



## SOLUTIONS



Safeguard campaigns –  
increase advertising impact

## INNOFACT Pretests

Advertising campaigns are time and money consuming. As a consequence, most advertisers protect their investment and test campaign ideas before the launch. The **INNOFACT** pretests are the perfect measuring instrument to that end. Quick, resilient and reliable – irrespective of whether carried out online or in a studio.

Advertisers and agencies use the **INNOFACT Pretest** in order to examine the effectiveness of the campaign on the respective target group before its launch and to identify optimisation potential. In this way, you gain decisive competitive advantages in fiercely contested markets.

## SOLUTIONS

Advertising  
Pretests



# Fast, robust, versatile, sophisticated

**INNOFACT Pretests** provide fast and resilient statements about the effectiveness of advertising materials. Depending on specific requirements, results that advise how to proceed will be available within 24 hours.

## How it works

The questionnaire design will be adjusted in agreement with the client and, as the circumstances require, the object to be tested will be integrated directly into the survey.

The **INNOFACT Pretest** procedures are adapted to the tight development schedules of advertising materials. This is applicable both for pretests in the initial creative phase as well as for the testing of finalised concepts. Online pretests in particular deliver fast but nevertheless robust insights, even within the tight deadlines of campaign development.

## These questions will be answered

The **INNOFACT Pretest** study designs provide insights into the core indicators of successful advertising material.

- How strong is the stimulus of the advertising material?
- How pleasing is it overall?
- Is the tested object being understood?
- Is the idea unique?
- Is the campaign/advertising material receiving Likes or Dislikes?
- How strong is the brand fit?
- How well does it fit to the product or other parts of the campaign?
- How well can the claim, product or brand be remembered?

## INNOFACT will provide you with these services

We carry out pretests for print, online, TV, radio, and out of home advertising material. This is done in each case with a specially adjusted study design that is responsive to the unique idiosyncrasies and requirements of the communication channel. We also monitor integrated campaigns during their initial creative phase with pretests.

**INNOFACT** looks after a variety of clients on both the agency side and customer side. We have broad experience with the specific requirements that arise from the supervision of creative processes in market research – especially with regards to the reliability of propositions and compliance with deadlines.

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