

White Paper Series

Message and Gain the adVANTAGE

**Advertising concept testing prior to launch
helps maximize campaign performance**





Executive Summary

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The driving force behind LePoidevin Marketing, Dean listens to each client, pinpoints the critical needs and identifies a strategy that bears the best results. With a background in television broadcasting, audio and video production, and creative copywriting, to several years in sales, sales management, marketing management and account supervision, Dean has amassed a broad portfolio of practical, hands-on experience, which gives him the innate ability to see the big picture. Dean surrounds himself with a dedicated team of seasoned professionals who are able to provide immediate impact on any project.

At LePoidevin Marketing, we don't believe in guessing and our clients don't either. That's why we've developed adVANTAGE, an objective metrics-based concept testing program that takes the guesswork out of selecting the most effective creative campaign concepts and messaging.

It also allows marketers to predict the effectiveness of an advertising buy through the value received for each placement.

adVANTAGE is a predictive measure of the proportion of your audience that will both take notice of the creative message and be motivated to take the desired action. Think of it as advertising value optimization or as an investment in the effectiveness of your marketing and media plans.

How adVANTAGE Works:

The LePoidevin adVANTAGE Index is grounded in established and historically accepted measurements used by marketers. After many years, a benchmark score was derived based on a target goal of 25% of the recipients having indicated the concept or message had attention-getting impact. In addition, 30% of those respondents must have indicated they were moved to react to the message received, in order for the effort to be considered successful.

Through the LePoidevin adVANTAGE process:

- Prospective or existing audience members are invited via email and provided an incentive to review up to five concepts through a secure online survey tool.
- Respondents are asked to provide quantitative feedback on each concept's attention-getting ability, its believability and motivation for the desired action.
- The system can be also used to test logo options, images, headlines, taglines and other campaign messaging, along with all forms of tactical executions.
- adVANTAGE data is obtained from respondent feedback for each tested concept. The resulting adVANTAGE Score is calculated by multiplying the percent of respondents for whom the ad would "Definitely" get their attention by the percentage indicating the ad would motivate them to take action (ex. seek out more product information from the manufacturer, visit their website or purchase the product).

	Attention Getting Impact	X	Motivational Performance	=	Net Motivation adVANTAGE Score
Benchmark Goals*	25%	X	30%	=	7.5
AD CONCEPT #1	15%	X	20%	=	3.0
AD CONCEPT #2	30%	X	40%	=	12.0

*Goals are based on historical metrics and our experience.

In the above example, Ad #1 achieved a Predictive Performance Index of 3.0, while Ad #2 received a 12. Clearly, Ad #2, in terms of impact and effectiveness is the preferred concept and message for the intended audience members.

Media Value Equivalency

In addition to predicting message performance, the LePoidevin Predictive Index may also be used to calculate media value for each insertion, placement or campaign. Media funds used to promote an advertising concept that meets the benchmark goal is said to deliver 100% of the media value for each dollar invested.

Using the above example, the projected media investment is then calculated as follows:

- AD CONCEPT #1: 3.0 adVANTAGE score / 7.5
Goal = 40% of Projected Performance vs. Goal
- \$150,000 Ad Placement Budget x 40% =
\$60,000 Projected Media Value
- AD CONCEPT #2: 12.0 adVANTAGE score / 7.5
Goal = 160% of Projected Performance vs. Goal
- \$150,000 Ad Placement Budget x 160% =
\$240,000 Projected Media Value

The above example highlights how advertising concepts projected to outperform benchmark performance goals can directly enhance the value of your media investment, whether in print, electronic or other forms of communication. Obviously the higher the percentage of your audience that takes notice and subsequently takes action, the more benefit or revenue your company will generate from the media dollars invested in each campaign.

adVANTAGE Benefits

- Final creative, messaging, etc. can be chosen with confidence backed by an objective prediction on how your primary target audience(s) will react to each tactic.
- The predictions are based on a statistically significant sample (ideally 200+ completed surveys) which provides additional credibility and feedback for the final creative conceptual choices.
- Creative messaging/copy and copy options may also be tested via adVANTAGE.
- Cross-tabulations are performed to provide additional insight into demographic differences that may affect preferences of tested concepts.
- Media buys can be adjusted based on the predicted media value, potentially saving you money.

Now through LePoidevin Marketing's exclusive adVANTAGE research and scoring system, savvy marketers can rest assured the creative utilized for any given project or campaign will deliver high impact and result in the desired action needed to help ensure success.

LAUNCH SUCCESSFULLY

An effective, successful product launch is built on processes that communicate your value proposition clearly, effectively and make you stand apart from your competition. This understanding is the direct result of strategy, research, and the ability to look at your market from a fresh perspective.

Here are our 10 tips that have proven to be successful for concept testing:

1. Test concepts with the specific audiences that you hope will eventually buy your product/service.
2. Specifically test each concept's ability to a) get attention and b) motivate an action – your finished campaign must do both to be effective.
3. When testing the ability to motivate, be specific about what action you'd like them to take and make sure that action is in line with the actual objectives of your campaign (ex. visit your website for more information).
4. Don't let personal preferences dictate what does and doesn't get tested.
5. Test as wide a range of different conceptual approaches as appropriate.
6. Include a concept that you believe won't test well as a "control."
7. Have concept visuals and headlines fleshed out as much as possible to give the research participant a good idea of how the ad will actually look – most audience members won't understand the idea of a "rough concept."
8. Use the research to find out what questions and objections potential customers will have after they initially learn about your product/service from the ad.
9. Listen closely to the recommendations provided by concept testing, but don't follow them blindly. The campaign still needs to "feel right" to you.
10. Measure actual campaign performance against pre-campaign testing predictions when possible.



MARKETING

Advancing your position.

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LePoidevinMarketing.com

Establishing trust. Building value. Delivering on a promise. It's that unique brand experience LePoidevin Marketing creates for every client we serve. Based on years of marketing expertise and direct industry experience, our team delivers sound strategic planning, insightful recommendations and smart creative concepts that cut through the clutter, develop more meaningful brands and advance your position.