

CASE STUDY - ANIMATIC TEST: CHOOSING THE BEST ADVERTISING CONCEPT

BUSINESS CHALLENGE

Screening multiple advertising concepts to uncover the most appealing and best performing concept to execute.

RESULTS

Three advertising concepts (animatics) were tested, and the results showed there were two concepts that showed the strongest in-market potential. Acceptance of these concepts scored above benchmark and both concepts were able to significantly outperform the other concept on brand impact (+15%).

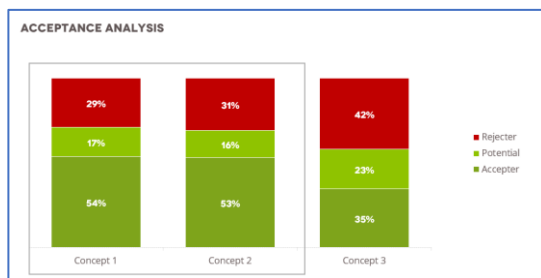


Figure 1: Acceptance analysis advertising concepts

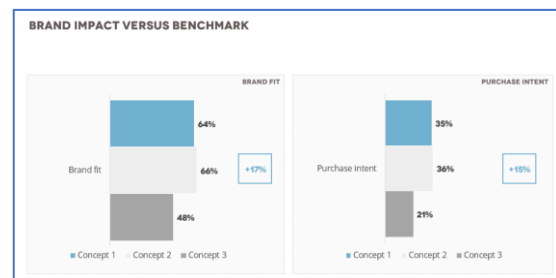


Figure 2: Brand impact advertising concepts

KEY TAKE OUT

As there were two advertising concepts that showed strong potential, the client decided to brief the creative agency to develop final executions for both ideas. The client is currently using both executions in their campaign.