What is Advertising Research?

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Advertising Research, as explained by DJS Research Ltd.

Advertising research is a specific and specialised form of marketing research used to identify or predict the effects or effectiveness and improve the efficiency of advertising.

It could easily focus on one specific ad, a whole campaign or at advertising in general and aims to understand the processes that make an advert work, and how the information provided in adverts is processed, prioritised and used by consumers. It often entails numerous research approaches such as psychological, economic or sociological.

Pre-testing aims to predict the market reception an advert will receive prior to its actually being aired by analysing brand linkage, communication, entertainment and flows of attention and emotion within a small number of test viewers. As such, it can be used to find weak points in an ad to improve performance, and also to find particularly strong sections of branding that would make good still images in a multiple media campaign.

Post-testing provides after the event feedback through tracking, which can be either a continuous or periodic feedback of brand awareness, brand image and product usage. It can also measure the recall and recognition instilled in viewers by the ad.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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