Testing Whether Advertising Will Move Consumers

CATEGORY **Travel / Luggage/Consumer Durables**

1 Business Challenge

A luggage business wanted to understand how its advertising would perform across different consumer mindsets before making further creative and media decisions. Some consumers approached luggage through function and durability; others connected it with travel aspiration, personal style and identity.

The team needed to know whether the advertising captured attention, communicated its intended message, built the brand and created a reason to consider the product.

2 What ZCoded Did

ZCoded created five behaviourally differentiated consumer personas and converted them into AI Digital Twins. Each Twin was independently exposed to the advertising under the same testing conditions.

The simulation traced attention, message comprehension, brand linkage, emotional response, persuasion and conversion likelihood. Responses were analysed at both persona and overall levels to show how the same creative was processed by different consumer mindsets.

3 Key Insight

Creative appeal did not always translate into commercial persuasion. The advertising could generate attention and emotion while leaving opportunities to strengthen product relevance, brand linkage or the reason to choose the product.

Function-led consumers looked for clearer product and performance cues. More aspirational consumers responded to the lifestyle and emotional world of the advertising. The creative therefore had different strengths depending on the mindset processing it.

4 Outcome and Action

The team received a pre-market diagnostic showing which creative elements worked, where attention converted into persuasion, where communication was lost and which personas responded most strongly.

Decision enabled Strengthen product and brand cues before scaling media, while preserving the lifestyle elements that engaged aspirational audiences.

COMMON METHODOLOGY

ZCoded combines relevant source data, rigorously configured AI models, established behavioural frameworks and the category context in which choices are made. Personas and Digital Twins are refreshed with updated inputs when available and tested under a consistent simulation design, enabling like-for-like comparison across concepts and audiences.