

Advertising – Video...



PURPOSE

Creating video commercial is a big investment with expectations in several area: target audience's likeability and engagement with the material; and how strong is the brand impact and brand recall. The test helps your creative team understand early video editions comparable performance. This helps the team realize which video commercial will help you gain the strongest engagement and brand performance.



ACTIONABLE INSIGHTS

Detect which video commercial to take to market and which to block.



HOW?

The test follows a monadic a/b test research design, participants are exposed to one video at a time. The videos ability to hold attention is based on the percentage viewing the complete video. Respondents are given three survey questions after watching the video. The answers explains how they experienced the video and connected to the brand. Combining unbiased attention data with questions is a powerful way to understand how videos resonate with the audience.



FOR WHO?

This test is designed for Research Agencies of any size and end clients such as brand teams and designers.



WHAT?

Good video ads draw attention and holds attention as well as create a positive perception with the target audience. Making sure the attention your videos are getting is the right attention will increase their effectiveness.

WHATS NEEDED?

Respondents:

We recommend a separate cell (i.e. group of unique respondents) for each video. A regular test normally consists of at least four of your own ad designs benchmarked against a leading competitive design, "control". We recommend at least 100 respondents for each video.

Stimuli:

Use any of the following formats for videos: .mov, .mp4, .avi or use a YouTube link. Recommended size 720 - 1080px+ and a maximum file size of 250 MB.