

CASE STUDY - PRE-TEST RADIO: OPTIMIZATION RADIO COMMERCIAL

BUSINESS CHALLENGE

A change in creative focus required a clear understanding of in-market potential of this new focus before airing the new radio commercial.

RESULTS

The main outcome and area of concern was the poor message clarity of the new radio commercial. This resulted in a low understandability and brand impact. The commercial in its current form was not strong enough to be aired. The pre-test outcomes showed clear areas for optimization, to ensure message clarity is – at least - on par with the level of our benchmark. The revised commercial, which focused on one clear message, was tested again to see if message clarity, understandability and brand fit improved.



Figure 1: Message clarity before and after optimisation

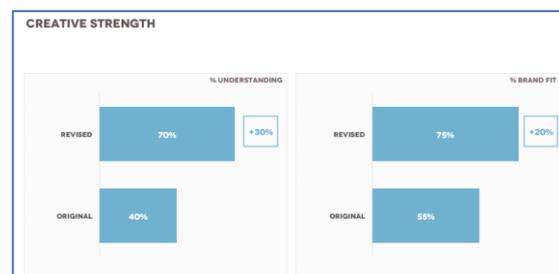


Figure 2: After optimization improvement on understandability and brand fit

KEY TAKE OUT

By creating a revised version of the ad with one clear message instead of multiple messages, the client was able to substantially increase the message clarity, and with that understandability and brand fit. This resulted in an improved and above benchmark performance on brand interest and purchase intent as well.