CopyCheck®
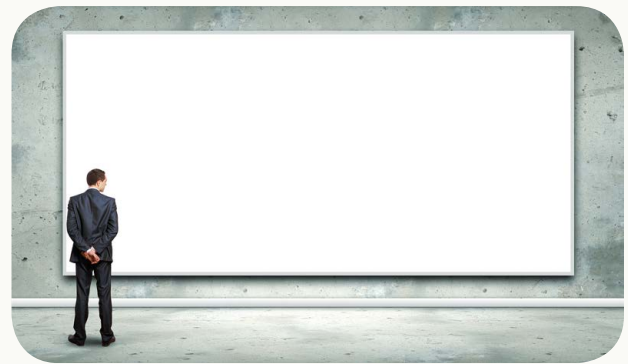## The Science of Pretesting Early-Stage Creative

Do consumers understand your ADVERTISING MESSAGES?

Is the advertising "on strategy"?

How could the creative be improved?

CopyCheck®, an online advertising pretesting system, can answer these questions and more. It is a fast, economical, and reliable way to evaluate early-stage creative (before the expense of final production), including:

- Rough Print Ads
- TV Storyboards
- TV Animatics
- Radio Scripts

- Outdoor Bulletin Boards or OOH Advertising
- Banner Ads
- Digital Media Storyboards

Why Test Early-Stage Creative?

Advertising tends to work on the strength of the advertising concept (i.e., the basic logic, themes, messages, and images). This creative concept can be tested in the form of a rough execution—before the expense of final production. CopyCheck® provides a "directional" estimate of an ad's probable effectiveness, and it provides insightful diagnostic feedback, including verbatim consumer responses to open-ended questions. The verbatim responses are extremely helpful to the agency's creative staff in guiding creative development as the advertising moves into final production.


How Does CopyCheck® Work?

A representative sample of 75 to 100 target-audience consumers from Decision Analyst's online panels (now numbering more than 7 million members worldwide) are invited to view the advertising online and then answer a series of questions. Their answers are accessible online so that topline results are available in a few hours.

Decision Analyst
strategic research ■ analytics ■ modeling ■ optimization

Qualitative Research

Qualitative research is also a valuable method of evaluating and analyzing early-stage creative. We strongly recommend depth interviews rather than focus groups for advertising research. Typically, the qualitative research would come before CopyCheck™ pretesting.
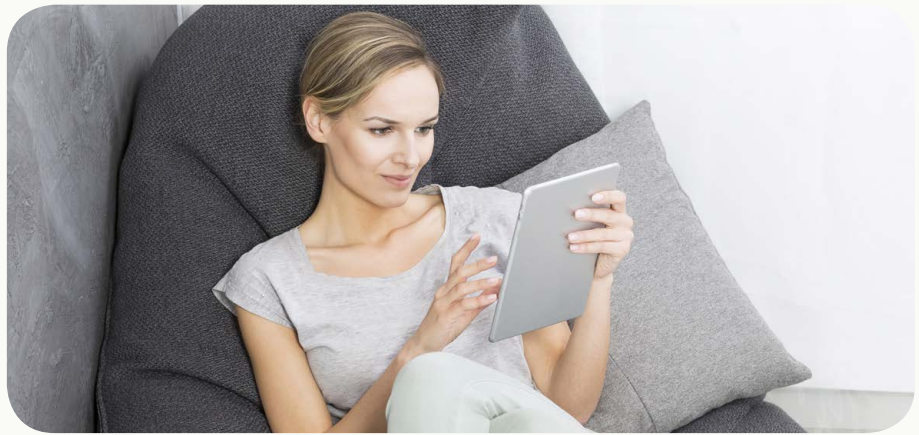
CopyCheck® Report

The standard CopyCheck® report consists not only of statistical summaries and graphs of the closed-end questions, but also verbatim responses to the open-end questions, as follows:

- *Attention Value*—Will the advertising capture viewers' attention?
- *Brand Name Registration*—Will the brand name be noticed and remembered?
- *Brand Reinforcement*—Does the advertising increase interest in buying the brand (i.e., move the consumer in a positive direction)?
- *Brand Purchase Intent*—Does the advertising trigger interest in actually buying the brand?
- *Brand Name Memorability*—How memorable is the brand name itself?
- *Main Idea Communication*—Which ideas are played back as central to the commercial?
- *Missing Information*—What else would viewers like to know?
- *Likes*—What did viewers like about the commercial?
- *Dislikes*—What did viewers not like about the commercial?
- *Suggested Improvements*—How could the commercial be improved?

Generally, the final report is ready one week after the fieldwork is completed, although topline data is available online as the study is executed.

SellingPower™ Approximation

In CopyCheck® the SellingPower™ Approximation is a strong indicator of how well the commercial would perform in a full-blown CopyTest® (where all core variables are measured to precisely estimate SellingPower™).

Advertising Testing Systems

In addition to CopyCheck®, Decision Analyst offers the following advertising pretesting systems.

CopyOpt™

CopyOpt™ is a choice modeling system to create prototype advertising concepts by determining the optimal combinations of elements (messages, themes, colors, pictures, etc.).

CopyScreen®

CopyScreen® is a screening system to evaluate embryonic advertising concepts in print-ad format in batches of 10 to 20 at a time. CopyScreen® helps identify the most promising creative concepts.

CopyTest®

CopyTest® is a comprehensive, online advertising pretesting system to predict the effectiveness of semifinished to finished commercials and advertisements.

CopyTrack®

CopyTrack® is an online advertising tracking system composed of standard modules to measure advertising awareness, message recall, trial, usage, brand image, etc., in real-world environments.

Why Decision Analyst?

Decision Analyst is a global marketing research and analytical consulting firm and a recognized leader in advertising testing. The firm has evaluated thousands of different commercials and ads over the last 40 years. Decision Analyst is a leader in mathematical modeling to enhance the learning from advertising research.

Contact Us

If you have new advertising coming, please give us a call. We can suggest the best method of testing and provide cost estimates.

Decision Analyst

strategic research ■ analytics ■ modeling ■ optimization

604 Avenue H East
Arlington, TX 76011-3100, USA
1-817-640-6166 ■ 1-800-ANALYSIS
www.decisionanalyst.com