



SOCIAL VIDEO

FINISHED

Zespri Kiwifruit

Taste Mission

PRO REPORT

View The Report

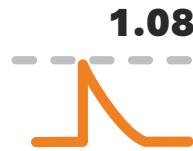
Taste Mission

30sec. 15/08/2025



Star Rating:
Good

Predicts **long-term** brand gains



Spike Rating:
Modest

Indicates **short-term** sales potential



Fast Fluency Rating:
Low

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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30sec. 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.

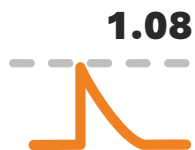


 is the TYA average for “US Social Video”



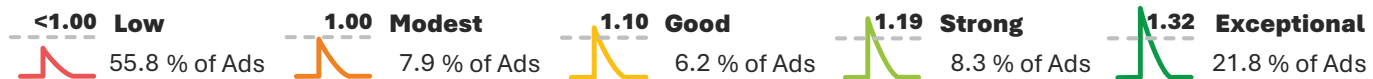
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Spike Rating: **Modest**

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



1.00 is the TYA average for "US Social Video"



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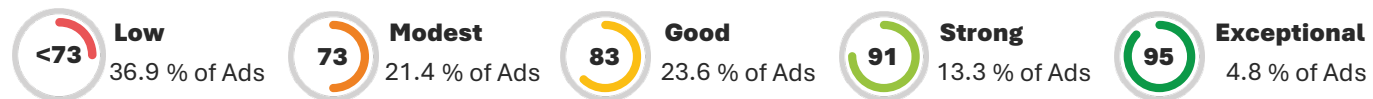
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Fluency Rating: **Modest**

Measures strength of branding in the ad.

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



74 is the TYA average for “US Social Video”



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Fast Fluency Rating: **Low**

Measures strength and speed of branding in the ad.
Fast Fluency is driven by the % of people recognising the brand at 2 seconds



42 is the TYA average for “US Social Video”



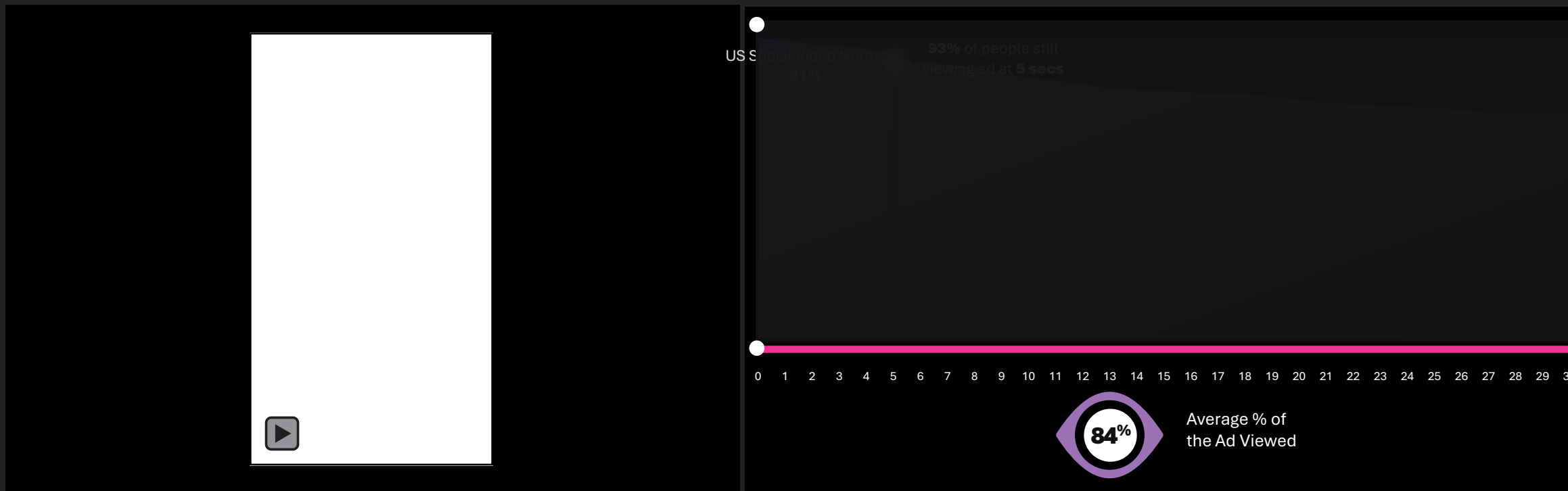
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Second-by-second **Response**

Attention

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



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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
1.57

	US SOCIAL VIDEO AVERAGE	YOUR AD
● Contempt	4%	3%
● Disgust	2%	0%
● Anger	0%	0%
● Fear	0%	0%
● Sadness	1%	0%
● Neutral	48%	33%
● Happiness	31%	50%
● Surprise	14%	15%



Not what i eat
Told me nothing

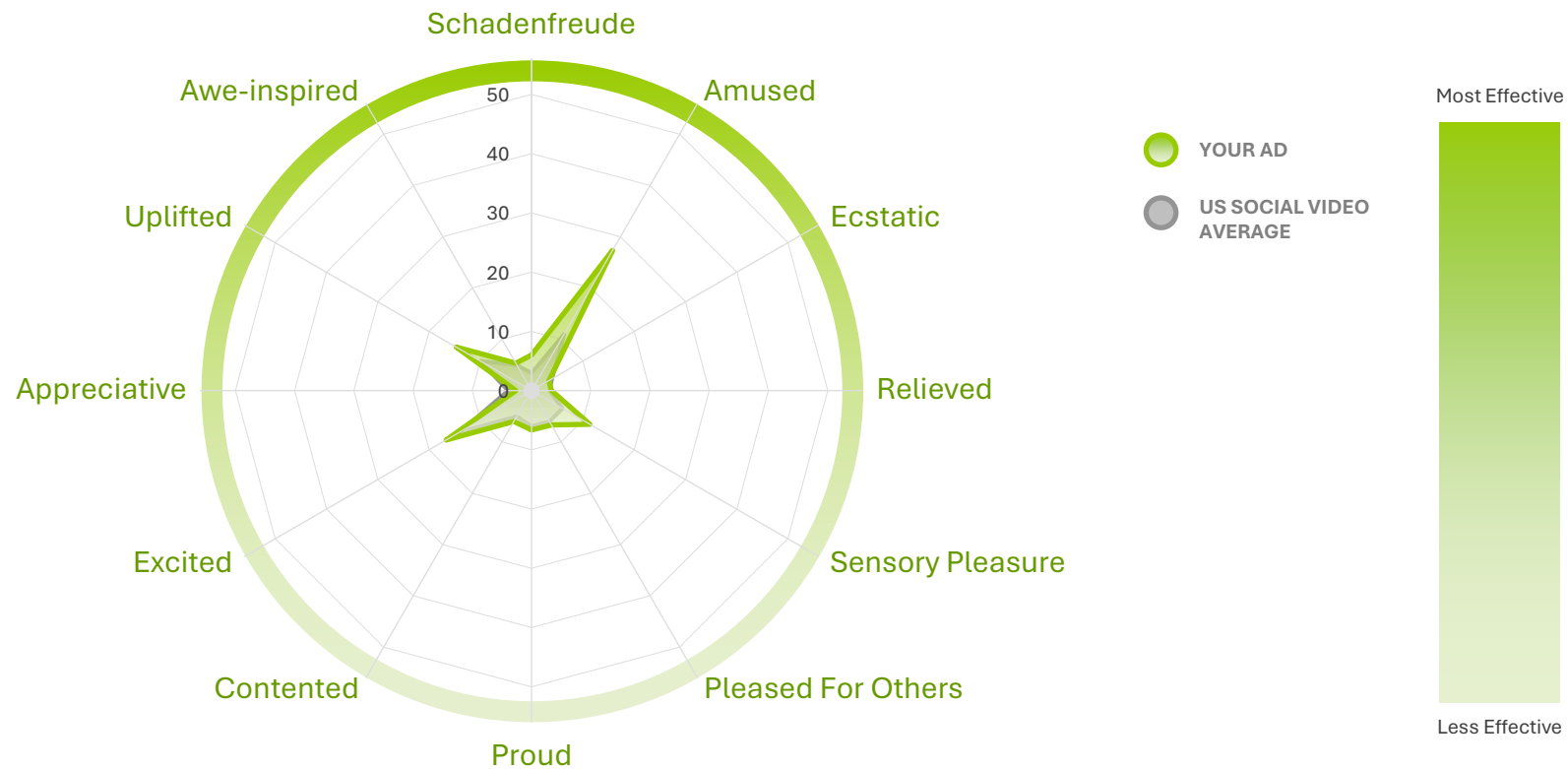
It lost my interest after i realized it was about kiwis
It's funny but it's very bland nothing spectacular would expect something differ
I do not eat kiwi
It's okay

A fun ad to see, not boring
I love kiwi
Cute
The fun vibe and characters

It was as not the product i expected to see
It was an unusual product for advertising.
That it was for a vegetable and not a store
Unexpected



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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Spike

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



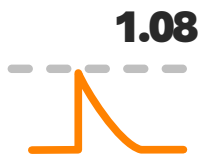
Fast Fluency

Measures strength and speed of brand recognition in the ad



is the TYA average for "US Social Video"

Low ● ● ● ● ● Exceptional



Spike Rating:

Modest

Indicates short-term sales potential



is the TYA average for "US Social Video"

Modest



Emotional Intensity

Measures intensity of emotions felt towards the ad



is the TYA average for "US Social Video"

Low ● ● ● ● ● Exceptional



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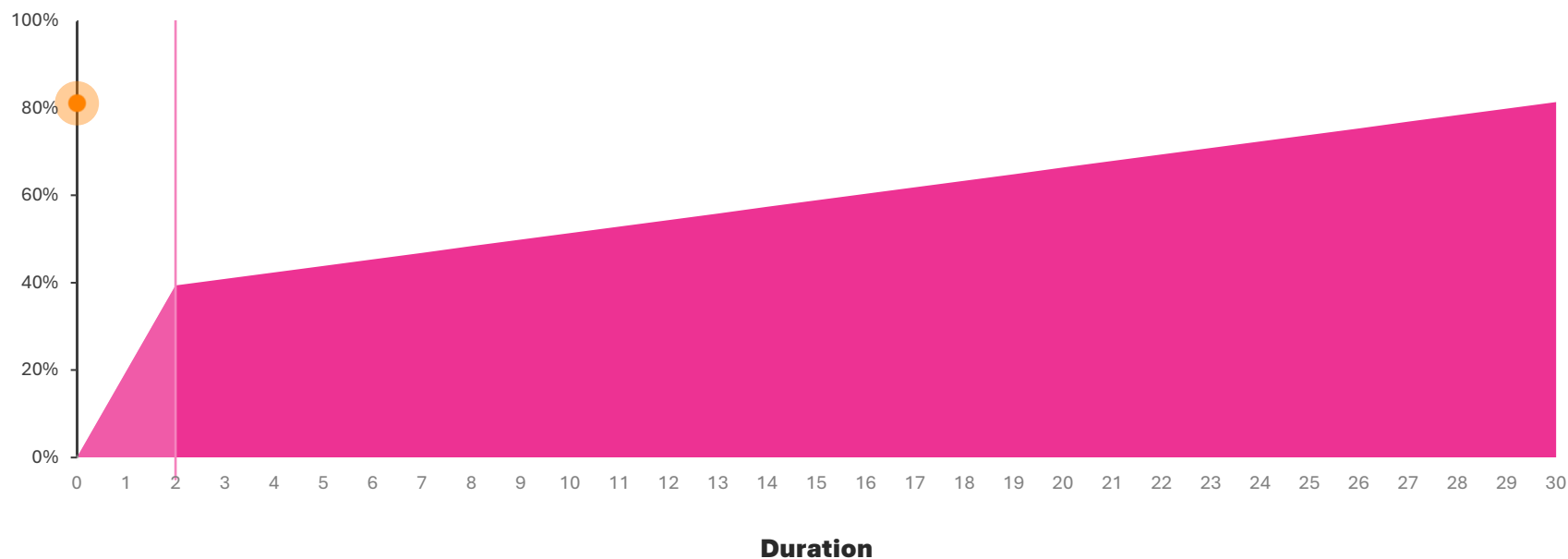
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Fluency: strength and speed of brand recognition



% 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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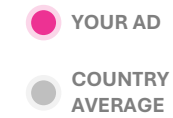
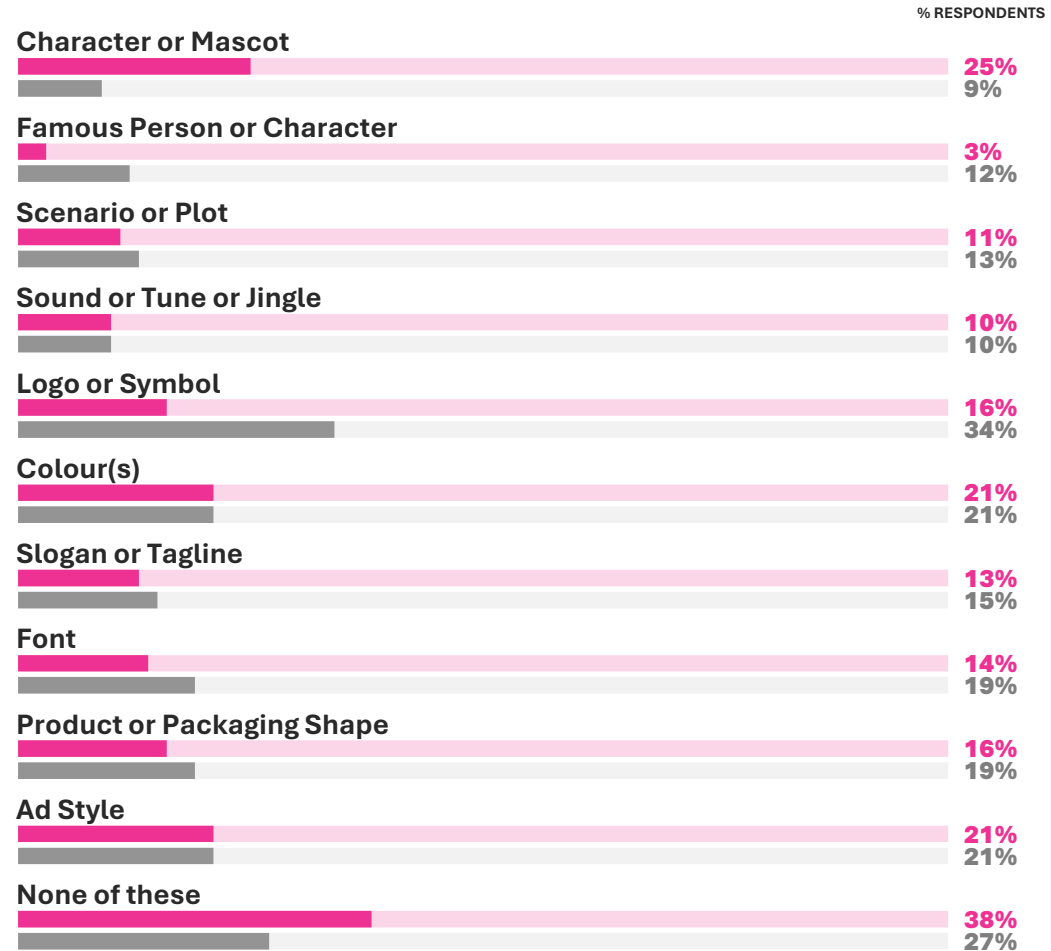
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Key Brand Assets

A 'None Of These' was the Ad's most effective device for brand fluency



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



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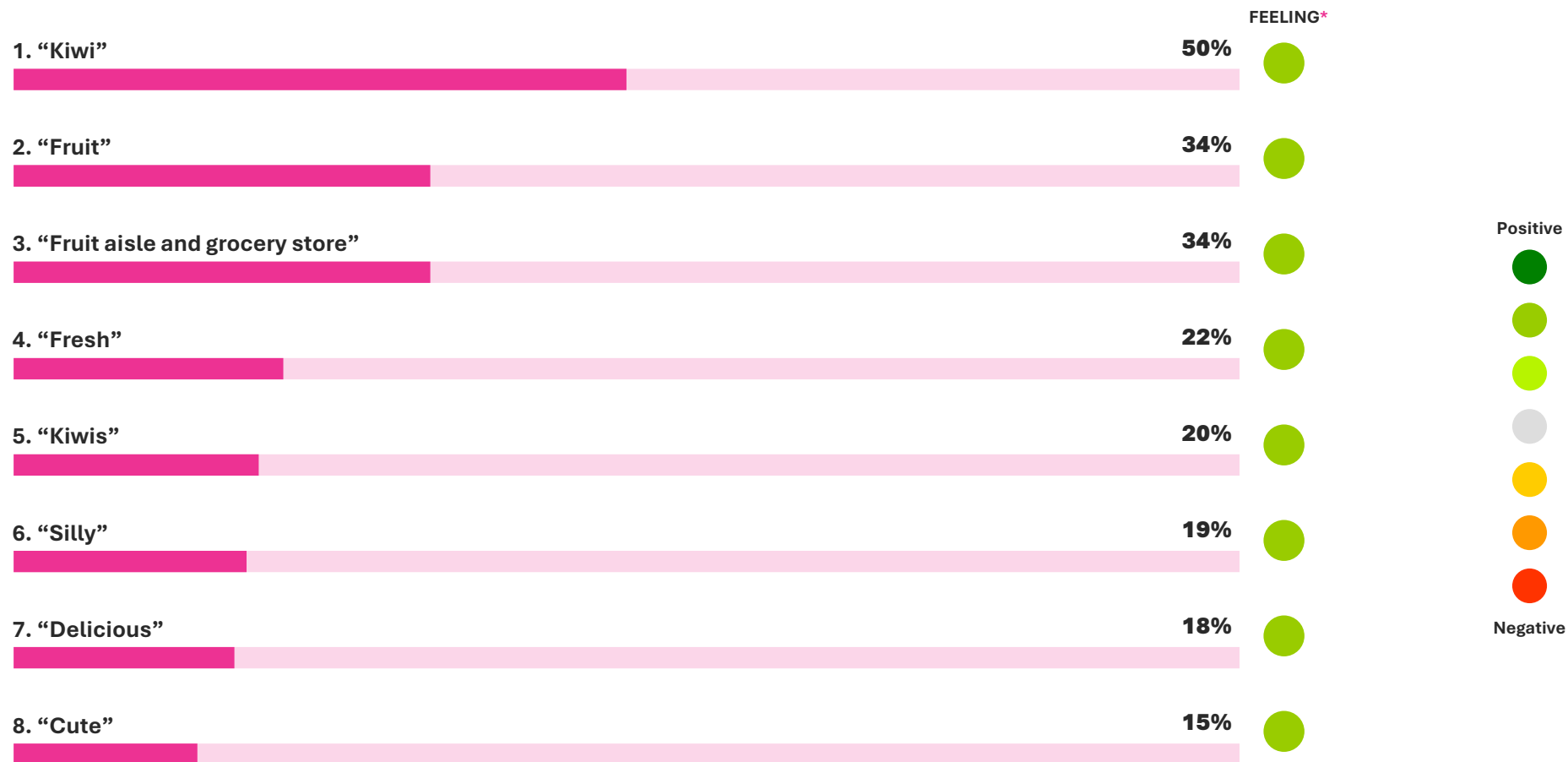
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Top Key Associations



Percentage spontaneously making each association with the ad

*Indicates the average sentiment felt towards each association, from positive to negative



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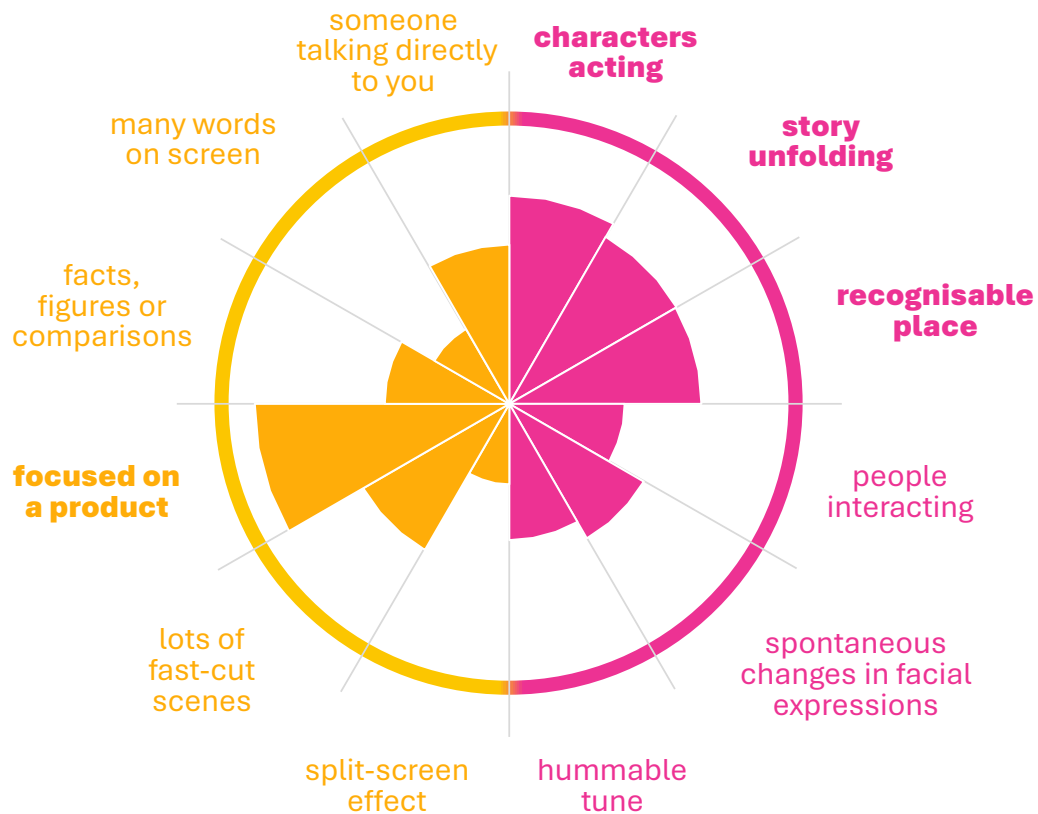
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Left vs Right Brain Features



Features for direct effects only, for those already in 'buying mode'



Features tied to attention, Star score, market share & profit gain

○ % RECOGNITION OF FEATURE IN THE AD (NOTABLE PRESENCE WHEN GREATER THAN 15%)



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System1



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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