



# Ad testing we're on your side!

We're aware that market research is often seen as a stifling and unnecessary hurdle to overcome in the creative process. But trust us there's nothing we find more frustrating than being the executioner for new or exciting ideas. Which is why we design our ad testing in a more flexible and creative way.

## So how do we work?

At Qubiq we're used to working with ad and design agencies so we understand the importance of a partnership approach, which allows us to design research that helps improve and guide the creative process, rather than acting as a barrier to your efforts.

We still ask all the old favourites (liking, relevance, likelihood of responding, standout, credibility), so we can compare results with previous studies. However, we slant our analysis in favour of assessing how effectively the advert delivers on your main communication objectives.

**So instead of just focusing on whether people like it** (which is often a function of

familiarity), **we assess performance in terms of whether the ad delivers the message, personality and image you intended.** This gives new ideas a chance of succeeding, and ensures we don't kill ideas just because they're outside of people's comfort zone.

Whilst we employ a whole host of clever data collection tools, the most important thing in the whole process is talking to you at the start. It's only when we really understand what the advert is trying to achieve and what can be traded off to allow this, that we're in a position to design research that will accurately assess its potential.



## What type of advertising research do we do?

We can test pretty much any type of advert. Whether it's designed for press, posters, video, radio or online, there's an approach that can be adapted to suit your needs.

- **Early stage qualitative feedback** using Online Focus groups is a great way of getting initial feedback on advert executions, or for generating consumer driven ideas and insights to guide the creative process.

We can extend this to **Developer Groups**, where we get the same people back on several evenings, starting with a basic idea and using their input to shape this into a more finished article over the course of the week. It's an intensive approach, where you need to react quickly to feedback, but it's extremely rewarding for both respondents and designers.

- **Initial ad screening.** Quant research where we pitch different executions of an advert against one another, using a range of comparative techniques. The outputs provide a clear understanding of which adverts are most effective and we'll also provide clear and useable optimisation recommendations.

- **Fast turnaround surveys** to answer simple questions such as which spokesperson is most credible for a brand, which strap-line should be used, which visuals work best etc. This approach is ideally suited to online, where projects can be turned around in a couple of days at minimal cost.

- **Full scale evaluation.** Here we use a range of interactive online techniques to understand all aspects of an ad's delivery and execution. We typically include previous or competitor ads as a benchmark, providing a very clear and relevant yardstick by which to gauge performance, delivery and differentiation.

- **Awareness and impact tracking.** Pre and post campaign surveys to understand the impact the advert has had with target consumers. Again ideally suited to online, as this allows large focussed samples to be reached very cost effectively.

## Which techniques do we use?

The beauty of online research is that we've got a PC to play with! So it's easy to incorporate any kind of stimulus material, and use interactive techniques to collect the data - much better for you and the respondent than a flat, boring face-to-face interview. Some of the approaches we commonly use include;

- **Flash tests** to understand the hierarchy and effectiveness of each element of an advert
- **Standout testing** to highlight the impact made by an advert in a competitive context
- **Drag and drop** applications to assess delivery on the key dimensions
- **Real time rating** of video adverts; providing a clear understanding of which parts are working for or against you
- **Hotspots;** people simply click on the bits of the image and text that they like and don't like



So our research is better for the respondents, more focussed and rewarding for you, and probably cheaper too. What's stopping you?

To chat about your next ad test

call **01491 822555**.

Find out more at [www.qubiq-online.com](http://www.qubiq-online.com)

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