

Case Study

Eye tracking for Kangaroo Kids Education Ltd

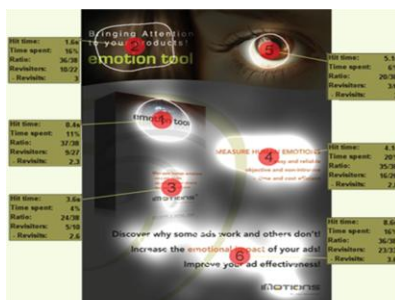
Marketing Challenge:

The Eye tracking tool helps Clients, Marketing Managers, Ad Agencies and Researchers to better understand the advertisement prior to the launch

Kangaroo Kids Education Ltd wanted to test the efficacy of their admission print ads. Majestic offered to conduct an eye tracking study to determine how to make the it the most effective print Advertisements.

MMRSS' Approach:

Combines an unbiased exposure with traditional visual test



Spotlight

The Spotlight shows the distribution of attention with the help of a semi-transparent layer superimposed on the stimulus. Areas which attracted much attention are more transparent than those which attracted little attention. The areas which attracted the most attention are classified as Attention Points.

Result

Each Attention Point contains a red circle in its 'center of attention' (where the most attention was focused) with a number inside. This number indicates the sequence in which the Attention Point was visited based on the Hit Time. The first area the respondents visited first (the one with the lowest Hit Time) is given the number 1, the second is given number 2 etc.

Results are calculated for each Attention Point, and they are shown on little yellow 'sticky' notes:

Hit time: Represents the average time at which the respondents looked at an Attention Point for the first time.

Time spent: The overall time spent in an Attention Point out of the exposure time, measured in either seconds or a percentage.

Ratio: The number of respondents who at least glanced at the Attention Point out of the total number of respondents.

Revisitors: The number of respondents who revisited an Attention Point (i.e. visited more than once), out of those who had at least one visit (a visit is defined as spending at least 100 ms in the Attention Point).

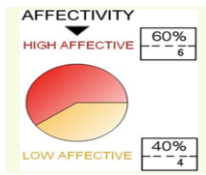
Revisits: How many times the respondents revisited an Attention Point on average.

Non Attention %: The time (in percentage or seconds) the respondents spent looking elsewhere than the Attention Points. This is located in the lower right corner.

Spotlight Image



Attention Point



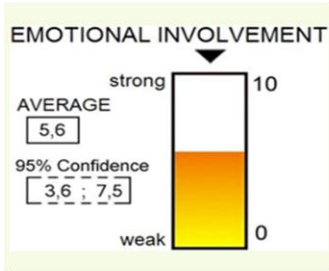
Affectivity reading

Affectivity:

Low Affective and High Affective, where High Affective constitutes all respondents who were by definition affected by the stimulus and Low Affective, likewise, constitutes all respondents who by definition were unaffected by the stimulus.

If a respondent has Emotional Involvement above or equal to 5.0 he or she is assigned to the High Affective segment; less than 5.0 is assigned to the Low Affective segment. High and Low Affective segments are measured both as percentages and multitudes, indicated next to the pie chart.

Note: It is possible to do a statistical comparison on Emotional Involvement. But this requires data from a minimum of 30 valid respondents.



Emotion Involvement reading

Emotional Response Results

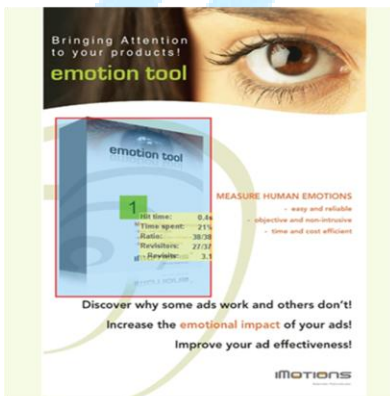
Emotional Response provides two readings:

Emotional Involvement (Arousal) and Affectivity

Note: Emotional response results requires a minimum of 10 valid respondents in order to be calculated.

Emotional Involvement: Measures the engagement level of respondents towards a stimulus. Emotional involvement is measured on a scale from 1 to 10 where 1 is a weak reaction and 10 is a strong reaction. Involvement has two parameters connected to it:

- The 95% confidence interval of the average involvement.



Rectangular Highlight

Highlight

The Highlight feature enables users to select certain areas manually, and generate results for them. This feature is particularly useful when the user needs to know whether a specific area like a logo, tag line, message, specific parts of the stimulus etc. has attracted enough attention or not.

Result

Highlight has a green square with a number inside marking the center of the area, called a Target Point. This number indicates the sequence in which the Target Points were visited, based on the Hit Time. The area the respondents visited first (the one with the lowest Hit Time) is assigned number 1, the second is assigned number 2 etc.

Results are calculated for each Attention Point, and they are shown on little yellow 'sticky' notes:



Attention Point

Hit time:

Represents the average time at which the respondents looked at a Target Point for the first time.

Time spent:

The overall time spent in a Target Point out of the exposure time, measured in either seconds or a percentage.

Ratio:

The number of respondents who had at least one glance in the Target Point out of the total number of respondents.

Revisitors:

The number of respondents who revisited a Target Point (i.e. visited more than once), out of those who had at least one visit (a visit is defined as spending at least 100 ms in the Target Point).

Revisits:

How many time the respondents revisited a Target Point on average.

Non Attention %:

The time (in percentage or seconds) the respondents spent looking elsewhere than the Attention Points. Interactive sticky This is located in the lower right corner.

The Results:

► Stimulus name: Standee
KK

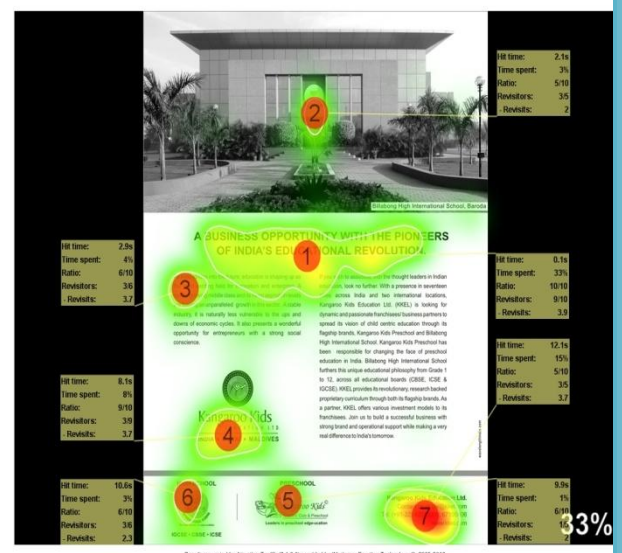


All respondents went first to the bullet points and spent the most of the exposure time there. 5 respondents spent time on the logo – 5 did not even look at the logo missing it completely. It is noteworthy that NONE of the respondents in the sample spent any time on the visual. This could be because the visual is in black and white and in stark contrast to the otherwise colorful standee.

The connect between the visual and the print content also seems missing.

This is an example of far more successful ad. Respondents read the headline focused on the logo and the visual and then proceeded to read little bit about the opportunity. The logo was seen by 9 out of 10 respondents. The fact that high school and pre school programs were being offered was noticed by 6 respondents out of 10. The contact details of the company was the area looked at most intensely.

► Stimulus name: Franchise
KK



Ad 1: this Standee is not a successful promotion for the brand, the visual has no connect with the print content with not a single respondent viewing it. All the print content in the blue background was completely ignored. All of the respondents attention was focused on the square beneath the visuals and above the print content with the blue background. The call to action and the brand were both noticed and the bullet points in the ad also scored similarly high. However overall a lot of the space on the standee was wasted

Ad 2: The ad is overall effective, however while many respondents saw the primary and high school program logos. Very few of them actually read it which may have to do with the size of the font utilized. The visual employed is effective since it reinforces the core message of the ad Most dramatically however despite the small logo of the contact details 50% of the respondents actually read the contact details.

Related Readings:

1. [Eye tracking for Standard Chartered Bank website](#)
2. [Brand communication for a detergent powder](#)
3. [Eye tracking for Atta Multi Grain](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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