

CASE STUDY - PRE-TEST PRINT: FIT MAGAZINE WITH PRINT AD

BUSINESS CHALLENGE

Understanding which magazine has the strongest fit with the newly developed print ad.

RESULTS

Different magazines require different creative styles and our print pre-test can test an ad within different magazines, to see if the ad has a good fit with the magazine. For this study we tested one print ad among six different magazines, ranging from gossip to high-class magazines. The results showed that the tested print ad received above benchmark scores on credibility and relevance in the high-class magazines (magazine 1 and 2) but was evaluated below benchmark on these metrics in the gossip magazines. This resulted in lower scores on brand interest and purchase intent when showing the print ad in these magazines as well.

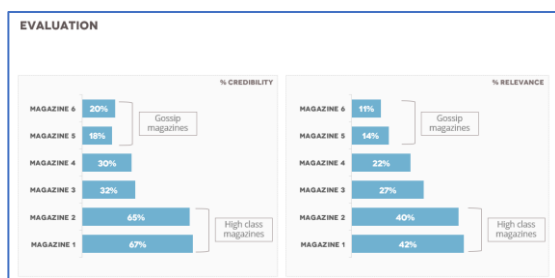


Figure 1: Evaluation ad within 6 magazines

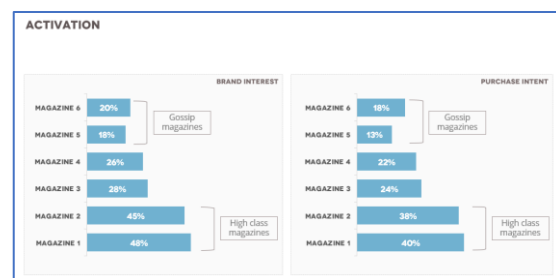


Figure 2: Activation metrics ad within 6 magazines

KEY TAKE OUT

Based on the results of this study the client decided to only place the print ad in high-class magazines, as these types of magazines have the best fit with the ad and shows the best results on the activation metrics. The results helped to fuel the discussion with the media agency on the best print strategy.