



# Rapid Ad Feedback™

Better communication, better ad!

RAPID AD FEEDBACK™

Marketing . Brand Strategy . Research

## What is it

Sometimes, it's just those little nuances that can make or break a campaign - and wouldn't it be good to know the gaps in communication before spending all that money on your media buy?

Rapid Ad Feedback combines the rich qualitative learning of a focus group with the power of quantitative research. The robustness of a valid online study is used to create a quick-response preview of your latest communication.

Within close to 72 hours, you are provided with a professional analysis of what consumers are saying about your communication. We let you know if there are any opportunities to further optimize your communication. Small tweaks can then be made so you can run the ad all the way into the end zone. Why stop at the 1 yard line?

## How does it work

- (1) Client provides the communication to be tested, the target audience, and the intended main message.
- (2) Online respondents are identified based on target audience definition.
- (3) Qualified respondents are invited to our proprietary web site to complete a survey.
- (4) Each qualified respondent goes through our proprietary survey that measures communication, perception, and motivation.
- (5) Client gets close to real-time feedback highlighting the opportunity areas and specific recommendations.
- (6) Result: Better communication, better ad!



“ We have used Rapid Ad Feedback a number of times with great success. What I especially like are the solid, actionable results, which provide effective feedback to our agency for improving communication, without jeopardizing any of their creativity. ”

Bob Bengen, VP Consumer Insights  
Quiznos Corporation

## Why do you need it

- RAF gets you a clear idea of the current effectiveness of your consumer communication.
- The process helps you understand the details on the communication, perception, and motivation elements of your ad.
- Open ended feedback from the research will give you clear areas of optimizing the communication.
- All this in less than 72 hours. Wow! This is an offer that any brand will find tough to resist.

