

HOW IT WORKS?

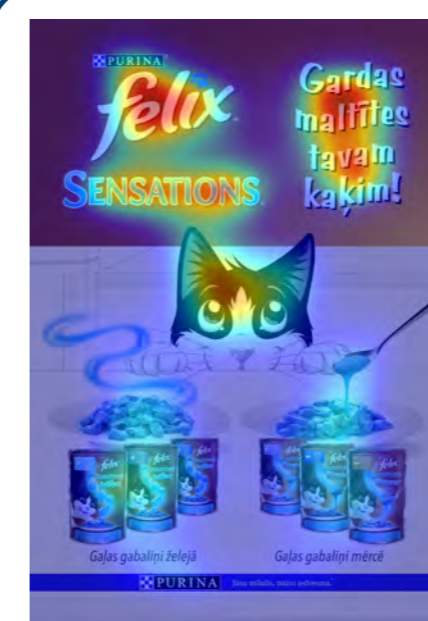


JCDecaux received a request from company NESTLE to create a **HEATMAP analyses** for the upcoming campaign of FELIX brand



Heatmap analysis results showed that the main message isn't readable enough, which subsequently reduces people attention.

JCDecaux



Client has implemented changes according Heatmap analysis recommendations improving visual and textual communication

