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Objectives:

Purpose: **Brand building**

Industry: **Food & Beverage**

Use case: **Any Digital advertising**

Impact Score

6.8

Optimize: The asset shows strong focus and engagement at the end but needs improvement in early memorability and initial memorability and initial attention.

Prioritized Scores

End Focus	9/10	End Engagement	8/10	End Memory	8/10
Engagement	7/10	Memory	7/10	Start Engagement	7/10
Start Focus	6/10	Start Memory	5/10		

AI Insights

Refine the Opening to Solidify Your Powerful Emotional Narrative

This asset’s heartwarming narrative builds a strong emotional connection by centering on the young girl's journey. This sustained engagement successfully links engagement successfully links the brand to feelings of joy and family at the conclusion. However, the opening moments present too many moving elements, moving elements, which can weaken initial memory encoding. To strengthen recall, consider establishing a single, clear focal point in the first two seconds. first two seconds. While the final branding is effective, the preceding montage introduces a high volume of new information that may slightly fragment the core slightly fragment the core message. Streamlining the transition from the story's emotional peak to the final brand reveal will ensure this compelling narrative compelling narrative achieves maximum memorability and impact.

AI Recommendations

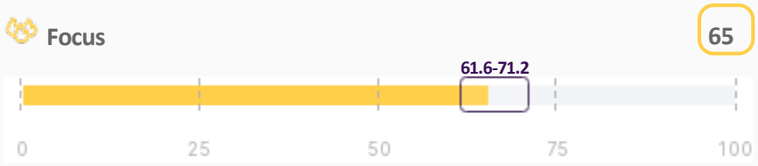
Refining Creative for Stronger Recall and Emotional Connection

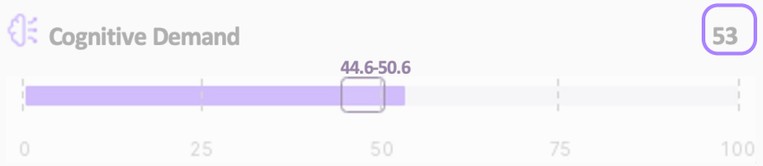
Simplify the Opening: Re-edit the first two seconds to focus on a single, clear action, like a potato falling, instead of a wide shot. This simplifies the scene and simplifies the scene and creates a stronger initial memory by providing an immediate focal point.**Refine Final Montage:** Replace the rapid, multi-panel montage multi-panel montage of farmers with slower, full-screen shots that cross-dissolve into each other. This reduces visual complexity, making the core message and the core message and final branding more memorable.**Bridge Farm to Product:** Insert a brief transitional shot, like a match-cut, to visually link the raw potato to link the raw potato to the finished chip. This edit makes the **farm-to-bag** narrative more explicit and strengthens the memory of the product's origin.**Amplify** product's origin.**Amplify Emotional Peak:** Slightly extend the shot of the girl protecting her plant during the storm to heighten the drama. Adding a half-second Adding a half-second will amplify the viewer's emotional investment, making this powerful moment more resonant and memorable.**Enhance Tagline Reveal:** On memorable.**Enhance Tagline Reveal:** On the final screen, reveal the logo first, followed a moment later by the tagline **What joy tastes like**. This sequential reveal This sequential reveal guides the eye and allows a distinct moment to process the message, improving recall.

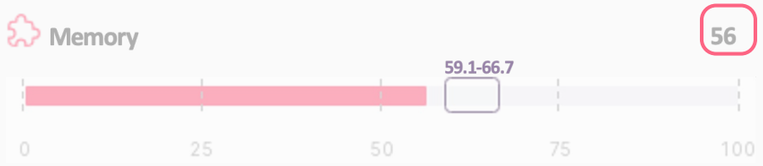
Total Attention

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

- The Start Focus score of 60.7 is close to the industry benchmark.
- The End Focus score of 80.6 is within the industry benchmark.
- The Total Focus score of 65.4 overall is within the industry benchmark.

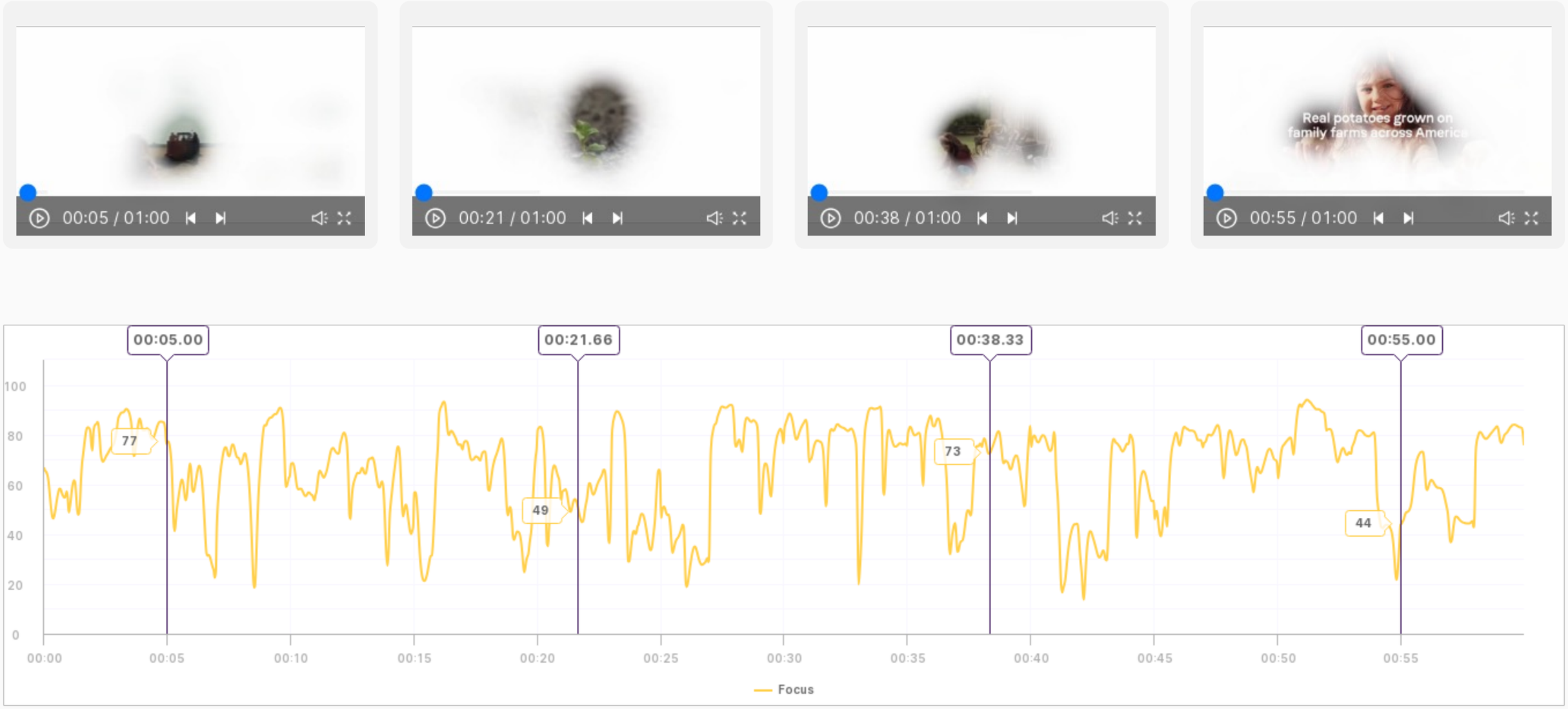






Frame-by-frame Attention

Frame-by-frame Attention



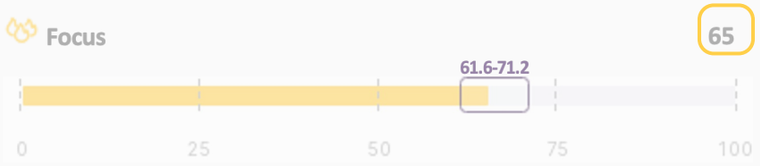
Cognitive Demand

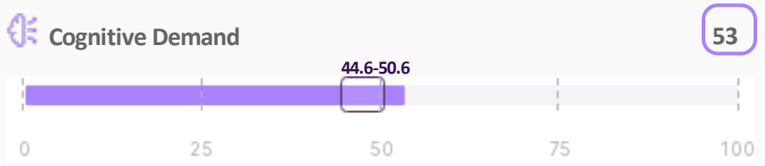
Cognitive Demand assesses the mental effort required by your content. It pinpoints if the asset simplifies understanding or adds layers of complexity, forecasting clear communication or potential viewer confusion.

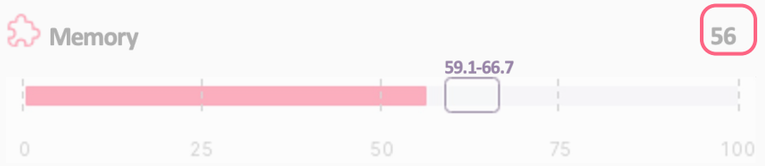
The End Cognitive Demand score of 73.4 is slightly above the industry benchmark.

The Start Cognitive Demand score of 60.7 is slightly above the industry benchmark.

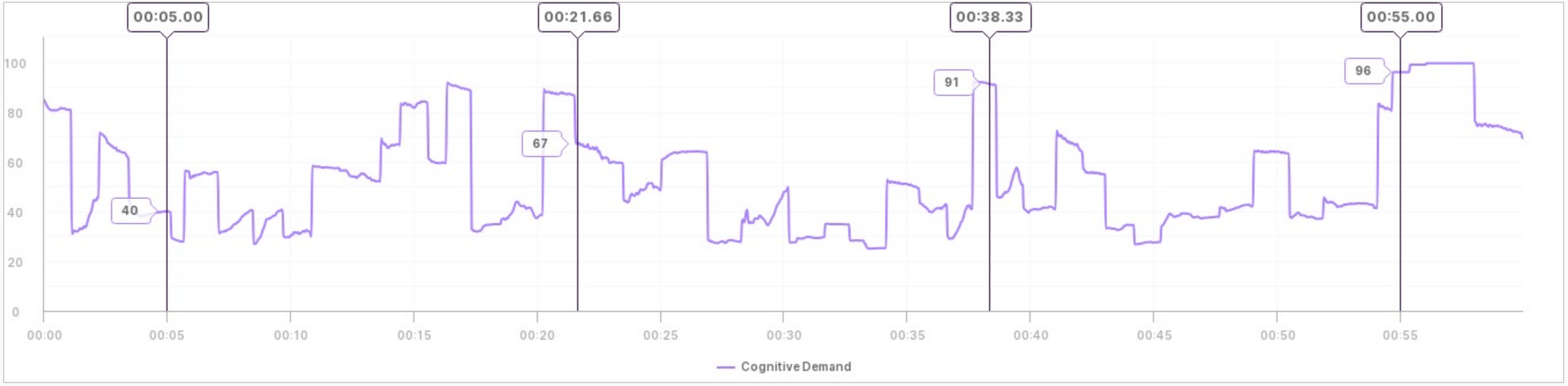
The Total Cognitive Demand score of 52.6 overall is slightly above the industry benchmark.



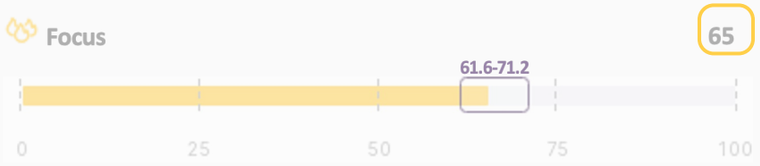


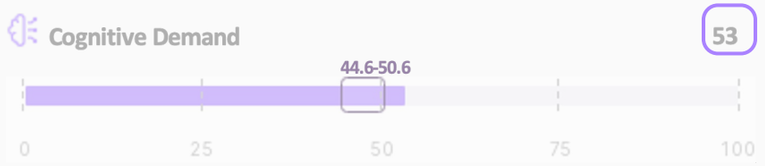


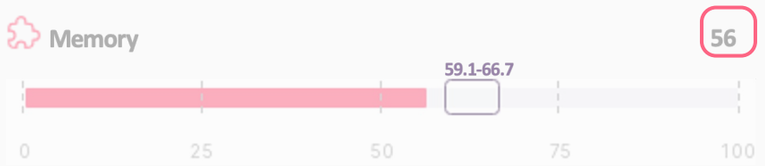
Frame-by-frame Cognitive Demand



Engagement



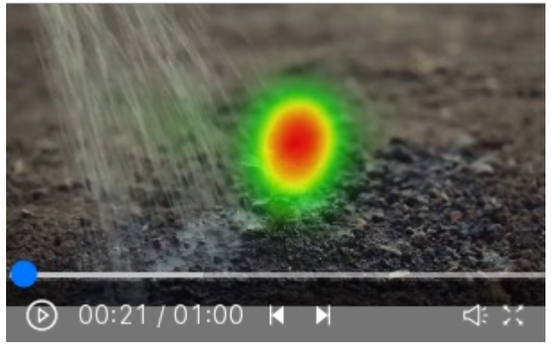




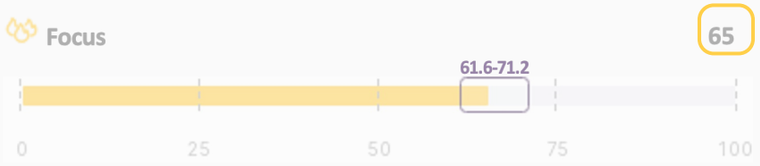
Engagement measures the level of viewer involvement with the asset, produced by a model trained on participants' response times to indicate whether the asset is engaging or not.

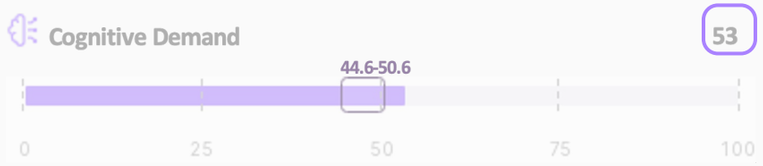
- The Start Engagement score of 58.9 is close to the industry benchmark.
- The Total Engagement score of 61.7 overall is close to the industry benchmark.
- The End Engagement score of 74.9 is within the industry benchmark.

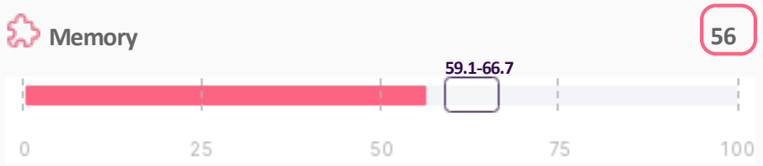
Frame-by-frame Engagement



Memory



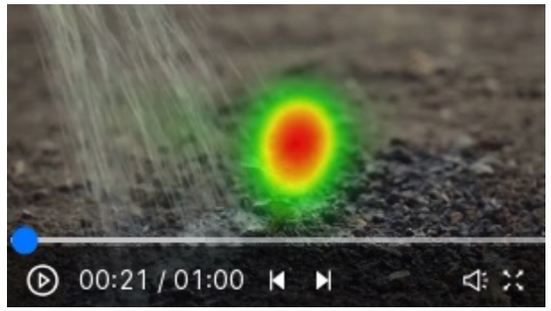


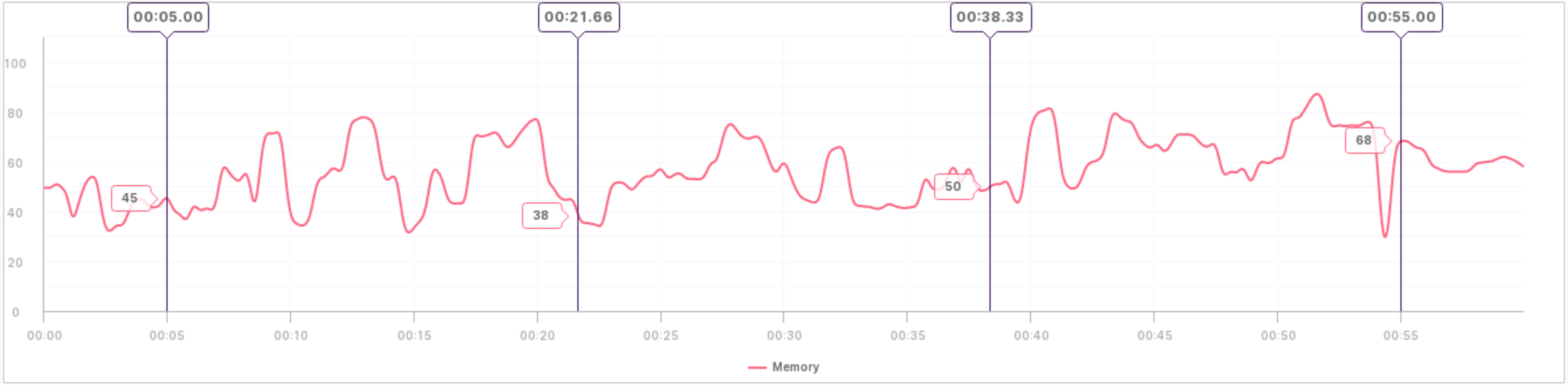


Memory shows of how likely the asset will be remembered by the viewer after exposure, based on visual distinctiveness and emotional resonance.

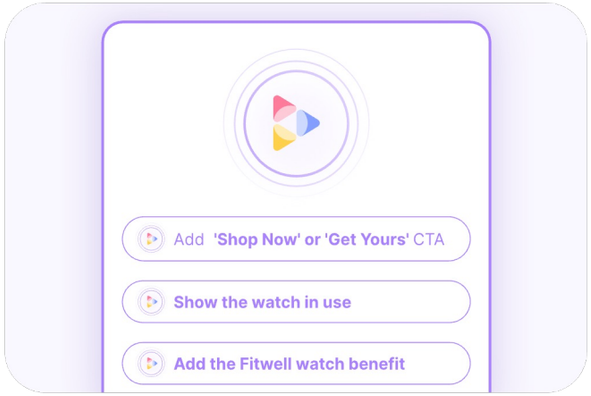
- The Start Memory score of 47.7 is below the industry benchmark.
- The Total Memory score of 56.4 overall is close to the industry benchmark.
- The End Memory score of 60.3 is within the industry benchmark.

Frame-by-frame Memory





Appendix



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 and scores

HEATMAPS

Total Attention Heatmap

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.

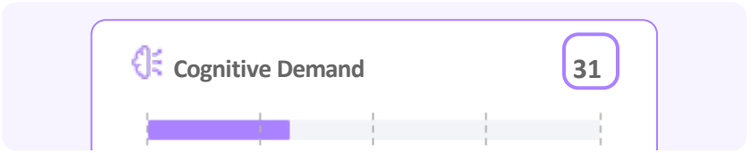
Total Attention Fogmap

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

SCORES

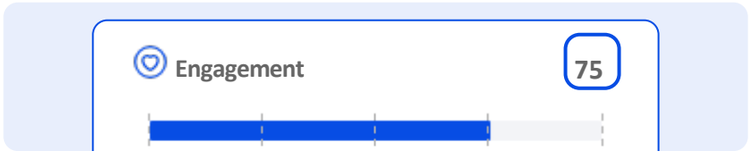
Focus

Index of focused attention in your asset. Low Focus (0-24) means many elements compete for attention, while high Focus (75-100) means one or few narrow areas draw the most attention and will be more likely to be noticed.



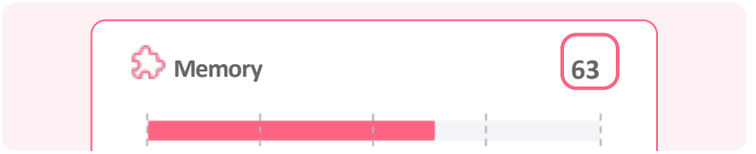
Cognitive Demand

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



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, with scores aggregated to reflect the overall group’s engagement level.



Memory

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.