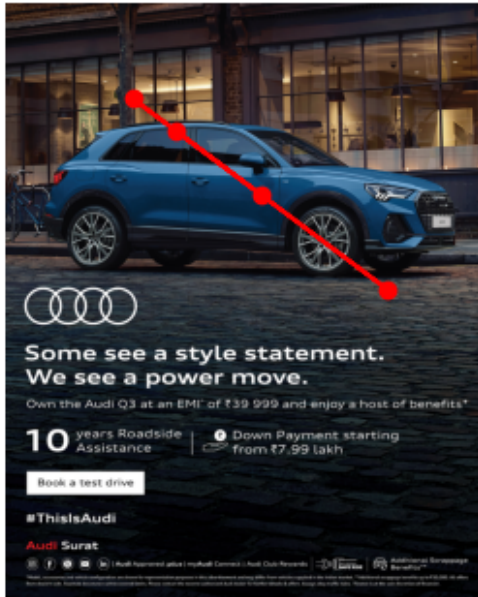


Ad Attention Analysis Report

| Ad Name | Clarity | Entropy |
|--|---------|---------|
| Audi_CR08545138718757879809_v1_image.jpg | 21.58g | 19.58 |
| Audi_CR08545138718757879809_v2_image.jpg | 21.69g | 19.58 |
| BMW_CR09799707874329362433_v2_image.jpg | 21.84g | 19.58 |

Scanpath



The image shows a blue Audi Q3 parked in front of a modern building at night. A red line with circular markers indicates a scanpath starting from the top left, moving down the side of the car, and then across the front. Below the car, the Audi logo is displayed, followed by the text "Some see a style statement. We see a power move." and "Own the Audi Q3 at an EMI of ₹39,999 and enjoy a host of benefits*". Below this, two benefits are listed: "10 years Roadside Assistance" and "Down Payment starting from ₹7.99 lakh". A button labeled "Book a test drive" is present. At the bottom, the hashtag "#ThisIsAudi" and the "Audi Surat" logo are shown, along with various social media and service icons.

Some see a style statement.
We see a power move.

Own the Audi Q3 at an EMI of ₹39,999 and enjoy a host of benefits*

10 years Roadside Assistance | Down Payment starting from ₹7.99 lakh

Book a test drive

#ThisIsAudi

Audi Surat

Saliency Overlay



The image shows the same Audi Q3 advertisement as the first, but with a saliency overlay. The entire image is covered with a yellow-to-orange gradient, which is most intense on the right side. The Audi logo and the text "Some see a style statement. We see a power move." are highlighted in a bright yellow color. The rest of the text and the car itself are in a darker shade of the gradient.

Some see a style statement.
We see a power move.

Scanpath

The Audi Q3 and the Audi Q3 Sportback.
For adventures like never before.

Q3

EMI starts @ ₹33,333* | Exclusive Loyalty & Corporate Benefits

[Book a test drive](#)

#ThisIsAudi

Audi Approved plus | myAudi Connect | Audi Club Benefits | Audi Care | Additional Accessories

The image shows a white Audi Q3 and a red Audi Q3 Sportback parked on a grassy field. A red line with circular markers indicates a scanpath starting from the top left, moving down to the headline, then diagonally across the cars, and finally down to the bottom text.

Saliency Overlay

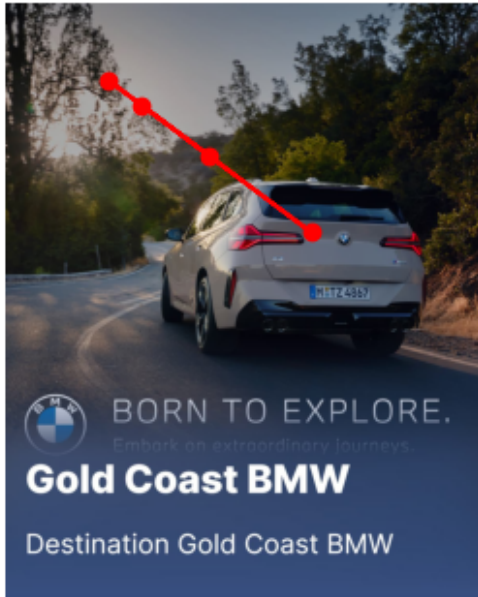
The Audi Q3 and the Audi Q3 Sportback.
For adventures like never before.

Q3

EMI starts @ ₹33,333* | Exclusive Loyalty & Corporate Benefits

The image shows the same Audi Q3 and Q3 Sportback as the first image, but with a yellow-green saliency overlay that highlights the cars and the text. The background is a blurred, warm-toned landscape.

Scanpath



Saliency Overlay

