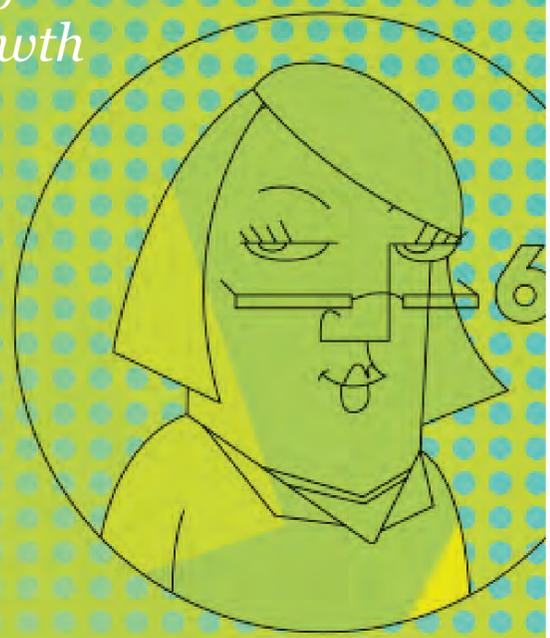




rpa

# PEOPLE SCORE

*Creative Insight That Drives Business Growth*



## WHAT IS THE PEOPLE SCORE?

A new kind of ad testing tool that evaluates ads based on their ability to connect with people in a human way. Based in psychological theory, the tool is simple, fast and powerfully predictive of Customer Purchase Intent.

## A NEW KIND OF AD TESTING TOOL

Unlike other tools, the People Score is a diagnostic of an ad's ability to make meaningful connections with people.

The People Score doesn't just look at whether people think an ad is entertaining, or whether they think it's cool. Sometimes those things don't actually matter for business success. Instead, the People Score assesses whether an ad resonates with people — whether it has an incremental impact on people's relationship with your brand.

Analytics show that advertising that makes this kind of human connection is advertising that works. In fact, the People Score is a stronger predictor of ultimate Purchase Intent than the majority of common ad-testing platforms.

## POWERFULLY PREDICTIVE OF BUSINESS OUTCOMES

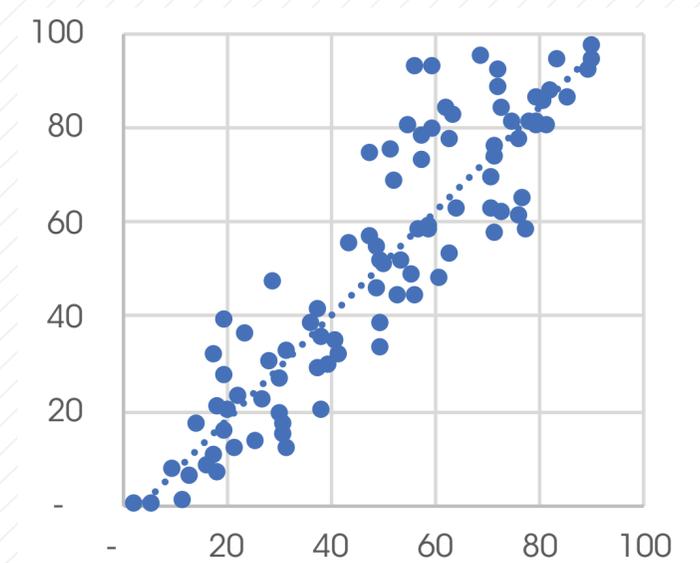
The People Score is an incredibly powerful predictor when we look at Customer Purchase Intent ( $R^2 = .82$ , at the 99%+ confidence rate). Moreover, the People Score is also a standardized metric, so it can be benchmarked versus category norms and easily trended over time.

The People Score can also be broken into three meaningful sub-scores:

**ORIENTATION SCORE:** Is the ad helping the brand getting noticed — when it used to be off the radar?

**EXPLORATION SCORE:** Is it creating interest and engagement — when it used to get ignored or dismissed?

**INVESTMENT SCORE:** Is the ad generating research and shopping — when it used to fall to the bottom of the list?



STATISTICALLY SIGNIFICANT PREDICTOR OF PURCHASE CONSIDERATION  $R^2 = .82$

## ROOTED IN PSYCHOLOGY

The People Score is based in well-established psychological theory about how people form relationships, and the 3 stages of relationship formation: Orientation, Exploration, and Investment. Psychological theory was used as the foundational layer in building out our developmental research.

## SCIENTIFICALLY VALIDATED

In creating the People Score, RPA conducted large-scale developmental research: A proprietary quantitative study, wherein 80,000+ people evaluated 150+ ads across 11 of the top-advertised industries.

Advanced analytics were then used to validate the overall People Score algorithm, and to confirm that the 3 People Score sub-scores are unique and independent drivers.

## INSIGHT-RICH

We developed the People Score to be a simple tool for understanding how well ads are connecting with people.

But the tool is also designed to provide actionable insight: Outputs tell you exactly where an ad is working best and where it's falling short, and provide straightforward direction on what can be improved.

## HOW DOES PEOPLE SCORE TESTING WORK?

Ads are submitted to a US-representative sample for evaluation, and then scored by the People Score algorithm. We conduct additional qualitative analysis based on open-ended data to derive further insight. We then deliver a summary report with observations and recommendations. The goal is fast and actionable learning.

### THREE ANALYTIC VIEWS:

There are three different diagnostic reports we can produce:

**ONE-AD VIEW:** A deep-dive into a single ad — and how well that ad helps to create meaningful connections with its target audience.

**ONE-BRAND VIEW:** A deep-dive into a single brand — and how different individual executions work differently for that brand.

**CATEGORY VIEW:** A comprehensive view of a category — how different brands are working, how different executional elements are working, and what's working best for each of the individual players.

### SPECIAL CASES:

While the three views tackle the vast majority of client needs, we are always happy to consider special cases, in which customized or alternative approaches might better meet needs. Feel free to reach out so we can discuss.

	ONE-AD VIEW	ONE-BRAND VIEW	CATEGORY VIEW
<b>FOR INDIVIDUAL AD(S):</b>			
Overall People Score vs. Norms	✓	✓	✓
People Score Sub-scores vs. Norms	✓	✓	✓
Quantitative Analysis of Strengths/Weaknesses in Growing Connections with People	✓	✓	✓
Qualitative Analysis for Additional Texture	✓	✓	✓
Performance Across Demographic Groups	✓	✓	✓
Observations and Actionable Recommendations	✓	✓	✓
<b>ACROSS MULTIPLE ADS:</b>			
Understanding of Consistent Patterns Across a Brand's Ads		✓	✓
Understanding of How Different Ads Work Differently, Overall and by Demo Group		✓	✓
Observations and Actionable Recommendations		✓	✓
<b>ACROSS MULTIPLE BRANDS AND ADS:</b>			
Understanding of Consistent Patterns Across a Given Category			✓
Understanding of How Brands' Ads Work Differently, Overall and by Demo Group			✓
Observations and Actionable Recommendations			✓
<b>NUMBER OF BRANDS EVALUATED</b>	1 Brand	1 Brand	5 Brands
<b>NUMBER OF ADS EVALUATED PER BRAND</b>	Just 1 Ad	3 Ads Per Brand	3 Ads Per Brand
<b>TOTAL NUMBER OF ADS EVALUATED</b>	1 Total	3 Total	15 Total
<b>TOTAL SAMPLE SIZE (@ N=500/AD)</b>	N=500	N=1500	N=7500
<b>TOTAL COST</b>	\$12,000	\$22,000	\$58,000
<b>STANDARD TIMING (APPROVAL TO REPORTING)</b>	2 weeks	2-3 weeks	4-5 weeks