



## **Case Study: Advertising Strategy & Creative Evaluation**

### **Background:**

A trade association had an interest in assessing potential demand for an employment certification and training program. In addition, the association wanted to test four print advertising concepts to evaluate likability and affect on purchase intent of the employment training and certification. Qualitative and quantitative research was conducted followed by a web-based assessment of the creative execution.

### **Research Design:**

The primary research objective was to determine targeted consumer interest in the trade association worker certification program. Secondary objectives were to evaluate the four print advertising creative concepts and copy points and to assess price points associated with the training/certification program. After qualitative research, a quantitative study was designed and executed via our MindField™ Online Internet Platform and panel. The survey instrument included a series of screening questions to qualify respondents for completion of the interview. After assessment of the training and certification program, respondents were shown the four advertising concepts. After review of each, respondents were asked a series of diagnostic questions including *like-dislike* scales and measures related to *learning new information* about the program concept. Diagnostic questions were modeled after a standardized set of advertising effectiveness measures developed by the Advertising Research Foundation (*ARF Copy Research Validity Project – Journal of Advertising Research*).

The clients were also interested in measuring optimum price points for the training and certification program. To achieve this objective, the *Van Westendorp Price Sensitivity Model* was included in the questionnaire design. This method measures consumer price expectations and tolerances by asking a series of questions about price expectations. The analysis produces a measure of optimum price point(s) based on the description of the product or service.



## **Results:**

Results of this research defined the target population most likely to purchase the training/certification program, the messaging and creative execution that would most likely be effective, and the optimum price point for the program. The data was analyzed by multiple demographic variables and geographic regions. Data and analysis from the research is currently being used as the basis for program pricing and marketing-communications tactics.

