

# CopyCheck®

The Internet system to evaluate early-stage creative.

## Do consumers understand the ADVERTISING MESSAGE?

How could the creative be improved?

CopyCheck®, our online advertising research system, can answer these questions and more. It is a fast, economical, and reliable way to evaluate early-stage creative, including:

- Advertising Concepts
- Rough Print Ads
- TV Storyboards
- TV Animatics
- Radio Scripts or Spec Spots
- Outdoor Boards
- Online/ Rich Media Advertising



### Why Test Early-Stage Creative?

Advertising tends to work on the strength of the creative concept (i.e., the basic underlying logic, messages, and images). This creative concept can be tested in the form of a rough execution—before the expense of final production. CopyCheck® provides a “directional” estimate of an ad’s probable effectiveness, and provides insightful diagnostic feedback, including verbatim consumer responses to open-ended questions. The verbatim responses are extremely helpful to the agency’s creative staff in guiding creative development as the advertising moves into final production.



## How Does CopyCheck® Work?

A representative sample of 75 to 100 target-audience consumers from Decision Analyst's online panel (now numbering over 8 million members worldwide) is invited to view the advertising over the Internet, and then to answer a series of questions online. The answers are accessible online, so that topline results are virtually instantaneous.

## CopyCheck® Report

The standard CopyCheck® report consists of statistical summaries of the closed-end questions compared to norms, and verbatim responses to the open-end questions, as follows:

- **Attention Value** - Will the advertising capture viewers' attention?
- **Brand Name Registration** - Will the brand name be noticed and remembered?
- **Brand Reinforcement** - Does the advertising increase interest in buying the brand (i.e., move the consumer in a positive direction)?
- **Brand Purchase Intent** - Does the advertising trigger interest in actually buying the brand?
- **Brand Name Memorability** - How memorable is the brand name itself?
- **Main Idea Communication** - Which ideas are played back as central to the commercial?
- **Missing Information** - What else would viewers like to know?
- **Likes** - What did viewers like about the commercial?
- **Dislikes** - What did viewers not like about the commercial?
- **Suggested Improvements** - How could the commercial be improved?

Generally, the final report is ready one week after the fieldwork is completed, although topline data is available online as the study is executed.



## Advertising Research Services

If you have a study or project you think might be appropriate for our CopyCheck® system, please give us a call. We can provide a specific cost estimate for your advertising research project.



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