

ASI:Connect

A creative development testing solution for today's media landscape and creativity challenges

THE CHALLENGE

Does my creative stand out and bring attention to my brand?

Is it able to enhance desire for my brand?

Does my creative generate an emotional connection?

What's the potential for my creative to drive sales?

Does my creative work and how to optimise further?

THE SOLUTION

ASI:Connect is an award-winning creative development solution that uniquely measures the potential of your campaign.



Real life test environment



Sales validated KPIs



System 1 & System 2



Actionable outcome

THE ANSWERS

ASI:Connect exists in 2 service options

FULL

Sales validated KPIs + full diagnosis + Facial Coding + full reporting

Customisation of the sample/boost, questionnaire and sub-populations breaks

Full deliverables include topline, full report and a face-to-face presentation

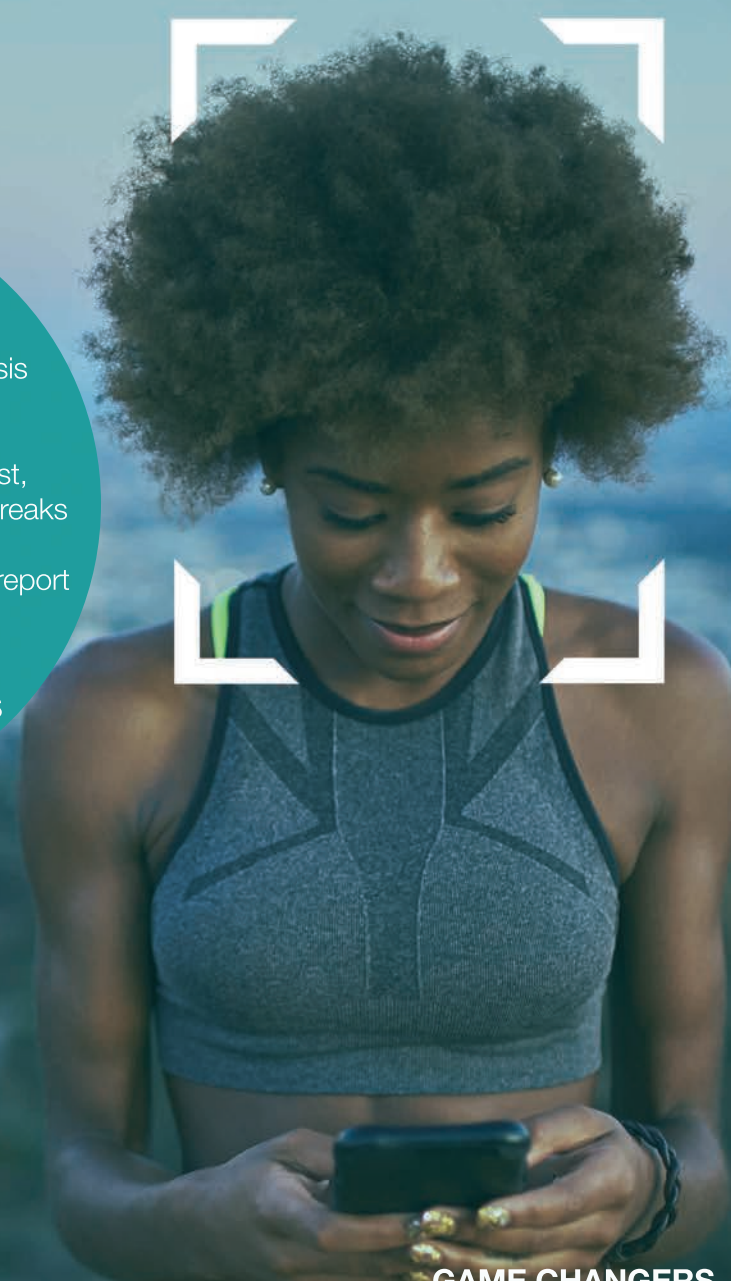
Results available from **8 days** from ad delivery

CORE

Sales validated KPIs + diagnosis + concise reporting

Deliverables include an automated report with KPIs followed by a one-hour phone debrief

Results available in **4 days** from ad delivery



GAME CHANGERS

