

CASE STUDY - PRE-TEST RADIO: CHOOSING THE BEST RADIO COMMERCIAL

BUSINESS CHALLENGE

Finding the best radio commercial out of a selection of three commercials. This radio commercial needs to have the strongest creative strength and activation power to ensure it increases website visits.

RESULTS

All three radio commercials were evaluated similarly – all edits were able to create brand impact and had strong creative power. However, the third commercial was the only one that included a specific activation claim at the end of the commercial and was therefore the only commercial that was capable to increase activation of the target audience, by driving interest for the campaign website.

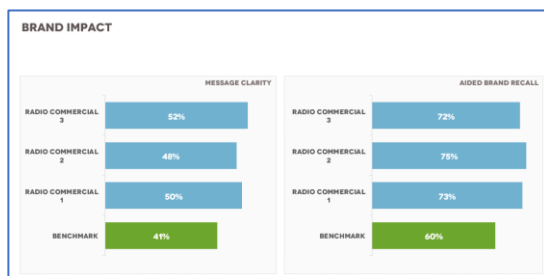


Figure 1: Brand impact above benchmark for all commercials

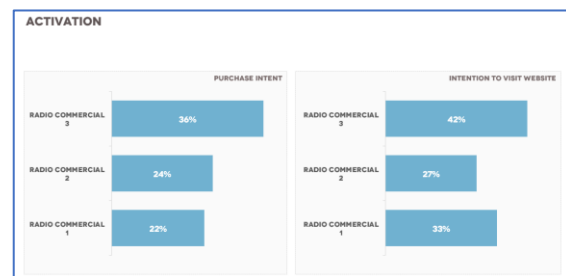


Figure 2: Commercial 3 outperforms other commercials on activation

KEY TAKE OUT

By testing the three radio commercials monadically the client was able to make a clear choice on which commercial was best able to activate the target audience. The third edit has the strongest potential to not only create brand impact, but also to stimulate the target audience to visit the website. That's why this commercial was chosen and after the first weeks of airing it significantly increased website visits (+19% after campaign).