



The worm test has turned
Combining communication research
techniques to give greater insight for clients











1

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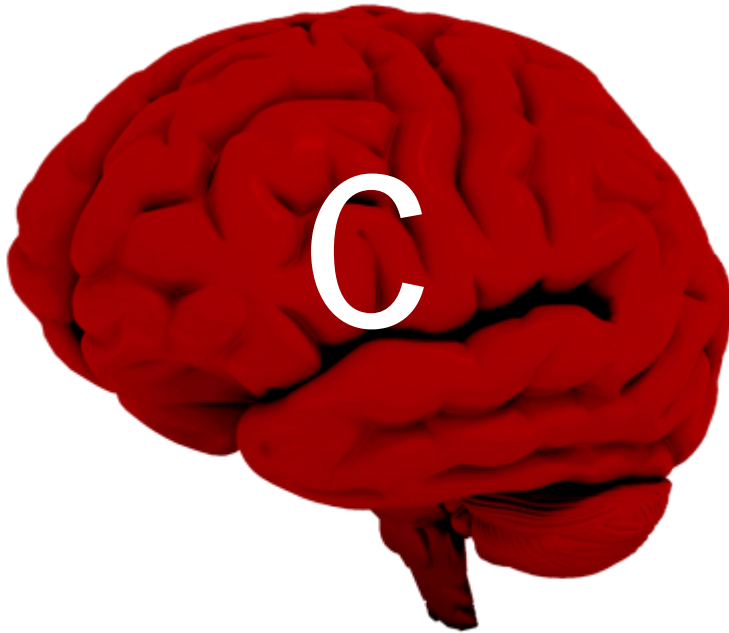
To start the video, please click on the thick grey bar in the scale area to the right of the video. Please then move your mouse up and down to indicate how positively or negatively you feel about what you are seeing.





Conscious

Sub-conscious



Informing
advertising
efficiencies

Attention



Engagement



**Approach /
withdrawal**



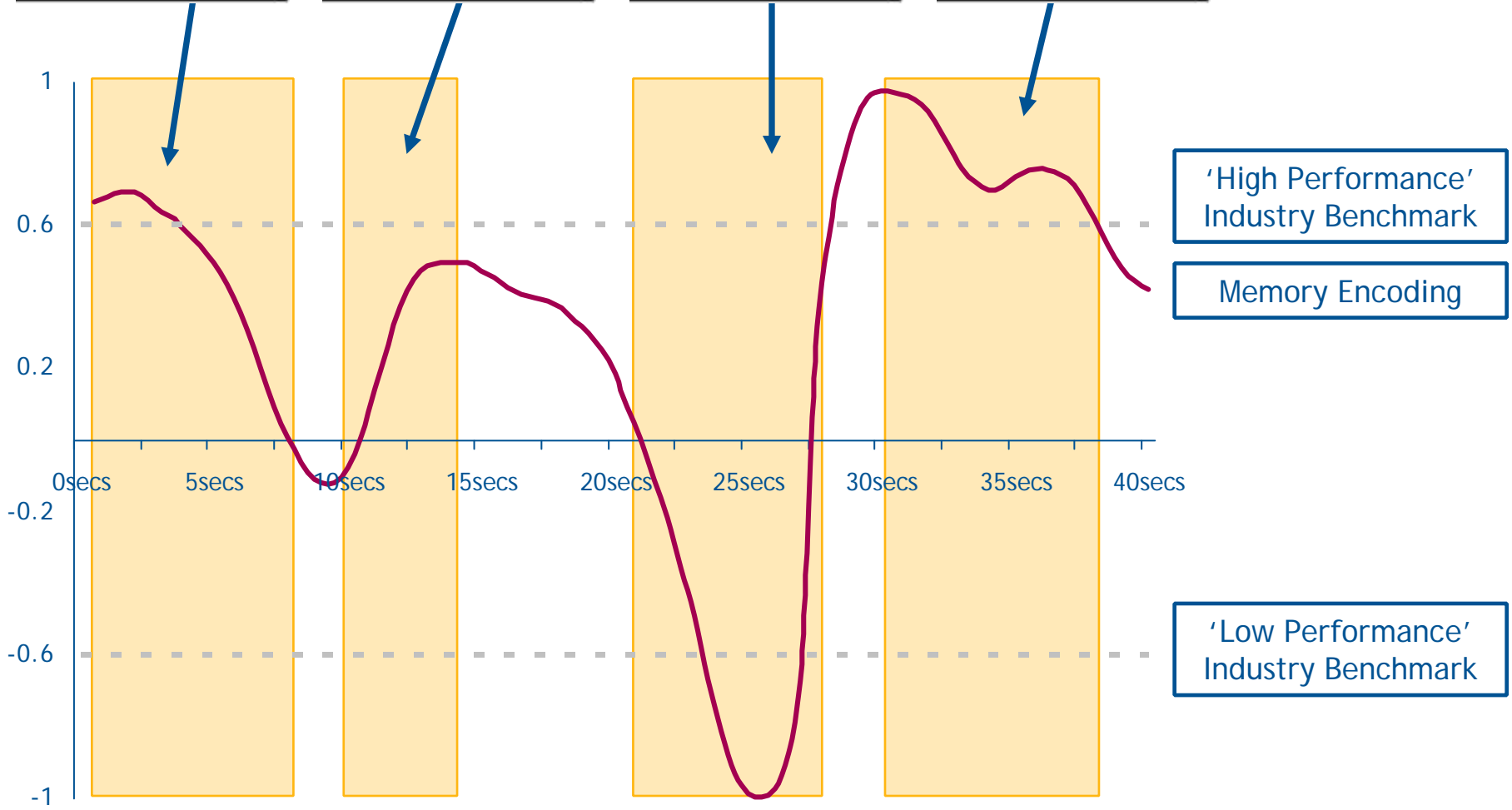
**Emotional
intensity**



**Long-term memory
encoding**







'High Performance' Industry Benchmark

Memory Encoding

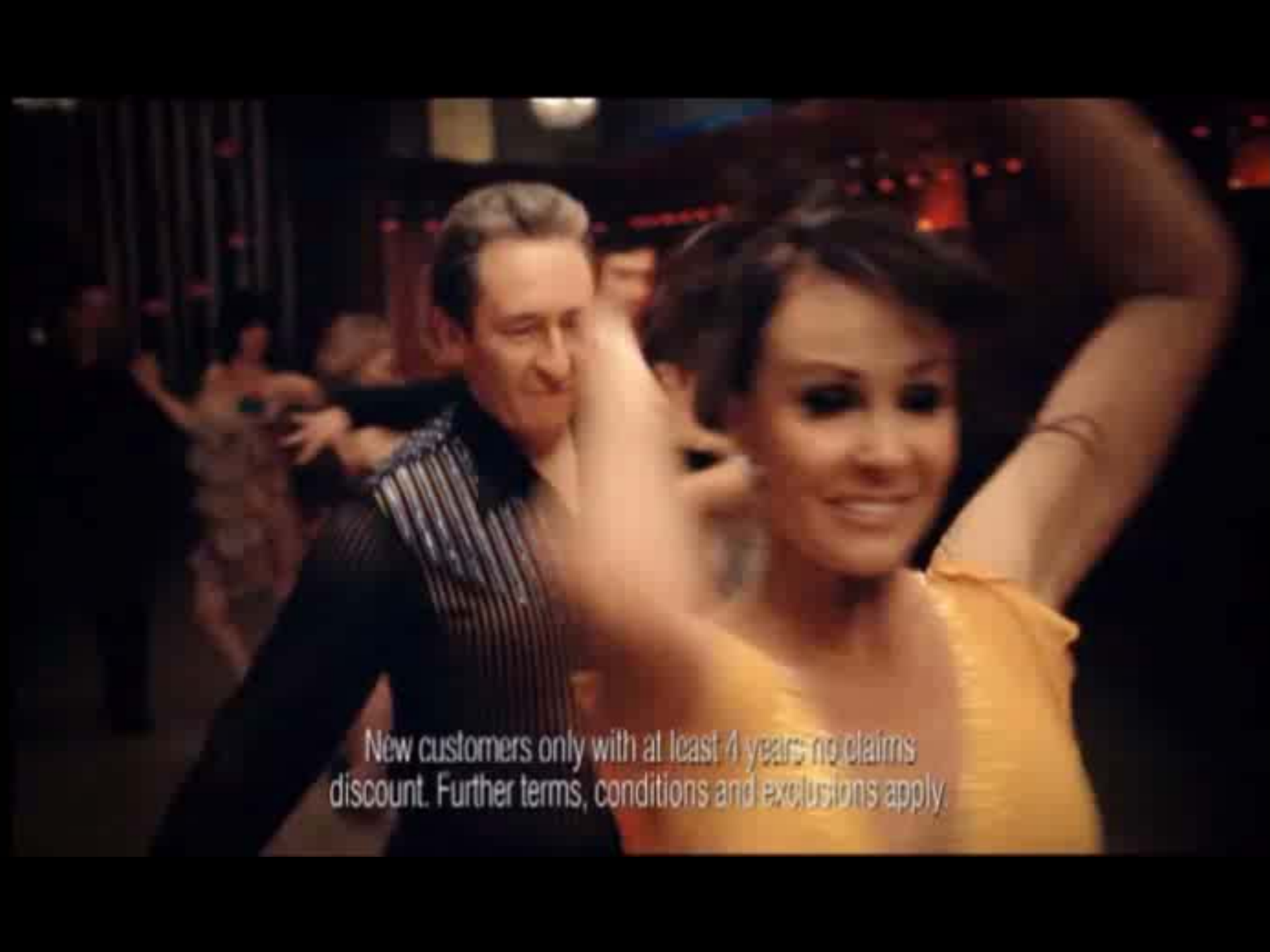
'Low Performance' Industry Benchmark









A man and a woman are dancing in a nightclub. The man is wearing a black, vertically striped shirt and is looking towards the woman. The woman is wearing a yellow, sequined dress and has her arms raised. The background is dark with some blurred lights and other people dancing.

New customers only with at least 4 years no claims discount. Further terms, conditions and exclusions apply.



A man in a dark, patterned shirt and black pants is dancing in a club. He is looking to his right. In the background, other people are dancing, including a woman in a blue dress and a man in a blue shirt. A woman in a yellow dress is dancing in the foreground, seen from behind. The scene is dimly lit with warm tones.

Excludes N.Ireland. Calls recorded/monitored.





Qualitative
Techniques

Neuroscience

Worm Testing



Thank you & any questions?

