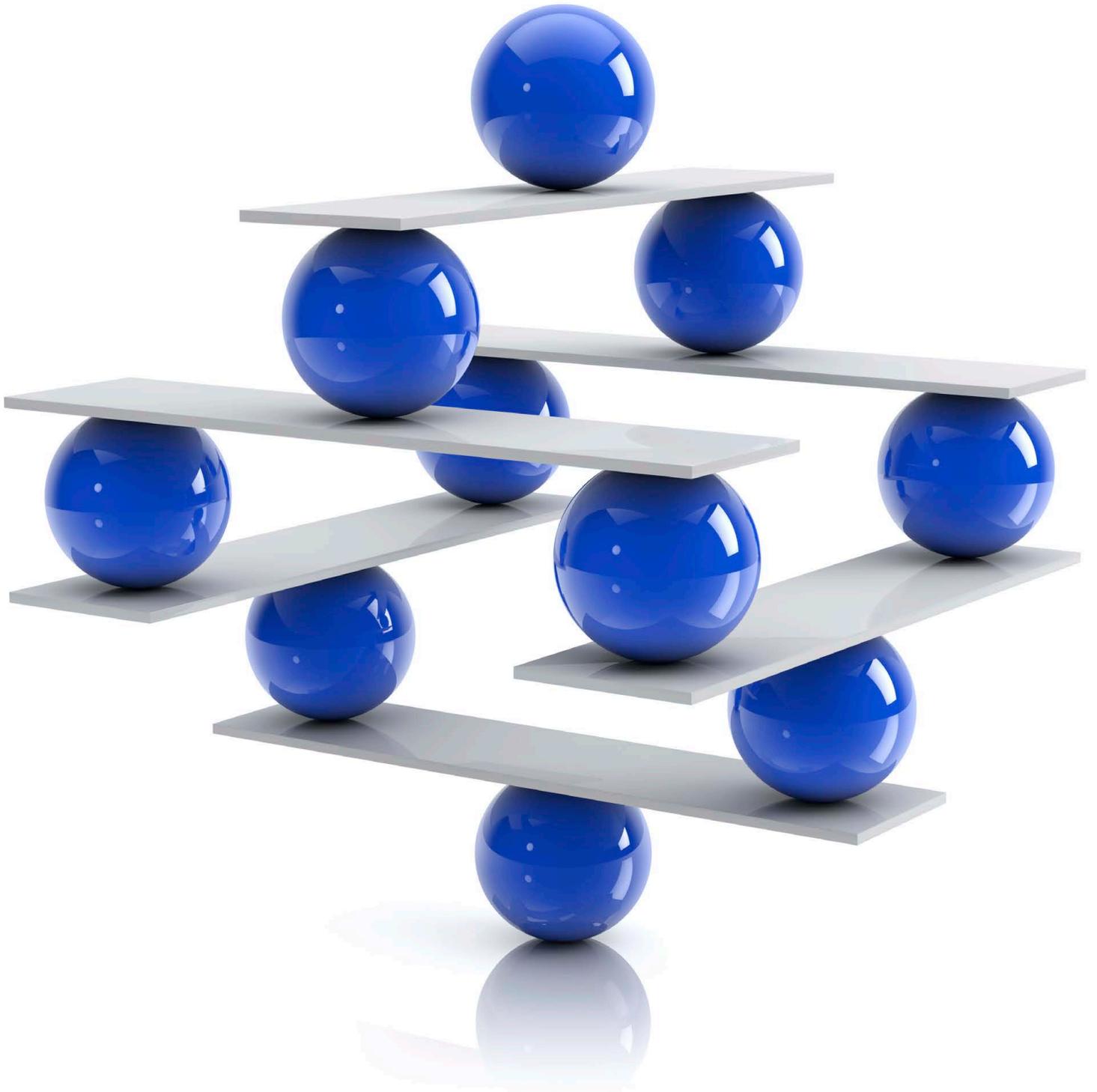


# CopyTest<sup>®</sup>

The Science of Advertising Pretesting



# Will Your New ADVERTISING Really Work?



**Will it attract attention?**

**Will it evoke relevant emotions?**

**Will it project a compelling brand image?**

**Will it motivate consumers to buy?**

**CopyTest<sup>®</sup> can answer these questions and more.**

## **CopyTest<sup>®</sup> Measures:**

### **Television**

- Television Storyboards
- Television Animatics and Photomatics
- Television Commercials

### **Radio**

- Radio Scripts
- Radio Commercials

### **Outdoor Advertisements**

### **Mobile/Online**

- Banners
- Rich Media Ads
- Online Videos and Commercials
- Interstitial Ads
- Mobile Ads

### **Print Advertisements**

- Print Advertising Concepts
- Newspaper and Magazine Advertisements



## **Why Test Advertising?**

No one knows how the target audience will respond to a given ad. Without research, it's just a "guessing game." CopyTest<sup>®</sup> helps take the guesswork out of advertising.

# CopyTest® Report

## Communication Measures

- Attention Value
- Viewership
- Brand Name Registration
- Main Idea Playback
- Missing Information
- Image Projection
- Creative Imprints

## Commercial Comments

- Likes/Dislikes
- Component Analysis
- Suggested Improvements

## Analytic Factors

- Stimulation
- Rationality
- Clarity
- Credibility
- Empathy/Identification
- Emotional Engagement
- Memorability
- Wearout

## Advertising Effectiveness Measures

- SellingPower™
- Persuasion
- Brand Reinforcement
- Advertising “Like” Rating
- Possible Increase in Frequency of Usage
- Pass-Along Potential

## Special Analyses

- Competitive Analyses
- Audience Response Analyses

## How CopyTest® Works

A representative sample of 200 target-audience respondents are exposed to the advertising online. Participants see the commercial or ad twice and then complete a battery of 60 questions and diagnostic ratings. The results are fed into the SellingPower™ model to calculate advertising effectiveness.



Based on normative data, internal diagnostics, and analytical models, CopyTest® measures “how good” a commercial is and identifies ways to improve it.

## SellingPower™ Model

This mathematical model predicts advertising effectiveness. The major variables in the SellingPower™ model are:

- Persuasion
- Brand Reinforcement
- Possible Increase in Frequency of Usage
- Attention Value
- Brand Registration
- Stimulation
- Empathy/Identification
- Wearout
- Memorability
- Pass-Along Potential

## CopyTest® Advantages

- **SellingPower™ Model**—CopyTest® relies on mathematical modeling of emotional and rational variables to determine overall advertising effectiveness.
- **Diagnostic Robustness**—CopyTest® seeks to explain why a commercial is effective or not.
- **Global Reach**—CopyTest® can be executed online in any country and in up to 30 different languages.
- **Normative Database**—Thousands of advertising tests provide benchmarks. Decision Analyst also recommends the use of competitive tests to help set action standards for a brand’s advertising.
- **Worldwide Online Panels**—Decision Analyst’s proprietary online panels (containing over seven million consumers) provide global reach.
- **Validity**—The major measurements in CopyTest® are validated for new and established products.



## Advertising Testing Systems

In addition to CopyTest®, 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.).

### CopyScreen®

CopyScreen® is a system to evaluate early-stage advertising concepts in print-ad format in batches of 10 to 20 at a time. CopyScreen® helps identify the most promising advertising concepts early in the creative process.

### CopyCheck®

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

### 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.

## Why Decision Analyst?

Decision Analyst is a global marketing research and analytical consulting firm and a recognized leader in advertising testing. The firm has evaluated thousands of different commercials and ads over the last 40 years. Decision Analyst is a leader in mathematical modeling to enhance the learning from advertising research.

## Give Us A Call

If you have questions about your advertising research, please give us a call. We can recommend the best testing method and provide cost estimates.



604 Avenue H East  
Arlington, TX 76011-3100, USA  
1-817-640-6166 ■ 1-800-ANALYSIS  
[www.decisionanalyst.com](http://www.decisionanalyst.com)