



UNION EUROPÉENNE
Fonds Européen de Développement Régional

WP5 – Brittany Report

T4.2.3 : TESTING NEW TOURISM OFFER AND SERVICES IN A DIGITAL LAB

Côtes d'Armor Destination – PP7 / Morlaix Tourisme – PP8
Morlaix Communauté – PP13 / Brittany Ferries – PP14



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Brittany Ferries

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1. Introduction

This deliverable was carried out by PP7, PP8 and PP14 for the Brittany Pilot Region.

As part of the Digital Lab, 18 marketing campaign media were tested. The experiment enabled several types of tests to be carried out jointly:

- Assessment of visual attention by recording participants' eye movements in the presence of marketing materials. The recorded data made it possible to determine the duration of visual attention, and to highlight the points of interest that held participants' attention on the different media. Presented in the form of a "heat map", the results of the test helped the various partners of the Brittany Pilot Region to better understand the salient elements of the various video, photo or simply text supports, and conversely the elements that had not sufficiently captured the attention of the participants.
- Facial expression analysis to understand the emotions felt in the presence of the marketing materials tested. This type of analysis makes it possible to identify facial muscle movements and attribute emotions to them, but also to determine emotional valence (a measure of the positive or negative value of a stimulus), engagement and attention. This information is invaluable for understanding the emotional reactions that may be elicited by the different formats of the marketing campaigns tested. However, it should also be borne in mind that there may be a difference between the emotions expressed and the intensity with which they are actually felt. Nevertheless, this analysis provides interesting insights into the potential for negative or positive reactions, and the interest that different marketing campaigns can provoke.
- Measuring galvanic skin response. This test measures the degree of emotional arousal felt by a person. It complements the various measures of the participant panel's reaction by indicating the evolution of emotional intensity during their exposure to marketing campaign videos. The peaks recorded can also be used to understand whether an element of the video has triggered a strong emotional reaction. While this analysis cannot determine whether the reaction is negative or positive, it does give an interesting indication of intensity.

These three analyses of participants' reactions provide a better understanding of how our potential target audience reacts to the various marketing campaigns developed as part of the Experiential project. By combining the data from the various tests, the partners were able to gain a better understanding of the impact of their campaigns and identify areas for improvement so that the experiential marketing approach could be better taken into account.

2. Web tests

2.1. PP 7 tests

PP 7 tested 3 web pages :

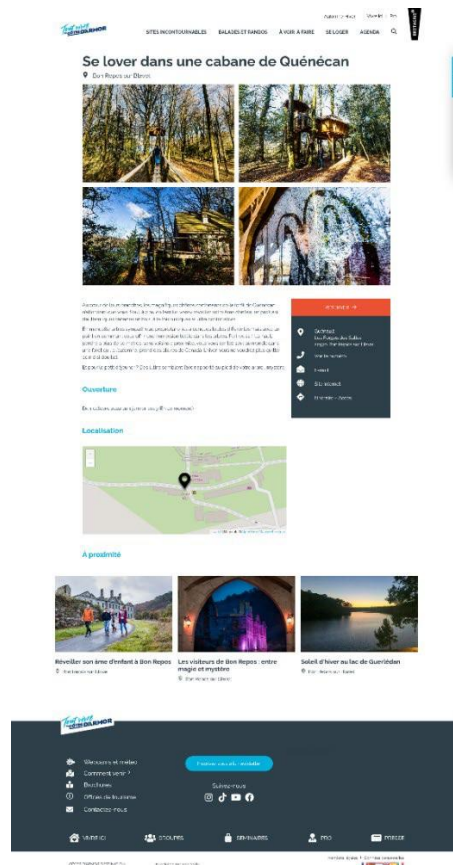
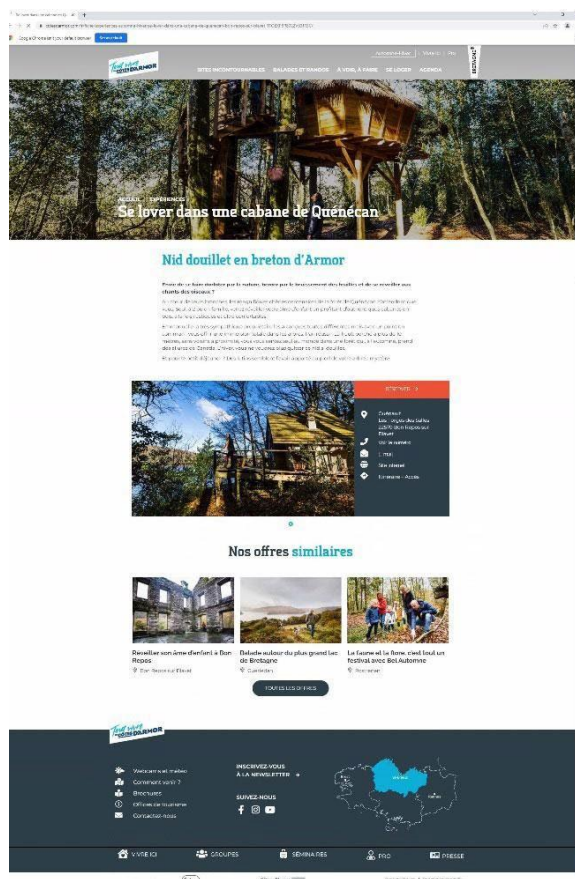
- the home page of the inspiration platform
- two pages created for the same offer but presenting the activity in a traditional way for one and experiential for the other, in order to better assess the benefits of an experiential approach to marketing.

The autumn-winter home page fulfilled its role as a teaser. The test between an experiential and a non-experiential page on the same offer identified a better purchase intention on the offer presented experientially. Sound effects received mixed reviews.

Result:

- Web pages: Good information with autumn-winter vocabulary. However, it is important to add photos to the Experiences pages.

→ Following the analysis, the web design of the experiential offer pages was modified, notably with regard to the positioning of practical information (book button, contact button, address button) and the addition of photos.



2.2. PP8 tests

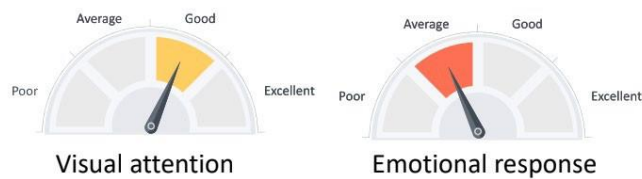
PP8 tested two web contents: that of the Écomusée de Plouigneau and that of the “Puits de Jeanne” in Plouegat-Moysan.

The aim here was to dynamically highlight potential customers' responses to content produced using a classic graphic approach. It was also to provide our partners with information enabling them to offer more suitable content online.

For “Le Puits de Jeanne”, the online content is clear and modern, but doesn't trigger strong emotions on the part of the web user.



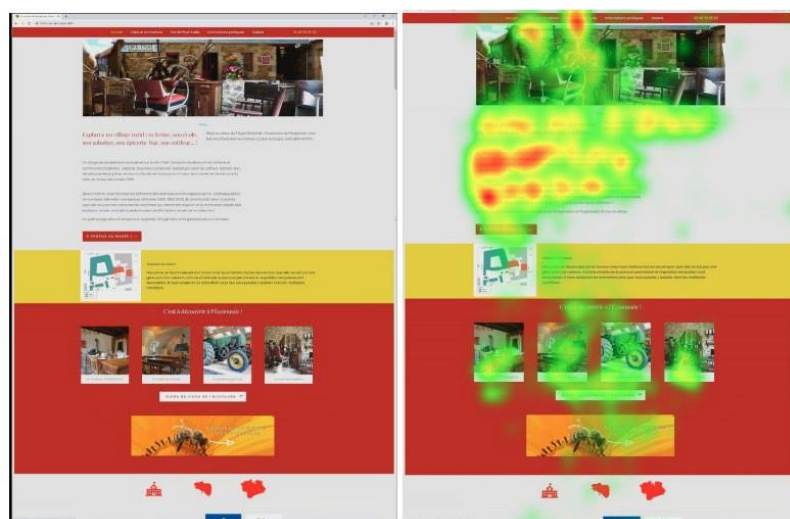
<https://lepuitsdejeanne.bzh/>



For the “Écomusée de Plouigneau”, the look of the website is outdated, but is nonetheless readable, thanks to its graphic palette. It provokes low emotion and 30-second engagement for a third of test participants.

Eye-tracking - Résultats

Cartes thermiques



These two analyses enabled us to exchange views with the partners and give them some ideas to develop in the future, to propose more emotional and, possibly, more modern content.

3. Social media posts tests

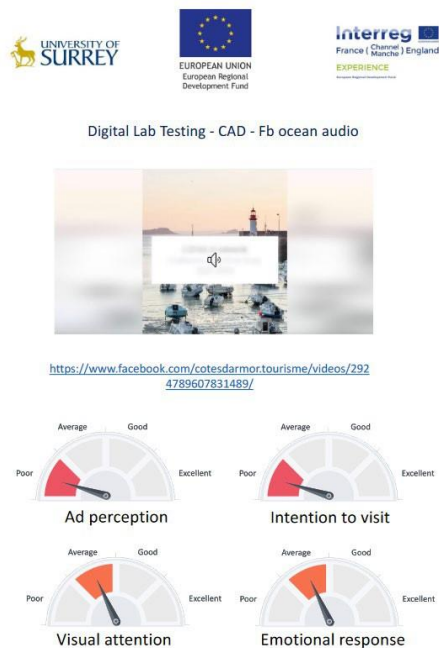
3.1. PP7 tests

PP 7 tested 3 social network marketing media:

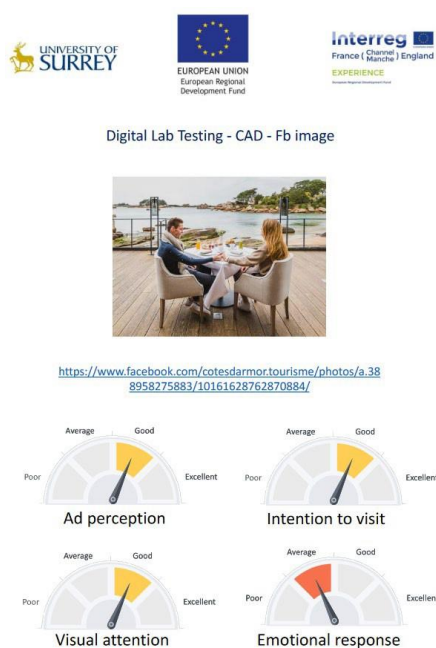
- 1 photo broadcast in a Facebook post to promote a gourmet dinner for Valentine's Day.
- 2 sound recordings "un hiver en forêt" and "un hiver en bord de mer".

Overall, photos and videos generate the most emotion. The autumn-winter home page fulfills its role as a hook. The test between an experiential and a non-experiential page on the same offer identified a better purchase intention on the offer presented experientially. Sound effects received mixed reviews.

Extrait rapport ambiance sonore



Extrait rapport photo



Results:

- Average on sound ambiances: 1/3 of participants found the announcements annoying, problem of the message

- Photo assignment: Good perception of the area

Following the analysis, PP7 continued its work on immersive fall-winter photo missions.

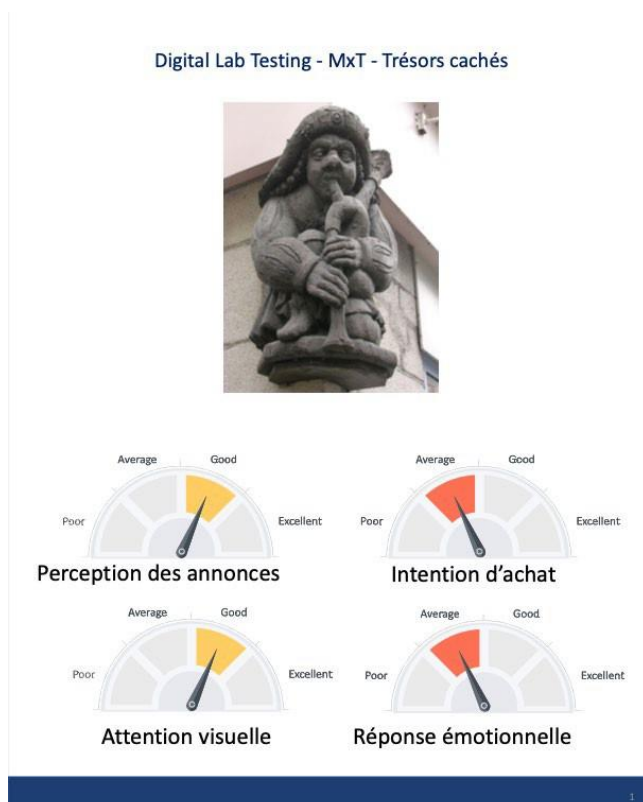
A new test was carried out in autumn-winter 2022-2023 on the broadcasting of soundscapes, which this time worked better.

On photos, in autumn-winter 2021, PP7 achieved on Instagram the best interaction rate in France on autumn-winter photo posts (from Nov to March): dark hue with bright colours, inviting the imagination
<https://we-like-travel.com/etudes-et-barometres/barometres/>
 This corroborates the digital lab's analysis.

2.2. PP13 tests

PP13 tested 2 Facebook posts for "Le Labo tablette" by Grain de Sail and the "Trésors cachés à Morlaix" offer produced by the Tourist Office.

The results of the tests showed that the various media provoked positive emotional responses overall, but that they didn't generate enough intent to visit. One of the suggestions taken on board by PP 8 was to improve the reception of and interest in a Facebook post promoting the "Le Labo Tablette" experience, by presenting several photos of the experience and less text, to help potential visitors more easily project themselves into the experience and trigger the intention to visit.

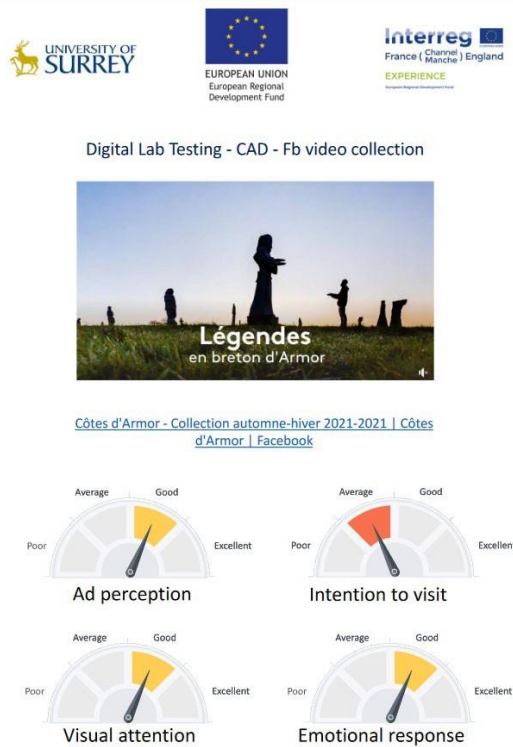


4. Video tests

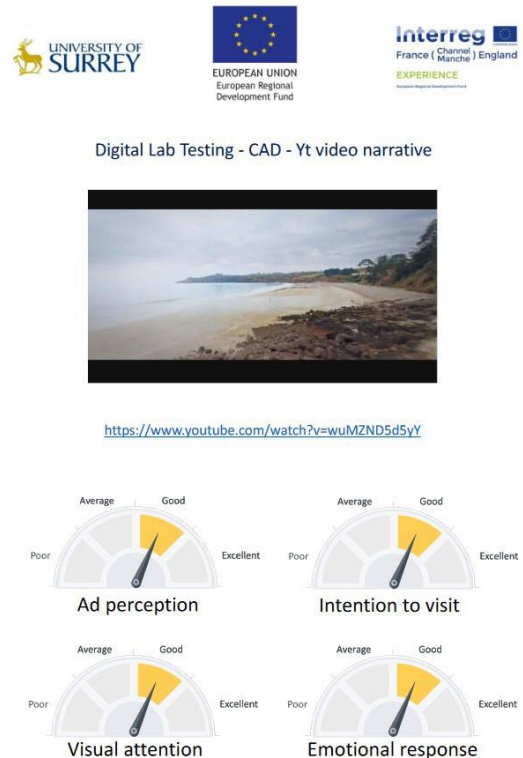
4.1 PP7

PP 7 has tested 2 videos presenting the experiences on offer for autumn-winter 2021 and 2022.

Motion desgin



Video



Results :

- Motion design: good emotional response but not enough to encourage people to visit the region
- Video positive: strong emotional response but low intensity. Place the Côtes d'Armor logo at the peak of intensity.

Overall, photos and videos generate the most emotion. The analysis confirms the interest in video creation, leading to a stronger intention to visit.

4.2. PP14 tests

PP 14 had its new "Oui Campaign" experiential marketing campaign tested in the form of two videos:

- an advertising spot for broadcast on UK television channels
- a video campaign dedicated to social networks.

The tests enabled us to better understand the visual impact of our videos on emotions and the desire to visit the destination. As the moment that generated the most positive reactions was the start of the videos, we learnt that it was important to broadcast the key messages in the first few seconds to obtain a greater emotional response. Certain segments that could generate negative emotions such as fear (particularly when jumping into the pool) were removed and replaced by others that were easier for viewers to identify with, as well as storytelling about the on-board experience to reassure viewers that the ferry is a safe and comfortable means of transport.

Digital Lab Testing - BF - Oui Social video



Digital Lab Testing - BF - Oui TV Advert



5. Print tests

5.1. PP8 tests

PP 8 tested 4 activity presentation flyers that could be relayed on different media for activities:

- "Dinner in the dark",
- Police investigation",
- Well-being and the art of living in Locquirec", and
- Nature immersion and discovery".

Carte thermique



Domaines d'intérêt



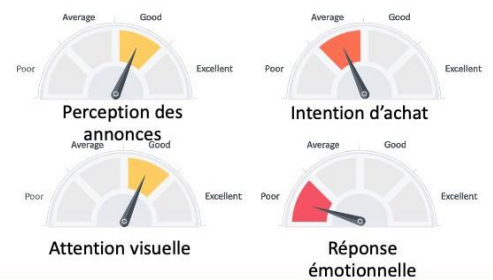
| | Total | Plateau 1 | Plateau 2 | Plateau 3 | Plateau 4 |
|------------------------------------|--------|-----------|-----------|-----------|-----------|
| Informations | | | | | |
| Titre (s) | 41,3 | 38,9 | 38,7 | 8,4 | 11,7 |
| Titre (%) | 2,6 | 2,3 | 2,3 | 0,4 | 0,7 |
| Responsive layout | 12 | 12 | 12 | 12 | 12 |
| Contenu basé sur les médias | | | | | |
| Responsive video (%) | 91,7 | 100 | 90 | 90 | 90,7 |
| Desktop content | 3,9 | 3,4 | 2,8 | 2 | 2,3 |
| Desktop video (%) | 99,9 | 100,0 | 100,0 | 100,0 | 100,0 |
| Desktop video (%) | 3,8 | 2,9 | 2,4 | 2,3 | 1,9 |
| Video based duration (ms) | 684,1 | 407,9 | 334,7 | 1097,2 | 235,4 |
| Responsive based on media | | | | | |
| Responsive video (%) | 91,7 | 100 | 90 | 90 | 90,7 |
| Desktop content | 1,8 | 1,8 | 1,8 | 0,7 | 1,1 |
| Responsive content | 100 | 0 | 0,1 | 0 | 0,0 |
| Video based duration (ms) | 1117,8 | 474,1 | 313,7 | 277,6 | 890,0 |
| Desktop video (%) | 218,9 | 108,2 | 168,3 | 127,9 | 87,9 |
| Desktop video (%) | 4,1 | 2,8 | 2,7 | 2,3 | 1,7 |
| Responsive duration (ms) | 108,4 | 345,7 | 301,2 | 10,6 | 20,6 |
| Responsive duration (ms) | 101,4 | 208,8 | 212,3 | 200,5 | 214,6 |



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Digital Lab Testing - MxT – Enquete policiere



The test results showed that, on the whole, the various media elicited positive emotional responses on the whole, but that they did not generate enough intent to visit.