

## CASE STUDY

### Supor Cookware Advertisement

## Advertisement Test with Eye Tracking for Supor Cookware

Before an advertising campaign is launched a pre-test of the advertisement is recommended to ensure that the advertisement attracts sufficient attention. Conducting a pre-test with the help of eye tracking technology identifies if people see relevant areas of the advertisement.



### About Supor Cookware

Supor Cookware Co., Ltd. is a Chinese manufacturer of cookware. Being the number one cookware brand in China let Supor serve as a perfect example for an advertisement test. With Supor being focused on research and innovations, printed adverts represent an important way to communicate new developments and product advantages.

### The Research Question

The research question was to find out which parts of the advertisement for Supor cookware attract the viewers' attention. Which advertisement elements are seen first, where do viewers spend the longest time when looking at the campaign? Optionally, the eye tracking can be followed by an in-depth exploration of the advertisement in order to make sure that the advertisement conveys the desired message.

### The Approach

In order to analyze the Supor cookware advertisement, Psyma conducted an advertisement test including eye tracking in its test facility in Shanghai. 8 test persons were shown the advertisement for 4 seconds. This exposure time is sufficient for an advertisement test as people on average spend less than 4 seconds looking at a printed advertisement.

## Results

The heat map image shows where the test persons looked at during the 4 second advertisement exposure. Red spots indicate the points with the longest viewing times.

The eye tracking reveals that the Supor logo, the headline below the logo, and the medal are eye-catchers. On average, the headline is seen first by the respondents, followed by the medal and the logo. The two product images are seen last. Out of 8 test persons ...



- 8 respondents looked at the headline.
- 7 respondents saw the large product image on the left and the medal.
- only half of the respondents saw the logo and the smaller product images in the bottom right corner.

Although the logo was only seen by half of the respondents, those who saw it spent the longest amount of time on the logo. In comparison, respondents spent less time looking at the headline.

## Conclusion

The advertisement is very clear and its elements attract a lot of attention. The eye tracking analysis reveals that all elements in the advertisement are seen relatively well. Nevertheless there is still room for improvement.

Since respondents only spend little time on the headline, it would be recommendable to choose a short headline that can quickly be read. If seeing the product images is considered to be more important than noticing the medal, the location of the elements in the advertisement could be re-arranged and re-tested.

Psyma offers a dedicated team of experts focused on e-business research including tests of advertisements and online banners. In the past three years, Psyma experts conducted a multitude of face-to-face interviews in more than 9 different countries such as Germany, the US, the UK, China and Russia.

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