

CASE STUDY – PRE-TEST PRINT: OPTIMISATION PRINT AD

BUSINESS CHALLENGE

Understanding the strength of the newly developed print ad to uncover potential areas of improvement to maximize in-market potential.

RESULTS

The main outcome and area of concern was the low brand recall of the print ad. Although the ad was evaluated positively, this did not lead to a strong brand recall and a high percentage of people that noticed the brand. Online eye-tracking showed us that the main visual (a person) was noticed, but this visual was not able to help the reader to navigate to the brand visual. The main visual did not support the viewing direction of respondents; therefore, the brand was less noticed. The pre-test outcomes showed clear directions to optimize the branding of the print ad.

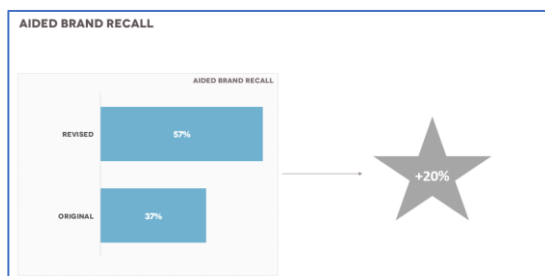


Figure 1: Brand impact (brand recall) scores before and after optimization



Figure 2: % Brand noticed before and after optimization

KEY TAKE OUT

The client created a revised version of the print ad where the main visual was switched to follow the viewing direction of respondents. This resulted in a higher brand recall and the percentage that noticed the brand improved significantly. This also resulted in an increase in brand activation metrics (interest and purchase intent).