

What is Copy Testing?

Contributed by DJS Research Ltd
Monday, 11 January 2010
Last Updated Tuesday, 17 July 2012

Copy Testing, as explained by DJS Research Ltd.

Copy testing is more accurately a technique used as a part of 'marketing research'. It is the analysis of an advert, often a TV ad (though print, radio and the internet as equally acceptable uses), prior to it being aired. This form of pre-testing will indicate whether an advert carries a strong enough message to be deemed useable by the company, and if not, where the ad's effectiveness can be increased via editing. This technique may also be used to shorten ads, or to pull out the best still frame for use in a combined advertising campaign.

Â

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

Follow DJS Research Ltd: [On Twitter](#) :: [On Facebook](#) :: [On Linkedin](#) :: [On You Tube](#)