

Creative Testing

A fast, flexible and cost effective solution, Creative testing helps you choose the most effective creative from your range of options so you can head into final production with confidence.

1 We make it easy

- You give us your concept, storyboard, creative draft etc. – 1 to 8 per survey
- Tell us your target audience – gen pop or targeted
- Tell us your market coverage – 50+ markets worldwide and multiple languages.

2 We set up a high quality design

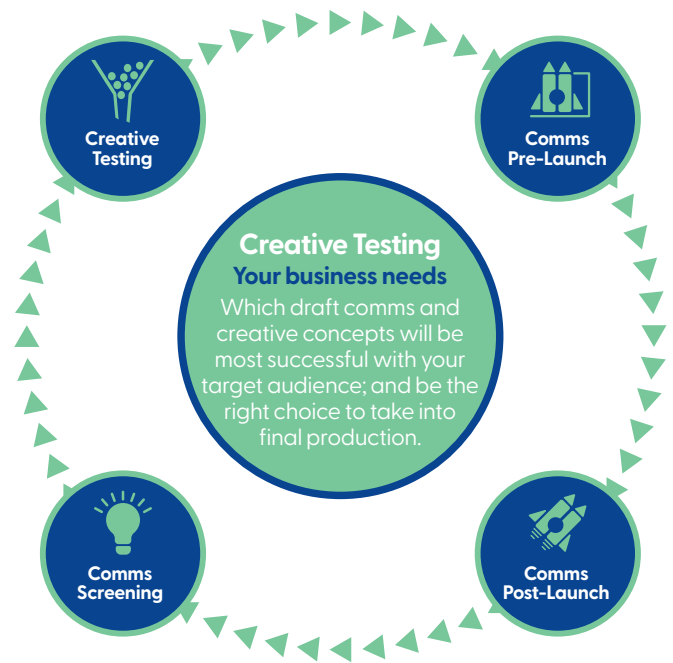
- Monadic design
- Branded/unbranded
- 150+ respondents per concept
- Selecting your target audience from our online global influencer panel of 16+ million people
- Advising on your metric options and custom questions to add to our pre set-up survey (specific messages you want to convey)

3 We launch quickly with real time results

Instant access to live results with full reporting within a week, depending on audience group penetration.

4 So you can focus on what matters

Our experts will be there at every step of the way helping with any support or additional analysis, so you can spend time making the best 'go/no-go' decisions for your business.



Key metrics

- Like & dislike open end
- Likeability
- Distinctiveness
- Believability
- Brand fit
- Relevancy
- Brand impact
- 12 attributes and 3 custom questions (such as core message understandability, emotional involvement, etc..)

Pricing

Typically 30-50% less than the average bespoke survey