



# **From Gut Feeling to Evidence: How Kao Expands Creative Testing Without Expanding Budgets**

Karel Ellis-Gray, **Brainsuite**

Keyu Yan, **Kao**

# Agenda

- What is Brainsuite?
- Pretesting with AI
  - Opportunities & Limitations
- KAO Use Case
- Q&A

# 50%

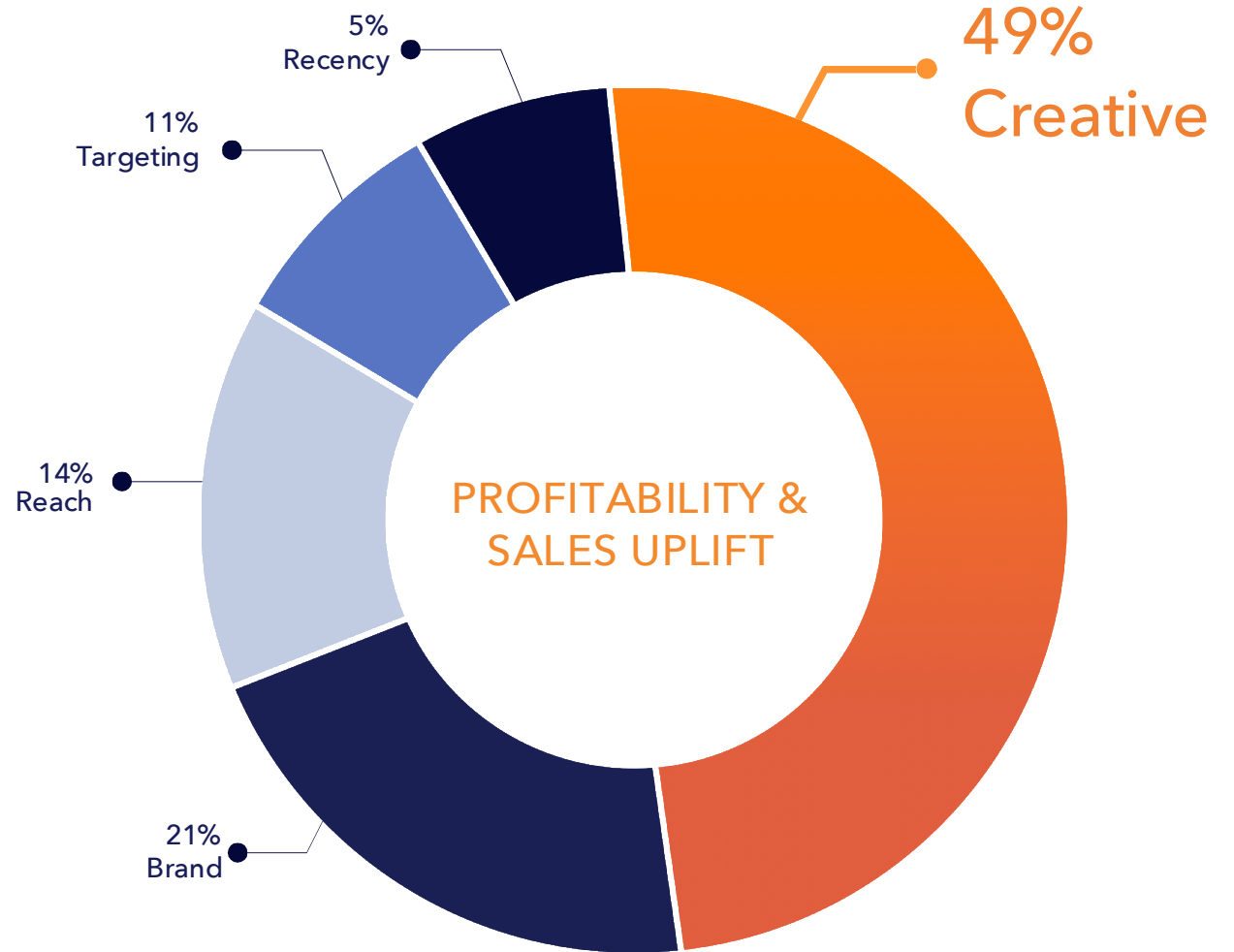
*Unsuccessful*



**Half the money**  
I spend on advertising  
**is wasted...**  
The trouble is, I don't  
know which half.

*100+ years of struggle*

Improving Asset Effectiveness Is the Fastest and **Easiest Way to Increase ROI** and Grow the Brand



**You Only Have  
A Few Seconds  
To Be Effective**

Clear Channel

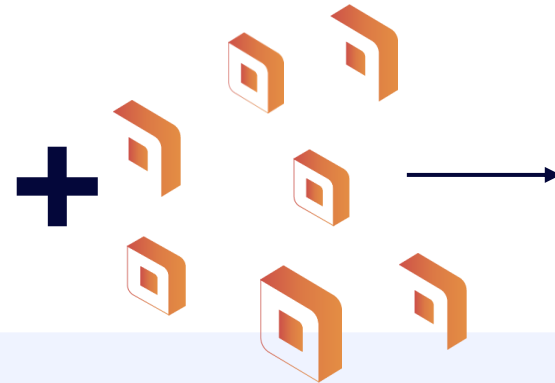
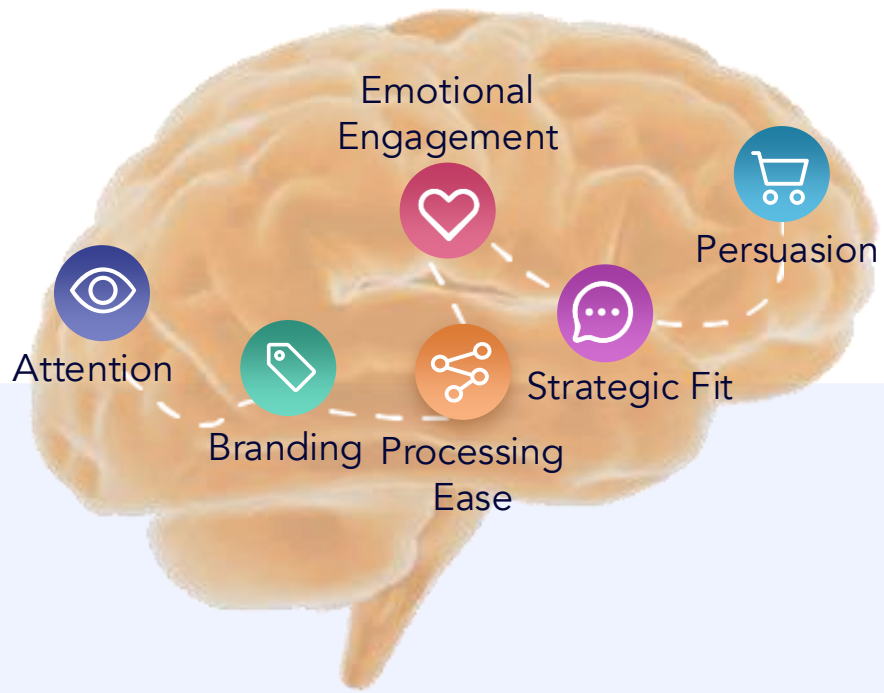
**A single  
refurbished  
mobile saves  
79.68kg  
of CO<sub>2</sub>e.\***

That is a lot of cow burps.

**BackMarket**  
Expertly refurbished tech.

00:06

# Predictive AI, powered by Neuroscience Predicts what Works and Why



vs.



Platform of 100+ specialized AI-Agents to predict Key Effectiveness Drivers

Configuration of Asset/Channel-specific AI-App (DIY & API)

Prove & Improve Effectiveness



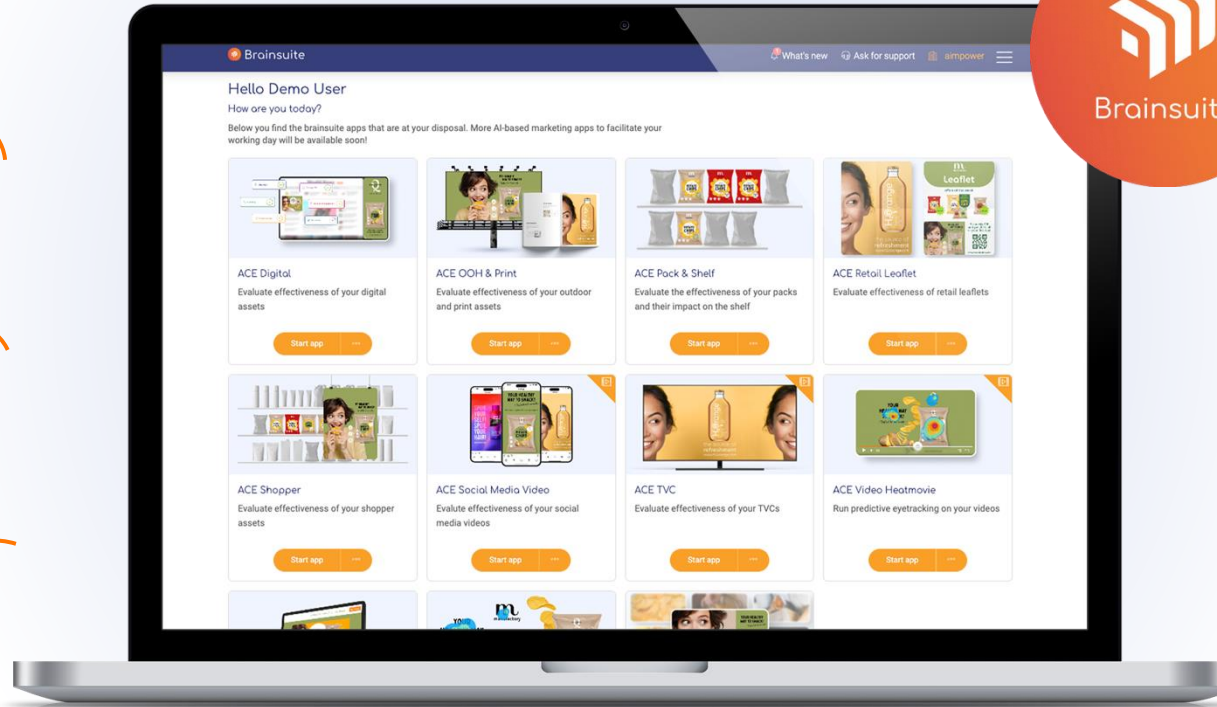
# Meet The Platform To Elevate Effectiveness At Scale



Digital Banner

Pack & Shelf

(D) Out Of Home



Social Media Video

Shopper / POSM

TVC

Broadest portfolio of pretesting asset/channel-specific AI Apps to prove & improve effectiveness along the process.

# Multiple AI Models Are Combined to Provide Actionable Insights

## Brand Attention Video:

- Scene detection
- Brand logo detection
- Predictive eye-tracking



**Brand Attention**



App: Social Media Video

## Trusted by Global Industry Leaders Like:

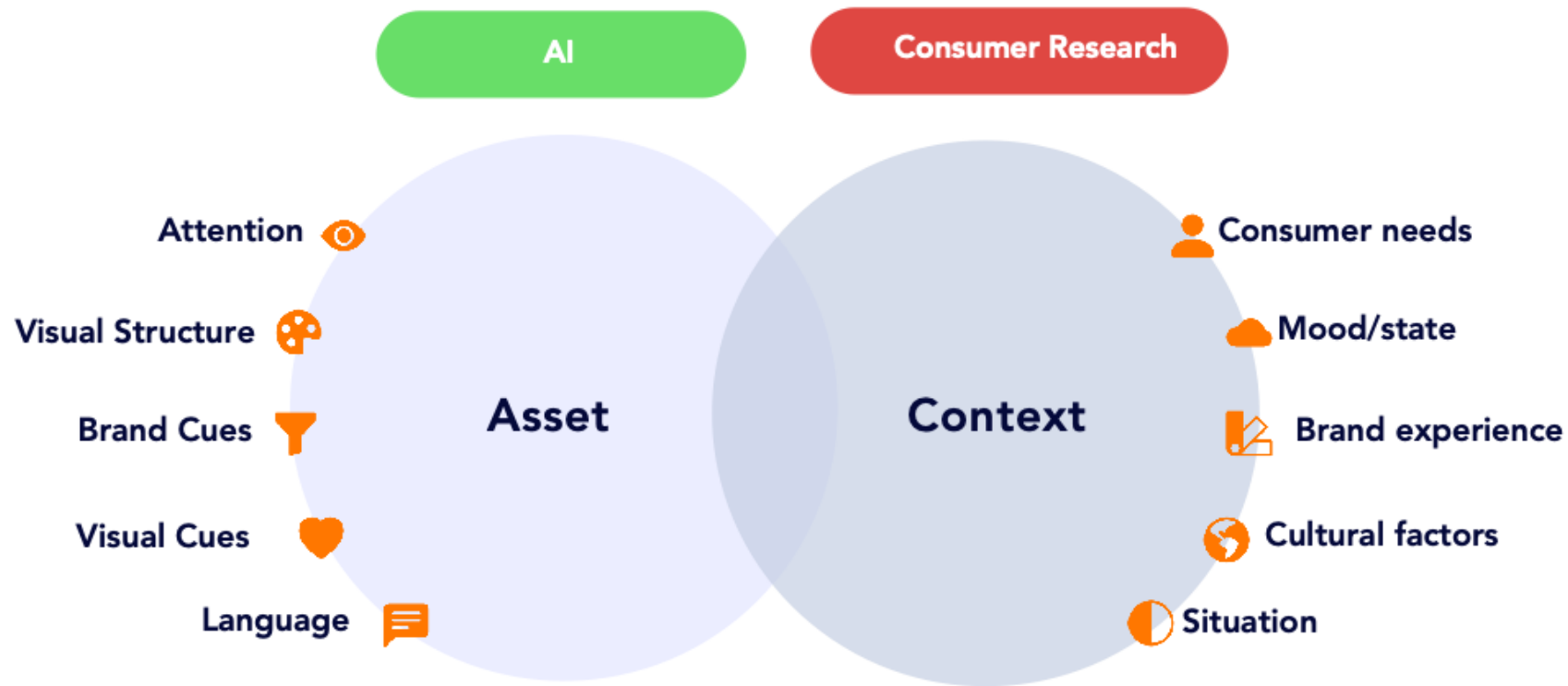
- Since 2020
- 400+ brands
- 35 countries
- 40+ languages



# Pretesting with AI – Opportunities & Limitations



# Effectiveness = Asset Feature X Context





# What AI Can Measure

## Consumer Context



What AI **cannot** predict is the **dynamic context** in which the ad is received:

- **Relevance** to a specific consumer
- **Needs and motivations (dynamic)**
- **Prior brand experiences and brand knowledge**
- **Cultural and situational context**

## Asset Properties



AI **predicts** how assets' **characteristics** impacts effectiveness:

- **Attention**
- **Branding**
- **Processing Ease**
- **Emotional Activation**
- **Persuasion**
- **Fit To Needs**
- **Fit to Strategy**

These are **intrinsic properties** of the asset and can be **measured consistently across executions**.

# AI evaluates if the message is conveyed in a brain-friendly way but not if the message is the right message for the target group.

## HOW & WHY

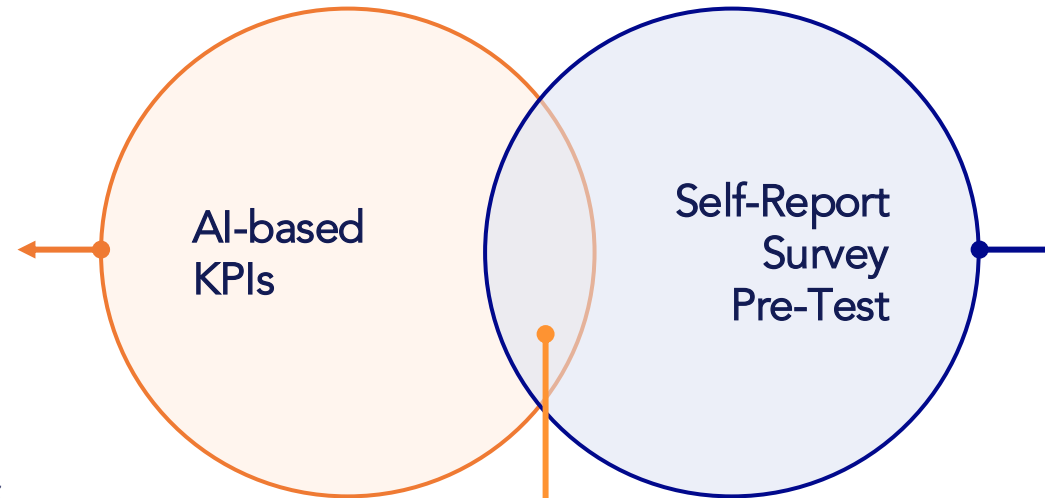
Information Processing

### Universal

- Attention
- Branding Cues
- Easy to Process
- Persuasion Cues
- Compliance (CI/CD, tone of voice)

### Client-specific

- Client-specific Performance Prediction Models trained with client performance data



## RESPONSE

Resulting response

### Target group specific

- Ad recall
- Attitude & Liking
- Message take-out
- Relevance in the target group\*
- Purchase Intention

\* Relevance of the proposition should be validated at the beginning of the campaign – not at the end.

## WHAT

- **Fit to Needs:**

Does the asset bring the winning proposition to life?

- **Equity Building Potential:**

Are the intended brand associations activated?

*Limitation of predictive AI : humour, irony, metaphors; sub-culture cues  
BUT can be delivered by Synthetic AI Experts*

# How Kao leveraged Predictive AI

# KaO

Headquartered in Japan.  
Select personal care brands in the Americas / EMEA region.

Bioré

bondi  
sands  
The Australian tan

JERGENS

乾燥性敏感肌を考えた  
Curel

MOLTON BROWN

JOHN FRIEDA

GOLDWELL

kms  
HAIR

ORIBE

JOHN FRIEDA ST.



# Consumer Testing: Key Learnings and Recommendations

**Branding and engagement can be optimized across the campaign prior to go-to-market.**

Optimize by: **Clarifying & slowing down** the transitions between settings. Elevate **product moments** to ensure they shine amidst the other ad elements. Continue support of the music alongside **clear brand moments (Voice Over)** to drive distinction.

# Branding Results

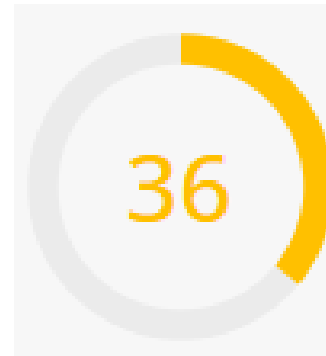
## Consumer Testing:

**Branding Index: 104**

**An average ad**

Avg range (85-115)

## Brainsuite:



|    |  |
|----|--|
| 13 | Brand Attention                            |
| ✓  | Brand Attention in First Seconds           |
| ✗  | Brand Attention in Last Scene              |
| -  | Brand Name in Voice Over                   |
| 12 | Branded Product Attention Over Time        |
| ✗  | Branded Product Attention in First Seconds |
| ✗  | Branded Product Attention Last Scene       |

# Engagement

## Consumer Testing: Facial Coding



Brainsuite



**Optimizing**

**Branding**

**Engagement**

# 106 ASSETS



FRIZZ EASE >



BLONDE >

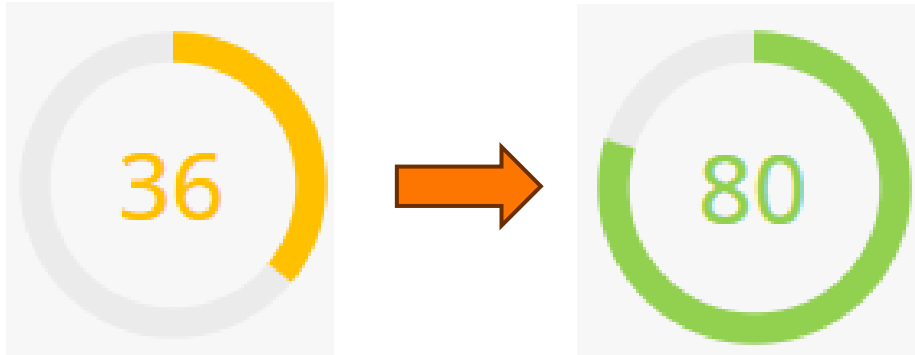


ULTRA FILLER+ >



DREAM CURLS >

# Branding Optimization on Brainsuite



|    |  |
|----|--|
| 13 | Brand Attention                            |
| ✓  | Brand Attention in First Seconds           |
| ✗  | Brand Attention in Last Scene              |
| -  | Brand Name in Voice Over                   |
| 12 | Branded Product Attention Over Time        |
| ✗  | Branded Product Attention in First Seconds |
| ✗  | Branded Product Attention Last Scene       |

|    |  |
|----|--|
| 29 | Brand Attention                            |
| ✓  | Brand Attention in First Seconds           |
| ✓  | Brand Attention in Last Scene              |
| ✓  | Brand Name in Voice Over                   |
| 6  | Branded Product Attention Over Time        |
| ✓  | Branded Product Attention in First Seconds |
| ✗  | Branded Product Attention Last Scene       |

## Brand attention



JOHN FRIEDA ST.





Want to learn more  
about AI-based  
pretesting?  
Let's start the  
conversation.  
Booth #800



**Keyu Yan  
Kao**



**Karel Ellis-Gray,  
Brainsuite**