

CASE STUDY - ANIMATIC TEST: CHOOSING THE BEST ADVERTISING CONCEPT PER COUNTRY

BUSINESS CHALLENGE

Testing two different advertising concepts (animatics) in two countries (NL & UK), to find the best performing advertising concept for each country.

RESULTS

The results showed a clear difference between the two countries. In the UK the biggest potential was visible for concept 1, in NL concept 2 showed the strongest acceptance scores. Also on brand impact the countries showed different results, and it became apparent that it was not possible to develop one advertising concept that would perform well in both countries.

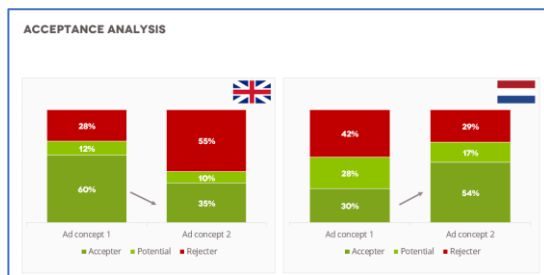


Figure 1: Acceptance analysis advertising concepts per country

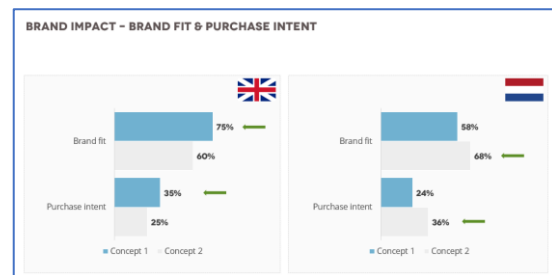


Figure 2: Brand impact advertising concepts per country

KEY TAKE OUT

Based on the results the client decided on a local communication strategy by creating different advertisements for both countries, to maximize brand impact.