

## **GEICO “SCOOP” COMMERICAL**

“Chaka-laka-chaka-laka-chaka-laka.”



## **PREMIUM REPORT**

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## Table of Contents

	<b>Page</b>
• Background & Purpose	3
• Research Objectives	3
• Sample & Method	3
• Part 1: Metrics	4
○ Story	
○ Engagement & Rapport	
○ Brand Recall, Purchase Intent, Brand Recommendation, Intent to share on Social	
• Part 2: Maps	5
○ Curiosity	
○ Enjoyment	
○ Humor	
• Conclusions & Implications	6
• Appendix	7

## **GEICO “SCOOP” COMMERCIAL**

### **Background & Purpose**

Geico has established a strong presence in the popular consciousness of ordinary Americans with a plethora of atypical advertising campaigns and memorable slogans. GEICO's approach is successful because of how cleverly they construct loveable oddball characters, utilize humor, and one-liner branding.

At this time, the Agency was interested in buying media that specifically targets a Female, Geico audience and as such, was eager to learn how people – specifically Women - reacted to this commercial, and what impressions of the brand were delivered.

One particular spot, part of the “What Are You Waiting For?” campaign was chosen for testing. It features a woman named Tasha in her kitchen, preparing dessert for her guests. An announcer informs Tasha that GEICO could save her hundreds on car insurance and a whole lot more and suddenly the old-school hip-hop duo, Tag Team, appear in her kitchen and within seconds the group is dancing to the sounds of “chakala.” The new commercial for GEICO™, called “Tag Team Helps with Dessert” was at the time of launch the brand's most-seen Ad in America.

### **Objectives**

**To determine the Female relevance and enjoyment of the commercial so that the Agency can:**

1. Target the Media Buy – invest in female-only/owned media outlets.
2. Advertising Research – to determine how & why this spot resonates with a female audience.
3. Build-out the Emotional Connection – so that future creative embraces the most mood evoking content for a female only target. Build a stronger response by understanding if the audience is emoting the way you want them to.

### **Sample/Methodology**

Sample Size: 100 Panelists in each test (minimum) with a 50/50 Male-Female split. Comprised of an audience that is representative of the US Census regarding demographic array.

Method: Our research protocol delivers an analysis of your communication, assessing how would a Viewer respond emotionally to the content, and what impact that emotional connection would have on future consumer behavior. We employ Facial Action Coding System (FACS) to process reactions that were captured using the front facing camera of their device while they watched the video. As such, results of the measures we collect are genuine since there is no Viewer bias, and they are unaware of the natural, universal facial micro expressions they are exhibiting throughout the test. After watching the video and forming their opinions, the Viewers were asked survey questions branding and intent. The data is 100% significantly reliable at a 95% confidence level.

We highly recommend reviewing the Glossary of Terms in the Appendix to familiarize yourselves with the type of metrics we collect to best understand the value of this report.

### Part 1: Metrics

The first set of metrics we report deliver reactions/outcomes to your “Story” narrative. Specifically, we report on the scope of Viewers’ impressions and “commitment” to the brand, and how we might see these attitudes expressed in the real world.

**The Story Index** (Baseline = 100) *The Story Index delivers an overall, spontaneously reactive, score of how well the commercial’s message clicked with the audience. To calculate this index, we blend the sentiments of Engagement and Curiosity.*



Without a doubt, the SCOOP commercial successfully engages the audience emotionally and intellectually, scoring a perfect 100 among the total audience, and by gender. The Tasha story works!

### Topline Metrics

**Engagement**, which is picked-up unconsciously from Viewers via the AI, clearly illustrates the power of novelty, humor and nostalgia to arouse and engage an audience. This metric also confirms that both Genders are enjoying the spot at the same rate.

**As for Rapport**, this metric trends lower for Women, but significantly still above the benchmark. Typically (societally), Men are more likely to express a connection with more “masuline” topics such as “banking or insurance.” As such, we see Rapport metrics for Men trend to trend quite higher.



### Key Metrics (obtained via post-video survey questions)

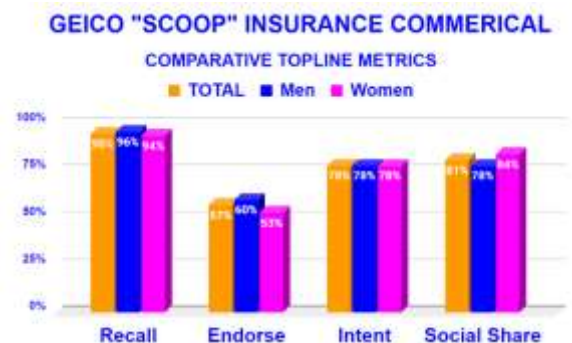
The accompanying brand metrics represent consumers’ intended, conscious behavior driven/evolving from your commercial.

**Recall:** Nearly perfect recall confirming how well this campaign resonates, and significantly surpasses the benchmark.

**Endorse:** The messaging was clearly entertaining and drove a positive vibe for the brand –Not surprisingly, we see a higher metric for Men, which is how they trend (vs. Women) in categories related to more financial products such as banking or insurance.

**Intent:** 8/10 Viewers said they would consider Geico if they needed insurance. Clearly the brand name has enormous perceived value since this spot was created generally just for entertainment. Men and Women trend at parity.

**Social Share:** 8/10 Viewers said they would share this content on Social, with 9/10 Women saying they would (as usual Women overtrend on Social sharing vs. Men.)



## Part 2: Maps

**CURIOSITY MAP:** Given the spot is more entertaining than informational, it's not surprising that Curiosity trends at average – in line with the mean line. There are two peaks, however, that trigger moments of a rise in interest:

- When the Tag Team appears in her Kitchen
- The second spike occurs when the Dad/Daughter are in the kitchen
- At the Peak-end the line graph is at the mean line which infers that nothing in the spot was confusing or hard to believe.



### By Gender

- When the Tag Team appears in her Kitchen, Men and Women react with interest at the same rate.
- The second spike occurs when the Dad/Daughter are in the kitchen, however, generates more interest among Women than Men.
- After the Happy Dance, Men continue to exude interest in the content, while Women fall off.



**ENJOYMENT MAP:** Very interestingly, the spot picks up a great deal more pleasure to watch about ½ way in. That is, once the Tag Team appears on the scene the total group is more amused and joyful.

### By Gender

Divergent impressions of Enjoyment are clearly noted. Women present high above the Men regarding how much pleasure/enjoyment they got from the commercial. It is quite evident in the map that this is a Women's spot.



**HUMOR MAP:** Similar to what we observed above, the Humorous mood presents and grows from after the time the Tag Team come into the spot, until the end.

### By Gender

It is mostly clearly evident that Women find this spot significantly funnier and more entertaining, further confirming its capacity to be part of the Female Reel.



## Conclusions & Implications

The objectives of the research were accomplished. Specifically, we sought to determine the extent Female relevance and enjoyment of the Scoop commercial so that the Agency can:

- Target the Media Buy – invest in female-only/owned media outlets
- Build-out the Emotional Connection – so that future creative embraces the most mood evoking content for a female only target.

Indeed, the emotional and intellectual appeal of this commercial among Women far surpasses that of Men. While the Story is not off-putting to Men, we can confirm that Women display a greater connection with the content than Men. In short, the Scoop commercial both establishes and confirms there is resonance among a female target. As such, this spot would make an excellent asset as part of a larger advertising/media effort targeting Women.

Specifically, Women found the spot funnier, more engaging and memorable. Women were significantly more likely to express Humour and Enjoyment than Men. Importantly, they also exhibited an emotional connection with Tasha – the Mom – the Story presentation is aspirationally relatable. Of further note:

1. The household routine is a thematic that modern Women often mundane and boring. This commercial, however, takes the ordinary and makes it extraordinary. Suddenly a boring baking moment becomes “enchanted” and this notion is highly aspirational for Women. She feels recognized, like she won the “big prize.” She attracts a famous musical duo to her kitchen to bake and scoop with her. Tasha feels good.
2. Happy Wife = Happy Life. Her joyful mood depicted by dancing and smiling big speaks to an aspirational feeling Women seek in their lives – such as the simple Joys of a household.
3. Further, adding a Husband/Daughter dynamic offered more opportunity to present a “normal” family – with a doting/dancing husband (of course!) and a daughter embarrassed by her parents.

In conclusion, we strongly recommend including SCOOP in the female targeted ad campaign as it will deliver the kind of female-centric, positive, memorable mood so highly desired.

## APPENDIX

### Part 1 – The Metrics

#### Glossary of Terms

The first set of metrics deliver reactions/outcomes of the “story”. Specifically, we report on the extent of Viewer “commitment” in the brand, and how we might see their attitudes expressed in the real world.

- **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
- **Intent** – collected via Survey questions
- **Endorse** – collected via Survey questions

**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.



## Part 2 – The Maps

### Curiosity, Engagement, Humor

**What are Maps?** Maps illustrate the pattern of emotional reactions elicited by the audience while watching content. Maps can be filtered to view data by a variety of audience profiles.

**What is a good Map?** A map with friction. This is illustrated by repeating spikes and dips above and below the Mean Line. Spikes represent positive moments and Dips depict weak moments.

### 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.

4. **Filtering By Subgroup:** For a deep dive at how gender impacts sentiments and logic filter Men vs. Women. The next level we examine is how this Metric is distributed by Gender.

**What do I do with this data?** Observe where your content is generating the specific emotion and confirm that is the intended reaction at that time. If not, then perhaps it's a red flag or pain point in your messaging.



**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 is the Humor Map?**

This map represents the average of two sentiments: Joy and Surprise. It identifies the mood of the viewer moment by moment while watching the content. Humor is captured when the audience finds the content to be Amusing, Funny or Witty.

### **What is the Curiosity Map?**

This map informs us if the viewer is getting enough relevant information to satisfy their Curiosity. The map illustrates frame by frame, where and when the audience experiences Curiosity and where they do not, as illustrated through the spikes and dips. Observe where your content is stimulating the most Interest and where your message can be optimized by identifying the less Curious moments of your content. Low markers for Curiosity indicate that the audience is either bored or confused with the content.

## **Sentiment Maps – The Moods**

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

**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.