



@anniset



The Science of Influencer



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Whalar had a vision — to become the house of insight for Influencer Marketing.



Whalar



House



Insight

Emotions & Memory



The first step on this journey was to understand the method of action of influencer; our hypothesis was that the power of influencer lay in its evoking intense emotions and creating strong memories.

When advertisers evoke intense emotions among consumers, consumers attach that strong positive feeling to the brand. Then, when at the point of purchase, the consumer remembers the way the brand made them feel and becomes more likely to purchase the product.

The gold standard emotions and memory testing technique in advertising is Steady State Topography, used by Neuro-Insight.

Consumers wear headsets which measure their brain waves while interacting with content, generating a unique set of metrics, among which emotions valence and intensity, and memory encoding, are key;



Emotional Intensity



Approach/Withdraw



Memory Encoding



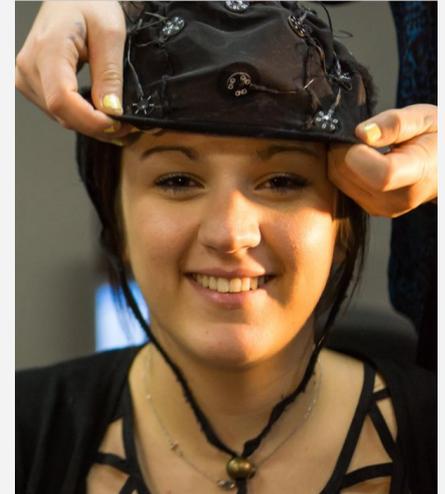
NEURO-INSIGHT



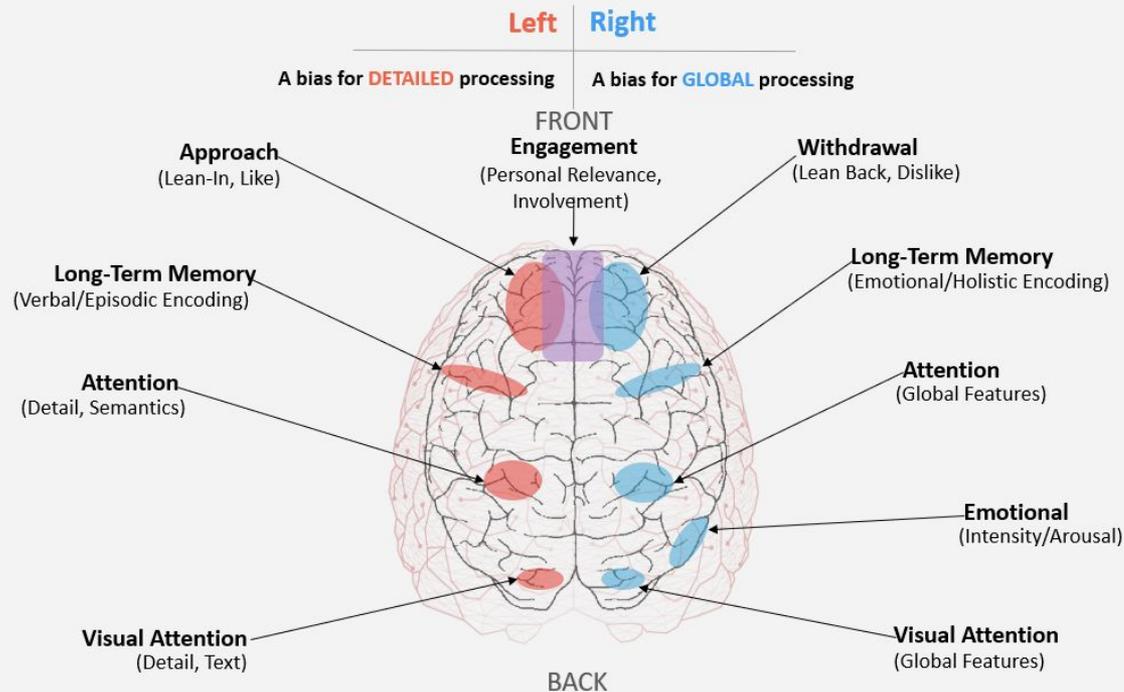
Personal Relevance



Attention



Measuring brain waves is the gold standard of testing because it goes straight to the source of truth. Other biometrics (e.g. expressions, heart rate, galvanic skin response) are once removed from the brain activity and responses to questions are twice removed).



Results –



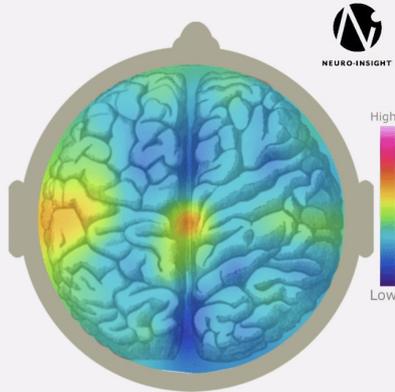
@qmike



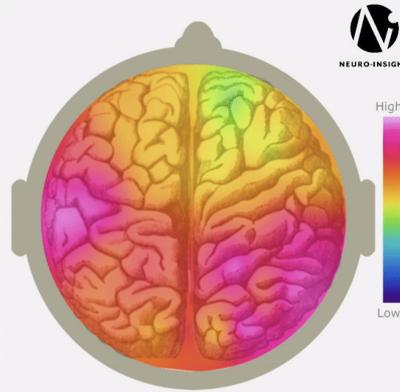
@mossonyi

Influencer ads are significantly more emotive and memorable than TV ads:

TV ads



Influencer ads



Emotional Intensity



Memory Encoding



Influencer ads are significantly more emotive and memorable than FB ads



Emotional Intensity

+64%



Memory encoding

+182%

Influencer ads are significantly more emotive and memorable than YT ads



Emotional Intensity

+28%

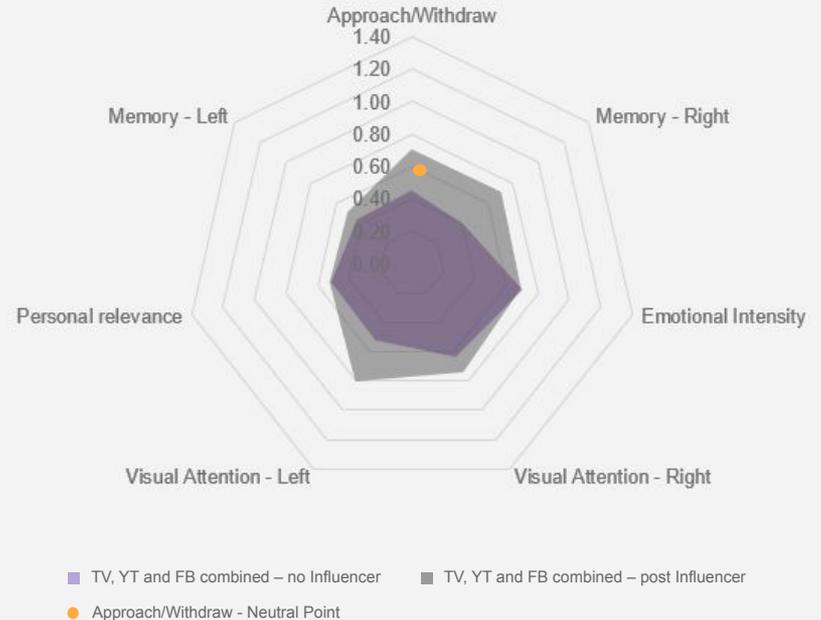


Memory encoding

+73%

Influencer priming significantly improves responses to TV, FB and YT ads

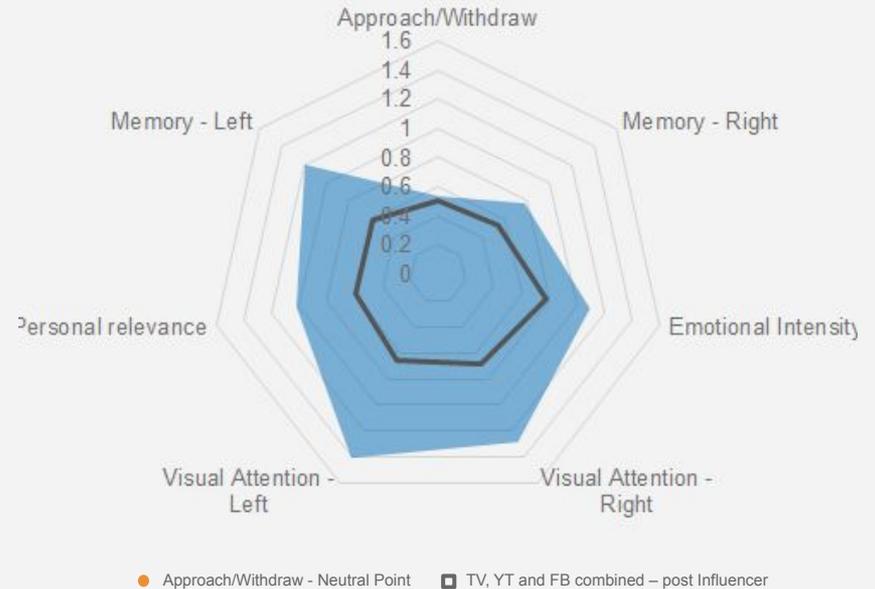
- Approach: **+58%**
- Memory Encoding: **+47%**



Celebrity influencer ads drive negative emotions and memories

- Emotional Intensity **+40%**
- Memory Encoding: **+74%**

WITHDRAWAL



Wanna learn more? Come down to our cabana to get the scoop, with visitors on Wednesday 19th June able to try the tech for themselves:



Thank You!

