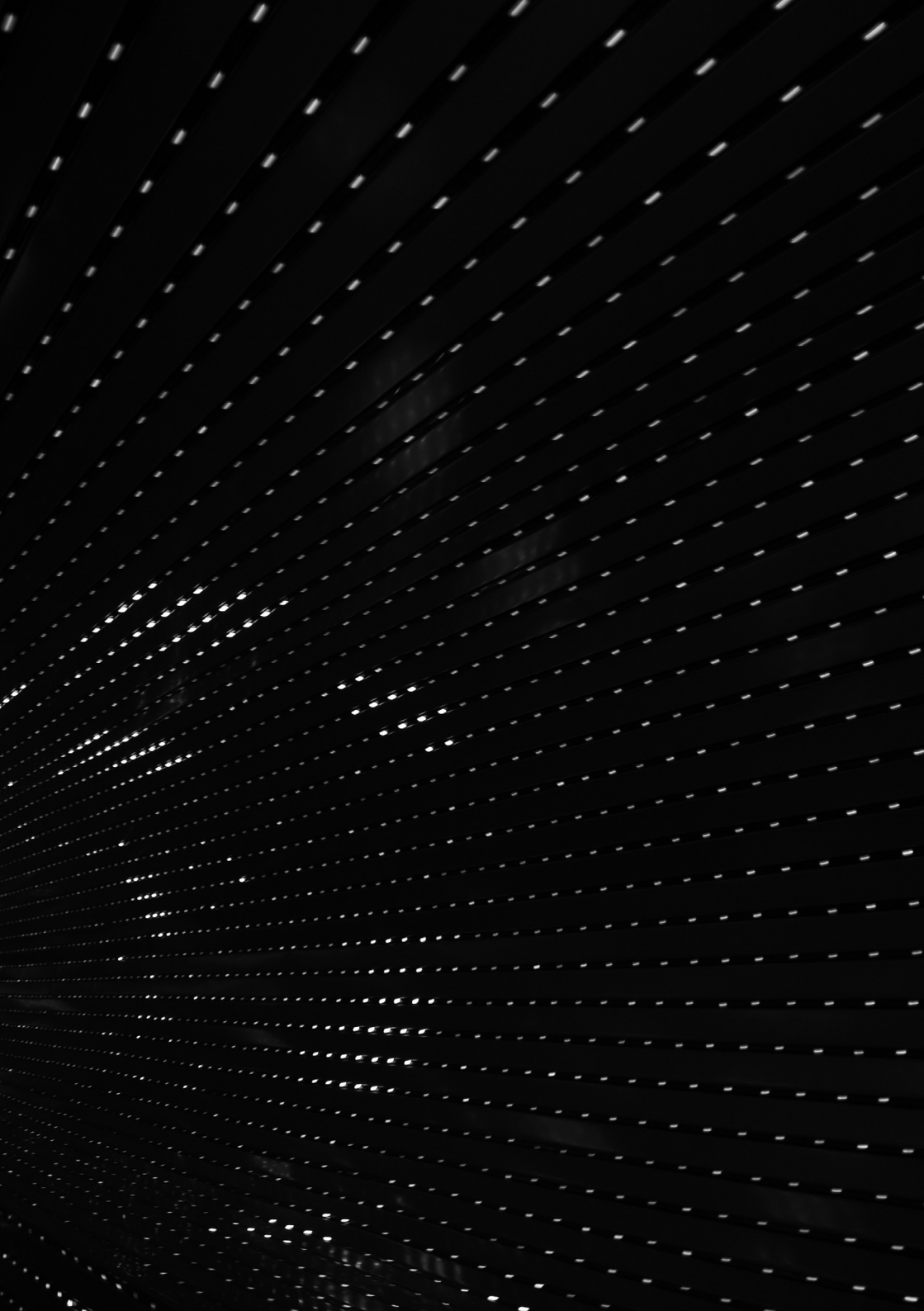


AD TESTING

Get the most from your advertising

Behavioural. Experimental. Statistical.





How do you make sure your ad campaign improves your brand KPIs?

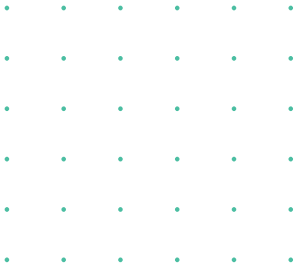
The process behind your ads may be ‘creative’, but there’s science behind how effective they will be. Understanding this can help you make sure you get the most out of your marketing budget to realise the change you are seeking for your brand.

This brochure provides an overview of a new suite of ad test products from Decision Technology. As behavioural experts, we have been researching and fine-tuning our diagnostic and predictive ad tests for almost a decade to ensure our clients’ ad campaigns really work for them (jump to the back of this brochure for more info on who we are and how to get in contact for a free ad test).

Whether you are looking to fit pre-testing into your creative cycle to optimise your ads before launching, seeking to compare your ads to a competitor’s, or wanting to understand how you can improve for re-runs or future campaigns, we have a product that works for you.

“ WE HAVE BEEN RESEARCHING
AND FINE-TUNING OUR DIAGNOSTIC
AND PREDICTIVE AD TESTS FOR
ALMOST A DECADE”

Are your ads providing the impact you expect?

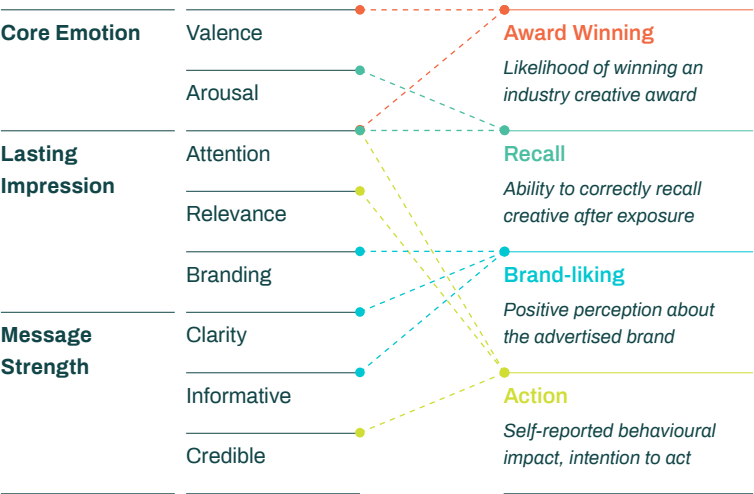


Designed in-house coupling the latest in cognitive science and years of R&D, our ad tests provide the key metrics you need to understand about your ads.

These metrics include the Valence (happiness) and Arousal (energy) of the ad, whether they grab Attention, have Relevance for the viewer and have good Branding, and whether they deliver an Informative and Credible message with Clarity.

Our ad test reports show how you perform on these metrics, and therefore your likelihood of:

- Winning an award
- Improving recall and brand awareness
- Increasing brand-liking
- Driving customer engagement and action





CASE STUDY

JOHN LEWIS & PARTNERS CHRISTMAS AD 2018

#ELTONJOHNLEWIS

VS.

JOHN LEWIS & PARTNERS CHRISTMAS AD 2014

#MONTYTHEPENQUIN

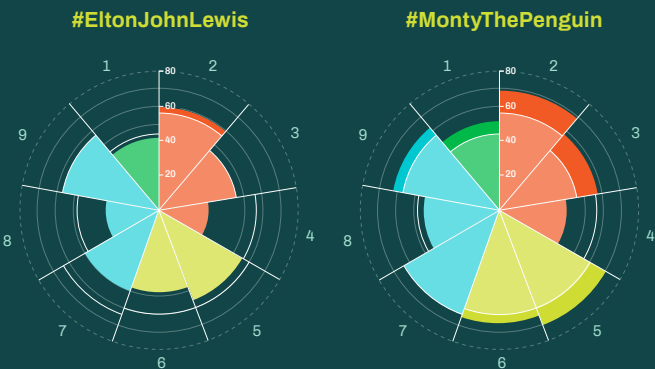


Case study

John Lewis’s latest Christmas ad took us on an emotional journey of Elton John’s life. It was an ad that Waitrose cheekily mocked in one of their Christmas ads, with a couple fast-forwarding through the ad in order to get to some Waitrose stolen, much to their daughter’s dismay. At the end of that ad the father remarks “I prefer the one with the penguin”, referring to John Lewis’s 2014 Christmas effort.

So, was John Lewis’s #EltonJohnLewis ad any good? And how does it compare to #MontyThePenguin? With our ad test, we compared the two ads.

- Key.
- 1. Action
 - 2. Attention
 - 3. Relevance
 - 4. Branding
 - 5. Valence
 - 6. Arousal
 - 7. Clarity
 - 8. Informative
 - 9. Credible



Whilst #MontyThePenguin successfully grabbed attention and generated arousal, both crucial for recall and brand awareness, #EltonJohnLewis struggled to do so.

Likewise, #EltonJohnLewis was relatively weak on branding compared to its rival, which for less high-profile ads would indicate issues with brand association.

Finally, the message strength of #EltonJohnLewis was considered weak by viewers, containing little new information and seen as not particularly clear. Branding and message strength are key drivers for brand liking, and #MontyThePenguin was again the better ad.

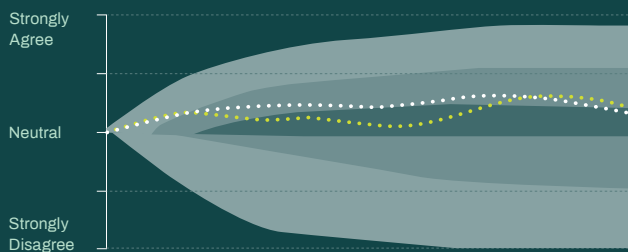
In summary, #EltonJohnLewis was a relatively weak effort by John Lewis, with #MontyThePenguin superior on every dimension. Turns out the dad in the Waitrose ad was right!

Where and how are you engaging customers?

With second-by-second feedback from timeline analysis you can understand which scenes work and which don't.

Results from John Lewis's
#EltonJohnLewis
in comparison to
#MontyThePenguin

"This advert is holding my attention"



#MontyThePenguin



#EltonJohnLewis



Using this information, clients have re-edited ads to successfully:

- Engage customers
- Increase relevance
- Improve the impact of campaign re-runs

The features outlined above, and many more, are obtained with our ad test products to help you make the most of your advertising.

Ad Tests designed to suit your needs and budget

● AD CHECK™

**Ideal for pre-testing,
Ad Check allows you to:**

- Pinpoint where a creative's strengths & weaknesses lie
- Check if tweaks to the creative were effective
- Understand if your creative has mass-market appeal
- Learn which emotions and messages are consciously elicited
- Understand how to improve customer engagement and action

● AD COMPARE™

**For strategic brand positioning,
Ad Compare includes all of the
insights from Ad Check, and
additionally enables you to:**

- Compare performance to a direct competitor
- Uncover the key moments in your ad
- Understand where you can re-edit for greater performance

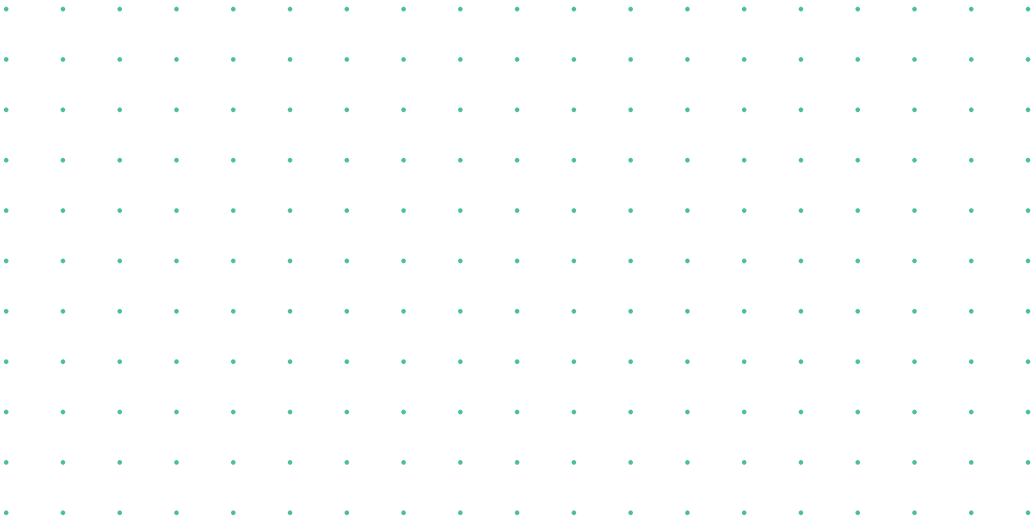
● AD COMPLETE™

**For the complete picture and
to guide future campaigns,
Ad Complete includes all insights
from Ad Compare plus helps
you learn:**

- Which emotions are spontaneously elicited from viewers
- The key messages taken by viewers
- How your ad(s) compare to a number of competitors on all metrics

Which Ad Test matches your requirements?

Features and Service	<div>●</div> AdCheck	<div>●</div> AdCompare	<div>●</div> AdComplete
Set-up Service	✓	✓	✓
Quantitative Primed Perceptions	✓	✓	✓
Competitor Comparisons		✓	✓
Second-by-second Feedback		✓	✓
Qualitative Impromptu Response			✓
Client Debrief			✓
Numbers of Creatives Tested	1	2	5
Turnaround Time	48 Hrs	72 Hrs	5 Days



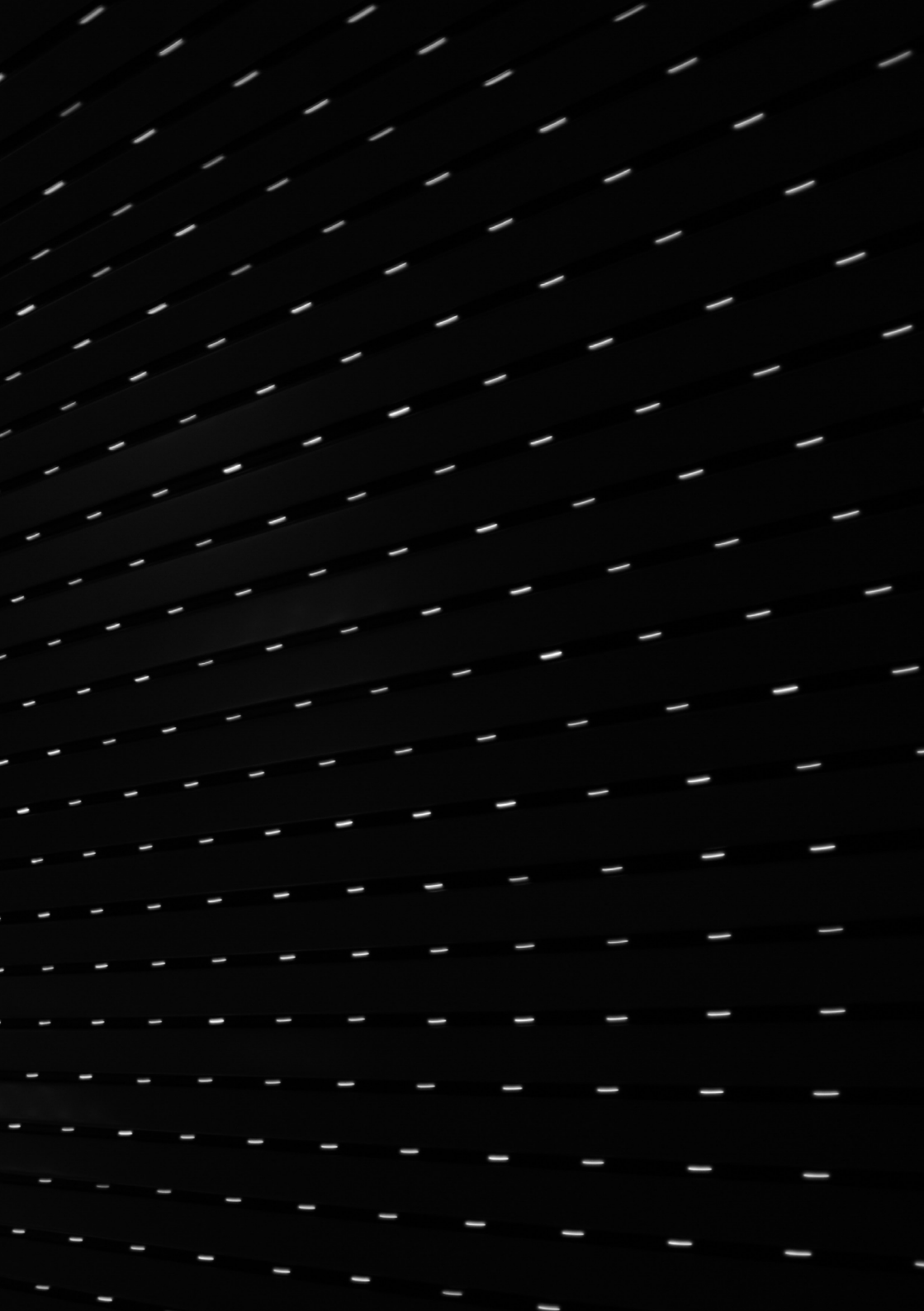
About Decision Technology

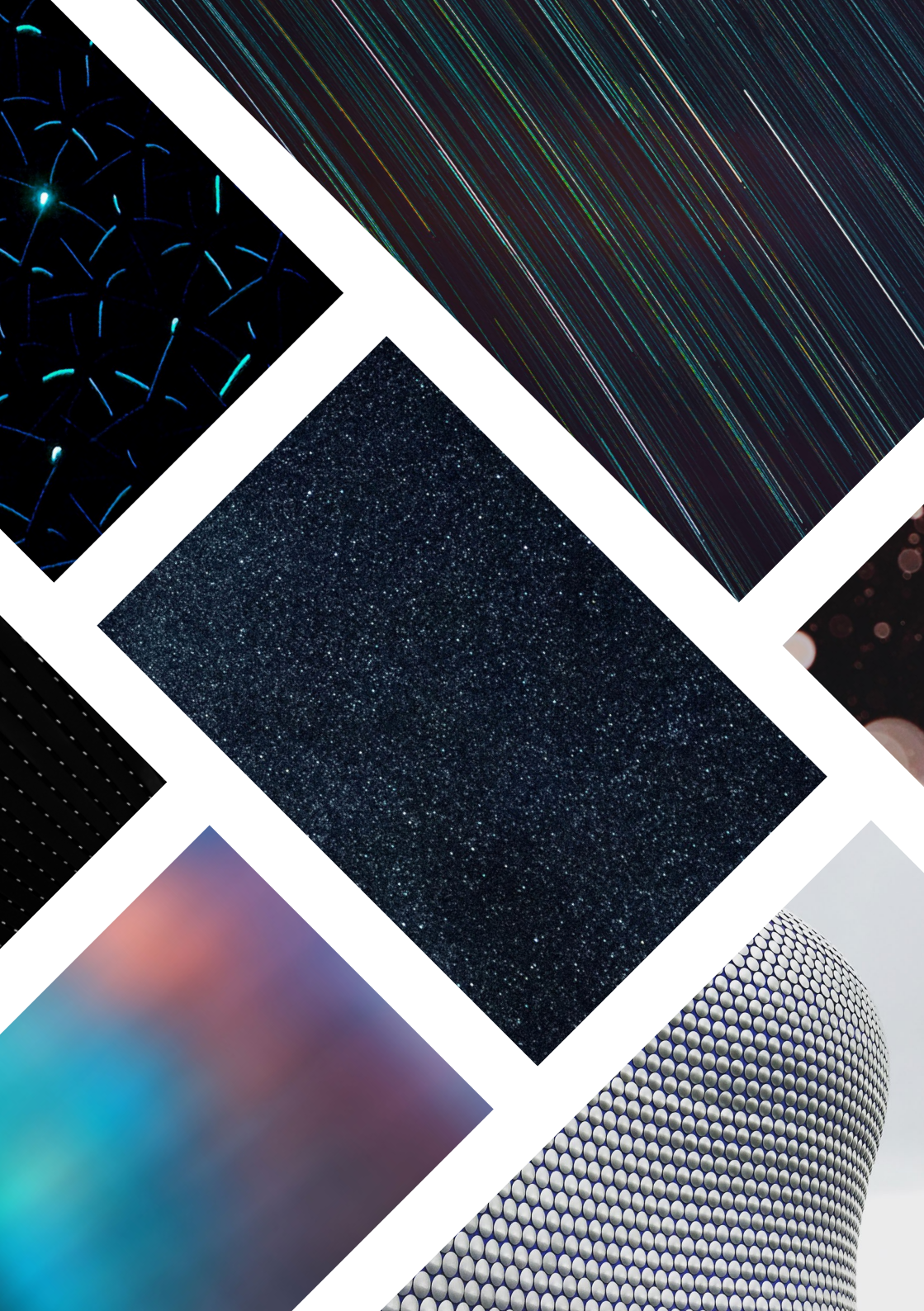
Decision Technology specialises in helping businesses and policymakers understand and manage customer decision making, from acquisition through to retention and all the points in between. We are members of the Market Research Society and Management Consultancies Association.

We seek to define a new category of insight that is both market research agency and strategy consultancy. We deliver field research and customer insights alongside financial analysis and business advice. We believe in this hybrid approach because it marries a necessary focus on commercial results with a practical understanding of what drives human behaviour. In practice, this means we are differentiated by three methodological pillars: we are experimental, behavioural, and statistical.

Our Brand Practice serves our clients' brand diagnostic needs with research covering a range of topics and approaches including Brand Model Development, Brand Positioning, Tracker Data Analytics, Brand and Ad Tracking, and Ad Testing.







**For a free Ad test,
get in touch using
the details below.**

brand@dectech.co.uk

**Network Building
97 Tottenham Court Road
London. W1T 4TP**

**+44 (0)20 7193 9812
www.dectech.co.uk**

**decision 
technology**