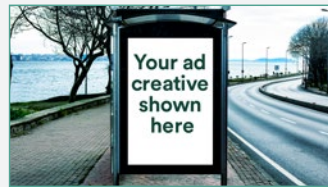
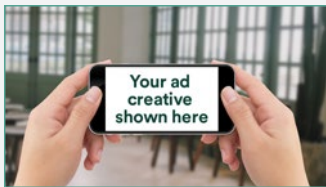
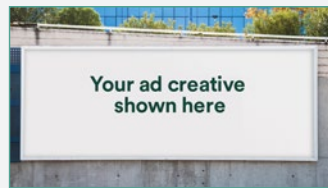
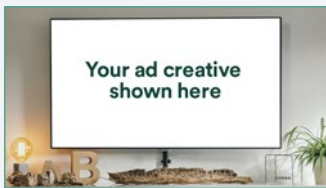
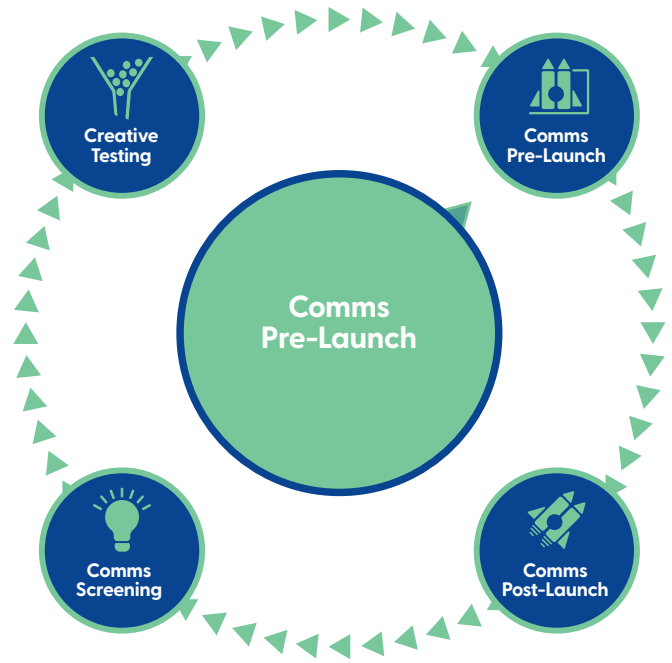


# Comms Pre-Launch

## A cost effective ad-pre testing framework for standardised/ scaled use across your business

By the end of 2022 global advertising spending will reach close to \$790 billion\*. Given these high levels of investment, it makes sense to gain reassurance that your advertising/campaign resonates with your target audience prior to finalising production and launching live.

Our agile, cost effective online pre-launch testing product, can be used by marketers and creative teams as a development tool to improve the quality and potential impact of ads, and minimise elements that could lead to an unsuccessful launch. It is now more viable for you to test different formats of adverts across an integrated campaign as part of the pre-production phase as animatics or almost final adverts; which are almost ready for launch. (\*Source Statista Aug 2019)



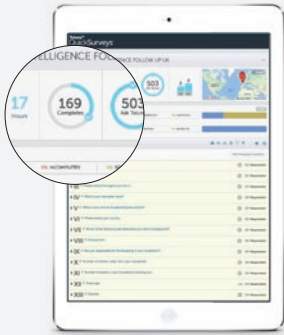
### Test your ad's

- Brand and product linkage
  - Key messages
  - Emotional engagement and intensity
  - Appeal elements like and dislike
  - Communication statements
  - Call to action
  - Overall impact on the brand
  - Brand ratings uplift
  - Slogan, tagline, music and voiceover likeability
- Speed, flexibility, quality, expertise and value for money

- Comms Screening
- Creative Testing
- Comms Pre-Launch
- Comms Post-Launch
- Brand Health

# Comms Pre-Launch

## Insight deliverables



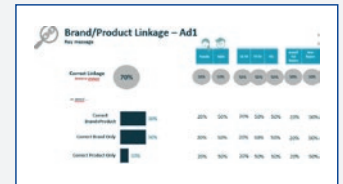
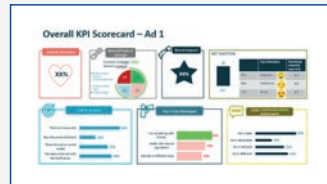
### Real-time analytics tool

View basic kpi data in real time as field work completes per ad.  
 Apply cross break analysis.  
 Download into excel or ppt.  
 Easily share with stakeholders.

### Standardised pptx report delivered a few days after fieldwork completes

Richer data/insights from a category expert including executive summary/ recommendations, **PLUS**

- KPI summary comparing all ads
- KPI dashboard per ad
- Detail across all ads
- Detail per ad



**harris popUP communities** Wrap around an online popUP qualitative community for richer insights, before or after.

Uses Toluna panel and Quick Surveys with Harris templated design and expertise, combining market-leading research technology with world class research methodology.