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Objectives:

Purpose: **Brand building**

Industry: **Food & Beverage**

Use case: **Display ads (Out of context)**

Context: **Out of context**

Impact Score

8.0

Launch: The asset powerfully captures attention, maintains strong focus, and demonstrates excellent potential for memorable memorable brand communication.

Prioritized Scores

Start Focus	10/10
End Focus	10/10
Memory	8/10
Total Attention on Brand	8/10
Engagement	5/10

AI Insights

Strong Brand Recognition Needs Deeper Emotional Connection

Your Marmite ad successfully leverages the iconic jar and provocative questioning to create memorable brand moments, with strong attention on branding attention on branding elements driving effective recognition. The playful breakfast categorization generates curiosity and reinforces the brand's polarizing brand's polarizing personality through the heritage tagline. However, the emotional journey remains surface-level, relying primarily on intellectual intrigue intellectual intrigue rather than deeper breakfast rituals or nostalgic connections. The product receives moderate attention but could benefit from enhanced benefit from enhanced visual emphasis to maximize focus. Consider strengthening the explicit connection between the breakfast questions and Marmite as the and Marmite as the solution to boost recall and deepen emotional resonance for more impactful brand building.

AI Recommendations

Enhance Product Focus and Emotional Connection for Impact

Enlarge Product: Increase the Marmite jar size by 30-40% and add subtle visual elements like a soft drop shadow or glow effect. This will create stronger focal create stronger focal intensity and improve product recognition, addressing the moderate and dispersed product attention patterns.**Strengthen Connection**: patterns.**Strengthen Connection**: Add visual cues such as toast slices or breakfast elements around the jar, or modify the headline to **HARD BREAKFAST? SOFT BREAKFAST? SOFT BREAKFAST? NO BREAKFAST? MARMITE BREAKFAST.** This creates a clearer narrative bridge between questions and product for better product for better recall.**Add Nostalgic Elements**: Incorporate subtle background elements that evoke breakfast rituals - faint illustrations of kitchen utensils, of kitchen utensils, morning light rays, or breakfast table textures. This taps into nostalgic breakfast memories and creates stronger emotional bonds beyond emotional bonds beyond surface-level curiosity.**Optimize Headline Hierarchy**: Make **NO BREAKFAST?** slightly larger or in a different weight, then add a subtle weight, then add a subtle arrow or visual connector leading to the jar. This improves attention flow from headline to product, addressing dispersed attention dispersed attention patterns.**Intensify Background Contrast**: Create a subtle radial gradient or lighter yellow halo effect specifically around the jar area. This the jar area. This increases visual separation and draws more concentrated attention to the product, enhancing the existing good contrast provided by the yellow provided by the yellow background.

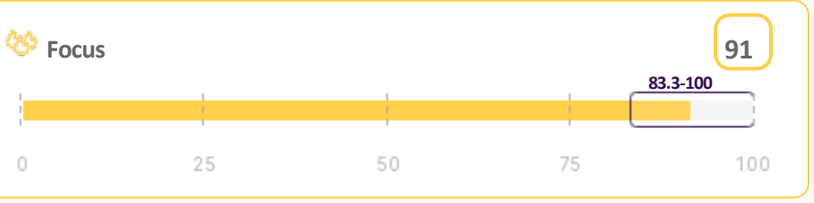
Total Attention

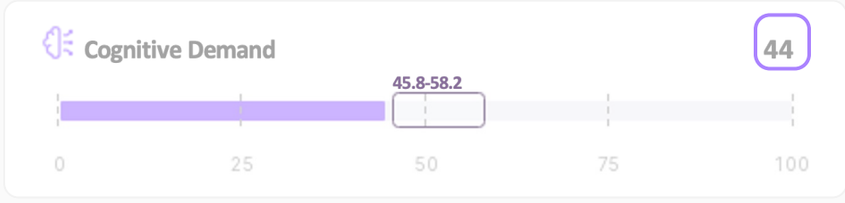
Total Attention predicts the pull of key content elements. Reveals what captivates viewer attention, spotlighting your asset's main attractions.

Industry Benchmark

The End Attention score of 17.9% for Branding is within the industry benchmark.

The Start Attention score of 16.3% for Branding is within the industry benchmark.





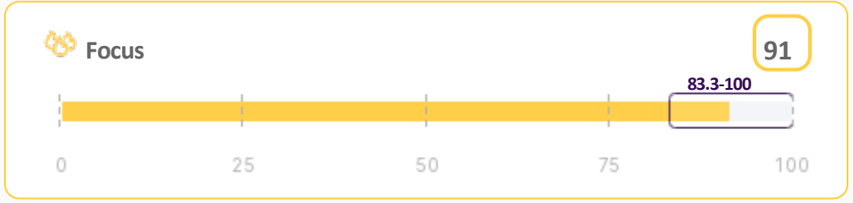
Total Attention

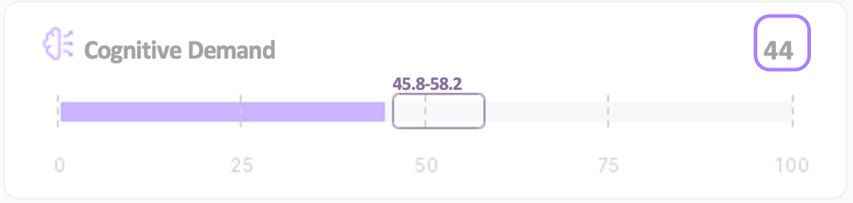
Total Attention predicts the pull of key content elements. Reveals what captivates viewer attention, spotlighting your asset's main attractions.

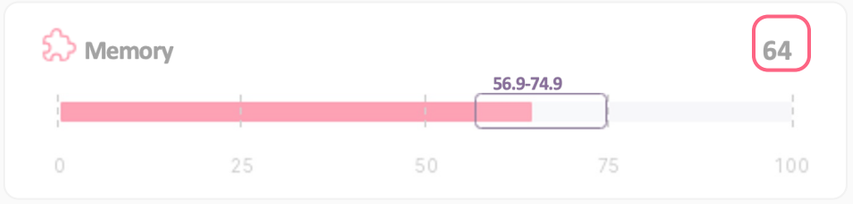
Industry Benchmark

The Attention score of 18.8% for Branding is within the industry benchmark.

The End Focus score of 91.9 is within the industry benchmark.







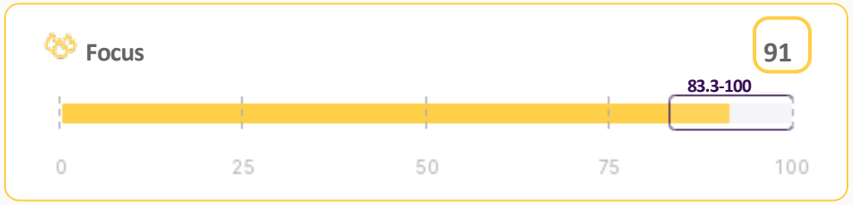
Total Attention

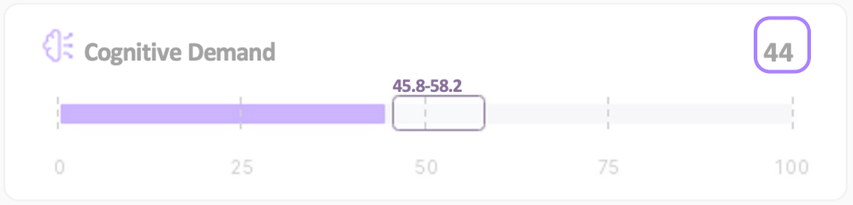
Total Attention predicts the pull of key content elements. Reveals what captivates viewer attention, spotlighting your asset's main attractions.

Industry Benchmark

The Start Focus score of 85.0 is within the industry benchmark.

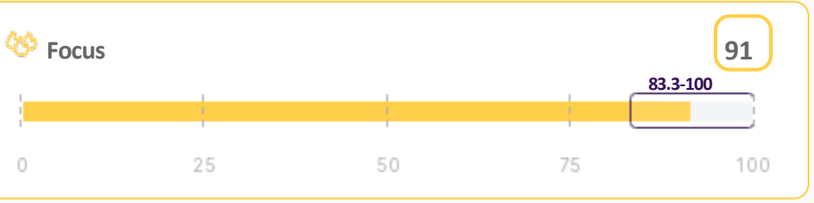
The Focus score of 90.6 is within the industry benchmark.

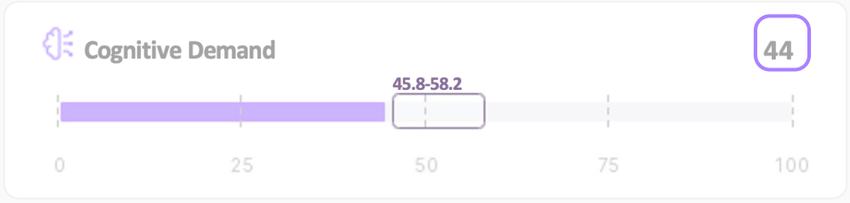




Time Spent

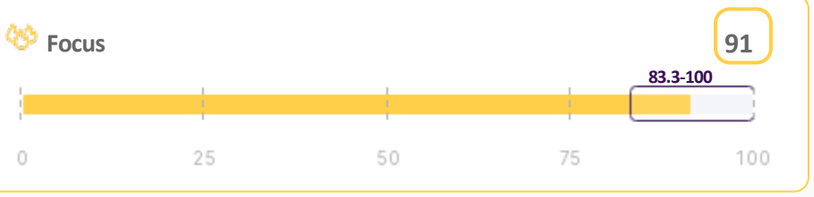
Time Spent delves into sustained attention durations. Highlights the power of content elements to engage, indicating where your content truly excels.

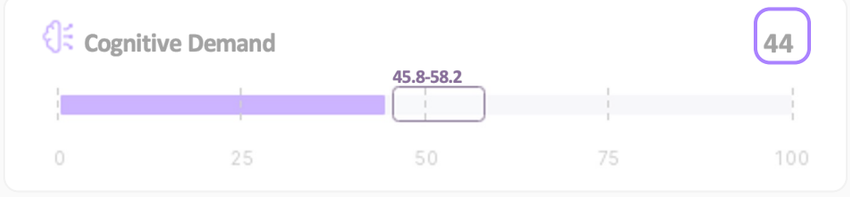




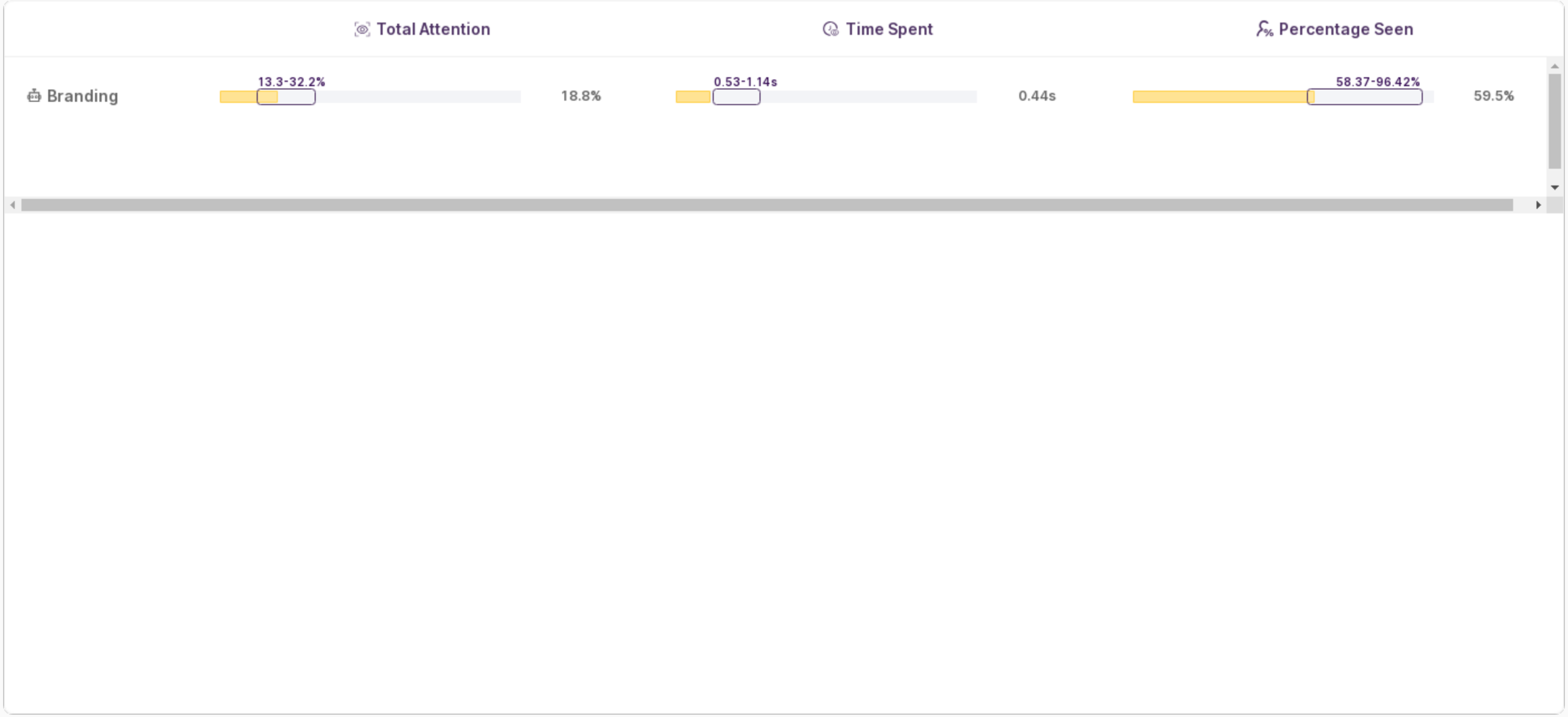
Percentage Seen

Percentage Seen predicts your content's visibility among the audience. A snapshot of reach, ensuring your core messages truly register with viewers.





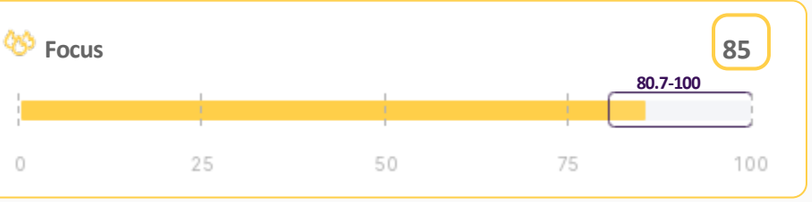
Overall Attention

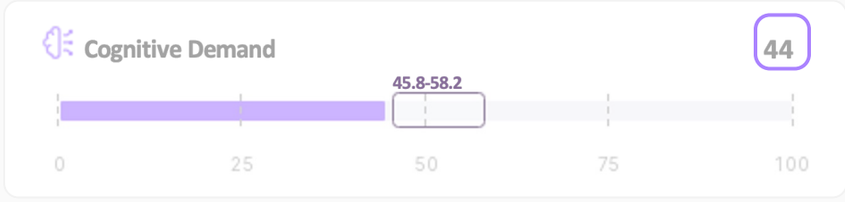


Start Attention gauges initial content allure in the opening moments. Highlights what instantly grabs the eye, setting the tone from the start.

Industry Benchmark

- The End Focus score of 91.9 is within the industry benchmark.
- The Start Focus score of 85.0 is within the industry benchmark.
- The Focus score of 90.6 is within the industry benchmark.

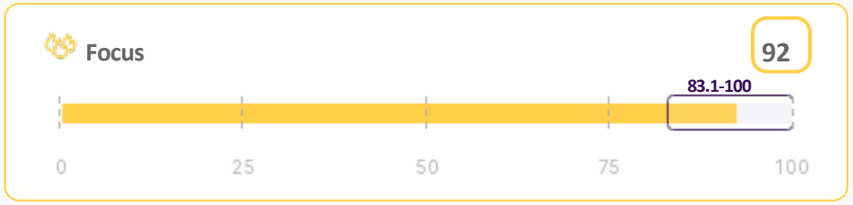


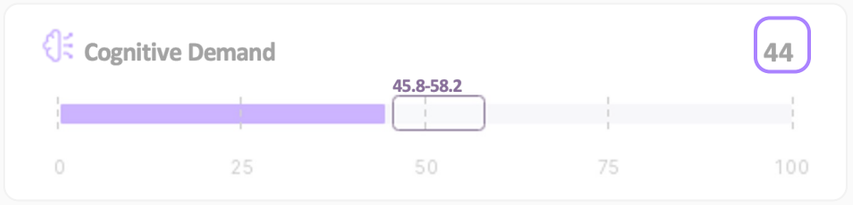


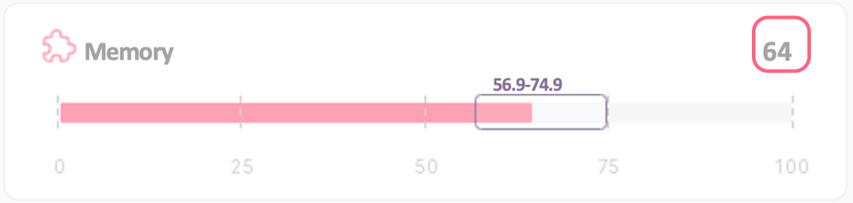
End Attention assesses the lingering allure in the closing moments. Captures exploratory, top-down attention, revealing what keeps viewers engaged until the end.

Industry Benchmark

- The End Focus score of 91.9 is within the industry benchmark.
- The Start Focus score of 85.0 is within the industry benchmark.
- The Focus score of 90.6 is within the industry benchmark.



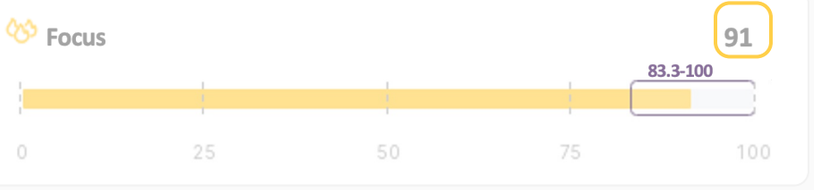


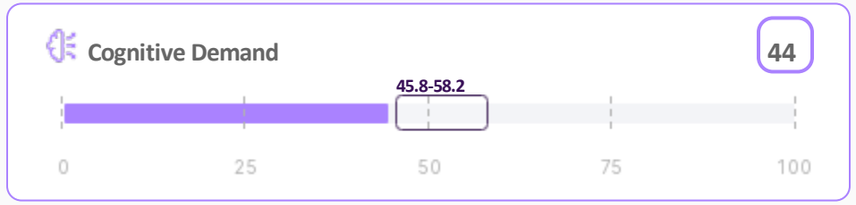


Cognitive Demand assesses the mental effort required by your content. It pinpoints if the asset simplifies understanding or adds layers of complexity, forecasting clear communication or potential viewer confusion.

Industry Benchmark

The Cognitive Demand score of 43.5 is close to the industry benchmark.

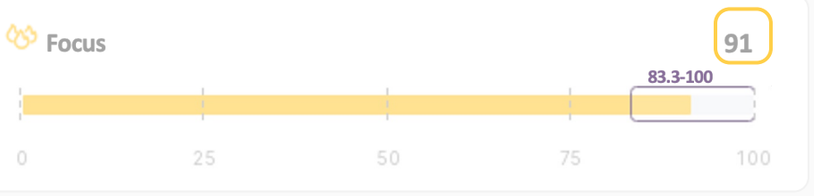


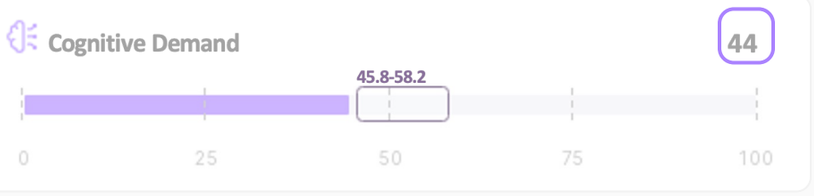


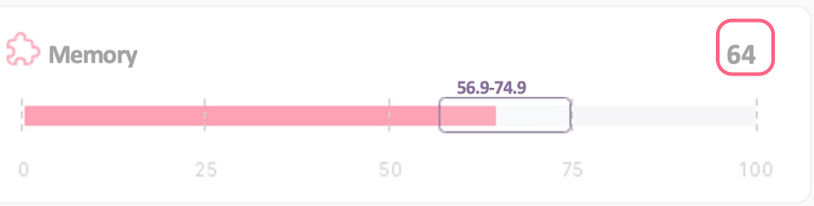
Engagement measures the level of viewer involvement with the asset, produced by a model trained on participants' response times to indicate whether the asset is engaging or not.

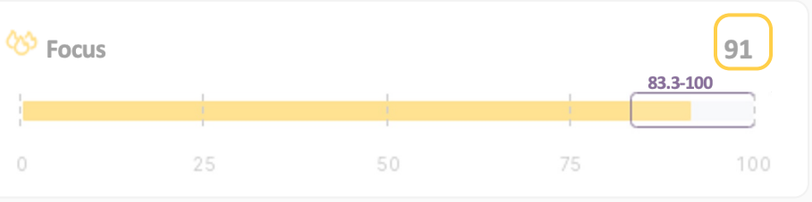
Industry Benchmark

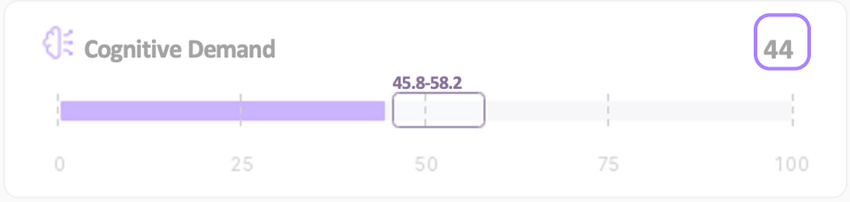
The Engagement score of 67.4 is below the industry benchmark.

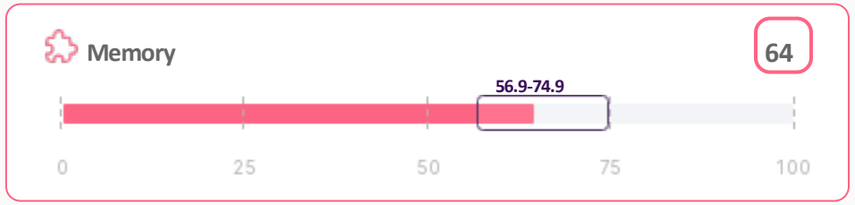












Memory shows of how likely the asset will be remembered by the viewer after exposure, based on visual distinctiveness and emotional resonance.

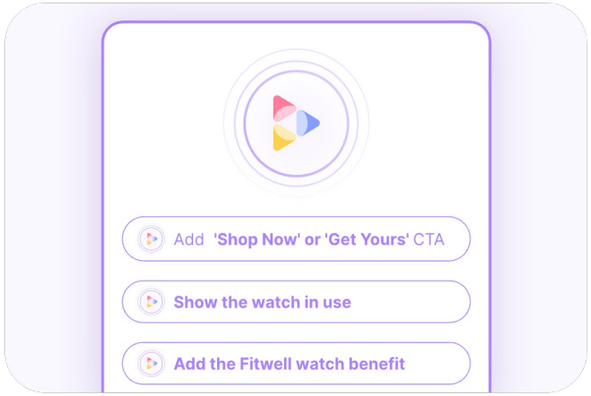
Industry Benchmark

The Memory score of 63.7 is within the industry benchmark.

neurons

Appendix

What’s Behind the Recommendation Engine



AI’s Recommendation Engine

Recommendation engine use API integration with the latest state-of-the-art large language models (LLMs). AI uses Claude Sonnet 4 (by Anthropic) for image analysis and Gemini PRO 2.5 (by Google) for video analysis. As we develop our AI insights and recommendations further, we aim to always use the highest-performing models available, meaning that our AI insights will continually improve. The current models already support multiple languages and process audio input.

Our Method of Teaching LLMs About Marketing

We provide the LLM with context and ground it using our predictive scores and benchmarks. This ensures insights and recommendations are contextual, informed expertise, and relevant to the industry, use case, and asset purpose. The LLM processes the asset and heatmap, customizing output based on internal benchmarks and scores to generate summaries and action steps that are most relevant for the market.

Explanation of heatmaps

Total Attention Heatmap

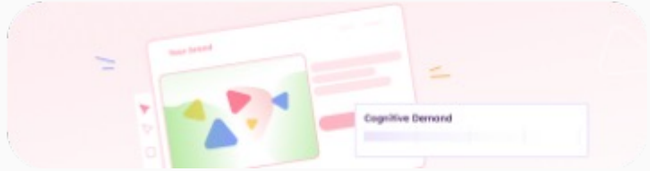
Attention heatmaps highlight areas of an asset that will attract the attract the most of your customers' attention. Warmer colors colors indicate more attention, and ranges from green (less attention) to red (highest attention).

Total Attention Fogmap

Also referred to as a "reversed heatmap", this map visualizes the predicted attention by covering the whole asset with white fog and having clear areas where there is significant visual attention - if it can't be seen on this map, neither will customers!

Start & End Attention maps

Heatmaps and fogmaps for Start and End Attention are visualized the same way as the maps for Total Attention, but instead of representing the full exposure, these maps show you customer attention during the first and last two seconds of an exposure.

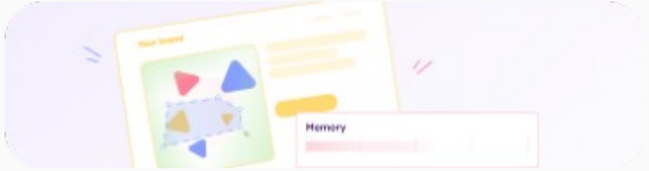


Cognitive Demand Heatmap

A Cognitive Demand Heatmap shows how much information a customer has to process in an image, red indicating high complexity, while green shows low complexity. This allows you to easily identify how to reduce the Cognitive Demand in your asset.

Engagement Heatmap

Measures the level of viewer involvement with the asset, produced by a model trained on participants' response times to indicate whether the asset is engaging or not, with scores aggregated to reflect the overall group's engagement level.



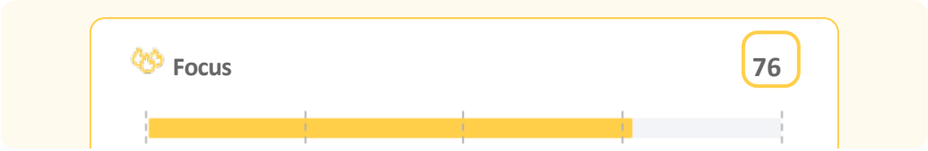
Memory Heatmap

The Memory Heatmap is a visualization of how the AI model determined the overall Memory score, and highlights the areas customers will experience as very easy to remember with green, and reduced memorability with red.

Explanation of scores

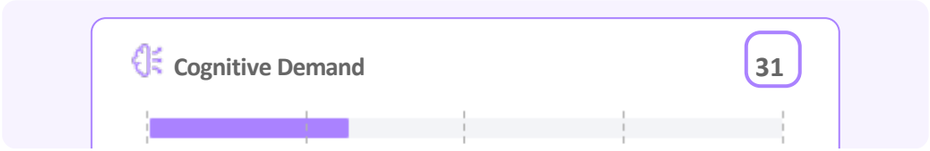
Start / End Attention

Our models predict where consumers focus during the first and last 2 seconds of a 5-second ad exposure. Separate AI models Separate AI models handle each attention window (start/end). This feature helps users quickly see if key elements like the brand or CTA grab attention instantly or need more time to be noticed.



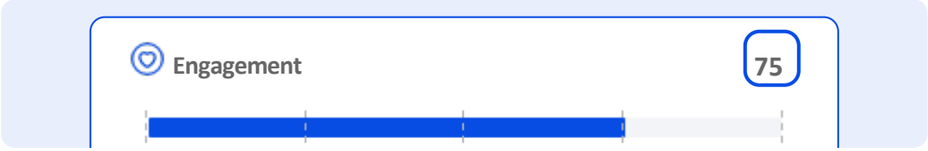
Focus

The Focus score is derived from the attention heat map and reflects "attention dispersion", dispersion", a measure of how visual attention is spread across content. Focus shows shows whether viewers' eyes concentrate on specific areas (high Focus) or are scattered scattered (low Focus), meaning dispersed and distracted attention.



Cognitive Demand

The Cognitive Demand (CD) score measures visual complexity, rooted in Shannon entropy. Higher CD scores indicate greater perceptual load which makes content hard to remember.



Engagement

The Engagement metric measures the level of viewer involvement with the asset, produced by a model trained on participants' response times to indicate whether the asset is engaging or not, with scores aggregated to reflect the overall group's engagement level.

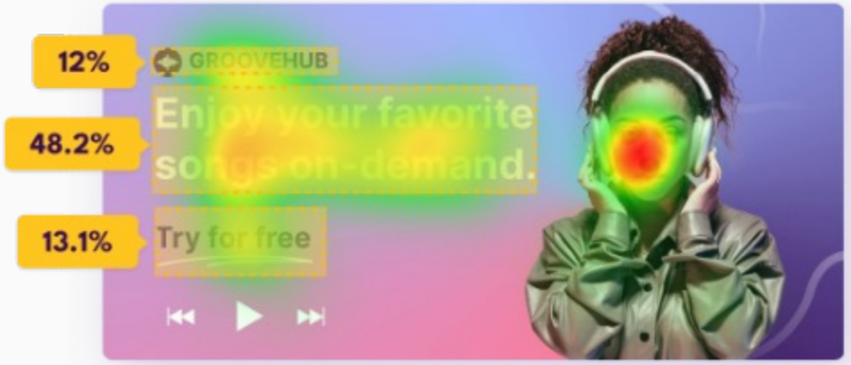
Memory

The Memory score shows how likely the asset will be remembered by the viewer after exposure, based on visual distinctiveness and emotional resonance. A high Memory score means that customers will remember your asset for a longer period.

What are AOIs?

Areas of Interest (AOIs) are the hot spots of visual content, like logos or calls to action. This term is pivotal in eye-tracking studies. AI adopts this concept, defining AOIs based on key advertising goals.

AI analyzes viewer interactions with these essential AOIs, giving insights into an ad's key elements and their effectiveness.



Total Attention

The Total Attention metric is derived from our proprietary Total Attention Heatmap algorithm. This algorithm processes raw attention data, normalizes it across different viewer demographics, and maps this data onto the AOIs of the tested asset. The final score is an aggregate measure of the intensity and frequency of customer attention on each AOI during the entire exposure.

Time Spent

The Time Spent metric uses our refined attention-tracking algorithm to model how long consumers pay attention on AOIs. It captures the duration of attention over a 5-second exposure window, tracking moment-to-moment gaze fluctuations. The cumulative time spent on each AOI is then converted into a score, indicating the staying power of individual elements.

Percentage Seen

Derived from the Total Attention Heatmap, this metric estimates the percentage of viewers likely to notice a specific AOI. It uses polynomial regression to link attention scores to the percentage seen and incorporates raw image data, predefined AOIs, and historical attention data to produce an output between 0-100%, indicating expected viewer engagement.