



HOW WILL CUSTOMERS PERCEIVE  
YOUR NEW PRODUCT & AD  
CREATIVES?

**FASTEST**

ONLINE NEURO LAB

# METHODOLOGICAL BASIS – MORE THAN 100 SCIENTIFIC PAPERS

We use advanced statistical methods, computer vision, and the latest paradigm of experimental psychology.

**HARVARD**  
UNIVERSITY



COGNITIVE  
& SOCIAL  
PSYCHOLOGY

**INSEAD**

DATA  
SCIENCE



NEUROECONOMICS  
& NEUROMARKETING



**UNIVERSITY**  
of VIRGINIA

EXPERIMENTAL  
PSYCHOLOGY

# FASTEST

THE FASTEST WAY TO GET ACTIONABLE

INSIGHTS YOU CAN TRUST |

ONLINE NEURO LAB.

YOU WILL KNOW FOR SURE  
HOW CUSTOMERS WILL  
PERCEIVE YOUR NEW  
PRODUCT & AD CREATIVES

CREATIVE



**FasTest**

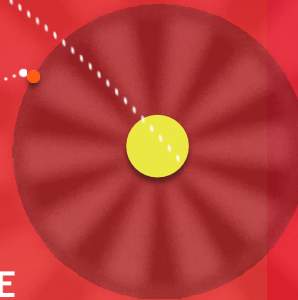
10 Days

**SURVEY  
PLATFORM**

25 DAYS

2X LESS ACCURATE

AD CAMPAIGN  
GOAL



**PROBLEM**

MARKETERS LOSE  
UP TO 30% OF BUDGET ON  
INEFFECTIVE  
IMPRESSIONS

# International Case Studies

creditosi



SBERBANK



**HONDA**



**URALSIB**

**gobear**

SINGAPORE  
AIRLINES



**MTS**



**Alfa-Bank**



**АЗБУКА  
ВКУСА**

**vivo**

**OZON**

THERE ARE MYTHS IN THE INDUSTRY WE BREAK

NEUROMARKETING IS POORLY SUPPORTED BY SCIENCE

HAS TO TAKE A LONG TIME



25k

IS PRICY



IS NOT CLEAR



## WE AUTOMATE THE RESEARCH PROCESS FROM A TO Z

1 Recruiting

2 Experiment. Demonstration of visual stimuli according to guidelines (See details in Appendix)

3 Data Collection

- Attention (See details in Appendix)
- Emotional reaction (See details in Appendix)
- Association reaction (See details in Appendix)

4 Data Analysis (See details in Appendix)

5 Report generation

INSIGHTS



1

## BRANDING

We help to choose the most attractive elements of a brand's identity (name, logo, slogan pack etc.) for the target audience

2

## VIDEO OPTIMIZATION

We identify the most emotional frames in the video ad, what emotions it evokes, we advise which frames from the video can be cut / replaced

3

## ROI OPTIMIZATION

We select creative materials (videos, banners, etc.) that will increase the effectiveness of the advertising campaign by +10% compared to the creatives selected by a survey

WE TEST

## ADS



## SLOGANS

ALWAYS COCA-COLA

TASTE THE FEELING

OPEN HAPPINESS

## NAMING

COCA-COLA

COKE

COLA

## LOGOS

COCA-COLA.

*Coca-Cola*

*Coca-Cola*

## PACK



## PRICING

\$4,48

\$1,88

\$2.80

# METHODOLOGY

Parameter of Research	Amount of Tested Materials <sup>1</sup>
Video ads	1-10 videos
Static ads	1-20 ads
Packages	1-3 packs
Branding (Innovation tests) <sup>2</sup>	1-10 units

1. One project can only be used for tests of 1 type of content (e.g., only videos or only banners).
2. Tests for names, claims, slogans, logos, key visuals.

**N.B:** The whole experiment takes 10-15 min, with break 5s between tested materials, with min sample size 100.



**GET IN  
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# THANKYOU

THANKS FOR YOUR TIME WE LOOK FORWARD TO HEARING  
FROM YOU

