

communications are made.

Unit-6 - Test of Effectiveness

The communication effectiveness of an advertising campaign is measured both before and after its release. The three major methods used by protesting advertisements are:

(a) Asking consumers or specialists to rate or rank alternative advertisements in terms of elements such as attractiveness, liking and interest of the theme, slogan and illustration used in the advertisement copy. This method of protesting is called 'Direct Ratings; method.

(b) Checking the extent of recall of both the overall advertisement as well as its content. This is done by first making available, to select consumers, a set of advertisements. This type of retesting can be done both by providing aid / lead to the consumer to recall, or can be unaided. The purpose is to ascertain the extent of recall of the alternative advertisements, and the reasons that make an advertisement stand out. This method is called Portfolio Test method.

(c) The third method makes use of equipment and gadgets to measure consumer's physiological reactions like pupil dilation, heart beat, etc. on seeing an advertisement. These tests popularly call as 'Laboratory tests help in the measurement of attractiveness of the advertisement to a consumer'.

Post testing of advertisement – Testing of the communication effectiveness after the advertisements are released is done through measuring the 'recognition' and 'recall' among the target audience.

(a) **Recognition Tests** – It aim at measuring the degree of memory ability of an advertisement. For this purpose, the use of Daniel Starch methodology is used. The test begins by qualifying the readers in terms of whether they have seen or read the specific issue of the magazine which carried the advertisement. The qualifying readers are classified into the following three categories.

(i) Noted Per cent of readers who have seen the advertisement.

(ii) Associated Per cent of readers who have seen and read parts of the advertisement.

(iii) Read most Per cent of readers who read the advertisement.

per cent of advertisement reading matter.

The results of the recognition tests help in ascertaining the extent to which a company's advertisement made a communication impact. When compared to past or alternate campaigns used, the results throw light both on the trend, as well as the popularity of a company's advertising campaigns besides contributing to making the advertisements better read.

(b) Recall Tests – As already mentioned under retesting, these tests aim at measuring the extent of recall of what had been seen or read in the advertisement. Gallop and Robinson Impact post-test is one of the popular test used for recall studies. Under the test, the qualifying readers are shown the magazine cover and with the help of a deck of cards bearing names of different brands are asked to state which brand advertisement has been seen by the reader, and he is asked to recall everything he can remember about each advertisement identified by him.

Probing is done in areas like what did the advertisement look like? What did it say? Did it increase his interest in buying the product, etc.? In the next steps the same advertisement which he was thinking of, is shown to the reader. The percentage of all qualified magazine issue readers who successfully associate the brand or advertiser with specific feature of sale point of the advertisement is called 'Proved Name Registration' (PNR). Like the above tests, various other tests are conducted for measuring the association, awareness, knowledge and attitudes of the readers.

Measuring Sales Effectiveness

Sales being the result of both advertising as well as other elements of the marketing mix, it is very difficult to isolate and relate advertising to sales. However, it can be done to some degree of accuracy by:

- (a) Measuring sales that take place in response to mail order offers in select sales territories.
- (b) Counting of inquiry coupons received and sales effected out of them.
- (c) Conducting experiments by varying advertising efforts in isolated sales territories and comparing sales results
- (d) Establishing historical relationship between advertising expenditure, media used and sales over a sufficiently long duration.

Based on various researches in the field of measuring advertising effectiveness, some of the benchmarks which have been established are