

# Comms Post-Launch

Our Comms Post-Launch solution delivers a fast, flexible and expert approach to assess how well your ads are performing in market. And because it's powered by Toluna Start automation, you get best-practice research quality coupled with instant access to your target audience and real-time reporting, all at the speed your business demands.



## Your business need

Learn if your comms campaign is delivering as predicted by measuring its recognition, brand impact, likeability and emotional engagement.

- Understand what elements of the campaign worked or didn't work;
- Learn how the target audience responded to the campaign;
- Review ultimate effectiveness of the campaign versus objectives;
- Provide valuable learnings for future campaigns.

## 1 We make it easy

- Give us your different ad formats and include competitor comms/ads alongside to get a market view/benchmarking.
- Up to 5 ads/stimulus can be included per survey: Video, Static Images, Audio for digital, Social, TV, Print, Outdoor mediums.
- Tell us your target audience – gen pop or targeted
- Tell us the market and language coverage you need
- We set-up your survey in hours using our customisable best-practice survey templates

## 2 We provide high quality design, flexibility and expert advice

- Monadic design and best-practice metrics
- Minimum of 100 interviews per ad test
- Instant access to your target audience via our online global influencer panel of 30+ million people
- Expert Advice on your metric options and custom questions

## 3 We launch quickly with real time results

- From launch to KPI dashboard and online reporting, in hours
- The infoboard shows you how your comms/ads perform and compare on KPIs.
- Access all data within our analytics platform on-demand.

## 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 focus your time on making the best 'go/no-go' decisions for your business.

### Key best-practice metrics for ease, quality and consistency:

- Brand funnel
- Ad, product/service, message, slogan and channel recall
- Brand and product/service linkage
- Overall likeability
- Brand perceptions pre and post comms exposure
- Emotion classification and intensity
- Call to action

## Enhanced comms tracking

Your communication/ad effectiveness can be measured via a single standalone survey or across several surveys or in conjunction with hi brands, our proprietary brand health measurement model, as part of a pre and post campaign assessment where brand uplift is also monitored. Contact your account manager for more details.