

AdEval™ leads to higher return on ad spending

Why TNS? The way to ultimate success

Creative development is one of the most contentious stages of the research process. Done well, research can nurture, enhance and inform the creative development process. Traditional pre-testing approaches are mainly concerned with short term executional effects. Aspects as 'like-ability' and whether people would want to see the ad again are typically front-and-centre of such approaches.



These so-called 'executional objectives' should absolutely be assessed in pre-testing. Measuring short-term effects is vital. We need to know whether the ad cuts through the clutter, whether the right messages are landing and whether people feel motivated towards choosing the brand next time.

But executional aspects alone will not guarantee success: ultimate success depends on the campaign being stored in the memory of the target audience. It is essential to measure long-term effect too. At TNS we look beyond the 'tip of the iceberg' to understand the campaign's potential to be assimilated into the long term memory. The most powerful campaigns resonate emotionally, in a personally relevant way.

One language for campaign success; AdEval™

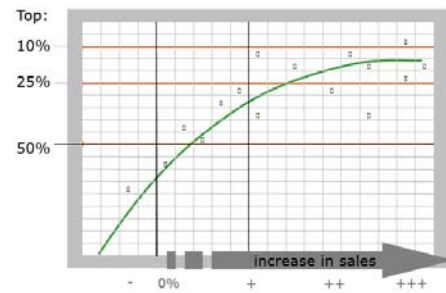
TNS AdEval™ provides one language for campaign's success, and goes beyond executional factors to determine longer term brand effects. Neuroscience is producing significant shifts in our understanding of how people respond to brands. Human decision making is heavily reliant on short-cuts and brands provide these short cuts, in the form of deeply ingrained memories. Our brains bias decision-making in the direction of brands that meet our personal needs. So, in order to develop effective advertising that builds a distinctive brand image, the TNS AdEval™ framework is build upon a two pillar concept:

1 Short term effects

Motivation is our key measure to evaluate the strength of the advertisement, since it has a strong link to sales. Ads outperforming our 'motivation' benchmarks lead to more sales after activation.

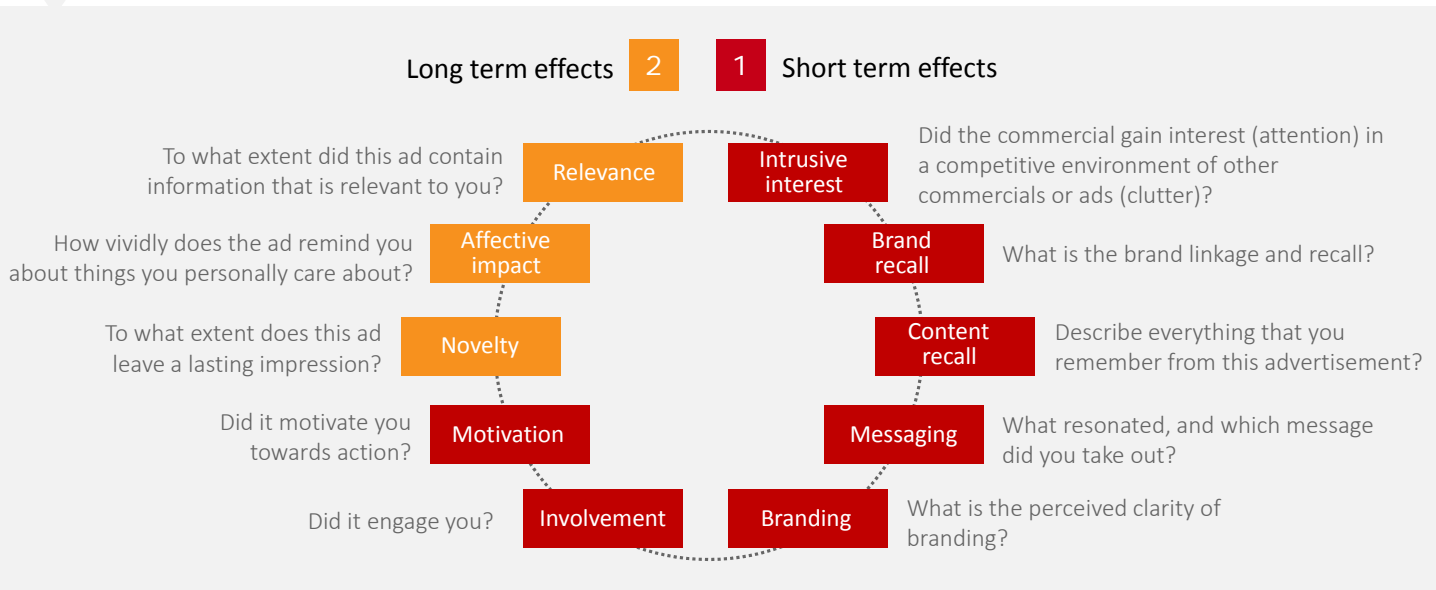
2 Long term effects

We diagnose the ad's ability to build lasting brand memories based on novelty, affective impact and relevance. These measures (and motivation) links pre-test and communications tracking.



AdEval™ can be applied to all materials (concept stage, animatic or fully developed creative work).

AdEval™ has a unique design which can handle multi executions and/or cross media campaigns



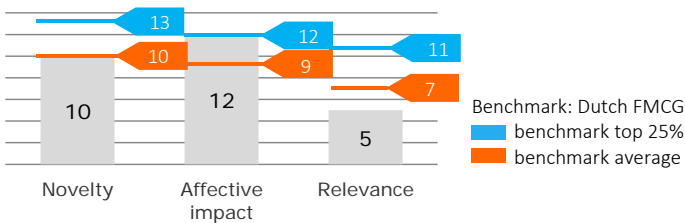
How effective is your creative work?

Reporting is focused on primary goals

AdEval™ answers the following questions:

- How efficient is the ad in reaching its objectives?
- How can the ad be improved and optimized?

TNS uses one approach, one language, to bind together our understanding about what it takes for campaigns to succeed. Our pre-testing framework uses KPIs that are simple to understand and proven to 'predict' the potential success of a campaign on its target goals.



■ Fictive example



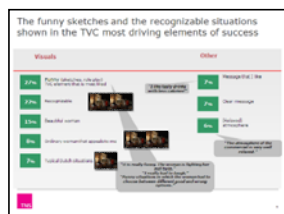
■ KPI scorecard



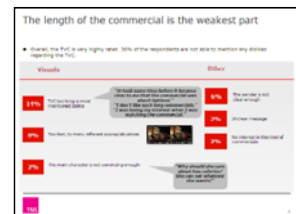
■ How to optimise by scene



■ Triggers for effectiveness



■ Barriers for effectiveness



AdEval™ pre-test supports creativity through constructive and actionable insights

"It was great to have TNS share their experience and expertise while making recommendations to the Marketing team and the advertising agency. By the end, we did come up with solutions to fine-tune the TVC's and BBH is working on it now. These sessions are vital to have our positioning and our brand objectives translated to the creative themes of the TVC's, for now and for the future! We were thrilled to have TNS and team work with so much dedication on all the reports within the tight timelines. Really appreciate the work!"

Quote Ad Agency

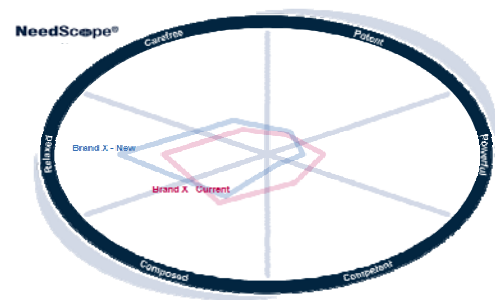
Pre-testing with emotion

Powerful brands make an emotional connection with consumers. Managed well, it turns products into brands and users into committed consumers. Our validated tool



Needscope™ has an unique ability to uncover the emotion element in of consumer thinking. Including Needscope™ in pre-testing, our framework evolves into a three pillar concept for evaluating communications:

- 1 Short term effects
- 2 Long term effects
- 3 Emotional positioning



The brand footprint shows how the brand is positioned, as communicated by the advertisement. Strong brands have a clear emotive position. A tight footprint, typically reflecting a brand with a well defined image and essence as communicated by the advertisement. Emotive positioning ensures the creative development process aligns with brand strategy work. Needscope™ in pre-testing answers the question: is the ad positioning the brand on strategy? It gives specific recommendations about what to dial up, as well as dial down, to tighten the positioning of the ad.

	Personality	Feeling
▲ What to develop	Practical, down to earth	Togetherness, Approachable
▬ What to reinforce	Friendly, sociable Open, honest	Easy-going, relaxed
▼ What to moderate		Unwinding, letting go

Our pre-testing experts



Marijke Guldemond
 Director Brand & Communication
 t 020 5225 386 m 06 43 067213
 e Marijke.Guldemond@tns-nipo.com



Vincent Kuijpers
 Expert Brand & Communication
 t 020 5225 735 m 06 51272948
 e Vincent.Kuijpers@tns-nipo.com