

add+**impact**<sup>®</sup>

# Partnering with clients to develop great ads that build successful brands.

A global ad evaluation tool

## Predict the effectiveness of your advertising

### A fresh approach to ad research

- Based on the latest thinking about the brain and how ads work.
- Emphasis on measuring brand feelings and the emotional response to the ad, which are the strongest predictor of purchase intent and behaviour.
- Measures both explicit and implicit learning about the brand.
- The method is both predictive and diagnostic, combining in-depth qualitative responses, with the certainty of quantitative ratings, for confident advertising decisions.
- Provides actionable and insightful results to make informed decisions.
- **add+impact**<sup>®</sup> can be used to evaluate all types of advertising including TV, print, radio, and outdoor billboards at any stage of development.





Did you know that two out of three ads simply do not work? Pre-testing means that ineffective ads can be discarded before production and money are invested.

Research is cheap, advertising isn't! Invest a little to ensure you are developing ads that meet their objectives.

## The add+impact® philosophy

The system is predicated on an intuitive philosophy of how advertising works. For an ad to be effective it must be successful on four levels:

- **Attention** - get noticed by the target audience
- **Take-out** - communicate a message about the brand
- **Brand Bonding** - connect the viewer with the brand
- **Branding** - communicate the brand name clearly

## Our global experience

The add+impact® database:

- Over 6,000 ads
- Over 1,300 brands
- In more than 55 countries
- Ads at any stage of development
- All media types

## We build solid partnerships

We work in partnership with multinational and local advertisers around the world, including:

- Sara Lee
- GSK
- Friesland Foods
- Heinz

'GSK has been working in partnership with Luma for over 10 years, using add+impact® to test all of our communications throughout various stages of their development. The add+impact® results have enabled us to gain an in-depth understanding of consumer response to our advertising.'

- Consumer Insights Director, GSK Australia

## Get the answers you're looking for!

- Will the ad be noticed by the target audience?
- What effect does the advertising have on consumer's feelings towards the brand?
- Which brand messages are conveyed?
- Are these messages relevant?
- Is the brand name clearly communicated?
- How does the ad compare with others in the category?
- What potential changes can be made to improve the impact of your ad?
- What is the next step in developing the material to make it even more effective?

## The add+impact® process in more detail

### Conducted with your target market to gain valuable insights

#### Control Cell

- One sample acts as a control cell to give us a baseline measure of current feelings and perceptions of the brand. These respondents are not exposed to the advertising, instead they are asked to think about the brand.
- Respondents are asked to talk about their feelings and impressions of the brand, and then complete the questionnaire about the brand.

#### Ad Test Cell

- A matched cell of respondents are exposed to the test ad.
- Respondents are asked non-directed, open-ended questions that tap into their top-of-mind thoughts about the ad and brand, and then complete the questionnaire about the ad and brand.



## Global reach, local knowledge - available in over 40 countries



### The add+impact® global network

- Available in more than 40 countries through some of the world's best research companies.
- You have the benefit of on the ground local market knowledge and access to global benchmarks.
- Accessible to companies of all sizes, from multinationals advertising on a global basis to local advertisers operating in a single market.

**add+impact® - putting feelings into ad research!**  
[www.addimpact.net](http://www.addimpact.net)

### Contact us today

Whatever the nature of your advertising, talk to us about how we can help you develop advertising that meets your objectives. add+impact® is delivered through teams of highly experienced research practitioners in almost 50 countries. To find out more information visit the website to find the representative in your country, or contact us at [info@addimpact.net](mailto:info@addimpact.net).