

# Advertising & Marketing Research

-By  
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- Research in advertising is a specialized form of marketing research conducted to improve the efficiency of advertising.
- A subset of marketing research.

# SIMPLE BUT POWERFUL!

- Research is - Finding out what you **don't** know.
- Advertising works **WELL** when You **KNOW** your **Customer**  
**CUSTOMER!**



# KNOW your customer

- 1) The Target Audience
- 2) Factors that motivate Purchase Behavior
- 3) Unique Characteristics of the Brand



# Target audience:

## Demographics:

What are the different observable characteristics of your buyers?

What social groups are they a part of?

i.e. family lifecycle:  
bachelor, married with family, education, area where they live etc

(DINKS: Double Income, No Kids), full-nest or solitary survivor.

## Psychographics:

What motivates your prospects to buy your products and services?

What are their key needs and challenges?

These might include characteristics such as optimistic, environmentalist, safety-conscious, value-oriented, status-driven.

## Two Views of the Same User



### Demographic Overview

- Mom
- Age 25-34
- Household Income \$70K+

### Psychographic Overview

- Woman
- First child between -5 months and 9 months
- Spends \$1,500+/mo. online
- Lives 1,000+ miles from parents and in-laws
- Lives within 3 miles of existing facility

# Factors that motivate Purchase behavior

- Motivation
- Rank order

LOW CALORIES



CALCIUM CONTENT

# Brief from the Client

- Firstly, an advertising agency receives a brief from the client. It includes the following points:
  - The Objective
  - Product Details
  - Budget
  - Positioning
  - Geographical area to be covered
  - Market Size

# After the Brief

After the ad agency receives the brief the following points are undertaken:

- Analysis of Brief
- **“Research”**
- Advertising & Message strategy
- Creative Brief
- Execution
- Testing
- Release

# The Research

- The Research, here, is the systematic gathering and analysis of information to help develop or evaluate advertising strategies, ads and commercials, and media campaigns
- The research serves a number of purposes which can be grouped into four categories.

1. **Advertising Strategy Research:** It is used to determine the product positioning, to assist in selection of target market, advertising messages or media vehicles
2. **Creative Concept Research:** It is used to assess the extent of the target audience's acceptance of different creative ideas at the concept development stage.

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3. **Pre-testing:** Pre- testing of ads is done to diagnose any possible communication problems before beginning an ad campaign
4. **Post-testing:** Post-testing of ads help advertisers to evaluate the ad campaign results.

# Advertising Strategy Research

- Advertising strategy Research is developed carefully by blending elements of the creative mix.
- The mix elements are : Target audience, product and its positioning, communications media and Advertising message element.

# Contd.

- To develop an effective “**positioning strategy**” for the brand, the advertiser needs to know how consumers perceive their brands and those of competitors’. They also need information on what qualities, features or benefits associated with the product or service lead to initial purchases and ultimately to brand loyalty
- **Communications media research** helps develop media strategies and select media vehicles from among different media class. Advertisers undertake research to study and identify what the consumer’s likes and dislikes are with respect to brands and products and hope to find the big idea and develop promising ad messages i.e which “message element” option is most likely to prove successful.

# Creative Concept Research

- Creative specialists prepare several tentative ad concepts in the form of rough copy platform or the storyboard. Researchers conduct focus groups in the agency's developmental lab to measure reactions which are video-taped and observed by researchers. This helps in identifying the most promising creative concept among the ones that have been seen and discussed by the focus groups

# Pre- Testing

- Pre-testing is used to increase the likelihood of creating the most effective advertising messages. This helps in spotting any communication gaps or flaws in the ad message content before it is used.

# Methods of Pre-Testing

- 1. Print Advertising Direct Questioning:** The researcher using this method asks respondents specific questions about the ads such as What does the ad say to you? Does the ad tell you something new and different about the product
- 2. Focus groups:** A group of 8 to 10 people who are potential users of the product or service, participate in a moderated but freewheeling discussion and interview. Lasts for about one hour and supervised by a trained moderator who provides direction and control.

Contd.

**3. Portfolio test:** One group of respondents is exposed to a portfolio of test ads scattered with other ads. Another group sees the portfolio without the test ads.

**4. Order of merit test:** Respondents see two or more alternative ads and arrange them in rank order

**5. Mock Magazine tests:** Ads to be tested are “stripped into” into a magazine which is left with respondents for a specified time.

# Pre-testing for television and radio

- **Central Location test:** Respondents see TV test commercials in a central location such as shopping centre.
- **Clutter tests:** Test commercials along with non competing commercials are shown to respondents.
- **Trailer Tests:** respondents see commercials and trailers at shopping centers and receive coupons for the advertised products
- **Live telecast Tests:** Test commercials are shown on closed circuit or cable TV and subsequently respondents are interviewed by telephone.

# Post-Testing

- Post testing is important to evaluate the success or otherwise of an individual ad or the whole campaign after it has run.
- It helps to analyze the mistakes, if any, & improve upon them.

# Methods of Post-Testing

- **Unaided Recall:** respondents are asked without prompt whether they read saw or heard ad messages.
- **Aided recall:** Respondents are shown certain ads with the name of the sponsor or brand concealed and then asked if their previous exposure was through reading, viewing or listening.
- **Day- after- recall** – most popular method of post-testing in broadcast media. Measure of effectiveness is always the number of people who can recall the ad. Respondents may be asked simple question as “While watching program last night, did you see a commercial for (brand name) ?”

# Contd.

- **Recognition:** It refers to whether a respondent can recognize an advertisement as having seen before. Such tests are conducted by mail survey in which questionnaires are mailed to 1000 households picked from a mailing list or telephone book. Provides mechanism for breaking a print ad into important elements such as headline, visual, copy and how these are remembered by a sample of respondents.
- **Inquiry:** It refers to checking the effectiveness of ads appearing in various print media on the basis of which consumers respond by requesting for more information. The inquiry may depend on phone calls from interested persons, coupons returned or requests for free samples. Researchers can test advertisements' attention getting value, readability, comprehension

# INTERVIEWING should be A LUXURY

- Gain insight
- One Page Questionnaire
- Pre-Test (6-8 respondents)
- Ask the Right People
- Be Thorough
- Control - Never let your respondents fill out the questionnaires by themselves
- Direct questions - Direct answers.

Thank  
you