
Creative Intelligence for Cremo

Nine assets scored for attention, engagement and memorability — before a dollar of media runs.

PRE-LAUNCH DIAGNOSTICS

With Resonance, A/B test assets instantly so creative is pre-optimized for media launch.



Resonance biometric analysis helps tell us:

Where is the eye drawn?

How do design and copy affect comprehension?

Do any elements overpower branding or the CTA?

SECTION 01

How Resonance Works

Four inputs behind every score.

How Resonance Works

01 · IN-LAB NEUROSCIENCE

Licensed research data from 14 partner universities — eye-tracking studies with over 300,000 participants. Annual refreshes keep data current and add new ad formats.

03 · PANEL STUDIES

Tried-and-true advertising research alongside the neuroscience — qualitative read on persuasiveness, likelihood to engage and likelihood to remember the brand.

02 · LINGUISTIC TRAINING

A custom language model trained on rhetorical device analysis, scoring copy against pathos (emotion), logos (logic), ethos (brand expertise) and kairos (urgency and seasonality).

04 · MEDIA EXPERTISE

RAG AI trained on DSP, exchange and device creative best practices, benchmarked against past performance for creative of similar industry, objective and ad format.

SECTION 02

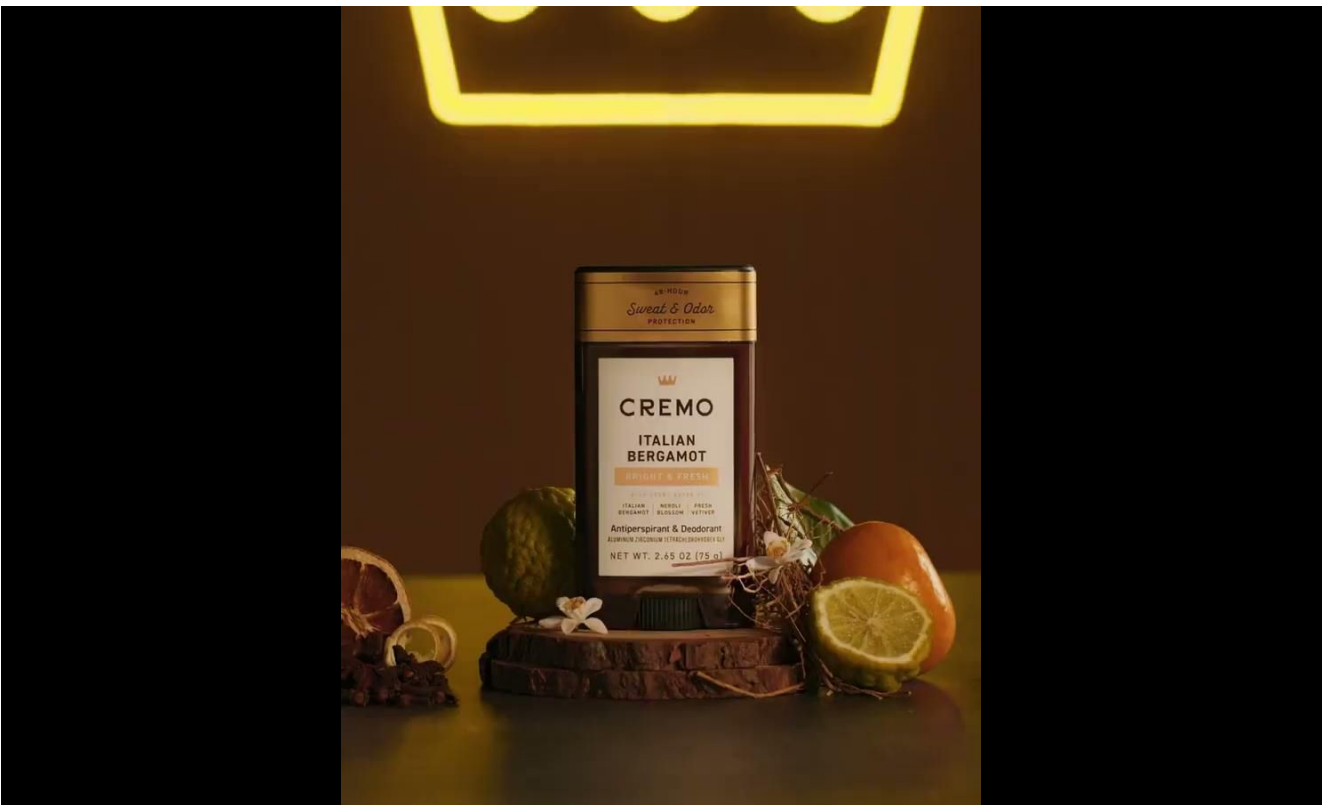
Video Assets

Five assets, scored frame by frame.

Snapshot: Video

ITALIAN BERGAMOT • CROWN CLOSE

01 / 05



ATTENTION

65

IN RANGE

vs. 54–71 benchmark

ENGAGEMENT

82

SET HIGH

vs. 68–100 benchmark

MEMORABILITY

55

BELOW RANGE

vs. 61–74 benchmark

ANALYSIS

Cremo's strongest asset — it holds attention throughout and sustains the highest engagement in the set (82), with a close that lands. Total Memory (55) is the only soft spot, sitting just under the 61–74 benchmark.

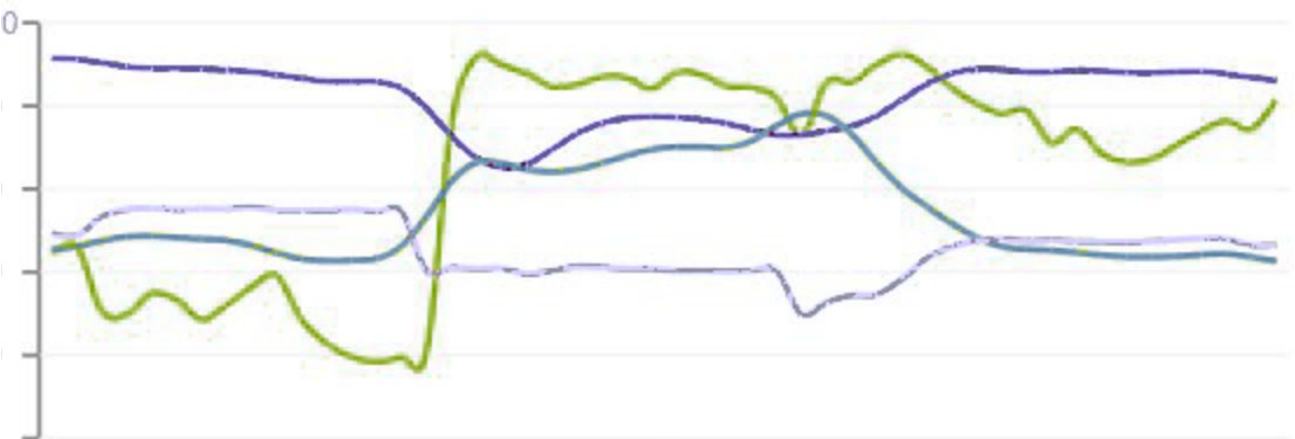
CONSIDERATIONS

Sharpen the brand close

Hold the final CREMO logo and tagline frame longer with a distinctive visual or audio cue so the strong closing engagement converts into recall.

Anchor one memory hook

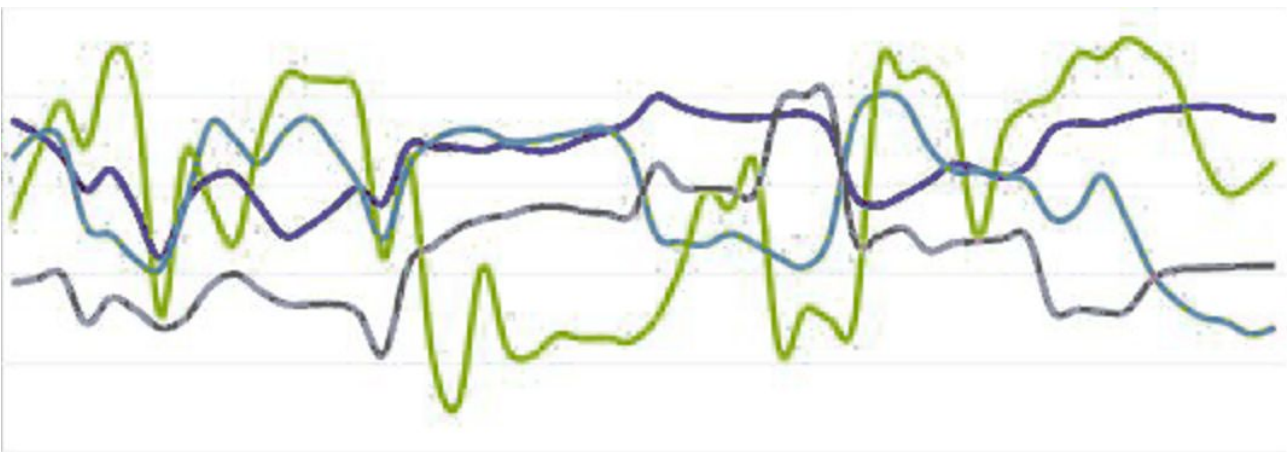
Repeat a single ownable brand element — the crown motif — at both open and close to tie the standout engagement to the brand.



— Attention — Engagement — Memory
— Cognitive demand

Frame by frame, 0–100 scale

Snapshot: Video



— Attention — Engagement — Memory
— Cognitive demand

Frame by frame, 0–100 scale

ATTENTION

59

IN RANGE

vs. 54–71 benchmark

ENGAGEMENT

67

IN RANGE

vs. 61–68 benchmark

MEMORABILITY

58

BELOW RANGE

vs. 61–74 benchmark

ANALYSIS

The man's face and Cremo bottle command attention immediately, and the aspirational narrative drives solid engagement. But rapid scene succession dilutes distinctiveness, and the close lacks the punch needed for recall (Memory 58 vs. 61–74).

CONSIDERATIONS

Deepen the emotional open

Extend the opening shower scene with a subtle effect that foreshadows the crown motif to lift Start Engagement and Memory.

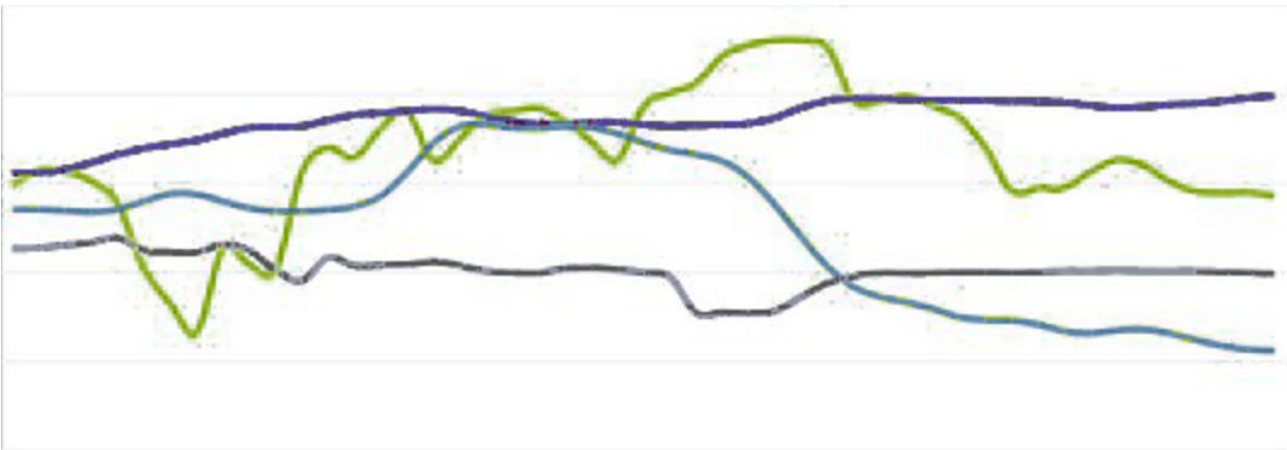
Strengthen the final frame

Hold the closing CREMO / "A Crown Fit For You" shot longer with light animation and a resonant voiceover so the brand anchor sticks.

Snapshot: Video

BODY WASH · SCENT RANGE

03 / 05



— Attention — Engagement — Memory
— Cognitive demand

Frame by frame, 0–100 scale

ATTENTION

66

IN RANGE

vs. 54–71 benchmark

ENGAGEMENT

74

IN RANGE

vs. 68–100 benchmark

MEMORABILITY

50

BELOW RANGE

vs. 61–74 benchmark

ANALYSIS

Strong opening seconds capture emotional interest across product variants, and the asset finishes with excellent final-moment focus. Recall lags (Memory 50 vs. 61–74) because closing attention drifts to the man's chest rather than the CREMO logo.

CONSIDERATIONS

Anchor the brand close

Increase the size, luminosity or animation of the CREMO logo and tagline so brand elements dominate the final frame for encoding.

Bridge the narrative

Add a deliberate transition — a dissolve or shimmer — between the shower and suit scenes to link product use to the aspirational payoff.

Snapshot: Video

A CROWN FIT FOR YOU

04 / 05



ATTENTION

57

IN RANGE

vs. 49–68 benchmark

ENGAGEMENT

74

IN RANGE

vs. 65–75 benchmark

MEMORABILITY

51

BELOW RANGE

vs. 63–73 benchmark

ANALYSIS

Grabs attention strongly at the start and holds focus throughout, closing on the crowned-man payoff. The final composition undercuts recall, though — the man's head inside the crown pulls focus from the CREMO name (Memory 51 vs. 63–73).

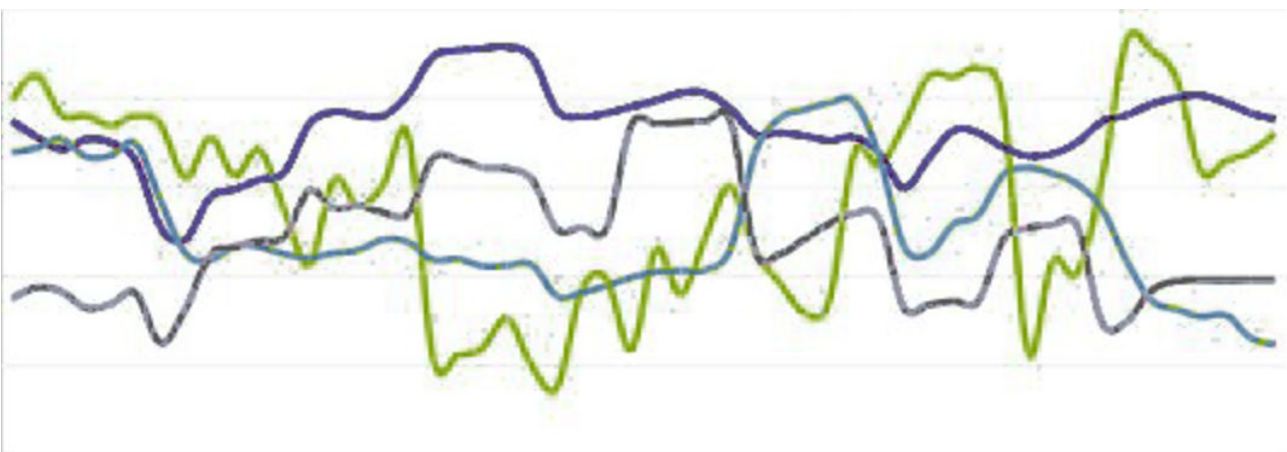
CONSIDERATIONS

Refocus the final shot

Reduce the man's visual dominance and raise the size and contrast of the CREMO text and tagline so the payoff attaches to the brand.

Add a scent cue

Introduce a brief stylized visual for the Italian Bergamot profile to turn an abstract benefit into a memorable anchor.



— Attention — Engagement — Memory

— Cognitive demand

Frame by frame, 0–100 scale

Snapshot: Video

WASH & PROTECT · BERGAMOT

05 / 05



ATTENTION
55

IN RANGE

vs. 49–68 benchmark

ENGAGEMENT
77

IN RANGE

vs. 75–100 benchmark

MEMORABILITY
52

BELOW RANGE

vs. 63–73 benchmark

ANALYSIS

Sophisticated visuals and the "Smell like royalty" voiceover create an immediate positive connection and strong end engagement. Rapid pacing hinders encoding, leaving start focus dispersed and memory short of benchmark (52 vs. 63–73).

CONSIDERATIONS

Sharpen the opening

Guide attention to the central product in the overhead opener with shallower depth of field or localized lighting to lift Start Focus.

Slow the key beats

Extend the WASH and PROTECT shots slightly and add a distinct crown flourish at the close to strengthen End Memory.



— Attention — Engagement — Memory

— Cognitive demand

Frame by frame, 0–100 scale

SECTION 03

Social Assets

Four statics, read against attention heatmaps.

Snapshot: Social

SPICE & BLACK VANILLA COLOGNE

01 / 04



Attention heatmap overlay

ATTENTION

80

IN RANGE

vs. 77–92 benchmark

ENGAGEMENT

69

BELOW RANGE

vs. 71–80 benchmark

MEMORABILITY

50

BELOW RANGE

vs. 62–75 benchmark

ANALYSIS

The luminous product bottle earns the strongest attention of any static asset (80). But the headline and Shop Now button receive too little focus in the moments that matter, so engagement and recall fall below benchmark.

CONSIDERATIONS

Elevate the offer

Move the discount code into a distinct, high-contrast badge inside the creative so the incentive registers in the opening frame.

Build a visual path

Enlarge the headline 30–40% and recenter the CTA directly below it to create a product → headline → action flow.

Snapshot: Social



Attention heatmap overlay

ATTENTION

62

BELOW RANGE

vs. 76–89 benchmark

ENGAGEMENT

46

SET LOW

vs. 73–83 benchmark

MEMORABILITY

41

BELOW RANGE

vs. 56–71 benchmark

ANALYSIS

The hero bottle and its premium details hold the visual center, which suits a luxury grooming brand. But a headline stacking narrative, urgency and a discount code creates friction, and the CTA barely registers — engagement (46) is the weakest in the set.

CONSIDERATIONS

Simplify the headline

Lead with a single value statement and demote the discount code to a smaller secondary line to cut opening friction.

Strengthen the CTA

Enlarge the Shop Now button 30–40% in a warmer, higher-contrast tone so terminal attention lands on the action.

Snapshot: Social

SAGE & CITRUS SHAVE CREAM

03 / 04



Attention heatmap overlay

ATTENTION

71

BELOW RANGE

vs. 76–89 benchmark

ENGAGEMENT

69

BELOW RANGE

vs. 73–83 benchmark

MEMORABILITY

45

BELOW RANGE

vs. 56–71 benchmark

ANALYSIS

The product tube commands early attention and the layout is clean, but a bright green promotional headline splits initial focus with the product. The Shop Now button underperforms in the final seconds, so the path to conversion breaks down.

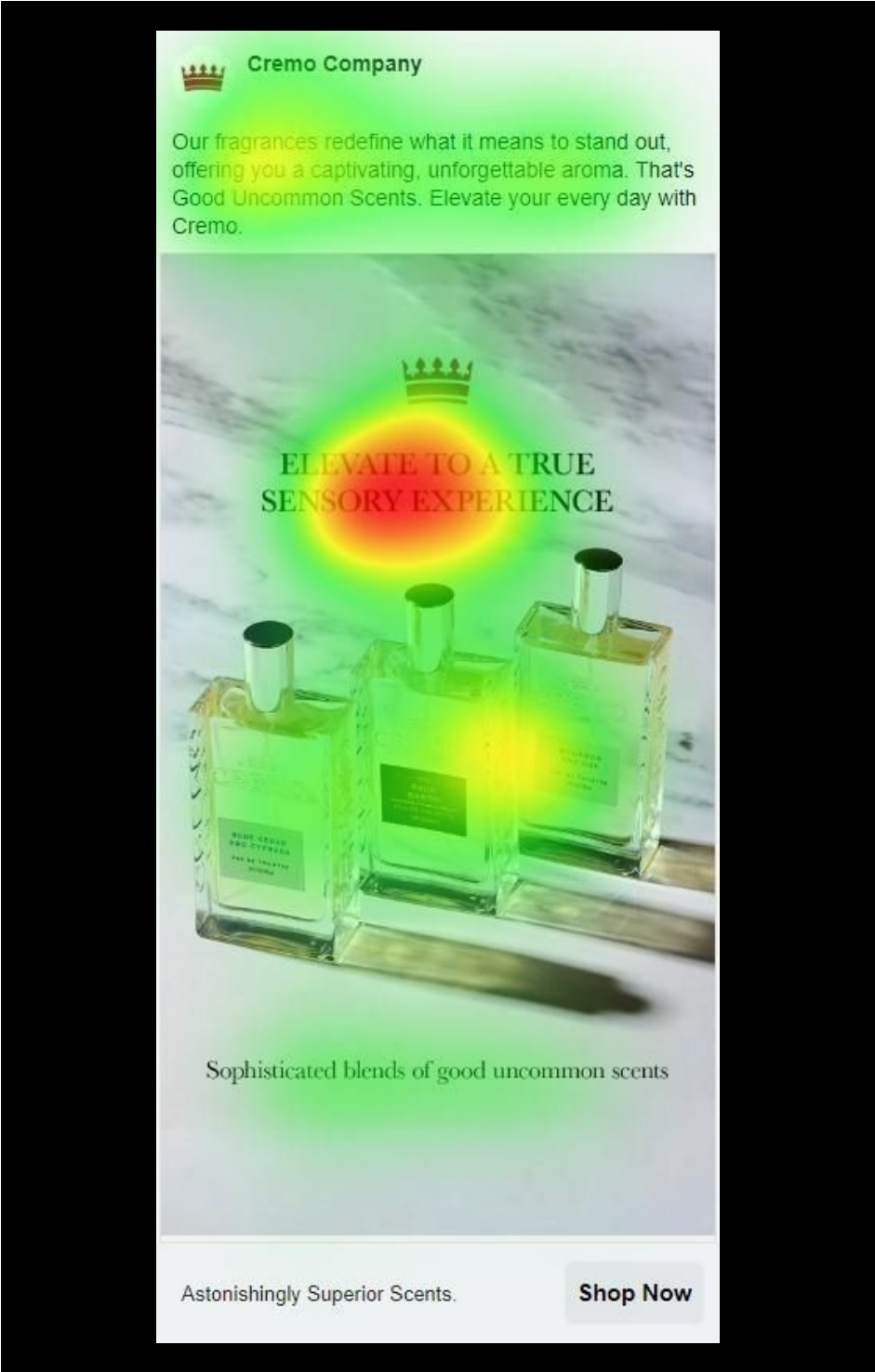
CONSIDERATIONS

Resolve the hierarchy

Reposition or desaturate the green headline so the product owns the opening two seconds without a visual rival.

Center the CTA

Enlarge the button and place it directly below the product to create a clear product → action flow.



Attention heatmap overlay

ATTENTION

37

SET LOW

vs. 76–89 benchmark

ENGAGEMENT

64

BELOW RANGE

vs. 73–83 benchmark

MEMORABILITY

28

SET LOW

vs. 56–71 benchmark

ANALYSIS

The weakest asset in the set (Readiness 2.5). Refined aesthetics aside, attention scatters across the marble background and bottles, the brand never anchors, and memorability collapses (28 vs. 56–71). This one calls for a structural redesign, not a tweak.

CONSIDERATIONS

Lead with the brand

Enlarge the Cremo crown 40–50% above the headline and lighten the marble background so brand identity anchors first.

Make the CTA decisive

Recenter and enlarge Shop Now with stronger contrast so closing attention consolidates on the action.

The Set at a Glance

Scores shown against format benchmarks. Highlighted values fall below range.

ASSET	ATTENTION	ENGAGEMENT	MEMORABILITY	FIRST FIX
Video 01 · Crown close	65	82	55	Hold the brand close longer
Video 02 · Shower story	59	67	58	Deepen the emotional open
Video 03 · Scent range	66	74	50	Dominate the final frame with the logo
Video 04 · A crown fit for you	57	74	51	Refocus the closing composition
Video 05 · Wash & protect	55	77	52	Slow the key beats
Social 01 · Cologne	80	69	50	Build a product → headline → CTA path
Social 02 · Hair gift set	62	46	41	Simplify the headline
Social 03 · Shave cream	71	69	45	Resolve headline vs. product hierarchy
Social 04 · Fragrance trio	37	64	28	Structural redesign