

Collaborative Effort To Reinvent Ad Research In Asia

Asian brand and marketing research specialists Cimigo announced that they have joined forces with MR design consultancy Gordon & McCallum and Swiss emotion technology company nViso to launch a large scale study of Advertising in Asia: AsiaEmotion.

Lausanne, Switzerland and Hong Kong – April 4th, 2013 – Asian brand and marketing research specialists Cimigo announced that they have joined forces with MR design consultancy Gordon & McCallum and Swiss emotion technology company nViso to launch a large scale study of Advertising in Asia: AsiaEmotion. Based on nViso's proprietary 3D Facial Imaging technology, the syndicated study directly measured emotional response to advertising in five key Asian markets.

nViso's technology automatically records emotional response based on facial expressions of respondents. This allows researchers to scientifically measure respondent's real reaction to a video without requiring questions or complex research techniques. AsiaEmotion looked at reaction to 75 "everyday" ads to ascertain what advertising styles, messages or imagery seemed to really be effective.

"This is a completely unique, forward looking report that will help advertisers and agencies make better ads. We bust a few myths about how advertising in Asia works and let clients directly see what really appeals in Asia. By using nViso technology in this way we are moving from the traditional 'rear-view mirror' approach, and effectively reinventing ad research", commented Richard Burrage, MD of Cimigo.

Alastair Gordon, Managing Partner at Gordon & McCallum noted that "Clients who have seen early results have been blown away by the realism and depth of interpretation possible from facial imaging analysis. AsiaEmotion showcases the strategic possibilities of facial imaging and demonstrates that scientific emotion research can be much more than a simple diagnostic add on to standard 'disaster check' type ad-tests".

Characterising AsiaEmotion as putting "consumer emotion back at the centre of discourse between ad agencies, advertisers and researchers", Gordon says the report has particular relevance to agencies, because it provides clear evidence of the opportunity to use creative approaches to improve consumer engagement in Asia. For details on the study see www.asiaemotion.com

Results from AsiaEmotion will be presented to a gathering of the regions' research professionals at the ESOMAR APAC meeting in Ho Chi Minh City on the 9th April, and at a series of executive briefings throughout the region during April.

ABOUT CIMIGO

Cimigo is an independent team of 250 marketing research and branding specialists operating throughout Asia Pacific since 2003. Cimigo is the largest and most respected independent research firm in Asia. Cimigo provides insight into brand

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For more information about AsiaEmotion visit : <http://www.asiaemotion.com>

For more information about Cimigo visit : <http://www.cimigo.com>

For more information about Gordon & McCallum visit : <http://www.gordon-mccallum.com>

For more information about nViso visit : <http://www.nviso.ch>

communications development across Asia. Discover more at www.cimigo.com and www.asiaemotion.com.

ABOUT GORDON & McCALLUM

An internationally respected research consultancy specializing in helping clients improve research outputs and insight generation. Gordon & McCallum provides market research companies with business and professional development tools that directly address their most pressing business and staff development needs. They provide market research users with clear and comprehensive advice on how to generate better value from their research efforts and they develop leading edge research systems. Discover more at www.gordon-mccallum.com.

ABOUT NVISIO

nVisio is a leading provider of emotion recognition software that interprets human facial micro-expressions and eye movements captured through video. Its solutions use proprietary 3D Facial Imaging technology with artificial intelligence to track hundreds of different facial points to recognize human emotions. The company uniquely combines the latest advancements in computer science, engineering and behavioral sciences to make automatic emotion recognition a viable reality using any image based device. Its proprietary analytical techniques are based on theoretical work by Dr. Paul Ekman, which demonstrates that emotions can be precisely recognized by minor changes in micro-expressions in the face. nVisio is based at the Swiss Federal Institute of Technology in Lausanne, Switzerland (EPFL). More information can be found at www.nvisio.ch.