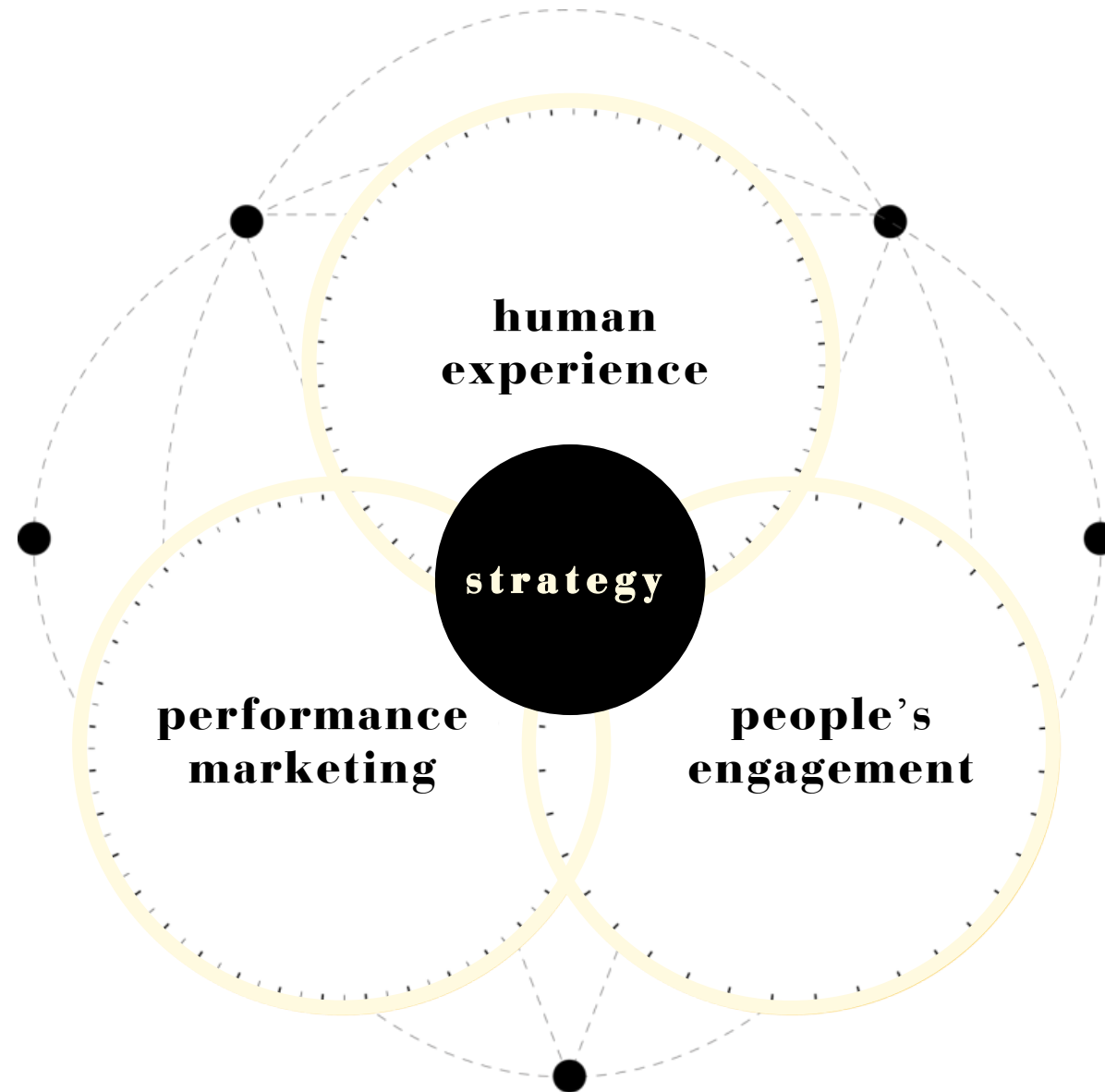
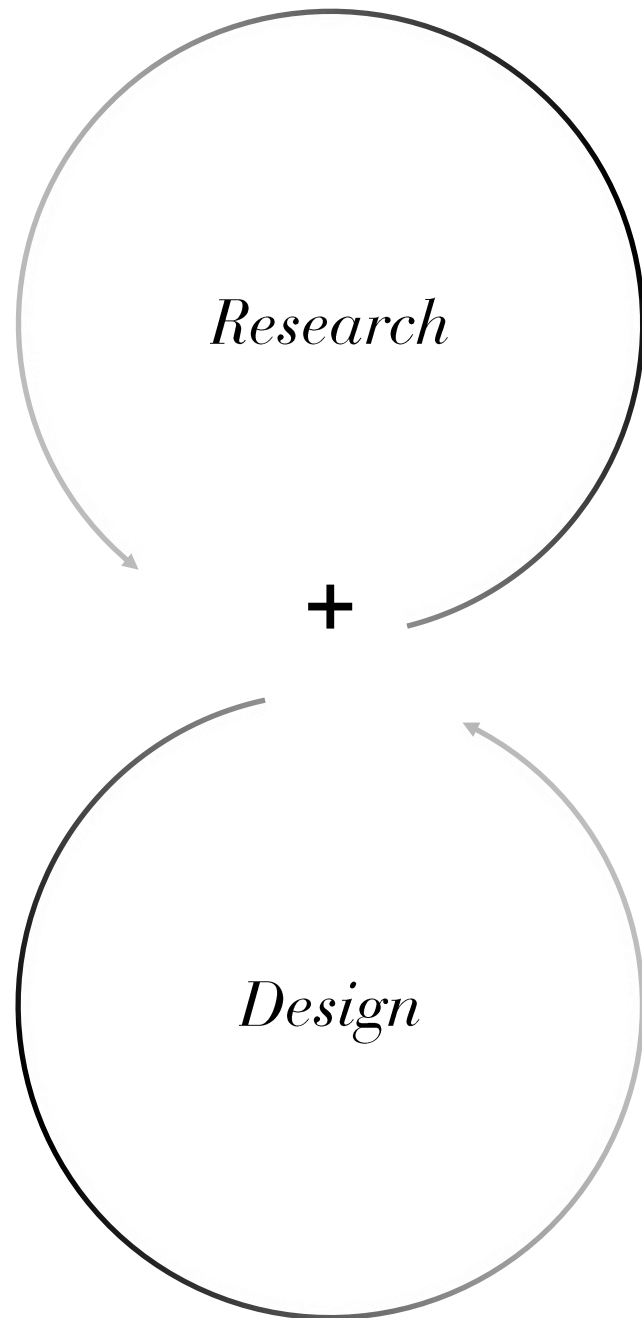


tsw

# **How effective is the IAT in assessing your TV spot?**

Amsterdam 2017





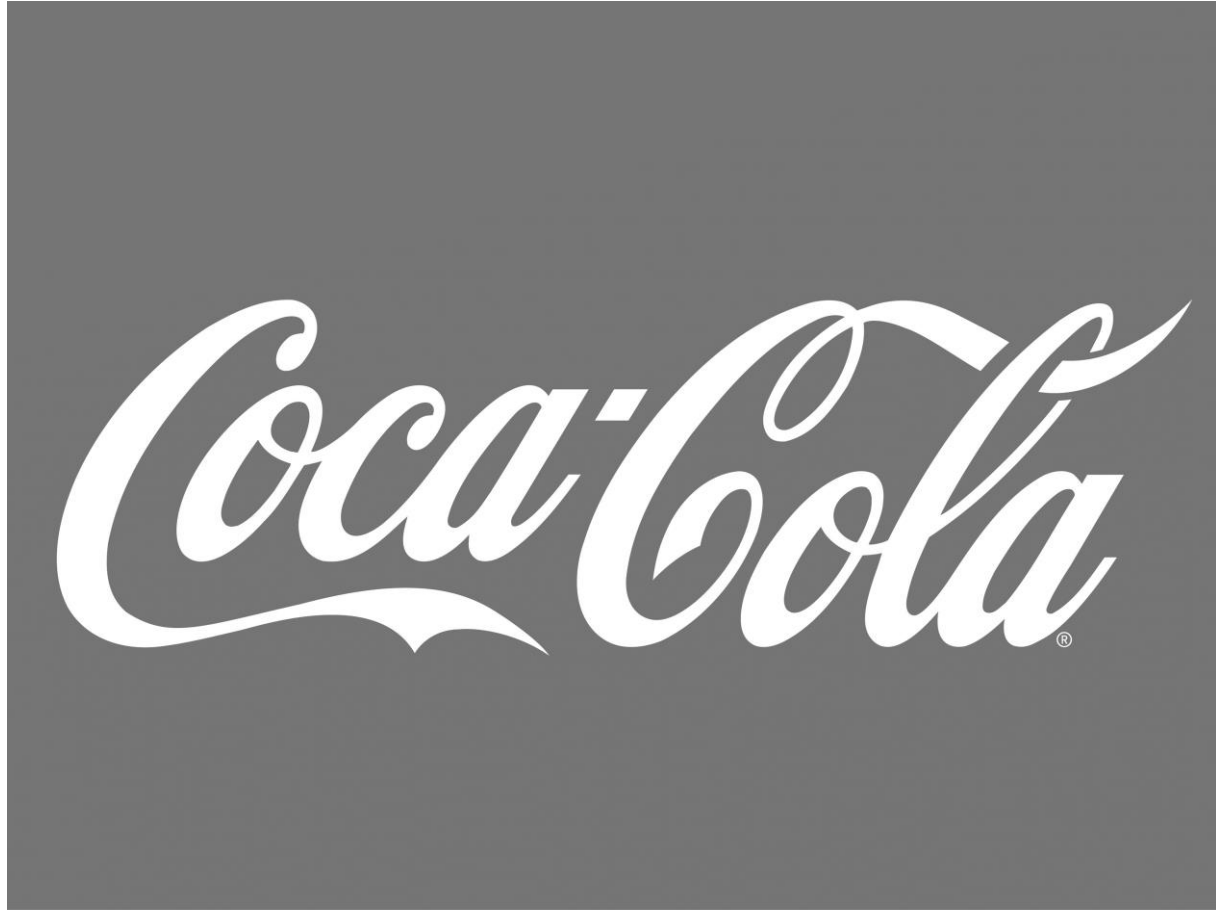
**We measure and analyse  
implicit and explicit  
behavioral and emotional  
responses in order  
to design the best  
experience of interaction.**

The IAT is a tool for  
measuring the **strength** of  
brand associations.

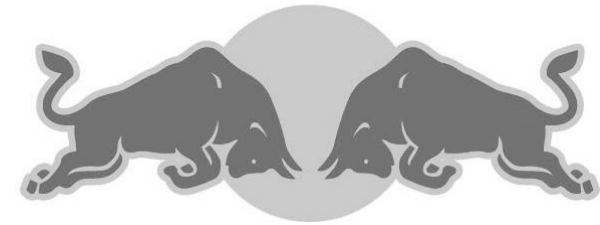
The **faster** is the positive  
response to an association,  
the **stronger** is the  
association.

"Work it harder,  
Make it better,  
Do it faster,  
Makes us stronger—"





**Red Bull®**





**...up until today**



# Re-brand

## PURPOSES OF REBRANDING

**01 | Protection**

**02 | Faith**

**03 | Trust**

**04 | Renown**

**05 | Safety**

**06 | Transparency**

**07 | No Risk**

1966

1968

1979

1990

1996

2016



For a short time the name of a brand (e.g. Coke) will appear in blue font in the middle of the screen. The brand name is replaced by a different word or phrase (e.g. fizzy) in white font that might be associated with the brand name.



Press the left response button (E) if you think 'YES' the word or phrase is associated with the brand.

Press the right response button (I) if you think 'NO' the word or phrase is not associated with the brand.

This is a timed task. It's important that you **GO AS FAST AS YOU CAN** while making as few mistakes as possible. You should try to maximize both the speed **AND** accuracy of your response.

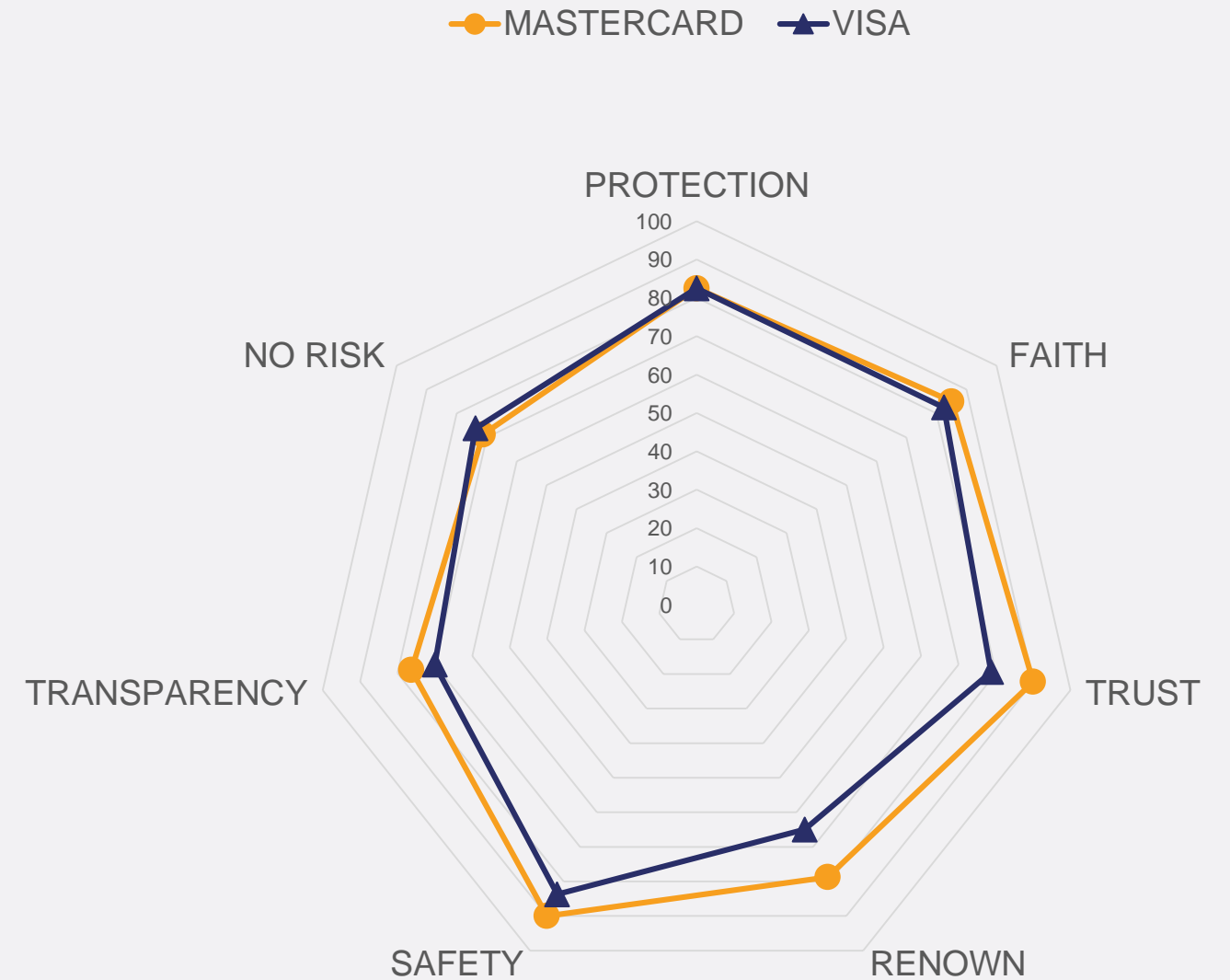
Press the <SPACEBAR> to start.



# Mastercard vs Visa: explicit answers

...how many times did they answer  
**YES?**

	MASTERCARD	VISA
PROTECTION	82,50%	82,50%
FAITH	85,00%	82,50%
TRUST	90,00%	78,75%
RENOWN	78,75%	65,00%
SAFETY	90,00%	83,75%
TRANSPARENCY	76,25%	70,00%
NO RISK	71,25%	73,75%



## Mastercard vs Visa: implicit answers

...how **fast** did they answer YES?

Therefore

...how **strong** is the **association**?

We run a statistical analysis and **NO** differences between Mastercard and Visa were observed on all the concepts (all  $p_s = \text{n.s.}$ ).

---

01 | PROTECTION

---

02 | FAITH

---

03 | TRUST

---

04 | RENOWN

---

05 | SAFETY

---

06 | TRANSPARENCY

---

07 | NO RISK

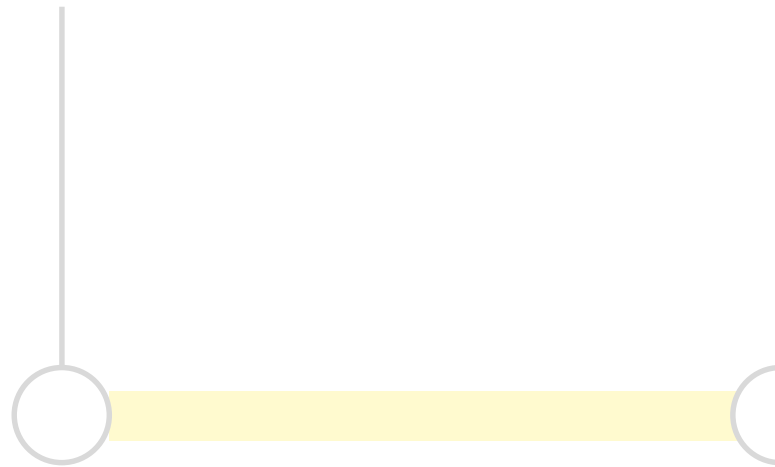
---

**No differences between  
Mastercard and Visa.**

**... what's new?**

# ...up until today

IAT  
(Mastercard vs Visa)



## ...up until today

IAT  
(Mastercard vs Visa)



## ...what's new?

Mastercard  
TV spot



IAT AFTER  
(Mastercard vs Visa)





Soon cyclists will go down the mountain



VINCENT HENDRIKS  
Meccanico del team Lotto Jumbo  
Titolare Mastercard®

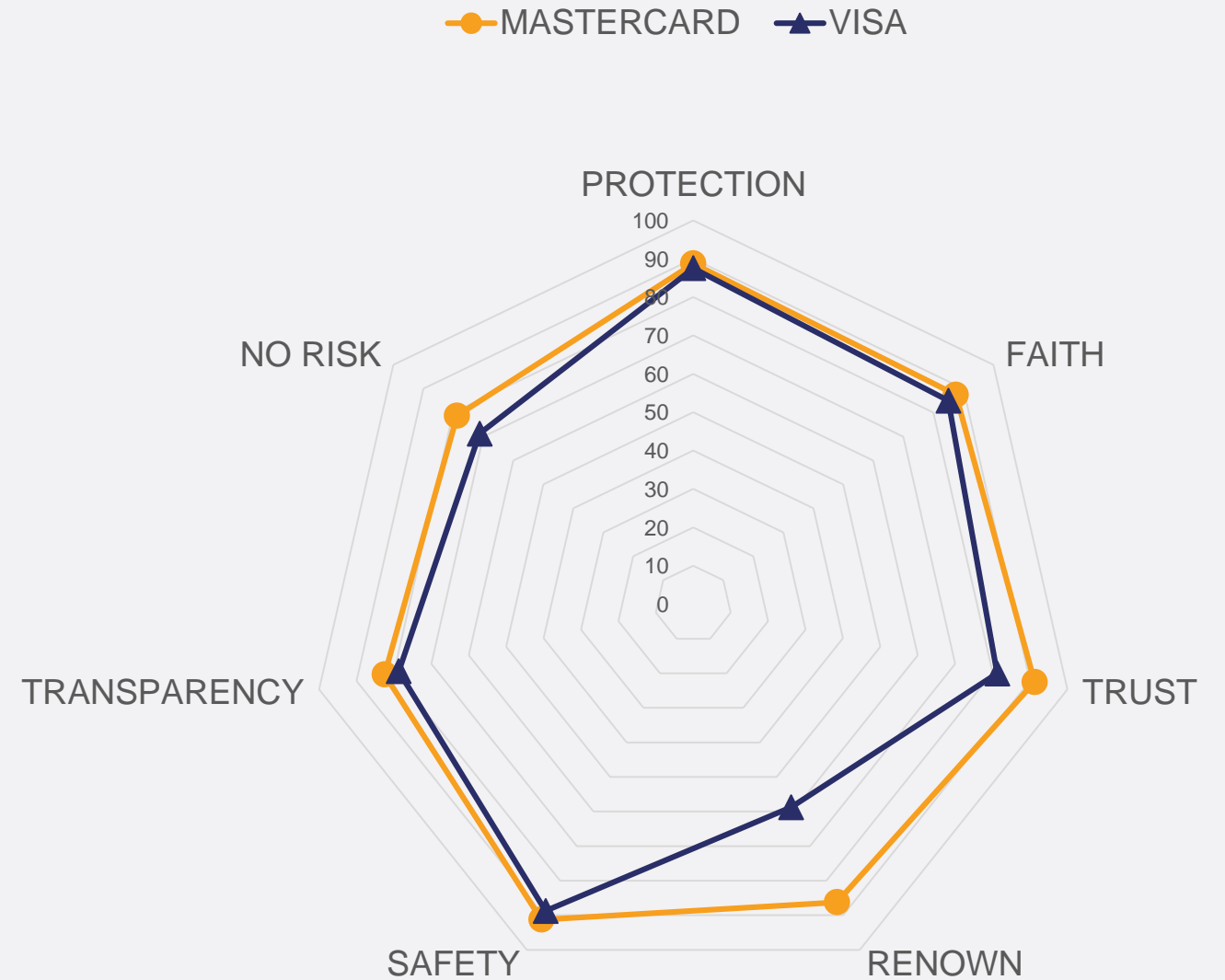
**«Soon cyclists will go down the mountain.  
Their safety depends on me.  
So, I've learned to prevent risks.  
Both in the shop and online.  
Mastercard always refunds you in the case  
of unauthorized transactions.  
Feeling protected is priceless.  
With every Mastercard cards you are always protected.  
Including the new Mastercard Debit.  
Which immediately charges your purchases on your  
checking account.»**

***Any* changes after the spot?**

## Mastercard vs Visa: explicit answers after spot

...how many times did they answer YES?

	MASTERCARD	VISA
PROTECTION	88,75%	87,50%
FAITH	87,50%	85,00%
TRUST	91,25%	81,25%
RENOWN	86,25%	58,75%
SAFETY	91,25%	88,75%
TRANSPARENCY	82,50%	78,75%
NO RISK	78,75%	71,25%



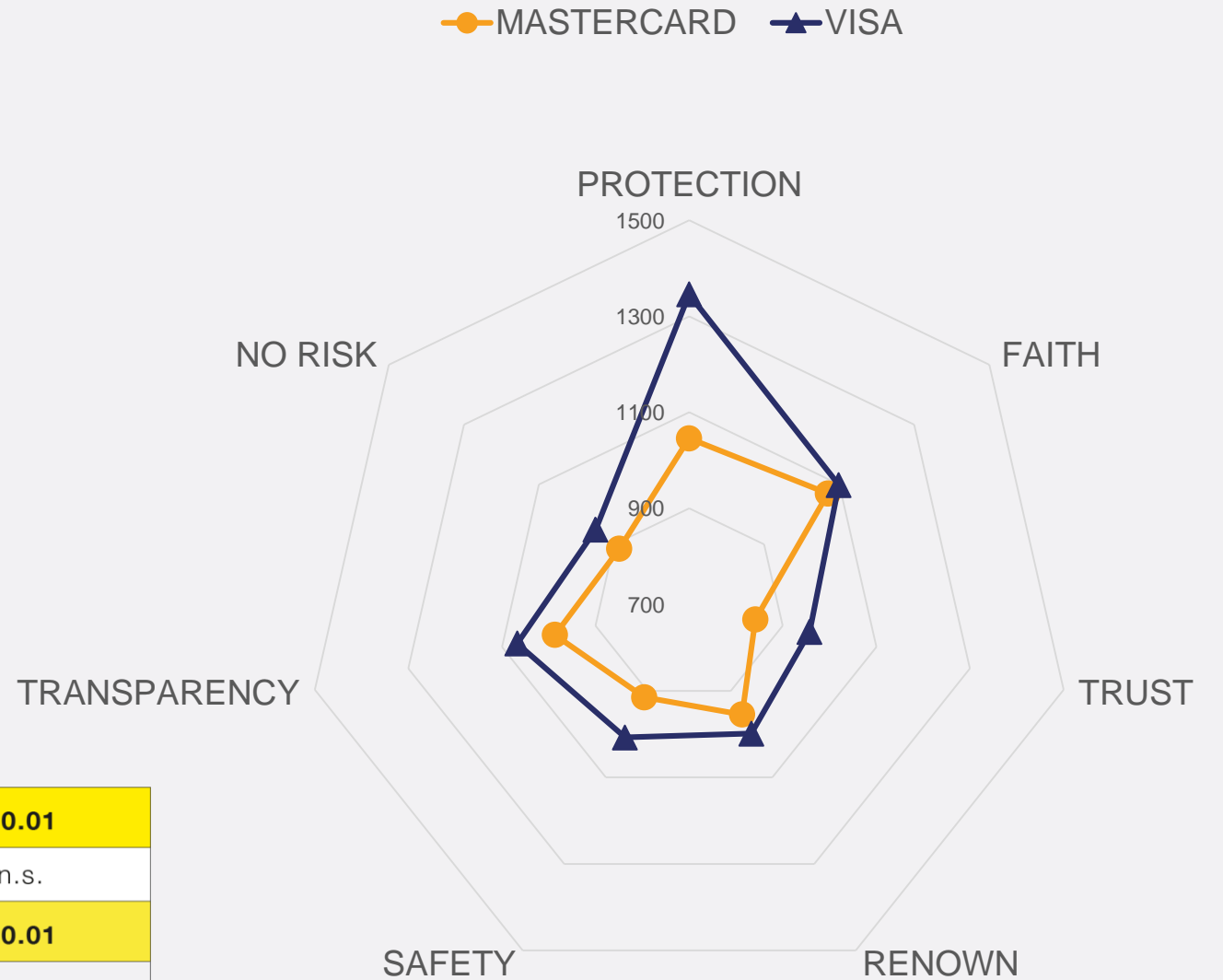
# Mastercard vs Visa: implicit answers after spot

...how **fast** did they answer YES?

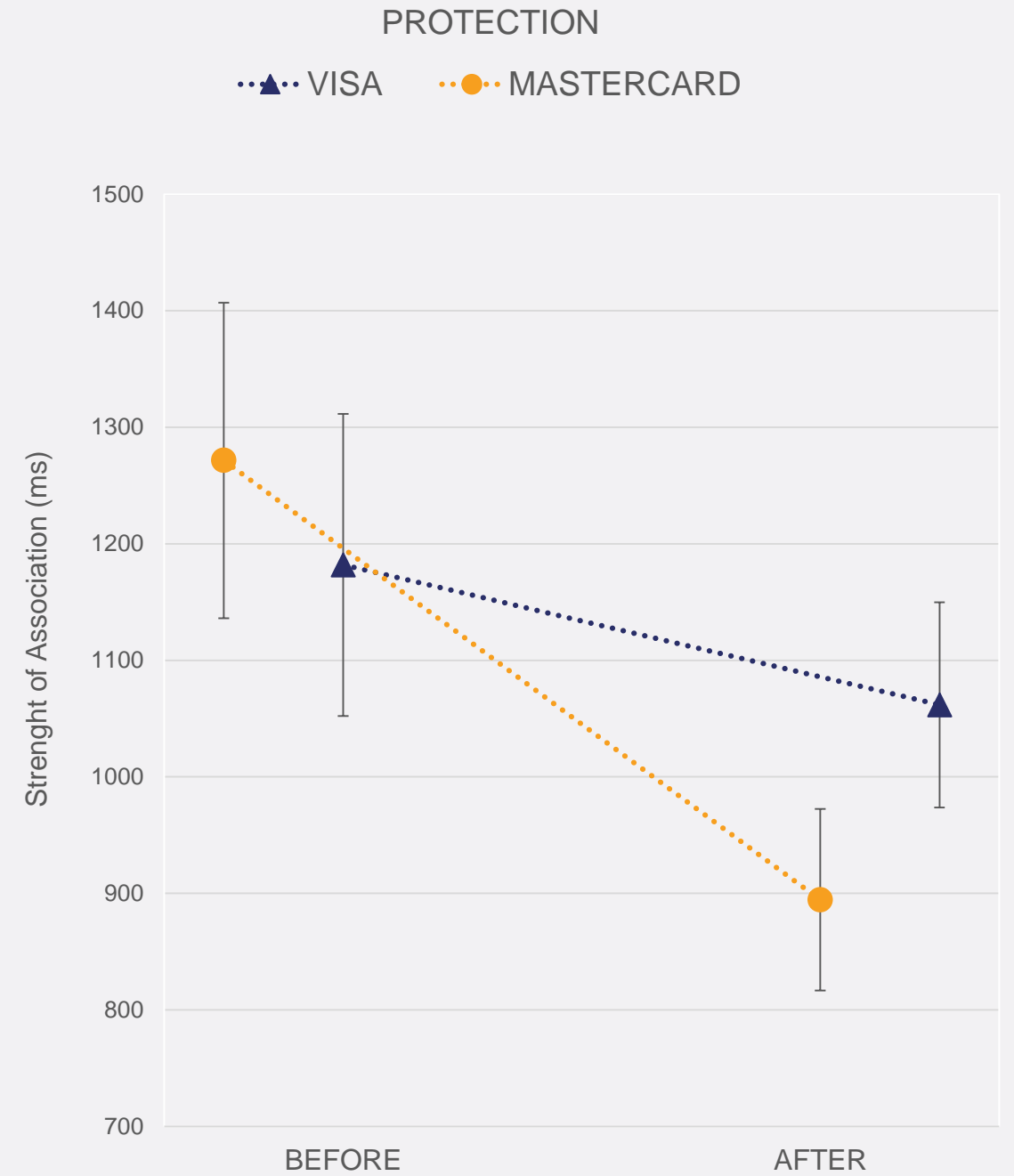
Therefore

...how **strong** is the **association**?

PROTECTION	<b>&lt;0.01</b>
FAITH	n.s.
TRUST	<b>&lt;0.01</b>
RENOWN	n.s.
SAFETY	<b>&lt;0.05</b>
TRANSPARENCY	n.s.
NO RISK	n.s.



What does it mean significant differences?



**How effective is the IAT  
in assessing your TV spot?**

# How effective is the TV spot with respect to the rebranding purposes?

01

Protection

02

Faith

03

Trust

04

Renown

05

Safety

06

Transparency

07

No Risk



**...what's next?**

Paper under review.

# ...what's next?

White paper soon available.

[experience.tsw.it](http://experience.tsw.it)

**Thanks**

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**tsw.it**

**experience.tsw.it**

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