



What types of creative will connect with consumers?

Ads that resonate emotionally or tap into other System 1 dynamics do best

Which ads get noticed in-market?

System 1 chooses ads to notice, and how the memory is processed and stored. Confirmation biases come into play

Does the experience of having seen the ads affect how the consumer feels about or perceives the brand?

System 1 combines ad memories with pre-existing beliefs and experiences in ways that can result in modified brand impressions

Do the System 1 shifts produced by the ads generate changes in future buying decisions?

Since System 1 rules even 'rational' buying decisions, modifying gut-level intuitions is critical for in-market success

HOW COMMUNICUS HELPS:

- Identifies which ads have been stored in the memory, & whether there's a brand connection
- Diagnoses why some ads have engaged better than others
- Controls for pre-existing S1 mindset & confirmation biases

+ Uses longitudinal methods to identify the changes that advertising engagements have made in: **How individual consumers perceive & feel about a brand**

- Their biases & intuitions about future purchase intentions
- Determines the roles of different media venues & messages