

# OUT-OF-HOME CREATIVE TESTING AND OPTIMIZATION TOOL

COMMB has partnered with BrandSpark International, a leading brand, innovation and marketing ROI insights company, to leverage an Out-of-Home creative testing tool.

Developed to help marketers and their agencies maximize the impact of OOH advertising campaigns pre-launch, AdSpark™ is a fee-based service that helps to improve the creative execution using two types of analytics:

- Diagnostic: Creative metric benchmarking, main message comprehension and brand breakthrough via timed exposures (T-Scope)
- Optimization: Graphics & messaging hotspots, share of attention and sentiment analysis

Three flexible options are available based on campaign specific needs

Deliverables	<b>Option 1:</b> \$2,500 100 sample	<b>Option 2:</b> \$3,500 100 sample	<b>Option 3:</b> \$4,500 200 sample
Creative Impact Scorecard	✓	✓	✓
Creative HotSpot/Message Optimization Analysis		✓	✓
Zoned Element Analysis			✓
Optimization Recommendations		✓	✓

*\*Costs are per creative execution*

- BrandSpark's AdSpark™ OOH creative testing tool
- Conducted online, consumers are recruited from BrandSpark's shopper panel (100,000+ Cdns)
- Target audience to be identified by client

- Analysis report to be delivered within 2-3 weeks after study completion



# Report Example

## CPG Frozen Food

### COMMUNICATION OBJECTIVE

An established brand in the frozen food category wanted to drive awareness for a new line of seafood pizzas, with a focus on appetite appeal.

### DIAGNOSTIC

#### CREATIVE IMPACT SCORECARD

Effect of Ad on Consumer	Meets Benchmarks	Demographics	Likeability Index	Relevance Index	Encourage to Purchase
Relevance	X	Women	108	109	123
Likability	X				
Brand Favourability	X	18-34	109	112	73
Encourage to Purchase	✓	50-64	95	109	115

#### RESULTS

- Ad met purchase and brand fit benchmarks but underperformed against the others. The niche nature of seafood products in combination with pizza likely impacted the results.
- The ad showed varying effectiveness between demographic groups: higher relevance to women and 18-34 year olds and greater purchase intent among the 50+ age group.

**T-SCOPE** Real-life simulation of 1-3 seconds (outdoor) and 10 seconds (indoor) visual exposure to measure the attention value of the ad

RESULTS: Execution effectively communicated the brand with **78%** correctly identifying the manufacturer.

### OPTIMIZATION

#### GRAPHICS HOTSPOT

Allows respondents to give feedback on specific design elements



HotSpot Zone Analysis

Likes

RESULTS: The pizza and product package shot received the greatest share of clicks. The logo and image of the pizza generated the strongest positive reactions.

OPTIMIZATION RECOMMENDATION Zone 4: While the fork, knife and napkin were used to communicate quality, many respondents didn't relate to them as pizza is typically eaten without cutlery.

#### OVERALL

- Ad achieves breakthrough with **40%** of the audience correctly indicating that the purpose of the ad is to showcase a new flavour.
- The addition of 'new' to the copy would help better communicate the 'new' flavour message to consumers.

For information contact:

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