

Do you know why your campaign failed to leave a mark, why attribution was not achieved or why it did not have the expected impact on sales?

Do you know how to optimise and boost its performance in time for the next campaign phase?

“Consumer statements alone are not enough to explain the reasons of success or failure of an ad campaign, nor to give routes for improvement”.

To bridge this gap, Impact Mémoire applies proven findings in cognitive science to assess and explain the weaknesses of your messages and optimise their effectiveness for further waves.

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