

*How can you assess the potential of your creative idea?*

*What concrete improvements can be made to your campaign 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 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