

Google Chrome TV Advert Eye Tracking results out as 'Best Ever Tested'

Submitted by: Think Eyetracking

Thursday, 14 May 2009

Think Eyetracking today released the findings of an independently conducted Market Research analysis, on the new Google Chrome advert (<http://googleblog.blogspot.com/2009/05/google-chrome-ads-on-tv.html>) using advanced Eye Tracking (<http://thinkeyetracking.com/eyetracking-20/>) technology to track viewer's eye movements while watching the advert, the testing revealed Google's Chrome advert delivers one of the highest levels of engagement with the brand logo recorded in advertising campaigns ever previously measured.

Google launched its first ever television advert, across a range of US networks this week to raise awareness of its Chrome browser. The company has previously avoided traditional marketing in the past, having become "one of the world's best known brands almost entirely through word of mouth" as claimed on its own website.

The advert originally created for YouTube has sparked debate within the media and online industry around its effectiveness, being referred to by leading Digital Marketing report publisher eConsultancy (<http://econsultancy.com/blog/3796-googles-chrome-ad-worst-television-ad-ever>), as questionably the "worst television ad ever?" and suggesting on its blog the advert "wastes 30 seconds saying a whole lot of nothing".

Think Eyetracking this week independently tested a panel of 30 internet users in one day, and the results proved the advert to be highly effective on the three key measures; Engagement, Message Delivery and Elicitation of Desired Behaviour.

The Eye Tracking results show the advert succeeds in focussing the observer's attention on the Google Chrome Logo for most of the full 30 seconds it is available on screen. Not only engaging the observers in the on screen activity, the commercial was found to be highly effective in transferring their interest from the on screen activity, to the concluding message containing the desired behaviour; 'Install Google Chrome'.

The full findings from the Google Chrome Advert research conducted by Think Eyetracking can be found on the Think website, on the Think Eye Tracking Blog (<http://thinkeyetracking.com/Blog/?p=158>).

See the official Google Blog on the Google Chrome Ad (<http://googleblog.blogspot.com/2009/05/google-chrome-ads-on-tv.html>).

About Think Eyetracking

Founded in 2004, Think Eyetracking (<http://thinkeyetracking.com/eyetracking-20/>) is the specialist Eye Tracking and Market Research arm of Bunnyfoot (<http://www.bunnyfoot.com/>), the leading usability and user experience consultancy. Bunnyfoot has 6 offices including London, Oxford, Edinburgh, and the Hong Kong office launched in 2009. Clients include Proctor and Gamble, Virgin Holidays, Millward Brown, BBC, Microsoft and Ogilvy.

The Think brand within the Bunnyfoot portfolio of Usability (<http://www.bunnyfoot.com/services/experteval.html>) and Eye Tracking (<http://thinkeyetracking.com/eyetracking-20/>) services, specialises in Marketing and Product Packaging testing, with Heat Mapping analysis. Think conducts the only weekly eye tracking omnibus and conduct bespoke eye tracking studies all over the world. As the most experienced Eye Tracking company in the UK, Think has conducted eye tracking studies across all visual advertising channels including TV Advertising, Magazine and Newspaper Advertising, Web Pages, Email Marketing, Packaging, and Outdoor Advertising.

For further media information please contact:

Lizzie Maughan
Managing Director
Think Eyetracking
7-11 Station Road
Reading
Berkshire
RG1 1LG
Mobile +44 (0)7960738906

Robert Stevens
Director
Think Eyetracking
7-11 Station Road
Reading
Berkshire
RG1 1LG
Mobile +44 (0)7976 929484