THE MARTECH SUMMIT | LONDON

B2B MARKETING

AI & Social Video

Stop the Scroll, Drive the Brand





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Stop the Scroll. Drive the Brand.

Why stopping the scroll isn't enough, and how AI tells you what works before you spend.



THE TWO OF US

Meet your speakers.



Vanessa Bohla

SENIOR PRODUCT MANAGER · BRAINSUITE

Builds the AI that scores creative before it runs.



Karel Ellis-Gray

HEAD OF CUSTOMER · BRAINSUITE

Works with the brands who use Brainsuite every day.

THE CHALLENGE IN SOCIAL

More money in social. More money in creator. More assets to make.

01

Volume

More channels, more formats, more frequency, now multiplied by AI-generated creative.

02

Source

Creators are brands in their own right

03

Control

Creators are partners, so you steer far less of what actually gets made.

- **So how do we shape this one contact so that it delivers the maximum impact?**

CHANGE OF PERSPECTIVE

Which behaviour do we want to change?



Brainsuite

HOW THE BRAIN DECIDES

One brain. One funnel. Every channel.

1

Attention

Get through the gate.

2

Branding

What is it? The brand.

3

Processing

Easy to process.

4

Emotion

Does it make me feel?

5

Persuasion

Does it make me act?

PILLAR 1 · ATTENTION

Drivers of Attention





HOW DO YOU DRIVE ATTENTION?

1. **Movement**
2. **Faces & bodies**
3. **Centre**
4. **Contrast**
5. **Surprise**
6. **Gaze direction**

PILLAR 2 · BRANDING

Activate the brand, don't just show it.

01

Pulse the brand

Short, repeated brand moments instead of one long block. The brain can't filter them out.

02

Distinctive assets

Colour, shape, sound, a character: recognised even without the logo.

03

Bring it early

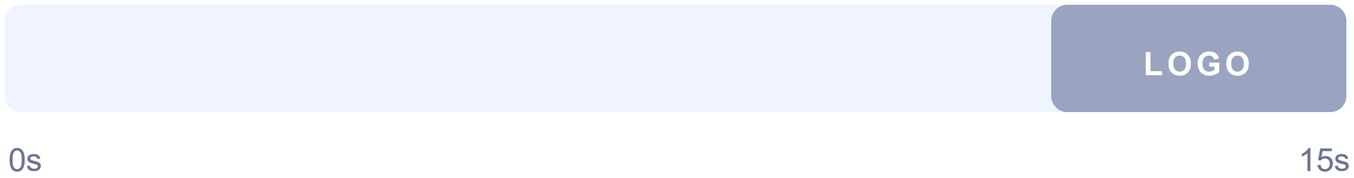
Active in the first seconds, before the audience drops off.

- **Present isn't activated: the brain has to make the connection.**

PILLAR 2 · BRANDING

A permanent logo gets filtered out. Short, repeated moments are what the brain learns from.

THE LOGO HAMMER one block at the end



BRAND PULSING short, repeated bursts



BRAND IN THE FIRST 5 SECONDS

Brand content **77.3%**

Creator content **58.6%**

*Based on Brainsuite Study

PILLAR 3 · PROCESSING

If it doesn't land on mute, it doesn't land.

01

4 words a second

That's what the brain takes in. Flash twenty, people get four.

02

85% on mute

Visuals and on-screen text have to carry the message alone.

03

One message

Several claims in one asset, and none of them is remembered.

04

Avoid ALL CAPS

Capitals break the word shapes we read by, so we read slower.

PILLAR 4 · EMOTION

Couple the emotion to the brand.







PILLAR 5 · PERSUASION

People act when the reward clearly outweighs the pain.

01

+

Amplify the reward

Show the benefit, don't claim it. Add social reward: how does it make me look to others?

02

−

Reduce the pain

Cut friction on price, effort and risk. Keep the asset simple.

- **Value = reward − pain**

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4 · Emotion

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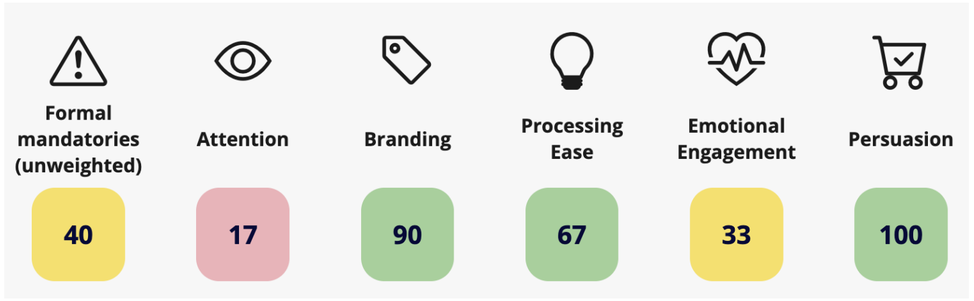
5 · Persuasion

Does it make me act?

Brainsuite

ACE Score

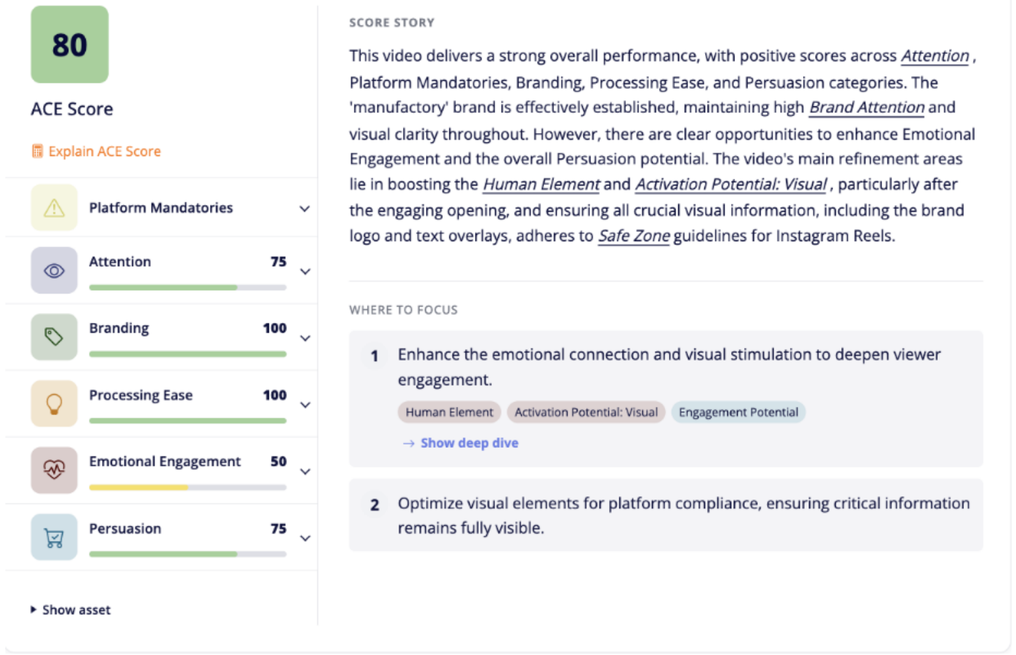
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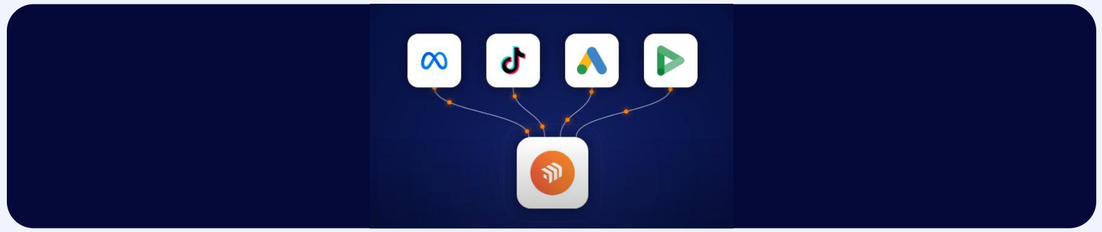
BRAINSUITE

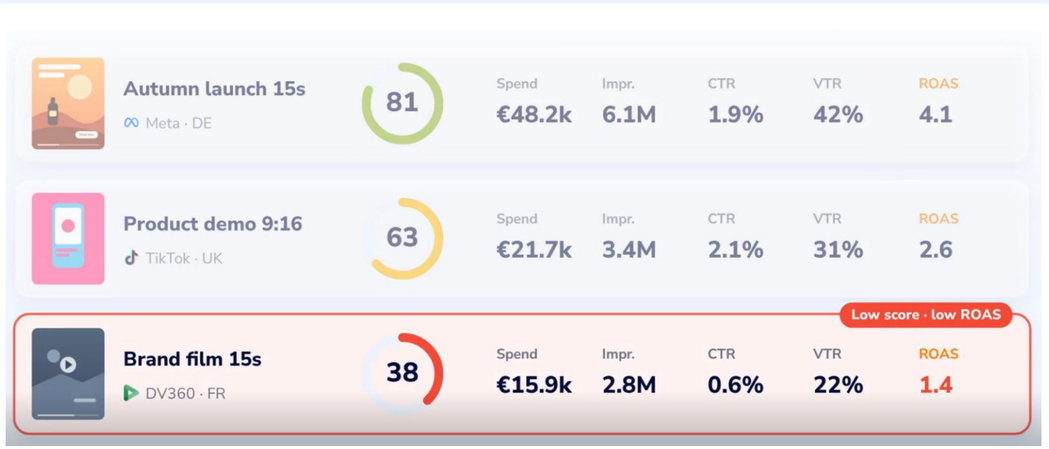
The funnel is built into Brainsuite: check an asset in minutes

1 · Check your assets, see what to fix



2 · Spot weak ads before they burn more budget





VALIDATED ON 50,000+ ASSETS

Know what works. Understand why. Improve impact.



+115%

Completion Rate

High vs low-scoring creatives

+54%

Brand Lift

High vs low-scoring creatives

+45%

View-Through

High vs low-scoring creatives

−61%

CPM on Meta

Green vs low-scoring · $p < 0.001$

+4×

Viral Likelihood

TikTok · engagement potential > 75

*Based on Brainsuite Study

YOUR TURN

Know if it works before you spend.



Vanessa Bohla
SENIOR PRODUCT MANAGER · BRAINSUITE



Karel Ellis-Gray
HEAD OF CUSTOMER · BRAINSUITE

Leave your details, upload an image, and we'll send you its score on the same pillars.

Questions? Find us right after the session.

Brainsuite

SCAN TO TEST YOUR ASSET →