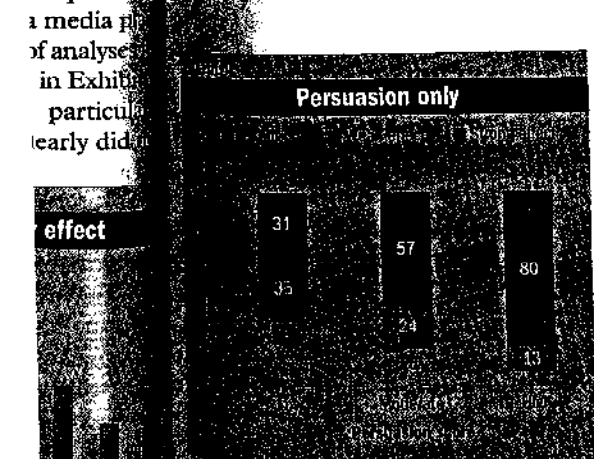


an half a century in fact made the predictive model worse (a fact that surprises a lot of people); and these results are not unique. These are just a few examples, the results of other examinations. Persuasion may have a powerful impact. However, all was not as it seemed. A further examination showed that if we used a specific combination of recall and persuasion, we could consistently improve our predictive power.

For a unique measure, the 100 or so commercials we have been able to run this year in the US, the combination of persuasion and recall has been a consistent predictor than any other combination of measures. This finding is quite logical, it is revolutionary in the way it was achieved, and it led to a new measure: the US Persuasion Effect Index. Copy Effect is a calculator that combines the data from the measures into a single index number, calibrated to the specific combination indicated by the modelling. And it does predict.

Just not as well as the modelling discussed earlier. When you put the Copy Effect scores for these nine brands against the same brand, the measure accomplishes what it is designed to do: identify effective and ineffective ads. The fit for this data set is particularly tight due to the nature of the brand's response to advertising (its relationship). Not all show this nearly 1:1 relationship, but higher scores are always associated with greater response within the brand.



Above: The relationship between sales and persuasion ...

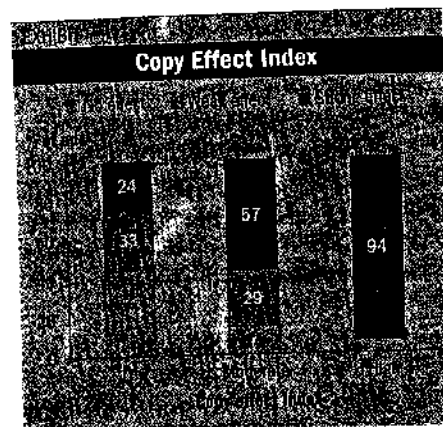
Let's consider these measures and why they are working this way. In particular, the concept of persuasion. There are people who advocate persuasion as if it were a magic talisman. Moreover, they use the word persuasion synonymously with one particular measure (brand switching). Let us be very clear about what we mean: when we talk of persuasion, we are referring to the *concept*, not a specific measure. The dictionary defines persuasion as follows.

Persuade: tr.v. 1.a. To cause (someone) to do something by means of argument, reasoning or entreaty. b. To win over (someone) to a course of action by reasoning or inducement. 2. To make someone believe something; convince (3).

Nowhere here do we see mention of a specific measure. Rather, the important concept is *change*. The Ipsos-ASI Next*TV system, which is now being introduced in Europe as an improvement and replacement for our existing Pre*Vision system, allows for the use of different persuasion measures, the better to match the measure to the market. These do include a brand switch measure, but also others, including purchase intent and frequency. In fact, in the United States, where Ipsos-ASI is the leading provider of copy testing data, fewer than half our tests use brand switching as the persuasion measure. Note also that the example above used intent and frequency as the measure of persuasion, not brand switching. The objective is simply to use the right measure in the right situation.

And why does the recall measure work (when used in conjunction with a persuasion measure) when other measures of impact or cut-through have not been as successful? The difference appears to be the method. Next*TV has several unique features, including as close a simulation to a 'natural exposure' as possible. The consumers watch the ads embedded in a television programme in their own homes (through a special video tape). The recall measure is also delayed a day to allow 'forgetting' to occur. Historians will recognise this as an improved version of traditional day-after-recall. (Incidentally, rumours that this measure is dead in the US are greatly exaggerated.)

The initial work and validation was



Above: ... is far worse than for 'copy effect'.

done in the United States because scanner-based sales and causal data have been available longer. But a recent application to an existing data set from France shows that Copy Effect also increased the predictiveness of pre-testing data there. The data set consisted of ads that had been classified by clients as having a strong, weak or no effect. While this is not as strong as a modelled data set, it still has value on a relative basis.

Exhibit 6 shows a simple cross-tab of persuasion (brand switch) scores against these results. Exhibit 7 uses the Copy Effect Index as the predictor. Again we see that Copy Effect does a better job of predicting the effects, particularly isolating and identifying the strong and weak ads.

The Copy Effect Index has become our primary predictive measure and has held up through subsequent validations. This is not to say though, that this is the ultimate measure, a panacea for marketers. It has some limitations.

- First, it was developed and validated on mature brands. Its success with new product launches is yet to be determined.

- More importantly, it simply tells you if the advertising is likely to work in the short term. Other measures, which have recently been added to the Next*TV test, are necessary to understand if the brand can build and sustain brand equity.

- The measures simply tell you if the ad works - not how, why or how to make it better. A number of diagnostic measures are available to do this: but these measures are not useful until you know