



Ipsos Connect

# ASI:CONNECT

A COMMUNICATIONS PRE-TEST

DESIGNED FOR TODAY'S MEDIA

LANDSCAPE & CREATIVE CHALLENGES

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Great communications bring benefits to the brand in both the long and the short term. They do this by making brands more distinctive and attractive to consumers in the moments that matter. But how do you know whether your communication is great or average?

The key questions we answer are:

## **Will my communications stand out and bring attention to my brand?**

In the old linear TV days, forced exposure pre-tests were able to predict the likely impact of your comms. Nowadays this model is no longer relevant or realistic. Today we need a methodology that reflects the real world distractions and context in which people encounter communications.

## **Will my communications enhance brand desire?**

We use a test and control methodology to ensure that we are measuring changes in brand response against the best benchmark for your brand – itself! This allows us to observe and derive the impact on the brand at both a conscious and unconscious level. Saving us from asking consumers how communications impact how they feel about the brand. They simply do not know, because it does not reflect how we know people think or feel.

## **How can I ensure that my communications are emotionally engaging?**

The power of creative is the most important driver of advertising success. Emotions direct our attention, enhance our memory and influence our behaviour. We use facial coding and Implicit Reaction Time to give a detailed understanding of the emotional impact of your communication and pinpoint areas for optimisation.

The campaign  
is exposed in-  
context in its natural  
environment



All forms of digital are  
covered including pre  
roll with skips, in app  
and page takeovers



Real (not  
modelled)  
attention  
assessment.



Observing (vs  
asking) the effect  
on the brand through  
a test and control  
methodology.



Includes neuro as  
standard: emotional  
engagement using facial  
coding and brand impact  
using Implicit Reaction  
Time



Validated  
brand impact  
KPIs



Helps you to  
optimise media  
planning through  
understanding  
touchpoint  
contribution



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# FOR MORE INFORMATION ON **PRE- TESTING** CONTACT

Head of Content &  
Creative Development



Eleanor heads up our Content and Creative development offer. She is particularly interested in recent advances in our understanding of how the brain works and our ability to bring this knowledge to bear on developing great communications.

**Eleanor Thornton-Firkin**

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Research Director



With over 25 years experience in research on Brand and Communications. Firstly at Millward Brown and now at Ipsos Connect, Hazel has considerable experience in planning, developing and assessing advertising programs across multiple markets, dealing with global and local stakeholders.

**Hazel Freeman**

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