CASE STUDY - PRE-TEST DIGITAL: OPTIMISATION DIGITAL AD

BUSINESS CHALLENGE

Understanding the strength of the newly developed digital ad to uncover potential areas of improvement to maximize the communicative power.

RESULTS

The main outcome and area of concern was the low brand recall and message clarity of the digital ad. Although the ad was evaluated positively, this did not lead to a strong brand recall and a strong message clarity. Online eye-tracking showed us that the brand was not noticed, and more explicit brand cues were necessary to understand the message of the ad. Therefore, placement and size of the brand was the main area for optimization.
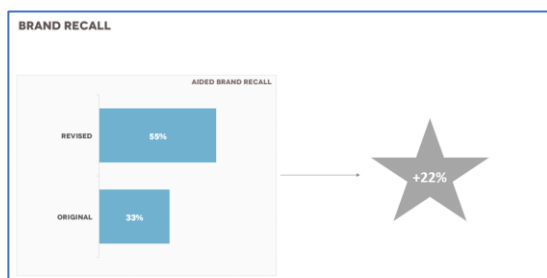

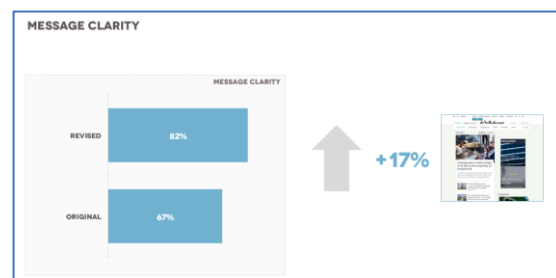Figure 1: Brand recall scores before and after optimization

Figure 2: Message clarity before and after optimization

KEY TAKE OUT

The client decided to create a revised version of the digital ad in which the size and placement of the brand changed. This optimization resulted in a significant improvement of brand recall and message clarity (+15%), and also had a positive effect on activating the target audience.