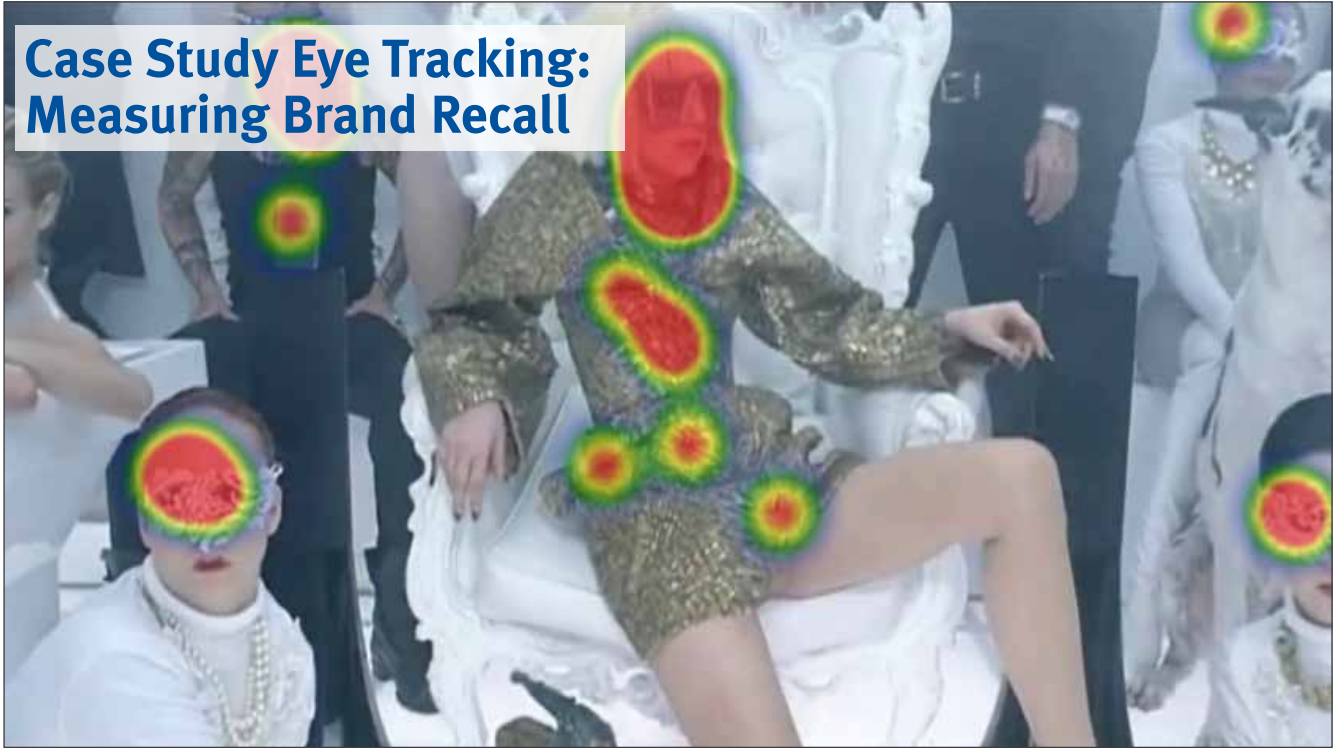


## Case Study Eye Tracking: Measuring Brand Recall



Preliminary conclusions about parameters that increase advertising impact of product placement can be drawn from a pilot study with SMI remote eye tracking technology using SMI’s advanced video analysis tools. The usability consultant KeyLime Interactive captured attention data over Lady Gaga’s award winning music video “Bad Romance”.

### BACKGROUND

Product placement has been part of the marketing communication mix for a century. Consistent growth is reported on spending for this methodology.

Most consumers (69%) accept brand integration in TV, movies and video games as long as they do not recognize a disruption in their viewing or user experience. But an ongoing question is how to measure the advertising impact of product placement.

This discussion was fueled by the release of the latest album of US pop star Lady Gaga. The music videos of the songs featured an extensive number of embedded products.

The usability consultant KeyLime Interactive used SMI’s eye tracking technology to assess advertising impact of product placements within the music video “Bad Romance”.

[www.keylimeinteractive.com](http://www.keylimeinteractive.com)  
[www.smivision.com/egts](http://www.smivision.com/egts)

### CHALLENGE

Brand managers want to know which are the factors that determine the impact of placing products in entertainment programming; be it gaming, music videos or television shows.

To further understand the attention these embedded products demand, methodology needs to go beyond traditional testing with observation or post-exposure questionnaires.

### SOLUTION

KeyLime Interactive conducted a pilot study using SMI remote eye tracking to capture attention data over the award winning music video “Bad Romance”.

The objective was to determine if there were trends in size of branded products or length of exposure that reliably result in product recall.

### CONCLUSIONS

Important predictors of visual attention are frequency of product appearance but not display size.

The relationship between the amount of time participants dwelled on a product and the number of appearances that product made explains nearly 92% of cued recalls.

Some products had parallel brands competing with their exposure or other semantic attractors that likely disrupted their call for attention.

### BENEFIT

The pilot study indicates parameters that enhance the return on investment for embedding products. Ideally, a follow-up study will verify those parameters testing different designs across different media.



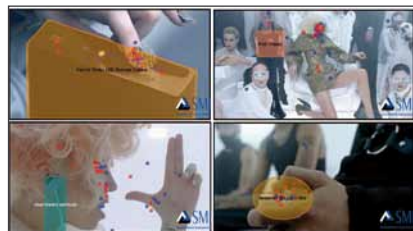
Ania Rodriguez, KeyLime Interactive:

“... Eye tracking is a key to defining metrics for effective product placement because it reveals correlations between visual attention and brand recall...”

## STUDY DESIGN

Key Lime Interactive conducted an eye tracking study on a popular music video

- to determine if there are significant trends in size of branded products or length of exposure that reliably result in product recall.
- to design a follow-up study which verifies parameters that increase impact of product placement without disturbing the user experience.

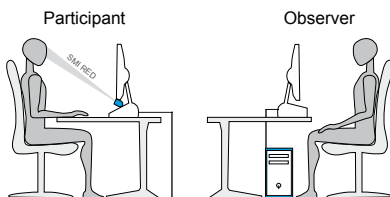


Some of the embedded products

The study was conducted with 43 participants aged between 13-45 years. They were asked to “relax and enjoy the following video”. Their attention was being monitored for the entire 4 min 55 seconds by SMI’s RED eye tracking device.

Methods used:

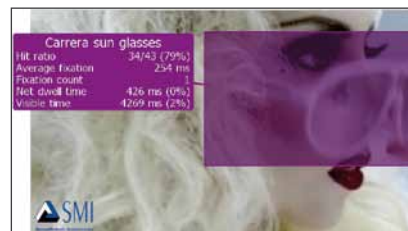
- SMI remote eye tracking
- Post-viewing questionnaire measuring uncued and cued recall



Study set up

The following metrics were gathered for embedded products:

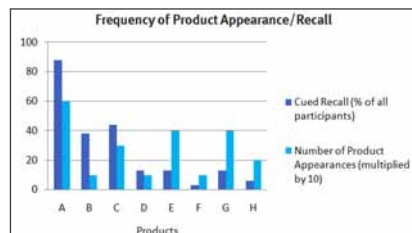
- Visible time of products
- The amount of time participants spent looking at products.
- Aggregate visual trends to determine parts of the video that demanded attention/competed for attention.
- Comparisons across given demographics



Eye tracking metrics on product

## FINDINGS

1 Frequency more important than size!



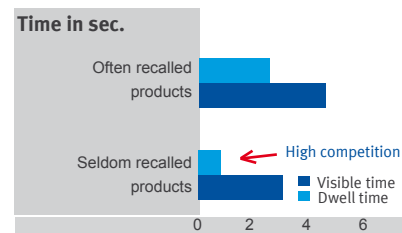
56 % freely recalled advertisement in the video. The frequency of appearance of a product had a slight statistical significance to the product recall. Display size was seemingly irrelevant.

3 Frequency/dwell time predicts recall!



The relationship between the amount of time participants dwelled on a product and the number of appearances that product made explains nearly 92% of cued recalls.

2 Visual competition decreases recall!



The overall exposition time of a brand did not correlate with dwell time and recall. Some products had brands competing or other semantic attractors that likely disrupted their call for attention.

## SMI EYE TRACKING

The SMI RED remote eye tracking and the SMI Experiment Suite software package are powerful testing tools for gaze tracking studies on Full HD videos. With its dynamic areas of interest

tool SMI BeGaze software associates eye tracking data to key objects in the video. In this study, the tool was used to objectively assess visual attention for embedded products.



SMI RED

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