

## CASE STUDY - PRE-TEST TAG-ON: ADDED VALUE OF A TAG-ON

### BUSINESS CHALLENGE

Understanding the additional impact on branding and message clarity when adding a tag-on to the main TV commercial.

### RESULTS

The commercial without tag-on already showed above benchmark scores on brand impact and message clarity and the commercial with tag-on was not able to improve these scores. The message of the tag-on focused on the purchase of the brand, but the tag-on was not able to increase activation of the target significantly compared to the TV commercial without tag-on.

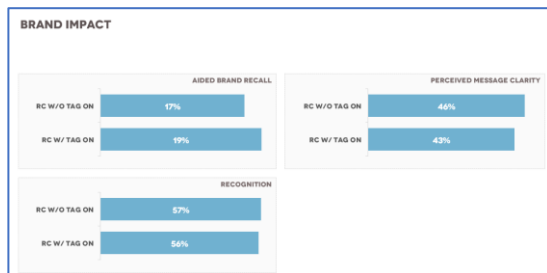


Figure 1: Brand impact and message clarity with and without tag-on

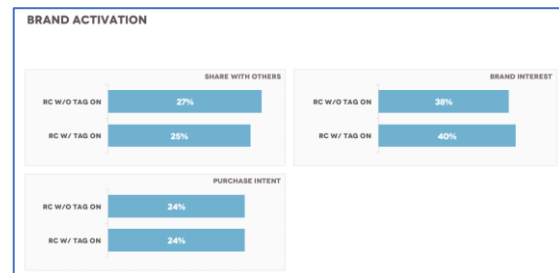


Figure 2: Purchase intent scores with and without tag-on

### KEY TAKE OUT

The outcomes of this study were contrary to the expectations of the client. The tag-on did not have significant added value and was not able to increase purchase intent. Therefore, the client decided to only air the main TV commercial and used the already planned investment of the tag-on to increase the reach and frequency of the main commercial.