

# PrintAd.Analyzer

Maximising Return on Marketing

## ADVANTAGES

- **Innovative** – Deeper analyses by combining Measurement & Survey
- **Fast** - Results in 1 - 2 weeks
- **Practical** – Recommendations on Impact, Understanding & Activation
- **Valid** – Decision Certainty through large samples



**MediaAnalyzer**

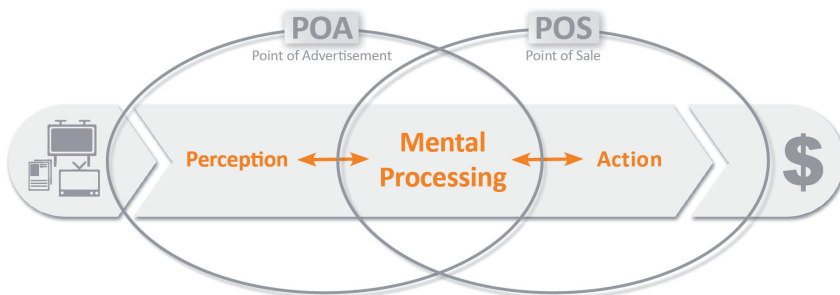
# MAKING ADS MORE EFFECTIVE

„The most important word in the vocabulary of advertising is TEST. If you pretest your product with consumers, and pretest your advertising, you will do well in the marketplace.”

David Ogilvy said it decades ago and it is still true.

Ads need to work hard. They compete with editorial and other ads for readers' attention. Then they need to inform, connect emotionally, arouse interests, satisfy a need, brand and most importantly sell the product or service.

This interplay of variables can be controlled and influenced if you know what to look for:



The better these factors are controlled and adjusted, the more certain you can be that you will reach your desired goals and maximize your ROI.

## OPTIMIZING ADVERTISING SUCCESS

PrintAd.Analyzer delivers detailed insight into advertising campaigns and detailed and actionable recommendations for improving customer communication. The tests are conducted on line and combine AttentionTracking™ and a customized survey that allow us to target specific samples and deliver results in a few days and at a very low investment. Our benchmarks offer comparative values and optimization approaches based on a large number of advertising effect tests that have been conducted since 2002.



### AttentionTracking™

AttentionTracking is an interactive tool that allows respondents to complete a test on their PC in a game-like and respondent-reported “fun” way that records their viewing pattern of an image. A short training session synchronized the hand and eye-movements of the respondents. The technology allows the respondent to determine when they take the test. Using a scientific algorithm and diligent screening the voracity and quality of the data is guaranteed. AttentionTracking is able to measure what elements of an image are perceived, how strongly they are attended to and for how long.

# KEYS TO ADVERTISING SUCCESS

## IMPACT

Impact is dependent upon being seen. If a tree fall in the woods...

-Great creative attracts buyers' attention in today's cluttered environment.

## PERCEPTION

Communicate unique messages and advantages in a clear and structured way.

-Lead buyers through your ad in a compelling manner.

-Make sure all elements are seen.

-Eliminate distractions.

## COGNITION (Understanding)

Make sure prospects understand the salient points and benefits of your products or service. It is not what you say that matters it is what they hear...

-Ensure that the message intended is the message received and remembered.

-Clearly communicate competitive advantages.

## EMOTION

Emotive connection is directly related to branding and buying.

-Improve the probability of buyers liking your ad and message.

-Understand what they like and more importantly change what they do not like.

## BRANDING

Build brand equity with prospects and customers.

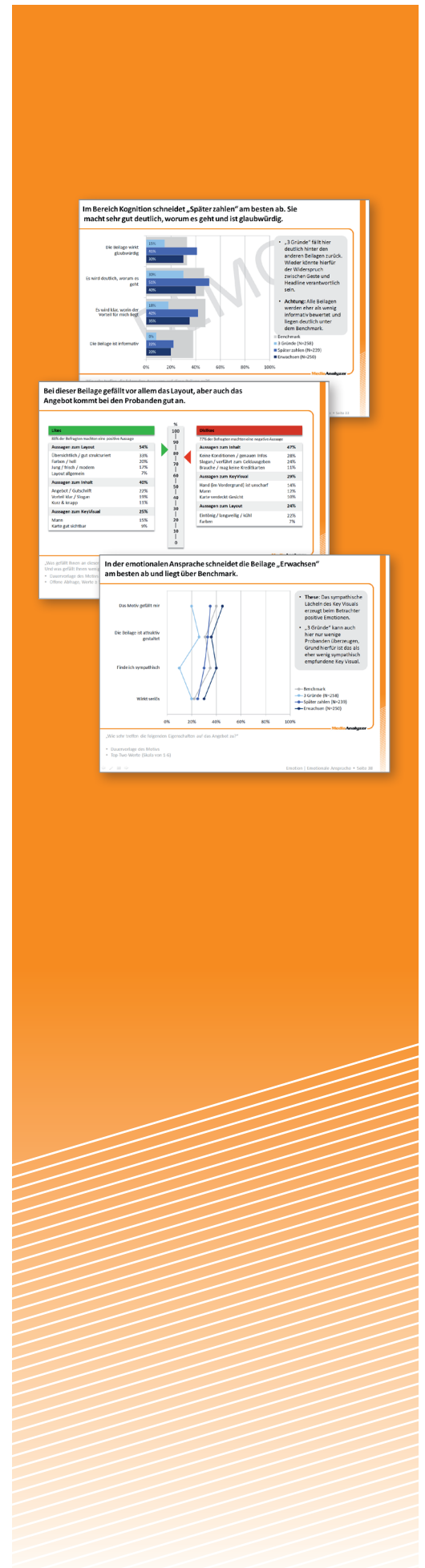
-Make sure that the creative and messaging supports your brand.

-Better feature your logo and product message.

## ACTION (Buying impulse)

Drive sales and gain share in today's competitive marketplace.

-Improve the likelihood prospects will buy and recommend your products or services.



## SCOPE OF PRINTAD.ANALYZER

As a consulting partner, MediaAnalyzer uses your companies goals and develop a targeted AttentionTracking™ test and customized survey tool to help you communicate better with customers. The ads are embedded in an appropriate magazine environment and delivered via the web to a targeted sample of representative customers. The benefits of PrintAd.Analyzer include:

- Speed, tests can be turned around in under 7 business days.
- Demographic and psychographic fit, samples mirror the target.
- Geographic diversity, conducting tests online allows for targeted recruitment.
- Larger sample size, online recruiting of n=100+ per image
- Lack of bias, conducting the research in private via the web negates any peer pressure normally experienced in group testing or lab environments.

## QUOTE FROM CUSTOMER

With office in Hamburg, New York, the UK, Switzerland, Belgium and Southeast Asia, MediaAnalyzer has been helping companies optimize their advertising since 2002. Our partner companies include:



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