

**SPORTS &
LEISURE**
RESEARCH GROUP

THE INTERSECTION OF INSIGHTS AND STRATEGY



**PARTNERING FOR
CLIENT INSIGHTS**



**MOVING BEYOND
PAGES AND CLICKS**

AD TESTING THOUGHT STARTERS

“We know that 50% of all advertiser expenditures are wasted...the problem is we don't know which 50%”

John Wanamaker

IN TODAY'S CLUTTERED MEDIA ENVIRONMENT IS IT REALLY POSSIBLE
TO GAUGE THE IMPACT OF A SINGLE ADVERTISING EXECUTION
ON CONSUMERS' BRAND PERCEPTIONS AND BEHAVIOR?

NO

Consumers don't think like Media Planners

The purchase process is too multi-tiered and brand preferences diffuse across a dynamic multi-touch point environment

SPORTS & LEISURE RESEARCH GROUP

THE INTERSECTION OF INSIGHTS AND STRATEGY

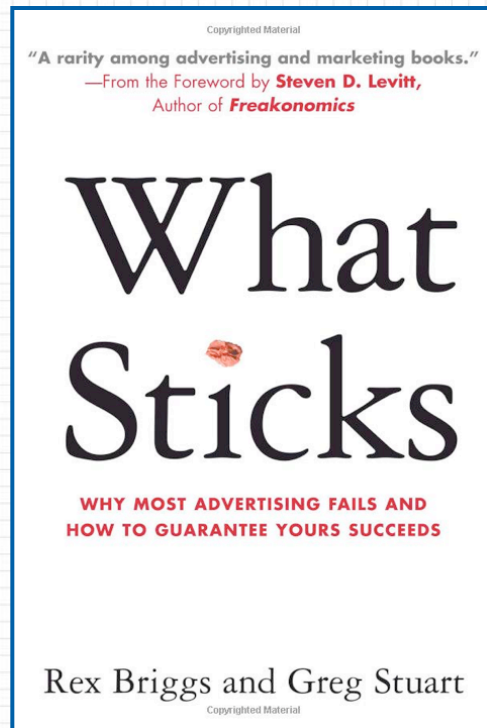
MESSAGE OVERLOAD AND INTRUSION



STOP THE MADNESS

“There are many ‘traditional/old school’ researchers that think you can go to large highly compensated professional respondents, ask **leading** and **direct** questions and get quality insights on marketing effectiveness.”

“CONSUMERS’ BRAINS ARE NOT WIRED THAT WAY!”



This specific ad or sponsorship Made Me:

- Visit a retailer
- Recommend a Product or Service
- Consider Purchasing Product or Service
- Purchase Product or Service

Leading questions create leading results and parity---

“No One Wants to Call the Baby Ugly!”



NO MORE COOKIE CUTTERS!

A FRESH, CUSTOMIZED and more relevant approach is needed:



Experimental Design—to allow gap analysis between control and Exposed Populations



Tracking Study to measure evolving perceptions and brand associations in a “blind” environment over time.



Creation and Deployment of category and competitive set specific norms that have relevance within the experimental frame work



Measurement of consumer “playback” of actual brand triggers/ desired messaging spawned from the creative brief and stated brand objectives



Actionable, Real Time analysis from a boutique firm that has lived the category!

ADVERTISING TRACKING/TESTING

METHODOLOGY – NATURE OF QUESTIONS

- **Initial Pre- Ad Exposure Module**
 - Client category history and perceptions
 - Brand Awareness and Perceptions
- **Unaided Recall Module (Pre Exposure)**
 - Advertising in General
 - Category Specific Advertising
- **Advertising Evaluation: TV and/or Print Ads**
 - Respondent is invited to view clutter reel and/or .jpgs of 4 random advertisements rotated from total pool of up to 12 ads:
- **Up to five Client Ads** (maximum of 1 per respondent) plus rotation from competitive set
- **Brand Tracking Component included**
 - Blind Brand Associations/Descriptors

ADVERTISING TRACKING/TESTING

METHODOLOGY (continued)

- **Up to seven control/competitive ads** (maximum of 3 per respondent)
 - Unaided and aided recall questions
 - Product Interest and brand association measures:
 - Interest in obtaining additional information
 - Trial
 - Overall Appeal
 - Differentiation from other category ads
 - Clarity of Explanation
 - Likelihood to recommend
 - Association with characteristics:

Interesting	Ordinary
Unique	Boring
Involving	Weak

ADVERTISING TRACKING/TESTING

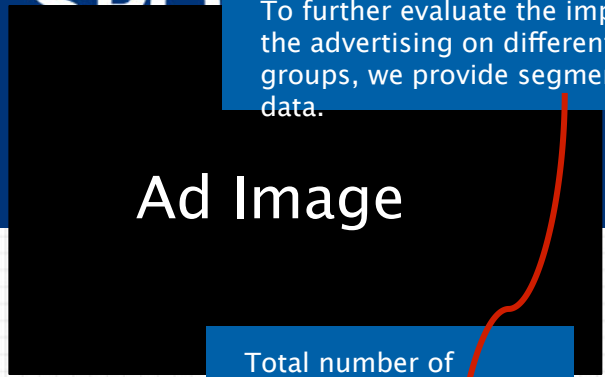
METHODOLOGY (continued)



- **Main Message Testing**
 - Respondents select (multi-punch) from close-ended choices based on key messaging derived from the creative brief / brand objectives
- **Brand Perception Metrics Measurement**
 - Respondents associate specific test brands with a variety of desired characteristics for the brand--to be derived from creative/strategic brief and brand objectives
- **Demographics Module**

File Name: Tag Line

To further evaluate the impact of the advertising on different age groups, we provide segmented data.



Ad Image

Image of tested brand's logo

ATION

Displays the ten most prevalent perceptions of the audience based on a closed list of main message points

Tested Brand:

Mean rating on a 1 (low) to 10 (high) scale for respondent measures relative to overall ad effectiveness

Total number of respondents who evaluated the execution

Base: 0.00

	Total	Under 30	30+
Recall (unaided)	00.00%	00.00%	00.00%
Recall (aided)	00.00%	00.00%	00.00%
Fits Perception	0.00	0.00	0.00
Relevance to Vacation Plans	0.00	0.00	0.00

Product Interest Matrix	Total	Under 30	30+
Getting more Information	0.00	0.00	0.00
Trying this location	0.00	0.00	0.00
Overall appeal	0.00	0.00	0.00
Vs. Similar ads	0.00	0.00	0.00

Top Ten Main Messages:

The greatest value	00.00%
Newest and most exciting games	00.00%
Greatest amenities	00.00%

Mean rating on a 1 (low) to 10 (high) scale for respondent measures relative to the execution's ability to create the listed positive brand associations

Affordable luxury	00.00%
-------------------	--------

Association With Characteristics

	Total	Under 30	30+
Interesting	0.00	0.00	0.00
Unique	0.00	0.00	0.00
Involving	0.00	0.00	0.00
Ordinary	0.00	0.00	0.00
Boring	0.00	0.00	0.00
Weak	0.00	0.00	0.00

Numbers Key/ Norms:

- <5 = low [color this in Red]
- 5-7 = Medium [color in Black]
- >7 = High [color in Green]

The top line, "Recall (unaided)" shows the percent of respondents who exhibited correct unaided post exposure recall for the tested brand. The second line, "Recall (aided)" shows the percent of respondents who exhibited correct aided post exposure recall for the tested brand. The third line shows the mean rating on a 1 (low) to 10 (high) scale indicating how strongly the advertisement resonates with respondents' perception of the brand as a whole. The fourth line displays the mean score for tested execution's relevance to respondents' personal vacation plans

Mean rating on a 1 (low) to 10 (high) scale for respondent measures relative to the execution's ability to create the listed positive brand association

Brand Perception Matrix	Total	Under 30	30+
My kind of vacation	0.00	0.00	0.00
Exciting	0.00	0.00	0.00
Unique from other vacations	0.00	0.00	0.00
Fun	0.00	0.00	0.00
Interesting locations	0.00	0.00	0.00
Relaxing	0.00	0.00	0.00

Number one vacation location	0.00	0.00	0.00
Excellent value for the money	0.00	0.00	0.00
Offers best amenities	0.00	0.00	0.00

**SPORTS&
LEISURE**
RESEARCH GROUP

Jon Last
President

445 Hamilton Avenue, Suite 1102
White Plains, NY 10601

work/fax 914.358.3558/3557
cell 917.714.3548

jlast@sportsandleisureresearch.com