

Premium EmotionTrac Report for:
[REDACTED] Law Group
Creative Ad Test for Four Billboards
February 2022

Prepared for: [REDACTED]

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FINAL REPORT FOR AN EMOTIONTRAC TEST
TESTING FOUR BILLBOARD TREATMENT FOR [REDACTED] LAW FIRM

Background & Purpose

Four new, alternative, Billboard creative treatments were prepared for the [REDACTED] Law Firm and then evaluated using the EmotionTrac tool. The intent behind the new creative, was to promote the personal injury law firm via a via “brighter,” “more colorful” treatments, happy faces, etc., moving away from the traditional “loud,” “harsh” angst-based, fear-arousing, boastful selling tactics that constitute the general theme of today’s personal injury advertising.

The tone, manner, and format for three of the four Billboards was similar, and the third one was slightly “livelier” in tone, visual format, and messaging. Each Billboard featured a specific CTA – call to action – and specifically, they were:

- #1 PHONE NUMBER
- #2 WEBSITE
- #3 WARRIORSWIN.COM
- #4 BOXING

It is the Intent of this Research to Accomplish/Ascertain:

- Reactions to the tone, manner, and format for each of four Billboard
- messages/treatments – what is working and what is not?
- What messaging aspects overall, and for each Billboard, create the most value for potential clients?
- What is the range of Curiosity generated by each billboard?
- How invested are viewers in the message?
- Which of the four treatments would convert and why?
- Which option for the brand would be most memorable?
- What can be optimized to improve the messaging and/or visual aspects?



SUMMARY OF OBSERVATIONS

The four Billboard treatments in this study successfully deliver on eliciting positive Attention from the viewing audience, as well as eliciting outstanding brand Appeal. Specifically, we observed unusually high Appeal scores in this study – exceeding our Benchmarks and importantly, scoring much higher than other Billboards we have tested. It would appear that this more intentionally colorful, lighter approach to the creative treatment, could be a defining strategy for the brand to stand apart from the clutter of personal injury advertising - and drive long term Appeal. Each Billboard conveys a slightly different, yet always positive, main message to Viewers. Importantly, the messaging and content appeals equally both to Men and Women.

- We often noted the successful playback of the slogan “WarriorsWin.com” which supports what positive appeal the slogan generates and value it could offer clients.
- Mr. [REDACTED] is an excellent device to curry favor. There is also some an interesting element at play here – it seems that Women may have a “crush” on Brian?! Definitely a strong departure from the “brash” talking heads!
- Importantly, these scores also tell us there are Red Flags or Pain Points in the messaging which is atypical of much of Personal Injury advertising we have assessed in the past.



1. Excellent toll-free number recall
2. Main message and CTA are clear and - toll free number is easily played back. WRECK is strong
3. Responding with words like “smiling,” “justice,” “consultation,” “great” demonstrate how well the main idea resonates.



1. Mr. [REDACTED] is more often “noticed”: bald head, smiling, man, white, Caucasian, picture, Brian
2. The colorful treatment is more often noted: yellow, colors, bright, colorful.
3. CTA is not recalled on an aided basis, but it does present well on an aided basis.



1. The Warrior theme is well recalled and clearly strikes a chord with viewers – at the same rate as Lawyers
2. Hyper mentions of “win” and “justice” vs. the others
3. Bald
4. Correct CTA – and recall of a “website”



1. “Dark” yet “good”
2. Justice
3. Wreck played back at high rates

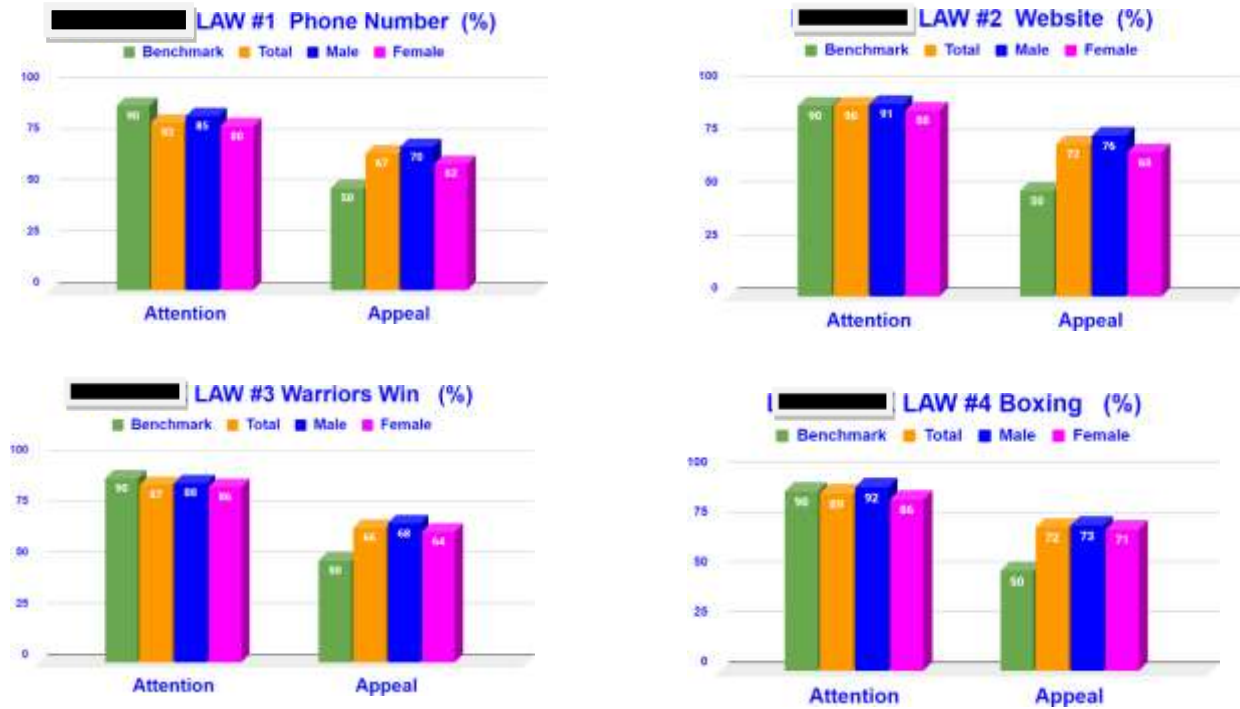
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SUMMARY OF KEY METRICS/KPIS

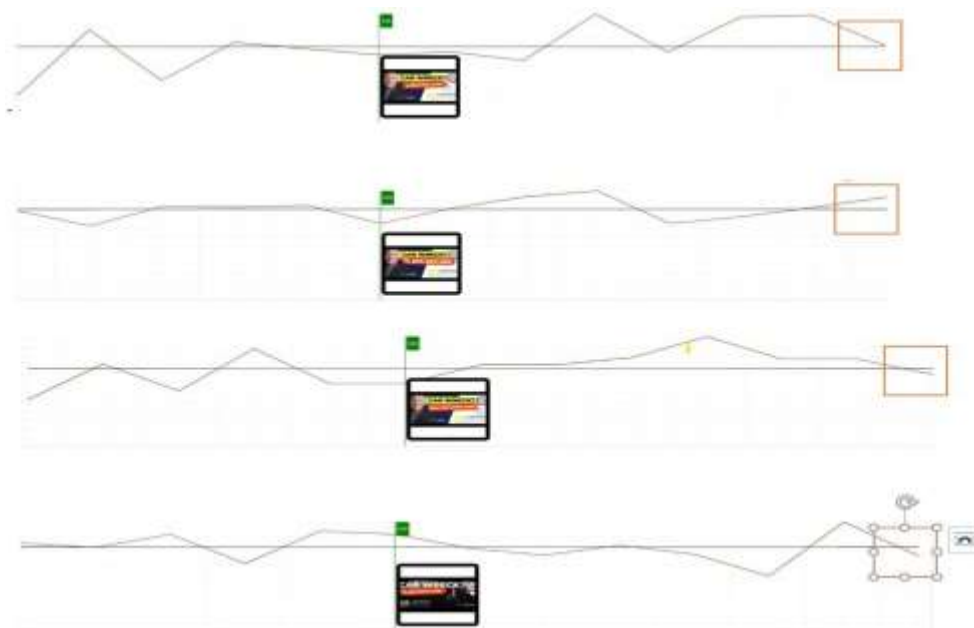
	#1 PHONE NUMBER	#2 WEBSITE	#3 <u>WARRIORSWIN.COM</u>	#4 BOXER
MEASURE/KPI				
Attention (Benchmark 90%)	82%	90%	87%	82%
Appeal (Benchmark 50%)	67% M	72% M	66% P	66% P
Impression of the Billboard	Somewhat Attention Getting M	Somewhat Attention Getting F	Somewhat Attention Getting M	Very Attention Getting M
If Your Wanted to Contact them	Phone Number	Website	Website M-toll free	Website M-toll free
Intent/Next time Consideration	Somewhat Attention Getting M	Somewhat Attention Getting F	Somewhat Attention Getting M	Somewhat Attention Getting F
Perceptions of ██████ Winning?	Somewhat Agree P	Somewhat Agree F	Somewhat Agree M	Somewhat Agree P
Seems Likable to me?	Strongly P	Very Important F	Very Important F	Very Important F
Importance of Likability?	Very Important P	Very Important F	Very Important P	Very Important F
Endorse/Recommend?	Somewhat Likely M	Somewhat Likely F	Somewhat Likely F	Somewhat Likely F
<i>M=Male / F=Female/ P=Parity</i>				

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SUMMARY OF KEY METRICS: ATTENTION & APPEAL



CURIOSITY MAPS As for the patterns of Curiosity or “how much more do I want or need to know,” the trajectories of Curiosity for Billboards are typically flat as there simply not enough time to get intellectually invested. Take note of the moment on each of the line graphs, called the Peak End Moment, this essentially defines how well viewers are intellectually satisfied or do they need more information to have their Curiosity filled.

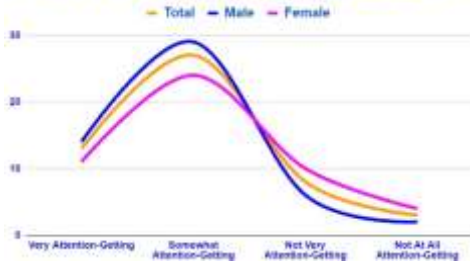


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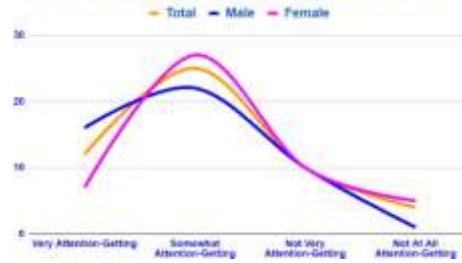
CUSTOM SURVEY QUESTIONS

WHAT WAS YOUR IMPRESSION OF THE BILLBOARD AD?

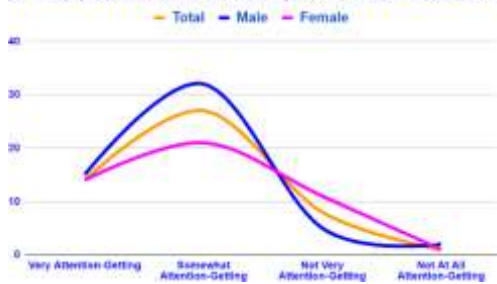
#1 - PHONE # "What Was Your Impression of this Billboard Ad?"



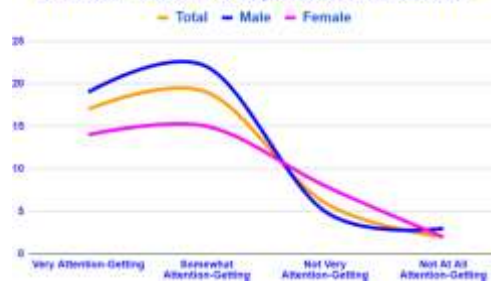
#2 - WEBSITE - "What Was Your Impression of this Billboard Ad?"



#3 - WARRIORS WIN- "What Was Your Impression of this Billboard Ad?"

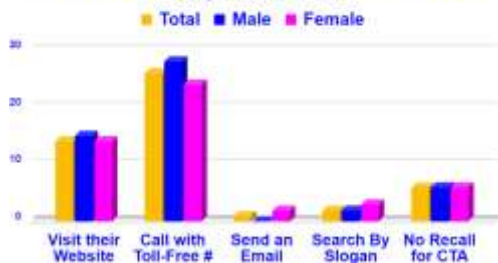


#4 - BOXER - "What Was Your Impression of this Billboard Ad?"



IF YOU WANTED TO CONTACT THE [REDACTED] LAW GROUP YOU WOULD?

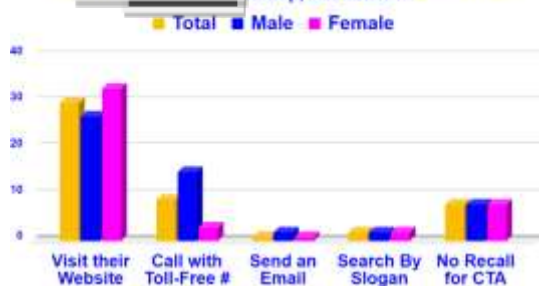
#1 - PHONE # "If You Wanted to Contact the [REDACTED] Group, You Would...?"



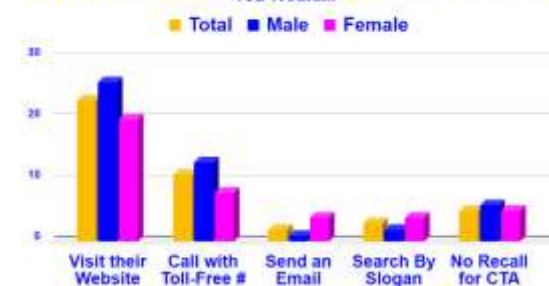
#2 - WEBSITE "If You Wanted to Contact the [REDACTED] Group, You Would...?"



#3 - [REDACTED] - "If You Wanted to Contact the [REDACTED] Group, You Would...?"



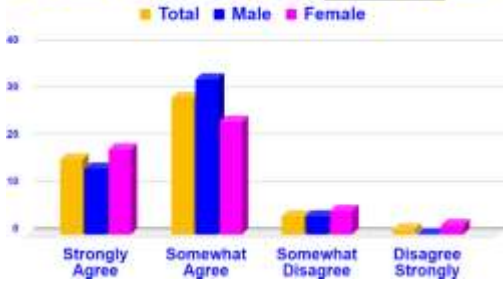
#4 - BOXER - "If You Wanted to Contact the [REDACTED] Group, You Would...?"



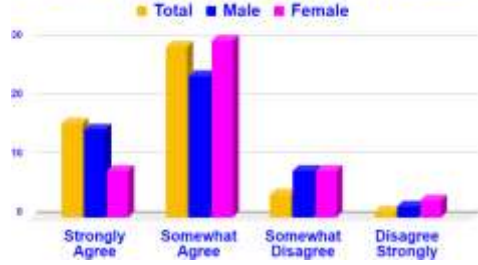
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I WOULD CONSIDER HIRING THE [REDACTED] LAW GROUP

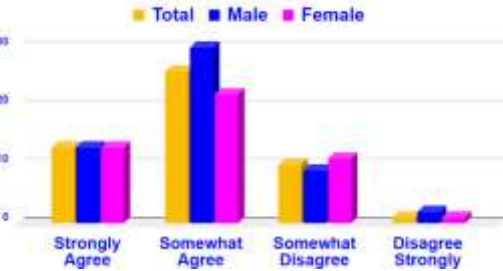
#1 - PHONE # "I Would Considering the [REDACTED] group"



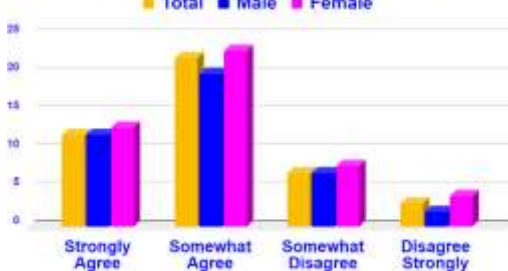
#2 - WEBSITE "I Would Considering the LaBovick Law Group"



#3 - [REDACTED].COM "I Would Considering the [REDACTED] Law Group"

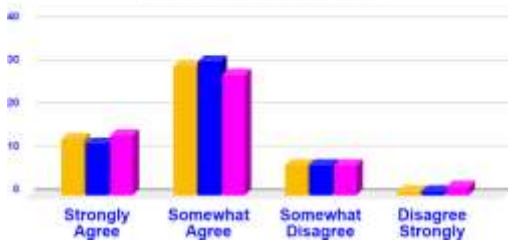


#4 - BOXER "I Would Considering the [REDACTED] group"

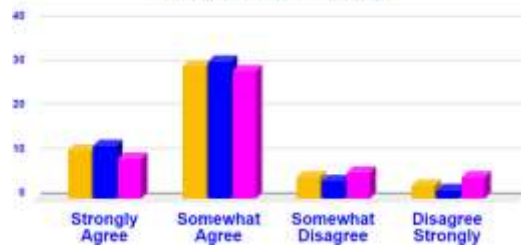


I GET THE IMPRESSION [REDACTED] WOULD WIN MY PERSONAL INJURY CASE

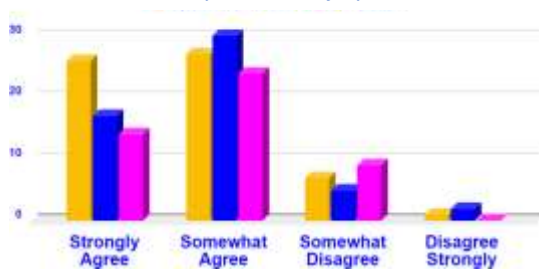
#1 PHONE # "I Get the Impression [REDACTED] Would Win My Personal Injury Case"



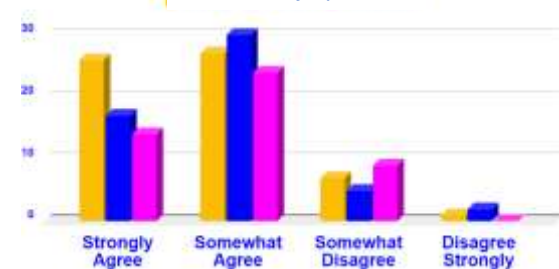
#2 WEBSITE "I Get the Impression [REDACTED] I Win My Personal Injury Case"



#3 [REDACTED] "I Get the Impression [REDACTED] Would Win My Personal Injury Case"



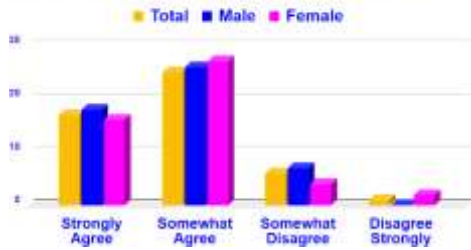
#4 BOXER "I Get the Impression [REDACTED] I'd Win My Personal Injury Case"



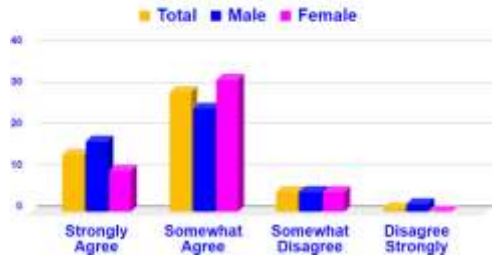
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BASED ON THE BILLBOARD, [REDACTED] SEEMS LIKABLE TO ME

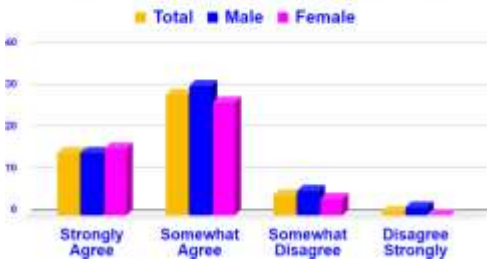
#1 - PHONE 3 "Based on the Billboard, [REDACTED] Seems Likable to Me"



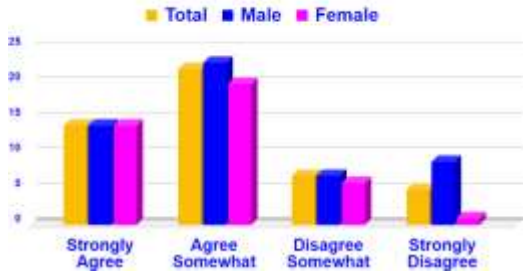
#2 - WEBSITE "Based on the Billboard, [REDACTED] Likable to Me"



#3 - [REDACTED] "Based on the Billboard, [REDACTED] Seems Likable to Me"

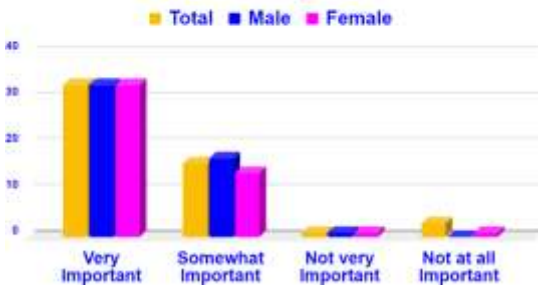


#4 - BOXER "Based on the Billboard, [REDACTED] Seems Likeable to Me"

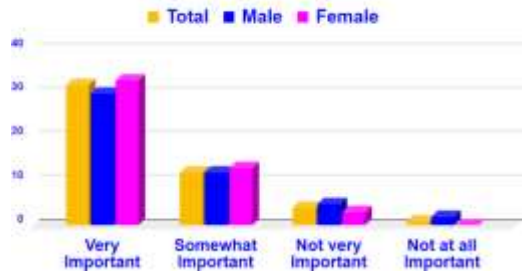


HOW IMPORTANT IS IT TO LIKE YOUR PERSONAL INJURY ATTORNEY?

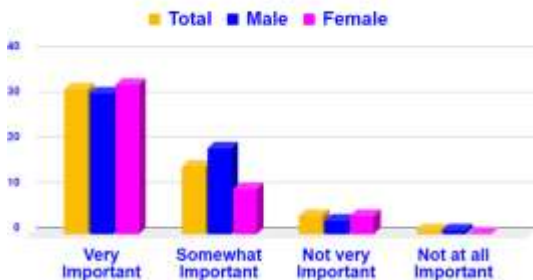
#1 - PHONE # "How Important is it to "like" your Personal Injury Attorney"



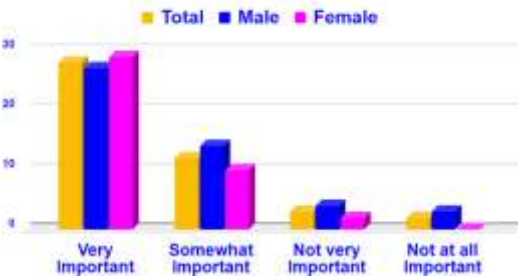
#2 - WEBSITE "How important is it to "like" your Personal Injury Attorney"



#3 - [REDACTED] "How Important is it to "like" your Personal Injury Attorney"



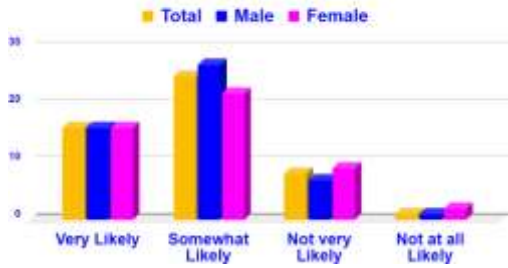
#4 - BOXER "How important is it to "like" your Personal Injury Attorney"



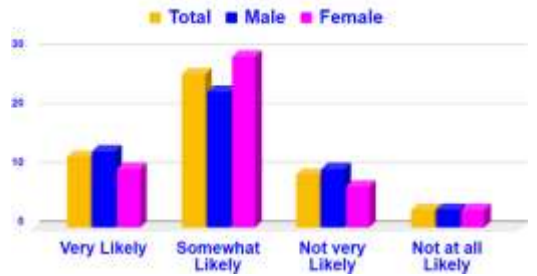
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AFTER SEEING THE BILLBOARD, HOW LIKELY ARE YOU TO RECOMMEND THE [REDACTED] LAW FIRM?

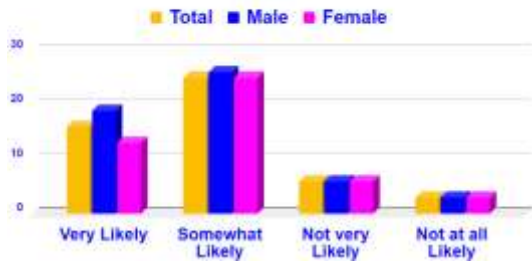
#1 - PHONE # "After Seeing this Billboard, How Likely are you to Recommend the [REDACTED] Law Firm to Family or Friends?"



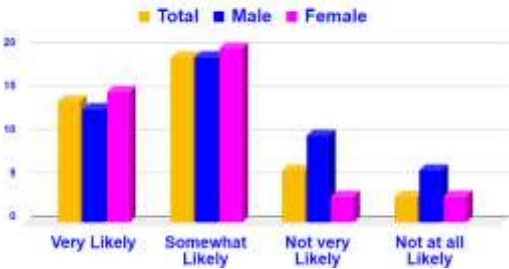
#2- WEBSITE "After Seeing this Billboard, How Likely are you to Recommend the [REDACTED] Law Firm to Family or Friends?"



#3 - [REDACTED] "After Seeing this Billboard, How Likely are you to Recommend the [REDACTED] Law Firm to Family or Friends?"



#4 - BOXER "After Seeing this Billboard, How Likely are you to Recommend the [REDACTED] Law Firm to Family or Friends?"



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