

# Comms Pre-Launch

Our Comms Pre-Launch solution delivers a fast, flexible and expert approach to help you optimise the effectiveness of your comms prior to launch for in market success. 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

Improve the quality and potential impact of ads, and minimise elements that could lead to an unsuccessful launch:

- Clearly communicate the desired message to your target audience
- Create strong emotional engagement and appeal
- Drive the desired outcomes including brand association and uplift

### 1 We make it easy

- Give us your different ad formats and include competitor comms/ads alongside to get a market view/benchmarking.
- Test up to 5 ads in multiple formats and languages in a single survey, with quota balancing
- 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 or sequential monadic evaluation
- Test text, images or full video/audio, with music evaluation and text highlighter capability
- Minimum of 100 interviews per ad/comms 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
- Overall likeability
- Brand perceptions pre and post comms exposure
- Brand and product/service linkage
- Core message
- Emotion classification and intensity
- Slogan and music evaluation
- Call to action