

CASE STUDY - PRE-TEST TAG-ON: OPTIMIZATION TAG-ON

BUSINESS CHALLENGE

Understanding the impact of a change in creative strategy before airing the new tag-on.

RESULTS

The main outcome and area of concern was the limited added value of the created tag-on. The willingness to watch the tag-on was below benchmark, resulting in a low understandability and brand impact. The tag-on in its current form was not strong enough to be aired. The pre-test outcomes showed clear areas for optimization, to ensure engagement and message clarity is – at least - on par with the level of our benchmark. The revised tag-on was tested again to see if the willingness to watch would improve, resulting in a stronger message clarity.

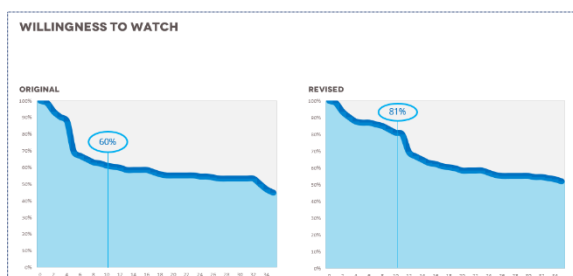


Figure 1: Willingness to watch increased after optimization

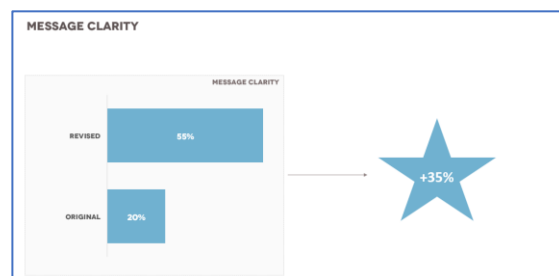


Figure 2: Message clarity before and after optimisation

KEY TAKE OUT

By creating a revised version of the tag-on that focused on increasing the willingness to watch, the client was able to substantially increase the message clarity, and with that understandability and brand fit.