BDRC Launches Rapid, Cost-Effective Ad-Evaluation Service

Contributed by BDRC
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BDRC launches AdForensics, a cost-effective ad-evaluation service that enables organisations to understand how their target market responds to different advertising evaluations. Â

Clients can test up to three creative executions simultaneously with a 200 strong sample of their target audience. Â

Results are typically delivered within ten days detailing:
cut-through
message take-out
persuasiveness
credibility and brand impact
recommendations on how to maximise the effectiveness of a campaign. Â
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AdForensics combines promoted and unprompted metrics.

Unprompted response is evaluated by using a 'quick reveal' exposure to recreate the finite time available in a live marketing environment.

Prompted metrics are used to determine whether the execution generates the desired response and meets the creative brief. Â
Where competitor ads are available, benchmarking data can be applied to establish how a campaign compares to others targeting a similar audience or demographic group.

Mark Long, Business Propositions Director BDRC said,
â€œWe are really excited to be able to bring this service to market and offer brands a cost-effective way of making sure that their marketing communications are on brand, on message and pressing the right buttons with their target audience.Â Clients understand that it is more important than ever to maximise the effectiveness of their campaigns.Â We are responding to that need by providing a robust ad-evaluation service that wonâ€™t break the bank.â€•

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