



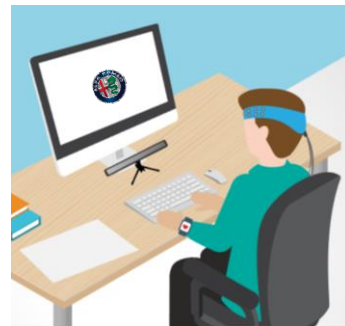
Giulietta



Alfa Romeo Giulietta

Advertising

Analysis of a TV Commercial by the use of Neuromarketing technologies:
a case study on a Automotive company.



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Giulietta

Alfa Romeo Automobili S.p.A. is an Italian car manufacturer.

Alfa Romeo Giulietta is a car produced by Alfa Romeo.

Giulietta is a current top Alfa sales with about 32,000 cars per years (2017).

Giulietta in 2011 won the award like the safest car in its segment.

Giulietta is a car suitable both for women and for men.



Research



February 2011



Rome and Milan



Alfa Romeo Giulietta - 30"
(On Air)



Research Objectives

- 1 Assess the emotional response associated to the TV commercial
- 2 Provide suggestions in order to cut and customize the TV commercial



Problem

Compare male's and female's emotional response and identify an effective 15s ADV version.

Sample and Methodology



Sample

N 24 people

+  12 men, 12 women

 Age between 25 and 54 years



Methodology



Electrocardiography (ECG)



Galvanic Skin Response (GSR)

TASK – «Watch a video composed of a documentary and a break of commercials»

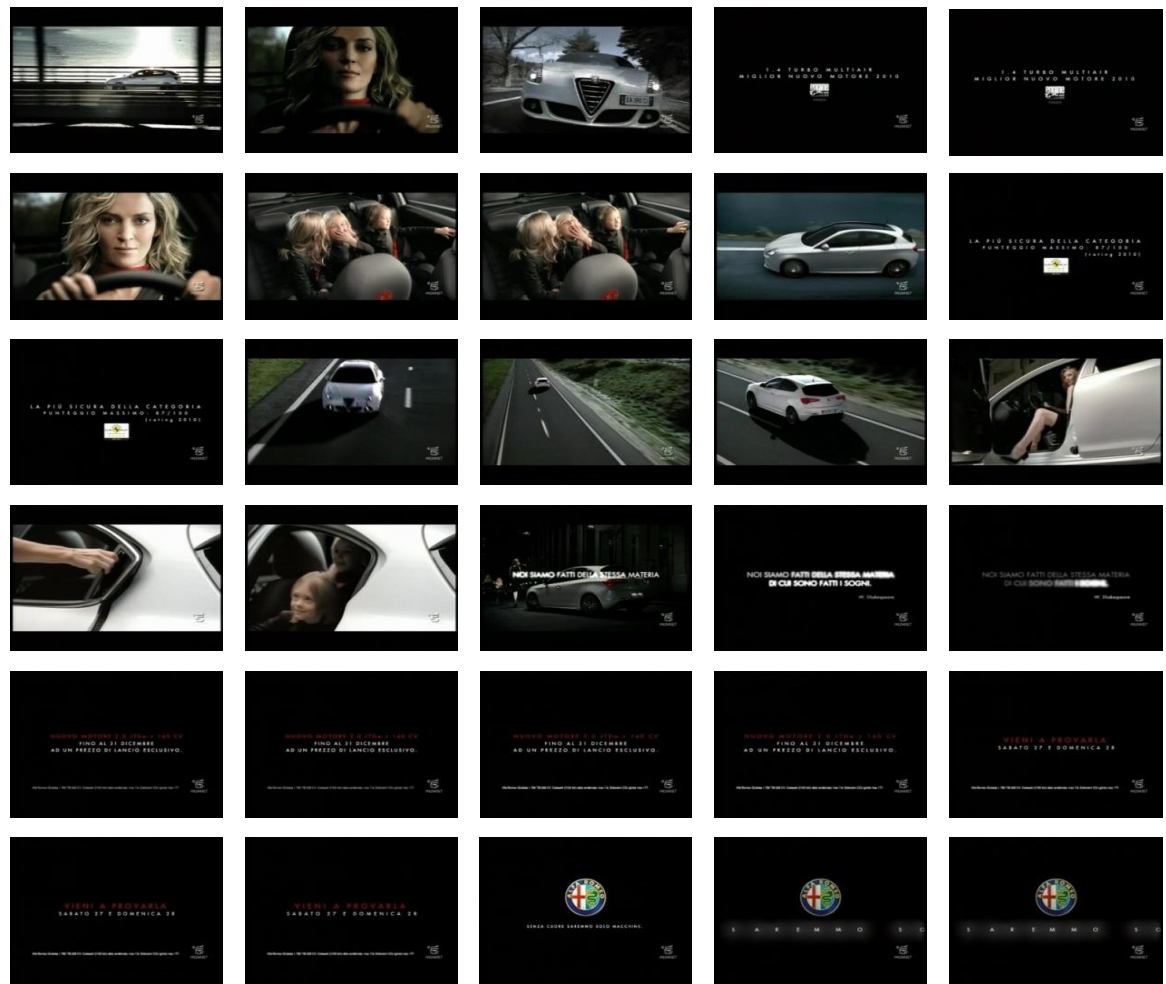


«Alfa Romeo
Giulietta»
TV Commercial
30"

 <https://bit.ly/3npDi4y>



Frame by Frame Segmentation (1f = 1s)



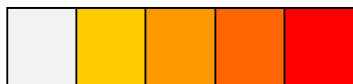


Results



Emotion

Low High



1

Positive Emotions

The emotional involvement of the whole investigated sample it is always positive.

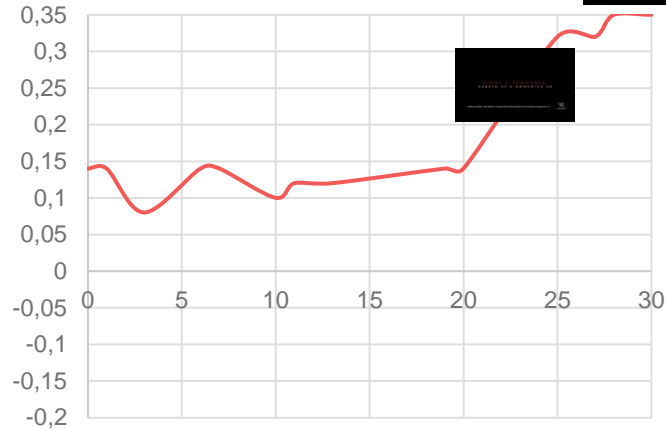
2

Testimonial and Shakespeare citation

The segments that elicits higher positive emotional involvement are represented by the testimonial with family and by the Shakespeare's citation.



Emotion



 <https://bit.ly/3npDi4y>



Emotion



 <https://bit.ly/3npDi4y>



Conclusion

- ✓ Taking into account differences observed in the two different subgroups (Males and Females), it would be possible to generate a shorter version of the TV commercial, differentiated by gender, to be aired in particular occasions.
- ✓ For instance, in a TV programs mainly attended by male persons (such as a football match), the spot could be broadcasted in the «male» version and viceversa for a program largely attended by a female audience.

