Crush
1 min. 1 sec. 9th May 2024
View Report Online

Star Rating: Low

1.9

Long-term market share growth based on ad's creative effectiveness, calculated by measuring emotional response to the ad.

The category average for "Computers, Tablets, Wearables & Accessories" is

Exceptional 0.5% of Ads
Strong 4.4% of Ads
Good 21.5% of Ads
Modest 42.8% of Ads
Low 31.0% of Ads

Spike Rating: Low

0.78

Short-term sales potential, derived from strength of branding and intensity of emotional response.

The category average for "Computers, Tablets, Wearables & Accessories" is 1.07

1.33 Exceptional 14.8% of Ads
1.18 Strong 14.8% of Ads
1.10 Good 15.0% of Ads
1.00 Modest 19.5% of Ads
<1.00 Low 35.9% of Ads

Fluency Rating: Modest

77

Measures strength of branding in the ad. Fluency is driven by the % of people recognising the brand by the end of ad.

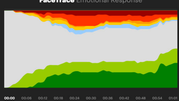
The category average for "Computers, Tablets, Wearables & Accessories" is 77

96 Exceptional 0.1% of Ads
91 Strong 5.6% of Ads
83 Good 29.6% of Ads
72 Modest 51.6% of Ads
<72 Low 31.1% of Ads

Second-by-second **Response**



FaceTrace Emotional Response



FluencyTrace Brand Recognition



The moment in your ad where **happiness** was highest



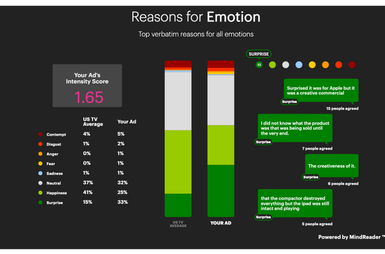
Types of **Happiness**



Percentage feeling each type of happiness. The different types are ranked according to their ability to drive business effects for brands.

Reasons for **Emotion**

Top verbatim reasons for all emotions



Spike

Short-term sales potential, derived from strength of branding and intensity of emotional response

0.78

Spike Rating: Low

Indicates short-term sales potential

1.07 Modest is the category average for "Computers, Tablets, Wearables & Accessories"

Fast Fluency

21

Measures strength and speed of brand recognition in the ad

93 Is the category average for "Computers, Tablets, Wearables & Accessories"

Low Exceptional

Emotional Intensity

1.65

Measures intensity of emotions felt towards the ad

1.76 Is the category average for "Computers, Tablets, Wearables & Accessories"

Low Exceptional

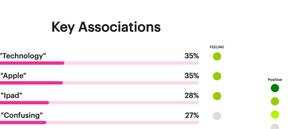
The moment in your ad where **Fluency** increased the most



00:54s - 00:56s

77

% of people who recognised the brand by the end of the ad



Key Associations



Percentage spontaneously making each association with the ad

Left vs **Right** Brain Features



Left

Features for direct effects only, for those already in 'buying mode'

Right

Features tied to attention, star score, market share & profit gain

System1
The Effectiveness Agency

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