

VALICON

VALICON Neuro.Diagnostics

**Biometric measurement using EEG and Eye
Tracking to understand consumer subconscious
response to video stimuli**

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Use our sophisticated **Neuro measurement tool** based on EEG brain-imaging technology combined with Eye Tracking which provide direct insights into **subconscious consumer response** to understand and optimize **emotional response and attention** of your commercials.

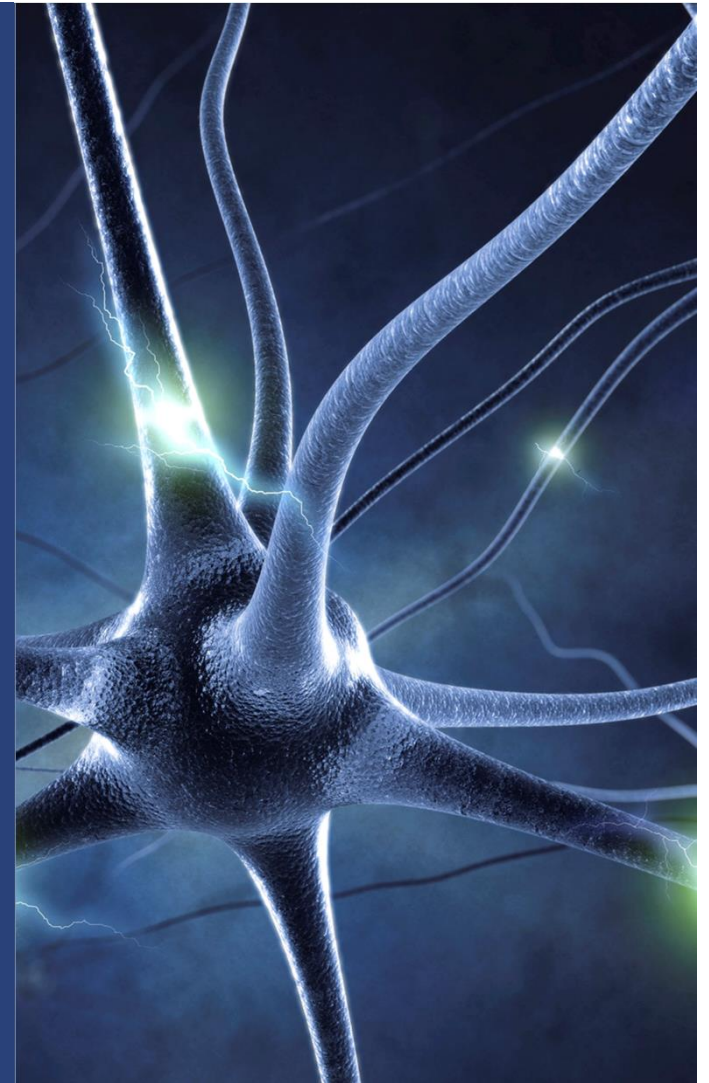
We can offer you **medical graded brain-imaging technology**, a market considered as an **optimum EU average test market** and all the **localization services** needed to provide valid measurement.

Neuro.Diagnostics is ideal for:

- Building your own benchmark data-base of commercials (you & competitors) or use ours
- Testing new multi-market creative ideas in the post-production phase

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Neuro.Diagnostics



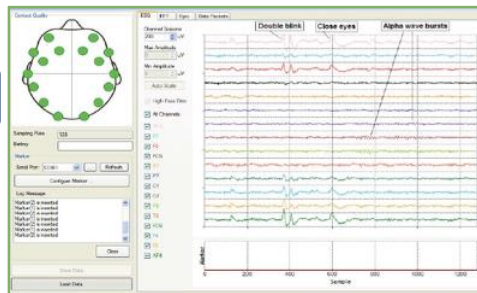
We simultaneously measure and analyze two key processes: Attention and Emotional response

SIMPLE AND UNDERSTANDABLE DATA REPORT



Eye tracking technology

Objective measurement of
**CONSUMER'S PHYSICAL
ATTENTION**



EEG brain-imaging technology

Objective brain activity measurement of
**CONSUMER'S EMOTIONAL RESPONSE
AND MENTAL ATTENTION**



Proprietary technology makes EEG testing significantly more efficient compared to other providers

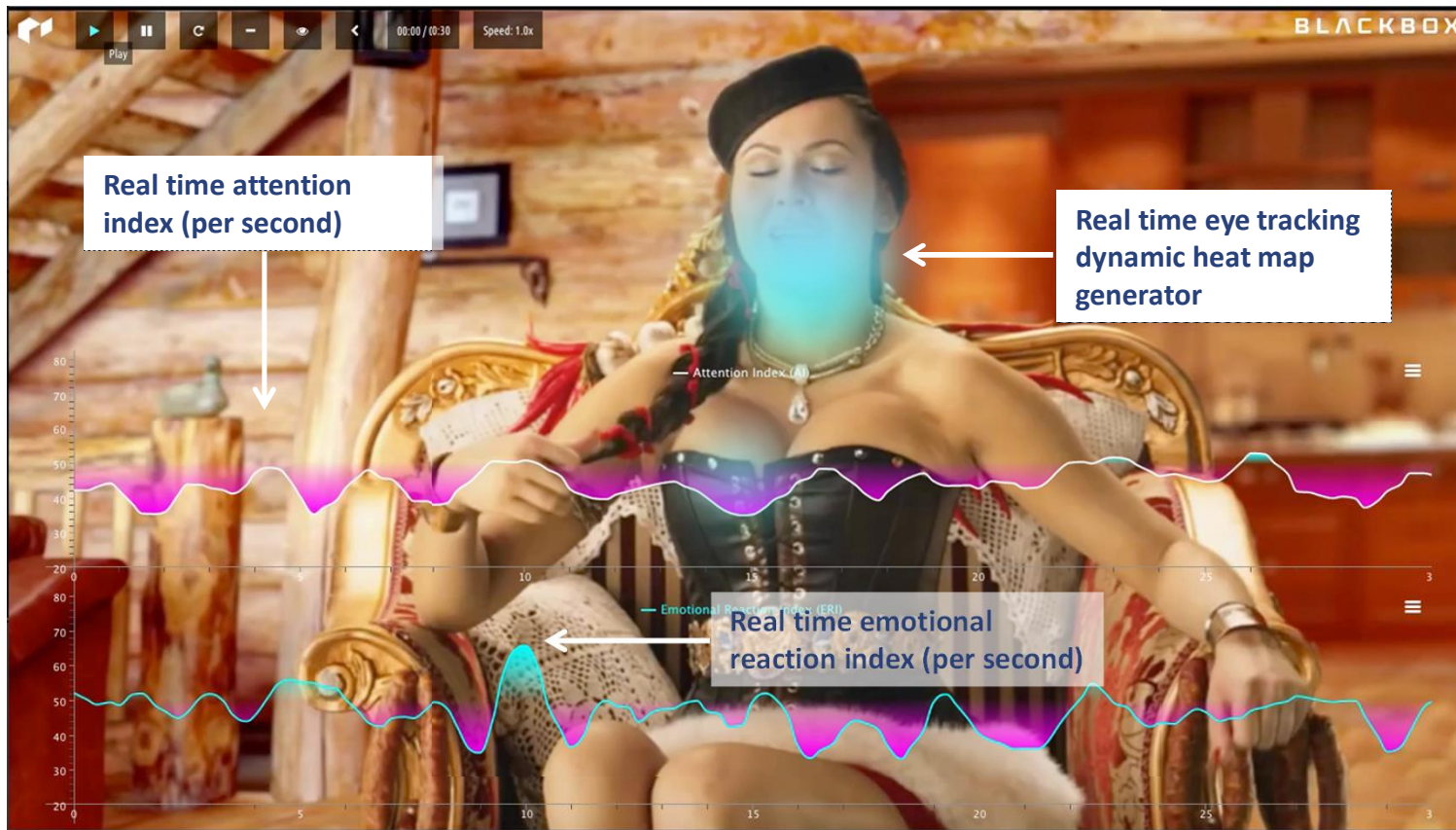
TECHNOLOGICAL ADVANTAGES

- Medical grade 64 channel EEG amplifier with **high quality** signal acquisition
- Advanced new EEG caps using active dry electrode technology with golden pins enables: **quick setup & non invasive** and pleasant experience for test subjects
- **Synchronization** with eye-tracking and face recognition
- **Remote** signal monitoring
- **Accurate** data analysis algorithms

LOWER COST & SCALEABILITY OF MEASUREMENTS

- Possibility of high-through put simultaneous recording on **multiple EEG devices** (possibility to test up to 10 subjects at the same time)
- **Quick execution**
- Extremely **high volume** of data
- **User friendly results output** using interactive dashboard
- Up to **3-times less expensive** than competitors in Western Europe

Interactive video with dynamic presentation of key metrics:





Key performance indicators (unconscious part):

Average emotion score that reveals overall likability of the entire ad. Higher emotional index score means that the ad generates more intense experiences of liking, pleasure, happiness and wanting: positive emo. reactions > ERI 50 (neutral emotional reaction) > negative emo. reaction.

Emotion reaction is the highest average positive emotion score that the ad was able to generate.

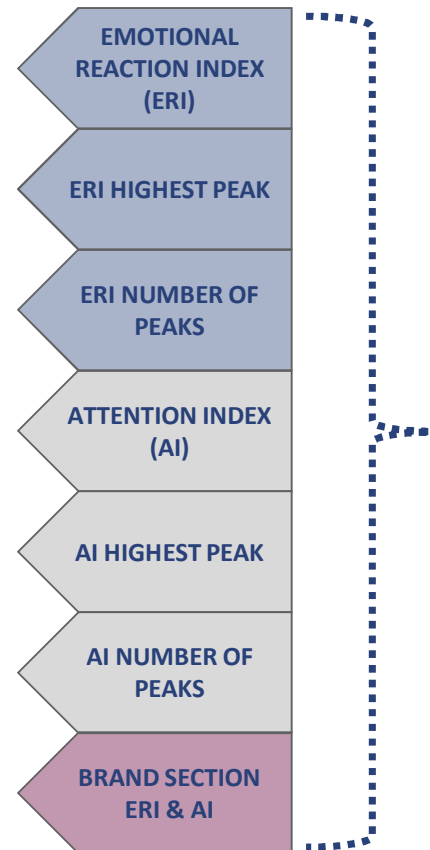
This metric tells us how many times the ad was able to generate significant positive emotional peaks.

Average attention score that reveals the effectiveness of the entire ad in attracting and maintaining attention of consumers. Value 50 represents average attention of all the ads included in the benchmark.

Attention Peak is the highest average attention score that the ad was able to generate.

This metric tells us how many times the ad was able to significantly attract attention.

A combination of emotion and attention peaks measured specifically for the concluding ad segment when the brand is displayed.



NEMFA INDEX™

Neuro Effectiveness Model For Advertising is an ad effectiveness index that combines several key metrics.

Higher NEMFA score means higher effectiveness of the ad, higher effectiveness in attracting attention, better brand reinforcement, better recall and increased motivation.



Client Testimonial

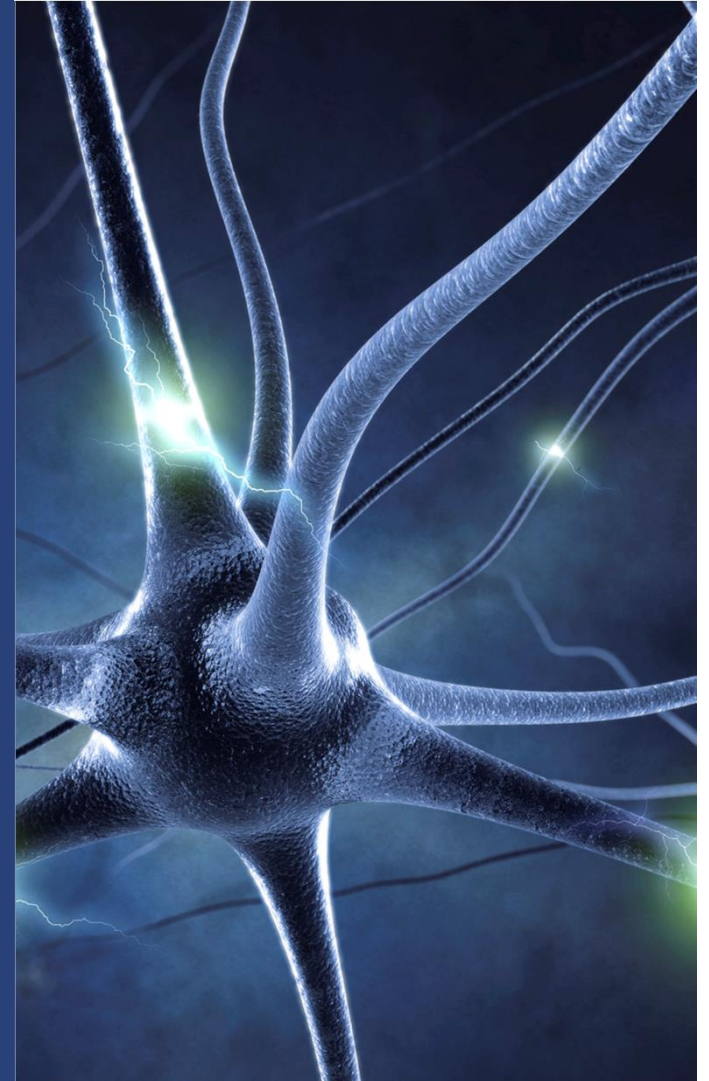
„Before the launch of our new regional corporate campaign we used the new EEG method to check the attention and emotional response to our TV ad. Based on the test results we were able to conclude that the sequence of the story was effective and that the emphasis was placed in the right sections: saying goodbye to the loved one, intergenerational socializing and the touch of an old couple represent a well-executed emotional climax at which point also the slogan was effectively placed.

It also turned out, the music was putting a calmer pace to the dynamic and the scenes which affected the overall attention. This weakness was eliminated with the change in music selection. As a result to this, we were able to optimize the ad achieving higher empathy with it, which is essential for the successful corporate communication.“

*Tjaša Kolenc Filipčič
Head of Marketing at Zavarovalnica Triglav*

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Key facts about VALICON





The leading SEE marketing research and consulting company

TODAY

No. 1 research company in the SEE region

HISTORY

20 years of experience

SERVICES

- Marketing Research
- Marketing Consulting
- Data Collection
- Predictive/customer analytics

EMPLOYEES

52 full-time staff

IN-DEPTH KNOWLEDGE IN THE INDUSTRIES

- FMCG & Retail
- Financial Services & Property Management
- Pharmaceutical & Healthcare
- Telco & IT
- Automotive
- Tourism & Casinos
- Media & Advertising



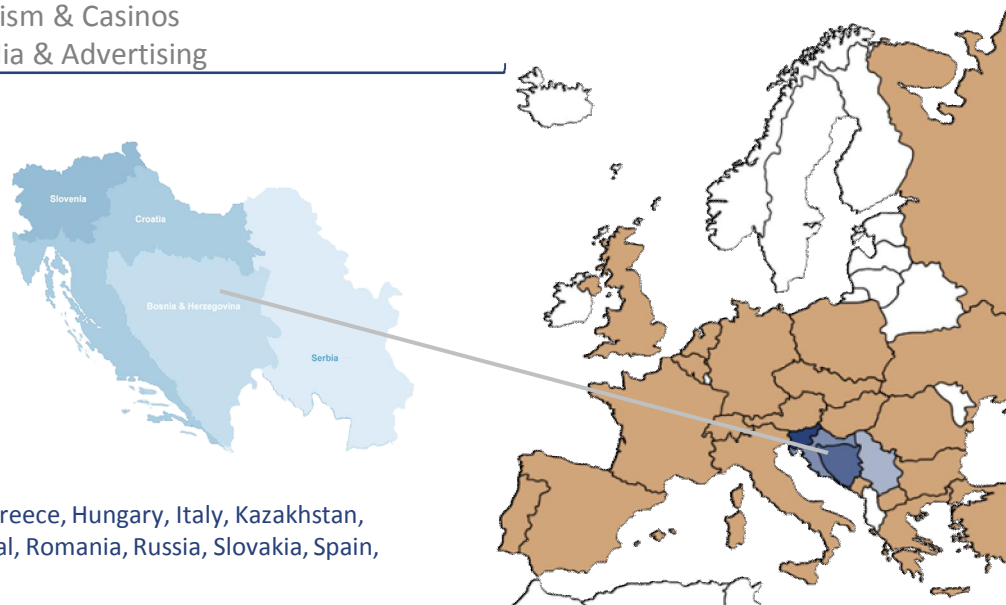
NATIVE COUNTRIES

Slovenia (HQ), Croatia, Bosnia and Herzegovina, Serbia



INTERNATIONAL REF.

Austria, Belgium, Bulgaria, Cyprus, Czech, France, Germany, Greece, Hungary, Italy, Kazakhstan, Macedonia, Malta, Montenegro, Netherlands, Poland, Portugal, Romania, Russia, Slovakia, Spain, Switzerland, Turkey, UK, Ukraine



VALICON



BLACKBOX

Advanced
Business
Partner



Authorized
Software Value Plus
Business Analytics Solution

ESOMAR
member

VALICON Ljubljana

Kopitarjeva 2
1000 Ljubljana
Slovenia

T: +386 1 420 49 00
F: +386 1 420 49 60
info@valicon.si

VALICON Zagreb

Baruna Trenka 16
10000 Zagreb
Croatia

T: +385 1 640 99 55
F: +385 1 640 99 56
info@valicon.hr

VALICON Sarajevo

Branilaca Sarajeva 20
71000 Sarajevo
Bosnia and Herzegovina

T: +387 33 258 655
F: +387 33 258 656
info@valicon.ba

VALICON Beograd

Gavrila Principa 16/2
11000 Beograd
Serbia

T: +381 11 32 86 978
F: +381 11 30 30 444
info@valicon.rs

Further information:
neuro@valicon.net