

FET → Forced Exposure Tests

classmate

Date _____

Page _____

Week 4
11.1

Ad Pre-Testing Part 1

- Why Ad. Pre tests? → Because media campaigns cost a whole lot of money, we need to make sure, we spend on a good ad. It allows to study whether the ad is likely to do a good job or not.
- An ad pretest has to tell us → ready to air, needs to be junked, need some modification.
- It can be done for TV ads, radio, press & outdoor ads. Mainly for TV ads. It can be pre-tested using stopframes, animations, finished commercial.
- Model of Ads → it should get noticed, lot of comp. in the market. Register the name of brand in heads of users. Caution - sometimes creativity is good but brand name becomes secondary to the story. This shouldn't happen.
- Once it has got noticed, brand registered. Convey a clear message / product benefit.
- Impact is maximised → when these 2 cond^{ns} are met → what the ad says is effective and how the ad conveys the message is effective.
- How to measure in an ad pre-test?
 1. ability to cut through clutter.
 2. ability to register the brand name
 3. liking for the ad
 4. evaluaⁿ → entertainment value, empathy, use of appropriate props, producⁿ value.
 5. evaluaⁿ of msg. → relevance, uniqueness, credibility
 6. overall persuasive ability of ad
- FET or Pre-ad test → exposes the respondents to the ad. Then fill q. re → basic interest (8-10)
Capsule → (ad capsule)
2 movie songs → set of ads → 2 more movie songs

- now try to check → TOM recall, unaided ad recall, aided ad recall
- no. of ads in ad capsule → 8-12
- posiⁿ of our ad → in middle
- len^g of ads → 20, 30, 40 sec.
- lang. → mostly generic, sometimes regional
- comp. ad → preferably yes
- how to select ads → simulate real-life TV viewing

L6.2 Ad Pre-Testing - Part-2

- TOM (top of mind) ad recall
- unaided ad recalls
- show card 'ad' recalls
- show & ask for likes & dislikes
- show & " " what are particular interests
- go for ⇒ relevance of benefit, uniqueness of benefit, credibility of claims, uniqueness of ad, empathy, might watch ad again, etc.

L6.3 Part-3

- insights from the survey → presented as graphs
- do analysis and compare the graphs.

L6.4 Trial Q. Re

- learn to write a q. re from here