

BREAKING THROUGH THE CLUTTER

An average consumer sees over 3000 visual messages a day in the shop, in the media, in the street.

Communicating your message becomes more and more challenging. Face this challenge by objectively analyzing the impact of your communication design.

Pre test: anticipate the impact of your communication and make improvements before launching.

Post test: analyze the strengths and weaknesses of your communication for future optimization.



Denis de Groot
(CEO After):

"Consumer feedback helps us to make the best decisions. Eye tracking is a unique source of consumer information that brought us even closer to understanding our clients' behaviour and needs. These improved insights helped us to start building the franchise of After into what is becoming now a fast growing international premium spirit brand."

More information on application and prices?

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Maximize the impact of your visual communication through eye tracking research



Why 'EYEWATCH' your visual communication?

EYEWATCH will help you to optimize the composition and layout of your visual communication ideally before launching. Traditional interviewing techniques alone are not sufficient in revealing consumer attention.

The EYEWATCH barometer is one of the most powerful methods to learn how your visual communication works. By combining evaluative data with objective measures captured by eye tracking, you will get insights on the way your communication is perceived and evaluated: Which elements draw attention? How impactful is your package, shelf lay-out, website, emailing, ...? Is your main message read and understood? Is your communication goal accomplished?

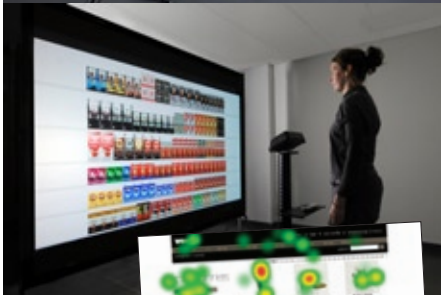
How the EYEWATCH BAROMETER works?

The EYEWATCH barometer is a multiclient tool consisting of two parts:

- **Part 1:** Respondents are exposed to the visual communication on a PC screen and simultaneously eye tracked. This part registers what respondents are looking at and will give information about the fixations on the different elements of the stimuli.
- **Part 2:** After this exercise respondents are asked to give a detailed evaluation of the visual stimuli (liking, brand fit, call to action, eye-catching ...).

Timing 2009

Wave	Region	Field	Results
April	North	week 18	week 19-20
June	South	week 24	week 25-26
Sept	North	week 38	week 39-40
Nov	South	week 45	week 46-47



Method

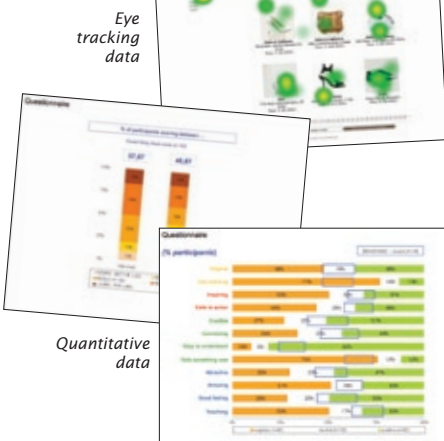
- **Multi client:** visuals of multiple clients in each wave to reduce fieldwork costs;
- **Multi stimuli:** packages, shelves, print ads, websites, banners, emailings, direct mail, billboards, invoices, shelves and TV commercials can be tested;
- **100 respondents** street recruited, representative 18-65 years old;
- **Maximum 8 stimuli per wave;**
- **4 waves a year** (2 North + 2 South).

Your input

Your stimuli in high resolution **JPG** (min. 300 dpi / min. 1680 x 1050 pixels)

Our output

1. We will link behavioural data with evaluative data to understand the viewing and scanning process and evaluation of your visual communication:
 - **Eye tracking data:** hotspots – reading patterns – detailed analyses of fixations;
 - **Quantitative data:** evaluative data and overall liking: standard based on 10 items;
 - **Qualitative data (optional):** In-depth interviews to gain deeper insights.
2. We will give clear insights in the performance of your visual communication and compare the results (eye tracking and quantitative data) in our benchmark over different sectors (FMCG, automotive, banking and insurance, telecommunication & pharmaceuticals).



As from € 1950

Prices

Standard Prices

Packaging in standalone:.....	€ 3500 per design
Packaging in shelf:	€ 4500 per design
Print ads, magazine cover, billboard, direct mail, emailing, invoice, leaflet (1 page):	€ 3500 per stimuli
TV commercial:	€ 4500
Banners (per banner test):.....	€ 1950
Websites, newspapers, magazines:	as from € 4500 ^a

Options

Extra ad hoc questions possible:

per question	as from € 100
Extra sample for specific target groups: ad hoc.....	on request ^b
Qualitative with limited sample (n=10 respondents) in depth interviews of 20 minutes:	€ 2950

^a price depends on number of pages to be analysed

^b price depends on specifications of target group