

# Ad Effectiveness

## What impact is your marketing campaign having on your customers?

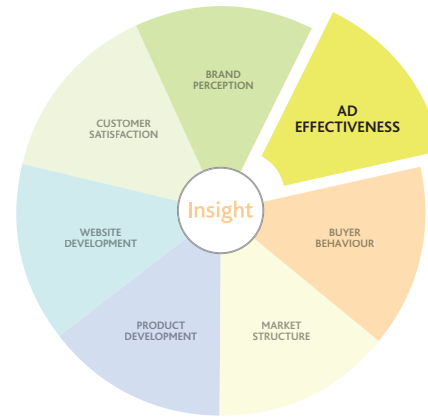
Your marketing campaign is fundamental to the success of your business; it provides crucial information about a brand that can change or shape opinions in an instant. To ensure you fully understand the impact of your campaign amongst your customers, both on and offline, Reed Business Insight offers specialist, objective and cost-effective **Ad Effectiveness** research.

### We can help you better understand:

- The effect your campaign has on awareness of your brand
- The values associated with your campaign
- The impact of your advert on your customer

### With a strong understanding of Ad Effectiveness you can:

- Develop future advertising campaigns, in line with brand values
- Target your audience more successfully
- Get your advertising message across more effectively



### Example question areas:

Do you RECALL seeing the advertisement before?

Did you CLICK on the online advert?

What is your OPINION of the advert?

What is your UNDERSTANDING of the advertisement?

How EFFECTIVE do you believe the advertisement is?

What is your PERCEPTION of the company?

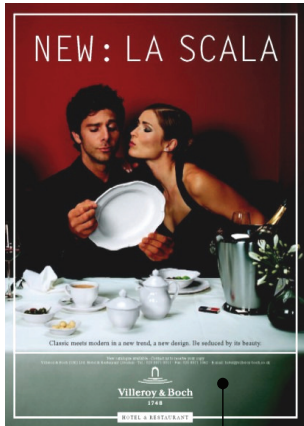
What VALUES do you associate with the advert?

What did you NOTICE about the advert?

What ACTIONS have you taken since seeing the advert?

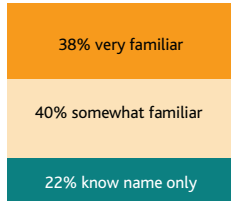
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What Ad Effectiveness results look like:



Example advertisement tested

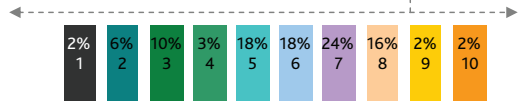
Familiarity with the brand



What impact does your campaign have on the awareness of your brand?

Overall rating

On a scale of 1 to 10 the overall rating for this advertisement is 8.7



What impact does your campaign have on your customer?

Build up a knowledge of how your marketing effects opinion and values associated with your brand

Values associated with the campaign



How is your campaign effecting your customer's opinion of your brand?