

# CONSILIENCE



## Consilience

**[kən'sɪlɪəns]** noun

*A drawing together of knowledge by the linking of facts and fact-based theory across disciplines to create a common groundwork of explanation.*

Advertising effectiveness is a complex issue. Where does effectiveness reside? Initial noticeability, overall enjoyment, brand fit, emotional impact, perceptions created – the list might go on. In truth, it's a mixture of many elements, and each advert will be aiming to land a different set, or at least with varying emphasis, depending on the strategy. What is clear is that no one research tool will provide the reassurance that when your advert is playing in a crowded, noisy, distracting world that it will perform as well as is possible. To achieve this we need a multi-tool approach - to accept that different tools answer different questions – the results from which, taken together, provide greater confidence than any one method on its own.

Consilience is a convergent methodology for ad optimisation, based on the principle that evidence from independent sources can be aggregated to yield a robust conclusion. Consilience provides all the rigour of a scientific methodology, employs classic research techniques, and utilises new approaches from the world of neuroscience.

Consilience is not a test; it is a diagnostic approach that provides recommendations for optimisation, and creative and brand insights for strategic decision-making. Running ads through the four core methodologies of Dial Testing, Implicit Testing, Facial Coding and Predictive Markets yields the most rigorous and comprehensive assessment possible of an ad's creative, emotional and market performance.



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## THE DIFFERENT ELEMENTS

Four separate samples go through the different methods outlined below. In addition, two of the samples complete a conventional research survey of supplementary diagnostic questions.



Predictive  
Market

### STARTING FROM A STRONG BASE

We start with a predictive market to explore the potential of the creative idea at the Concept stage, it also allows us to judge initial comprehension and brand fit. A high score here suggests the concept is strong and makes sense with the brand.



Dial

### ENGAGEMENT FROM THE OFF

**Noticeability** is all about the first three seconds. Does the ad begin with sounds / images that draw the senses to the screen? Getting the first few seconds right is crucial – as otherwise viewers may tune out, or never tune in at all.

**Appeal** is a measure of whether the audience likes what they see, and how inclined they are to keep watching.

**Engagement** is only strong if the viewer is taken on an emotional journey. Story strength is a measure of this.



Facial  
Coding

### TRIGGERING THE EMOTIONS

Ads succeed when they produce an Impact at the end – this is created by the successful completion / resolution of an emotional journey.

Without a strong impact score, ads tend to fade from consciousness quickly. The impact of repeat viewing is reduced as no pay-off has been promised.



Implicit

### MOVING THE BRAND

What is the ad doing for the brand and what effect it is having on our memory structures?

We are looking for brand value Resonance – the on-going affect of the ad on our non-conscious.

Irrespective of the ad's quality, there needs to be an uplift in perceived brand attributes.



Predictive  
Market

### PERFORMANCE

Performance represents the probability of in-market success, measured against viewing figures, sales or previous campaign performance.

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