



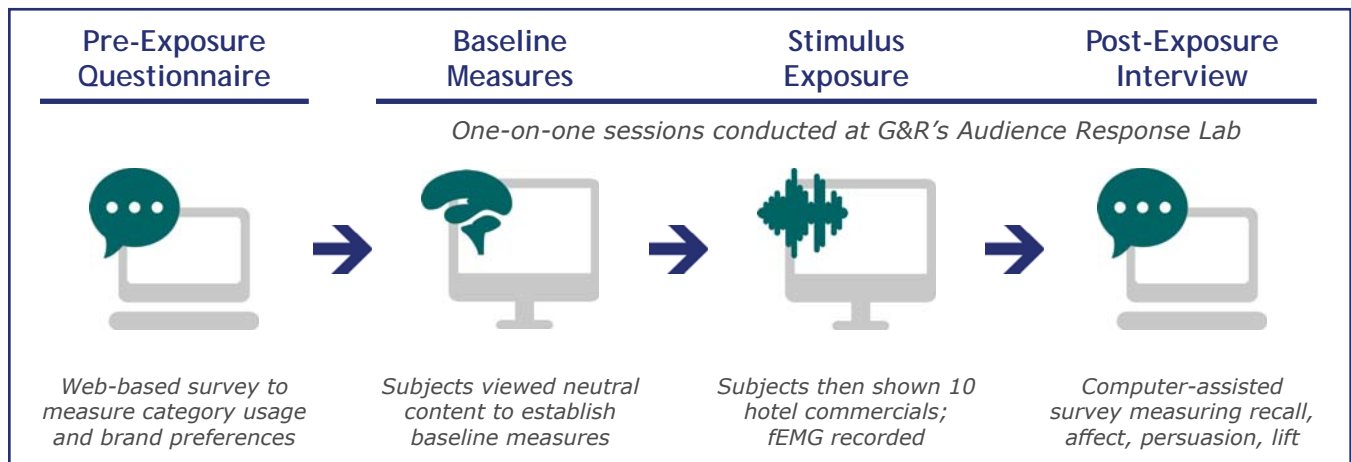
# Emotional Response in Hotel Advertisements

*A Report by G&R Based on fEMG*

## Information Objectives:

- » Learn how hotel advertising compares to competitive commercials in terms of emotional activation.
- » See how differences in emotional response contribute to the traditional key performance indicators, of recall, persuasion, and ad liking.
- » Understand how emotional responses to category advertising varies in response to key advertising elements, such as narrative styles, visual elements, branding, and messaging.
- » Discover how fEMG and the measurement of emotional valence can help teams improve advertising performance.

## Study Design:



## Commercials Tested:





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## Brands Included in the Report



### Study Details:

- 29 category users ages 25-54 (48% male, 52% female), recruited in central NJ and qualified via self-administered questionnaire;
- Invited to a central location for one-on-one sessions and connected to neuro-physiological equipment using non-invasive sensors.
- Respondents shown neutral stimulus to establish baseline, and 10 current 0:30 hotel commercials (rotated).
- Following video, respondents took computer-assisted survey about the ads they remember, as well as attitudinal, behavioral, and demographic classification questions.

### Deliverables:

- Executive summary and analysis of key overall and commercial-specific findings in MSWord
- Video Displays: Dynamic, second-by-second response to each commercial overlaid with the commercial
- Panograms: Static traces of positive and negative response for each commercial with call-outs of key scenes
- Optional Skype or In-office work session/presentation of results.

### Costs:

- Complete study, as described (all ten commercials): \$6,500
- Individual commercials only (video display, panogram and commercial-specific key findings): \$3,000 per commercial
- Work session:
  - Skype \$1,000;
  - On-site \$2,000, plus travel
- Special analyses are available for an upcharge on a time and material basis

### How to Order:

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### About fEMG

Facial Electromyography (fEMG) is a neuro-physiological measure of emotional activation. It has high temporal sensitivity and is considered the gold standard for measuring emotional valence.

### About G&R

Founded in 1948, G&R specializes in helping companies understand and improve advertising effectiveness. It has been involved in neuro-physiological measurement since 1980 and Facial Electromyography since 2000.