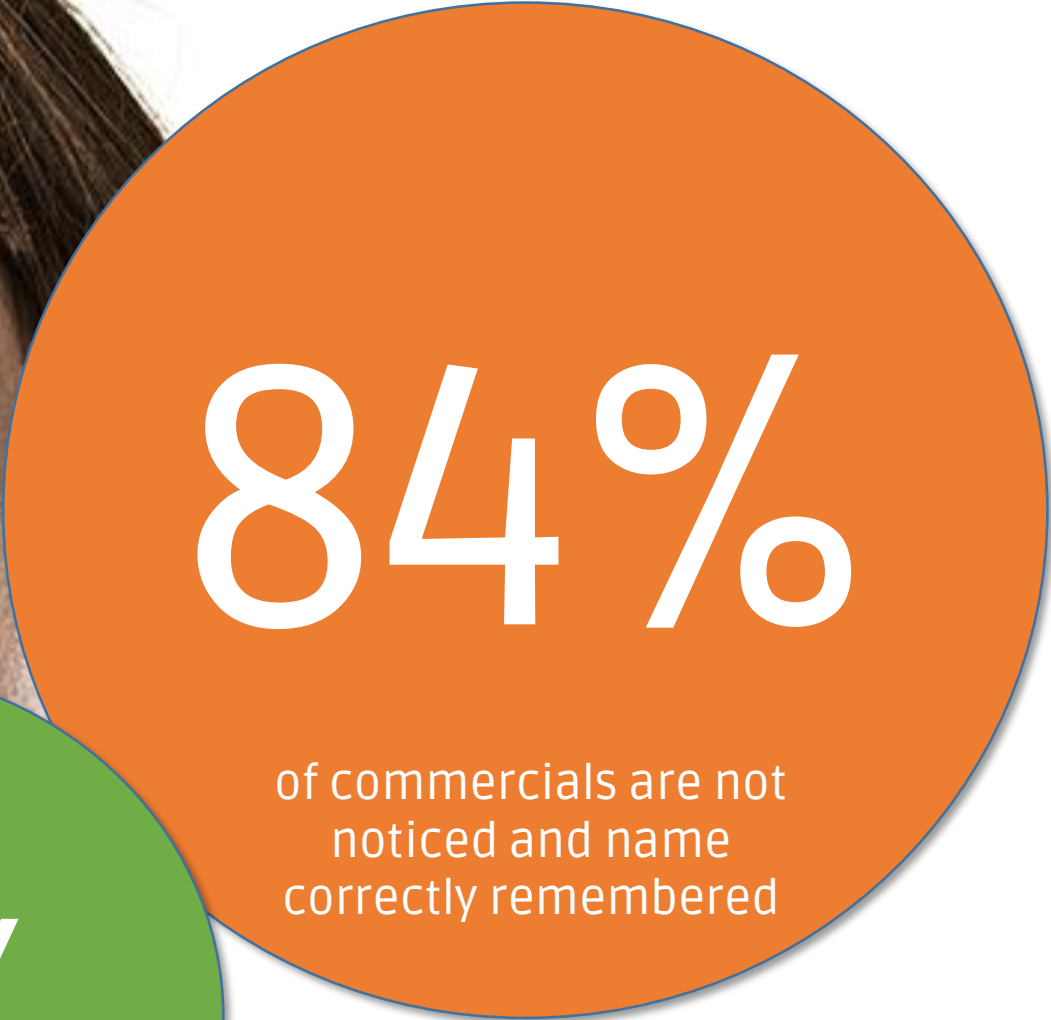
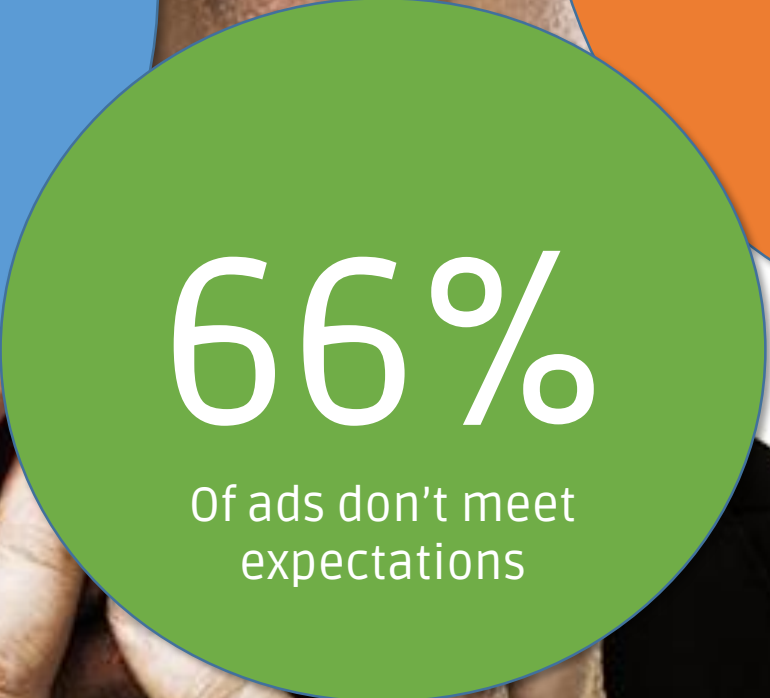
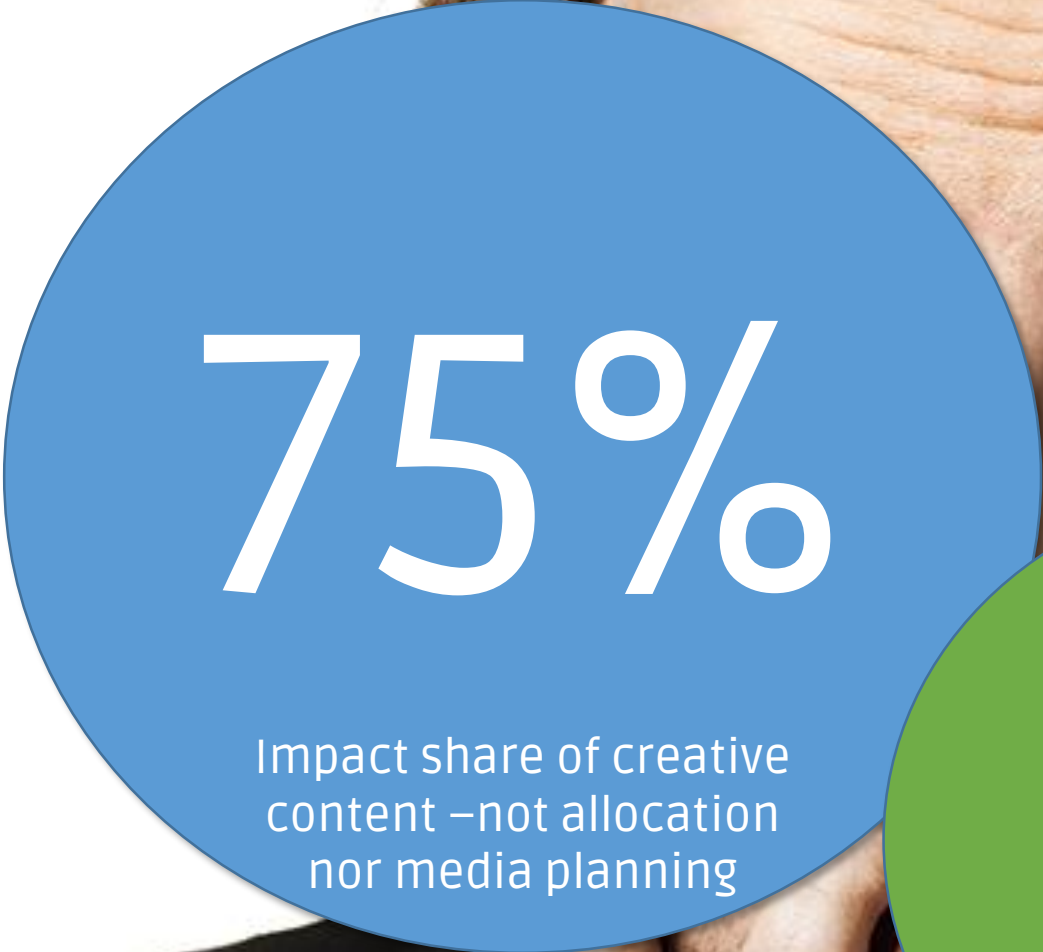




What's the problem?





**UPGRADE**



# Questions Creative Agencies Would Ask

Celebrities?

Testimonial?

Message?

Humor?

Music?

Emotional Theme?

Negative Emotion?

And and and

Voice Over?

# The 3 components of **CREATIVE.AI** research approach

## Copytest

Outcomes



Perceptions



## Ad profiling



Emotional Triggers



Creative Vehicles





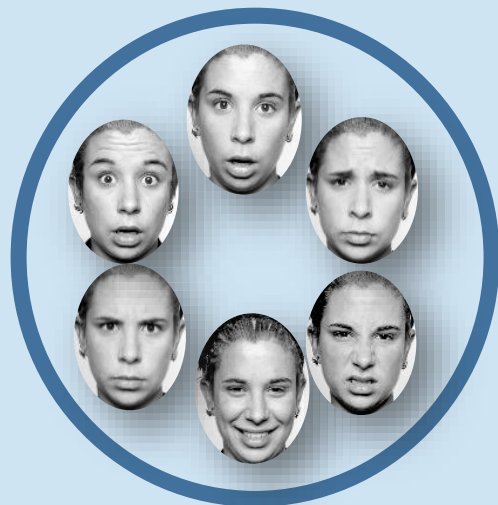
# The 3 components of **CREATIVE.AI** research approach

## Copytest

Outcomes



Perceptions



## Ad profiling



Emotional Triggers



Creative Vehicles

A.I.-based Key Driver Analysis







**Which emotions?**



**Which emotional triggers?**



**Which creative vehicles?**





Which  
emotions?





Ad's performance



Learned something

Ad Linked to brand

Ad Liked

Purchase Consideration

Brand Strength





The image features a dark, moody forest scene at night or in low light. The trees are silhouetted against a slightly lighter, misty background. A path or stream bed is visible in the center, leading the eye towards the text. The word "SVEDKA" is written in large, bold, sans-serif capital letters across the middle of the image. The letters are a vibrant orange-red color with a glowing, fiery texture, appearing to be illuminated from within or by a fire. The overall composition is centered and balanced, with the text being the primary focus against the natural, dark backdrop.

SVEDKA

# Interplay of Emotions

## USE ALWAYS



## USE WITH CARE has risk to produce disgust or contempt

Fear



Sad



## PREVENT ALWAYS

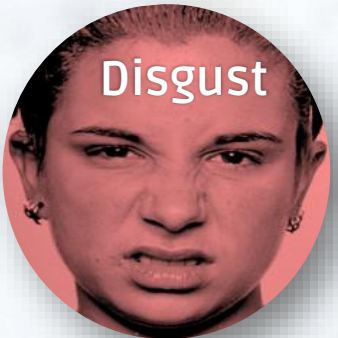
Anger



Contempt



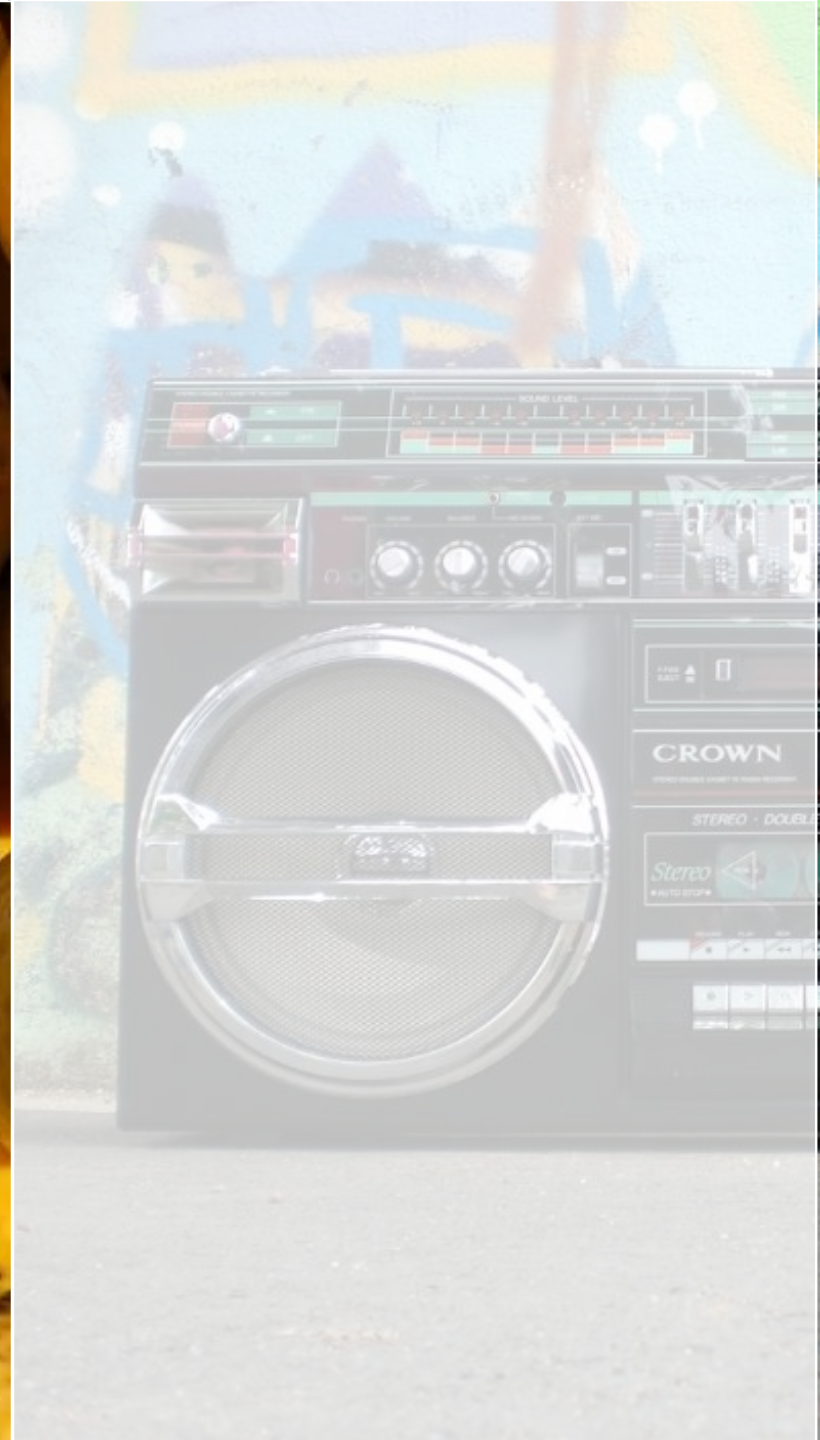
Disgust







Which  
emotional  
triggers?





# OTC-Pharma: Relief or Suffering?



Relief

Loser



Banking: „You can trust us“



Friend



Family Love

## Spirits: Indulgence or Belonging



Indulgence



Belonging





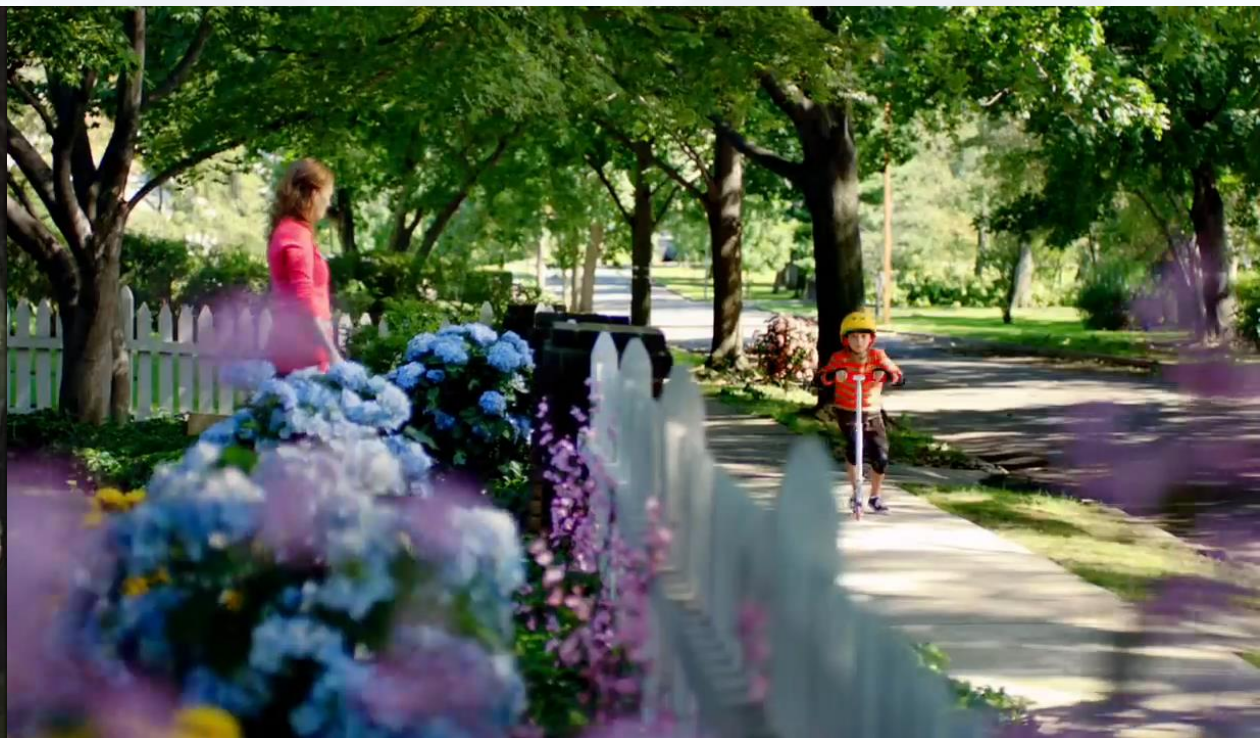
**Which creative vehicles?**



# How to inject happiness?



Background



Music video



# How to convey a message?



Voice Over



Spokesperson

## Celebrities: A Swiss-Knife?



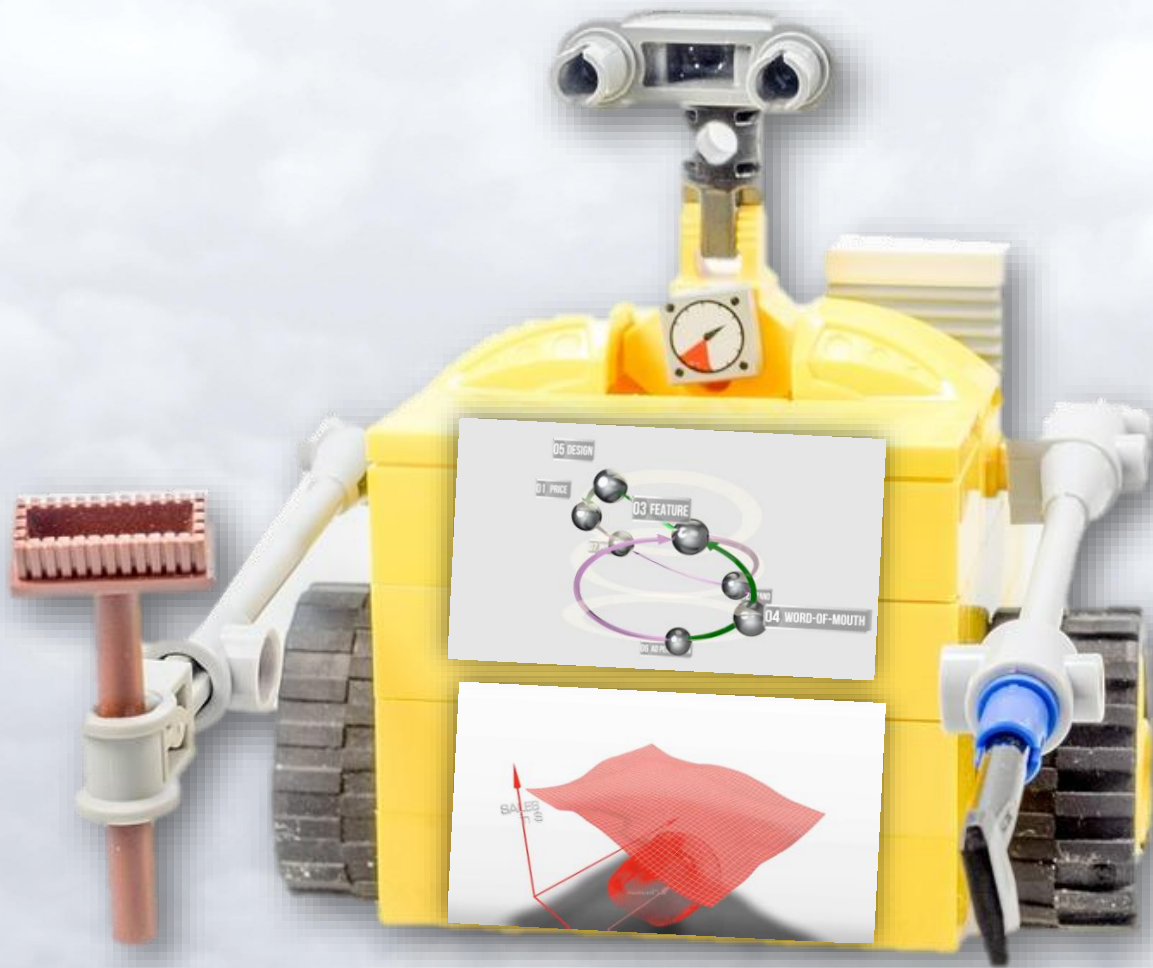
without



brand association



# SUMMARY



**Positive Emotions**



**Go Against the Current**



**Old School Works**

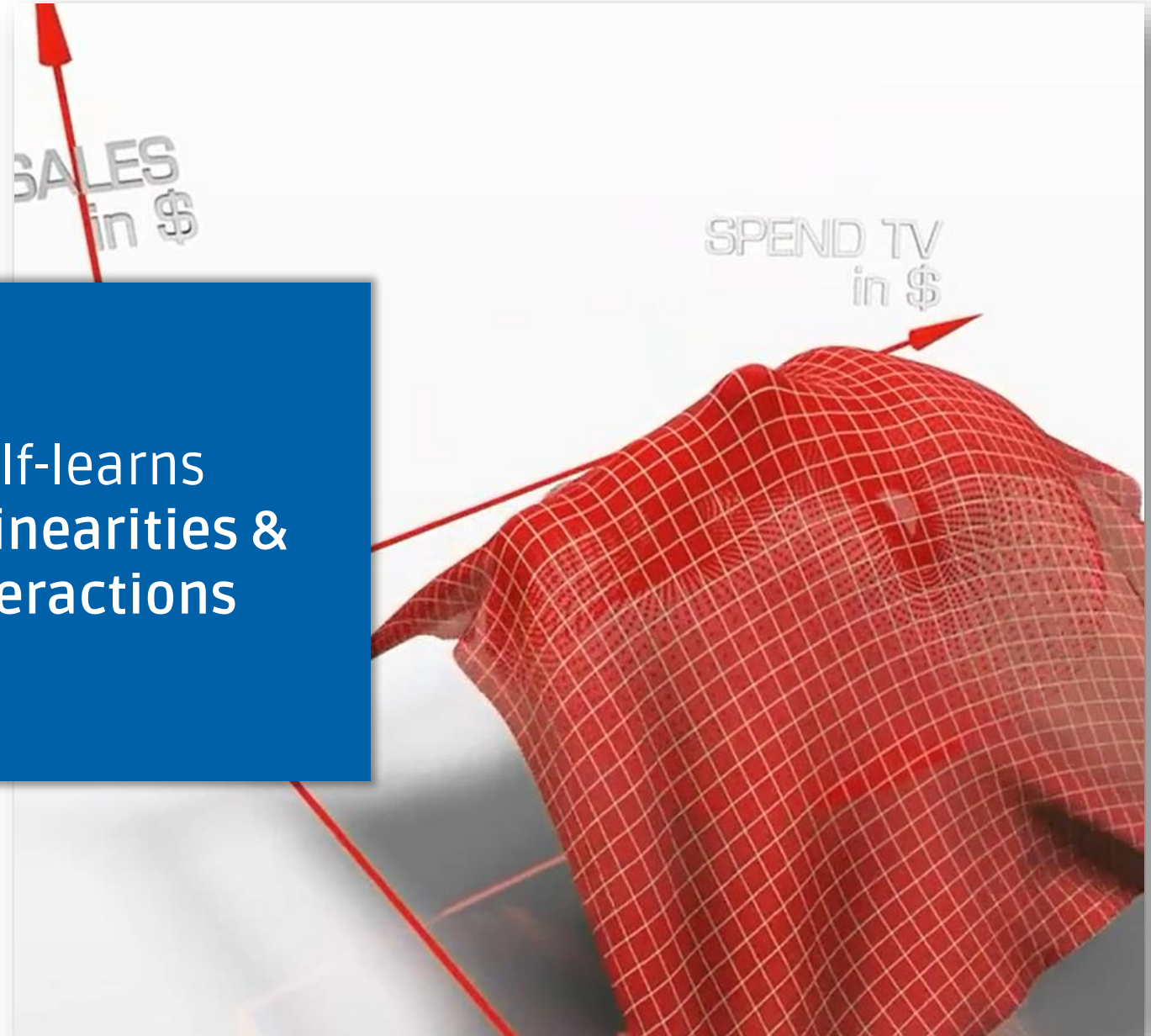
# Why Artificial Intelligence?

Universal Structure Modeling  
and the NEUSREL Software

REASON

#1

Self-learns  
non-linearities &  
interactions





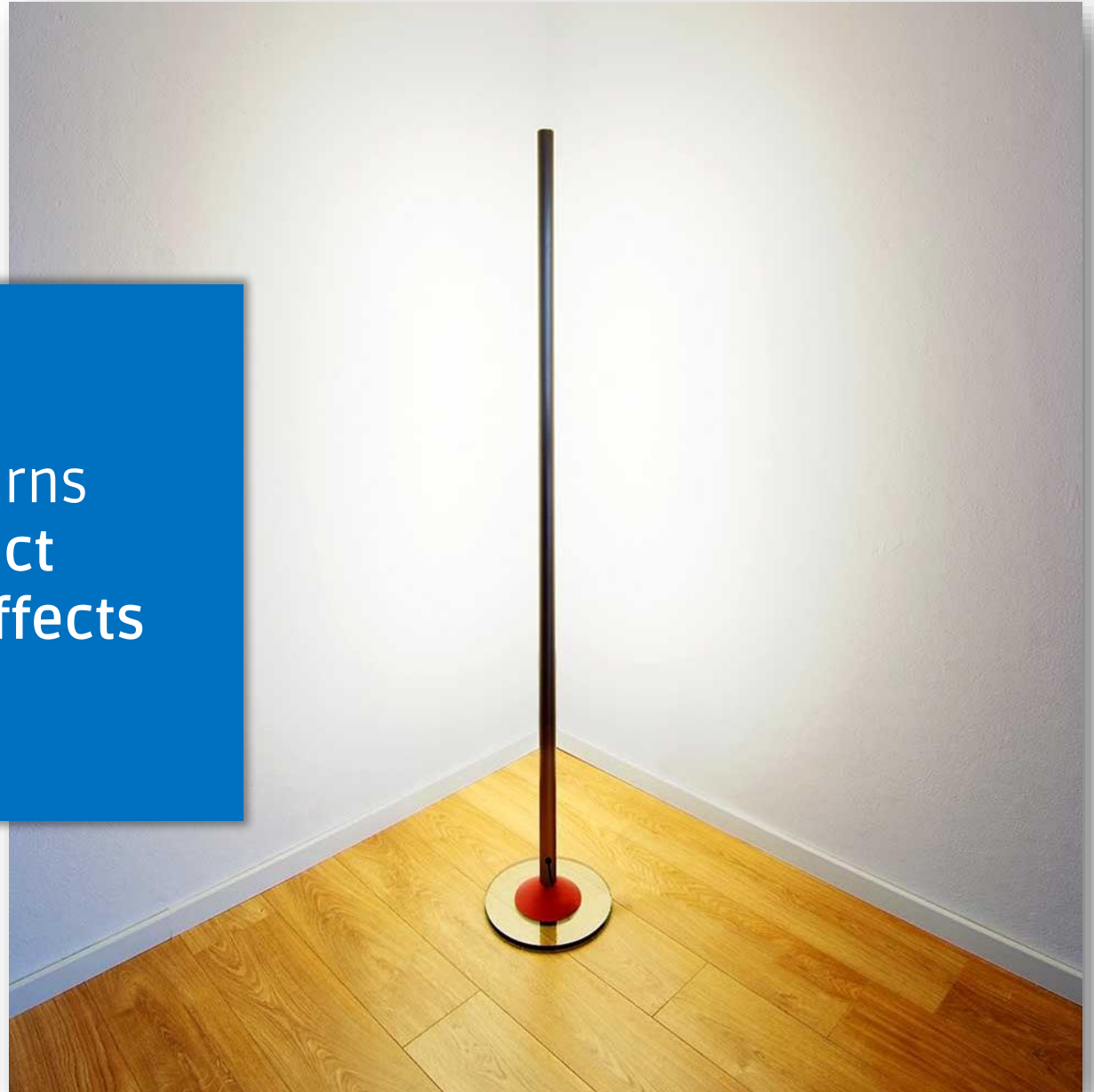
# Why Artificial Intelligence?

Universal Structure Modeling  
and the NEUSREL Software

REASON

#2

Self-learns  
indirect  
causal effects



# The 3 components of **CREATIVE.AI** research approach

## Copytest

Outcomes



Perceptions



## Ad profiling



Emotional Triggers



Creative Vehicles

A.I.-based Key Driver Analysis





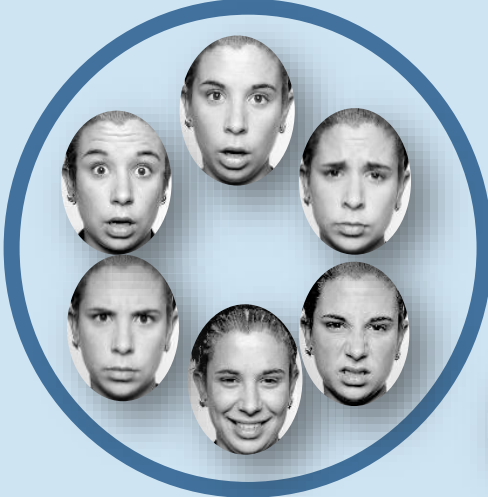
# For PACKAGING

## CONCEPT test

## Profiling

Outcomes

Perceptions



Packaging Design Parameters

A.I.-based Key Driver Analysis



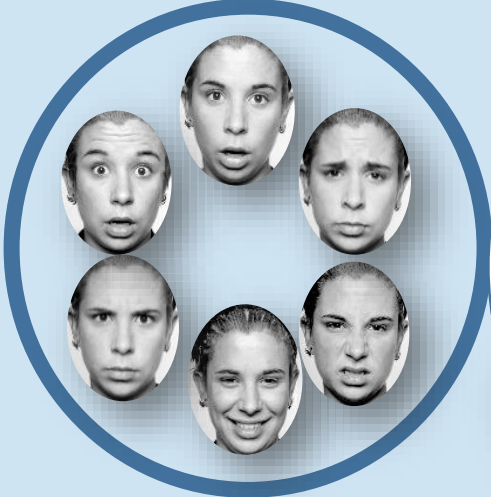
# For PRODUCT optimization

## Home-Use / Lab tests

## Profiling

Outcomes

Perceptions



Incredience/  
Design  
Parameters

A.I.-based Key Driver Analysis





# For CATEGORY MANAGEMENT

Market tests

Profiling

Outcomes

Perceptions



Rack Design Parameters

A.I.-based Key Driver Analysis



# SALES UPLIFT BY AI-OPTIMIZED MUSIC STREAMING

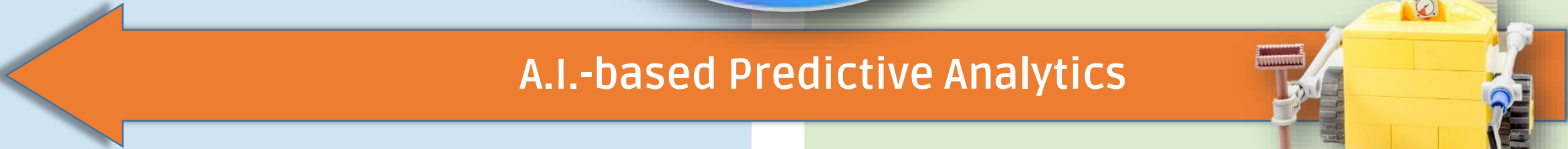
Market test

Profiling

Sales



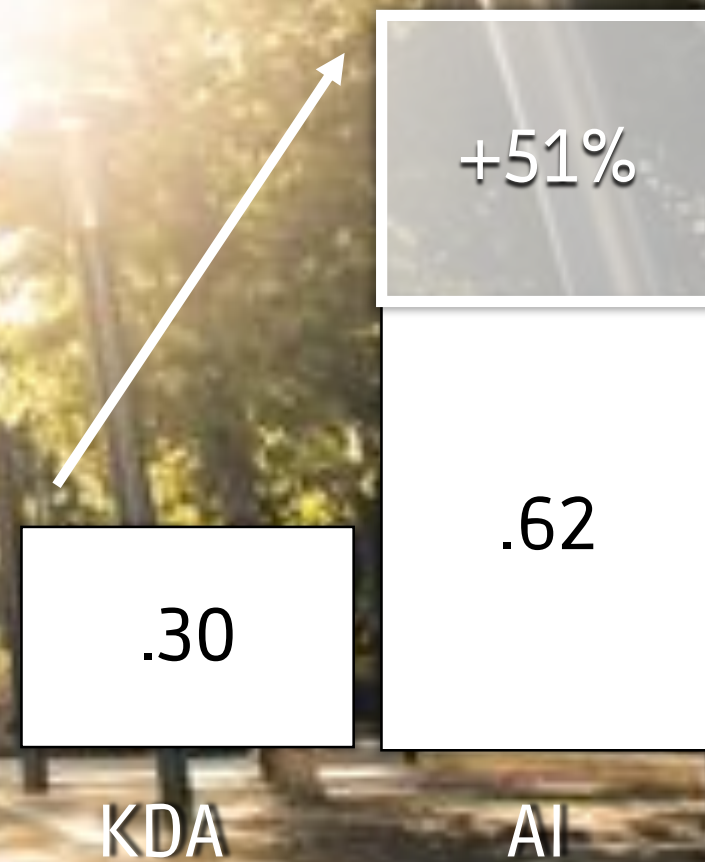
~100 Music parameters + context infos



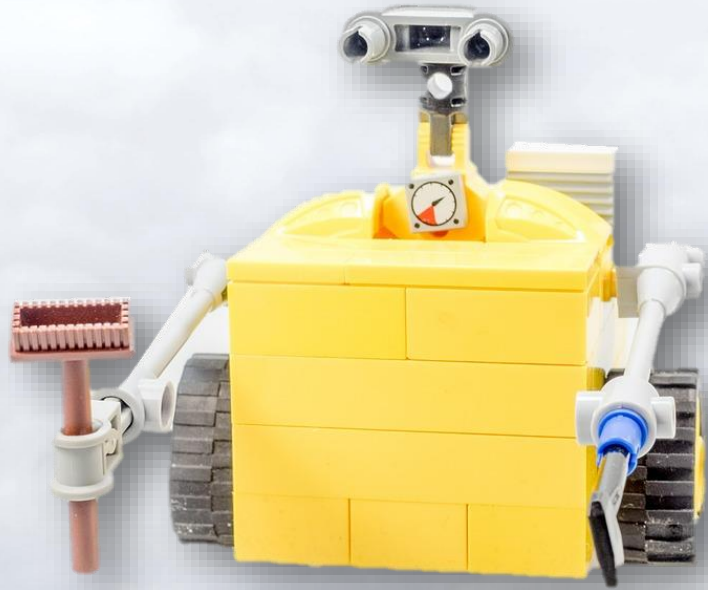


# 3.1x

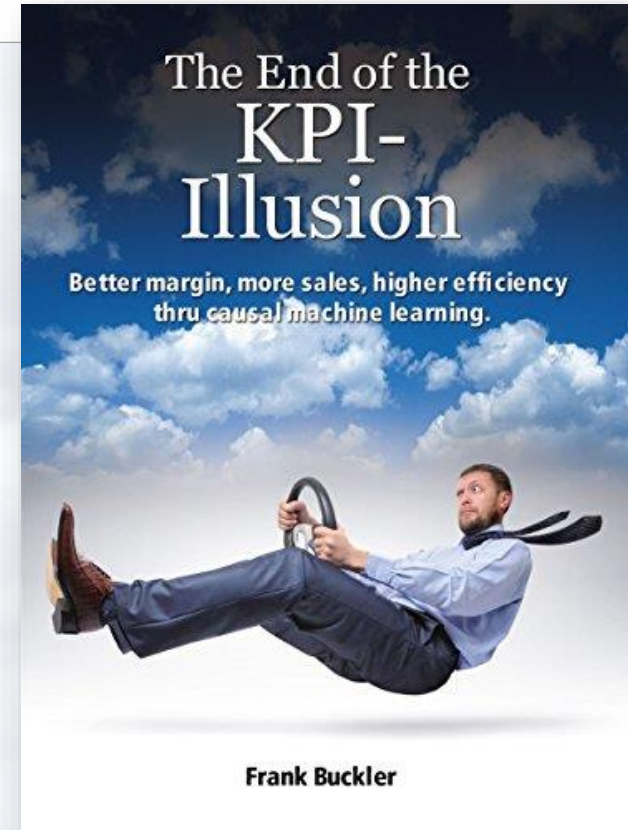
Higher validity than conventional KDA



One more thing



Mini- **Ad Assessment**  
based on full study findings.  
**No Costs.**



[BUCKLER@  
Success-Drivers.com](mailto:BUCKLER@Success-Drivers.com)

**|SUCCESS DRIVERS.**