



# Advertising Research

Worldwide Online Advertising Testing Systems

# 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 of the variables. 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 normal 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. The advertising concepts are translated into rough print ads—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.

## 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 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® provides a “directional” estimate of an ad’s probable effectiveness and 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, online 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. CopyTrack® 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

## Summary 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.
N = 200 to 500 in Total	N = 75 to 100 per Ad	N = 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

### 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 for more than 35 years. Decision Analyst is 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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