

Tools for testing advertising and communication

The pre-test tool GfK Ad*Creator® is a method developed for testing concepts of advertising projects.

It follows and assesses the following indicators – key advertising parameters:

■ Understanding

Is the advertising intention correctly expressed and understood?

■ Communicating the message

Does the advertisement convey the intended message? To what extent is the message understood by the target group?

■ Remembering

Is the advertisement original?
Does the target group remember it easily?

■ Identification potential

To what extent is the advertisement project able to captivate and address the target group? Does the target group identify itself with the contents of the advertisement?

■ Degree of rational and emotional appeal in the advertisement

What is the information value of the advertising concept? What is the emotional impact of the campaign on the target group?

■ Identifying weak and strong points



Basic principles:

- pre-test (rating the success of advertising concepts)
- standardised studio test
- diagnosis of key parameter of the advertisement
- the main indicators are compared with the benchmarks

The output of GfK Ad*Creator® from the point of view of their value for the contracting party:

- diagnostics of criteria for advertising effectiveness which are important and relevant for finalising the advertising concept
- sophisticated, detailed analysis of the advertising concept in order to perfect individual scenes/shots and the dramatics of the advertisement

In cooperation with an advertising agency, we use the result of the testing method to finish the tested execution in such a way that its effect is as big as possible from the viewpoint of communication strategies and intention of the campaign.

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The post-test tool GfK CVT®

(Communication vitality tracking) is a complex method for monitoring advertising (communication) activities and rating their effectiveness.



It follows and rates:

1. direct effectiveness indicators of the advertising campaign:

■ Measuring the impact of the advertising campaign

To what extent did the target groups notice the advertisement?

■ Communication ability of the campaign and quality of its message

Was the main message of the advertising campaign adequately understood?

■ Weak and strong points of the advertising campaign

2. indirect effectiveness indicators of the advertising campaign:

■ Influence of advertising campaign on basic marketing indicators

Does the campaign build brand awareness?

■ Impact of the advertising campaign on the behaviour of the target group

Has the advertising campaign raised interest and addressed target people?

Does it a potential to change their behaviour?

■ Creativity and media plan

How do creativity and media plan contribute to the overall effectiveness of the advertising campaign?

Basic principles:

- post-test (monitoring and rating the effectiveness of the advertising campaign)
- repeated (in waves) or continual inquiries
- monitoring direct and indirect indicators of the advertising campaign
- the indicators are compared with the benchmarks
- the main indicators are related to the advertising expenses

The outputs of GfK CVT® from the viewpoint of their value for the contracting party:

- detailed diagnostics of advertising campaigns from the viewpoint of creativity and their media deployment
- identifying an (un)successful creative idea and its possible optimisation
- verifying the successfulness of communication and the fulfilment of communication goals

The CVT® methodology offers diagnostics for advertising campaigns from the viewpoint of creativity and media deployment. It allows a continuous verification of communication success and the fulfilment of communication goals.

For more information on tools for testing advertisements and communication of GfK Ad*Creator® and GfK CVT®, please contact us at:

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