

# SeeMe Index Identity + Brand Lift

*Leveraging AI to determine the relationship between identities in ads and brand equity performance*

<b>Challenge</b>	Brand has global growth ambitions driven by specific multicultural, boomers and male consumers, however global marketers struggle to get local markets to adopt global assets if local believes the identity of talent is not effective locally.
<b>Approach</b>	<p>SeeMe Index analyzed historical brand skincare assets and Brand Lift results across 6 priority global markets. The analysis isolated 8 identity dimensions of talent and identity-specific claim in ads and correlated to Brand Lift performance.</p> <p>Global and local market findings substantiated that in almost all cases, talent from lesser scene identity groups performed strongly in market.</p>
<b>Results</b>	<ul style="list-style-type: none"><li>Findings were shared with the CEO and internal global meetings.</li><li>Global to local guidance was created to counteract narrative that global assets don't work as well locally.</li><li>Brand teams in the US and MX increased spend against well performing assets with lesser-seen identity dimensions.</li><li>Findings were shared with Walmart US buyers to substantiate brand's commitment to 45+ consumers.</li></ul>



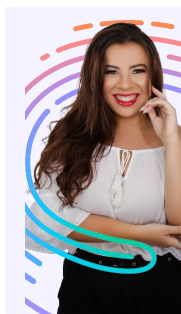
## MEASURE



## FINDINGS



## ACTIVATE



Presence &  
Screen Time of  
talent in ads



- Gender Expression
- Skin tone & Perceived Ethnicity
- Age
- Sexual Orientation
- Body Size
- Hair Type
- Visible Disability

### Identity Dimensions with Positive Impact:

- + 45+ vs Under 25 (Global)
- + Medium Skin Tones (MX)
- + Deep Skin Tones (US)
- + Identity-specific product claims (APAC)



Guided creative optimizations including 30% minimum screen time minimum to drive brand equity uplift



Created global to local guidance that highlighted the age, skin tone and identity-specific claims findings