

CREATIVE | SPARK

Be **bold**.
Be **creative**.
Spark your **business**.

 Get the insights you need to launch the most effective piece of advertising in less than **24 hours**

THE BUSINESS CHALLENGE

In the attention deficit economy, creative needs to stand out from the crowd

More than ever, strong creative is paramount to delivering short and long term business value

Advertisers need instant access to learnings embedded in the latest scientific thinking

THE SOLUTION

With **CREATIVE | SPARK** which is a new creative evaluation service and an evolution of ASI:Connect.



EVALUATE the power of creative to capture and retain Branded Attention



ASSESS short and long term brand effects, underpinned by sales validations



MEASURE a unique combination of thoughts, feelings and immediate emotions, via facial coding



OPTIMIZE with action-based reporting

WITH **CREATIVE | SPARK**

- Quickly evaluate and optimise video creative
- Benefit from Ipsos heritage in communication testing, proven metrics and communication expertise.

WHY **CREATIVE | SPARK** BY IPSOS?



SCIENCE

Design and metrics grounded on Behavioral Science, Data Science and Neuroscience with Text analytics and AI supervised machine learning algorithms.



CREATIVITY

Holistic diagnostics and concise reporting for fast optimization with key signals of creative potential.



SPEED

Evaluates finished videos and animatics in less than 24 hours.



FLEXIBILITY

Offered in a range of options from self-serve to full service, to fit your timings, budget, and business needs.