

CASE STUDY - ANIMATIC TEST: OPTIMIZATION ADVERTISING CONCEPT

BUSINESS CHALLENGE

Evaluating a new advertising idea to find potential areas of improvement to maximize in-market impact.

RESULTS

The advertising concept in animatic form was tested among the primary target and showed strong potential with high levels of acceptance. However, brand fit lagged, and this resulted in lower scores on brand impact. The concept was not clearly connected to the brand and was in its current form not capable to stimulate purchase intent sufficiently.

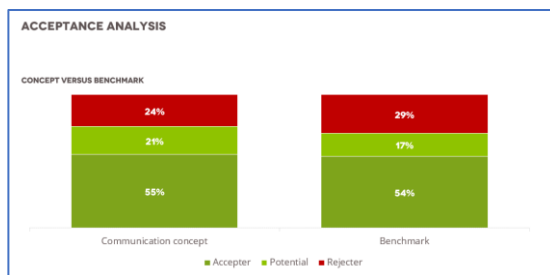


Figure 1: Acceptance analysis compared to benchmark

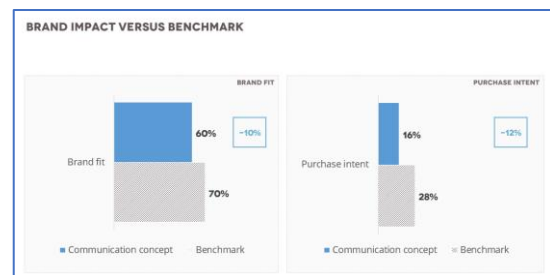


Figure 2: Brand fit and purchase intent

KEY TAKE OUT

The advertising concept was very strong but needed a stronger link with the brand. The client decided to move forward with the concept and briefed the creative agency to focus on sufficient branding when developing the final execution.