



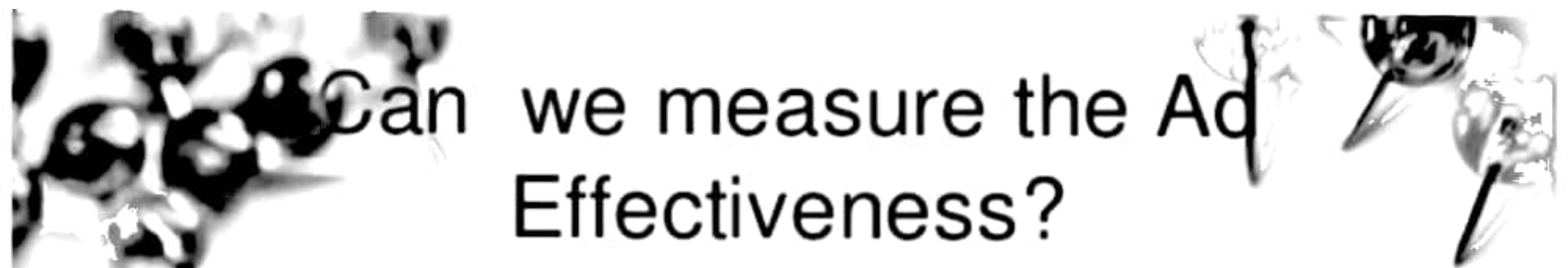
Advertisement Effectiveness

- It is an attempt to measure whether the time, talents, and the treasure invested in the creative activity has resulted in attaining the goals of profit maximization to the advertiser and the maximization of satisfaction to the consumers.

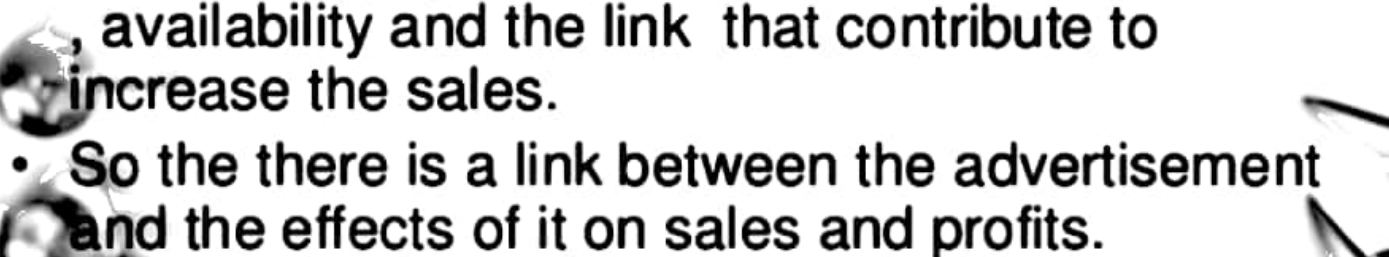


Why to test the Ad Effectiveness

- To make sound future decisions.
- To impress upon the top management
- To have a clear break- up picture.
- To know the point of saturation
- To keep in touch with the new trends



Can we measure the Ad Effectiveness?

- It is difficult to measure the ad effectiveness in mathematical or empirical terms or standards.
 - Advertising is not sell the products and services of the business house.
 - Other factors which play important role in advertising such as –
price, quality, packaging, product features, availability and the link that contribute to increase the sales.
 - So the there is a link between the advertisement and the effects of it on sales and profits.
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Cont...

- Huge sums of money is invested on advertising due to which reason it has emerged a strong tool for increasing the sales.



What is to be tested?

- In case of markets— identify the market targets at which the advertising is aimed, and measure the extent to which the advertising succeeds in reaching its target markets
- In case of motives--- determine what causes people to buy and measure the motivating factors after the action of the buyers
- In case of messages— determine the best ways to construct and communicate the messages and measure the extent of message registered
- In case of media— determine the best combination of media vehicles succeeded in reaching the audience.
- After analyzing the overall results identify the advertising is qualified to perform and measure the extent to which advertising has accomplished its objectives as a basis for decision making on the future actions.



When to test the Ad Effectiveness

- Testing the Ad is possible at any stage of advertising process
- Testing can be done before or after the advertising campaign begins during , after the campaign is fully run.



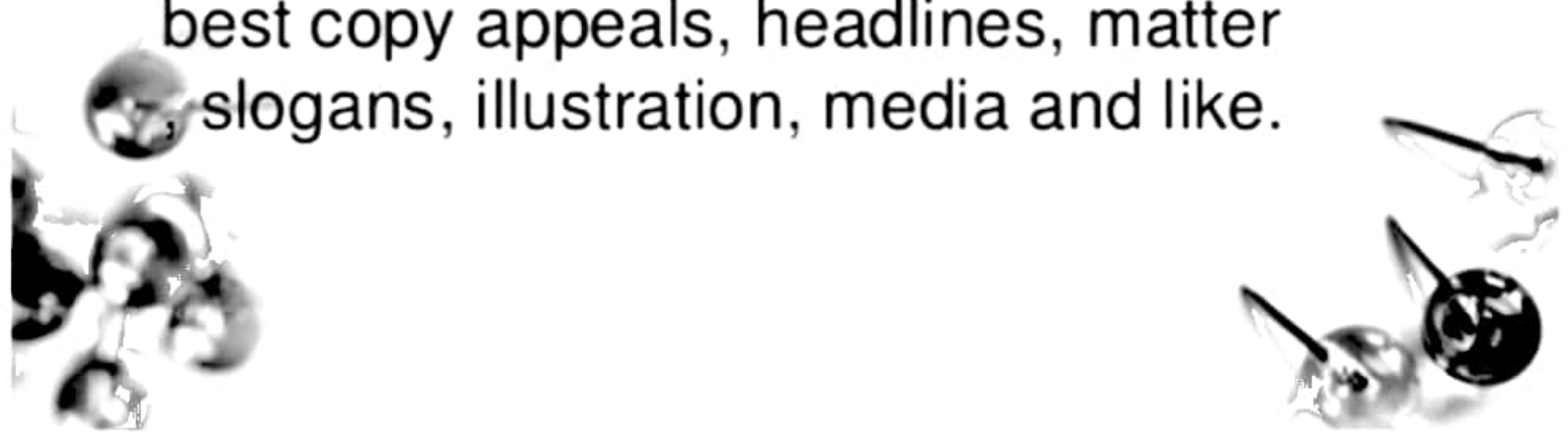
Types of testing



- Pretesting
- Concurrent testing
- Post Testing



Pretesting

- Pretesting is done prior to the launching of the full advertisement campaign and incurred major expenses on advertising efforts.
 - Main purpose of pretesting is to select the best copy appeals, headlines, matter, slogans, illustration, media and like.
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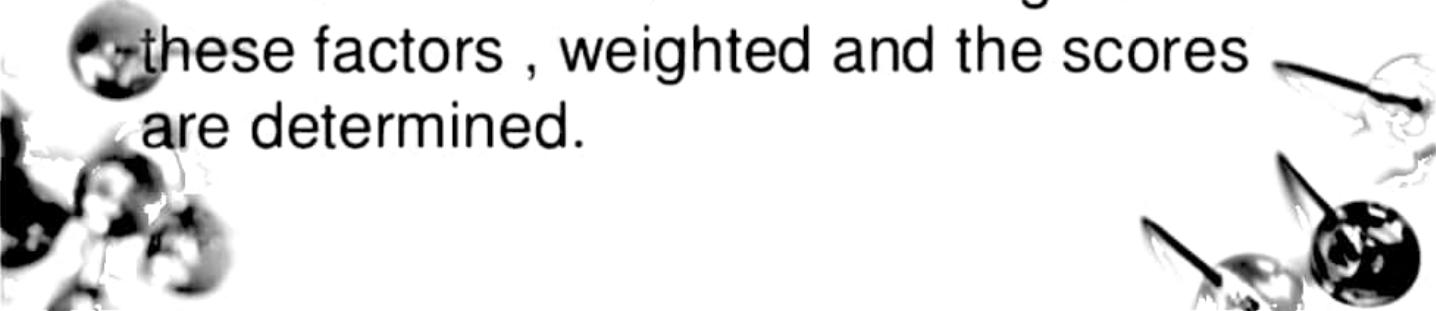


Pretesting Methods

- Checklist test
- Opinion test
- Dummy magazine and portfolio test
- Inquiry test
- Mechanical test

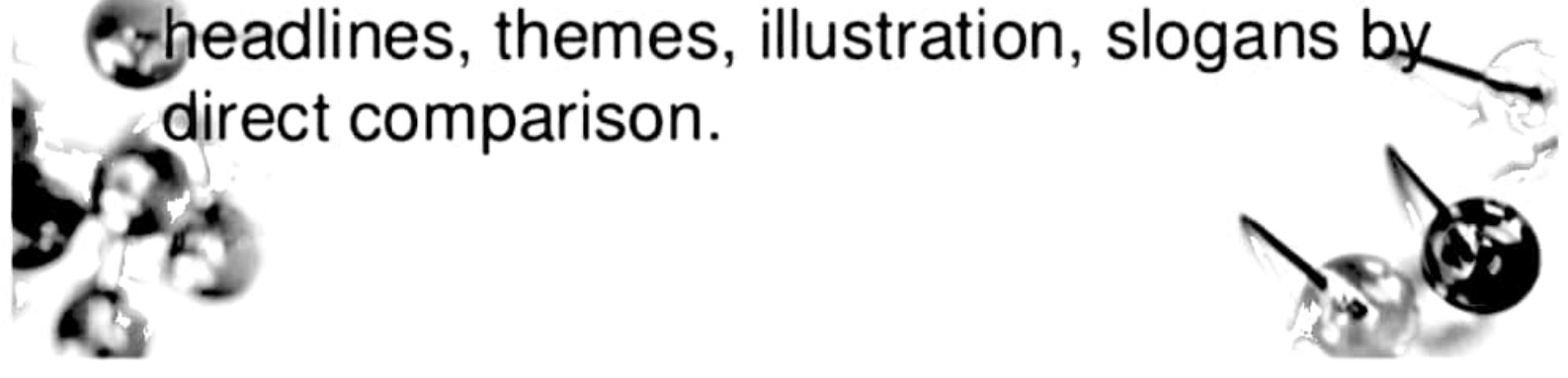


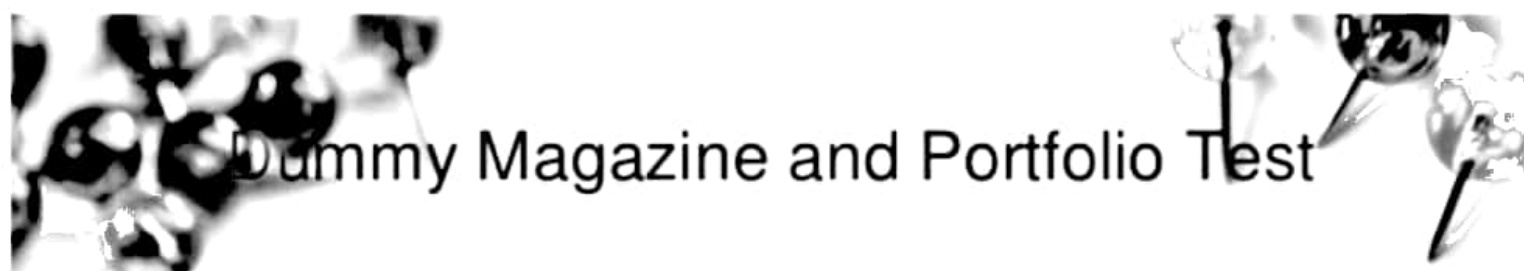
CHECKLIST METHOD

- Typical checklist provides rating scale or basis for ranking ad in terms of the characteristics. Characteristics may be honesty, attention, readability, convincing ability selling ability and the like.
 - Ads to be tested are checked against these factors , weighted and the scores are determined.
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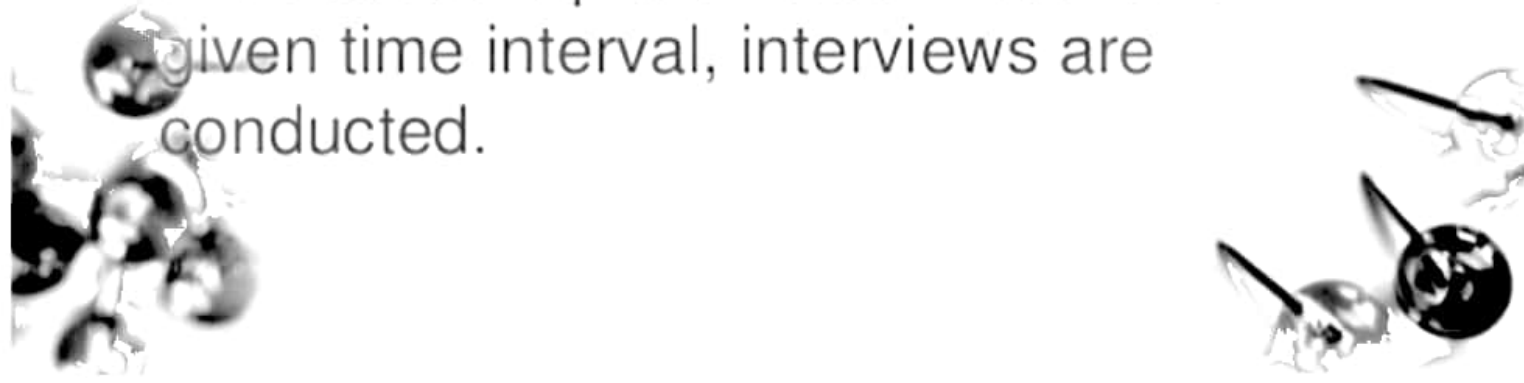


OPINION TEST

- Opinion test or consumer jury test is one that obtains the preference of a sample group of typical prospective consumers of the product or the service for an advertisement or part of it.
 - Members of jury rate the ad as to their headlines, themes, illustration, slogans by direct comparison.
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Dummy Magazine and Portfolio Test

- Dummy magazine contains standard editorial material, control ads that have been already tested and the ads to be tested. These magazines are distributed to a sample of households who are asked to read within stipulated time and after a given time interval, interviews are conducted.
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Portfolio Test



- It is similar to dummy magazine test except that the test ads are placed in a folder that contains control ads. Each respondent is handed over a folder and is asked to go through the test scores and the ad which interests him most.

Pros and Cons of Measuring Effectiveness

Advantages

Avoid costly mistakes

Evaluate alternative strategies

Increase efficiency in general

Determine if objectives are achieved

Disadvantages

Cost of measurement

Research problems

Disagreement on what to test

Objections of creatives

Time