

CASE STUDY - PRE-TEST TAG-ON: CHOOSING THE BEST TAG-ON

BUSINESS CHALLENGE

Finding the best tag-on out of a selection of three different versions. This tag-on needs to have substantial impact on brand recall and should increase interest and purchase intent.

RESULTS

All three tag-ons were evaluated monadically and in combination with the main TV commercial. All tag-ons increased brand recall and showed added value to the main TV commercial. However, differences became visible on the activation dimension – the tag-on with a clear call-to-action was most capable to evoke interest and purchase intent.

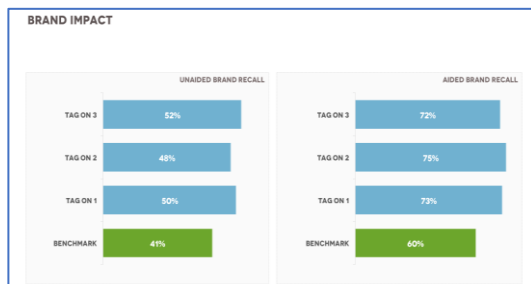


Figure 1: Brand impact above benchmark for all tag-on versions

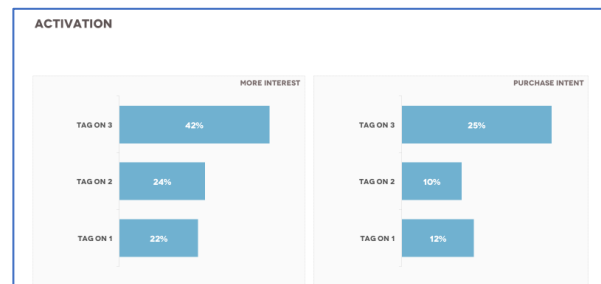


Figure 2: Tag-on 3 outperforms other commercials on activation

KEY TAKE OUT

By testing the three tag-ons monadically the client was able to make a clear choice on which tag-on was best able to activate the target audience. The third edit has the strongest potential to not only create brand impact, but also to stimulate the target audience to purchase the brand. That's why this tag-on was chosen and after the first weeks of airing it significantly increased interest (+10%).