

How can you assess the potential of your creative idea?

How do you choose the right packaging avenue to achieve your packaging objectives?

What concrete improvements can be made to your packaging to boost its impact?

*“Consumer statements alone are not enough
to predict either the impact of an ad campaign or boost its effectiveness”.*

To bridge this gap, Impact Mémoire applies proven findings in cognitive science to predict and optimise the effectiveness of your advertising messages.

METHODOLOGY

A scientific analysis grid comprising 150 questions based on cognitive science. The questions focus on the key processes involved in memorisation:

- **Perception:** Is the packaging clearly and positively perceived through the different senses? Are the brand codes clearly perceived?
- **Attention:** Does the packaging stimulate attention? Are the contrasts strong enough? What level of attention is achieved on the brand-product components?
- **Emotion:** Does the packaging prompt positive emotions, shock, complicity, desire?
- **Explicit encoding:** Does the packaging convey interest, a tangible demonstration or strong semantic content?
- **Implicit memory:** Does the packaging prompt memories that could be easily restored through nonconscious retrieval: a specific design, graphic codes, etc?

RESULTS

- **Quantitative aspects:** memory impact, brand/product attribution and purchase incentive value indexes.
- **Highly accurate analysis of the strengths and weaknesses** of the packaging, graphic codes, words, images.
- Concrete, practicable **avenues for optimisation.**

MAIN BENEFITS

- **Predictive:** at very early stage prior to rollout
- **Comprehensive:** in-depth analysis of **conscious and nonconscious memory** processes
- **Fast turnaround:** 10 days
- Operational guidelines to optimise reworking