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.