# Advertising Research

**The Science of Advertising Optimization**

# Why Test Advertising?

**Advertising is one of the most expensive marketing functions, yet Decision Analyst estimates that more than 50% of all advertising is largely ineffective.**

**Without objective research, advertising is just a "guessing game." To help improve advertising effectiveness, Decision Analyst offers an array of research services.**



## CopyOpt™ Advertising Optimization

The basic variables of a brand's advertising are positionings, messages, and imagery. Once the ranges of these variables are identified, choice modeling is used to determine optimal combinations. Target-audience consumers are asked to rate the degree to which combinations of the variables create interest in buying the brand. Each respondent usually sees 5 to 10 scenarios (i.e., combinations of variables). Choice modeling is used to derive the potential selling value of all possible combinations. The top ads (combinations) then go into a routine copy-testing sequence.



## CopyScreen®

CopyScreen® is a system used to evaluate early-stage advertising ideas and concepts in print-ad format in batches of 10 to 20 ads at a time. Each advertising concept is translated into a rough print ad—with a headline, body copy, and artwork. Then a representative sample of target-audience respondents review and evaluate the rough print ads online. Each respondent sees all of these early-stage print ads twice and answers a series of four questions about each advertising concept. The answers are fed into a mathematical model that computes an overall score for each ad to identify the advertising concepts with the greatest potential.

**Decision Analyst**
strategic research ▪ analytics ▪ modeling ▪ optimization

## SellingPower™ Model

This mathematical model is the primary measure of overall advertising effectiveness, based on 20 key measurements. The major variables in the SellingPower™ model are:

- **Persuasion (Brand Purchase Intent)**
- **Brand Reinforcement**
- **Possible Increase in Frequency of Usage**
- **Attention Value**
- **Brand Registration**
- **Brand Remembrance**
- **Stimulation**
- **Empathy/Identification**
- **Wearout**
- **Memorability**
- **Pass-Along Potential**

## What Types Of Advertising Can Be Tested?

- **Television Storyboards**
- **Television Animatics**
- **Television Photomatics**
- **Television Commercials**
- **Radio Scripts**
- **Radio Commercials**
- **Newspaper Ad Concepts**
- **Newspaper Ads**
- **Magazine Ad Concepts**
- **Magazine Ads**
- **Online Advertising**
- **Mobile Advertising**
- **Content Marketing "Ads"**
- **Outdoor or OOH Ads**
- **Digital Billboards**

## CopyCheck®

CopyCheck® is an online system used to help evaluate and improve advertising concepts and early-stage print ads, TV storyboards, digital ads, and radio scripts.

The creative concept is tested in the form of a rough execution—before the expense of final production.



A representative sample of target-audience consumers views one ad (i.e., a monadic test) and answers a series of open-ended and closed-ended questions. CopyCheck® not only provides a "directional" estimate of an ad's probable effectiveness, it also provides diagnostic feedback via verbatim responses to the open-ended questions. CopyCheck® is often used in place of focus groups.

## CopyTest®

CopyTest® is a comprehensive advertising pretesting system designed to predict the effectiveness of semifinished to finished commercials and advertisements. A representative sample of the target audience is exposed to the advertising online. Participants see the advertising twice and then complete a battery of 60 questions and diagnostic ratings. The results are fed into the SellingPower™ model. Based on normative data, internal diagnostics, and the SellingPower™ model, CopyTest® provides an accurate measure of advertising effectiveness.

## CopyTrack®

CopyTrack® is an online advertising tracking system. It is composed of standard modules for measuring advertising awareness, message recall, trial, usage, brand image, etc., in real-world environments over an extended period of time. The data are collected via continuous, or pulsed, online surveys. CopyTrack® is tailored to the product category and the client's objectives. It is designed to accurately measure an advertising campaign's long-term effects, including changes in:

- Brand awareness
- Advertising awareness
- Advertising message recall
- Advertising recognition
- Brand image profile
- Media usage patterns

# Advertising Pretesting Systems

| CopyScreen® | CopyCheck® | CopyTest® |
|---|---|---|
| Screens & Ranks Ads | Rough Estimate of Ad Effectiveness | Predicts Ad Effectiveness |
| Batches of 10 to 20 Ads Tested | Only One Ad Tested | Only One Commercial Tested |
| Sequential Monadic Design | Monadic Design | Monadic Design |
| Early-Stage Ad Concepts | Early-Stage to Near-Finished TV, Radio, Print, Mobile, etc. | Near-Finished to Final TV, Radio, Print, Mobile, etc. |
| Sample Size = 200 to 500 in Total | Sample Size = 75 to 100 per Ad | Sample Size = 150 to 200 per Commercial |
| Comparative Ad Rankings | SellingPower™ Approximation, Open-Ended Diagnostic Feedback | SellingPower™ Mathematical Model, Open-Ended Diagnostic Feedback |
| No Normative Data | Normative Data | Normative Data |

## Qualitative Research

Decision Analyst's moderators use qualitative explorations as powerful stimuli to creative development and the improvement of advertising effectiveness. Qualitative research is especially valuable before the creative process begins, but it can be applied throughout the development process. Depth interviews are strongly recommended over focus groups—to minimize group biases and permit the use of projective techniques. Depth interviews also provide deep insights into both the verbal and visual aspects of communication.

## Why Decision Analyst?

Decision Analyst is a recognized leader in advertising and communications testing. Its professionals have evaluated thousands of commercials and ads for foods, beverages, restaurants, packaged goods, travel, retail, and technology, over the past 45 years. Decision Analyst is also a leader in the development of analytical techniques and mathematical models to enhance the learning from advertising research.

## Contact Us

If you are interested in advertising research, please give us a call at **1-800-ANALYSIS**. We can recommend the best testing method and provide cost estimates.

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2670 E Lamar Blvd
Arlington, TX 76011-3100, USA
1-817-640-6166 ■ 1-800-ANALYSIS
www.decisionanalyst.com