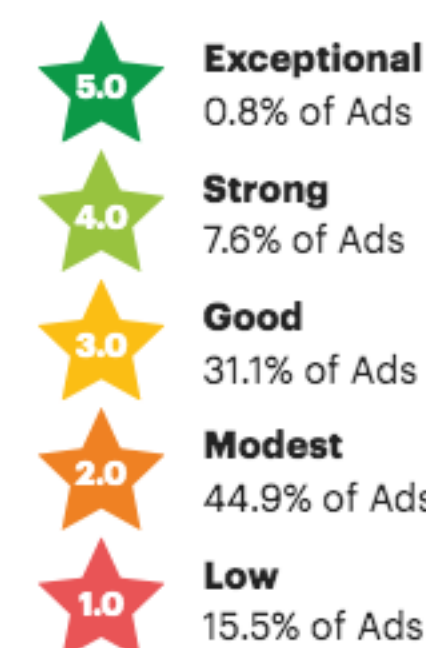




Star Rating: **Strong**

Long-term market share growth based on an ad's creative effectiveness, calculated by measuring emotional response to the ad.

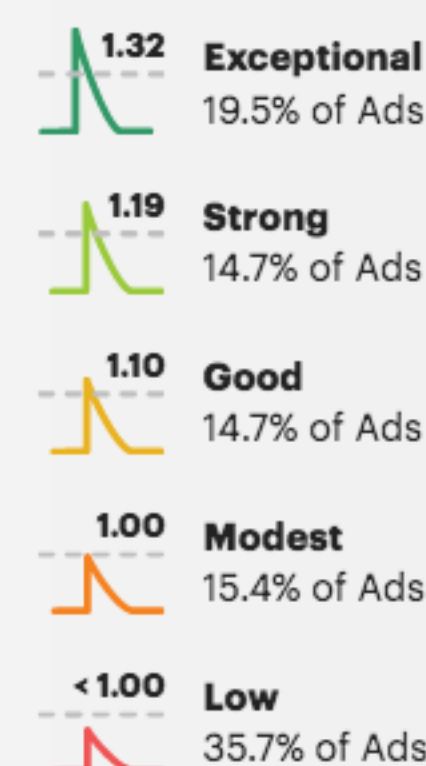
The category average for "Beer & Cider, Wine & Spirits" is 2.8



Spike Rating: **Strong**

Short-term sales potential, derived from strength of branding and intensity of emotional response.

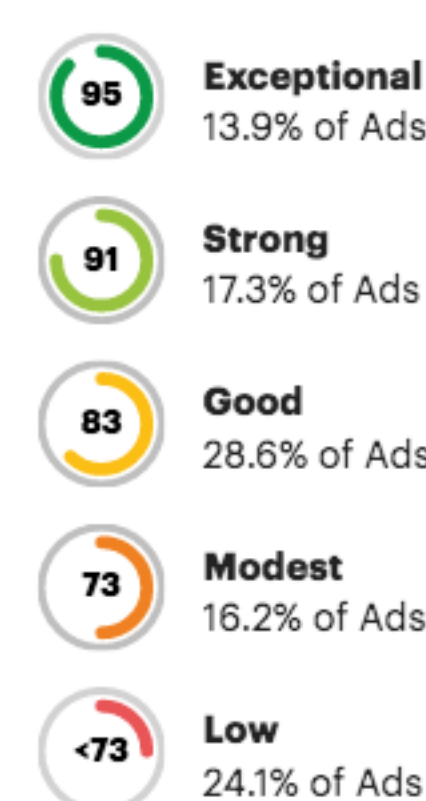
The category average for "Beer & Cider, Wine & Spirits" is 1.09



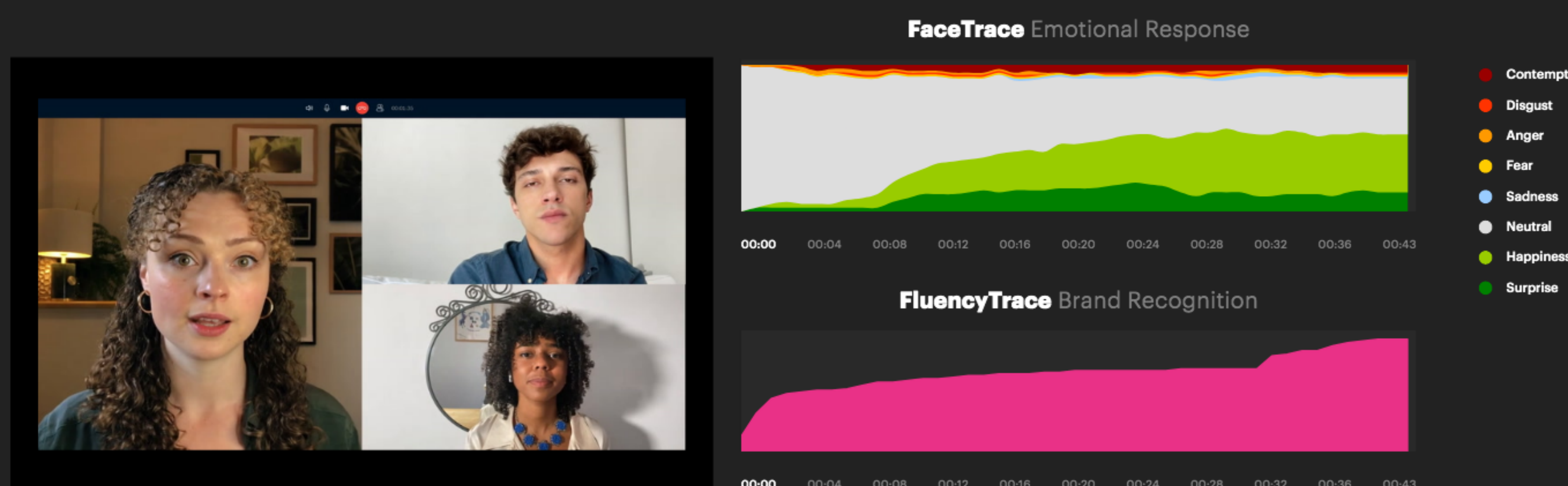
Fluency Rating: **Exceptional**

Measures strength of branding in the ad. Fluency is driven by the % of viewers recognising the brand by the end of ad.

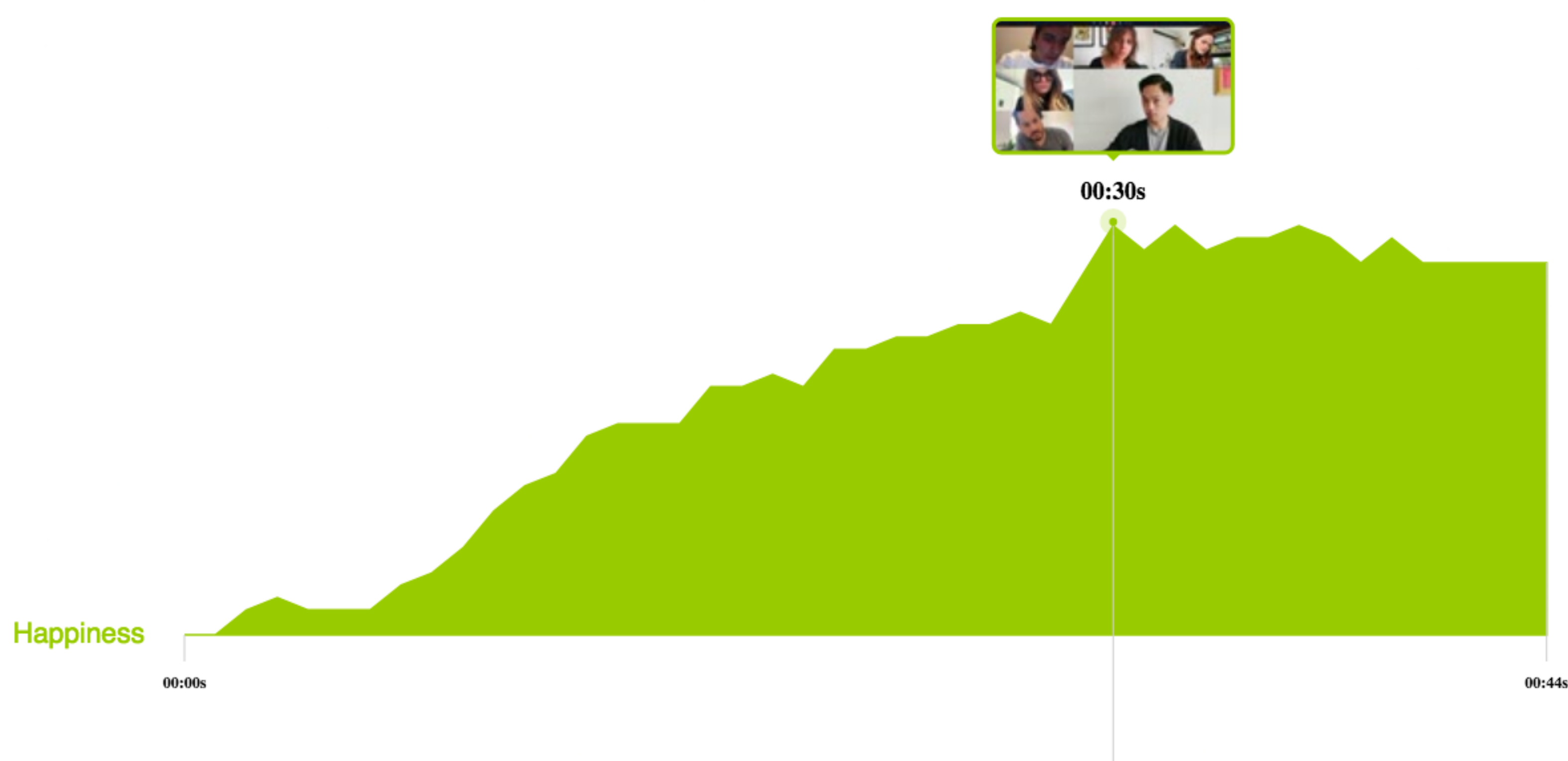
The category average for "Beer & Cider, Wine & Spirits" is 81



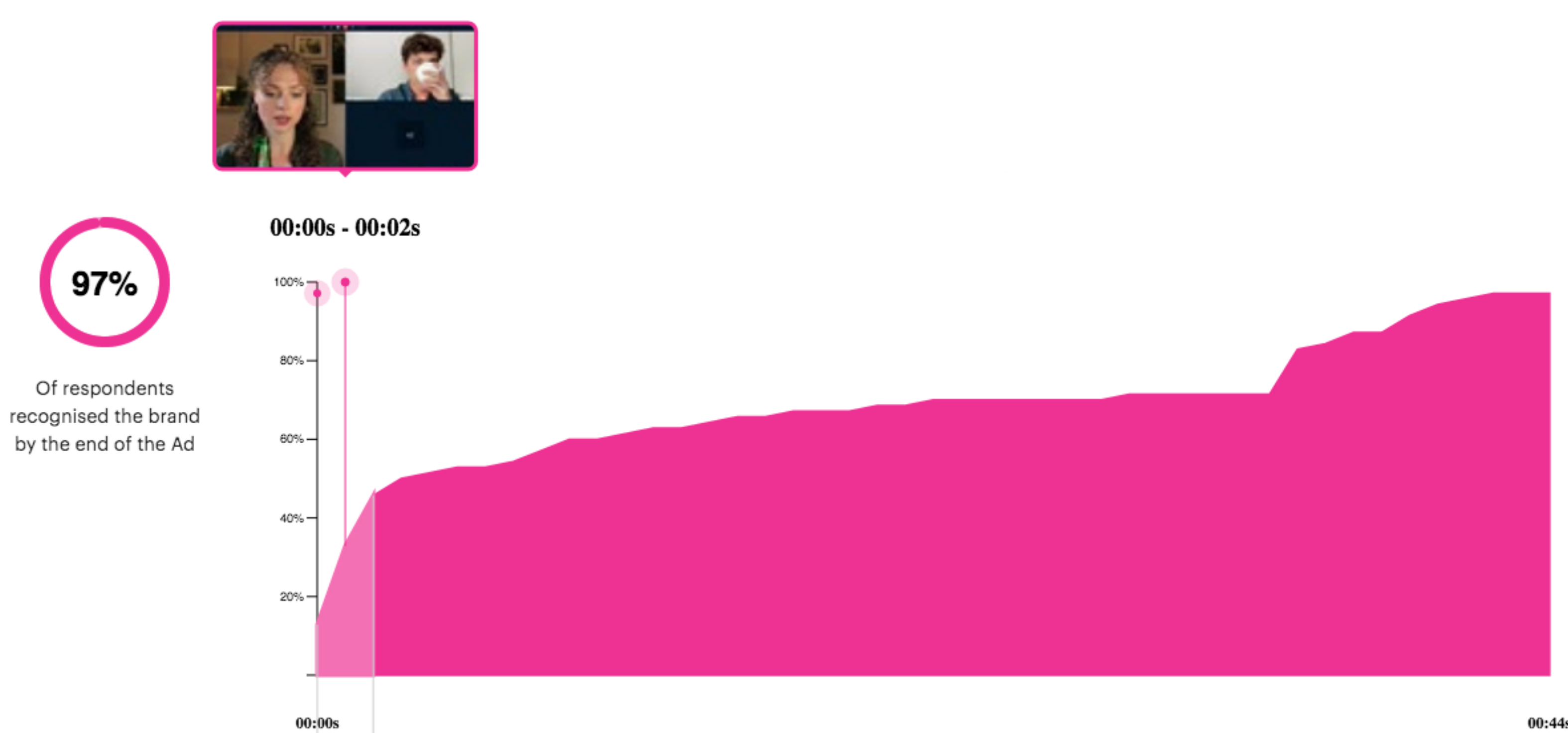
Second-by-second Response



The moment in your ad where **happiness** was highest



The moment in your ad where **Fluency** increased the most



Congratulations!

You made it to **24th** in the Ad rankings out of **340** in the **Beer & Cider, Wine & Spirits** category

23 Checking taps behind closed doors Diageo	4.1 Star Rating: Strong	1.40 Spike Rating: Exceptional	96 Fluency Rating: Exceptional
24 Smart Working? Heineken International (UK)	4.1 Star Rating: Strong	1.29 Spike Rating: Strong	97 Fluency Rating: Exceptional
25 Say Hello to Jura Emperador Inc.	4.1 Star Rating: Strong	1.05 Spike Rating: Modest	49 Fluency Rating: Low