



TECHNOLOGY WITH A VISION™



ADVERTISING & SPONSORSHIP EVALUATION

**World Class Results:
See Your Advertising Succeed**

> Advertising & Sponsorship Evaluation

> WORLD CLASS RESULTS:

SEE YOUR ADVERTISING SUCCEED

Knowing consumer attitudes towards your brand is one thing. But knowing what impact your ad is going to have, being able to fix any negatives, and enhancing it *before* its release is another.

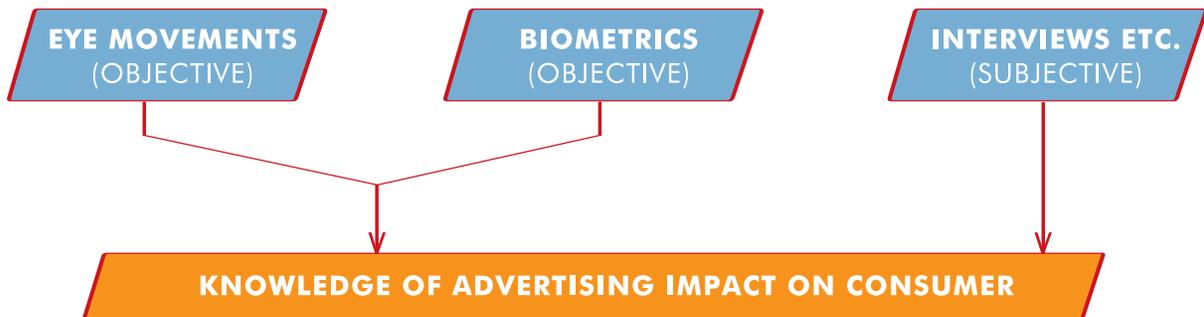
Whether online or on-air, EyeTracking, Inc. emphasizes *quantifiable* results throughout your ad's life-cycle. We help our clients get the most out of their marketing budget by letting the consumers' eyes show us which ads make an impression and which don't. You won't see your ads in the same way again...

> Revolutionary Metrics, Revolutionary Results

- > Make sure your branding is seen
- > Hit your target market
- > Maximize brand awareness
- > Understand why ads aren't working
- > Enhance brand perception
- > Avoid negative consumer reaction

> Superior Data on Your Ads

The more information you have, the better the marketing decisions you can make. EyeTracking, Inc. combines key subjective and unique objective data analysis to provide information that only EyeTracking, Inc. can provide.



> Product Placement



This GazeTrace™ shows where a viewer looked during a popular TV show.

Putting your product in big screen films and popular television shows provides a great opportunity to gain visibility.

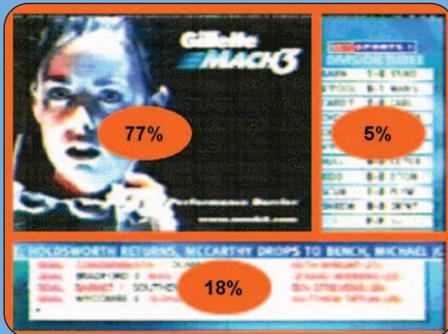
EyeTracking, Inc. makes sure that you get viewer attention from your brand placement opportunities, not just airtime. We can optimize attributes such as:

- > Position
- > Size
- > Colors
- > Competing distracters in scene

> Commercials

We will work with your marketing team during the storyboard phase, commercial production, and post release analysis to help you achieve your marketing objectives. We follow the viewers' eyes through the ad to:

- > Ensure that they see what you need them to see
- > Determine if a selling message is getting to the viewer
- > Understand if your commercial is having a positive affect on the viewer
- > Enhance memory recall of your brand



77% of viewing time went to this ad...
even among distracters



Simple or complex, get your
message across

Eye movement data can be displayed many ways, and each technique uncovers powerful objective data when applied correctly. These diagrams show just two such techniques, with the first showing how much viewing time was spent in each of three defined regions, and the second showing the path the eye took on the screen over time.

Subjective data and EyeTracking, Inc.'s revolutionary **biometrics** are brought together and analyzed to unveil how well your message and branding is reaching the viewer.

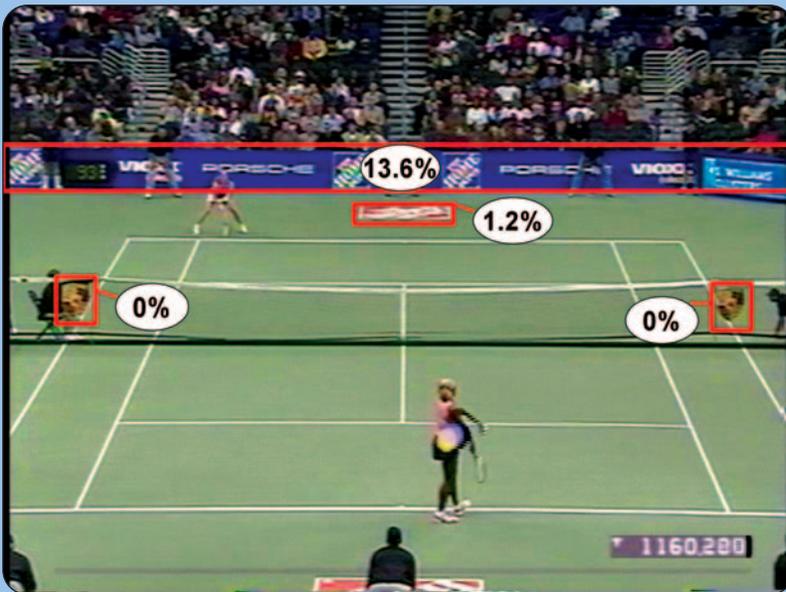
> Set New Goals

The application of EyeTracking, Inc.'s services throughout your ad campaign enables new standards to be set for your projects. We put objective numbers against your insights before they become public reality. Fast, iterative optimize-test cycles mean you can have a highly enhanced ad in your hands within a few days.

Track your progress toward release and monitor your success after launch. At all stages of the ad life-cycle, our testing delivers real results. Objective data analysis techniques enable a reduction in the sample size required by old style market research. In other words:

Meaningful results in less time.

> Event Sponsorship



The mere placement of a brand logo in a stadium or on a screen can cost thousands, if not millions of dollars.

Do you know:

- > Which designs gain the most attention?
- > Where is the optimum logo placement?
- > If clutter is impeding the value of your sponsorship?

...we can show you.

Get significant increases in ROI for your event sponsorship... *without any detriment to your brand.*

METHODOLOGIES

- > Eye-tracking: Point-of-Gaze
- > Physiological: Proprietary Measures of *Affective* Responses (Biometrics)
- > Storyboard and Animatics Testing
- > Live Cinema and TV Advertisement Testing
- > Individual In-Depth-Interviews (IDI's)
- > Computer Assisted Personal Interviews (CAPI)
- > Online / Internet Surveys

**Contact EyeTracking, Inc. today
and gain the competitive edge!**

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