

## New Spanish Ad Testing Product Launched By ThinkNow Research

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ThinkNow Research has launched a new, online Spanish language ad testing platform along with a corresponding normative database. The product tests 15- and 30-second television ads and compares the scores to a normative database of previously tested ads utilizing a proprietary online methodology.

According to ThinkNow Research Managing Partner, Roy Eduardo Kokoyachuk, "The new Spanish language ad test was developed with the input of major Fortune 500 companies that expressed a need for a faster, less expensive ad testing product with an accompanying normative database. Oftentimes, Hispanic marketing campaigns were not benefitting from the key insights Hispanic ad testing provides because of with the slower turnaround times and higher cost of traditional testing methods."

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The product measures Ad Recall, Purchase Intent, Commercial & Brand Attributes as well as other key diagnostic measures proven to correlate with ad effectiveness. ThinkNow Research utilizes norms on over 20 ad test measures and allows clients to add additional closed and open ended questions to further customize the test. Respondents are drawn from the company's proprietary online market research panel, DigayGane, Inc.

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To learn more, visit <http://www.thinknowresearch.com/hispanic-copy-testing/>.