



emotional
intelligence

Hello MMA!

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We measure
people's emotions as
they watch video
content.



MEDIA TESTED



10,100+ videos



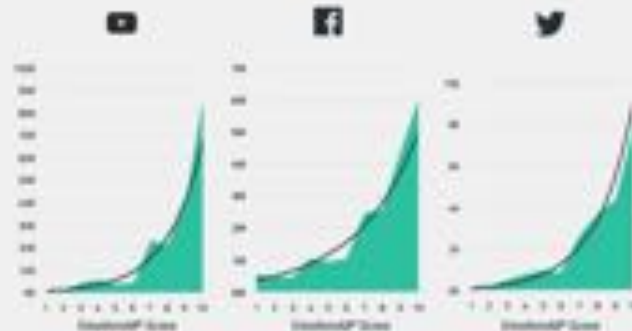
75+ countries

EMOTIONS



2.1m viewers
56.8b data points

OUTCOMES



75% accuracy in identifying TV ads with high/low sales lift

78% accuracy in identifying movie trailers with high/low social media success

67% accuracy in identifying charity ads with high/low donations



Case Study

High quality video
doesn't always
yield success, but
a good emotional
story does.

Score
3

Coca-Cola - Beautiful



A FLAT START



SEES NO BUILD



WEAK FINISH –
NO CLIMAX

Score
10

Heineken – Worlds Apart



POSITIVE START AND
BEGINS TO BUILD



GOOD NARRATIVE
CONTINUES TRAJECTORY



HUGE PEAK AT
THE END



Case Study

Skittles – sometimes risk backfires.

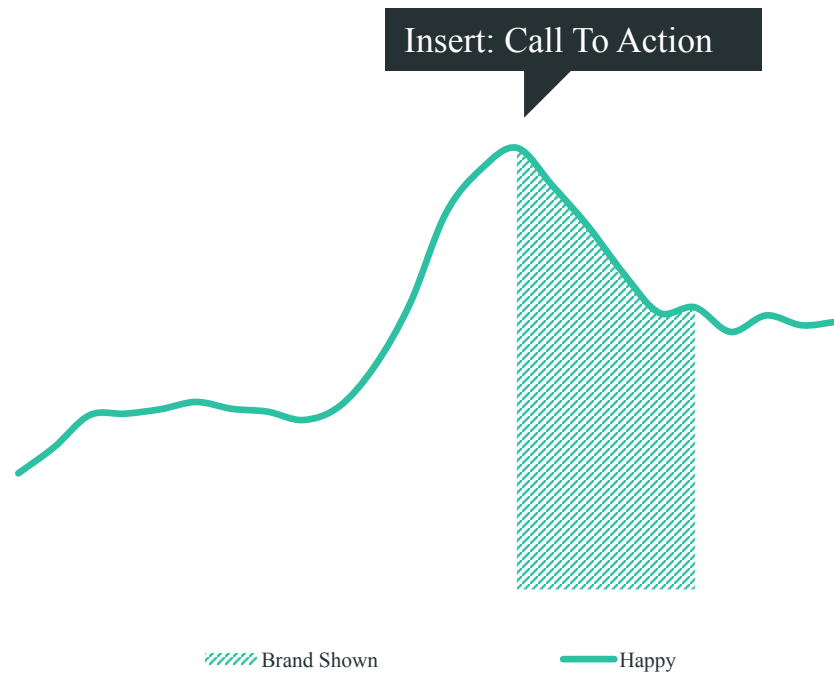
Strong engagement but unfortunately, it's driven by disgust without positive resolution.

Skittles – Mother's Day





Opportunities to Optimise





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intelligence

Thank You!

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