

ation

decades of recommendations such as 'extend the  
predicament will be the cause they loved it' tend to crop

is said (2) "You still don't know how to make it better. If the answer is 4, you still don't know how to make it 4.2." The kind of some tests is simply a 'pass/fail'. If it is a pass then you did all right: you still don't know how to make it better but at least you know it was not an ad. If it's a fail, then it's back on the drawing board with no learning about what went wrong and what direction would be better. This seems to be considerably wasteful not only of time but also of money.

time for a new kind of pre-test  
have developed a new approach to  
testing, called Preponse. Preponse,  
believe, meets all the needs listed  
These needs fall into one of two  
groups: those where the need is to know

● *'Will the ad work?'* The requirement from this type of test is to evaluate the ad in order to predict whether it will work to have the desired effect, usually based around the effect on brand sales or brand health.

While the primary requirement for any one test may fall into one or other of these two groups, the point is that it is a waste of time, money and effort to find out the answer to one of these questions without finding out the answer to the other. So for a pre-test to be truly useful it needs both to *predict* what effect the ad will have and *diagnose* how it can be made better.

Often the key question in terms of sales prediction is, 'what will this ad do for sales of my brand?' - will there be sufficient return to make the ad spend worthwhile? This is clearly why the 'persuasion shift' school of pre-testing has been so popular for so long, because it claims to answer this question.

First, people still know it's a test and

Second, it assumes advertising is the only element in the mix, whereas in reality people will be influenced by all the other factors: competitive activity, promotions, availability, position on shelf and so on.

While sales response is an important part of what a pre-test needs to predict, it does not tell the whole story. What about those long-established brands such as McDonald's and Heinz? While they would, I'm sure, like to get an immediate sales increase post advertising, in reality it is unlikely to be to the magnitude of a new brand. Often in these cases the desired effect is more about strengthening the relationship consumers hold with the brand, perhaps increasing loyalty in some small degree or simply strengthening the brand against some present or future competitive threat. Therefore we would argue that a prediction about the effect of the ad on the brand relationship is of equal importance.

and this happens, or what will change in  $\rightarrow$

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