

## CASE STUDY - PRE-TEST RADIO: ADDED VALUE OF A TAG ON

### BUSINESS CHALLENGE

Understanding the additional impact on branding and message clarity when adding a tag on to the main radio commercial.

### RESULTS

The commercial without tag on already showed above benchmark scores on brand impact and message clarity and the commercial with tag on was not able to improve these scores. The message of the tag on focused on the purchase of the brand, but the tag on was not able to increase activation of the target significantly compared to the radio commercial without tag on.

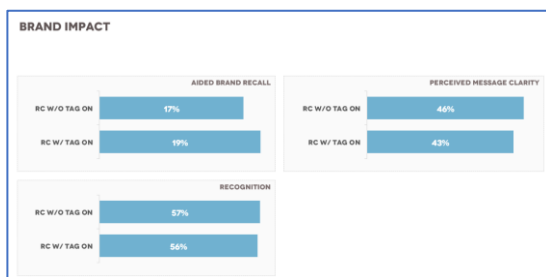


Figure 1: Brand impact and message clarity with and without tag on

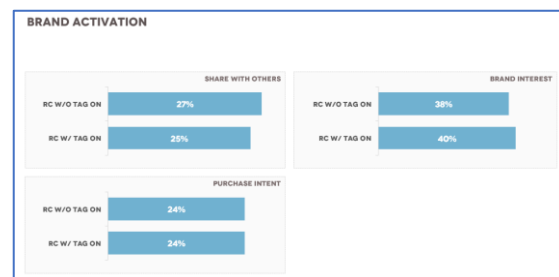


Figure 2: Purchase intent scores with and without tag on

### KEY TAKE OUT

The outcomes of this study were contrary to the expectations of the client. The tag on did not have significant added value and was not able to increase purchase intent. Therefore, the client decided to only air the main radio commercial and used the already planned investment of the tag on to increase the reach and frequency of the main commercial.