PREMIUM REPORT

TURBO TAX "MILLIONAIRE" SUPERBOWL 2022 COMMERICAL

Prepared by: Shelli Garson – Director of Insights

"People may forget what they heard, may forget what they saw….but they will never forget how you made them feel" ~ Maya Angelou

HOW WE ANALYZE AND INTERPRET AN EMOTIONTRAC

Use our Dashboard to provide all the data you require to analyze and interpret your results. It is divided into three types of KPI Measurements as shown below:

KEY KPIS	What is Measured?
Metrics:	Engagement, Rapport, Brand Recall, Social Share, Intent, Endorse & Story
Maps:	Curiosity Map, Enjoyment Map
Moods:	Joy, Sadness, Aversion, Surprise, Skeptical, Critical

Sample Size: 100 Panelists in each test with a 50/50 Male-Female split

- Comprised of an audience that is representative of the US Census regarding demographics. You can, also, request your own customized sample vis a vis demographics/psychographics, which requires a minimum of 50 people per sub-group (cell.) Our data is collected and reported at the 96% confidence level.

- When looking at the results of your data you can use our drop-down menu to compare/contrast any of the sample groups for a deep dive analysis.

The key to your most comprehensive analysis will be employing the Dashboard to watch your content, moment by moment, to see exactly where there is "friction" – the various high spikes/low spikes of our battery of emotional and behavioral sentiments. The objective is to isolate what part of your messaging is strong – and what are the emotional metrics tied to that. Conversely, we seek to understand where the content resonated less so with Viewers and study these metrics so we can determine exactly why and optimize (before the spend!)

Our analysis protocol uses three silos of information with data collected by the test using our Facial Action Coding System and post video survey. Our confidence level regarding the validity of the data is 100% since it is all collected unconsciously or passively through the front facing camera as viewers watch the content. As such, results of the measures we collect are genuine since it is in real time and there is no viewer bias since they are unaware of the natural, universal facial micro expressions they are exhibiting throughout the test.

Our Analysis is based on the data we gather via our KPIs of Metric, Maps and Moods. Every test also includes customized Survey Questions which also figure strongly in our Analysis.

CREATIVE TESTING
METRICS EXPLANATION AND INTERPRETATIONS

METRICS

Engagement: (Benchmark = 90%) This metric measures the audience's attention to the content. High-scoring Engagement indicates an active and intentional affinity with the message. It is collected using Emotion Analysis. (*The Benchmark represents the average percentage of how engaged the audience is throughout the entire video.*)

Rapport: (Benchmark = 50%) This metric measures how deeply the audience is emotionally invested in the content. It is collected using Emotion Analysis. (*The Benchmark represents the average percentage of how much the audience* being moved emotionally.)

Brand Recall: This metric is defined as the percentage of the audience who could "correctly" identify the name of the brand being advertised in the content. It is measured on a yes/no basis when asked "Do you recall the name of the brand being advertised in the video you just saw? It is collected via a survey question after the video is viewed. This Score represents the percentage of the audience that remembered the brand name.

Endorse: This metric is defined as the % of the audience that would recommend it to a family or friend. It is measured on a 4-point rating scale when asked "After seeing this video, how likely are you to recommend it to a family member or friend?" It is collected via a survey question after the video is viewed by the audience. This Score represents the percentage of the audience that would recommend it to a family or friend.

Intent: This metric is defined as the extent to which your message aroused user interest to purchase or use. It is measured on a 4-point rating scale when asked "The next time you have a need, how likely are you to purchase, use or vote for what you just saw in the ad?" It is collected via a survey question after the video is viewed by the audience This Score represents the percentage of the audience that would purchase or use.

Social Share: This metric measures the extent to which the viewer finds the content compelling enough to share on their social media. It is measured by a 4-point rating scale of "How Likely are you to share the content of the video you just saw?" It is collected through a survey question after the video is viewed by the audience. This Score represents the percentage of the audience that would share or post on social media.

Story Index: Using 100 as the "base index" – this measure calculates the average Interest in your overall story.

MAPS

EXAMPLE OF AN EMOTIONTRAC MAP

The second set of metrics we analyze are formatted as maps or graphs and can be read in time with your content on the Dashboard. Maps are our key tools to capture and illustrate true impressions of viewers emotions, as captured moment by moment. Sometimes these emotional analytics display clear patterns, while other times they require further study. Maps are a critical device for observing and interpreting what parts of your Narrative are working in favor of your case and what, if any, assets should be-visited or eliminated completely.

What is the Enjoyment Map? This map represents the average of three positive sentiments: Joy, Surprise and Curiosity. The map illustrates frame by frame, where and when the audience experiences Enjoyment and where they do not, as illustrated through the spikes and dips. **What do I do with this data?** Enjoyment intelligence is a confirmation of how well your storyline/purpose is working to compel viewers in a pleasant and enjoyable manner. Red Flags and Pain Points in your message are represented by large dips under the Mean Line. In these cases, revisit those moments which are potential "turn-offs" to learn why the audience did not value or enjoy those moments, and then optimize.

What is the Curiosity Map? This map informs us the extent to which your content is interesting enough to the audience to stay invested in your story. It is this KPI that informs us if the viewer is also getting enough relevant information to process the content. Importantly, it is from this graph that we can identify what moments viewers find the most interesting, as well as what content is less interesting. **What do I do with this data?** Curiosity intelligence is a confirmation that your story is working to communicate the right balance of intelligence the audience requires to make informed, non-biased decisions. If this balance is off in any way, this suggests there are red flags or pain points in the story that need to be optimized for the future.

MOODS
What are the other Mood Maps? This graph depicts the pattern of emotional reactions elicited by the viewing audience. Specifically, it illuminates the mood of a specific sentiment as expressed while watching the content. The metric is charted by a trajectory of spikes and "dips" on the graph, where spikes showcase where a sentiment is strong, and dips where it is weak. **What do I do with this data?** Compare and contrast emotions, sentiments, and other KPIs by demographic filters to see where your story can be optimized. Highlight emotionally resonating moments and eliminate weaker, misunderstood or not believable elements of your story.

We measure the Moods of: Joy, Sadness, Surprise, Aversion, Skeptic, and Critical.

got emotions?

How to Interpret Any EmotionTrac Map

1. **Total Trajectory of the Graph:** Study the total graph, it's pattern. and note what is the trajectory? Observe the spikes and dips – above and below the Mean Line - are there many? This is called friction. We want your **fiction (your story/narrative) to arouse friction**. This would be illustrated by a robust series of spikes and dips. High friction=Deep connection experienced.
2. **Onboarding**: Study the early frames to see how quickly or slowly your video content can onboard your audience – that is – be ready and open to hear and process your message.
3. **Peak End Rule:** Reflect on the mood in which your content leaves viewers in – are they still connected, or did they lose interest? If they leave liking your brand/content they are highly likely to recall your brand name, share it with social media, drive brand loyalty, make recommendations, etc.

MEAN LINE

4. **By Subgroup:** For a deep dive at how gender impacts, for example, sentiments and logic. Men vs. Women. The next level we examine is how this Metric is distributed by Gender.
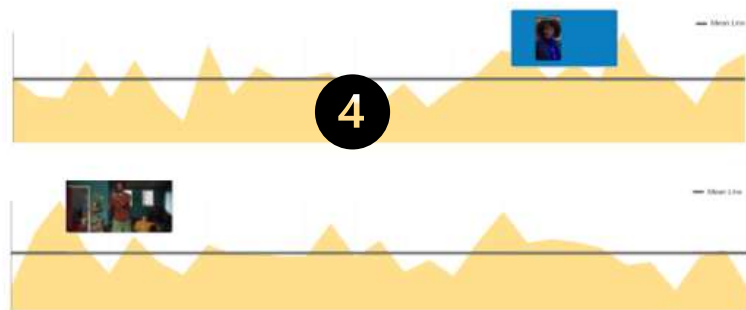
SUMMARY OF OBSERVATIONS FOR "MILLIONAIRE"

THE STORY: While thematically tax time ("perceptually") has been a male-dominated area of interest, with more independent Women in the work force now, they are bound to be interested in this matter. Given the "newness" of this female dominant workforce, they are perhaps not as Tax Savvy and are clearly interested in learning more about a space that is highly relevant to them.

- Evidence of this first presents by the differences regarding the Story Index which measures "their key investment" in the commercial's Narrative.
- Where the base Index is 100, Men scored a 90, Women were significantly more connected to the Story with an index of 102.

THE MAPS: This summary view of our Sentiments illustrates how your Story was received by the audience.

CURIOSITY: Average friction in the area of "interest." (Note that since the topic of taxes is not that "newsworthy" there are not many spikes in this measure, until Tia the Tax Expert "does her thing.") The presence of the spokesperson and the information she conveys "turn it over to me" are clearly the most valuable parts of the message and as such, interest rises to its highest level. Smaller spikes are seen as the banter/format of "I am/I am not a millionaire" is novel and elicits interest in the messaging.
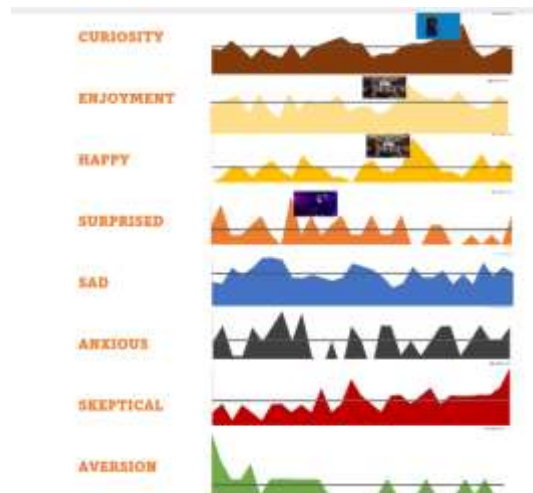
ENJOYMENT: Nicely spiked Map which indicates a complete sense of Enjoyment watching this spot.

HAPPY: Note the spikes in their Joy when the "I am/I am not" banter kicks off, and importantly, the audience is left in a Joyful mood at the end of the spot.

SURPRISED: The banter does not get tiresome, and in fact, the audience is still enjoying the "surprise" of the until the end.

SAD: Very interestingly, we observe a subtle mood of Sadness throughout the spot. Indeed, while Viewers were Surprised and Entertained, taxes are still not a subject that arouses total Joy. Further, some of the presence of this Sadness can be attributed to emotionality of being a winner for a minute then a loser for another, and so on.

ANXIOUS: Clearly the "I am/I am not" language, while not a turn-off, does make the audience feel the tension and angst of the man – one moment knowing he is rich, and a second later, he is not.

AVERSION: Yes, taxes can be a turn-off as seen the early spike in the Map, however, any distaste with taxes or the content fall away entirely after that big spike at the onset.

SKEPTICAL: There is clearly a moody sentiment of Skepticism in Viewers' minds as presented throughout the messaging. "The I am/I am not" banter and whether Turbo Tax can deliver appear to be driving this metric.
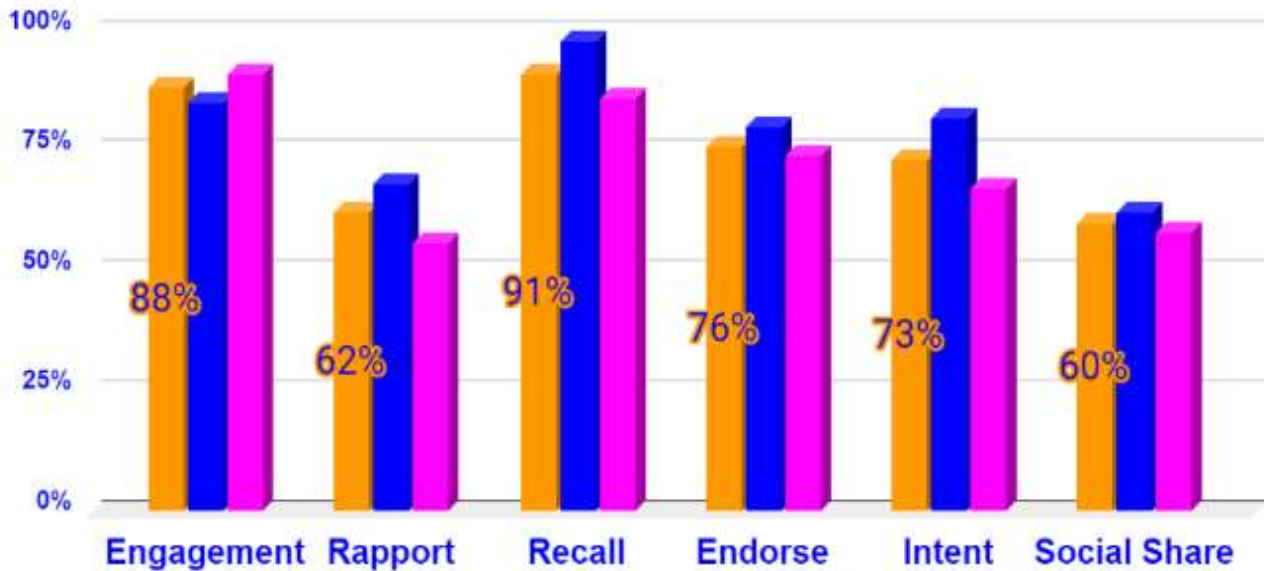
TOPLINE METRICS:

This spot is clearly polarizing, and Men were significantly more likely to over trend positively on our core topline metrics.

From recommendations to brand recall, Men dominated in the numbers. This should not be surprising since 1) the central character was Male and 2) the subject matter is "more of a Man's world".

TURBO TAX SUPERBOWL COMMERICAL 2022
7 Key Metrics by Gender
■ TOTAL ■ MALE ■ FEMALE

Engagement 88% | Rapport 62% | Recall 91% | Endorse 76% | Intent 73% | Social Share 60%

Detailed Findings

METRICS

The Turbo tax commercial is clearly a story that engaged Viewers with a score of 98 out of 100. The more interesting story here is the significant difference between Men and Women. Typically, we see higher Story Indices for Men when there is a central Male character (as in this case) yet this was not the case. In fact, they under trended for this Metric versus the Benchmark. Perhaps the "saga" of a Men entrenched in Tax dilemma may not be as evocative as it is for Women. We posit that this story engaged Women more as it was a light-hearted, informational presentation of tax preparation, a topic that Women are not always confident about, having generally less of an optimistic attitude towards financial vs. Men.

COMPARATIVE STORY INDEX

96   90   102
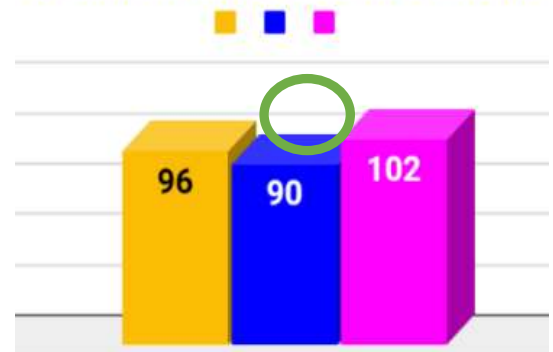
REACTIONS TO OUR SIX TOPLINE KPIs

Overall Takeaway: This commercial openly delivers compelling content for the entire audience but resonates with Men especially well. Indeed, under general Social Science principles, topics of/or related to finances tend to be more regular in the Men domain—i.e., taxes, tax planning, financial planning, etc. It is a traditional (but shifting) definition of roles and responsibilities.

Engagement* (Benchmark 75%) The vibe of this spot is meant to communicate that doing your taxes can be surprisingly fun and out of the ordinary (indeed an evocative concept) using Turbo Tax. Indeed, the highly visual staging, and

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informational tone of this spot delivers quite the uplifting message: Taxes are not something to be afraid of, especially not matter what kind format you earn income. Interestingly, Women find this spot significantly more Engaging than Men – however, Men score higher on all other Metrics. Women clearly like the vibe and the messaging statistically more than Men.

Rapport * (Benchmark 50%) Not only does this spot "pop" for Viewers, but Viewers find the content compelling and express great (emotional) Rapport for the commercial's Story. Once again, we note that Men tend to over trend – for "money" related matters (vs. Women) and as such, they express a higher degree of connection with the content.

Brand Recall ** Nearly 100% of Men recalled the brand name, confirming the notion that Men unconsciously pay more attention to "financial topics" than Women. Overall, your score breaks the benchmark again, with nearly the entire audience recalling the brand name.

Endorse ** Continued appeal for the commercial is noted as 8/10 Viewers would recommend this brand to a family, friend, or colleague.

Intent ** Presenting with very high scores for brand intent (to try or buy) is noted at 7/10 – which suggests that the main message resonated very well with Viewers

Social Share ** In fact, this metric tipped the scale to advocate for Turbo tax as a bran, and 6/10 Viewers agreed they would share this on Social Media. Another element which goes to support the high appeal for this spot.
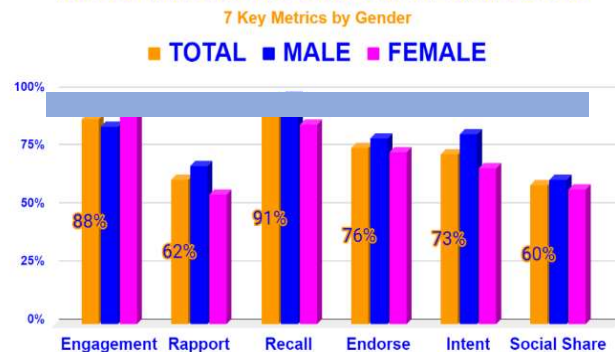
CURIOSITY MAP

The pattern resulting from Viewer's (unconscious) interest presents with average intensity, and peaks solidly only during a singular key moment. As observed in the Map – there is average friction in the area of "interest." Note that since the topic of taxes is not of great newsworthiness there are not many spikes in this measure, until Tia the Tax Expert "does her thing." The presence of the Tia the spokesperson and the information she shares are clearly important parts of the spot since there is where their interest rises to the highest levels.

The other important pattern emerges in concert with the messaging content – higher peaks are noted when he "wins" and lower dips when "he is not." appear when the "I am a Millionaire" phrase is voiced; downward dips are the result of when he says, "I'm not a Millionaire."


In this case, since most Viewers were probably already familiar with Turbo Tax, there was not a lot of new information required to process, and as such, not a highly fractioned Map for Curiosity. Note, when there was something of newsworthy value, we indeed saw a peak of Interest – and it was Nia – the Tax Expert.

This metric returns to the Mean line at the Peak End, suggesting that the audience has had their Curiosity satisfied, and no further information is required.

Men vs. Women

There are quite some remarkable differences between how the Men and Women trend. As noted earlier with their higher Story score, Women appear to express exceptionally more interest in the topic/subject matter and the spot. Look at the area of intensity in their map compared to the Men.
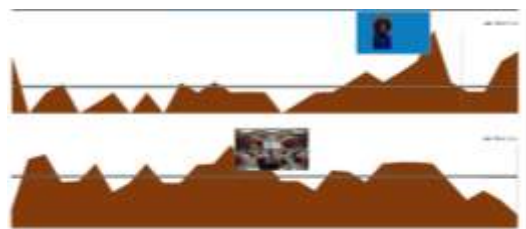

Further, there are multiple points in the commercial that spike in terest for Women, whereas the only strong spike for Men is interest in the Tax Expert, Nia.   Interestingly, Women present with a much stronger intellectually interest. For Men, their interest is hardly present at all, until "the pretty girl comes on screen" and just as the Women tune OUT totally at the Peak End. Men appear to require additional closing thoughts as their Curiosity peaks at the end, when it should return to the Mean line.

ENJOYMENT MAP

MORE FRICTION = MORE ENJOYMENT

Viewers react positively with a mood of Happiness to this spot, albeit there is not great friction noted. They are likely sporting smiles/laughter at the "he is/he is not" moments as represented by the Spikes in this sentiment. This is a "appealing/compelling" sound bite that could help Viewers mnemonically recall the brand name.
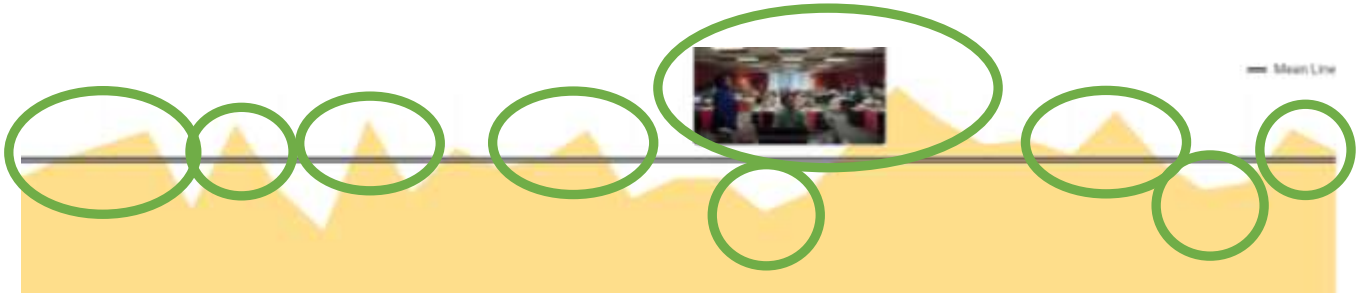
Men vs. Women

Among both Genders, the spot was considered of similar average Enjoyment as seen by the under-trending trajectory of both graphs – with most of the area under the mean line. The opening of the spot is the "high" point for Women – as there is a Woman in the opening moments (nod to the Sisterhood) – and probably some degree of actual
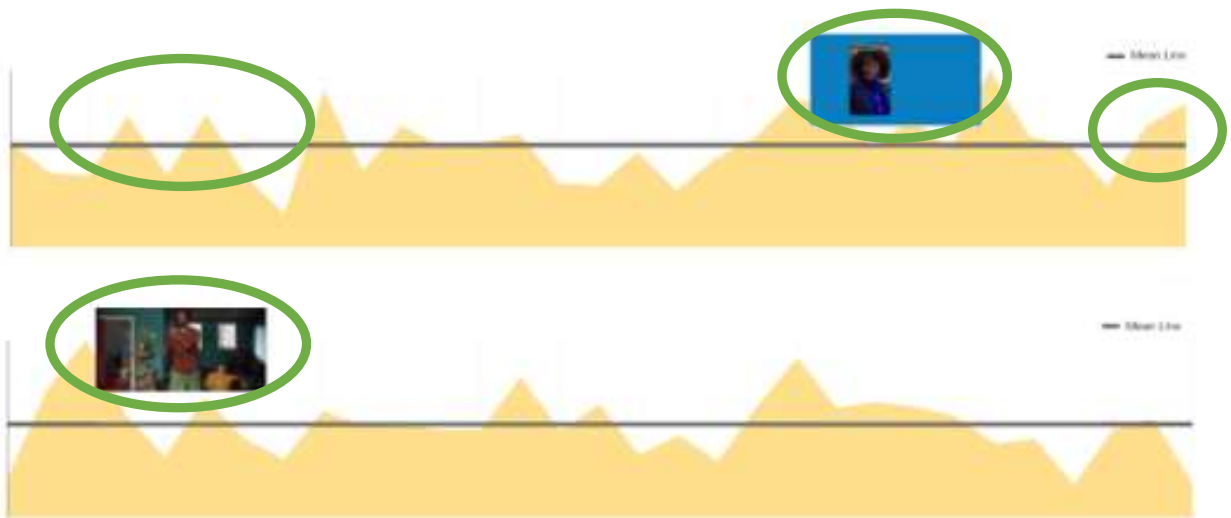
interest/concern for the subject matter (as expressed earlier in their Story Index.). It falls, however, and never regains its way for Women, except for a moment with Tia, the tax Expert, however that does not last. For Men, their pattern presents with a difference perspective. Specifically, Men are delighted by Tia and stay with her, even unconsciously, almost until the end of the spot. Tia clearly has made an impression on the Men, and the last moments of this commercial are favorable versus Women who are gone by the end**.**

got emotions?

MOODS (Defined through Maps)

GREAT FRICTION = GREAT CONNECTION = GREAT INTENT/INTEREST IN YOUR STORY

Happy

The trajectory of this map supports the notion that Viewers found the content/messaging pleasing, with one particular moment where the Joy vibe was particularly strong among the audience – specifically – when Tia the Tax Expert comes on camera – probably "humanizing" the plot of the Story and securing credibility for the messaging.
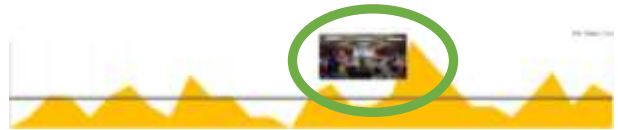
Men vs. Women
Both Genders tended to trend at similar levels.

Surprised

The positioning of this spot utilizes the mood of Surprise which Viewers enjoy and react accordingly. Kicking-off with the opening - "Surprise you are rich, Surprise – you are not!" greatly intrigues the audience and indeed, there is burst of surprise every time the Man shouts out "whether he is/is not a millionaire".

Men vs. Women
Unfortunately, it appears that the novelty and cachet of this spot is highly polarizing only to trigger a response from Women. The huge spike at the close among Men more suggests *relief* that the message has ended and perhaps did not deliver the closure they require.
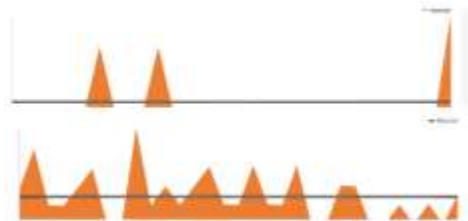
Sad

The area maps are heavy and there is minor movement in the trajectory of Sadness. This would infer, that while none of the content truly saddened anyone, there is a sentimental vibe of "doom/gloom" – which is not surprising since it's a commercial about taxes, and more specifically about crypto which is still odd/foreign to the general public.

Men vs. Women
Few differences are observed between the Genders.

got emotions?

Anxious

Spikey and the area is rich in its moodiness. Indeed, taxes are a topic that makes everyone a little queasy. Interestingly, the early messaging of "he is/he is not" triggers tension rather than pure entertainment. This is normal.

Men vs. Women

Clearly the Men find the Man's luck edgy, and they react with great Angst. Women are not so triggered by the win/no win context but exhibit a directional mood of Angst through-out the spot.
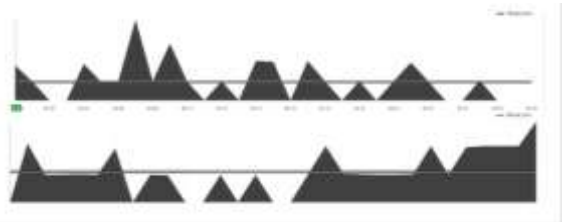
Skeptical

A good amount of friction presents in this trajectory confirming that the "he is/he is not a millioniare" could be entertaining and relevent in today's markeplace, however, it appears to drive more negative sentiments than would be ideal. Specifically, in a spot that is meant to be quite entertaining, informational and goofy at the same time curries a little too much negative trending vibes.

Men vs. Women

Women are notably more skeptical about the antics/truth of this commercial than Men. In fact, there are many more moments that are negatively trending for Women than Men overall.
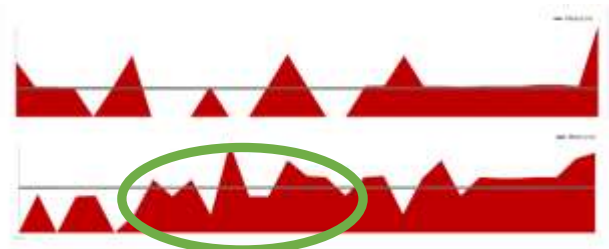
Aversion

After the initial "shock" of this being a commercial for a not-so affectionate topic as taxes– the commercial finds a way to lose this negative vibe.

Men vs. Women

Little to no dislike, after the opening moments.

got emotions?

Survey Questions

Specifically, queries using a Yes/No response or Multiple Choice are configured as bar charts, and Open-ended answers are coded via a Word Cloud (for simplicity and easy interpretation.) All data collected on the dashboard can also be accessed/retrieved by the user at any time by downloading a CSV file attached to each measure and the icon is located on each page.) Data is presented by quota selected during test creation. In this section on your dashboard can click on the Survey Results Tab and see the metrics for the following. There is a button to see the multiple questions and another to see the open-ended responses.

- Brand Recall
- Social Share
- Intent
- Endorse
- Your customized Survey questions

Word Clouds

Open-ended survey question results are presented in the form of a Word Clouds. The word cloud solution summarizes the top 250 words that were expressed most often in response to your question. The bigger the word more often it was mentioned, and clearly more important to viewers.

This analysis is sure to give you a keen sense of the respondents' takeaways.

got emotions?

APPENDIX A
GLOSSARY OF TERMS & FAQS

What is EmotionTrac and how do we use it?
EmotionTrac captures and measures viewers' Emotional/Sentimental reactions to your viewing content, with metrics derived from the science of reading micro-facial expressions, or Facial Activation Coding - FACS. This innovative AI technology that allows us to report the automatic, live, and unconscious micro-facial expressions occurring in response to your messaging. FACS is the most comprehensive, psychometrically rigorous, and widely used system because of its deep and potent descriptive power. This measurement tool is used widely in diverse fields such as neuroscience, market research, behavioral science, and psychology. Our tool is meant to reveal the most triggering (positive and negative) aspects of your messaging. Using this tool, you can evaluate your message on a second-by-second basis, with the ability to look at scores overall and by key subgroups.

How Does EmotionTrac Work?
Specifically, the configuration of facial muscles and facial expressions have been shown to reflect a person's authentic internal feelings, emotions, motives and needs, and are called micro-expressions. These are the automatic result of the brain "leaking" sentiment and emotional reactions as fast as a "blink of the eye." Both in action and in analysis, the EmotionTrac tool employs the work of Dr. Paul Ekman and Professor Robert Plutchnik, the world's leading experts in the field of FACS and Scientific Emotionality. This FACS coding system is validated universally for all human emotions, with no bias relating to ethnicity or locale. It is through automated facial coding; we can measure people's emotions as they watch video content – and thus truly assess the quality and relevance of that content. Using a minimum sample of 100 people, they view/watch the content on their own mobile devices, as they would in a real-world environment. Their responses are captured and recorded with their consent. Their facial expressions are analyzed, and the results are aggregated and reported on our online dashboard in real time, enabling our clients to make swift and informed business decisions.

What Emotions Are Measured?
Our EmotionTrac tool captures and reports a robust and validated set of metrics. First, we track the measures for Dr. Ekman's basic 7 emotional conditions: Anger, Joy, Disgust, Surprise, Anger, Sadness and Curiosity. We bolster this set of metrics by reporting additional compounded (combining two emotions to create a third emotional condition) 12 emotional conditions as posited by Professor Plutnick to include: Angst, Bittersweet, Contempt, Delight, Despair, Guilt, Remorse, Envy, Outrage, Disapproval, and Victory. Our analysis focuses on the theories of Facial Expression Analysis (FEA), a technique widely used and validated in neuromarketing research which posits various interpretations of the data. We also report more than sentimental analytics as we measure a series of our own proprietary metrics derived from those emotions and our own algorithms. As seen on the Dashboard we offer summary measures for viewer Engagement, Brand Recall, Brand Intent, Social Share, Story as part of every test. We also deliver robust metrics in the form of line graphs or "maps" for the measurements of Enjoyment and Curiosity. Benchmarks are always provided to assist with the interpretation of the data.

got emotions?

How do you recruit your audience?
We are continuously working on building our audience, increasing the quality, differentiation, and volume of panelists. Our digital recruiting mode is robust and reliable. We place high value on using a general population as the test audience. Importantly, in mobile research today, our needs are best served when we "cast the widest net" and include the largest range of respondents to be invited to your test. Clients using our national, random sample methodology in the past have met their research objectives easily and accurately.

Glossary of Terms
The next set of metrics further deliver the "story" – in terms of data – Viewer takeaways, the extent of their "commitment" in the brand, and how we might see their positive attitudes expressed in the real world. Specifically, the following measures will create this core understanding.

- **Engagement –** collected unconsciously through the AI tool
- **Rapport** - collected unconsciously through the AI tool
- **Story Index -** collected unconsciously through the AI tool
- **Brand Recall –** collected via Survey questions
- **Social Share –** collected via Survey questions
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