



ASI:Check

TAKE THE PULSE OF YOUR CREATIVE



And never has it been more important to check ad performance and monitor competition

- Low cost / investment mediums (print, digital, OOH, radio, etc.)
- No time / budget for full qualification
- Copy transfer
- Non-strategic markets
- Already aired copy (early in market check)
- *Understand the impact of competitive activity*





Standard methodology
Simple, easy-to-answer questions delivered in a six-minute survey

Flexible design
Access your target against your touchpoints

Dashboard results
Get dynamic, actionable answers in a dashboard environment using any device!



RELIABLE



Insightful and actionable results backed by Ipsos standards

VERSATILE



Easily applied to both pre and early in-market initiatives – *across all mediums*

GLOBAL



50 markets and counting

FAST



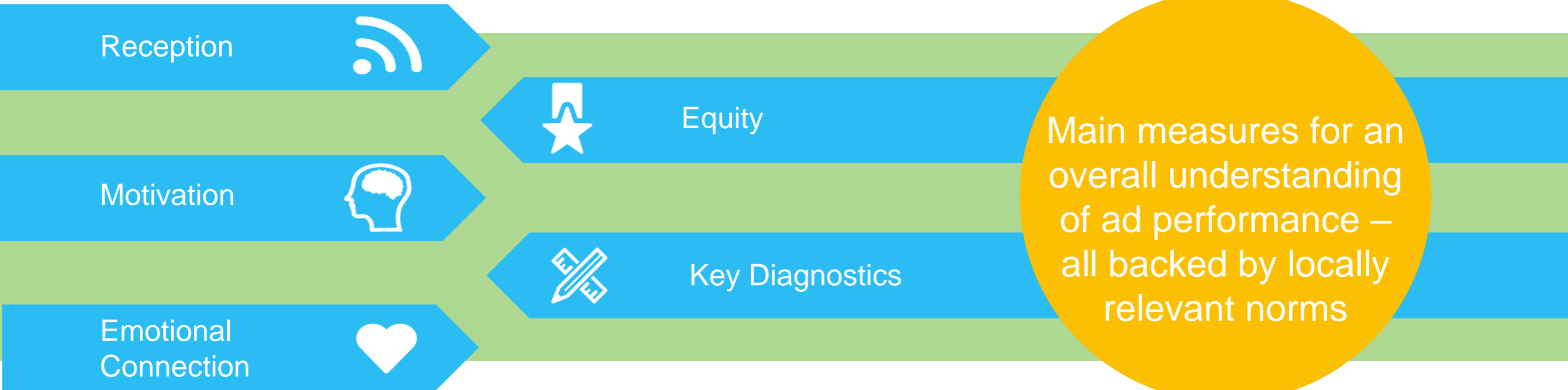
Designed to keep up with the speed of today's marketing



RELIABLE



ASI:Check measures





RELIABLE



Pre Market

Launch your ad with confidence

Early In-Market

Quickly learn how your ad (or your competitor's ad) is performing

Works across multiple forms of media:



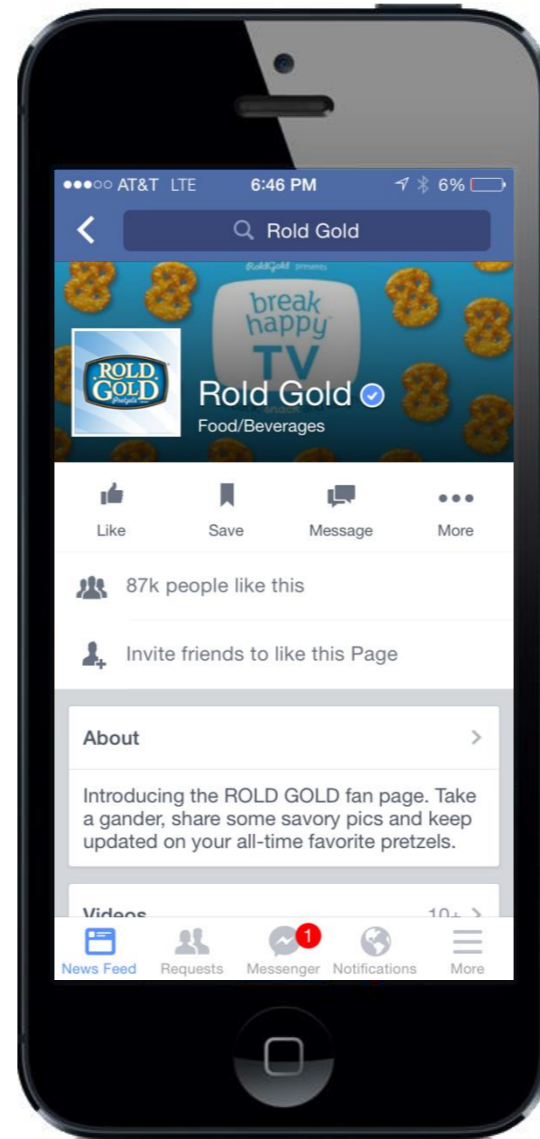
Digital - TV - Mobile - Tablet - Print



VERSATILE



Presented in context to deliver against branded content and social platforms





GLOBAL



*50 markets
and counting*





FAST



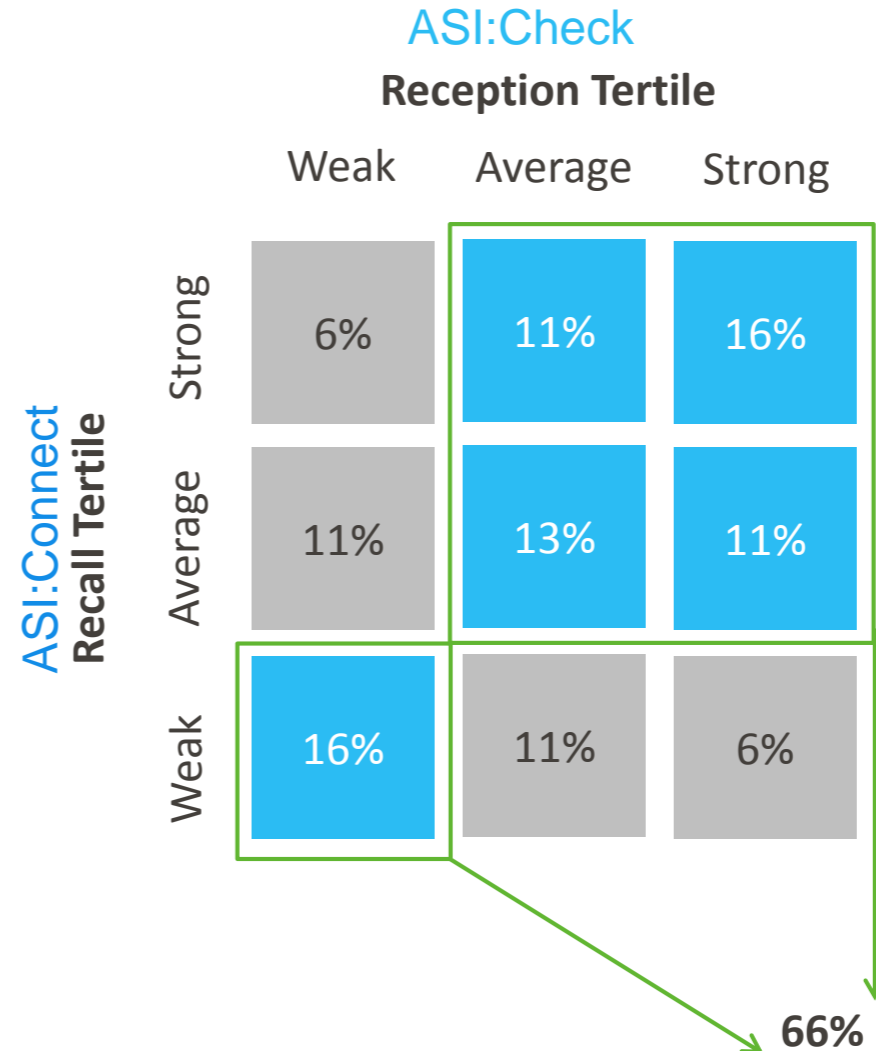
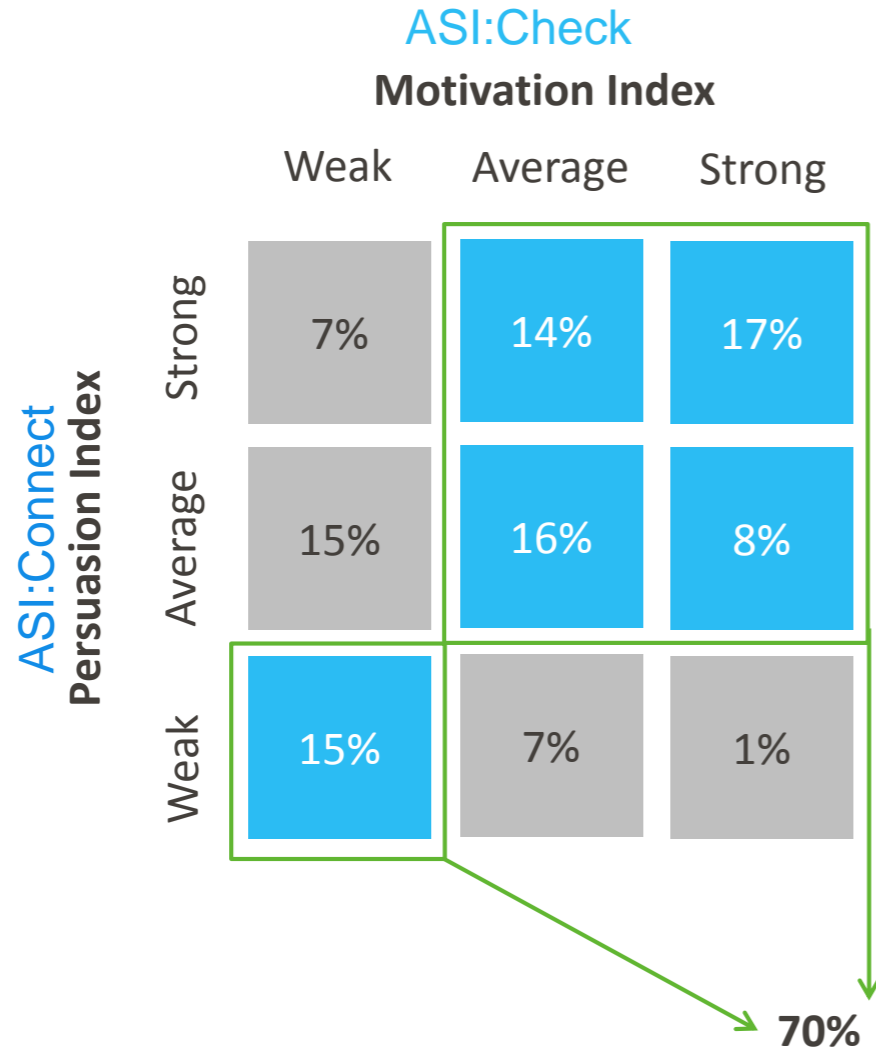
25-hour turnaround to confirm
your ad is worthy of media
investment*

Simple	Compact
Captures what matters with efficient and effective questions	Quick survey with an estimated length of six minutes

ASI:CHECK ENSURES SUCCESS

Motivation: 70% matching in classification

Reception: 66% matching in classification



CHOOSE THE APPROACH THAT MEETS YOUR NEEDS

1

When you just need to make a decision quickly:
(dashboard results from ~\$7,500 for 1 ad, \$12,000 for 2)

2

When you need a bit more context and analysis to know what to do:
(dashboard results + analysis module ~\$8,500 for 1 ad, \$13,750 for 2)

3

When you know you will have more than 10 ads to test, discount package pricing is available.

For more detail, please contact:

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Fresh **Forward**

The Future of Research

