



Resonance

BY COEGI

Bringing Together
Creative & Media Strategy

Siloed creative & media planning harms every
aspect of our campaigns.

Resonance is our Rosetta Stone.



GOAL: STRATEGIC ALIGNMENT

What hypotheses do we have about the relationship of creative & performance? How do we compare to industry benchmarks? How do we need to adjust our media to best fit our Ads?



RHETORIC ANALYSIS

Is the language in our copy persuasive? Does our copy make strong appeals to emotion or logic? Is the brand's expertise clear?



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Our proprietary AI-scoring model
brings together
creative and media strategy



SENTIMENT ANALYSIS

What is our overall messaging tone? Would it be more compelling with a different voice?



BIOMETRIC ANALYSIS

Where is the eye drawn? How does the imagery and audio affect comprehension? Do the creative elements overpower our branding or CTA?



TOPIC & THEME ANALYSIS

How familiar does our audience need to be with our category to understand this ad? Is this approachable content for all audiences?



A/B test visuals & language and receive
performance improvement recommendations
before launching paid media.

VSA: MCAFEE

Client was hesitant to include "AI" in the copy. Resonance illustrated 1) Inclusion of "AI" prompted audiences to look at the video with more critical eyes, and 2) produced a higher emotional response



SNAPSHOT VIDEO ANALYSIS

The audience's eyeline is attracted to the face, missing the AI "extra hand" detail upon first viewing. Including "AI" in the copy ensures comprehension, increases emotional resonance, and aids in memory encoding.



ATTENTION

58



vs. > 50 benchmark

COGNITION

53



vs. > 48 benchmark

ENGAGEMENT

55



vs. > 63 benchmark

MEMORY

61

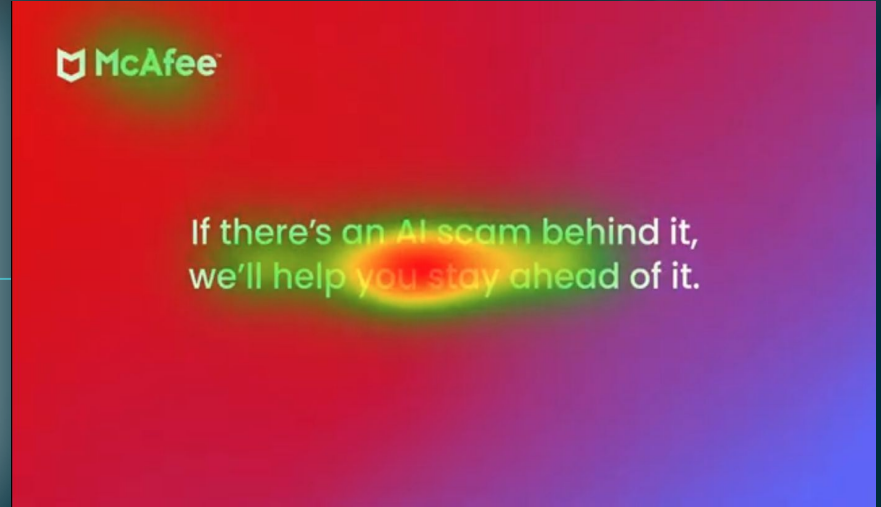


vs. > 55 benchmark



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SNAPSHOT COPY ANALYSIS

Inclusion of "AI" in the copy produces a higher emotional response, which is correlated with higher memory encoding (e.g. Ad Recall) and engagement. Note that "Deepfakes" was flagged as Jargon, which may hinder some audience members' comprehension.

Now with AI scam protection across: Text | Email | Deepfakes

Now with scam protection across: Text | Email | Deepfakes



Pathos 8

Jargon 4

Kairos 4



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Eye Tracking

Reveal a heatmap to highlight the key areas of viewers' attention, how that attention is sustained over time, and overall visual complexity



Predictive Performance

Receive projected engagement and memorability based on viewers' attention and 10 years of paid digital media performance data



Neuroscience AI

Analysis, benchmarks, and recommendations based on AI trained on a panel of 300K+ experiments

❖❖❖ EXAMPLE: STATIC IMAGE



ATTENTION DISTRIBUTION

Asset is close to benchmark. Eyeline is dispersed due to unusual placement of AOs, e.g. logo in upper left corner.

72

X vs. <74 benchmark



COGNITIVE PROCESSING

Few, concentrated elements surpass nonprofit industry standard for ease of processing, though branding is small.

61

✓ vs. <37 benchmark



PREDICTED MEMORABILITY

Centralized focus on the cat's face and uniform color scheme emphasize the headline. Consider increasing Logo to improve score.

63 **✓**

vs. <61 benchmark



ENGAGEMENT MEASUREMENT

In-ad text and accompanying copy is effective for branding but does not provide users with a clear next step.

55

X vs. <79 benchmark



EXAMPLE: COPY IMPROVEMENTS

ORIGINAL

Right now, a shocking number of animals are being subjected to heartbreaking cruelty — but this doesn't have to be their story! YOU can help create a brighter future where helpless animals no longer suffer in puppy mills, factory farms, testing labs or other heartbreaking situations. Will you help rewrite their story? Donate Now!

RESONANCE IMPROVEMENTS

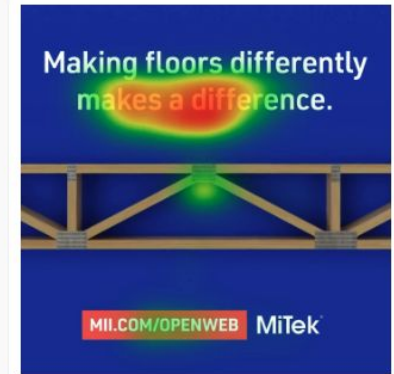
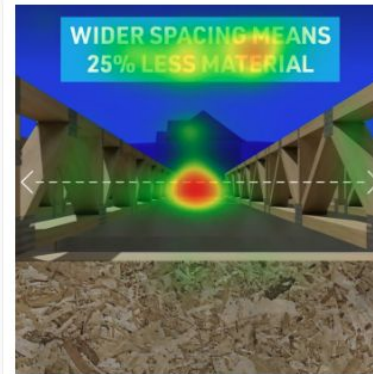
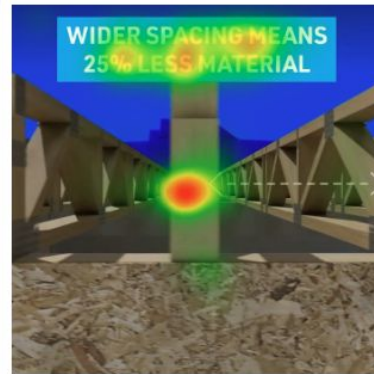
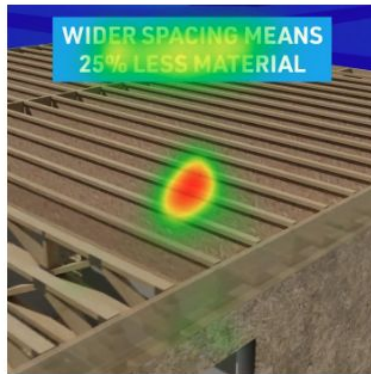
Animals are suffering, but YOU can change their story! Create a brighter future where animals thrive, free from cruelty in puppy mills, factory farms, and testing labs. Your \$20 donation today will rewrite their story. Be their hero — Donate Now!

- ❑ **Decreases cognitive load** for faster & more sustained attention by shortening the first sentence
- ❑ **Boosts positive sentiment** without lessening Pathos (e.g. emotional appeals to animal cruelty)
- ❑ **Specifies a donation amount** — opportunity for A/B testing & gaining knowledge about different audiences' donation thresholds



SNAPSHOT ANALYSIS

- The ad demonstrates strong clarity in its message **but falls short in attention, engagement, and memorability**. Viewers' attention is scattered due to the lack of clear visual cues highlighting the wider spacing benefit.
- The abrupt transition between scenes and the absence of human elements **contribute to low engagement**.
- The simple visuals and clear text **effectively communicate the core message** of reduced material usage through wider spacing, resulting in optimal cognitive demand. However, the lack of a strong emotional hook and prominent branding **hinders long-term recall and brand recognition**.



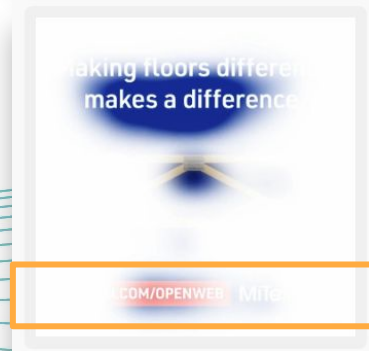
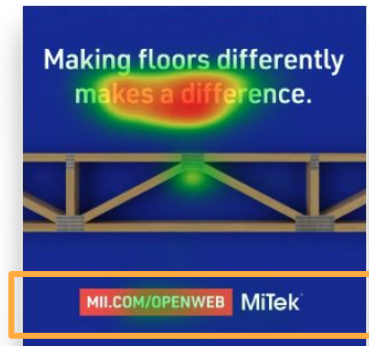


RECOMMENDATIONS

1. **Enhance the focus on wider spacing:** Add visual cues like highlighted lines or arrows to emphasize the wider spacing between joists during the initial aerial shot. **This directly addresses the scattered attention and reinforces the 25% less material claim.**
2. **Create a smoother transition:** Replace the abrupt cut between the aerial view and the single beam with a smoother transition, such as zooming in on a section of the wider-spaced floor and morphing it into the close-up of the single beam. **This improves visual flow and lessens the cognitive demand on the viewer, improving engagement.**
3. **Incorporate a human element:** Include a brief shot of a person walking confidently on the finished floor or a family enjoying a spacious room built with MiTek's Openweb joists. **This adds a relatable human element and strengthens emotional connection.**
4. **Improve branding and call to action visibility:** Increase the size and animate the MiTek logo and website address, ensuring they remain on screen longer. **This improves brand recall and encourages future branded searches and/or website visits.**

Key Takeaway:

The brand name and call-to-action are not being seen.



ADDRESS CREATIVE HYPOTHESES

CRAFT CUSTOM TESTS TO ADDRESS UNIQUE CHALLENGES

Pre-Launch Testing

- A/B test concepts with Resonance to address any simple, immediate creative improvements
- Ensure channel best practices are met



Launch with Pre-Optimized Creative

- Collaboratively build a learning agenda, ensuring measurement plan reflects creative hypotheses
- Isolate specific creative elements for testing using DCO

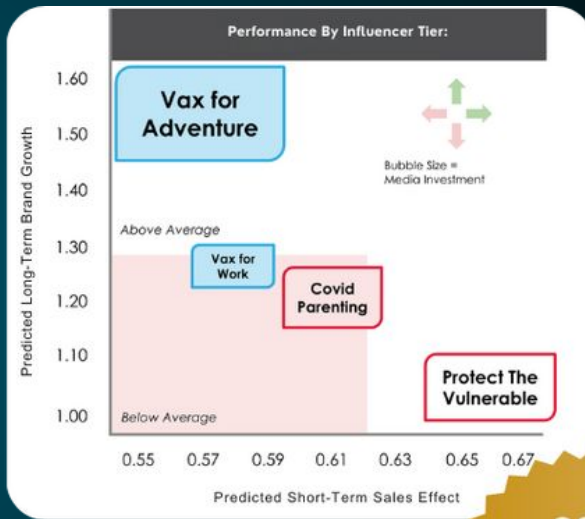
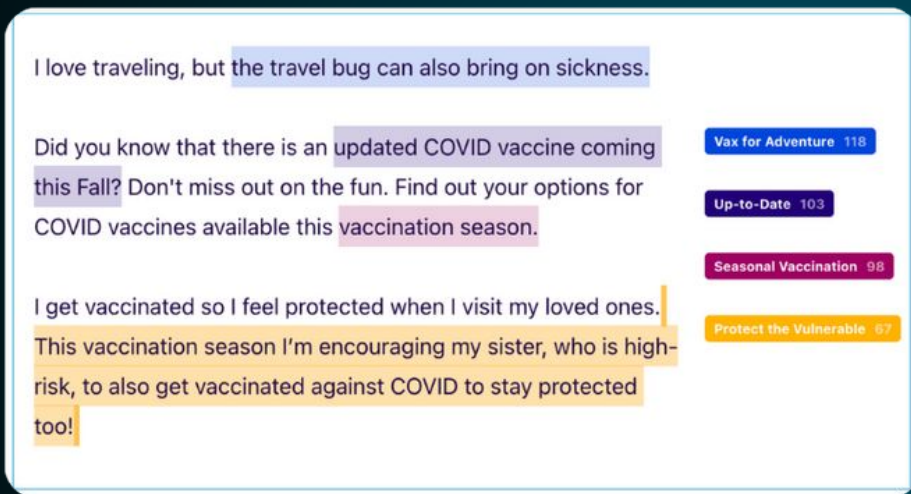


Validate Predictions with Real Results

- Provide creative reporting with actionable insights
- Enable more sophisticated measurement & creative hypotheses



Case Study: Enabling Advanced Measurement for Creative Attributes



When Moderna needed to understand the impact of 500+ social posts written by over a hundred influencers across their #SpikevaxPartner Community, Resonance provided the solution. Our analysis uncovered the most persuasive themes, ideal tone, and sentiment for a culturally sensitive topic. By automating data labeling, Resonance connected these creative insights to attention, brand recall and conversion metrics, driving award-winning results for Moderna.



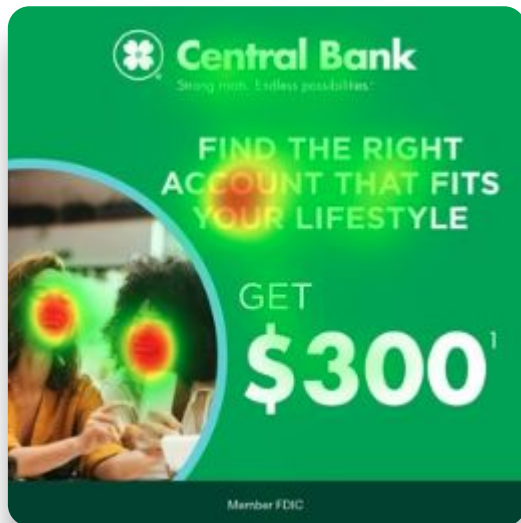
TRUE MEDIA: CENTRAL BANCOMPANY

Client wanted to use on-platform A/B testing to evaluate the effect of changing background color on performance. This would reset algorithmic learning and likely harm performance.

Resonance concluded 1) Background Color did not largely change performance and 2) Swapping stock photos for custom audience personalization would be a stronger creative test



SNAPSHOT Q1 ADS



ATTENTION

66



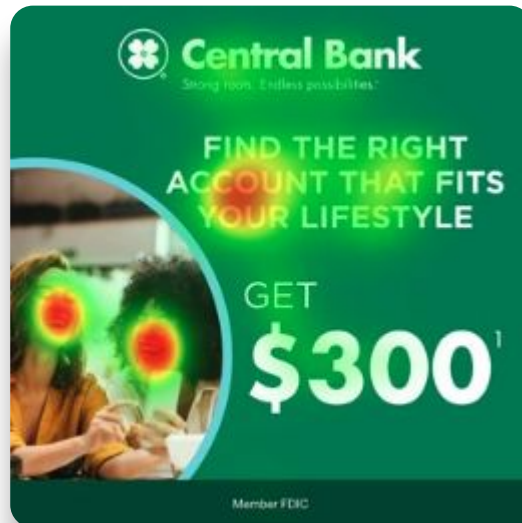
vs. >77 benchmark

COGNITION

39



vs. <37 benchmark



ATTENTION

64



vs. >77 benchmark

COGNITION

43



vs. <37 benchmark



ATTENTION

62



vs. >77 benchmark

COGNITION

47



vs. <37 benchmark

ADDITIONAL USES:

- ☒ **PITCH PREPARATION**
- ☒ **COMPETITOR AD EVALUATION**
- ☒ **CREATIVE CONCEPT TESTING**
- ☒ **INFLUENCER & UGC PERFORMANCE**
- ☒ **EVALUATION**
- ☐ **MEDIA CREATIVE PERFORMANCE INSIGHTS**

Contact Savannah at swestbrock@coegipartners.com & Elise at estieferman@coegipartners.com

RESONANCE ONE-TIME REPORT

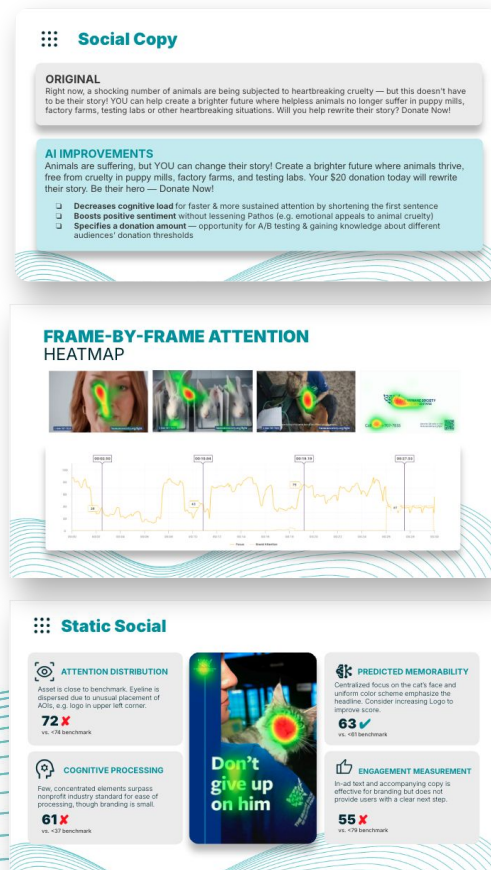
PRICING & DELIVERABLES

For a custom quote, provide:

- ❑ # of Individual Creative Pieces
- ❑ Optional — *List of Competitors*
- ❑ Optional — Performance Questions

Additional Pricing Scenarios:

- ❑ Agency Partners: MSA Pricing Available





CONNECT TO CHAT MORE ABOUT RESONANCE!

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Learn more at coegipartners.com