

SITUATION:

- Fortune 50 company sought to evaluate a critical new TV ad campaign
- In addition to standard ad testing metrics, high credibility evaluations were necessary to ensure campaign success
- Firm considered success of campaign critical to short-term business objectives as well as the longer term license to do business

TESTING:

- Communication test scheduled to evaluate TV ad concept
- In addition to the standard battery of diagnostics, overall company reputation questions were included to assess credibility and the reputation impact generated by ad
- Ad concepts included a number of different narrators (each tested separately) to see which produced the best results

OUTCOME:

- Overall diagnostic results were favorable - validating the management team's decision to move forward with the campaign
- Higher level reputation metrics were also positive, especially among Opinion Leaders, demonstrating that the campaign supported the overall corporate reputation
- Measuring the effect of the different narration directed recommendations for ad improvement and increased credibility