

# Case study: Advertising

## TNS' advertising pre-testing experience assisted a political party in Germany in identifying its most effective billboard advertisements

### Background

In 2004 TNS were commissioned by a political party in Germany to undertake some qualitative and quantitative pre-testing on their billboard ads for their forthcoming election campaign.

### Objective

The party had a total of 13 different ads which they wanted to test. Specifically, two of the ads addressed the same issue and they wanted to identify which would be more effective.

### Actions

240 personal in-home interviews were undertaken using laptops, with 120 respondents rating 6 ads and the other 120 rating the other 7 ads. The following series of open-ended questions was asked for each ad:

- What do you think this ad expresses?
- How do you like the photo?
  - What do you like? (probe)
  - Are there any aspects of the photo that you dislike? (probe)
- What do you associate with the text?
  - How do you like the text? What is good about it?
  - Are there any aspects of the text that you dislike?

There were normally two ads which were addressing the same issue, e.g. better education, stronger economy, more jobs. After the open-ended questions, the respondents had to choose between the competing ads. Sometimes, the ads employed the same images but used different headlines. If that was the case, the respondents had to choose the more compelling text.

The AdEval Scale is an integrated score composed of attitudinal and behavioural measures. In order to establish scores for the ads, the AdEval questions were then asked.

### Results & Recommendations

The combination of qualitative and quantitative research techniques applied was extremely helpful to the client. The answers to the open-ended questions determined how the ads were perceived and helped to identify strengths and weaknesses for each creative. Combined with the significant sample size, this gave these statements a lot of credibility.

Additionally, the AdEval scale indicated the overall performance of each ad which could be compared against the extensive AdEval normative database and will also enable benchmarking of future campaigns.