

McKnight Brain Research Foundation

Creative Testing Survey Results & Recommendation

Overview: The below survey was fielded to more than 500 respondents to determine consumer perception and preference of two potential campaign names and their corresponding taglines and logos – *Brain Works – Optimize Your Brain Span* and *Brain Expectations – Stay (or Think) a Step Ahead*.

Topline Summary of Findings: The survey showed strong positive results for *Brain Works – Optimize Your Brain Span* as the primary selection for the campaign name and tagline based on several factors including, what grabs attention (nearly 70 percent in favor), what makes you want to learn more (more than 60 percent), and which sounds like a campaign focused on education about the brain as you age (more than 50 percent). Among the taglines, consumers reported *Optimize Your Brain Span* was the option they felt they understood the most and made them most curious to learn more (more than 90 percent). In terms of the graphic element of the logo, the “butterfly” option and the “brain dots” options were equally appealing to consumers. “Butterfly” – 2.76 vs “Brain dots” – 2.88 out of score of 5.

Recommendation: Based on the discussions with the MBRF Board and the below survey findings, BRG would recommend moving forward with *Brain Works – Optimize Your Brain Span* for the campaign tagline with the “butterfly” as the graphic element of the logo. While the graphic elements were close to a tie, the “butterfly” was the graphic element was most selected by the board. BRG also recommends the “butterfly” icon from a design and usage perspective.



OVERALL RESULTS BELOW

Results: Included below are the findings from the creative testing survey.



First Impressions:

When you first looked at these overall concepts...

- Almost 70% of respondents favored BrainWorks – Optimize Your Brain Span over Brain Expectations – Stay a Step Ahead.

- 60% of respondents stated that “BrainWorks – Optimize Your Brain Span” made them curious to learn more, compared to 40% who stated “Brain Expectations – Stay a Step Ahead” made them curious to learn more.
- 54% of respondents said “BrainWorks – Optimize Your Brain Span” sounds more like a campaign focused on educating about brain health as you age.

Tagline:

The following questions are about the TAGLINES of the concepts (the text that appears smaller below the NAME) – Note: taglines correspond to the campaign name

Regarding the tagline “Optimize Your Brain Span”

- Over 80% of respondents said they are certain or have some understanding of what this tagline means.
- Respondents interpreted the phrase “brain span” as follows:
 - a. How long the brain will live – 24.9%
 - b. How long the brain is healthy -26.24
 - c. How much the brain contains – 29.8%
 - d. How the brain makes connections 15.9%
 - e. Other (please specify) _____
- 92% of respondents said this tagline made them want to learn more

Regarding the tagline “Stay a Step Ahead”

- 86% of respondents stated that they were certain or have some understanding of what this tagline means.
- 88% said that this tagline made them want to learn more.

Regarding the tagline “Think a Step Ahead”

(We tested an alternative tagline concept for “Brain Expectations” - “Think a Step Ahead”).

- 83% of respondents stated they were certain or have some understanding of what this tagline means.
- 88% stated that this tagline made them want to learn more
- 35% of respondents stated this tagline makes them like Brain Expectations more as a campaign name, while 47% felt the same about this option

Logo/Icon:

Respondents were shown the following designs and asked to consider **the overall look, including marks/graphics, color and typography.**



Respondents ranked the visual appeal of each design on a scale of 1 to 5, (1 Least appealing, 2 not very appealing 3. Somewhat appealing 4. Very appealing 5. Extremely appealing). The following is how they ranked based on their average scores.



Reveal:

Finally, respondents were given more background on what the campaign is about and asked to solidify their thoughts.

Scenario provided:

“The concepts you are responding to represent a campaign by a leading brain research institute designed to educate consumers on brain aging, what can be anticipated and provide overall approach to brain health throughout your life. This is not focused on diseases of the brain such as dementia or Alzheimer's, but focuses on healthy aging of the brain. “

- Again, respondents were asked to rank which treatment best fit the above scenario. The following is the order they were ranked.





- When asked what they would change about their top rated treatment, 64% said they wouldn't change anything.
- 94% of respondents stated they are somewhat to extremely interested in learning more about how to preserve brain health as you age.