



What if you could test creative impact... in seconds?

Using AI-powered synthetic respondents, we tested two Volkswagen ads — instantly.



From brief
to insight



In minutes,
not weeks



powered by
synthetic
respondents



**AI-TESTED
IN SECONDS**

Using Synthetic Personas

Detecting emotional impact
in real-time.

Video 1



Video 2



Real insights. No waiting.

We simulate real
consumer reactions
using **Synthetic
Respondents.**



ATTENTION

Grabs attention
early on



RECALL

Builds brand memory



EMOTIONAL RESPONSE

Creates emotional
connection



ACTION INTENT

Drives intent
to act



From brief to insight —
in seconds, not weeks.

Both ads perform strongly — just differently.

Video 1

IT'S NOT A VOLKSWAGEN
UNTIL...



- ✓ Strong early attention
- ✓ Clear brand progression
- ✓ Better at driving action

Video 2

50 YEARS OF GOLF



- ✓ Stronger emotional response
- ✓ Very high brand recall
- ✓ Builds deep connection



Performance differences show up **in action**, **not recall**.

Emotion builds connection. Conversion needs more.



50 years of Golf powerfully celebrates **heritage** and builds **strong connection**.
With less focus on driving immediate action.



Use **emotion** as a top-funnel driver, and pair it with **conversion-assets** to fully unlock its value.

Test. Learn. Optimize. In seconds.

With **synthetic respondents**, you can:



Test
creatives
instantly



Understand
what drives
action



Optimize
before
going live

Video 1

IT'S NOT A VOLKSWAGEN
UNTIL...



Video 2

50 YEARS OF GOLF



BREAKTHROUGH

Attention
Brand Recall
Message Recall +
Brand Association

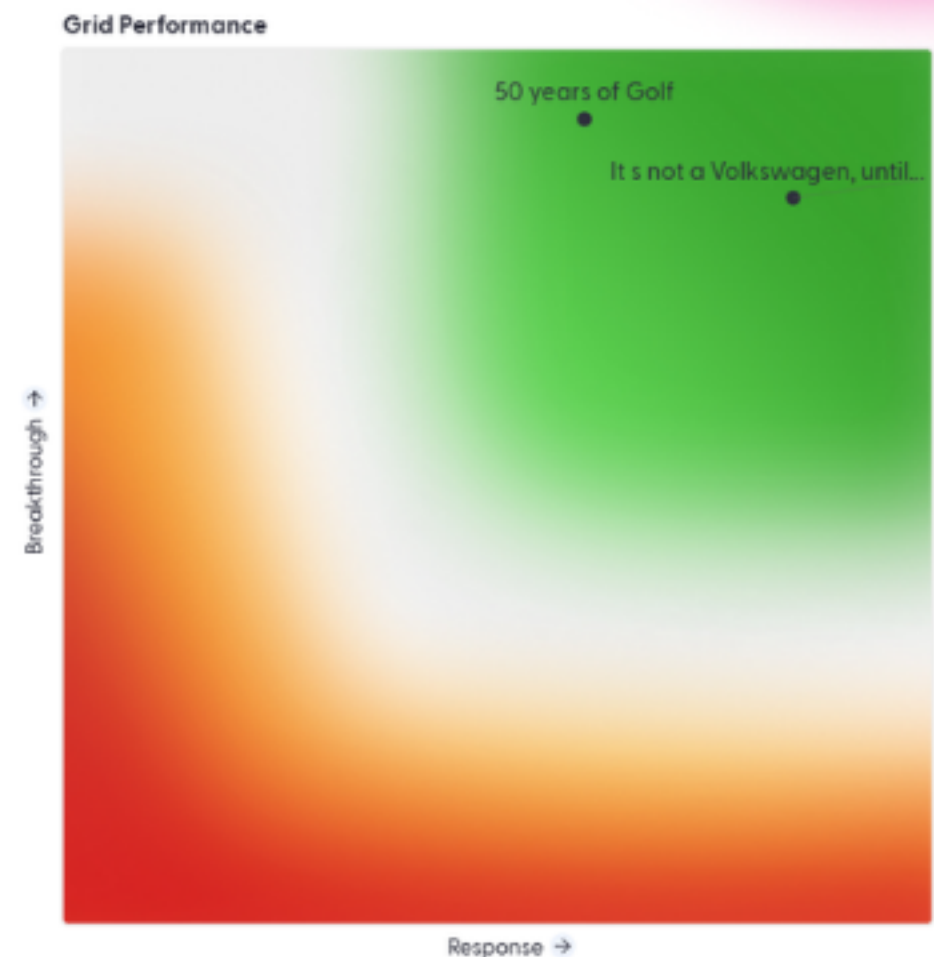


RESPONSE

Brand Fit
Likeability
Brand Action
Emotional Resonance



■ Top 20% ■ Top 40% ■ Around Benchmark ■ Bottom 40% ■ Bottom 20%



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“AI testing enables rapid validation across upper and lower funnel assets that were previously hard to test. With Toluna's intuitive DIY approach, we make **faster, more confident decisions** in a rapidly evolving AI landscape.”

Christopher Trenkel,
Team Lead Brand Insights & Business Impact,
Volkswagen

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Faster insights. Better decisions. Stronger creatives.

