

PRE-TESTING

if the ad is working. So predictive and evaluative measures go hand in hand.

Moreover, this analysis does not mean that other measures are not also predictive. Market mix modelling, which is ongoing with a number of different clients, will allow us to understand whether other measures are also directly related to sales effects and should be entered into the Copy Effect equation.

Conclusion

This discussion has shown how new-generation approaches can be used to answer old debates and help the advertising industry move ahead.

Advertising can and does drive sales in the short term and the relative success of an ad can be identified with a pre-test. But we need to integrate learning from other disciplines into pre-testing if we are to advance the state of the art. By doing this, marketers can have a much better tool for answering their most basic of questions: is my advertising working? ■

1. G Lukeman: 'Advertising's role in Managing Brand Equity. What We Know From 179 Case Studies', Presented at the ARF Brand Builder's Workshop, 13-14 February 1995.
2. J P Jones: *When Ads Work*, Lexington Books, 1995.
3. The American Heritage Dictionary of the English Language, 1971.



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'A combination of recall and persuasion has been a consistently better predictor'

round up or round down?

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