



SOCIAL VIDEO

FINISHED

Hellmann's

Sticky Varnish

PRO REPORT

View The Report

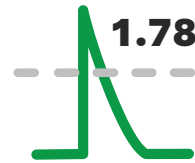
Sticky Varnish

31sec. 8/15/2025



Star Rating:
Good

Predicts **long-term** brand gains



Spike Rating:
Exceptional

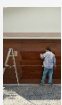
Indicates **short-term** sales potential



Fast Fluency Rating:
Exceptional

Indicates **strength** and **speed** of brand recognition

We ask people how they feel about each ad using
our **FaceTrace®** emotional measurement tool,
used on over 10m people worldwide



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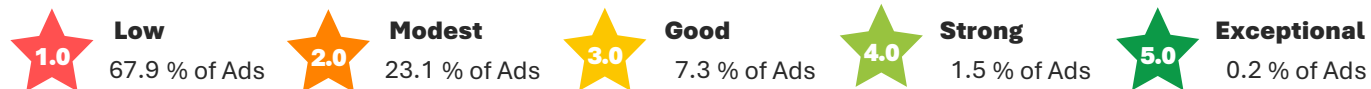
Hellmann's

31sec. 15 August 2025



Star Rating: **Good**

Long-term market share growth based on ad's creative effectiveness, calculated by measuring emotional response to the ad.



1.7 is the TYA average for “US Social Video”



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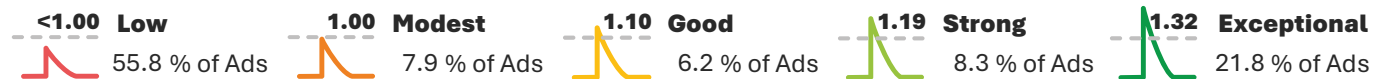
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31sec. 15 August 2025



Spike Rating: **Exceptional**

Short-term sales potential, derived from strength of branding and intensity of emotional response.



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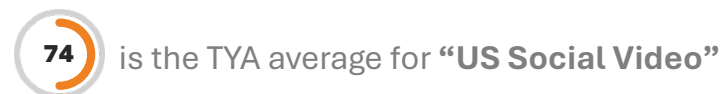
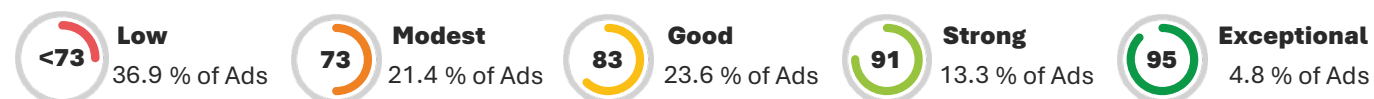
31sec. 15 August 2025



Fluency Rating: **Strong**

Measures strength of branding in the ad.

Fluency is driven by the % of people recognising the brand by the end of ad.



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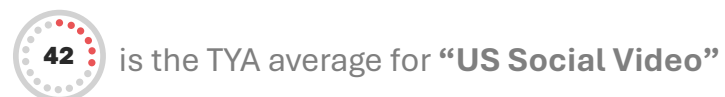
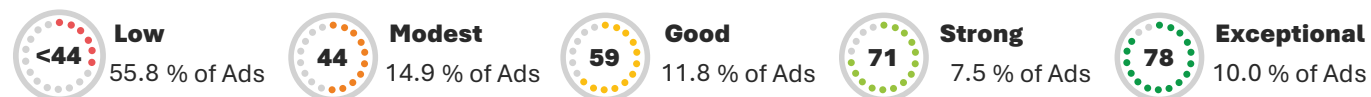
31sec. 15 August 2025



Fast Fluency Rating: **Exceptional**

Measures strength and speed of branding in the ad.

Fast Fluency is driven by the % of people recognising the brand at 2 seconds



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Second-by-second **Response**

Attention

Attention shows the proportion of people still viewing the ad (not skipped) at each second.



US Social video Normal

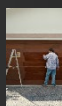
91%

94% of people still viewing ad at 5 secs

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

89%

Average % of the Ad Viewed



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Reasons for **Emotion**

Verbatim reasons for top 5 emotions

Overall emotional intensity of all (non-neutral) emotions felt, scale from 0-3

Your Ad's Intensity Score

1.89

	US SOCIAL VIDEO AVERAGE	YOUR AD
● Contempt	4%	6%
● Disgust	2%	1%
● Anger	0%	0%
● Fear	0%	1%
● Sadness	1%	0%
● Neutral	48%	26%
● Happiness	31%	46%
● Surprise	14%	21%



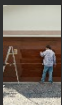
Do not put people in danger
It's really stupid
I do not really like mayonnaise
The music was incredibly distracting and off putting, so i skipped.

I was shocked the weird situation

It was ok
Mildly funny, but amusing was not an option
Kind of stupid, nobody would actually do that
It's an ad

It was a creative and amusing advertisement.
The hellmann's advertisement feels modern and refreshing
I love hellmann's, and the bit about the garage door is amusing
It was silly

The unexpected raising of the garage door
Funny
It was hilarious, and the actor stayed calm, which i probably wouldn't have.
At first i thought it was stupid but the tag line at the end made me rethink it.



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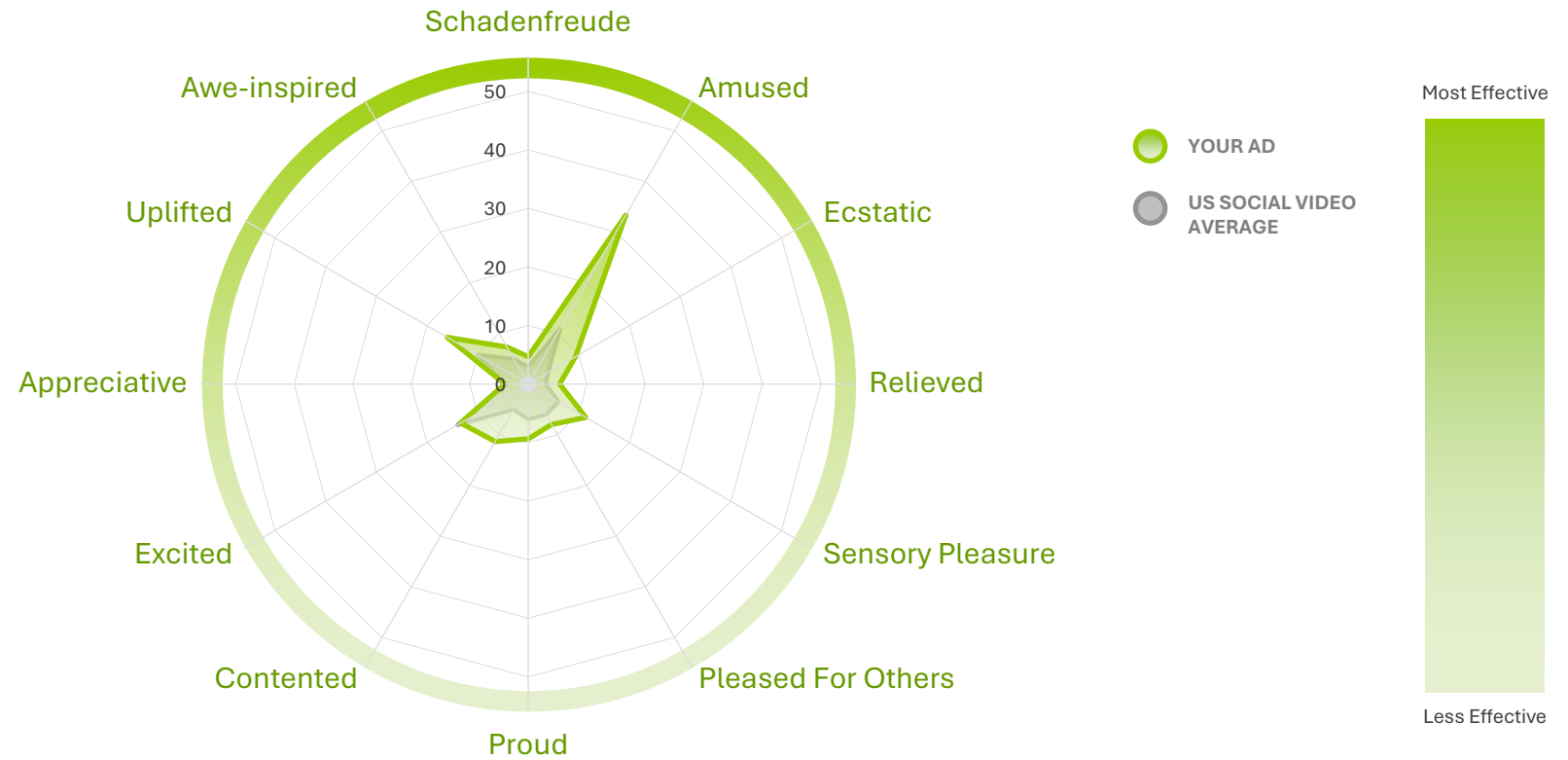
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Powered by MindReader™

System1

Types of **Happiness**



Percentage feeling each type of happiness. The different types are ranked according to their ability to drive business effects for brands.



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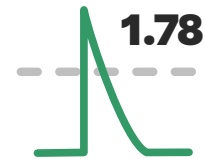
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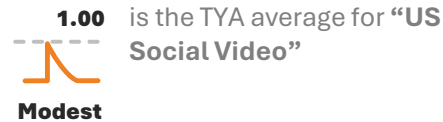
Spike

Short-term sales potential, derived from speed of branding and intensity of emotional response



Spike Rating:
Exceptional

Indicates short-term sales potential



is the TYA average for "US Social Video"



Fast Fluency

Measures strength and speed of brand recognition in the ad



is the TYA average for "US Social Video"

Low ● ● ● ● ● Exceptional



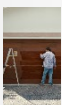
Emotional Intensity

Measures intensity of emotions felt towards the ad



is the TYA average for "US Social Video"

Low ● ● ● ● ● Exceptional



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Fluency: strength and speed of brand recognition

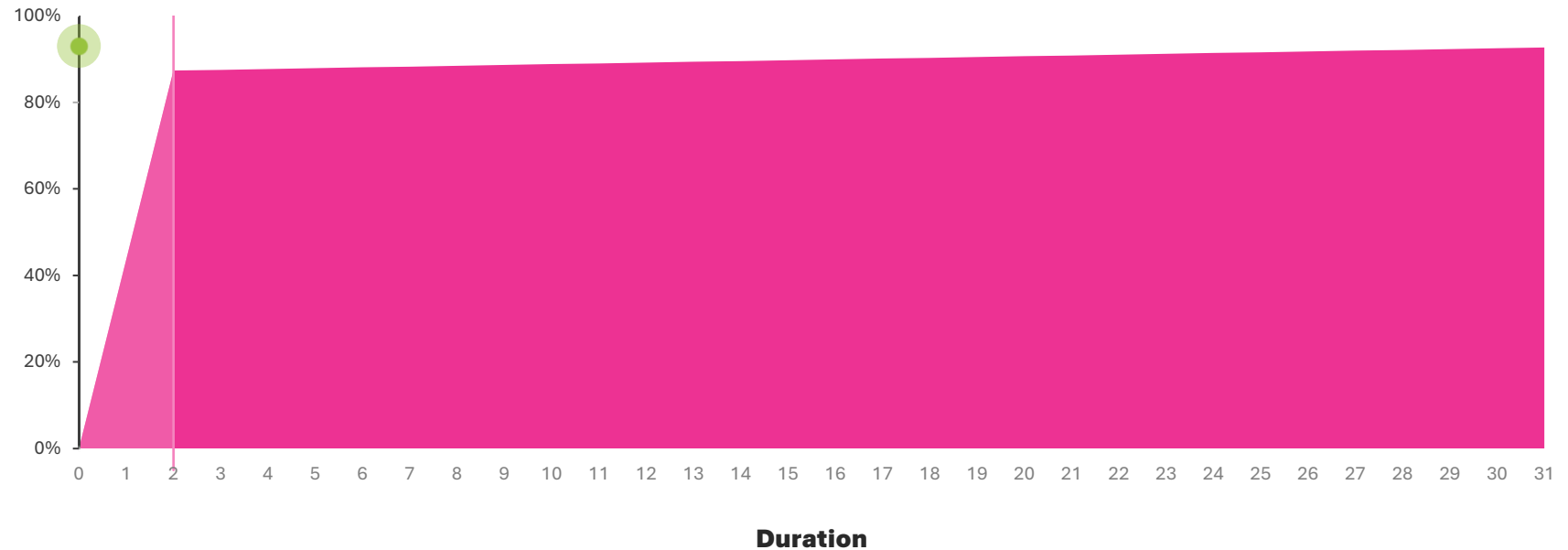


NOTE: after generation, make sure to manually move Fast Fluency icon to align above the "% of people who recognised the brand within 2 seconds" label



% of people who recognised the brand by the end of the Ad

% of people who recognised the brand within 2 seconds



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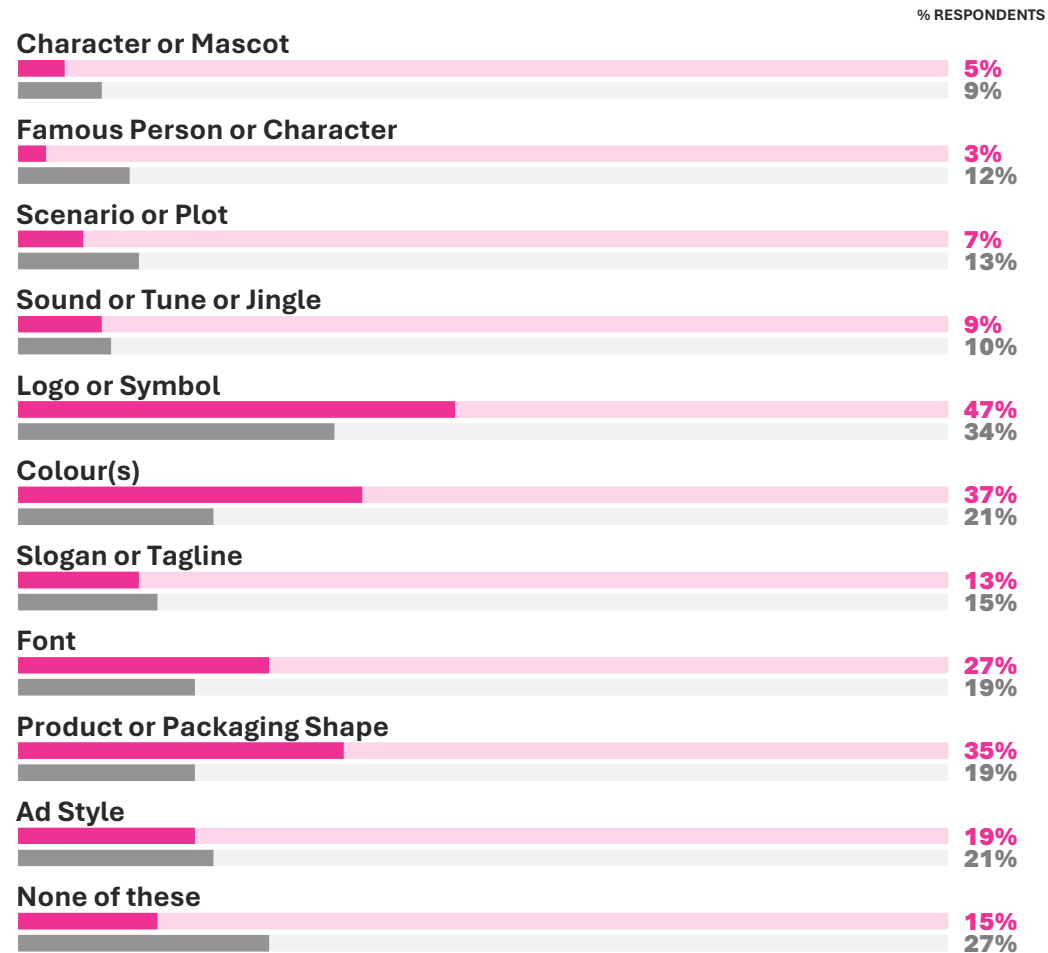
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Key Brand Assets

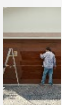
A 'Logo or Symbol' was the Ad's
most effective device for brand fluency



● YOUR AD

● COUNTRY
AVERAGE

Brands that successfully use this type of
Fluent Device typically score over this level



Social Video

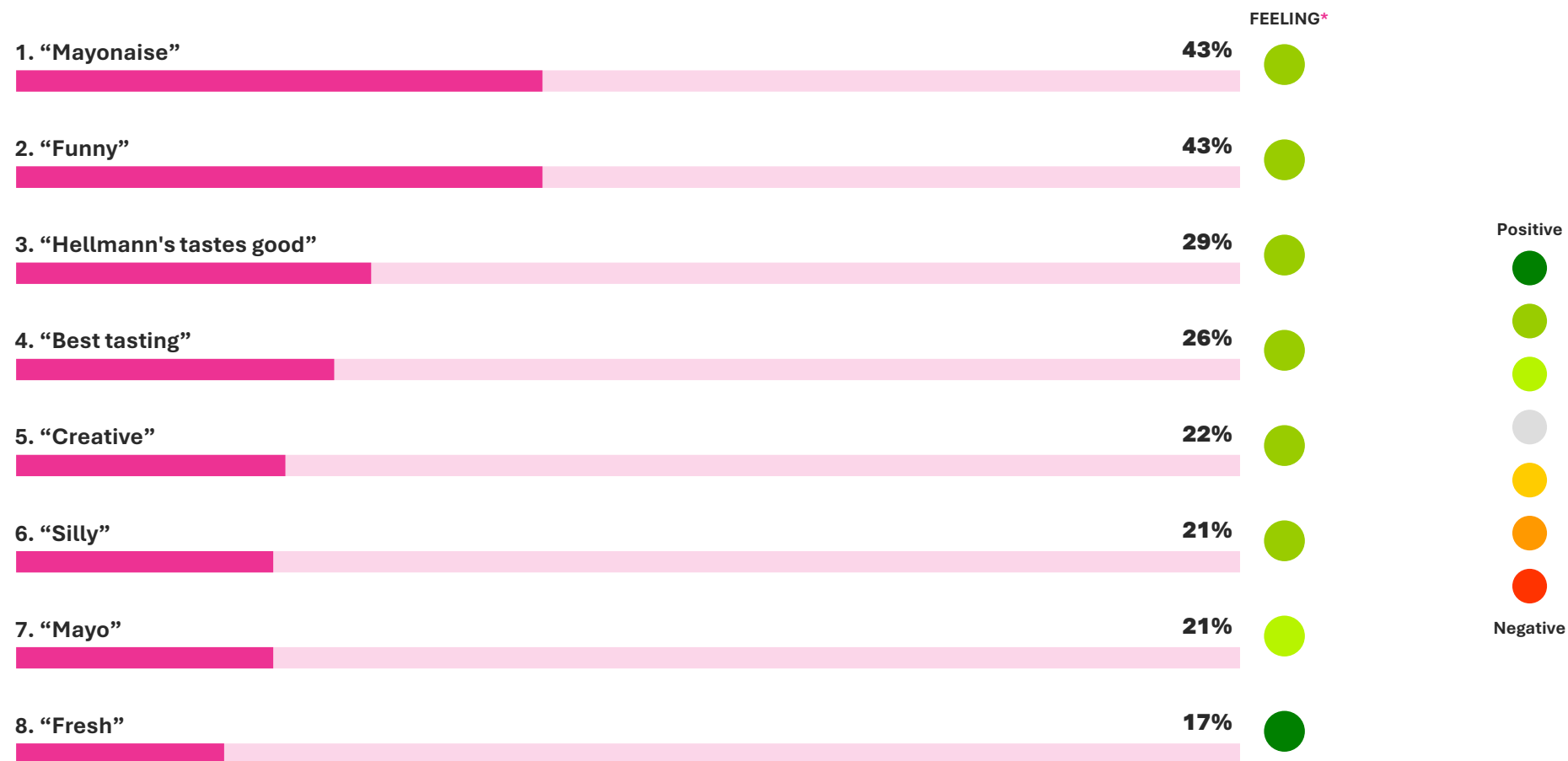
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Top Key Associations



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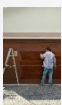
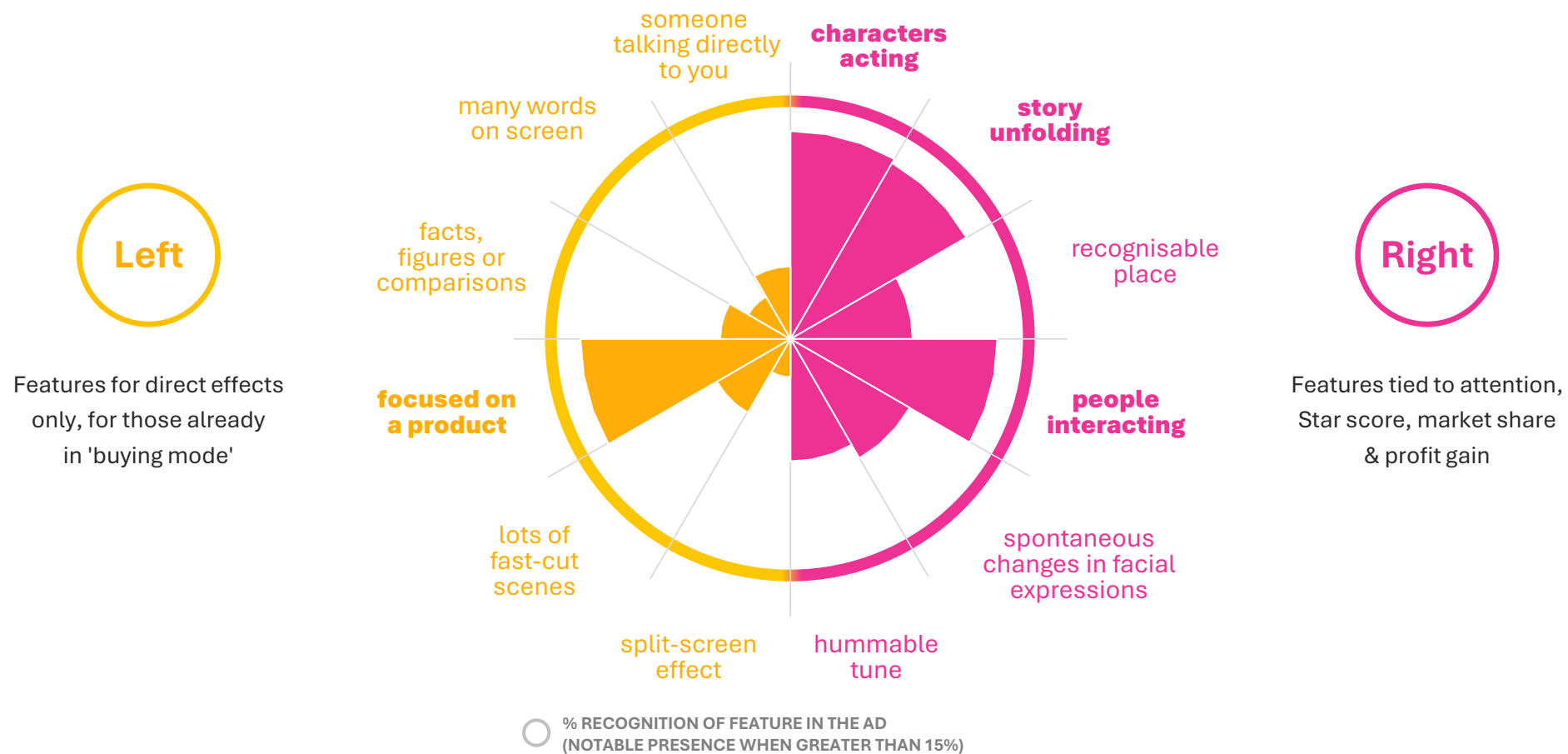
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Left vs Right Brain Features



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Improve Your Ad Creative Guidance

Book an appointment to receive our expert creative guidance to help your Ad go from good to great.

Book an Appointment

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The five secrets to success



Emotion

How well does the basic idea of the ad create positive feeling? What is driving any negative emotion? What types of happiness are people feeling?



Fluency

Is the brand quickly and easily recognisable? Is the ad making effective use of Fluent Devices? Is there a potential for more?



Hook

What did the ad use to hook viewers and avoid early skipping? Did it work as intended? Could it have been better by using specific elements?



Attention

Were consumers attentive to the ad? The brand? Its message? Or did they sign out?



Activation

Any data on how it will perform for short term Sales? Was there a call to action? A price tag? An end date for an offer?



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