

CASE STUDY - PRE-TEST PRINT: CHOOSING THE BEST HEADLINE

BUSINESS CHALLENGE

Understanding which headline out of five versions is best capable to increase brand impact and evoke brand interest and purchase intent of the brand.

RESULTS

The five print ads were tested monadically, and the only difference between the ads was the headline. The descriptive nature of the first three ad headlines affected message clarity negatively. This was supported by our online eye-tracking technique, which showed that the target audience needed more time to read and understand the headline. This also affected the time they had to see other elements of the ad. The 5th print ad had the strongest message clarity, which lead to a strong performance on brand impact and brand interest.

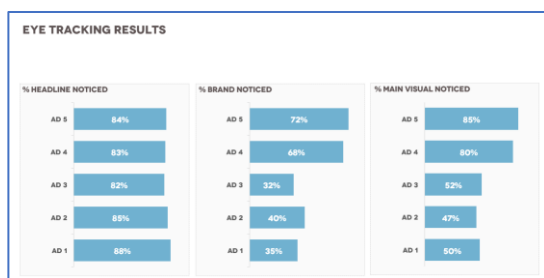


Figure 1: Eye-tracking results - visibility of main elements in print ads



Figure 2: Scores of all 5 ads on brand impact dimensions in print ads

KEY TAKE OUT

Based on the outcomes of this study the client was able to identify the impact of different messaging styles on their brand. The results provided the client with a clear winner, and they moved forward with the best performing ad with the strongest headline.