

CopyScreen®

The Screening Systems for Advertising Concepts





Which advertising concepts are worth pursuing?

What demographic groups are most responsive to each advertising concept?

The creative process typically begins with the creation of many advertising concepts (think very rough print ads). If budgets and time permit, this creative process can be informed by (and stimulated) by qualitative research among target-audience consumers and by ideation and brainstorming sessions.

Qualitative Research

Nowhere is qualitative research (focus groups, depth interviews, ethnography) more valuable in advertising exploration and creation. Good qualitative research can help marketing executives and advertising agencies better understand the fundamental issues and help them develop more effective advertising concepts.

Qualitative research is especially valuable at the very beginning of creative development, before any advertising concepts have been created. At this stage, everyone is still open to new ideas. Qualitative research is also valuable in identifying starting points for ideation and brainstorming.

Ideation

Once the upfront qualitative research reveals basic consumer motivations and the core elements of strategy are identified, consumers can then be used to help in the advertising creation process. However, not just any consumers will do. Highly creative individuals are the key. They can help create “starter” ideas for breakthrough advertising.

Decision Analyst maintains a panel of more than 2,000 highly creative people (called Imaginators®) who work in small groups, online or offline, to generate hundreds of advertising ideas for a brand. These starter ideas can serve as creative stimulus to the advertising agency as advertising concepts are developed.



Why Decision Analyst?

Decision Analyst is a global marketing research and analytics firm and a recognized leader in advertising testing. Its staff have evaluated thousands of commercials and ads for foods, beverages, restaurants, packaged goods, and other categories for more than 35 years. Decision Analyst is a leader in the development of analytical techniques to enhance the learning from advertising research.



The Advertising Concepts

How well finished advertising works is largely determined by the underlying advertising concept—the basic logic, premises, messages, and images. Typically, many advertising ideas and concepts are explored, and as these ideas merge, diverge, and mutate, the final advertising concepts emerge. These advertising concepts can be thought of as rough print ads.

How Does CopyScreen® Work?

A representative sample of 200 to 500 target-audience consumers from Decision Analyst's online panels (now numbering more than 7 million members worldwide) are asked to view all of the advertising concepts in randomized sequence. Then participants see the same concepts a second time and answer 4 key questions about each advertising concept:

- Likelihood to notice ad?
- Brand purchase interest shift?
- Interest in reading ad?
- Brand name remembrance?

Potential Index

The results to the four questions are fed into a mathematical model to calculate a Potential Index score for each advertising concept. The index provides a comparative ranking for all concepts. An index of 100 is the average score of all the advertising concepts tested. If an advertising concept scores 150, it is 50% higher than the average. All the advertising concepts can be ranked from best to worst.

CopyScreen® Report

The CopyScreen® Report includes a SellingPower™ Index for each advertising concept, as well as summaries of the 4 questions for each concept. The report also includes analyses of how different demographic groups respond to each advertising concept.



Advertising Testing Systems

In addition to CopyScreen®, Decision Analyst offers the following advertising pretesting systems.

CopyOpt™

CopyOpt™ is a choice modeling system to create prototype advertising concepts by determining the optimal combinations of elements (messages, themes, colors, pictures, etc.).

CopyCheck®

CopyCheck® is an online system to help evaluate and improve early-stage print ads, TV storyboards, and radio scripts. The creative concept is tested in the form of a rough execution.

CopyTest®

CopyTest® is a comprehensive, online advertising pretesting system to predict the effectiveness of semifinished to finished commercials and advertisements.

CopyTrack®

CopyTrack® is an online advertising tracking system composed of standard modules to measure advertising awareness, message recall, trial, usage, brand image, etc., in real-world environments.

Advertising Research Services

If you have a study or project you think might be appropriate for our advertising testing systems, please give us a call. We can recommend the best testing method and provide cost estimates.



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