

services IV

advertising | research

to test and optimise the communicative performance of
advertisements and advertising campaigns ...

... using the possibilities offered by our special
advertising | research tool

When advertising is successful it up-dates, compares, triggers involvement or curiosity. Its messages – partly emotional, partly informative – are meant to specifically and deliberately influence audiences and so motivate them to make use of the product offered.

Advertising success is not a matter of chance. Provided that the relevance and efficiency of the advertisement as an instrument – its effect – are examined and substantiated with scientific thoroughness by experienced market researchers.

SCHAEFER advertising | pretest

To test the performance and effect of advertisements

Starting point

Every advertisement must achieve certain things:

- increase the awareness of a product or service
- have a positive effect on the opinion of the target group concerning the value and benefits of the offer, and hence
- increase buying intention and brand loyalty.

Aims

The advertiser as well as the creative staff at the agency must be shown the strengths and weaknesses of the communication and given clear suggestions for improving it in terms of achieving the advertising goals:

- in the early stages of development using “roughs” or “animatics”
- in the final stages using ads, radio commercials, television commercials

Research method

Standardised methods for measuring

- Assertive strength: the fate of a television commercial is already decided at the very beginning.
 - Does the advertisement penetrate the typical advertising context?
 - Does it achieve involvement and persuasion, and ultimately: buying intention?
- Involvement/emotional appeal: Is the television commercial liked so much that it is fun to “stick with it”, to watch it to the end, instead of zapping to a different channel?
- Persuasion/communicative strength: It is important to be “nice” to look at, interesting, different, or riveting. But the main task of an advertisement is to convince people! To stimulate buying intention.

And – through a more detailed diagnosis:

- The quality of content and design details, as well as positioning performance based on psychographic criteria.

The test is carried out in centrally located test studios throughout Germany. The advertisements are assessed monadically – but presented in an advertising context and rated in two stages.

Analysis

The test procedure, the assessment criteria, and the set of diagnostic tools employed are all based on decades of experience with advertising and copy research. Databases are available for benchmarking purposes.

The result

The SCHAEFER advertising | pretest gives you a clear picture

- of the penetrating powers and uniqueness of an advertising idea
- of the personal involvement
- of the emotional appeal, and thus ultimately
- of the quality of an advertisement and the buying intention it generates.



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