

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

BUSINESS CHALLENGE

Determining which out of four versions of a TV commercial has the strongest creative power and brand impact to use in the new campaign.

RESULTS

Each of the commercials were able to grab and retain attention – the willingness to watch the entire ad was >50% for all commercials. However, we did observe significant differences in creative strength between edits. Commercial 1 was more likeable, differentiating and relevant than the other commercials, resulting in a stronger brand interest and purchase intent. The other commercials showed significantly lower scores on these behavioral aspects.

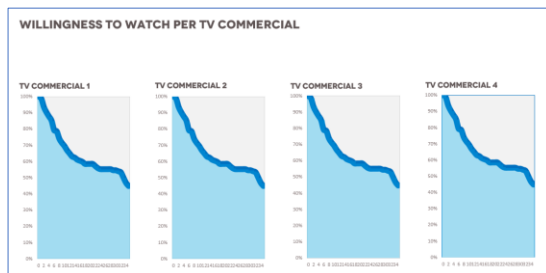


Figure 1: Willingness to watch similar for all 4 commercials

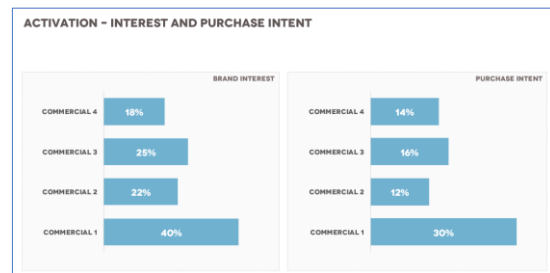


Figure 2: Commercial 1 outperforms other commercials on interest and purchase intent

KEY TAKE OUT

By testing the four versions of the new TV commercial monadically the client was able to make a clear choice on which ad has the most potential to create in-market impact. As commercial 1 was best able to improve brand interest and purchase intent (+15% compared to the other commercials), the client moved forward with this commercial and used it for their newest campaign.