

## CASE STUDY - PRE-TEST TV: OPTIMIZATION TV COMMERCIAL

### BUSINESS CHALLENGE

Understanding the impact of a change in creative strategy before airing the new TV commercial.

### RESULTS

The main outcome and area of concern was the high drop-off rate in the first 10 seconds of the storyline. This drop-off resulted in a poor performance on brand impact and message clarity and was therefore not strong enough to be aired in its current form. The pre-test outcomes showed clear areas for optimization, and the revised TV commercial was tested again to see if the willingness to watch would improve, resulting in a stronger brand impact.

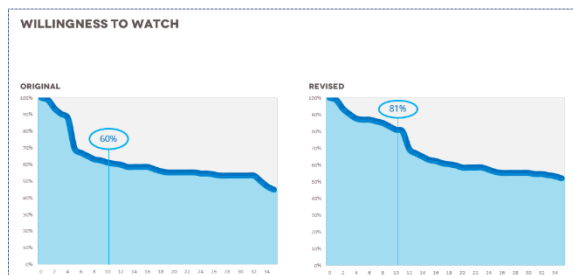


Figure 1: Willingness to watch increased after optimization

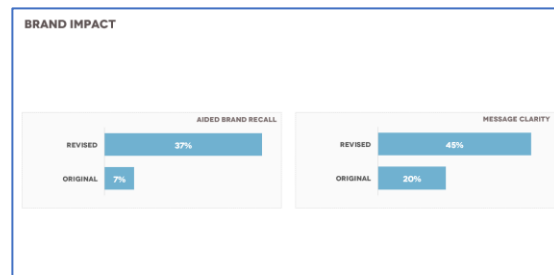


Figure 2: Improvement on brand impact after optimization

### KEY TAKE OUT

By creating a revised version of the ad with a different scene sequence, the client was able to substantially increase the willingness to watch (+20%), and thereby positively impacting key metrics like brand impact (+30%), which is the most important indicator of in-market success.