

# AdSAM<sup>TM</sup>

## Functional Magnetic Resonance Imaging (fMRI)

These are preliminary results of the AdSAM and University of Florida fMRI bran scan study. The first scans compare the results from watching three videos: Teacher Public Service Announcement (Education Program), and Coke and Evian commercials.

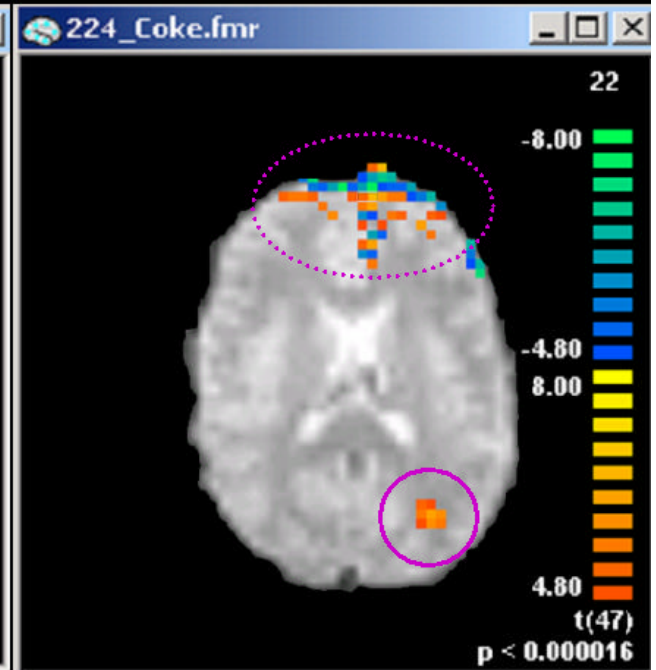
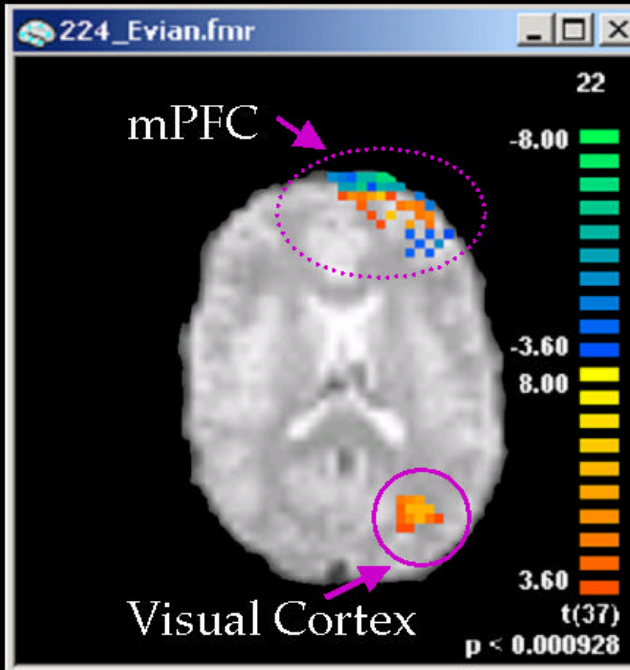
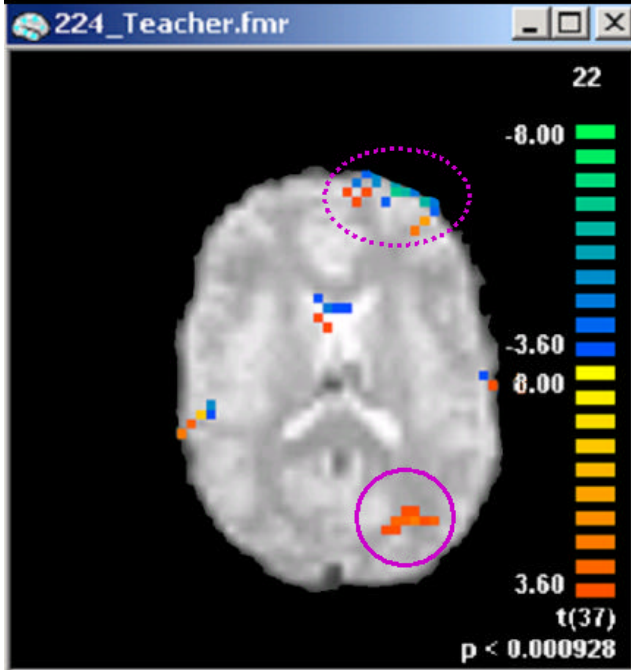
# Brain Activation for Two Commercials and One PSA

- The medial prefrontal cortex (mPFC) , upper right corner, has been implicated in emotion stimulation and inhibition.
- Brain activation, in red and orange is much stronger for both commercials, compared to the education program (PSA)
- Coke evoked the highest activation in mPFC while the visual cortex in the rear of the brain did not show any difference among the videos.

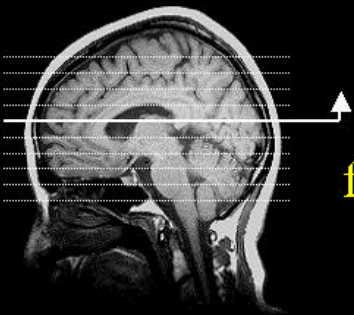
## Education Program

## Commercial-*Evian*

## Commercial-*Coke*



mPFC: Medial Prefrontal Cortex



fMRI of brain response to televised programs and commercials

# Consistent pattern of brain activation

- almost constant visual response (in primary visual cortex) during the period when the subject was watching the stimuli
- subject was performing well and the visual contents at a "sensory" level were balanced

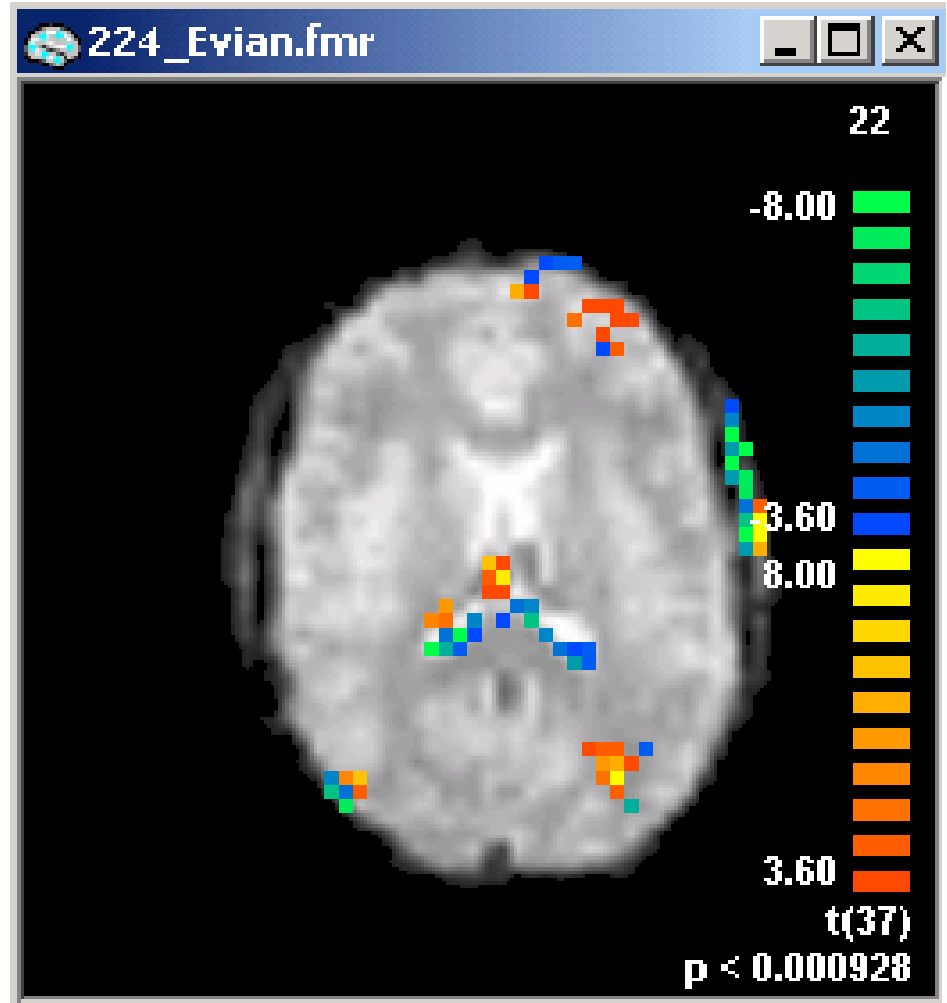
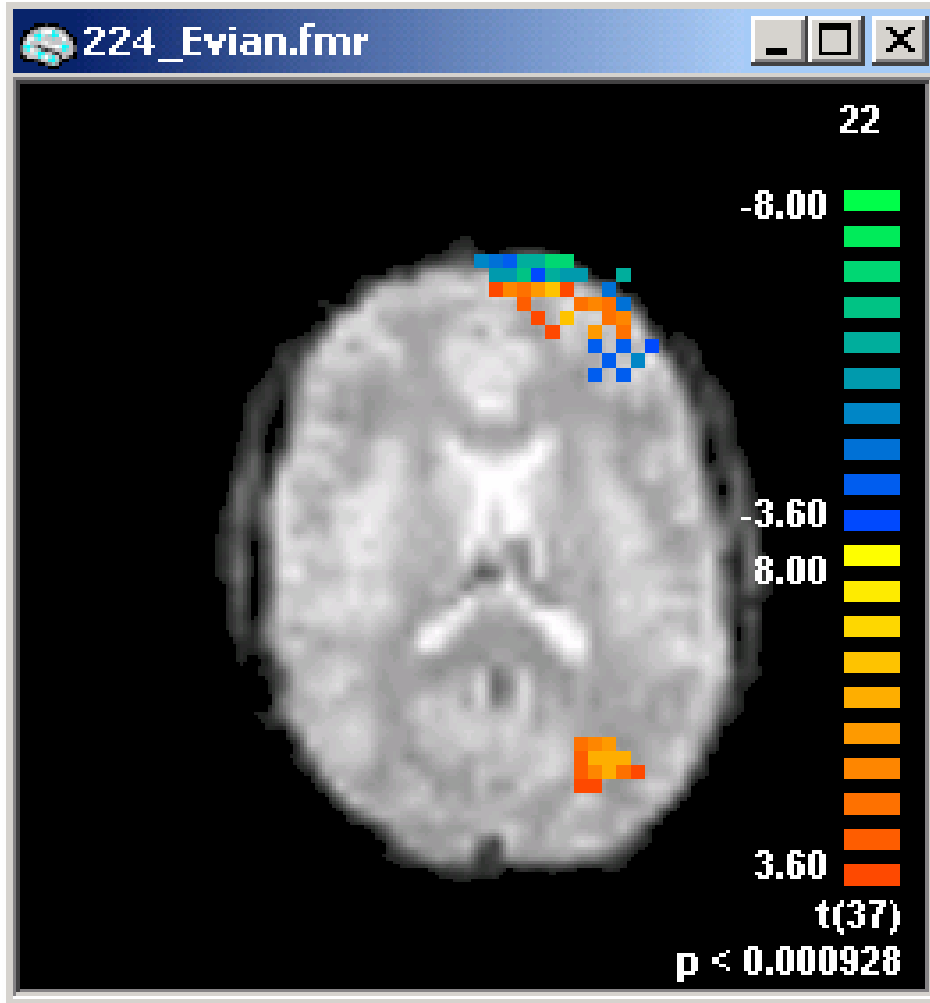
# FMRI

## Viewing vs. AdSAM

The second set of slides shows the response to the Evian commercial on the left and on the right the brain scan of a subject evaluating the commercial using AdSAM. We captured the brain image as the respondent was making his or her selection on the AdSAM using a key pad. The scans show a striking similarity in the mPFC between the AdSAM evaluation and viewing the commercial.

# Commercial

# AdSAM Scoring



# FMRI AdSAM™

More complete and ground breaking results  
will be reported in the next newsletter.