

*Creative***FLEX**

MALAYSIA

MERDEKA

EDITION

2026



What is *Creative***FLEX**?

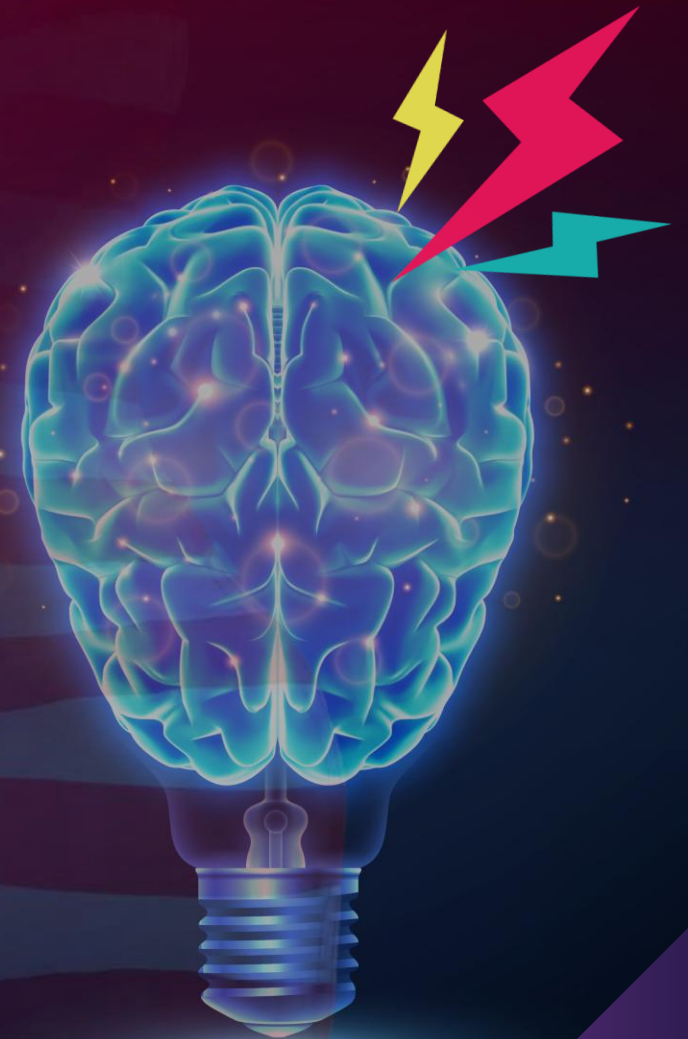
Flexible Post-Campaign Test for Smarter Ad Decisions

Evaluate your **MERDEKA**
ad impact with **flexible**
testing, results in just
9 days!

 **FLEXible**
Pricing

 **FLEXible**
Timing

 **FLEXible**
Scale



*Timeline starts once all stimulus and PO are received, whichever is later. Results delivered via dashboard in 9 working days.

Choose the *CreativeFlex* option that fits your need

Creative**FLEX** Standard

"I want an affordable way
to test my ad..."

Join a scheduled
category wave to test
your ad at a **lower cost**

RM25,000

Creative**FLEX** Now

"I want to test my ad and
get quick results..."

Run your own
dedicated study for
up to 3 ads

RM36,000
only RM12,000/ad

Creative**FLEX** Volume

"I want to test multiple ads
over time at best value..."

Unlock **best value**
when you buy a 12-ad
bundle

RM126,000
RM10,500/ad



What you get with *CreativeFLEX*

We provide answers to these key business questions:



Did the campaign cut through the clutter and was seen by (enough) consumers?



Did the campaign have a significant impact on my main brand KPI(s)?



Did the campaign manage to change brand perception and associations?

Features & Measures

Brand Metrics

- ↗ Top-of-Mind Awareness
- ↗ Aided Awareness
- ↗ Brand Usage / Purchase
- ↗ Usage / Purchase Frequency

Ad Metrics

- ↗ Ad Recognition (as static images or collage)
- ↗ Brand Link
- ↗ Ad Diagnostics (Enjoyability, Relevance, Uniqueness, Persuasion, New Information, Wear Out, Key Messages)

Gauge Impact On...

- ↗ Brand Consideration
- ↗ Brand Perception (max 15)
- ↗ Performance & Closeness

We measure campaign impact through comparative analysis:

RECOGNISED SEEN THE CAMPAIGN



- Consideration / Purchase Intent
- Brand Perception

VS

NOT RECOGNISED NOT SEEN THE CAMPAIGN



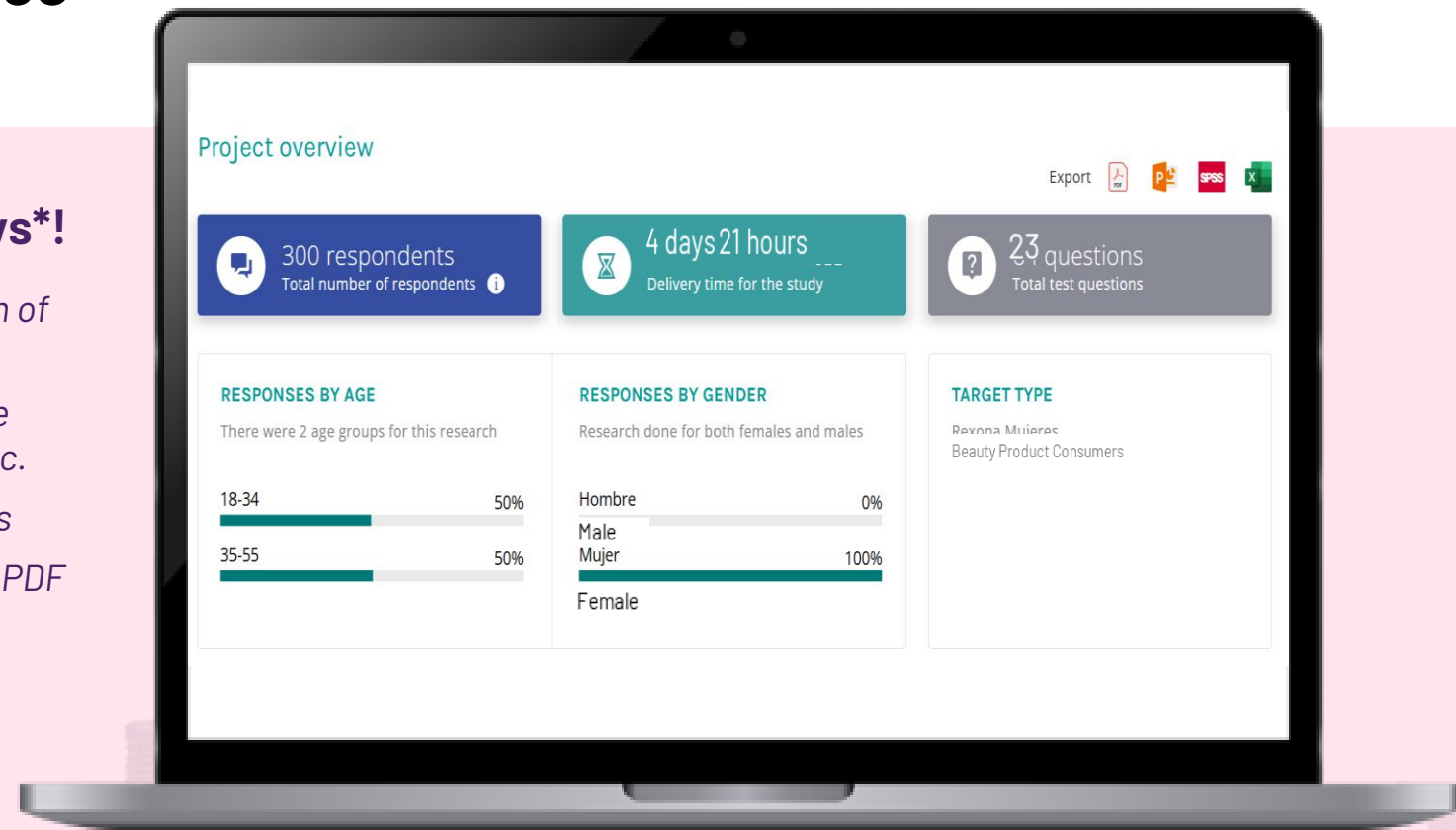
- Consideration / Purchase Intent
- Brand Perception

Dashboard results at your fingertips

Access intuitive charts, filters, and exports to quickly review your ad performance

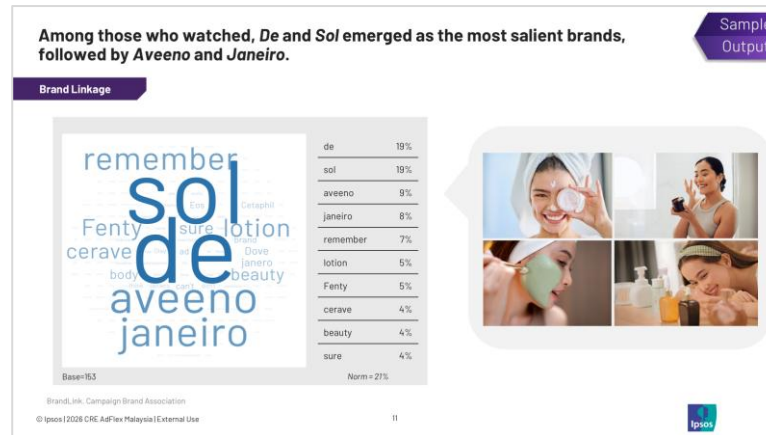
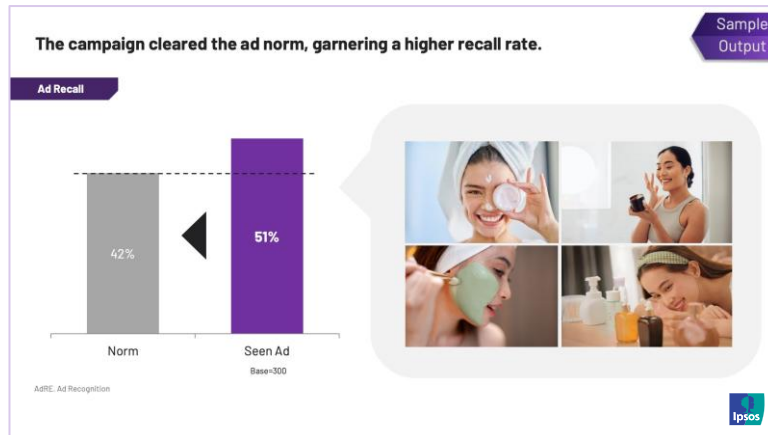
Results Delivered via Dashboard in just 9 days*!

- Data immediately populated for all questions in the form of intuitive charts
- Ability to select the chart visual for each question on the dashboard, e.g., doughnuts, vertical/ horizontal bars, etc.
- Instant chart and table generation with applicable filters
- Different formats of data export, i.e., PPT, Excel, SPSS, PDF

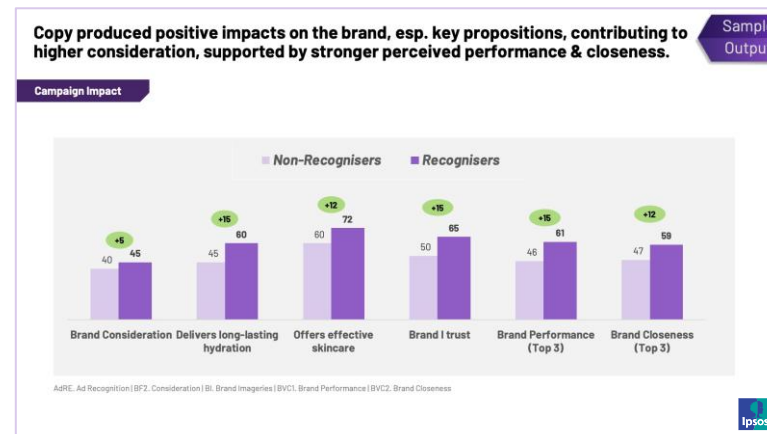
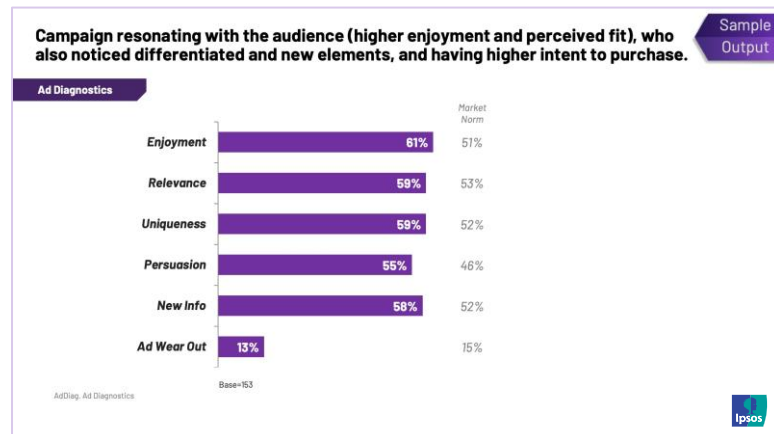


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Full report. Deeper insights. Clear brand impact



- Expanded results beyond the dashboard view
- Detailed ad diagnostics across key creative measures
- Impact analysis to show how the ad influence brand outcomes



**Ready to know
what your
campaign really
delivered?**

Contact us:

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