

Innovation

CASE STUDY PRINT AD



Lee vs Levis Print Ads

Objective:

Testing two denim jean company's print advertisements to find out:

1. COMPARISON: How do the print advertisements perform compared to one another?
2. BRAND IDENTITY: Do respondents notice the brand logos?

Methodology:

A two cell experiment, where one cell was exposed to the Lee print advertisement and the other cell was exposed to the Levi print advertisement. Prior to being exposed to the advertisements, respondents were prompted with "Imagine you were flipping through a magazine and landed on this print advertisement, please view it as you normally would."

Approach:

- Each advertisement was viewed by 100 participants providing at least 30 usable sessions.
- The advertisements were in view for 10 seconds.
- We targeted urban dwellers in Africa between the ages of 18-40.
- Throughout the experiment respondent's gaze was tracked.

Executive Summary

The logo on the Lee advertisements was seen by 20% more respondents, 3 times longer and in half the time than the logo on the Levi advertisement.

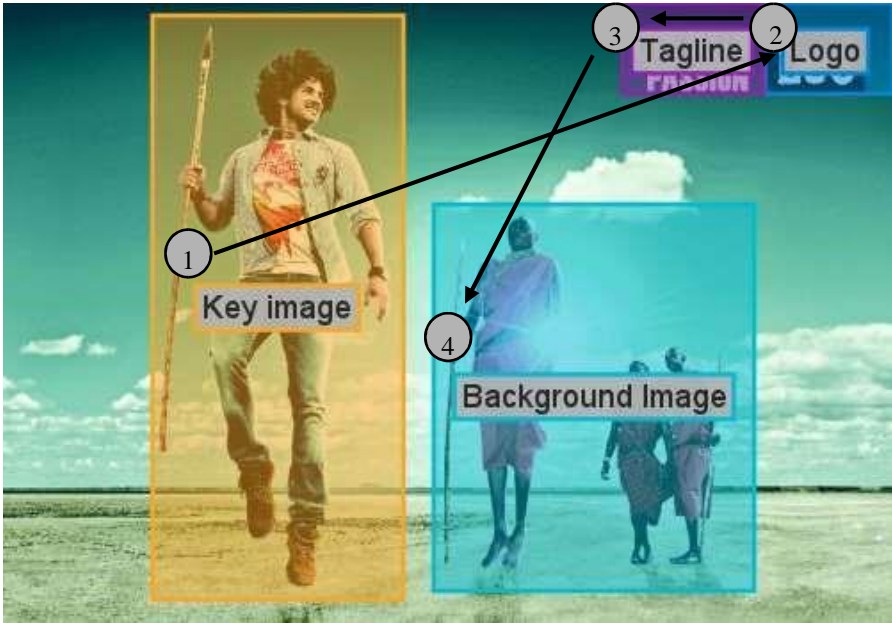
Respondents viewing the Levi advertisement were highly engaged with the key message that read "I will not sit home collecting dust". This is likely because it is in the center of the advertisement and the first point of fixation for most respondents.

Since the Lee key message was in the upper right hand corner of the advertisement it was missed by one-third of the respondents. Of those respondents that did engage with it they only spent 0.2 seconds viewing it. The key message on the Levi advertisement was engaged with for 10 times longer than this.

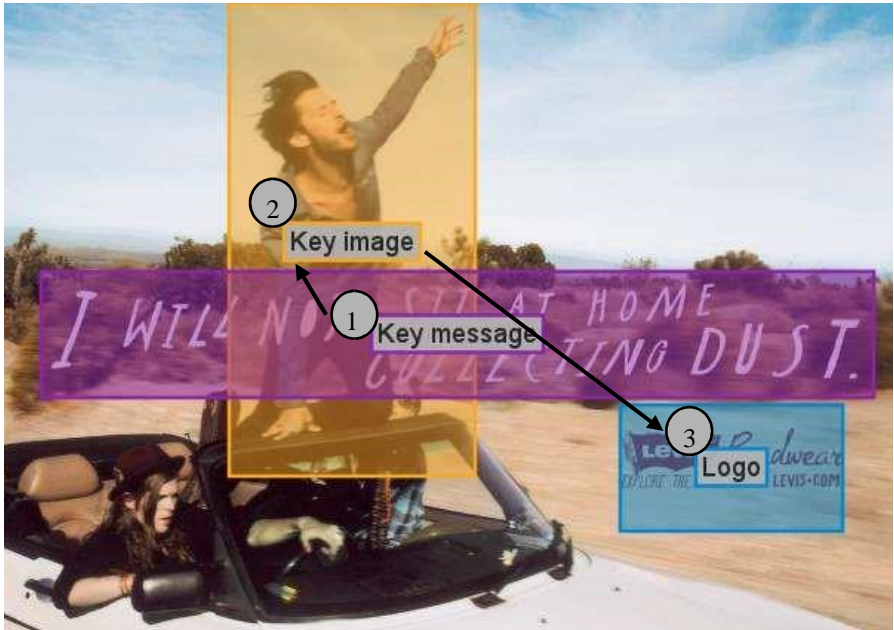
*****Please note: This is an example report and is not based on actual research or data.***

Area of Interest

Lee vs Levis



	Percent Seen	Time On	Time To	Reading Order
Key Image	100%	1.6s	0.1s	1
Logo	80%	1.5s	0.8s	2
Tagline	67%	0.2s	1.8s	3
Background Image	100%	1.3s	2s	4



	Percent Seen	Time On	Time To	Reading Order
Key Message	100%	2s	0.4s	1
Key Image	100%	1.5s	0.8s	2
Logo	67%	0.5s	1.6s	3



Visual Engagement Maps – Heat Map

Lee vs Levis



Visual Engagement Maps – Opacity Map

Lee vs Levis



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