



**EMOTIONALLY
INTELLIGENT
ADVERTISING
POWERED BY AI**



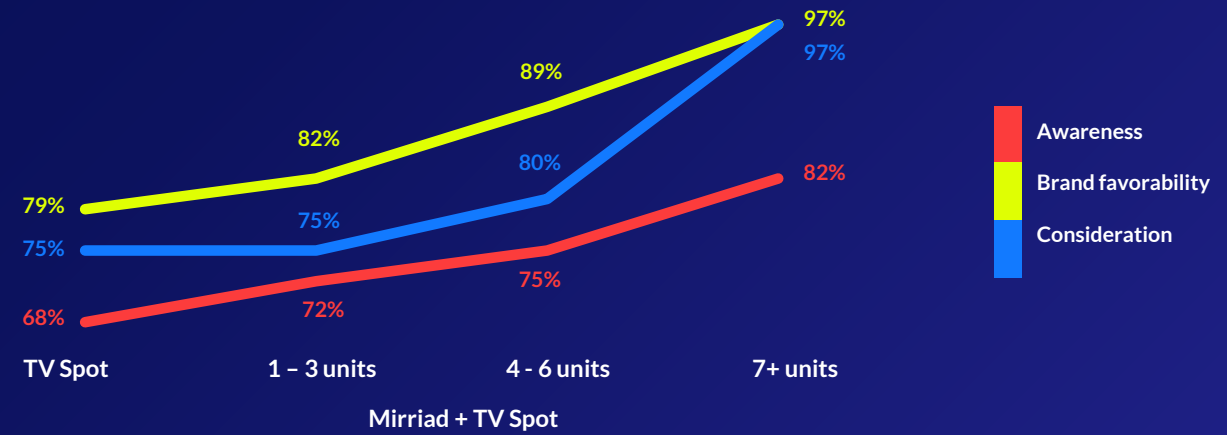
A man and a woman are sitting in wicker chairs by a swimming pool at night. The man, on the right, is holding a small model sailboat in his hand, and the woman, on the left, is looking at it with interest. The scene is lit with warm, ambient light, suggesting an evening setting. The background shows a well-maintained pool area with some potted plants and a building in the distance.

**OWN THE MOMENTS
THAT ARE MOST IMPORTANT
FOR YOUR BRAND**

OWNING KEY MOMENTS DRIVES RESULTS



Frequency of exposure enhances campaign performance



Brand awareness

78%

▲ 10 PPT

Brand consideration

87%

▲ 12 PPT

Brand favorability

91%

▲ 12 PPT

Liked the ad format

88%

Format a natural fit

92%

* Percent point increase exposed group vs control group. Sample: 434 control/254 exposed, online survey amongst 18-45 yrs Nov 2018.



LET'S TALK



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