

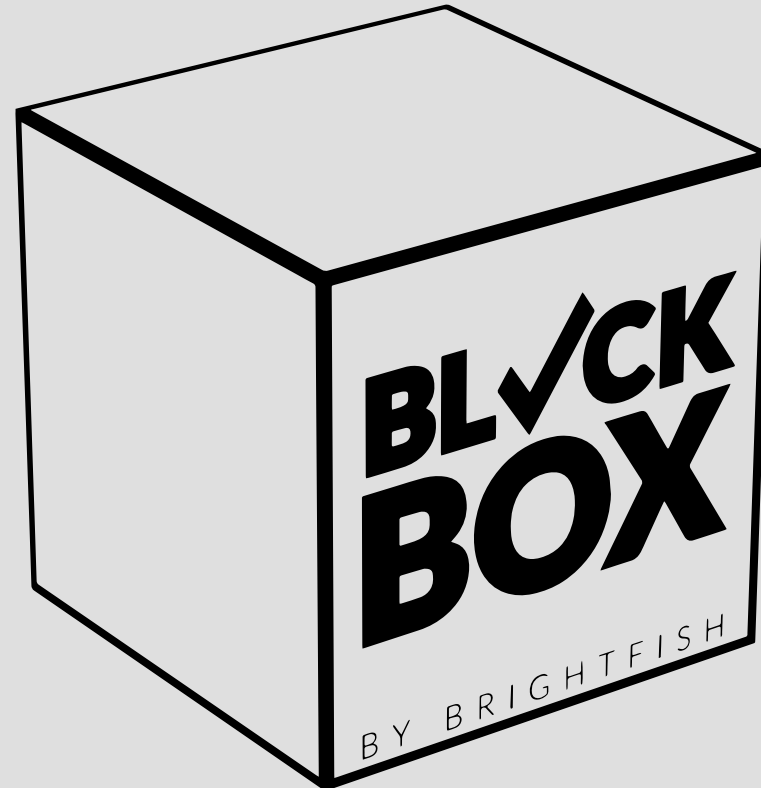
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# SIZE DOES MATTER.

Or how we found Oliver Wilson through  
the strengths of the **BIG** SCREEN.



- 3yrs of ongoing research
- Many more to come!
- 46 brands tested
- Impact studies
- Attention Research
- Audience Engagement Research



# SIZE MATTERS

"Judge me by my size, do you?"  
The Empire Strikes Back (1980)

## ON STAGE @ CANNES 2023

Together with SAWA, we brought an interesting panel to the stage at Cannes 2023:

*"Size Matters: Attention + Emotion + Storytelling = Cinema"*

### Featuring

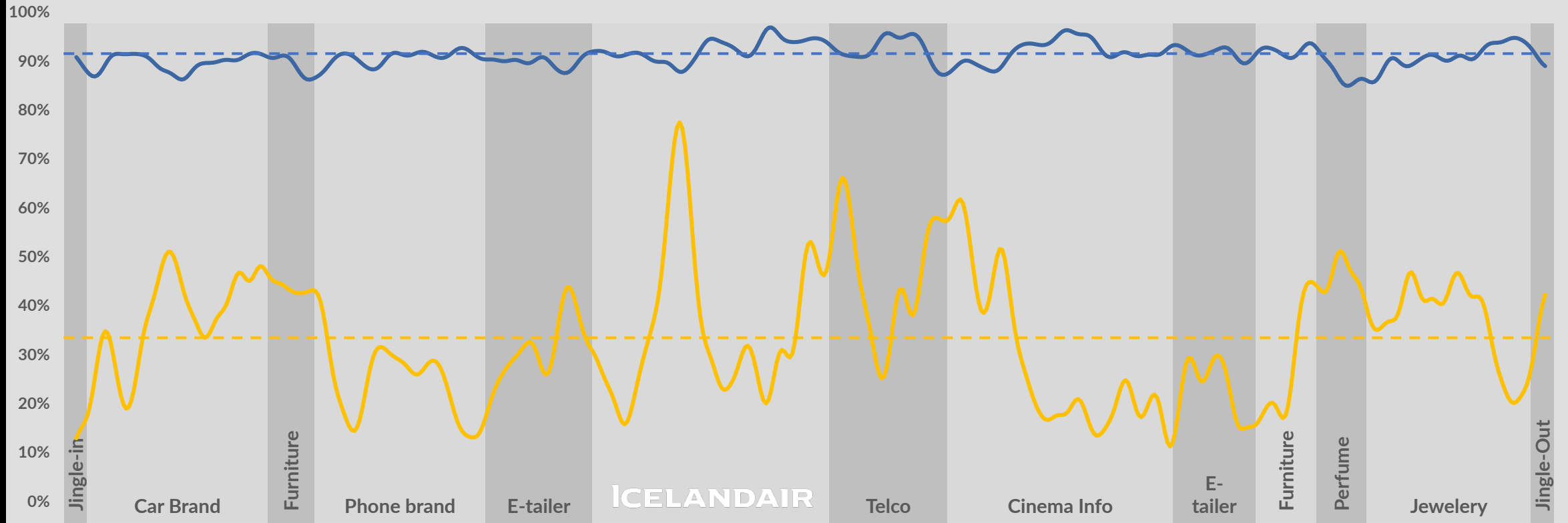
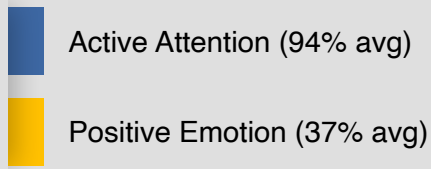
- KATHRYN JACOB OBE  
CEO, Pearl and Dean UK
- UKONWA KUZU-ORIZU OJA  
former Global CMO, Prime Video
- MIKE FOLLET  
Managing Director, Lumen Research
- DR. JELLE DEMANET  
Founder, Apollo8



# AD ENGAGEMENT

BRIGHTFISH

Audience engagement through face detection in the Cinema



Psssst..  
Oliver is here

Source: Black Box by Brightfish & APOLLO8. THE HUMAN SIDE OF DATA™ 16/11/2023 n=150 - 841.500 datapoints collected



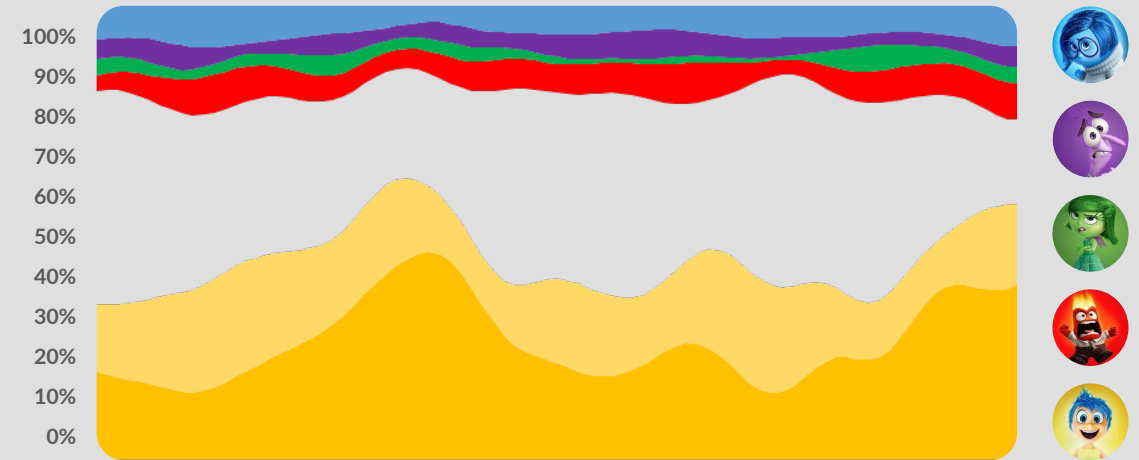
# SECOND BY SECOND

## ACTIVE ATTENTION



- Client: Icelandair
- Active Attention 95.5% (min 91% / Max 100%)
- 87sec spot length

## EMOTIONAL ENGAGEMENT



- N=150
- 16 November 2023
- 130.500 datapoints collected







Avengers Endgame (2019)



Once Upon a Time in Hollywood (2019)



Back to the Future (1985)



Brain Storm (1983)



The Iron Claw (2024)



Willy Wonka and the Chocolate Factory (1971)



BRIGHTFISH



# T. HANKS

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for your attention.  
Questions?

