

Luma
Insight. Create. Inspire.

Domestic Violence PSA 'Say no to Domestic Violence'

CASE STUDY SNEAK PEEK



'This ad evoked the highest commitment from the 2015 Super Bowl ads. The emotive story resonated strongly with viewers and it left an impression. The ad brings light to a confronting reality for some, and was highly effective.'

Background

Domestic Violence PSA placed an emotive and confronting ad in the 2015 Superbowl. The ad caught the most attention of all the 2015 ads, with millions finding this ad confronting but enlightening.

Check out the ad [here!](#)



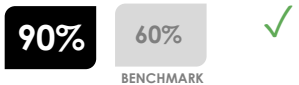
WHEN IT'S HARD TO TALK
IT'S UP TO US TO LISTEN

The Results

KEY PREDICTOR MEASURES



ATTENTION
Will the ad get noticed?



BONDING

Does it strengthen brand feelings?



MESSAGE TAKEOUT
What messages are communicated?

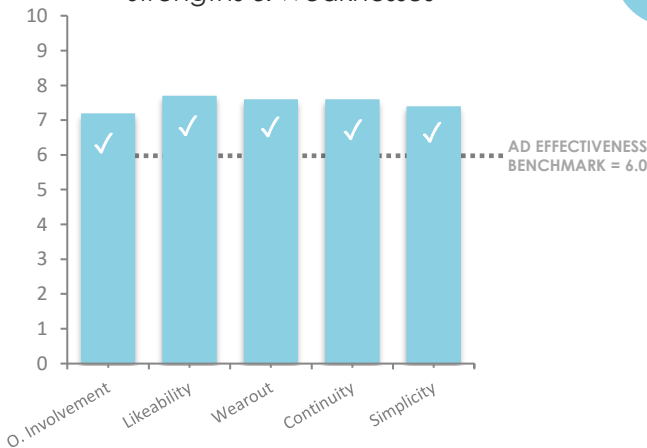
BRANDING

Is the brand the hero?

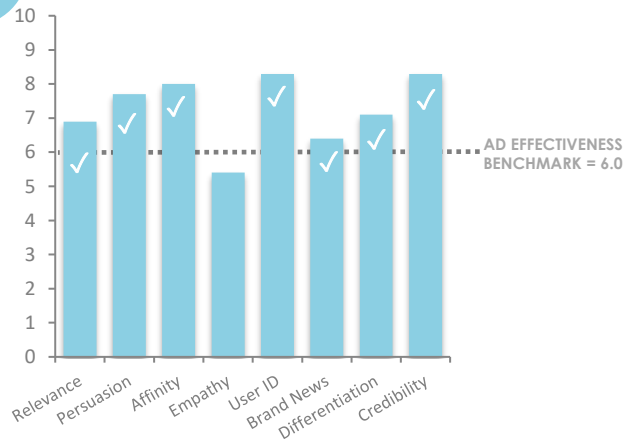


DIAGNOSTICS

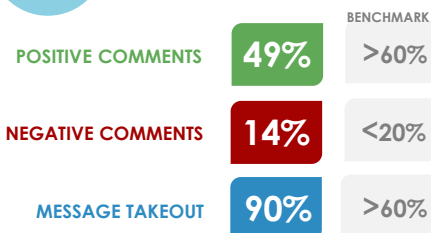
Attention Diagnostics Strengths & Weaknesses



Bonding Diagnostics What is driving Brand Feelings?



Qualitative Analysis
What are they saying?



"Very powerful. Captured and held my attention. Teaches an important lesson."

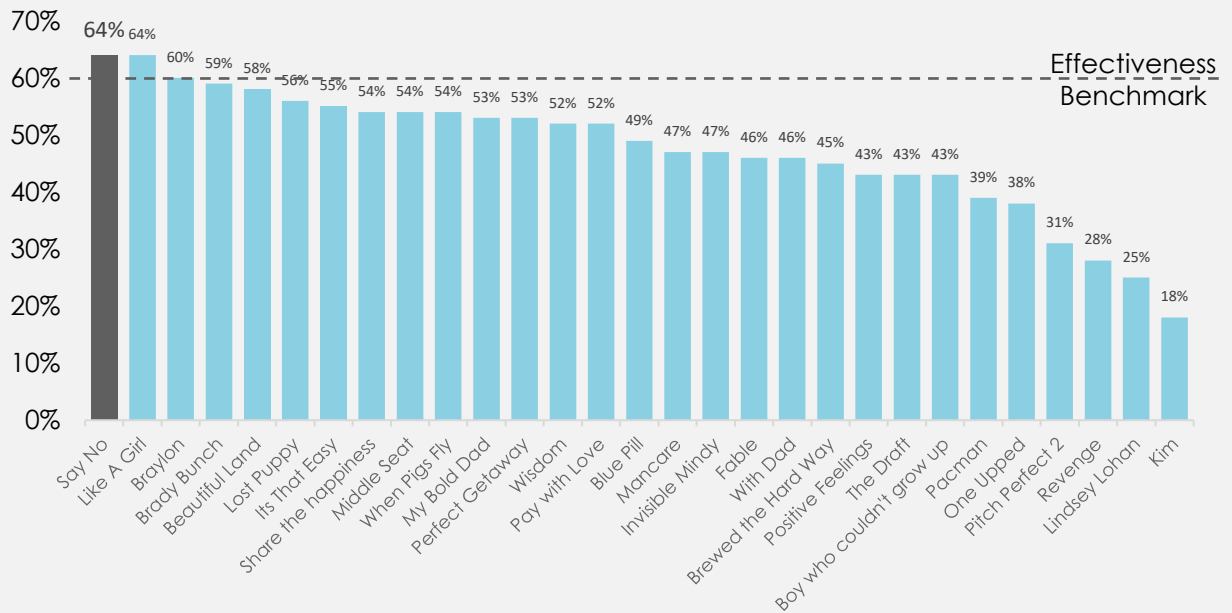
"It's quite powerful. I had read about this story, but hearing it is very moving. Thank goodness the operator picked up on what was really happening.!"

"It made me very sad that these situations are so common. I'm glad the NFL had the ad because of all the publicity around players abusing their wives and girlfriends."

"It was moving but too serious for a Super Bowl ad."

ADD+IMPACT® RANKING

When compared against the other 29 ads tested as part of our 2015 Superbowl Study, 'Say No' ranks 1st.



RECOMMENDATIONS



- The emotive story drove viewers' overall memorability of the ad and made it cut-through.
- This ad's message was clear, with most people picking up the meaning by the end of the ad (aside from some initial confusion)
- Some felt the ad was not appropriate for the Superbowl, however most found it insightful with some believing it was relevant to stories of abuse among families of sports stars.
- The ad does not successfully link with Domestic Violence PSA but the meaning and intention of the ad was extremely successful.



This was just a glimpse at what insights we can uncover! Talk to us about some of the exciting new tech we're using, including real-time reactions and eye tracking