



Vision One

## Chocolate Case Study

### Author



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Market Research Manager

### About The Author

Heading up the ARU is Hannah, our Market Research Manager, who has a PhD in Psychology and Cognitive Neuroscience, specialising in how Consumers make real-world purchasing decisions, and how their brain computes these decisions in shopping environments.

### About Vision One

Vision One is one of the UK's leading and fastest-growing specialist market research agency, with award-winning products and services guiding you to success through a bespoke research journey.



### Delicious Confectionery

We have evaluated the brands dominating the confectionery shelves and the hearts of consumers



#### The Challenge

Many chocolate gift box brands have remained in the market for decades, such as Heroes and Quality Street, and continue to be purchased and gifted. What makes chocolate box Ads capture attention, driving awareness and sales?



#### Research Approach

To answer this, we used AdProbe, our innovative ad testing tool, examining implicit visual attention - in the form of online eye-tracking of chocolate box advertisements. We measured the time to first fixation and fixation duration for key areas of interest (AOIs) and explicit self-reported interest in the ad.

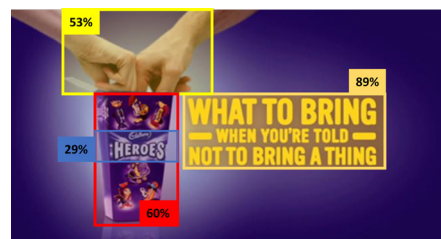


#### Research Findings

For both chocolate box Ads, the eye was always drawn to the slogan first, regardless of location, font size or length. The Heroes slogan was viewed quickly (1551 ms) but received the shortest fixation duration (N = 198). This indicates it is initially the most eye-catching but viewed fleetingly before moving on, confirmed by 43% finding the Ad interesting. The Quality Street slogan was looked at more quickly (1199 ms) by more people (N=200) and received the longest fixation duration - indicating it's the most eye-catching, supported by 46% finding the Ad interesting.



Quality Street Gaze Plot



Heroes Area Of Interest



#### Action

AdProbe, with online eye-tracking, was able to provide a detailed breakdown of the most effective aspects of the Ads in capturing interest and attention, with slogans stealing the show. This clearly illustrates the power of conveying the right message!

### Contact Us

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