



M/A/R/C® provided guidance for an investment firm that improved the effectiveness of a major advertising campaign

THE CHALLENGE

One of the world's largest investment companies turned to M/A/R/C® to evaluate the ability of three ads to activate interest among employee retirement plan sponsors.

A secondary goal was to identify the key elements of the campaign that created the strongest breakthrough, and to more effectively optimize those in the go-to-market campaign. Since the campaign marked a significant change in brand imagery, it was also necessary to assess the emotional reaction to the ad.



Our client turned to us to:

- ✓ *Optimize the effectiveness and the engagement in the target audience*
 - ✓ *Determine which of three executions was most effective in activating interest*
 - ✓ *Identify specific images, personalities, or words that resonate best*

THE SOLUTION

M/A/R/C® implemented our predictive AIM (Ad Impact Measurement) solution to determine the percent of plan sponsors who would take action after seeing the ad.

In addition, biometrics measurement (eye tracking, heart rate variability, facial EMG, and skin conductivity) was added to implicitly understand where the creative executions were effective at capturing attention and creating positive emotional engagement.



THE RESULT

Comparing to benchmarks, all three ads were considered impactful at reaching the target audience, with one strong front-runner. The biometric measurements were able to detect specific elements of strength that should be retained and opportunities for improvement, allowing the company to optimize the chosen advertisement before successfully launching the campaign.

To learn more, please contact:
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