



WHY MEASURE IT

- Avoid costly mistakes
- Evaluate alternative strategies
- Increase the efficiency of advertising

COMMON REASONS FOR NOT MEASURING IT

- Cost of doing research
- Objections from the creative department



WHAT TO TEST

- Source factors
- Message variables
- Media strategies
- Budgeting decisions



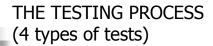
WHEN TESTING IS DONE

- Pretests before the campaign begins
- Posttests after the campaign has begun



WHERE TO TEST

- <u>Laboratory tests</u> (test labs, theaters) – major advantage is control (but lacks realism)
- <u>Field tests</u> (DAR, Starch) major advantage is realistic viewing situation (but lacks control)



- <u>Concept Testing</u> focus groups and mall intercepts
 - Explore consumer reactions to ads or campaigns considered



TESTING PROCESS (cont.)

- Rough Art, Copy, and Commercial Testing
 - Results are highly correlated with those done on finished ads



Pretesting Finished Ads

- Portfolio tests (print)
- Readability tests (print)
- Dummy advertising vehicles (print)
- Theater tests (broadcast)
- On-air tests single source ad research
- Physiological pupillometrics, EKG, eye tracking, brain wave research



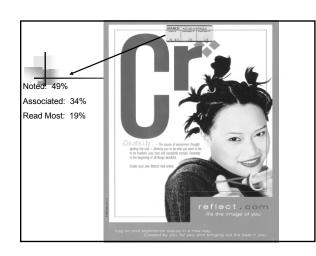
POST-TESTING OF PRINT ADS

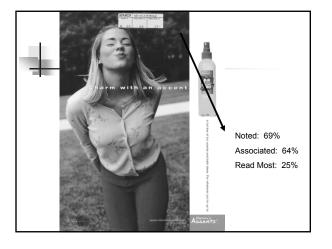
- Inquiry tests measure ad effectiveness on the basis of inquiries generated
- Recall Tests
- Recognition Tests



POST-TESTING

- Recognition tests Starch
 - <u>Noted:</u> % of readers of an issue who remembered seeing the ad in the issue
 - <u>Associated:</u> % of readers who saw part of the ad that clearly indicates the brand or advertiser
 - <u>Read Most:</u> % of readers who read 50% or more of the material in the ad





POST-TESTS OF BROADCAST COMMERCIALS

- Attentiveness how engaged you are in a program
 - IAG Research with 900,000 panelists on the internet
 - Measure Impact and not just Exposure
 - Highest show attentiveness scores: "Scrubs", "Desperate Housewives", "Family Guy" among viewers 18-49 (lowest went to "60 Minutes" and "Dateline NBC"
- Comprehensive Tests
 - Ipsos-ASI Next*TV test replaced the Burke DAR test (some question its value and validity)
- Split cable testing
 - Evaluate broadcast ads in test markets



Post-tests (cont.)

- Tracking studies
 - Measure the effect of advertising on awareness, recall, interest, and attitudes toward the ad, brand, and purchase intention
- Single source tracking studies
 - Tracking behavior of consumers from the TV set to the supermarket checkout counter
 - Behavior Scanning



Rich Media Advertising

- Web display advertising with video, audio, animation, interactive features, games and more (e.g. Flash, Dart Motif)
- Designed to entertain, engage, educate, and encourage sales online
- http://www.doubleclick.com



Success Metrics of Rich Media

- Audience engagement
- Interaction rate
 - % of audience that engages with the ad
 - Mouse-over, involvement with content
- Interaction time
 - Time users spend engaging with the ad (e.g. games)
- Average video view time/Display time
 - Video pauses, rewinds

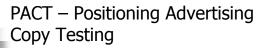


Common *Brand* Effectiveness Metrics

- Online ad awareness ad recall
- Unaided or aided brand awareness
- Brand favorability
- Message association
- Purchase Intent
- Users complete a survey (Experimental Design)



- Brand Awareness
 - Logo should be prominent in ad and animation
 - Be careful of "annoyance factor"
- Message Association
 - K.I.S.S. (Keep it Simple, Stupid)
- Interactivity
 - Give your audience something worthwhile



- Principles developed by the largest ad agencies for conducting appropriate effectiveness studies
 - Establish communications objectives
 - Use a consumer response model
 - Use both pre and posttests
 - Use multiple measures



Best Practices

Online Video

- More than recycled TV spots
- Integrate video into creative concepts (demo a product)

Advergames

- Make a good game
- Target women, but with different game types (quizzes and puzzles vs. shooter games and racing)