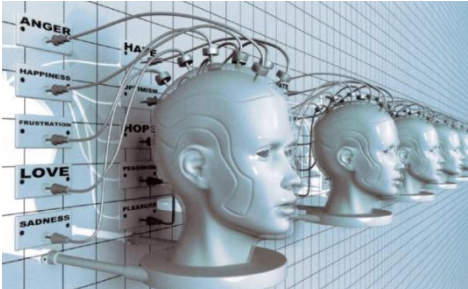




# THE NEURO LAB<sup>©</sup>

## Optimising communications through EEG Measurement

**Our approach is to combine the latest neuroscience (where brain waves are scientifically measured) with qualitative group discussion to explore insights.**

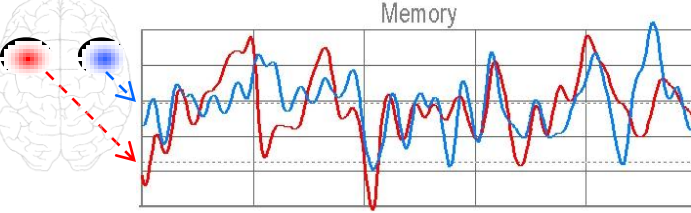


Brain electrical activity is recorded from a number of sensors positioned in the headsets worn by the participants. All data is collected on a second by second basis while participants watch the commercials (or other material) under consideration. This method was developed by our partners Neuro-Insight.



Four key metrics reported independently. These include:

- Engagement
- Long-term memory encoding (left & right brain)
- Attention
- Emotional valence



### Recording Brain Responses

**INSIDE STORY has a partnership with specialists in neuroscience – Neuro-Insight - to offer advanced communications research which combines our INSIDE COMMUNICATIONS<sup>©</sup> approach with the analysis of brain activity.**

This approach was used to develop the highly acclaimed and recently launched Allen's brand TV ad featuring a giant doll walking the streets blowing bubbles to the tune of 'This Old Man'.



*"For the communications optimisation research for the new Allen's brand ad, we selected INSIDE STORY and the neuroscience based approach which measures brain activity directly. We feel that there are a lot of approaches that capture more rational and considered responses but we wanted to understand the emotional impact of the ad - how it touches hearts and minds and how it will affect future purchase behaviour. We found the approach enabled us to understand in detail how the ad worked in terms of engagement and branding. We found the approach easy to understand, and as a result, the findings were very helpful and actionable. The learnings gave us a clear direction as to how to best optimise that ad. We feel we produced an outstanding ad and INSIDE STORY's approach has been an integral part in this process."*

Kasia Witon-Wanstall, Insights and Planning Manager, Nestlé Australia Ltd. 22 June 2009