Tracks Phrase: Here and now.	Burger King	8/1/2006				
		Recall: 80				
		Relevance Top 2: 49				
		Relevance Bottom 2: 24				
Cow On The Tracks Phrase: Superman Returns toys at Burger King.	Burger King	8/1/2006				
		Recall: 74				
		Relevance Top 2: 57				
		Relevance Bottom 2: 18				
Cow On The Tracks Phrase: There's eight of 'em.	Burger King	8/1/2006				
		Recall: 62				
		Relevance Top 2: 58				
		Relevance Bottom 2: 14				
Cow On The Tracks Phrase: SUPERMAN RETURNS TM	Burger King	8/1/2006				
		Recall: 67				
		Relevance Top 2: 72				
		Relevance Bottom 2: 11				
Cow On The Tracks Phrase: At participating restaurants, while supplies last.	Burger King	8/1/2006				
		Recall: 57				
		Relevance Top 2: 75				
		Relevance Bottom 2: 13				
Cow On The Tracks Phrase: One per kid's meal.	Burger King	6/1/2006				
		Recall: 69				
		Relevance Top 2: 84				
		Relevance Bottom 2: 3				
Cow On The Tracks Phrase: And you can choose a healthy treat like applesauce	Burger King	8/1/2006				
		Recall: 86				
		Relevance Top 2: 76				
		Relevance Bottom 2: 8				
Cow On The Tracks Phrase: Other fun kid's meal options are available.	Burger King	8/1/2006				
		Recall: 18				
		Relevance Top 2: 26				
		Relevance Bottom 2: 37				
Cow On The Tracks Phrase: BURGER KING®	Burger King	8/1/2006				
		Recall: 82				
		Relevance Top 2: 54				
		Relevance Bottom 2: 9				

Fig. 9

10/30

Top Attention Image from Ad



Company
Burger King
Ad
Cow On The Tracks

Date Aired
8/1/2006

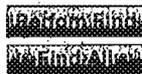
		%	Set Average %
↑ ↓	Recall:	80	70
↑ ↓	Relevance Top	49	53
↑ ↓	Relevance Bottom	24	18

Here and now.

Set Count: 2712

View as List View Related Ad

Find



Mark Submit

Copyright Ameritest 2006

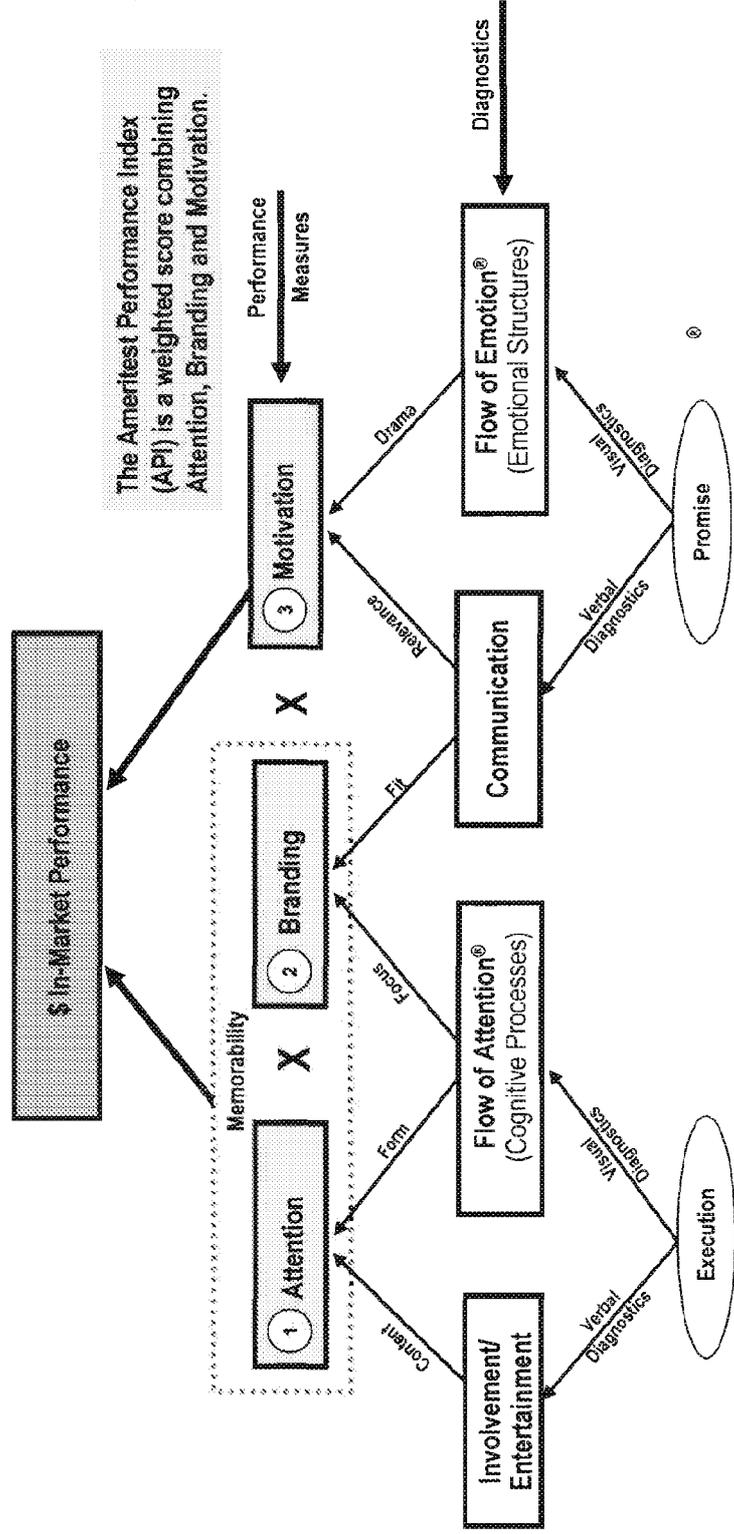
Fig. 10

Ad Appraiser Ameritest® TV Advertising Model

The Ameritest model says that for a commercial to be effective, it must accomplish three things:

1. It must get noticed and attract an audience—Attention.
2. The audience must know who is sending the advertising message—Branding.
3. Once the commercial has the audience's attention, it must persuade them to take action—Motivation.

Other measures are important because they help to explain Attention, Branding, and Motivation. For example, Entertainment is not important in and of itself, but it is an important predictor of Attention.

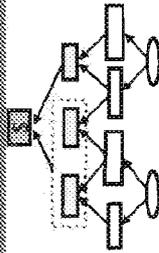


Ameritest® TV Advertising Model FIG. 11

Ad Appraiser Month 2006, Past 3 Months Quick Service Restaurant TV Performance Ranking

 Test Ad
 New ads this month
 Average = 100

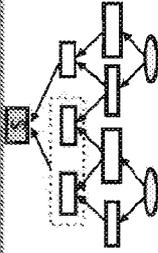
The Ameritest Performance Index (API) is a weighted score combining Attention, Branding and Motivation. It is indexed to the average of scores for in-category ads tested in the past three months.



12/30

☆☆☆☆☆

The Creative



5



4



3



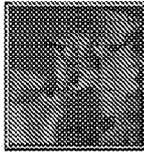
2



1



10



9



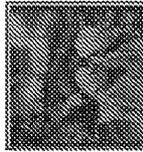
8



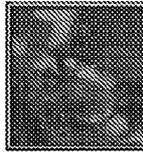
7



6



15



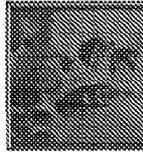
14



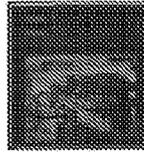
13



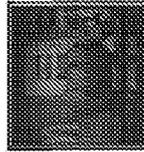
12



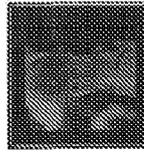
11



20



19



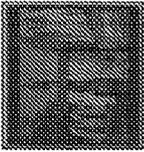
18



17



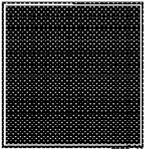
16



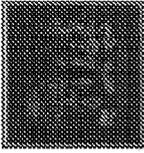
25



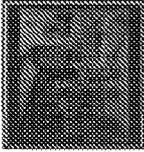
24



23



22



21

VOX I gotta get up.
 VOX Gotta move.
 VOX I got a can-do, feel-good attitude.
 VOX It's what I eat and what I do.
 VOX Making good choices.
 VOX How 'bout you?
 VOX McDonald's, I'm lovin' it.
 SUP www.happymeal.com
 VOX Here you go.
 VOX Things are getting wild at McDonald's
 VOX now that I can get a ferociously fun toy
 VOX based on Disney's new movie, The Wild.
 SUP Walt Disney's THE WILD
 SUP At participating McDonald's while supplies last. Ask for a toddler toy for children under 3.
 VOX There's one in my McDonald's Happy Meal.
 SUP Only in Theaters
 SUP i'm lovin' it
 VOX Uh oh.

VOX = Voice Over, SUP = Super

Fig. 13

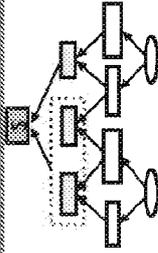
Copyright © 2008 McDonald's



Ad Appraiser

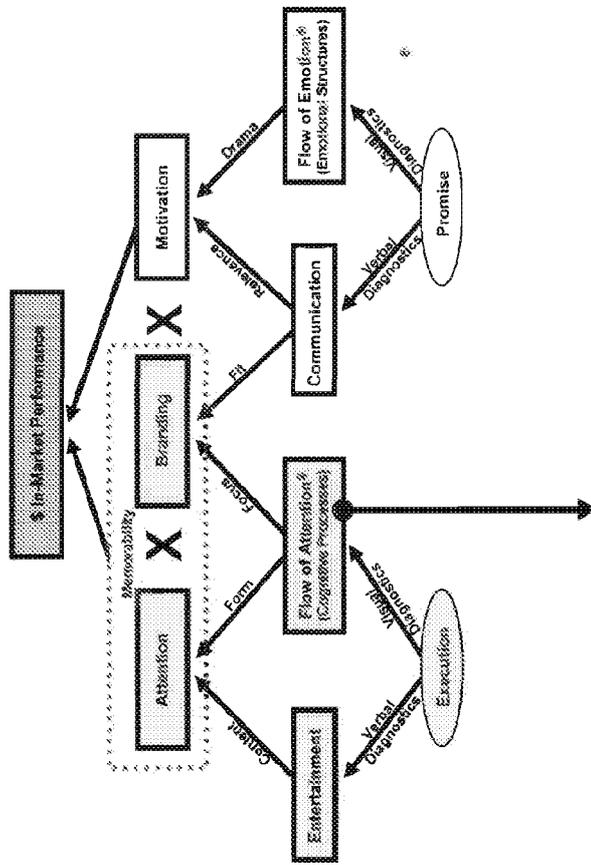
Ad Appraiser

- The API is indexed to the rolling average of QSR ads tested in the last three months.
- The raw scores are also shown below.
- Since some ads are targeted to narrow demographic segments, performance among key demographic segments is also shown.



API		Percentage Score		Gender		Age	
<i>(Average = 100)</i>		Company	Past 3 Month Average	Male	Female	Under 35	Age 35+
Product	Product	Ad Name	(Base Size) %	(Base Size) %	(Base Size) %	(Base Size) %	(Base Size) %
Ad Name							
(Base Size)							
index							
API							
#VALUE!							
#VALUE!							
#VALUE!							
Ameritest Performance Index							
Attention							
Branding							
Weighted Motivation Score							
Definitely would visit/call restaurant							
Probably would visit/call restaurant							
Intended Frequency of Visits							
Once or more per week							
Once or more per month							
Motivation to Buy Featured Product							
Definitely will buy							
Probably will buy							

Fig. 14



Attention: Attention-getting power is primarily a function of the advertising execution. Its success depends on both content and form. For *content* we ask whether or not the creative idea is fresh and different; funny, enjoyable or involving in a way that provides a reward to the viewer for the time spent viewing your commercial. By *form* we mean that the commercial is a well-edited piece of film that grabs the viewer's attention early and then leads it moment by moment, focusing attention on the important ideas and images you are trying to convey.

Branding: Branding is linked both to the creative execution and to the brand's strategy, something we call "focus and fit". A well-branded film tightly focuses the viewer's attention on the identity of the brand somewhere in the commercial. Depending on the creative concept, this might be at the beginning, somewhere in the middle, or not until the end of the commercial. A well-branded commercial also fits the brand like a custom-tailored suit, so that ideally no competing brand can be substituted without seeming out of place in terms of emotional character, positioning or values.

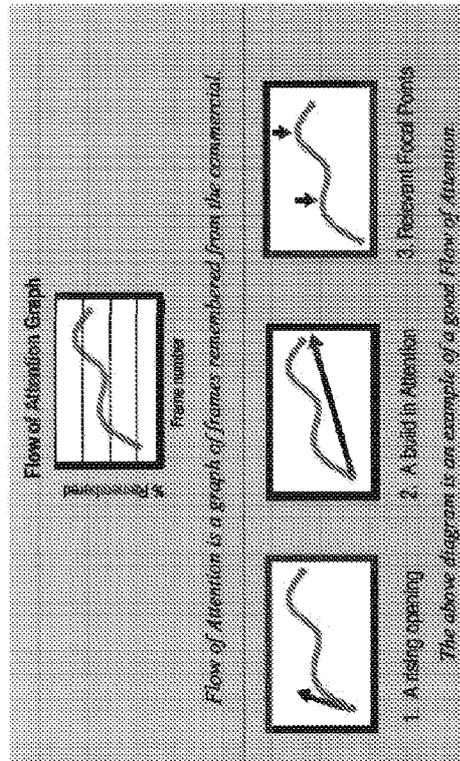
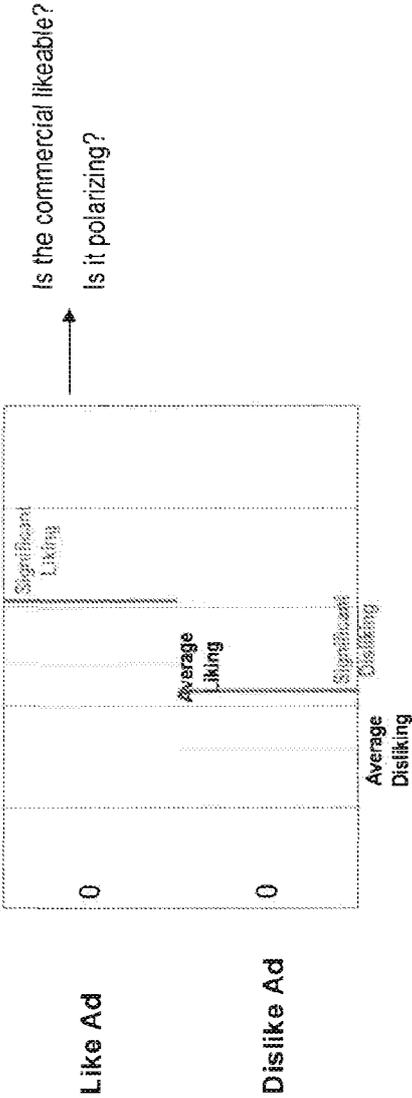
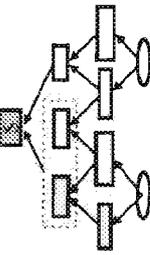


Fig. 15

Ad Appraiser Verbal Diagnostics — Attention



Drivers of Attention

- The commercial is entertaining.
- The commercial is different from other fast food commercials.
- I like the music in the commercial.
- The commercial is involving.
- This is a commercial I would tell my friends about.
- The ad is enjoyable to watch.

Barriers to Attention

- The commercial is ordinary.
- The commercial is boring.
- The commercial is not entertaining.
- It is not involving.
- It is not different from other fast food commercials.

Sometimes an ad has a weak Attention score, but good verbal diagnostic ratings. This suggests the problem with Attention is structural – so look to the Flow of Attention for an explanation of the problem. This potentially good news – the ad may be a “diamond-in-the-rough” which can be fixed with a little re-editing.

If a weak Attention score is associated with weak verbal diagnostic ratings, but a good Flow of Attention, that’s bad news. It suggests the consumer understands the idea, but does not think much of it.

Company
Product
Ad Name
Length Format
#VALUE!
#VALUE!
#VALUE!
#VALUE!
#VALUE!
#VALUE!

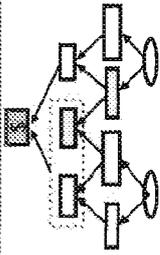
#VALUE!
#VALUE!
#VALUE!
#VALUE!

Index of 100 =
Average
Average

Amnifest Copyright © 2008, All Rights Reserved. FIG. 16

Ad Appraiser

Verbal Diagnostics — Branding



Barriers to branding include (a) poor audio/visual synch on key branding moments, and (b) lack of focus on the brand identifiers in the ad. These are executional flaws that can be easily identified with the Flow of Attention and fixed visually with re-editing.

More problematic are issues identified below, where the role of the brand in the storyline is not clear or where the advertising idea is too generic.

Barriers to Branding

I was so busy watching, I didn't understand what they were saying.
 The commercial irritates me. It is annoying.
 I don't see what the product has to do with what is being said
 and shown in the commercial.
 It could be a commercial for any fast food restaurant.
 It could be a commercial for almost anything.

17/30

Company
 Product
 Ad Name

Length Format

#VALUE!

#VALUE!

#VALUE!

#VALUE!

Raw Data Average
Average
Weighted Average

Index of 100 =



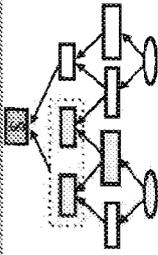
Company Product Ad Name Length

FIG. 17

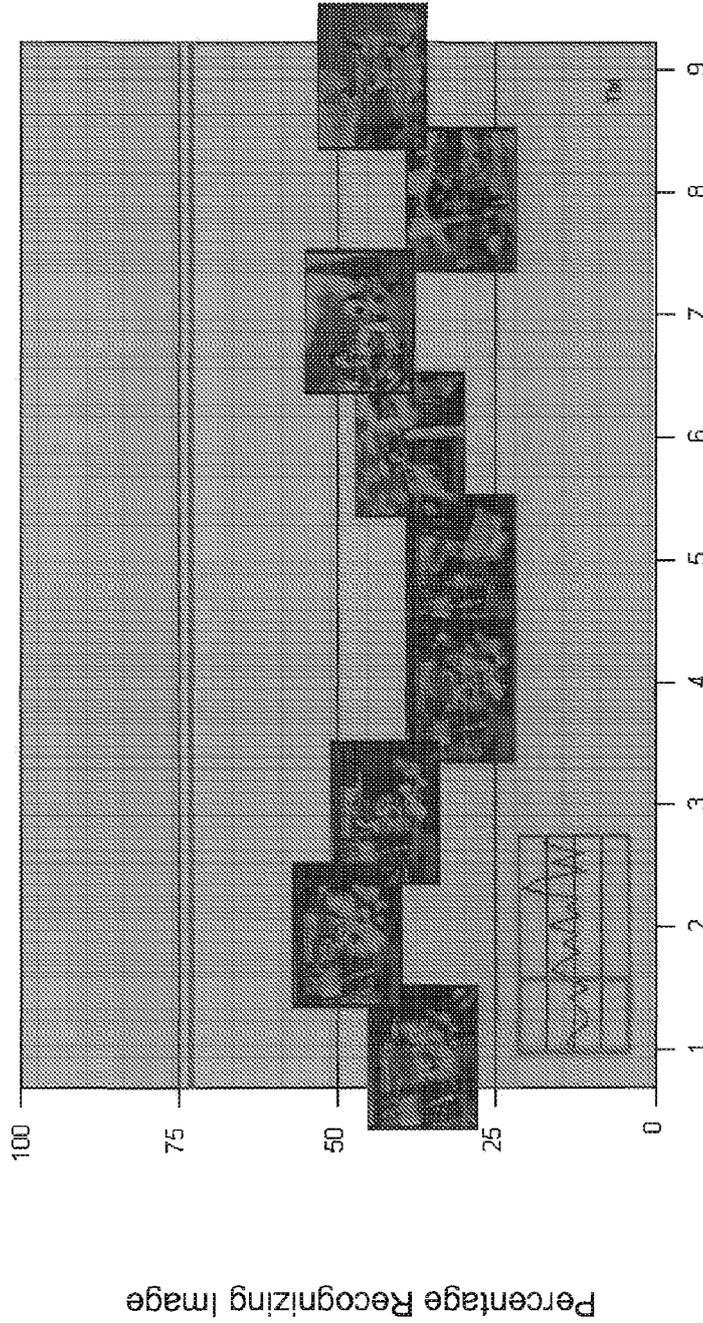
Ad Appraiser

Flow of Attention® — 1 of 3

Respondents are asked to sort pictures based on what images they remember from the commercial. To diagnose problems, look for falling patterns in the opening and closing of the ad. Also, look for poorly handled transitions or extended low sections in the middle. Most importantly, what are the peaks of attention focused on? Well-branded ads should have a single-minded branding visual appearing at least once in a peak somewhere in the commercial.



18/30



Picture Number

Avg. Image Recognition

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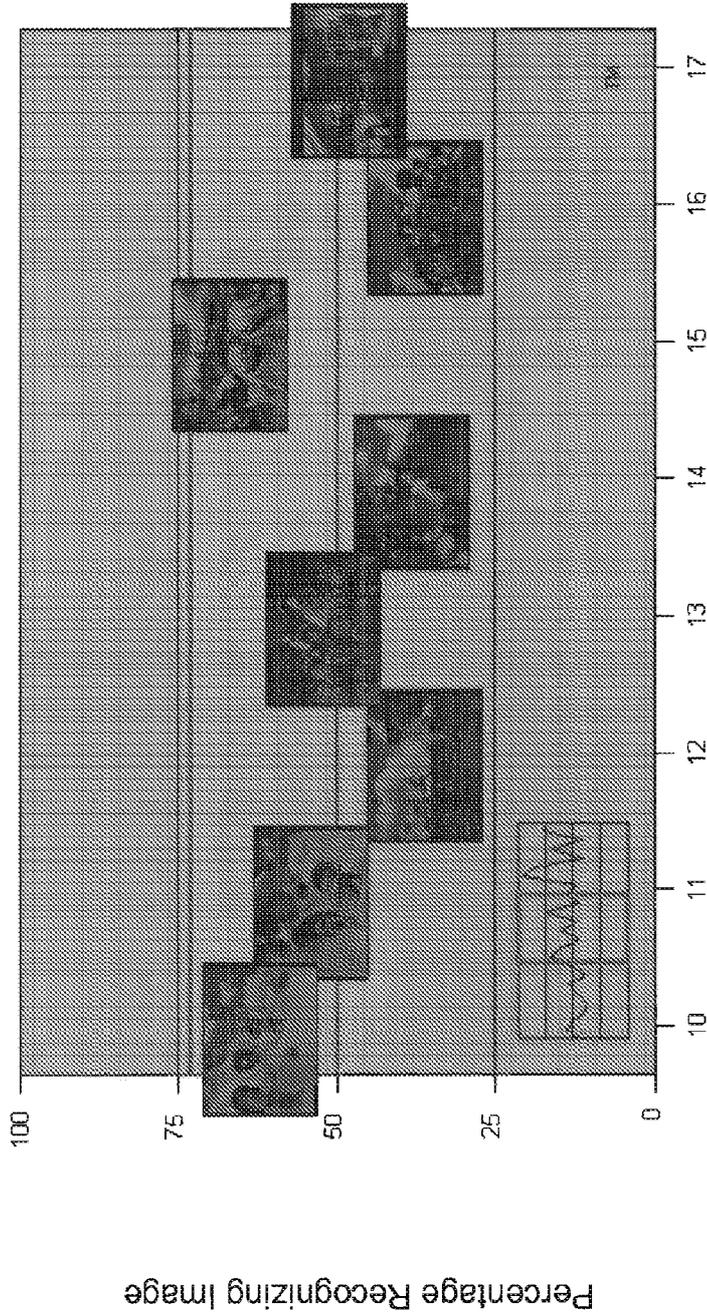
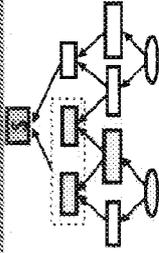
©2008 CY Research, Inc.

FIG. 18

Ad Appraiser

Flow of Attention® — 2 of 3

Respondents are asked to sort pictures based on what images they remember from the commercial. To diagnose problems, look for falling patterns in the opening and closing of the ad. Also, look for poorly handled transitions or extended low sections in the middle. Most importantly, what are the peaks of attention focused on? Well-branded ads should have a single-minded branding visual appearing at least once in a peak somewhere in the commercial.



Picture Number

Avg. Image Recognition

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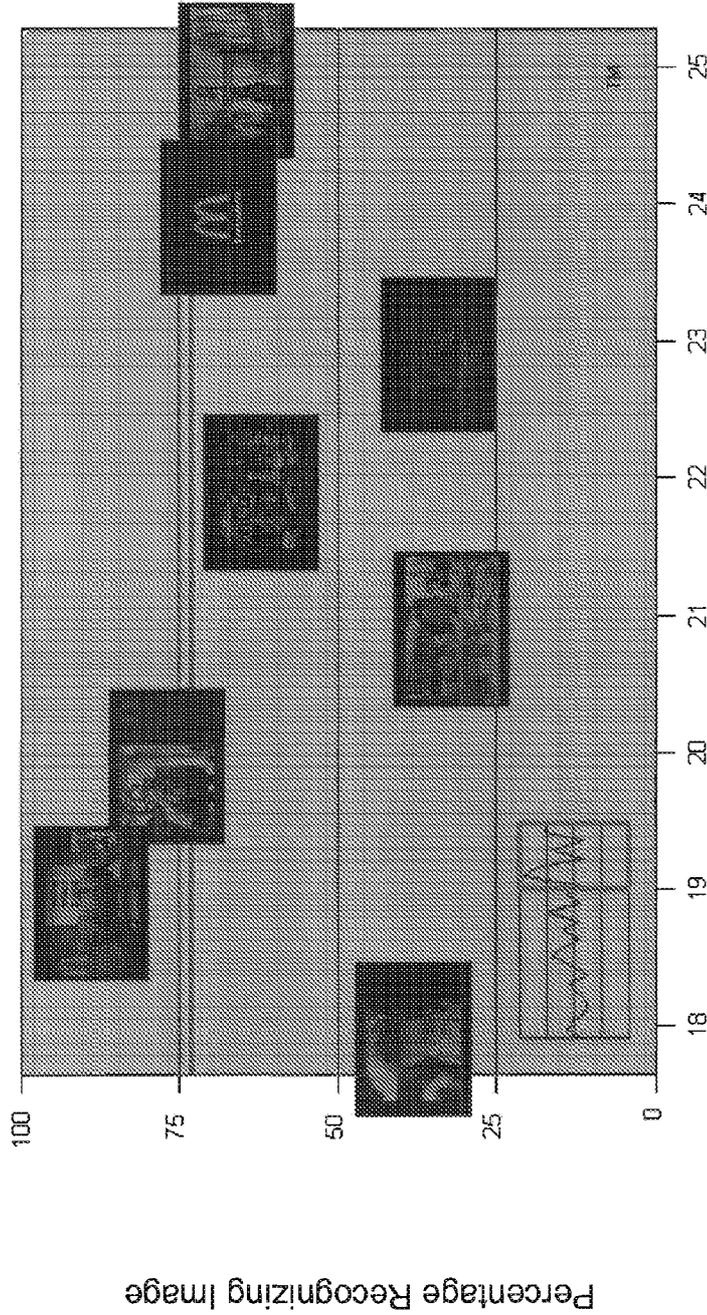
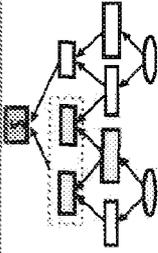
FIG. 19

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Ad Appraiser

Flow of Attention® — 3 of 3

Respondents are asked to sort pictures based on what images they remember from the commercial. To diagnose problems, look for falling patterns in the opening and closing of the ad. Also, look for poorly handled transitions or extended low sections in the middle. Most importantly, what are the peaks of attention focused on? Well-branded ads should have a single-minded branding visual appearing at least once in a peak somewhere in the commercial.



Picture Number

Avg. Image Recognition

Note: The Flow of Attention is the intellectual property of C.Y. Research, Inc. *Flow of Attention*®. This technique may not be used without the written permission of or license from C.Y. Research, Inc. *Picture Sorts*® and *Flow of Attention*® are federally registered with the US Patent and Trademark Office.

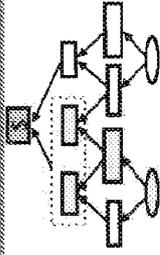


Amurtest

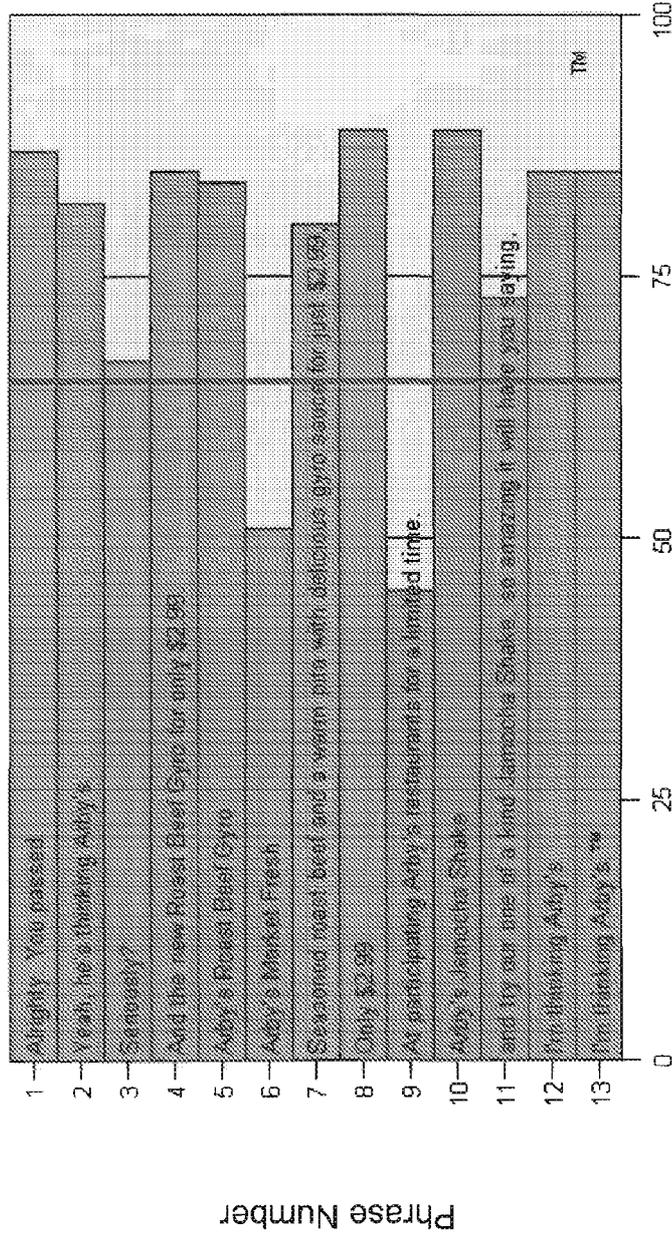
Company Name, not Name Length

FIG. 20

Ad Appraiser



What percentage of the audience recalled the copy? Did they recall selling points and the brand name?



Percentage Recalling Phrase

VOX = Voice Over, SUP = Super



Company Product of Name Length

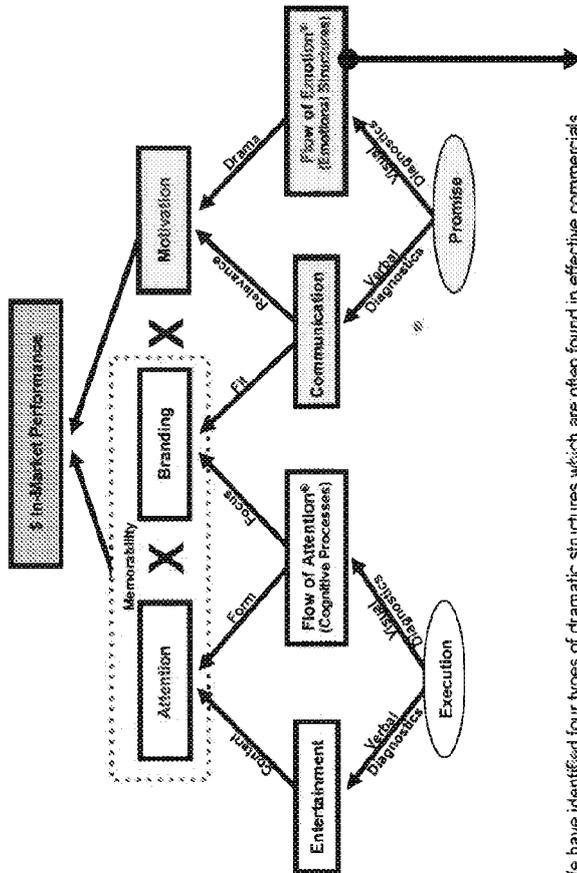
Fig. 21

Ad Appraiser

Keys to Motivation

Motivation: The key to motivation is to communicate a relevant idea in a dramatic way. To be motivating, an execution must be grounded in a good strategy with a compelling promise to the consumer. Motivation always has a rational and an emotional component, although the balance of the two may vary from commercial to commercial.

The Flow of Emotion reminds us that, like attention, emotion is dynamic. It flows and changes from the beginning to the end of the film. Motivating creative is designed to organize the emotions of the consumer for dramatic effects that express something meaningful about the brand experience. There is more than one way to make a successful ad.



We have identified four types of dramatic structures which are often found in effective commercials.

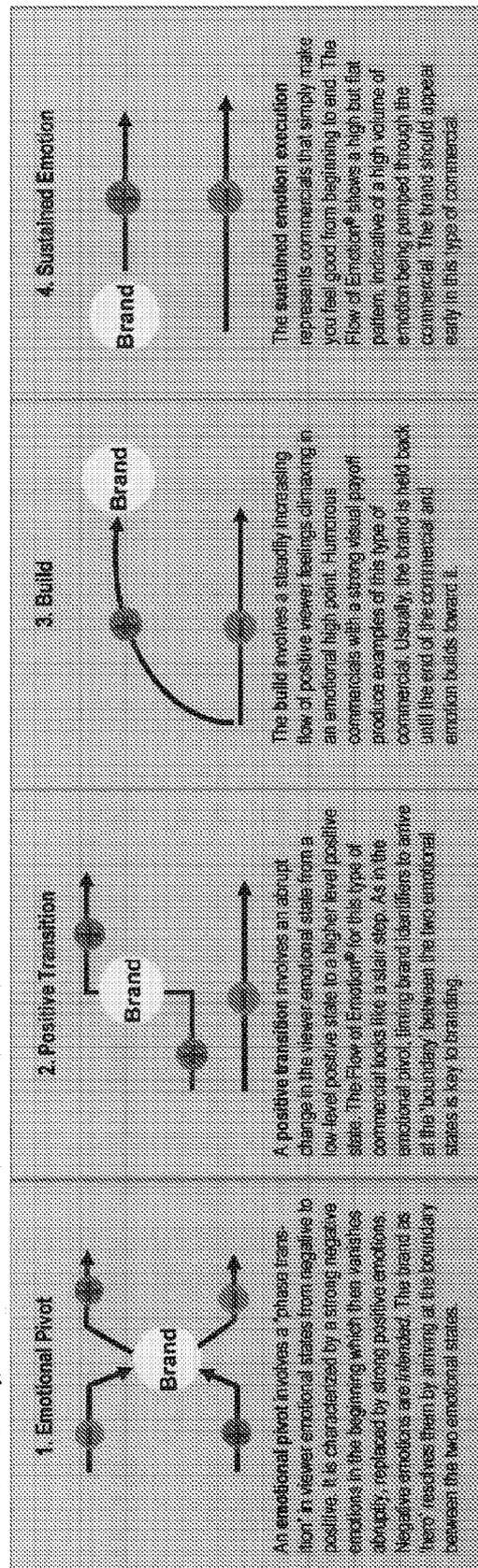
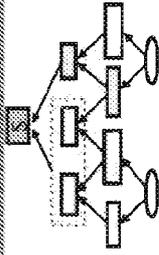


FIG. 22

Ad Appraiser Verbal Diagnostics — Motivation

If the Motivation score is low, but these verbal diagnostic ratings are all good, this suggests the rational strategic message is relevant to the consumer. It may be that the emotional response to the message is inhibiting Motivation. Look to the Flow of Emotion for potential causes of the problem – eg. low emotional involvement or unintended negative response. The problem may be corrected with little re-editing.



Company
Product
Ad Name

Length Format

#VALUE!

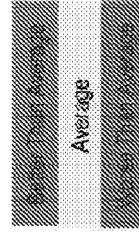
Drivers of Motivation

- The message is important to me.
- The message is believable.
- I learned something new I didn't know before.
- The commercial makes me hungry.
- I can relate to the situation shown in the commercial.
- I can relate to the characters in the commercial.
- The commercial is talking to people like me.

Barriers to Motivation

- The commercial is confusing.
- The commercial didn't tell me enough about the food.
- The message is not important to me.
- The message is not believable.
- I did not learn something from the commercial that I didn't know before.

#VALUE!



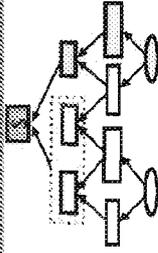
Index of 100 =

Amoritest Company Product Ad Name Length FIG. 23

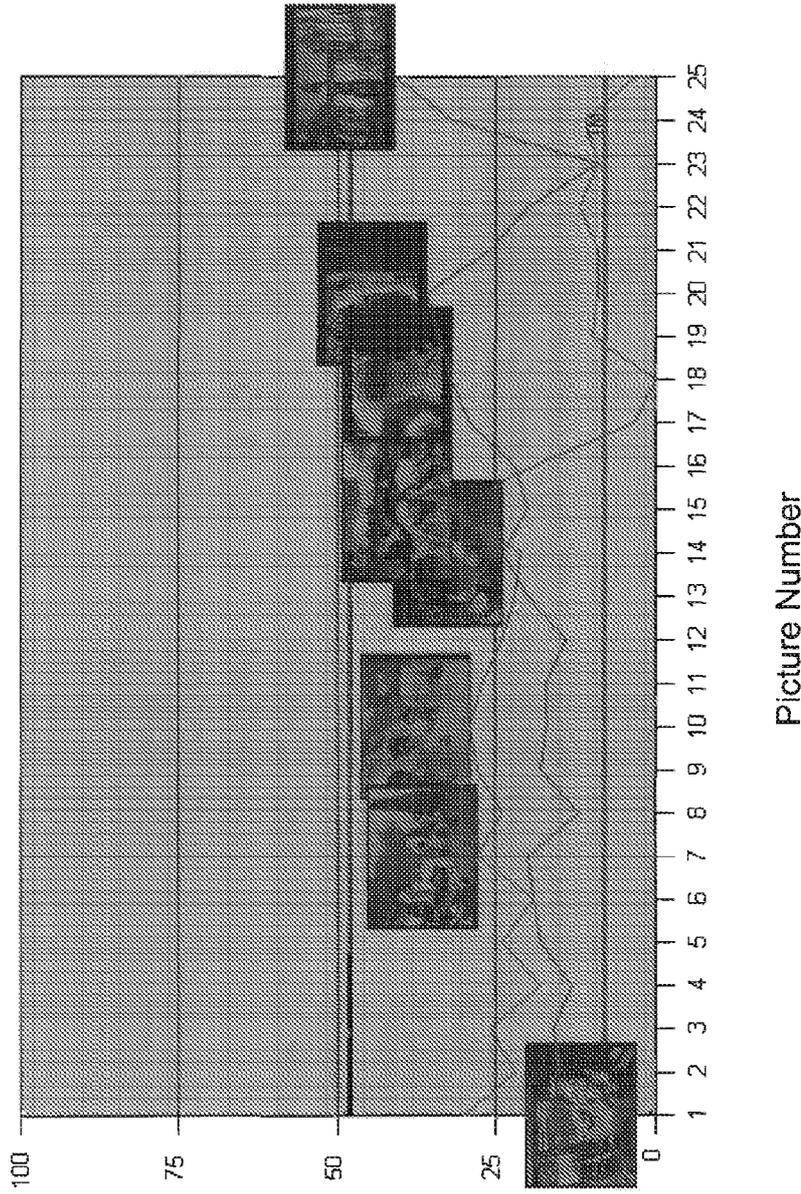
Ad Appraiser

Visual Diagnostics — Flow of Emotion®

Respondents are asked to sort pictures based on how they felt as they watched the commercial. For analysis, you need to distinguish between intended and unintended negative emotions. Also, the timing of the first appearance of the brand should be keyed to the type of dramatic structure chosen by the creatives. (See "Keys to Motivation" page.)



Percentage of Positive or Negative Emotion for Image



— Avg. Positive Emotion
- - - Avg. Negative Emotion

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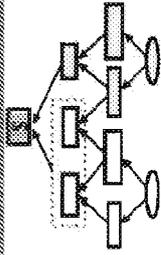


Amertest Company Product - All Name Length

FIG. 24

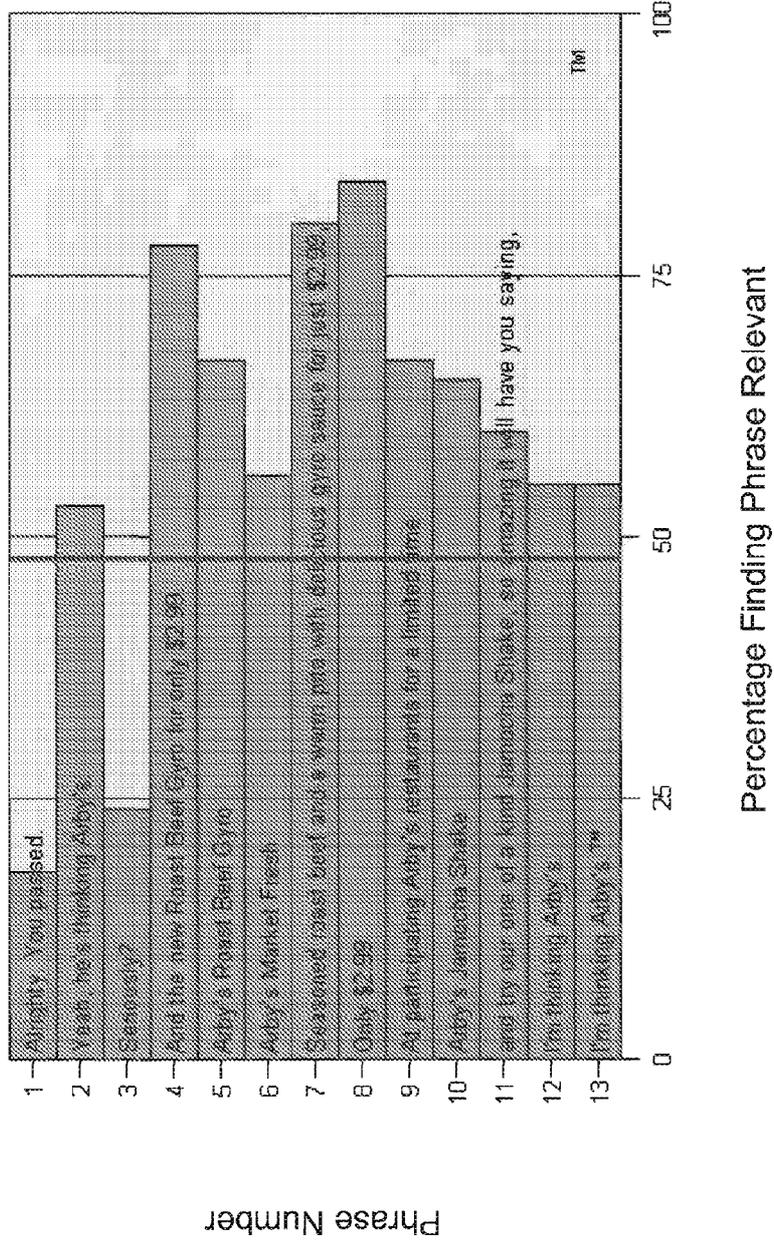
Ad Appraiser

Verbal Diagnostics — Relevance of Copy



What percentage of the audience found the key selling points to be relevant?

25/30

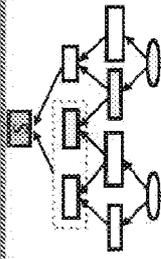


VOX = Voice Over, SUP = Super



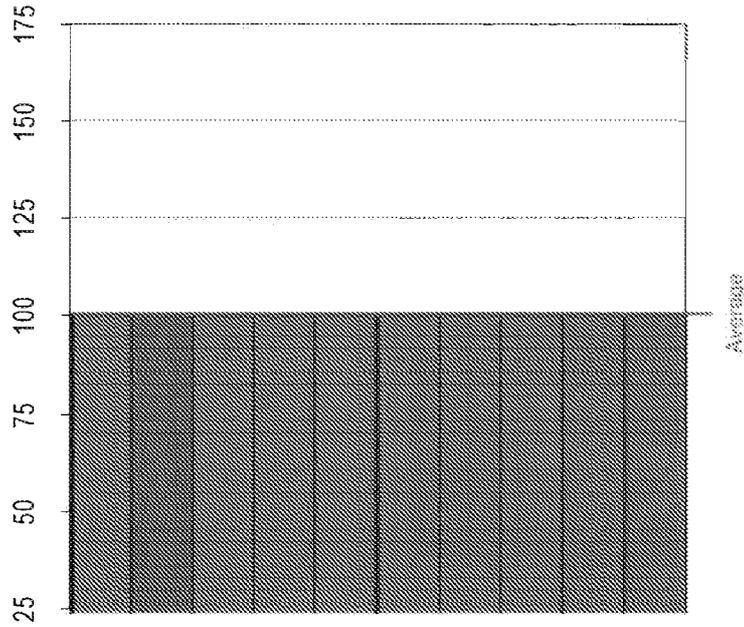
Company: Product: Ad Name: Version

FIG. 25

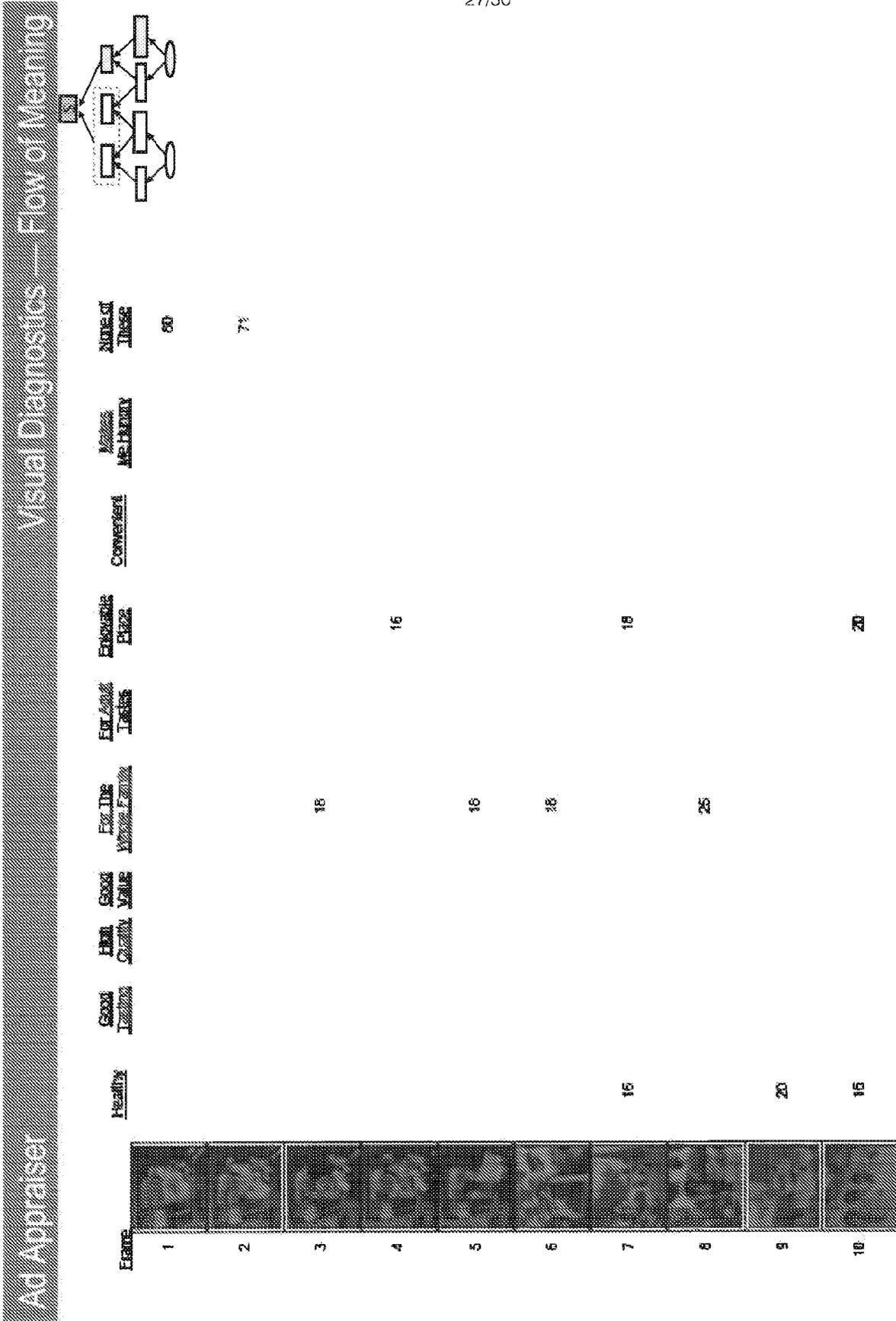


**Based on this ad,
Company is/has...**

- Overall, is the best fast food restaurant.
- Convenient.
- Enjoyable place.
- For adult tastes.
- For the whole family.
- Good tasting.
- Good value.
- Healthy.
- High quality.
- Makes me hungry.



To see where these ideas are coming from in the commercial, look at the Flow of Meaning, shown on the next pages, where images from the commercial were Picture Sorted into these same categories of meaning.



Only ratings above 15% are shown

FIG. 27

Company Product, Ad Name, Length



Adverttest

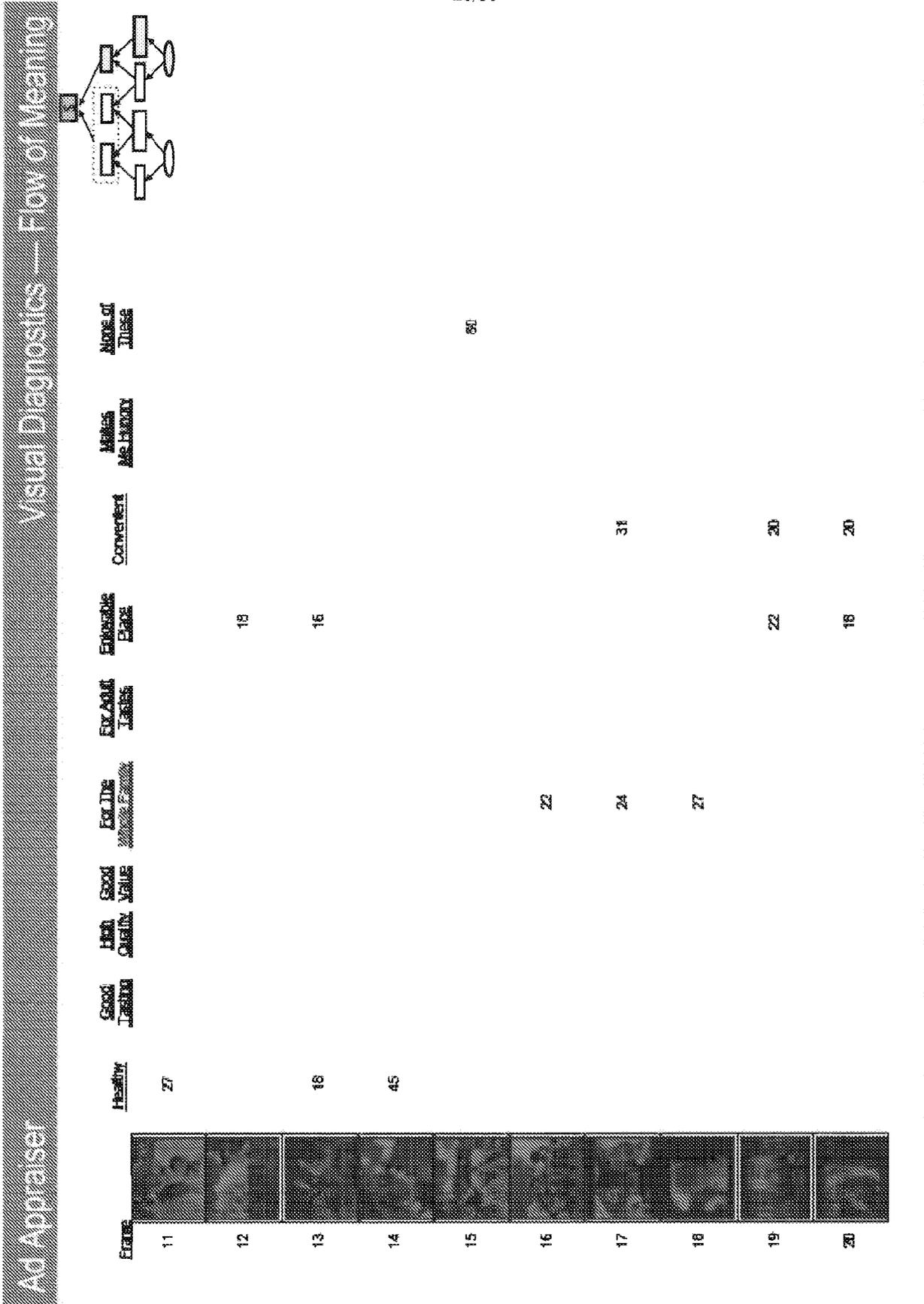
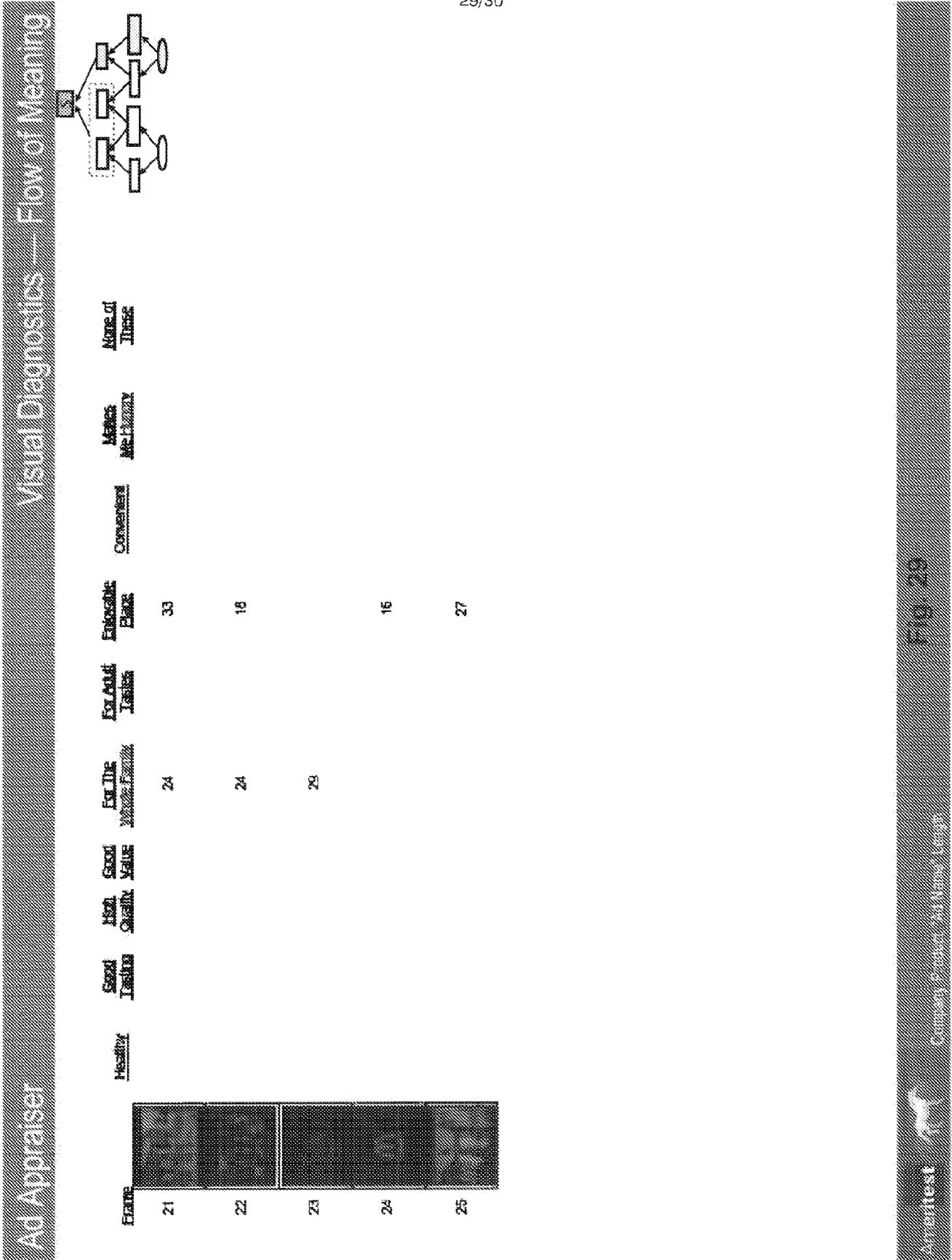


FIG. 28

Company Product Ad Name Length



Amoritest



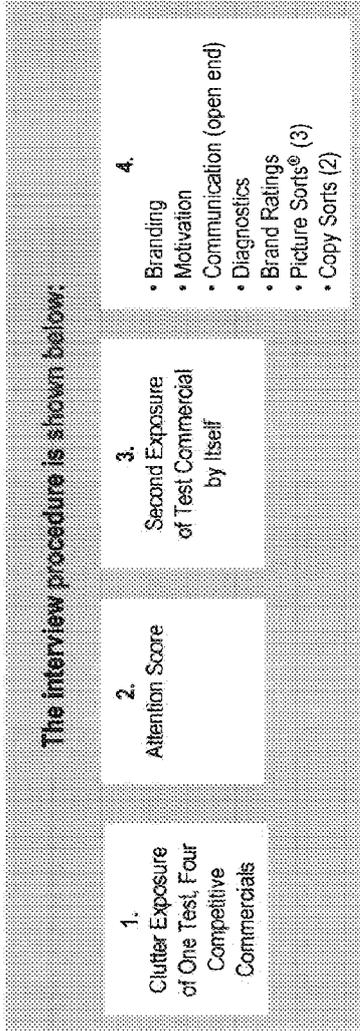
Methodology and Contact Information

Ad Appraiser

- * The Attention score is based on 250 respondents who saw the commercial in competitive clutter rotated across multiple commercials shown on page 3.
- * Other measures were based on 1 monadic test cell of 50 respondents.
- * Respondents were recruited online and asked to participate in a 15 minute interview.

Sample was screened for:

- * Eating at quick serve restaurant in last 30 days
- * 1/2 male, 1/2 female
- * 60% under 35 years of age, 40% over 35 years of age
- * Restaurant is convenient to their home or office



Contact:
 Sean Scott, Director of Operations
 seans@ameritest.net, www.ameritest.net
 Phone: 505-856-0763 Fax: 505-856-3388

Ameritest is a six-time winner of the David Galby Research Award

For published validations of this research methodology, please see the resources page on our website at www.ameritest.net

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A. CLASSIFICATION OF SUBJECT MATTER*G06Q 30/00(2006.01)i*

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 8 G06Q 30/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
Korean Utility models and applications for Utility models since 1975
Japanese Utility models and applications for Utility models since 1975Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PAJ, FPD, USPAT, eKIPASS "Keyword advertisement, analysis, rank, score, survey"**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No
A	US 06322368 B (CY Research, Inc) 27 NOVEMBER 2001 See abstract, claims 1-12, figures 1-6	1-16
A	KR 1020070007964 A (GOOGLE, INC) 16 JANUARY 2007 See abstract, claims 1-65, figures 1-8	1-16
A	KR 1020020067759 A (YOON, KI HOON) 24 AUGUST 2002 See abstract, claims 1-3, figures 1-2	1-16
A	KR 1020040099734 A (IMSKOREA) 02 DECEMBER 2004 See abstract, claims 1-2, figures 1-3	1-16

 Further documents are listed in the continuation of Box C See patent family annex

* Special categories of cited documents

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

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"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance, the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance, the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

15 JULY 2008 (15 07 2008)

Date of mailing of the international search report

15 JULY 2008 (15.07.2008)

Name and mailing address of the ISA/KR

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KOO, Young Hoi

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 6322368 B	27.11.2001	None.	
KR 1020070007964A	16.01.2007	AU 200055--22442277722 A, CA 2566738 A1 EP 1787258 A2 US 2005-251399 A1 WO 2005-111896 A3	24.11.2005 24.11.2005 23.05.2007 10.11.2005 01.03.2007
KR 1020020067759 A	24.08.2002	None.	
KR 102004099734 A	02.12.2004	None.	