



# HIPPOC

Test your creatives on 31 000 people in seconds

Presentation - Vivatch 2021



# The Co-Founders



**Jean-Maxime Larouche - CEO**

Ph.D Candidate in cognitive neuroscience at University of Montreal



**Paul Léné - CSO**

Msc. Cognitive Neuroscience  
Msc. Management  
Consultant in management



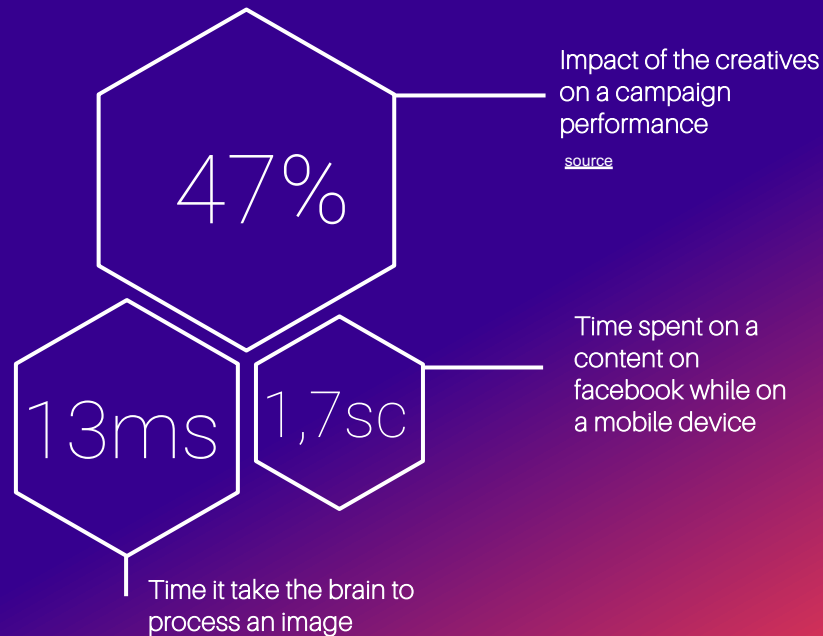
**Kévin Combe - CRO**

Msc. Stratégie  
Former Consultant  
Sales executive



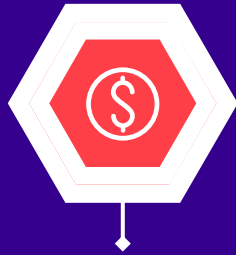
# The creatives in advertising

## Why creatives are so important?

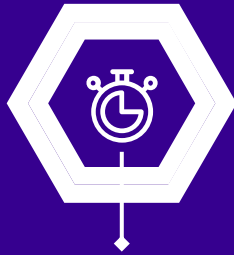


# Limited Methods

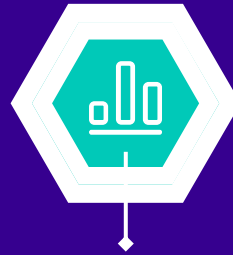
A/B Test | Focus group



Cost



Time



Bias



Regulation



# Hippoc: IA & Neuroscience



## Instant Attention

What appears to the consumer eyes in the first 3 seconds



## Recall

What the consumer brain process & Recall



# The technology

**1,4 billion data point**

31,171 consumers exposed to 16 052 912 images

Attention & Recall measures were taken using Eye Tracking and Standard Memory Test

**94% & 96% accuracy**

Hippoc reach 94% accuracy for the attention & 96% accuracy for recall



# Humana: + 433%CTR

Hippoc predicted  
version B will  
perform better

47% Save on prescription drugs - over \$3,637\* a year!

31% 1 year, Humana's Medicare Advantage plan members saved, on average, \$3,637\* on prescription drugs! Choose your Humana Medicare Advantage plan and you could enjoy savings on prescription drugs, plus:

- Hospital, doctor AND drug coverage combined into one easy-to-use plan
- Extra benefits not offered by Original Medicare
- Affordable or no monthly plan premiums

28% Top 2014 Medicare Plans

92%

1 2 3 ▶



43% Explore Humana's Medicare plans

43% Help you determine the Humana plan that's best for your needs.

79% → Get started now

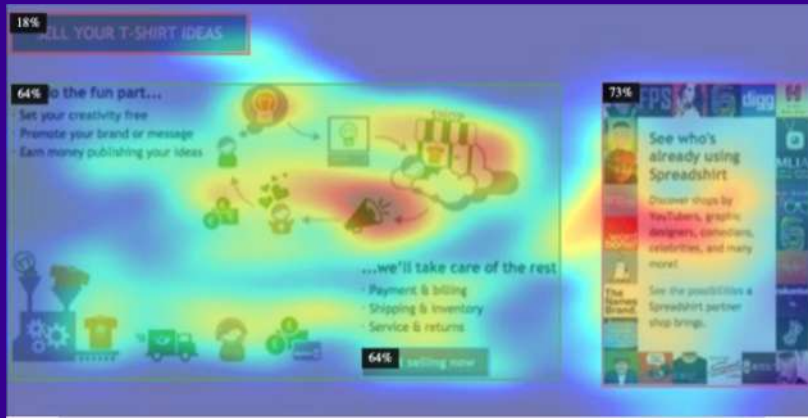
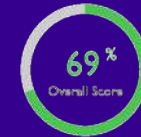
89%

1 2 3



# Spreadshirt: + 606% CTR

Hippoc predicted version B will perform better



18% | ALL YOUR T-SHIRT IDEAS

64% | So the fun part...  
Set your creativity free  
Promote your brand or message  
Earn money publishing your ideas

...we'll take care of the rest

- Payment & billing
- Shipping & inventory
- Service & returns

64% | Selling now

73% | See who's already using Spreadshirt

Choose shops by YouTubers, graphic designers, celebrities, and many more!

See the possibilities a Spreadshirt partner shop brings.



39% | Upload your designs. No risk. No hassle.

84% | I ♥ [pencil icon] → [laptop icon] → [money icon]

Create a design      Upload your design      Make money

85% | START SELLING





# Workzone : +34% de soumissions

Hippoc predicted version B will perform better



# Avoid \$50M mistakes

In 2009, Tropicana changed its famous orange juice box to a new design. 2 months later, with sales down 20%, Tropicana had to remove this new packaging from the store and put the old one back...

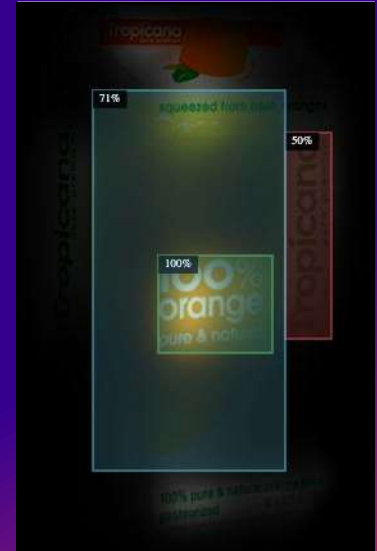
**Consumers no longer  
recognized their brand**

Original Packaging



What consumers recall

New Packaging

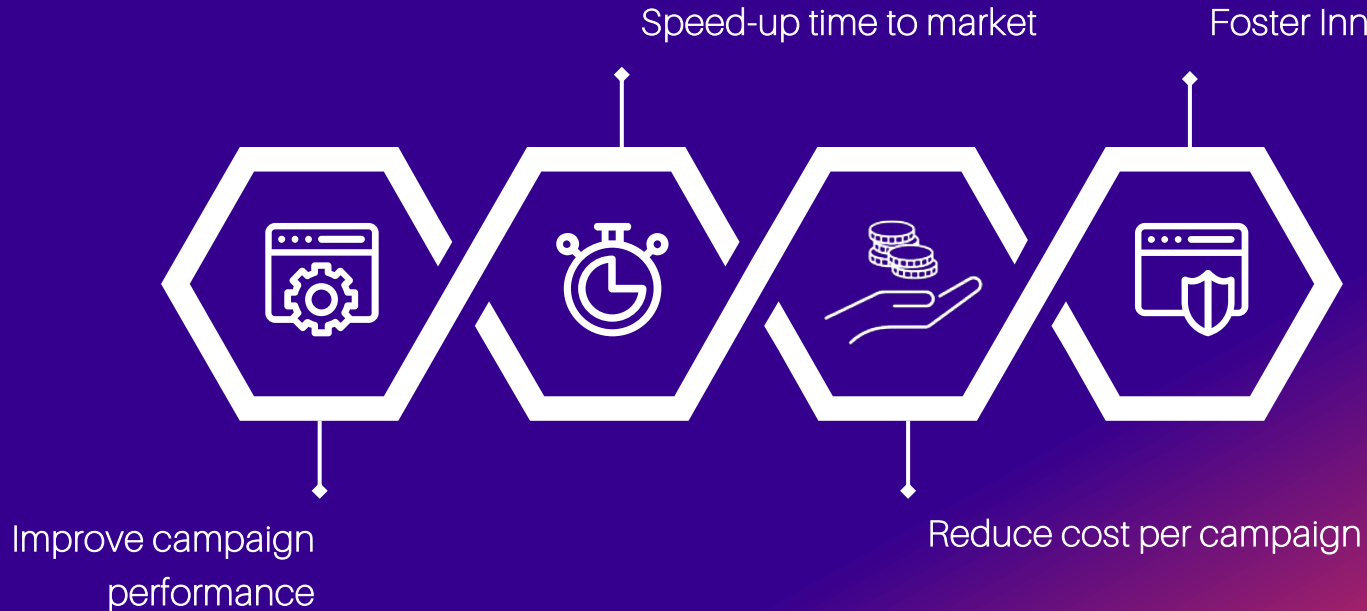


What appear to the consumers eye on the shelf



# Connect cognition to creation

## Hippoc Benefits



# How & Who



## Creatives & designers



- Test in a safe space
- Challenge its hypotheses
- Explain the rational behind the art

## Performance teams



- Identify upfront the top performing creatives
- Reduce expenses on A/B test & multivariate testing
- Speed campaign launch

## Decisions makers



- Speed up approval process
- Measure & Understand creatives impact on campaigns performance



# Thank you

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Contact us: [sales@hippoc.ai](mailto:sales@hippoc.ai)

