

# ACT Instant AI High Stakes Demand High Confidence

## Executive summary

- ACT Instant AI is Toluna's synthetic persona-based ad testing solution for TV and digital video.
- We tested this year's Super Bowl spots to validate that Toluna synthetic personas produce reactions and rankings that align with humans and expert panels, even in high-stakes environments.
- Personas do connect with emotion in ads. They pay attention when it's engaging and the brand is clearly integrated. Our overall assessment strongly matches human and expert perspectives.
- Clients get decision-ready outputs fast: scorecard vs. benchmarks, Breakthrough & Response prediction, KPI analysis, plus an AI-generated diagnostic summary.

## 1. What is ACT Instant AI?

ACT Instant AI is breakthrough AI-powered ad-testing that delivers validated, transparent results fast and at scale. It uses Toluna Synthetic Personas - AI respondents built from Toluna's first-party panel data. Each persona is a unique, complex, and multi-layered entity capable of responding to ad stimuli with high fidelity to human testing.

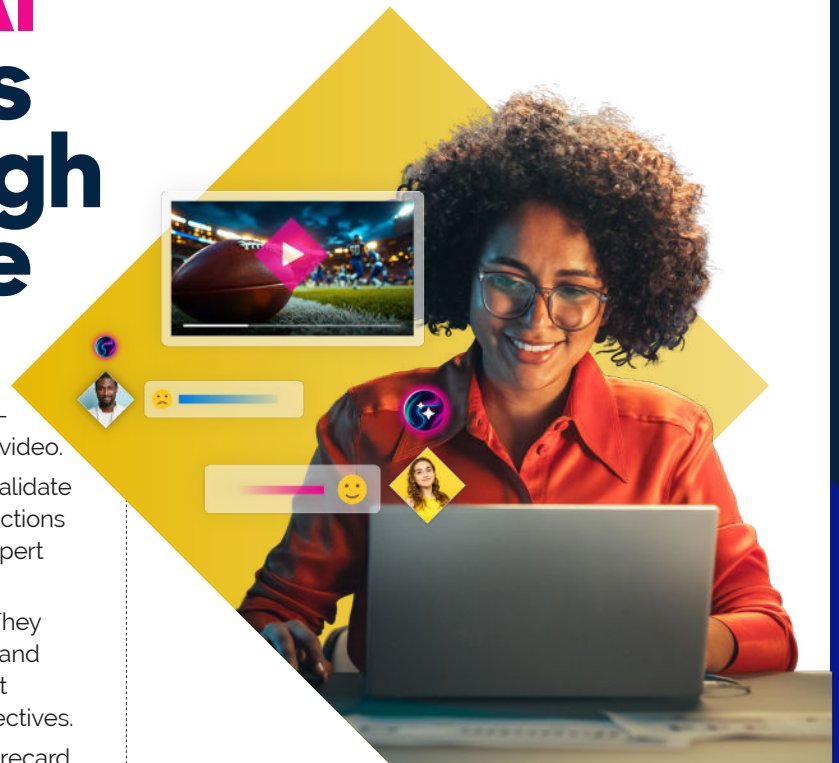
### Why clients use it:

- Speed: setup in minutes. Batches of up to 10 ads return results in under an hour.
- Consistency: standardized KPIs and norms by country and ad format for comparability.
- Coverage: test more creative, more often, without the time and cost of repeated human studies.

## 2. Testing in a high-stakes environment

To demonstrate its value in even the most high-stakes situations, we compared ACT Instant AI's prediction of this year's Super Bowl ads to publicly discussed rankings and expert ratings to assess whether Toluna's Synthetic Personas identify the same winners and weak spots.

Study design (per ad): N=200 synthetic personas. Standardized questionnaire covering Attention, Brand Recall, Message Recall, Brand Fit, Likeability, Emotional Resonance, and Brand Action. Results are benchmarked by country and ad format.



## 3. What we learned

### Macro takeaways:

- Toluna's Synthetic Personas separate strong from weak creative in ways that align with human and expert perspectives, even when the stakes are high.
- They mirror many of the reactions humans have to the ads, including emotional resonance, attention hold, and clear brand linkage.

These examples show the type of KPI-level diagnostic ACT Instant AI produces, including attention, emotion, and message-to-brand linkage.

### Standout performers



**Lay's:** Captivating emotional story. Strong Attention hold plus clear message-to-brand linkage. Strong positive emotional resonance and likeability.



**Dove:** Purpose-led spot hits the mark. High performance across KPIs with clear emotional connection.



**Amazon Alexa:** Humor is clearly picked up. High Likeability supports strong Attention, with clever brand integration and strong Brand Recall.



**Pepsi:** Comes through as an excellent all-round performer, with strong engagement signals and clear brand integration.



**NFL:** Recognized as a strong performer, with clear story comprehension and solid breakthrough fundamentals.



**Uber Eats:** High-performing overall, with strong engagement and clear branding delivered within the story.

### Clear underperformers

**poppi** **Poppi:** Does not hold Attention and the storyline lacks clarity. Messaging and brand linkage break down, so Breakthrough potential is lost.



**Coinbase:** Limited engagement and weaker creative effectiveness signals overall.

ANTHROPIC

**Anthropic:** Does not deliver strongly on the fundamentals, with weaker engagement/ clarity signals.



**Salesforce:** Underwhelming overall, with weaker emotional connection and Attention hold.

SVEDKA

**Svedka:** Brand is present, but the execution is bland. Emotional connection and Attention are weak, so impact is at risk.



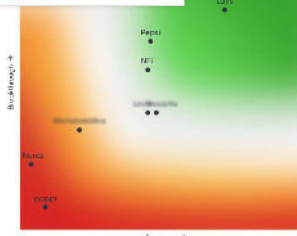
**Nerds:** A clear example of an ad that struggles to break through versus the strongest spots, with weaker clarity and engagement signals.

## 4. Results clients can expect in minutes

1. Scorecard vs. norms by country and format.
2. Breakthrough vs. Response grid to support keep/ fix/stop decisions.
3. KPI across Attention, Brand Recall, Message Recall, Brand Fit, Likeability, Emotional Resonance, Brand Action.
4. AI-generated summary and conclusions for fast stakeholder-ready reporting.



Sample Act Instant AI output for select Super Bowl 2026 ad testing



## 5. Validation and accuracy

ACT Instant AI has been validated by comparing persona-based results against human test scores for the same ads. Validation is run separately by **country** and **ad format** to ensure consistent performance at each level, not just overall. The core method uses **match rates**. This is the percentage of cases where humans and synthetic personas align in classifying an ad as a **strong vs. weak performer** on the ACT Instant AI **Breakthrough** and **Response** framework.

ACT Instant AI achieves **up to 85% predictive accuracy versus human results**, using this strong vs. weak classification match-rate approach.

### What this means in practice:

- Toluna Synthetic Personas are not only "scoring ads." They reproduce the same outcome calls marketers rely on - which ads are likely to break through and which are likely to underperform.
- Accuracy is evaluated on the decision that matters most for screening - strong vs. weak performance



## Conclusion

ACT Instant AI delivers fast, robust screening of video creative on the fundamentals that predict performance. This Super Bowl study highlights how persona-based reactions align strongly with human and expert reads, while producing clear diagnostic learning that teams can act on.

## Recommended trial

Whether you are preparing for your next large, high-profile campaign or selecting which video assets to run on your brand's social channels tomorrow, use ACT Instant AI as a fast, decision-ready screening layer. Test 5 to 10 current or near-launch ads to identify which assets are strongest, which need optimization, and which to stop before further investment. For major, high-investment campaigns, ACT Instant AI can help you prioritize and refine creative ahead of full human validation.