



# Demo Report

# Realeyes

2019 Superbowl Ads  
Pepsi vs Coke

2

VIDEOS

240+ per  
video

VIEWERS

USA

MARKET

Men & Women  
Age 18 - 69  
Mobile & Desktop



# Summary

Overall, both *Pepsi* and *Coke* perform well in terms of the levels of emotion and attention they elicit from viewers.

*Pepsi* has the highest average emotional Engagement levels. Additionally, viewing of the humor-focused *Pepsi* creative results in positive Brand Favorability and Purchase Intent Lift.

Comparatively, *Coke* Engagement trends are relatively flat. With its more intellectual tone, *Coke* is unable to elicit the same levels of emotional response, however it excels at keeping viewers attentive throughout. Additionally, viewers report the more cerebral content to be most interesting and they are most likely to share the ad via social media.

# Recommended Actions

- ✓ The use of humour, as seen in *Pepsi*, can be very successful in eliciting strong Happy responses.
- ✓ More cerebral content, such as in the *Coke* ad, can also be very effective in eliciting above average emotional Engagement, but perhaps not to the same extent as ads that rely on humour. However, the more serious *Coke* ad is able to relay a strong social message that viewers found more cognitively interesting and are more likely to share with others.
- ✓ The use of a celebrity to build humour was very effective in *Pepsi*. However, we do see some polarization of remembered responses with the use of some divisive celebrities.



# Attention & Emotions through the experience

# Viewing Attention & Emotion - Summary

	%Attention Volume   Quality		% Happy Avg   Max		% Engagement Avg   Max		% Negative Avg   Max	
	<b>Pepsi</b>	77.4	44.4	13.0	20.8	20.8	26.4	8.9
<b>Coke</b>	81.3	48.2	6.1	9.7	15.9	20.8	10.9	14.5
*Beverages, USA, 50-70s (80)	72.1	34.4	6.3	13.0	14.9	22.9	7.8	11.5

Overall, both videos perform well in comparison to the beverage norm.

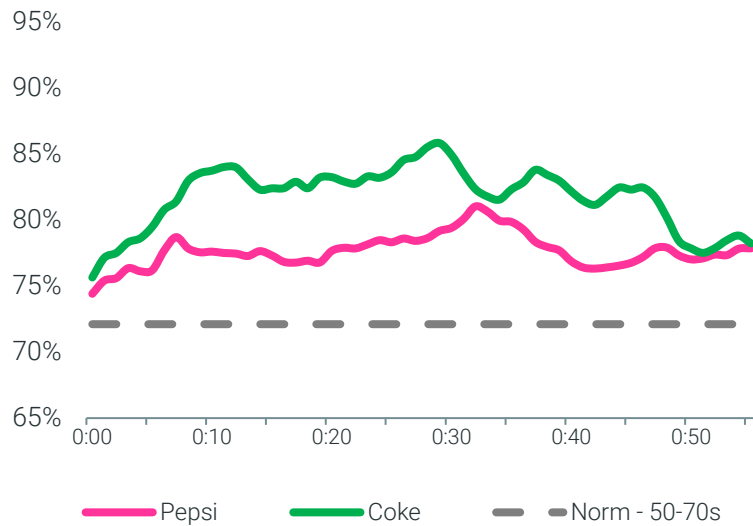
*Pepsi* is the strongest across emotions metrics while *Coke* elicits the highest Attention levels.

 = significantly higher vs. Primary norm (\*)  
 = significantly lower vs. Primary norm (\*)

# Attention

## Volume

The average volume of attention respondents paid to the content.



## Quality

The proportion of the video which respondents managed to keep continuously attentive for, on average.

	Pepsi	Coke	*Norm 50-70s
<b>Overall</b>	44.4	48.2	34.4
<b>Female</b>	40.9	53.0	34.8
<b>Male</b>	49.0	43.0	34.9
<b>18-29</b>	30.7	44.1	29.6
<b>30-49</b>	40.4	44.8	33.9
<b>50-69</b>	56.8	54.6	42.6

Coke prompts the highest Attention volume – the animated montage and quickly changing scenes captivate viewers, requiring them to pay closer attention to the screen to follow the narrative.

On the other hand, the more humor focused Pepsi ad sees a dip in Attention Volume during the scenes that elicit especially strong emotional responses – likely due to participants having a physical response while emoting (e.g. throwing their heads back in laughter).

Primary Attention norm based 80 beverage videos between 50-70s tested in the USA.

= significantly higher vs. Primary norm  
 = significantly lower vs. Primary norm



# Realeyes Score

	<b>Overall</b>	<b>Interest</b>	<b>Engagement</b>	<b>Impact</b>
<b>Pepsi</b>	95	98	90	95
<b>Coke</b>	81	96	68	72
<i>*Norm</i>	61	54	64	65

Both videos perform significantly above the beverage norm in terms of their Realeyes Scores (0-100 ranking against our global database of >26,000 videos).

*Pepsi* is the standout, ranking above 95% of all other videos in our global database. This video does particularly well at maintaining engaged attention (*Interest*) and leaving a lasting positive impression (*Impact*).

\*Primary Emotion norm based 80 beverage videos between 50-70s tested in the USA.

 = significantly higher vs. Primary norm  
 = significantly lower vs. Primary norm



# Realeyes Score By Audience

## Pepsi

	<b>Overall</b>	<b>Interest</b>	<b>Engagement</b>	<b>Impact</b>
Female	98	99	97	98
Male	85	95	72	83
18-29	73	54	80	89
30-49	95	94	93	97
50-65	97	100	93	97

## Coca-Cola

	<b>Overall</b>	<b>Interest</b>	<b>Engagement</b>	<b>Impact</b>
Female	89	99	83	80
Male	72	85	60	67
18-29	87	88	83	89
30-49	85	95	80	75
50-65	78	99	67	59
*Norm	61	54	64	65

 = significantly higher vs. Primary norm  
 = significantly lower vs. Primary norm

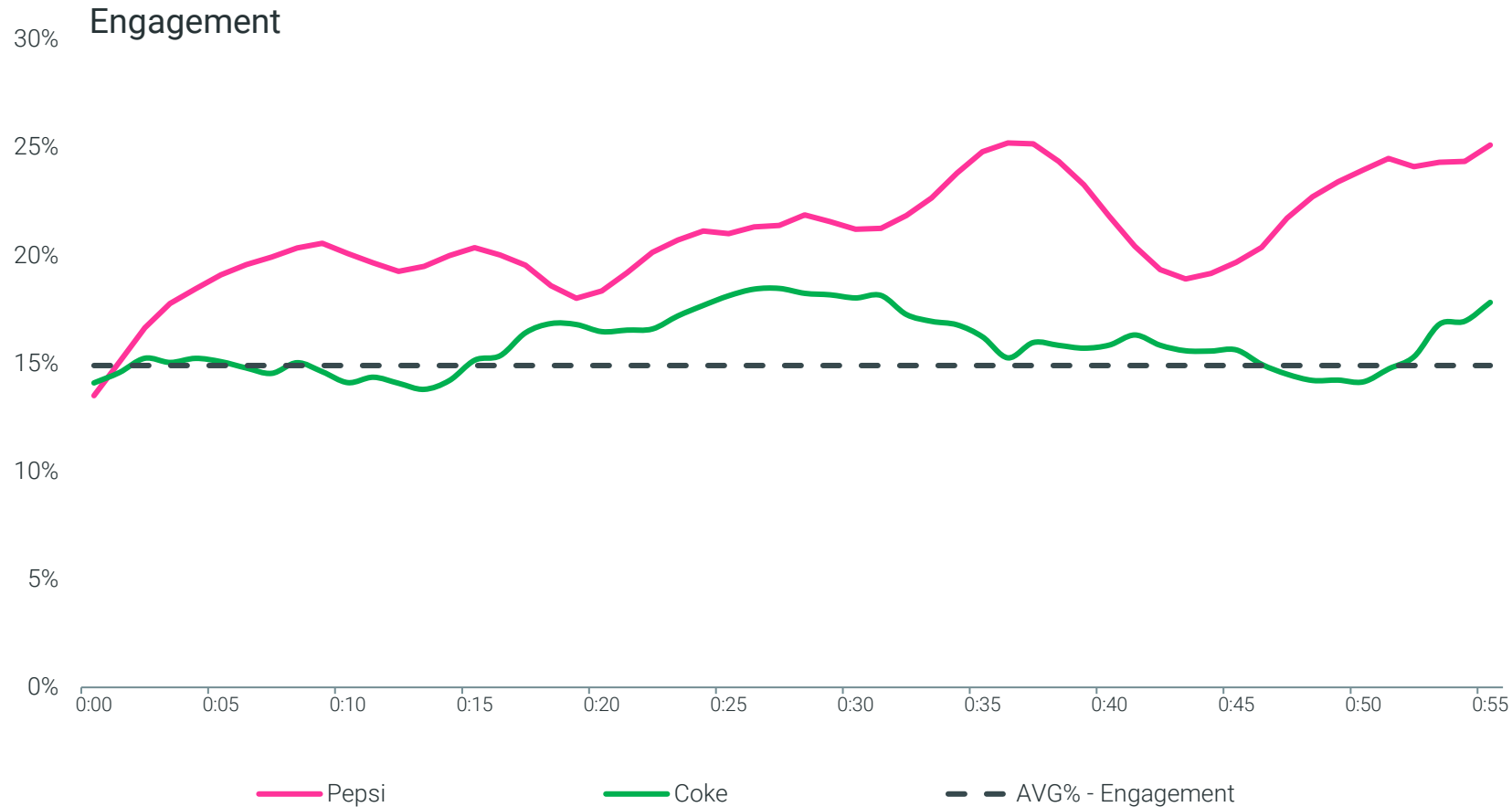
\*Primary Emotion norm based 80 beverage videos between 50-70s tested in the USA.

Pepsi scores well across all genders and age groups, with the weakest score amongst ages 18-29.

Coke scores best with females and the younger age groups.



# Emotion – Pepsi vs Coke



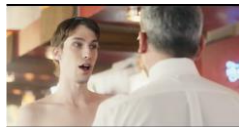
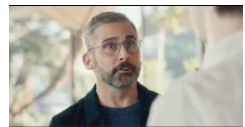
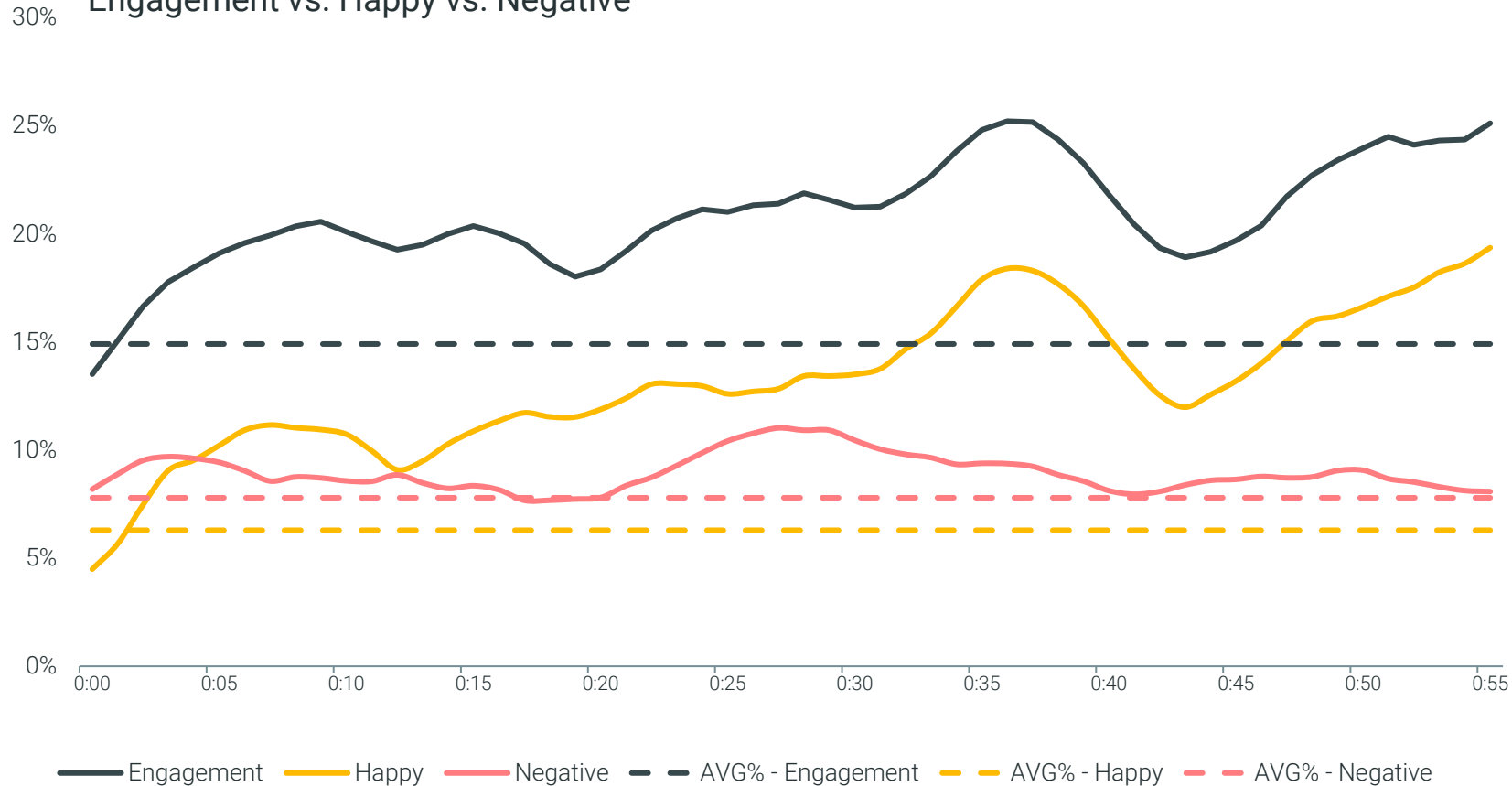
Both *Pepsi* and *Coke* see upwards trends in Engagement as their narratives unfold.

*Pepsi* has the highest average Engagement levels.

Comparatively, *Coke* Engagement trends are relatively flat. With its more intellectual tone, *Coke* is unable to elicit the same levels of emotional response.

# Emotion – Pepsi

## Engagement vs. Happy vs. Negative



Happy and Engagement levels are significantly above norm and trend upwards throughout the entire *Pepsi* video.

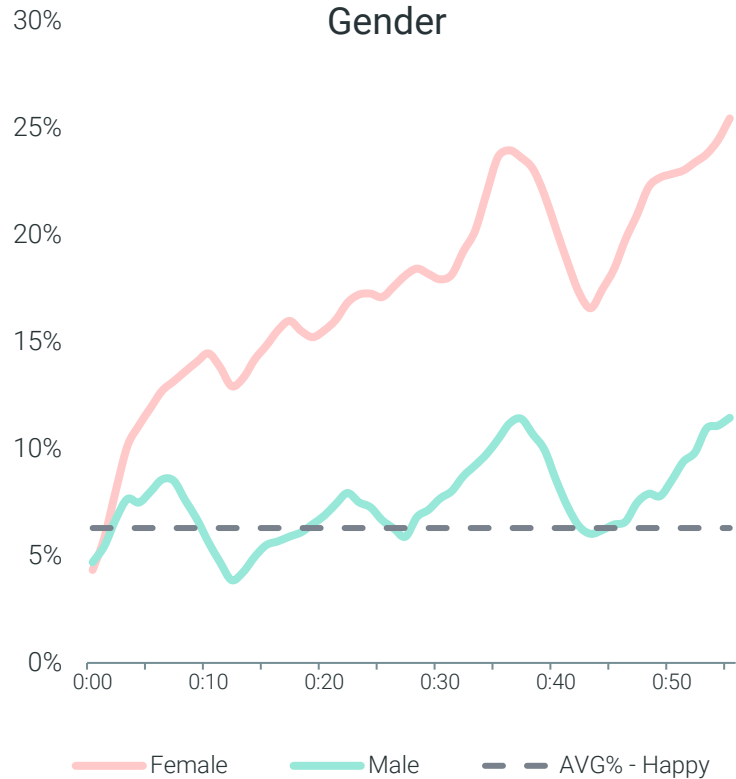
An initial build in Happy occurs from the get-go as Steve Carell pops-out of his booth asking, "is Pepsi okay?"

A second, significant peak in Happy occurs as Lil John and Cardi B are introduced saying their versions of "okay".

The video elicits a final peak in positive emotion as Steve Carell mimics Lil Jon and Cardi B, remaining elevated into when the Pepsi branding is displayed.

Primary Emotion norm based 80 beverage videos between 50-70s tested in the USA.

# Emotion – Pepsi

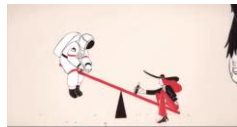
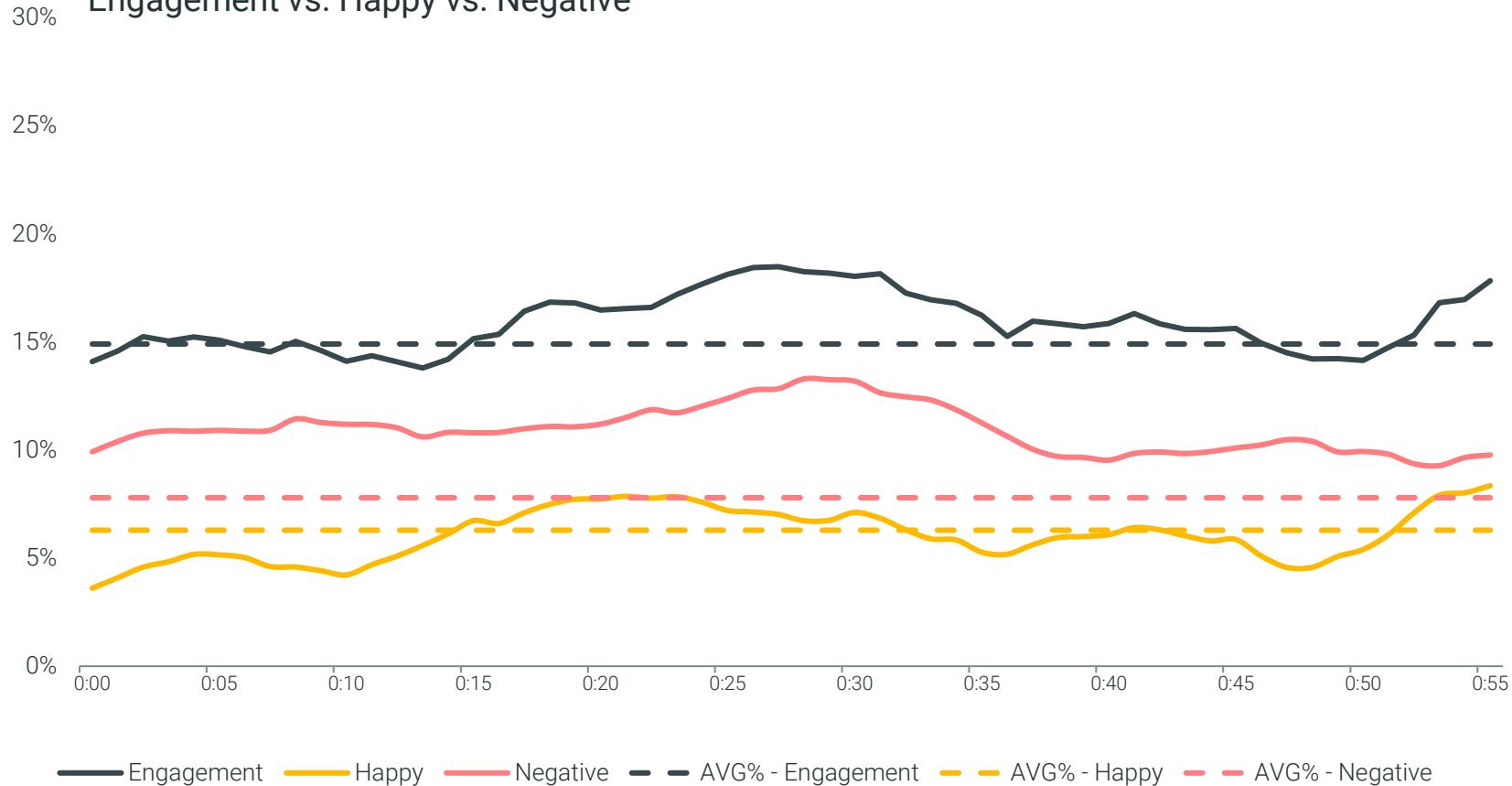


Males and Females respond with similar levels of Happiness initially, however females are significantly Happier after Steve Carell makes his appearance.

Happy trends are similar across age groups, with the older age groups (30-49 and 50-69) showing stronger Happy responses, especially as Steve Carell mimics the other celebrities.

# Emotion – Coke

## Engagement vs. Happy vs. Negative



Primary Emotion norm based 80 beverage videos between 50-70s tested in the USA.

With its more cerebral storyline, Negative emotion outweighs Happiness throughout the entire video. This is often the case in videos that require a higher cognitive load, with the facial expressions of concentration contributing to the Negative trendline.

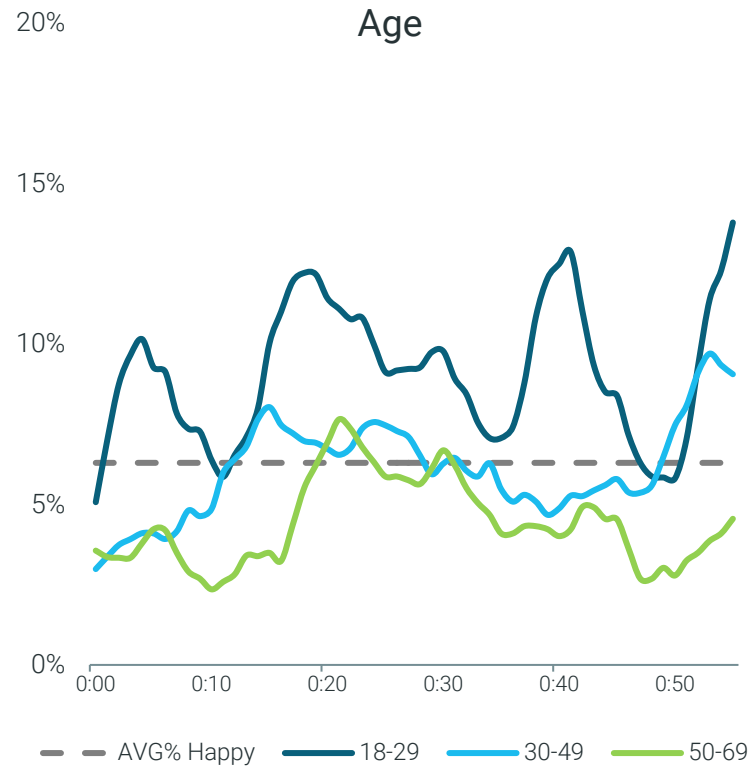
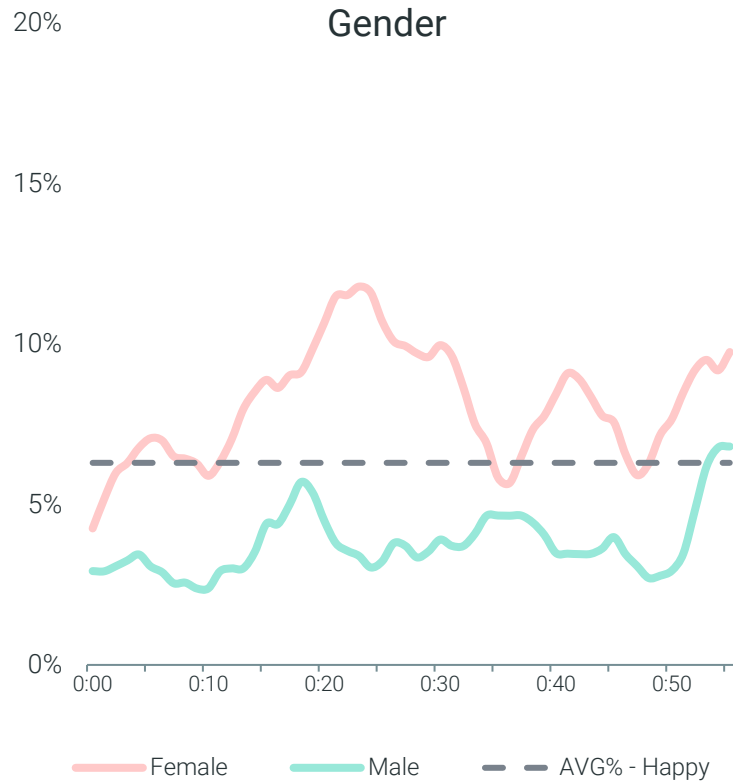
That said, there are a couple moments throughout the video where Happiness peaks to above average levels, including from 0:12-0:24s when the hairy giant is on screen.

Negative rises (driven by Concentration) as the scenes continue to quickly transition to show the different types of people that drink Coke.

However, Happiness recovers again with a slight uptick at the punchline and into when the final Coke branding is displayed: "Different is beautiful. And together is beautiful too."



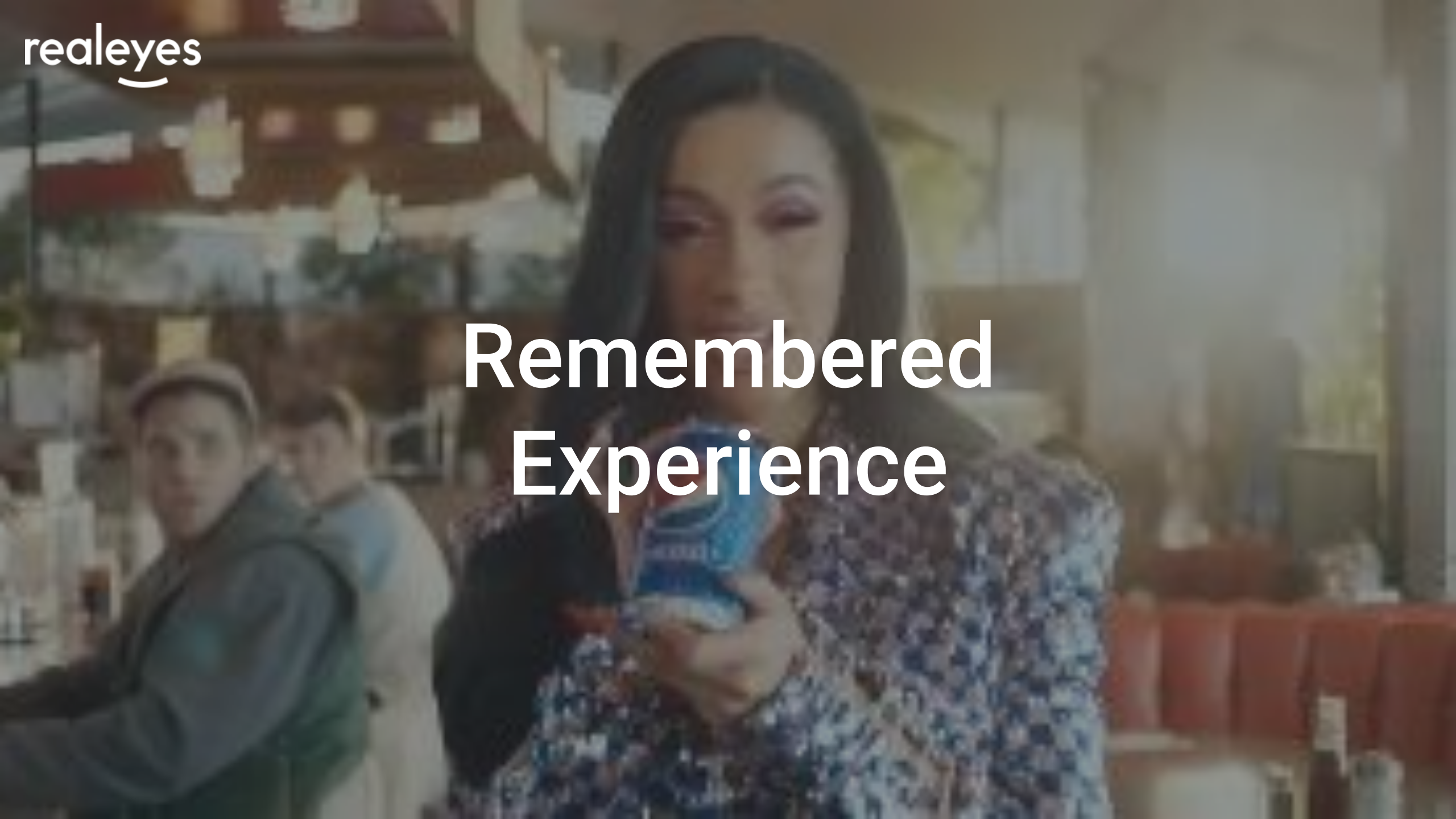
# Emotion – Coke



Females show significantly higher levels of Happiness in response to this ad.

Happy levels are highest amongst the youngest age group (ages 18-29).

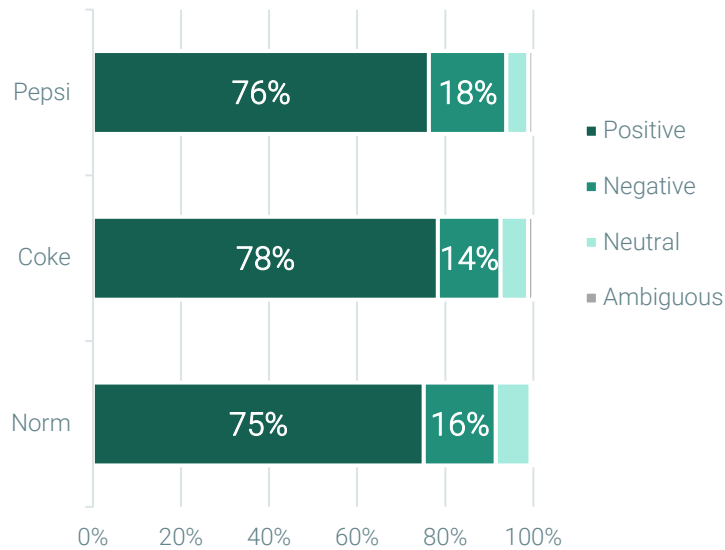
# Remembered Experience



# Sentiment Analysis

## Breakdown

A breakdown of written responses by sentiment tiers.



## Scale

A single score that indicates overall emotional sentiment of open-ended responses on a positive to negative scale of +10 to -10.

	Pepsi	Coke	Norm
<b>Overall</b>	+3.45	+4.21	3.52
<b>Female</b>	+3.61	+4.35	3.55
<b>Male</b>	+3.23	+4.06	3.68
<b>18-29</b>	+4.11	+4.16	3.35
<b>30-49</b>	+3.55	+4.81	3.76
<b>50-69</b>	+2.94	+3.52	3.91

Sentiment scores are particularly strong in response to *Coke*, with a strong impact from females and the middle age group.

*Pepsi* seems to be more polarizing with higher Negative sentiment levels – perhaps due to the use of polarizing celebrities.


**Sentiment Analysis:** Please share your thoughts and feelings about the video you have just seen. Everything is acceptable. There are no right or wrong answers.

Sentiment norm based on 399 videos of various duration tested in the USA.

= significantly higher vs. Primary norm  
 = significantly lower vs. Primary norm

# Sentiment – Pepsi



 The majority of viewers stated their enjoyment of this ad – with many mentioning the humour and use of celebrities. There is indication that the use of celebrities was divisive for some viewers:

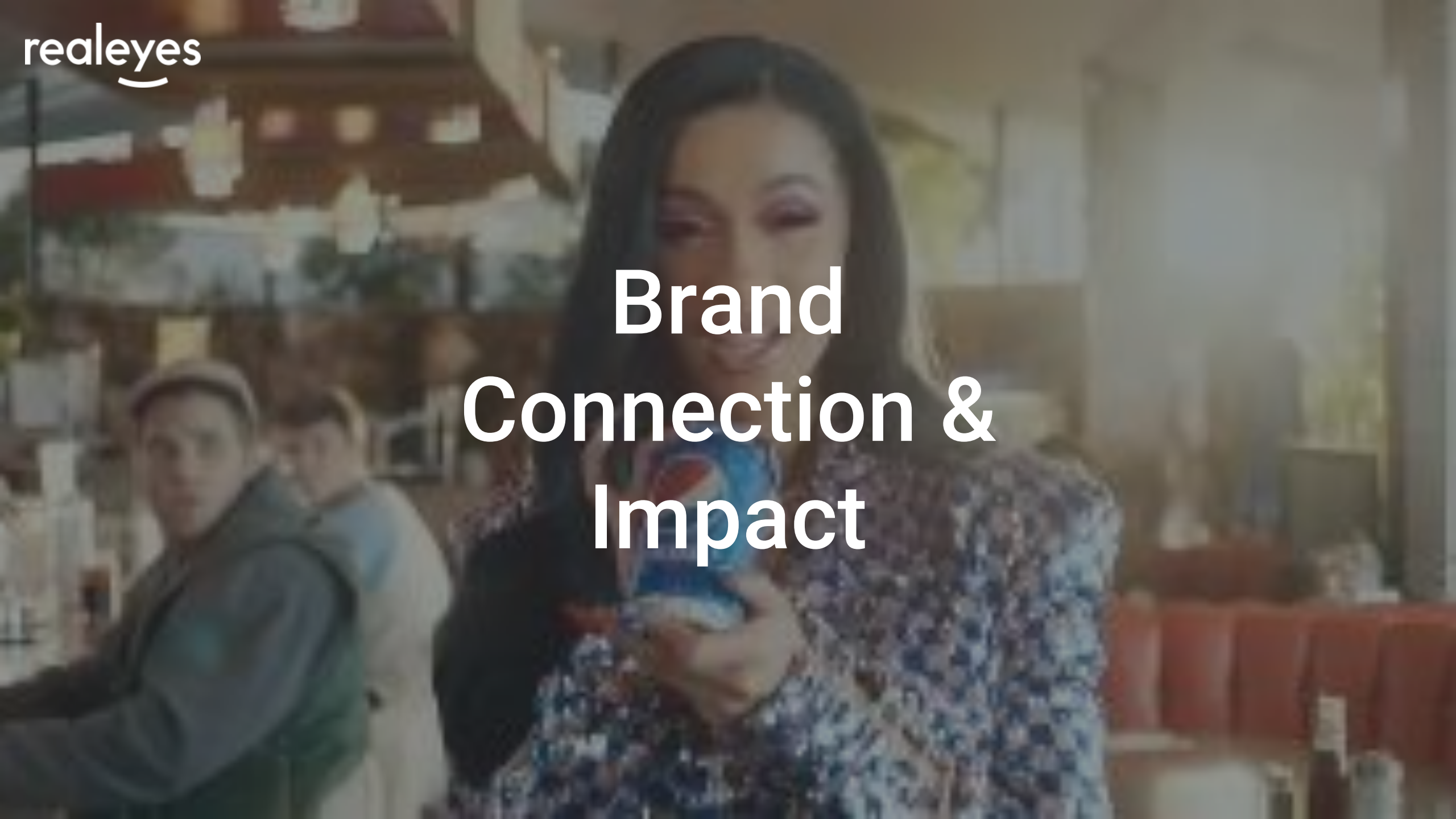
Positive (76%)	Negative (18%)
I really like this one, it's funny and very engaging. I love the celebrities involved and the non celebrity characters are really funny.	I liked it until lil john and whoever that was came into it, they just made it less funny
I absolutely loved the humor, loved the diversity. Steve C. is HILARIOUS. And loved how Cardi B was in it.	I liked the beginning, but when they had the lady with the sparkly soda can, it became annoying.
I thought it was funny and very creative. Very eccentric but enjoyable and makes me want to buy a pepsi.	I thought it was somewhat funny. Didn't care for the woman who was dressed all glamorous in the ad.

**Sentiment Analysis:** Please share your thoughts and feelings about the video you have just seen. Everything is acceptable. There are no right or wrong answers.





# Brand Connection & Impact



# Brand Impact



## Brand Recall

	Pepsi	Coke	Norm
	96%	94%	51%



## Brand Favorability

	Pepsi	Coke	Norm
PRE	7.68	8.52	7.92
POST	8.37	8.35	8.55
LIFT	+9%	-2%	+7%



## Purchase Intent

	Pepsi	Coke	Norm
PRE	7.38	7.91	7.53
POST	7.60	7.69	8.20
LIFT	+3%	-3%	+10%

Brand Recall: Which brand was advertised in this video? (Recognized: Pepsi, Coke, Coca-Cola, Cola)

Brand Favorability (PRE & POST): How would you describe your overall attitude toward the following?

Purchase Intent (PRE & POST): How likely are you to purchase the following?

= significantly higher vs. Primary norm  
 = significantly lower vs. Primary norm

Survey norm based on 128 videos of various duration tested in the USA.

Both *Pepsi* and *Coke* see significantly above average levels of brand recognition.

*Pepsi* also sees a positive lift between PRE and POST scores, while the more cerebral *Coke* video sees a negative impact.

However, *Coke* also has exceptionally high pre-scores due to strong pre-existing opinions of the brand. This leaves little room for positive lift in brand measures after viewing the video.

# Campaign Objectives



	<b>Pepsi (T2B %)</b>	<b>Coke (T2B %)</b>	<b>Norm (T2B %)</b>
I like the video	<b>83%</b>	<b>84%</b>	<b>84%</b>
The video has interesting information	<b>61%</b>	<b>73%</b>	<b>78%</b>
I would remember the video	<b>88%</b>	<b>85%</b>	<b>79%</b>
I want to know more about what is advertised	<b>52%</b>	<b>59%</b>	<b>72%</b>
I would share the video on social media	<b>51%</b>	<b>54%</b>	<b>57%</b>
I would watch the video again	<b>74%</b>	<b>75%</b>	<b>73%</b>

With its humorous content, *Pepsi* is reported as being most memorable.

On the other hand, with its topic of diversity, *Coke* is reported as having the most interesting information. Viewers are also most likely to want to know more about and share the *Coke* ad with its unifying message.

Overall, curiosity about *Coke* and *Pepsi* trend lower, but this is not surprising given how established these two brands are.

Statement Agreement: How strongly do you agree with the following statements?

 = significantly higher vs. Primary norm  
 = significantly lower vs. Primary norm

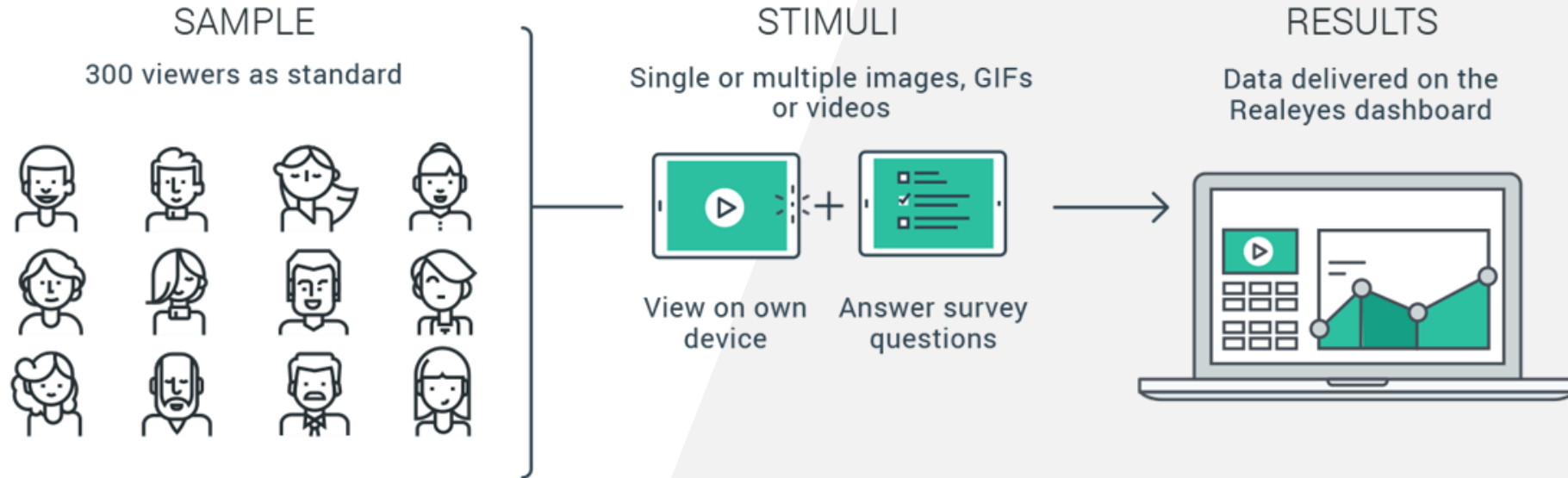
Survey norm based on 128 videos of various duration tested in the USA.





# Methodology & Glossary

# How it works



## Set the brief

Upload your own or competitor videos

## Collect Data

Pre & post survey and sentiment questions – plus measurement for emotion & attention

## Get Results

These are delivered to the dashboard within hours depending on the panels required.

## Act on Analysis

From self-service to managed insight reports & recommendations

# Pro Methodology



*Recruit  
Sample*




  
*Consumers are asked questions  
relating to brand favorability  
and purchase intent*



*Consumers watch video  
while facial reactions are  
recorded via webcam*



  
*Consumers are again asked  
questions relating to brand  
favorability and purchase  
intent, as well as brand recall,  
open-ended feedback, and  
statement agreement*

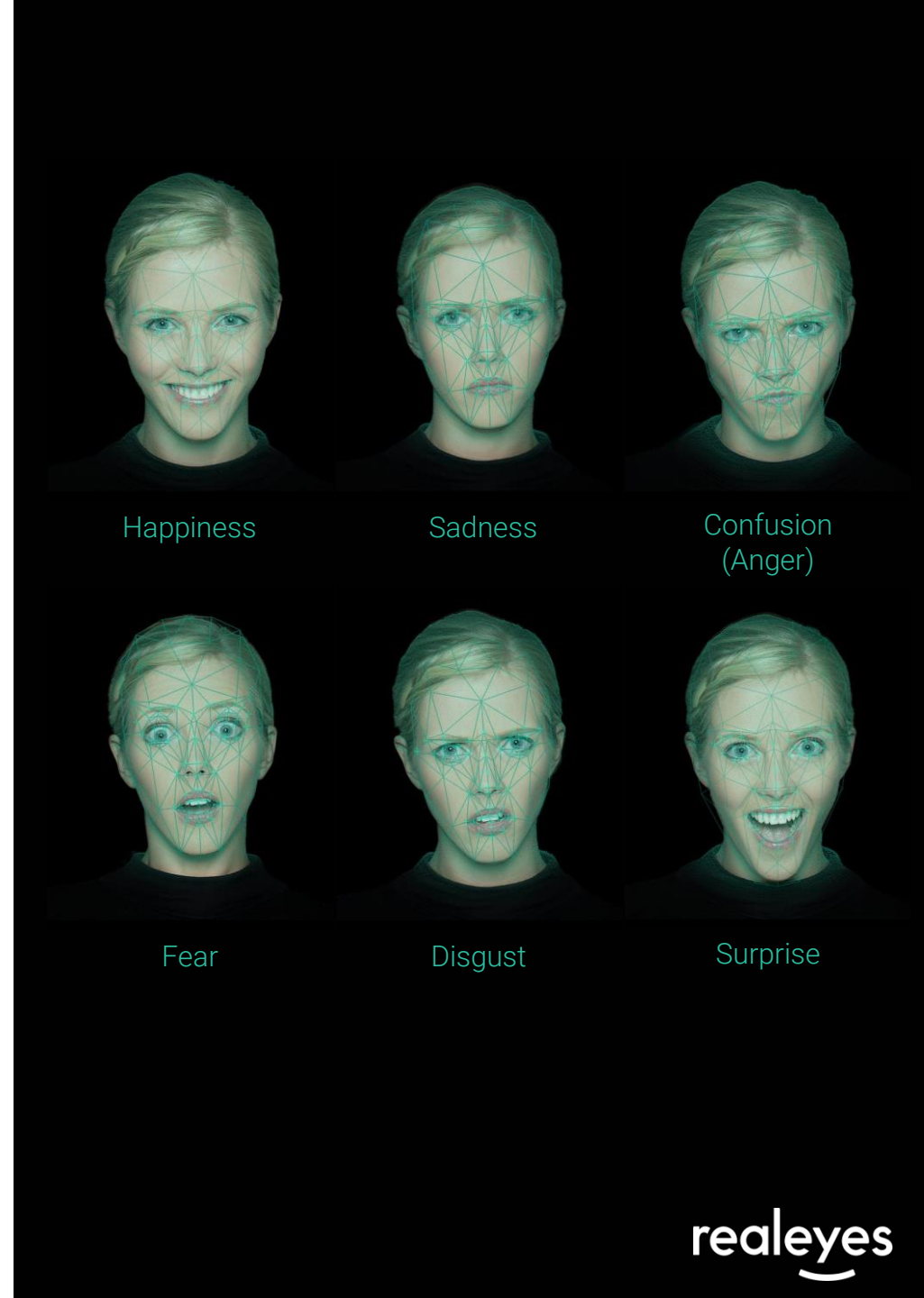
# Emotion Metrics

## Basic 7 Emotions

- **Happiness:** Happiness is one of the basic emotions, and synonymous with a smile, indicating the cheeks raising and the corners of the mouth pulling up, respectively.
- **Surprise:** One of the basic emotions, and synonymous with a 'shocked' expression - raised eyebrows, eyes wide, mouth open.
- **Confusion:** Confusion is synonymous with a lowering of the brows. Confusion is not one of the basic emotions but is a similar expression to Anger and displayed at much higher levels in response to advertising.
- **Sadness:** One of the basic emotions, and synonymous with the classic downturned mouth.
- **Disgust:** One of the basic emotions, and synonymous with an expression of distaste.
- **Scared:** One of the basic emotions, and synonymous with fear.
- **Contempt:** Contempt is synonymous with a tightened and raised lip corner on one side of the face. It is a feeling of dislike and superiority over another.

## Beyond the Basic 7

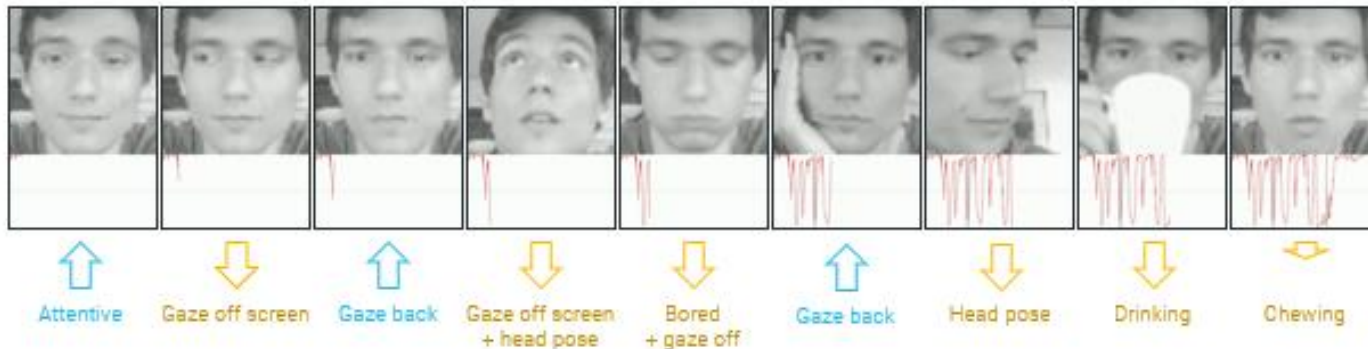
- **Engagement:** When a participant has an expressive reaction to a stimulus, they are said to be 'emotionally engaged'. It represents the % of participants who showed any emotional reaction.
- **Valence:** A proprietary metric to demonstrate how positive or negative a reaction is. It is essentially Positive emotions minus Negative emotions.
- **Negativity:** The percentage of people showing an emotion classified as negative.





# Attention Metrics

- **Attention Volume:** The volume shows the average volume of attention respondents paid to the content. For example: A score of 50% means that throughout the video half of the viewers were attentive to the content on average.
- **Attention Quality:** The proportion of the video which respondents managed to keep continuously attentive for, on average. For example: A score of 50% means that on average respondents managed to stay attentive without interruption for half of the video.



Behavioral cues for Attention include:



Eyes movements  
Blinking  
Yawning  
Head movements

# Survey Overview

Metric	Survey Question	Formula
<b>Sentiment Analysis</b>	Please share your thoughts and feelings about the video you have just seen. Everything is acceptable. There are no right or wrong answers.	<p>a) <b>Breakdown:</b> percentage of people whose open-ended responses fall into each sentiment tier.</p> <p>b) <b>Scale:</b> a single score between +10 to -10 that indicates overall emotional sentiment of all open-ended responses.</p>
<b>Favorability (Pre &amp; Post)</b>	How would you describe your overall attitude toward the following? (0 – Don't Know; 10 – Very Positive)	The difference between the POST and PRE viewing groups in average ranking on the 1-10 scale (0 – "Don't know" excluded from calculation), divided by the PRE group average ranking. <b>(POST Group Avg – PRE Group Avg)/PRE Group Avg</b>
<b>Purchase Intent (Pre &amp; Post)</b>	How likely are you to purchase the following? (0 – Don't Know; 10 – Very Likely)	The difference between the POST and PRE viewing groups in average ranking on the 1-10 scale (0 – "Don't know" excluded from calculation), divided by the PRE group average ranking. <b>(POST Group Avg – PRE Group Avg)/PRE Group Avg</b>
<b>Recognition</b>	Which brand was advertised in this video?	The percentage of people that correctly recognized the brand.
<b>Statement Agreement</b>	How strongly do you agree with the following statements? (1 – Strongly disagree; 5 – Strongly agree)	The percentage of people that selected each ranking on the agreement scale.

# Realeyes Score Metrics

The Realeyes score is a 0 to 100 performance score, relative to the entire emotion database of over 26,000 videos.

The score is based on these three metrics:

Realeyes Score	
<b>Interest</b> (40%)	<b>Can you generate and sustain viewer interest?</b> Measures Attention and Engagement throughout the full viewing. It penalizes for distraction and awards for attention, particularly attentive engagement (as a reaction to the content).
<b>Engagement</b> (30%)	<b>Can you produce a strong emotional moment?</b> This metric indicates the overall emotional reaction to the video, reflected in the peak level of engagement reached throughout the video.
<b>Impact</b> (30%)	<b>Can you leave a lasting positive impression?</b> This metric is based on Daniel Kahneman's peak-to-end rule, that the impression left by an advert is determined by the emotions evoked at its peak and at the end. It is the average of the peak happiness value and the end happiness value