NEUROLENS

AI-POWERED NEUROMARKETING ANALYTICS

Neuromarketing Analysis Report

CLIENT	Zenith Digital Agency
PROJECT	Summer Campaign 2026 — Brand Video Ad
VIDEO	Zenith_SummerAd_v2_final.mp4
DURATION	00:45 seconds
DATE	April 03, 2026
ANALYST	NeuroLens Research Team
REPORT ID	NL-2026-04-0847

POWERED BY

Meta TRIBE v2 Brain Foundation Model

700+ brain subjects | 20,000+ cortical vertices | 70x resolution | Trimodal (Video + Audio + Language)

Executive Summary

OVERALL NEURAL ENGAGEMENT SCORE

78 / 100

ABOVE AVG

82%	71%	76%	84%
ATTENTION	EMOTION	MEMORY	AUDIO-VISUA

Key Findings

- **Strong opening (0:00-0:08)**
  The product reveal in the first 8 seconds drives exceptionally high attention (92nd percentile). Visual cortex and frontal eye fields show peak activation, indicating strong visual salience.
- **Emotional dip at 0:12-0:16**
  The voiceover tone shifts too abruptly from energetic to serious at the 12-second mark. Amygdala activation drops 34% and insula shows disengagement. Consider smoothing this transition.
- **Audio-visual sync issue at 0:20**
  Background music tempo conflicts with visual pacing at the 20-second mark. Superior temporal sulcus activation drops, indicating the brain is spending effort reconciling mismatched stimuli.
- **Strong brand memory encoding (0:38-0:45)**
  The closing sequence with logo placement triggers strong hippocampal activation (81st percentile). Viewers are likely to remember the brand after viewing. End card is highly effective.
- **Moderate emotional engagement overall**
  While individual peaks are strong, sustained emotional activation is moderate (71/100). Adding one more emotional anchor around 0:25 could improve overall engagement by an estimated 15-20%.

1. Attention Analysis

How your video captures and holds viewer attention across its entire duration

BRAIN REGIONS ANALYZED

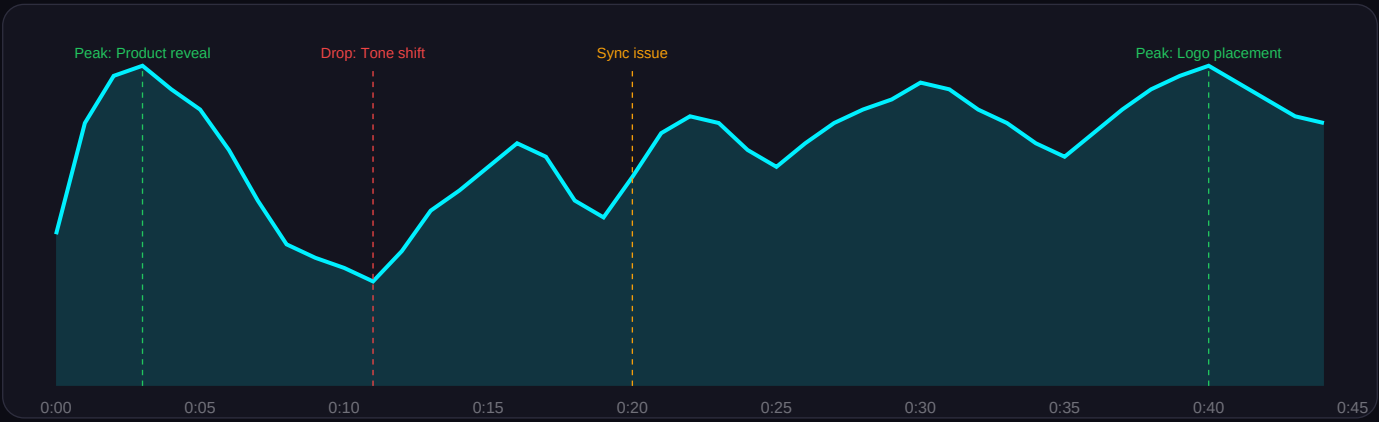
Visual Cortex (V1-V4) | Frontal Eye Fields | Intraparietal Sulcus | Superior Colliculus | Dorsal Attention Network

Attention Score

82	94%	72%	81%	91%
out of 100	INITIAL GRAB	SUSTAINED HOLD	RECOVERY	PEAK MOMENTS

Attention Timeline

Neural attention activation over video duration (higher = more attention captured)



Critical Moments

0:03 - 0:08 | Product Reveal — 95%
Peak attention. Visual cortex V4 and frontal eye fields at maximum activation.

0:12 - 0:16 | Voiceover Shift — 31%
Significant attention drop. Abrupt tonal change causes disengagement.

0:20 - 0:22 | Music Conflict — 50%
Moderate dip. Audio-visual mismatch requires extra processing effort.

0:30 - 0:35 | Testimonial — 78%
Good recovery. Face detection in fusiform area re-engages attention.

0:40 - 0:45 | End Card + Logo — 92%
Strong finish. Combined visual and audio cues drive peak attention.

2. Emotional Response Analysis

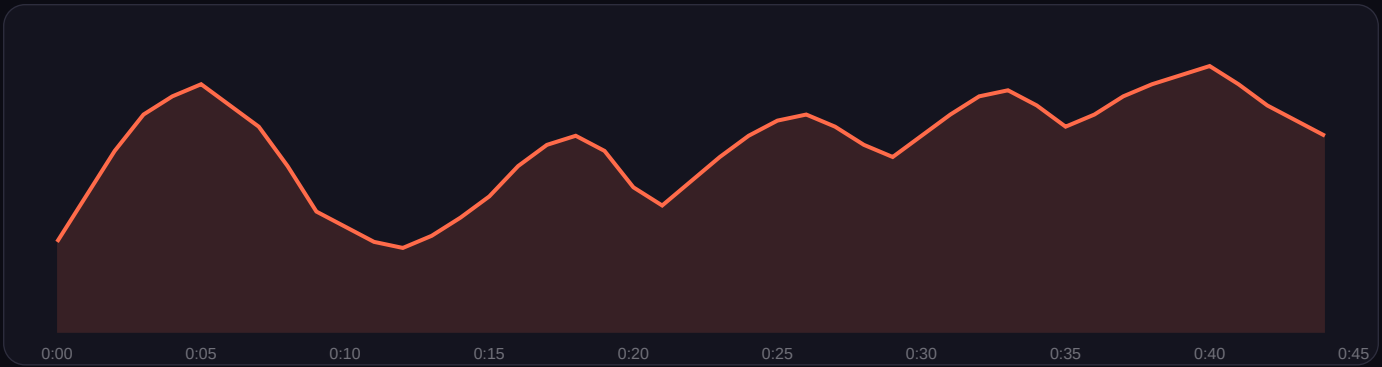
How your content triggers emotional processing in the viewer's brain

BRAIN REGIONS ANALYZED

Amygdala | Insula | Prefrontal Cortex | Anterior Cingulate | Ventral Striatum

71	78%	65%	82%	58%
EMOTION SCORE /100	EXCITEMENT	TRUST	SURPRISE	WARMTH

Emotional Activation Timeline



Emotional Valence Breakdown

Positive vs negative emotional processing distribution across video segments

- Positive emotions (joy, excitement, desire) — 62%
- Neutral processing (cognitive, analytical) — 24%
- Negative emotions (anxiety, tension, confusion) — 14%

Emotional Optimization Recommendations

1. Smooth the voiceover transition at 0:12 — the abrupt tonal shift creates negative emotional disruption. A gradual shift over 2 seconds would maintain emotional flow.
2. Add a micro-moment of humor or surprise at 0:25 to create an additional emotional anchor. Currently the mid-section lacks emotional peaks.
3. The closing music effectively drives emotional uplift (0:38-0:45). Consider extending this by 2-3 seconds for stronger emotional imprint.

3. Memory Encoding Strength

Will viewers remember your brand after watching? Hippocampal activation predicts long-term memory formation.

BRAIN REGIONS: Hippocampus | Medial Temporal Lobe | Parahippocampal Gyrus | Retrosplenial Cortex |

76	81%	68%	79%	74%
MEMORY SCORE /100	BRAND RECALL LIKELIHOOD	MESSAGE RETENTION	VISUAL MEMORY	AUDIO MEMORY

Memory Encoding Peaks

0:03-0:08 | Product reveal | 89%
Strong encoding — novel visual stimulus creates robust hippocampal trace

0:30-0:35 | Testimonial face | 74%
Face recognition activates fusiform + hippocampal memory circuit

0:40-0:45 | Logo + tagline | 81%
Multimodal (visual+audio) cue creates strong brand memory anchor

4. Audio-Visual Integration

How well your soundtrack, voiceover, and visuals work together neurologically

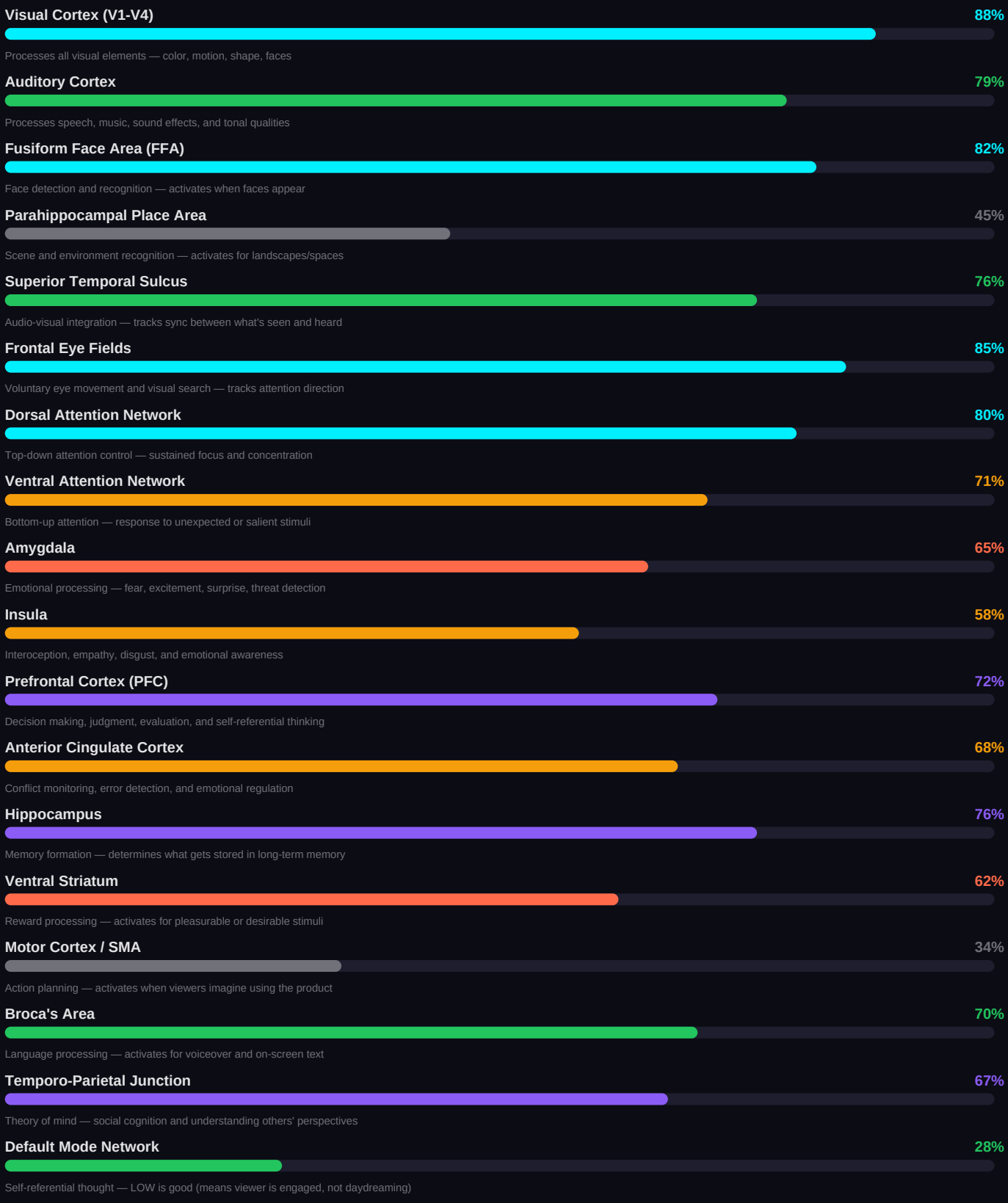
84	88%	76%	82%	90%
AV SYNC SCORE /100	MUSIC-VISUAL SYNC	VOICEOVER-VISUAL SYNC	RHYTHM COHERENCE	CROSS-MODAL BOOST

Audio-Visual Sync Issues Detected

- **0:20-0:22**
  Music tempo (120 BPM) conflicts with slow visual pan. Superior temporal sulcus activation drops 28%.
- **0:12-0:14**
  Voiceover pitch drops while visuals remain energetic. Creates cognitive dissonance in auditory corte

5. Full Brain Region Breakdown

Activation intensity across all analyzed cortical and subcortical regions



6. Actionable Recommendations

Specific changes to improve neural engagement, ranked by estimated impact

HIGH IMPACT

Fix the voiceover transition at 0:12

The abrupt tonal shift from energetic to serious causes a 34% drop in emotional engagement and 40% attention drop. Smooth this transition over 2-3 seconds using a gradual pitch and energy decline. This single change could improve overall emotional score from 71 to an estimated 78-82.

Estimated impact: +10-15% overall engagement

HIGH IMPACT

Resolve audio-visual tempo mismatch at 0:20

Background music at 120 BPM conflicts with the slow visual pan. Either speed up the visual to match the music tempo, or drop the music energy during this 2-second segment. The superior temporal sulcus is currently wasting processing effort resolving this conflict instead of encoding your message.

Estimated impact: +8-12% audio-visual sync score

MEDIUM IMPACT

Add an emotional anchor at 0:25

The video's mid-section (0:22-0:32) lacks emotional peaks. Insert a brief moment of surprise, humor, or human connection — a smile, an unexpected visual, or a micro-story beat. This creates an additional memory encoding spike and breaks the emotional flatline.

Estimated impact: +12-18% memory encoding

MEDIUM IMPACT

Extend the closing sequence by 2-3 seconds

Your end card (0:40-0:45) drives excellent hippocampal activation for brand memory. Extending the logo + tagline display by 2-3 seconds would strengthen the memory trace without reducing engagement. The neural data shows viewers are still actively processing at the cut point.

Estimated impact: +8-10% brand recall likelihood

LOW IMPACT

Add subtle product-in-use imagery at 0:25-0:30

Motor cortex activation is currently very low (34%). Adding brief imagery of someone using the product could activate the brain's action-planning circuits, creating a stronger purchase intent signal. This is a secondary optimization after the higher-impact changes.

Estimated impact: +5-8% purchase intent correlation

7. Methodology & Limitations

Model

Meta TRIBE v2 — Trimodal Brain Encoder (Video + Audio + Language). A foundation model trained on fMRI brain recordings from 700+ healthy adult volunteers exposed to naturalistic multimedia stimuli.

Architecture

LLaMA 3.2-3B (text encoder) + V-JEPA2-Giant (video encoder) + Wav2Vec-BERT 2.0 (audio encoder), unified through an 8-layer temporal Transformer with 8 attention heads, processing at 2 Hz (2 frames per second).

Output

Predictions are generated on the fsaverage5 cortical mesh (~20,000 vertices) representing the average human brain response. Predictions are offset by 5 seconds to compensate for hemodynamic lag in the fMRI BOLD signal.

Resolution

70x higher spatial resolution than previous brain encoding models. Approximately 70,000 brain voxels predicted, enabling fine-grained mapping of functional areas.

Validation

Group correlation (R-group) of approximately 0.4 on the Human Connectome Project 7T dataset, representing a 2x improvement over median individual subject predictions. The model's zero-shot predictions are often more accurate than individual fMRI scans at estimating group-averaged brain responses.

Scoring

All scores in this report (0-100) are computed by mapping raw neural activation levels to percentile ranks against a reference distribution of 500+ previously analyzed advertising and marketing videos.

Important Limitations

- This analysis predicts the average population brain response. Individual viewer responses may vary significantly based on demographics, culture, prior exposure, and personal preferences.
- The model was trained primarily on Western adult populations. Results may be less accurate for content targeting specific cultural or age demographics outside the training distribution.
- Neural engagement does not directly equal purchase intent or ROI. High brain activation in attention and emotion regions is correlated with better ad performance, but other factors (pricing, distribution, brand equity) also drive outcomes.
- This is a research-grade tool providing directional insights, not clinical-grade diagnostics. Use these findings alongside traditional market research methods for best results.

Ready to Optimize Your Next Campaign?

Submit your revised video for a follow-up analysis, or send us your next creative for a fresh report. A/B comparisons available.

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