

Pre-testing Advertisements

Ad® Score

The standardised pre-test for advertisements,
by Konzept & Markt

With Ad® Score, Konzept & Markt offers a newly developed alternative to existing pre-tests for advertisements.

Before a brand can be advertised effectively, answers must be found to the following questions:

- What are the strengths and weaknesses of the advertising?
- What impression does the viewer gain of the brand and product?
- What associations does the advertisement trigger on the part of the viewer?
- Has the viewer understood the core message?

Ad® Score registers hard facts, such as recall and understanding of the advertising message, as well as the perceptual flow of the consumer.

The special thing about Ad® Score is its integrated linkage of a new type of eye-tracking capability, quantitative recall measurement and a standardised assessment of the advertisement using a quantitative scoring model.

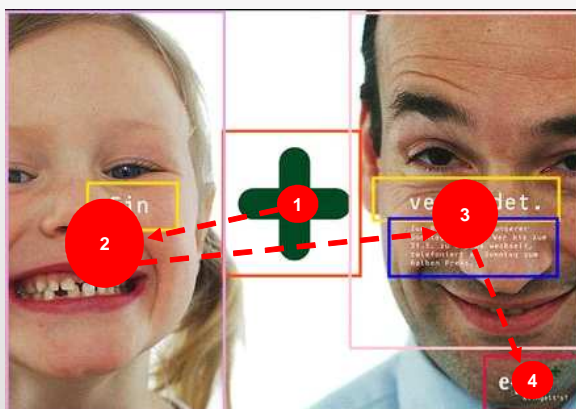
Main Benefits:

- Pinpointing weaknesses in advertisements
- Optimising execution
- Optimising concepts
- Delivery of feasible guidance
- Speedy, standardised evaluation
- Ad® Score compares how well an advertisement measures up to your communications objectives
- Hard benchmark for advertising appeal

Particularly Helpful for:

- Everyone who wants to be sure that advertising is in fact delivering the message intended.
- Everyone who wishes to enlist the benefits of quantitative methods with benchmarks.

Phase 1: Registering eye movement



- Analysis of the typical viewer's eye movements reveals the ways in which the viewer 'jumps into the advertising'.
- The key element is the '+', although the girl quickly attracts the viewer's attention.
- The actual advertising message is not registered until the third step and there is not enough time to grasp complicated text.
- The viewer does not register the logo, and with it the source of the advertisement, until the final step.

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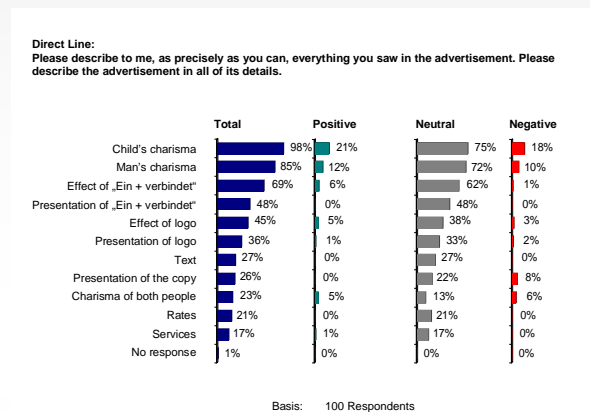
The data obtained is processed using the following steps:

- Eye tracking: eye-tracking by Management Tools
- Quantitative survey in the test studio:
 - Ad® Score model by Konzept & Markt
 - Recall analysis with a high share of open-ended questions
 - Measurement of execution in the advertisement's environment

The Ad® Score Methodology:

- Personal interviews in the test studio
- 100 respondents per subject
- New approach to registering eye movements without helmet camera
- Standardised evaluation with the Ad® Score model
- Coding according to individual code plan

Recall Analysis



Recall analysis uses the classic parameters of advertising appeal:

- Spontaneous brand and product recall
- Advertising recall in direct-line and depot status (unprompted and prompted recall)
- Likes and dislikes about the advertisement
- Impact on the brand image

Scoring Model in the Ad® Score Test

	Direct Line	Depot	Potential	Total
Perception	35%	15%	6%	18%
Emotional Attachment	28%	55%	51%	49%
Cognitive Performance	37%	16%	8%	20%
Persuasiveness	21%	10%	4%	12%
	33%	24%	17%	25%

The highest score value an advertisement can receive is 240 points.
The advert shown attains 25% of the ideal value.
Here: Communication performance decreases as advertising duration increases.

Uses:

Ad® Score is suited for all conventional advertising media, both at the conceptual stage (Animatic) and during final execution:

The scoring model forms the heart of the quantitative analysis. It permits a benchmarking comparison with an ideal advertisement (% of ideal) across the relevant stages of perception and heightened interest

- Direct Line (initial contact)
- Depot (multiple prompts of recall)
- Potential (effect under optimal conditions).

- Advertisements
- Billboards
- Advertising spots

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