



Driving Creative Effectiveness: A Case Study on CO-RO's Partnership with C5i Incivus

THE CLIENT

CO-RO is a well-established global leader in the beverage and consumer goods industry, known for its popular brands like Sunquick, Suntop, Sun Cola, Sun Lolly. As they continue to expand their global presence, CO-RO sought to optimize their advertising efforts to effectively engage audiences and maximize their return on investment.



BUSINESS CHALLENGE/OPPORTUNITY

As a manufacturer specializing in fruit-based soft drinks and home-freeze ice lollies, CO-RO's product portfolio includes well-known brands such as Sunquick, Suntop, Sun Lolly, and Sun Cola, which collectively deliver over 3.5 billion servings annually across more than 80 countries.

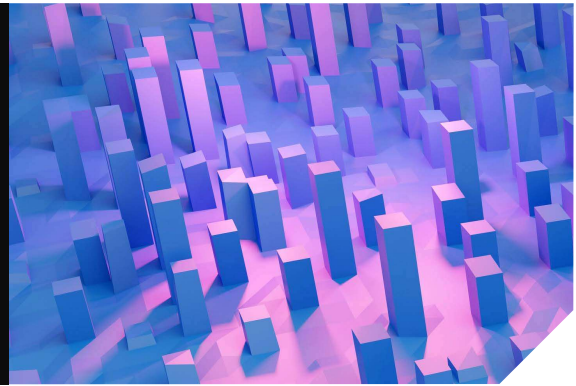
CO-RO's marketing and advertising needs are structured around brand visibility, customer engagement, and market expansion. Their objective is also to maintain a strong and consistent global identity while tailoring marketing campaigns to resonate with local markets.



WHY C5i INCIVUS

The client selected C5i Incivus for our **robust, data-driven approach** to **evaluating ad creative effectiveness**, precisely tailored to the unique needs of the beverage industry. **Advanced benchmarking tools** empower the client to assess their ads against both industry standards and competitor performance, highlighting strengths, pinpointing weaknesses, and uncovering areas ripe for innovation. With insights into critical metrics like **recall, cognitive load, and ad copy effectiveness**, C5i Incivus enables the client to fine-tune their campaigns to align **with shifting market expectations**, outpace competitors, and amplify the impact of their marketing efforts—**ultimately boosting sales and brand presence**.

SOLUTION APPROACH USING C5i INCIVUS



The client uploaded the latest pre-flight ads on the C5i Incivus platform to evaluate their creative effectiveness and benchmark impact in the non-alcoholic beverage industry.

We partnered with the client to help them identify metrics that could be optimized to enhance campaign success. Using the Incivus platform, we provided data-driven recommendations through detailed, actionable reports on the client's creatives, available on the platform and as downloadable PDFs shared over email. Additionally, we benchmarked their creatives against industry standards in the non-alcoholic beverages sector, giving them insights into how their content compares with competitors.

This POC extracted various critical metrics, such as persuasiveness, visual attention heatmaps, and brand recognition levels, enabling the client to assess the overall effectiveness of their messaging and creative design. These insights allowed us to provide a comprehensive view of how their content resonated with audiences, including identifying areas for improvement.

Through seamless onboarding and ongoing support, we ensured the client could effectively leverage these insights to inform their creative strategy. CO-RO partnered with C5i Incivus for the Sunquick brand, uploading creatives in multiple languages, including Chinese, Malay, English, and Bangla.

Analyzing the ads for CO-RO, we found that a few of their metrics needed improvement to make their pre-flight campaigns successful –

- We identified gaps in **brand compliance**, with the average score falling below the recommended range. While some ads met the benchmark, inconsistencies were observed in others. Our insights and recommendations helped improve consistency and alignment with brand guidelines.
- **Emotional appeal** needed to be enhanced to foster a stronger audience connection, as the average score across all ads was low, falling below the recommended range. Only one ad exceeded this benchmark.
- **Ad copy effectiveness** required optimization to enhance clarity and impact. The average score across all ads fell within the mid-range and remained below the recommended range, though six ads had exceeded the benchmark.
- **Digital accessibility** needed improvement to ensure content would be accessible to all users, including those with disabilities. Among all the creatives, four ads were not optimized for sound-off viewing. We identified these gaps and provided recommendations on how to improve accessibility for a better user experience.

We also found a few metrics that were spot-on across all the Sunquick ads, such as Recall and Cognitive Load, which would help the campaigns to succeed.

Let's explore why strong recall and optimal cognitive load are critical for a successful creative campaign:

- **Cognitive load:** The human brain collects up to 80% of the sensory data received from the environment through the visual system. Appealing to the sense of vision is a powerful way to get your message across to your audience. Visuals make it easier to process difficult concepts, reduce the time it takes to learn and understand something, and increase the amount of information we retain. Marketers can tap into the potential of visual elements through content that is comprised of photos, videos, GIFs, and animations that attest to the value of the product or brand.
- **Recall:** The same scene may trigger different emotions based upon the light, one of the most important elements of a visual image. While darkness or a darkened landscape or environment may convey danger or mystery, people associate light and luminous spaces and objects with positive emotions. You need to take care of the perspective, the rule of thirds, and the framing.

CLIENT-INSPIRED INNOVATION

One key piece of feedback we received during the POC was the need for a description of the emotions detected in the ad copy. The customer wanted to understand which specific statements or words in the ad did not align with the intended emotional appeal of the brand.

To address this, we added descriptions to highlight where the emotional disconnect occurred, helping the customer identify areas for improvement in their messaging. This enhancement not only clarified the analysis for the customer's team but also provided actionable insights to refine their future campaigns.

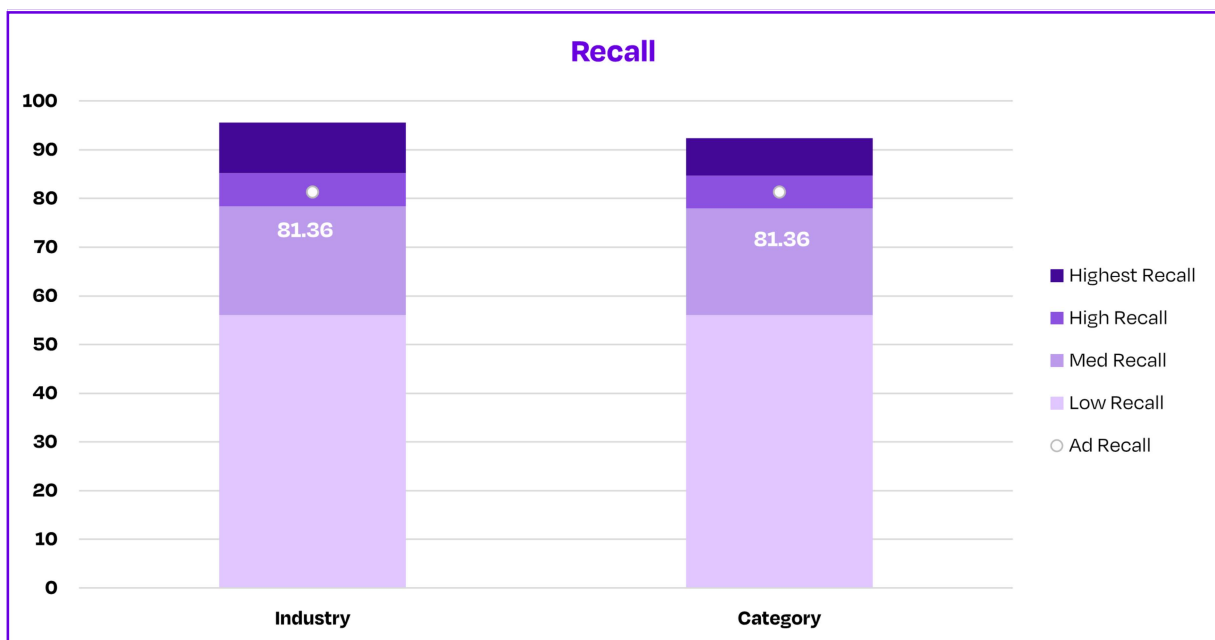
Interestingly, this improvement has resonated with other customers as well, meeting a need that had not been explicitly voiced before. By integrating this feature into our platform, we've made it easier for teams to align their creative content with the desired emotional response, creating value beyond the original scope of the engagement.

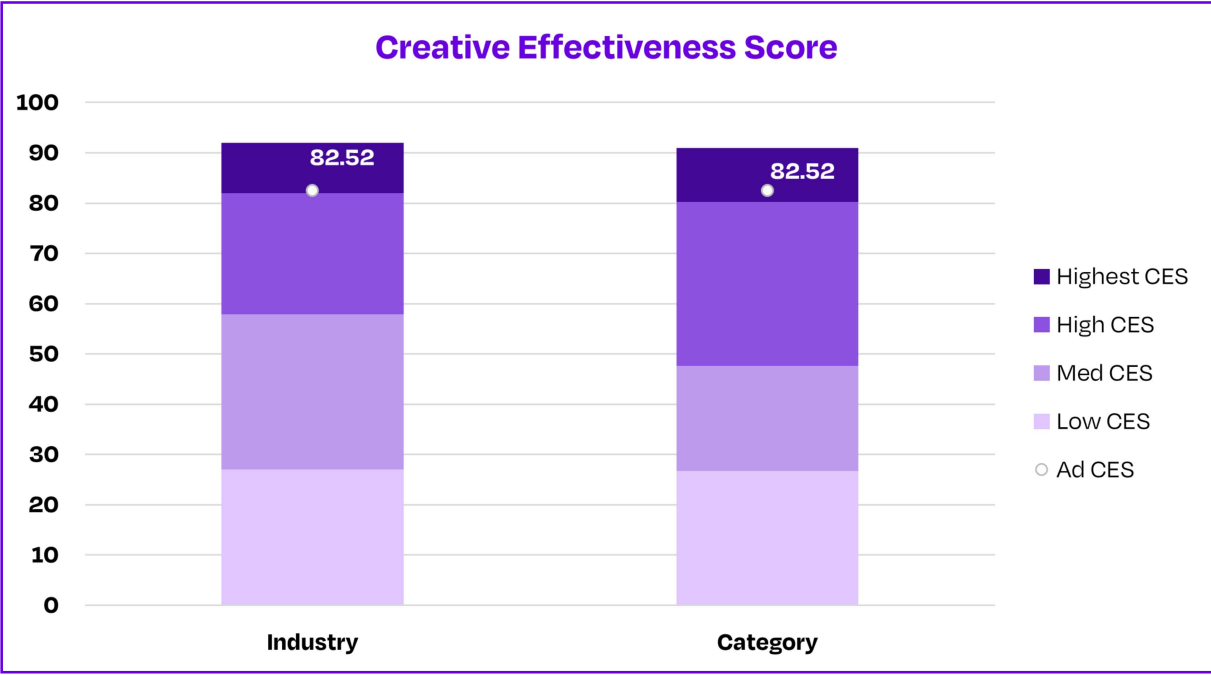
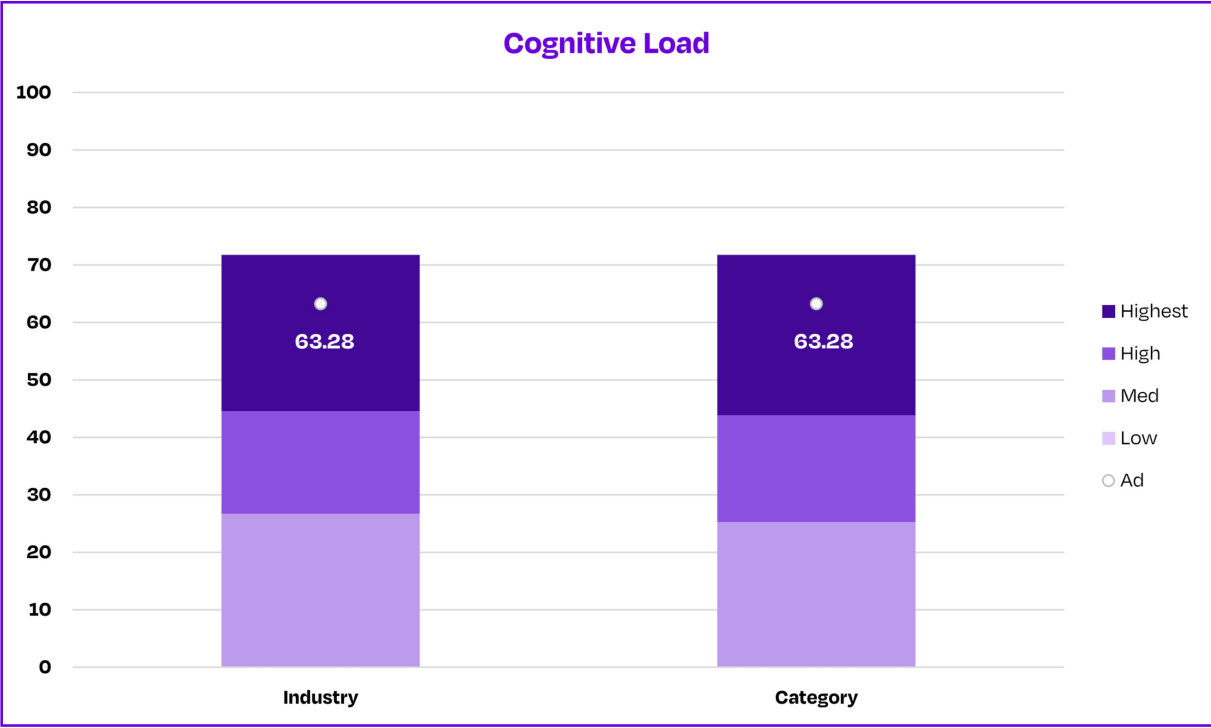
RESULTS

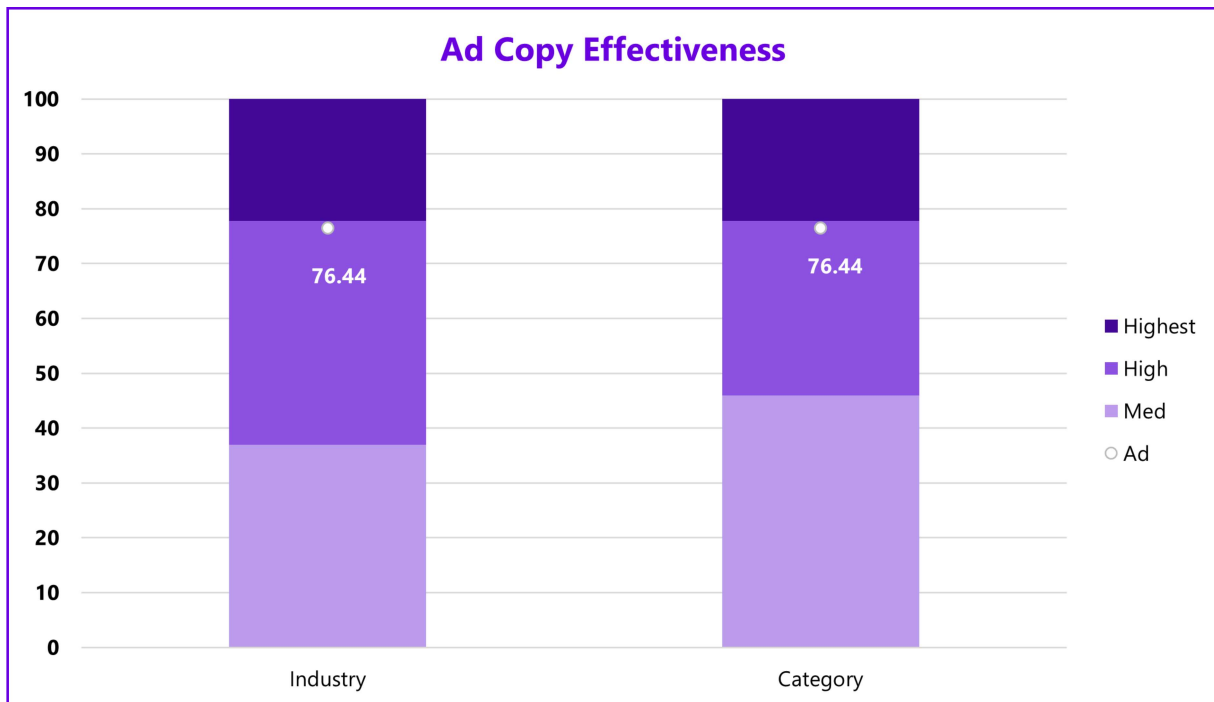
- The client gained **critical insights** into their ad creatives, allowing them to refine their campaigns with data-backed recommendations. By evaluating key metrics such as brand compliance, emotional appeal, ad copy effectiveness, and digital accessibility, the client was able to identify specific areas for optimization.
- The **benchmarking analysis** provided a clear comparison against industry standards, helping the client align their creatives with best practices in the non-alcoholic beverage sector. As a result, they successfully enhanced their ad effectiveness, ensuring stronger audience engagement and better alignment with their global brand identity.
- C5i Incivus' continuous support and ability to **incorporate customer feedback** led to platform improvements, such as enhanced emotional appeal analysis. This further empowered the client to fine-tune their messaging and maximize campaign impact.

SNAPSHOTS OF INSIGHTS FROM C5i INCIVUS

Benchmarking







Contact Us

Ready to achieve similar results? Connect with the C5i Incivus team today to explore how our insights can elevate your marketing impact. Visit **C5i Incivus** or write to us at **support@incivus.ai** to know or register for our **free trial**. Let's start driving your brand's success together!

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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