

6/06 ~~Topic~~

Unit - 6

Advertising Effectiveness.

All advertising effects are directed mainly towards the ~~and~~ achievement of business, marketing and advertising objectives to increase the



the sale turn over and for maximum profit.

The Effectiveness of advertising in a particular media may also be major measured in any of the following ~~ways~~ ways:-

- (a) By giving different address to different media.
  - (b) Different news sheet or paper may be selected for advertisement of different department.
  - (c) Enquiry for consumer should mention the name of sources of information.
- ~~(d)~~

→ In measuring the effectiveness of advertising we include measuring the effectiveness of advertising campaigns, advertising copy and the effectiveness of individual media.

→ Advertising effectiveness pertains to how well a company's advertising accomplishes the targeted objectives.

These measurement can be used for all type of advertising,



including television, radio, direct mail, internet, and even billboard advertising.

→ Evaluation of advertising. or advertising effectiveness refers to the managerial exercise aimed at relating the advertising result to the established standard of performance and objective so as to assess the real value of the advertising performance.

→ The Evaluation exercise is also known as advertising research.

• It is an attempt to know whether the message designed properly has reached the greatest number of prospects.



→ Advertisement effectiveness evaluation is a research activity is to establish the cause and effect relation between the effort and the result.

→ The advertisement effectiveness is to be seen in 5 areas namely markets, motives, message, media.



Testing of Effectiveness is possible at any stage of advertising process. It can be done before the advertising campaign begins or during its run or after the campaign is fully run.

## (b) Techniques of Testing Effectiveness

Meaning:- An advertisement should be put to test before it is run so that any corrective step if required may be taken at the right time.

Testing should be carried out at an appropriate stage in the advertising process.

For example:- The effectiveness of an advertisement theme should be tested before preparing an advertisement.

① Advertisement testing before it is run, may provide indication what will have during and after its running. This is known as pre testing.

② Testing after an advertisement has run to measure its effectiveness is called post testing.



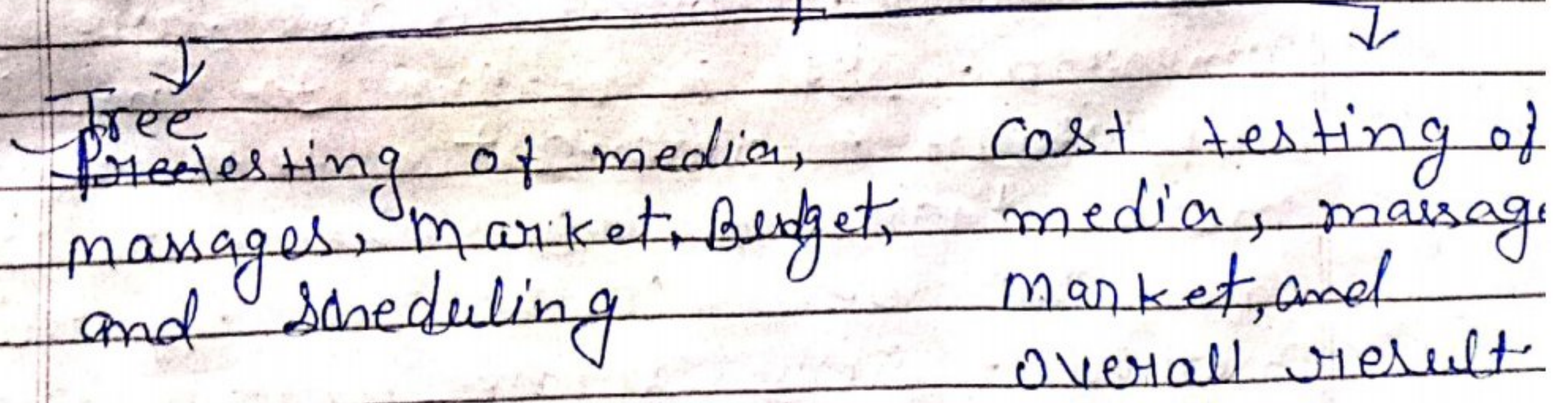
→ (D) There is also concurrent testing which refers to the testing during the running of an advertisement.

→ \* Principals of advertising :-

- (i) It related to advertisement objective.
- (ii) Consist of several measures to ensure performance of advertisement clear about result expected through each test
- (iii) Clear about wheather the stimulus is to be repeated
- (iv) provide control to filter the effect
- (v) Clear about p sampling

Types of advertising evaluation.

Advertising effectiveness (testing)



→ Pretesting  
 Pretesting increases the likelihood of preparing most effective advertisement by allowing us



An opportunity to detect and eliminate weaknesses as a flaw.

→ The following are the Tree testing methods, advertisement,

(i) Order of merit list.

(ii) Paired comparison.

(iii) Portfolio testing

(iv) Mock magazine test

(v) Direct questioning

~~(vi)~~

(i) Order of Merit test:- The advertisements are ranked as per preferences by the potential prospect. In advertisement copy can be tested with accuracy by this method later the accuracy decreases. The best advertisement copy emerges in the best advertisement copies.

(ii) Paired comparison:- In this method two advertisement copies are compared. It is one to one comparison amongst test advertisement. more than 6 advertisement copy can also be compared by this method. Every single advertisement is compared with all others, but only two (a pair) is considered at one period of time. Sources are



Recorded on cards. They are summed up. The winner gets the highest score. The other ads are rated according to their scores after summation. This technique is easier than order of merit. Till ten copies, there is good accuracy; which later decreases. The number of comparisons one is required to make with the help of the following formula.

$$\text{Number of comparisons} = \frac{n(n-1)}{2}$$

where  $n$  is number of ads to be tested.

Suppose 8 ads are being tested, the number of comparisons would be

$$= \frac{n(n-1)}{2} = \frac{8(8-1)}{2} = \frac{8 \times 7}{2}$$

$$= \frac{56}{2} = 28$$

(iii) Portfolio test:- Here some dummy ads are mixed with regular ads. A number of dummy ads are put in a portfolio along with the ad copy to be tested. The consumer sample sees the portfolio. The consumer is then asked about what he has seen in each ads. The ad giving minimum playback is considered



the best. It is verified whether the adjudged ad is dummy or regular. In case it is dummy, the actual ad is improved on the same lines.

Another version of this test divides the sample into two groups - experimental and control groups. Experimental group sees portfolio containing dummy as well regular ads. The control group evaluates only the portfolio without test ads. Recall test is later conducted to assess reaction to test ads.

(iv) Mock magazine Test:- It is an alternative version of the portfolio test. It does not use a portfolio but uses a real magazine. It introduces test ads in a magazine to an experimental group to read. The control group is also exposed to the same magazine, but is without test ads. Later a recall test is conducted to assess the effectiveness of test ads.

(v) Direct Questioning:- Either the whole ad or its different elements are tested by asking direct



Questions to a consumer jury, numbering 12 to several hundred individuals. Alternative ads may also be tested. Sometimes there is one single question only: which of these ads would most influence you to buy the product? Sometimes, an elaborate questionnaire is prepared to assess attention strength, read-through strength, affective strength and behavior strength of the ad. For each component, out of maximum points, the copy is allotted some points. The jury looks at each ad and starts rating with the best and comes down to the worst.

### Perceptual meaning studies (pms)

→ This method uses time-exposure to the test ads. In tachistoscope is an instrument that may be used in this test. The respondents are see the ad for a pre determined time, and then are subjected to a recall test - product, brand illustration and the main copy.

### \* Additional Pre-Testing Techniques

Some of these are:



- (i) Sales Experiments @
- (ii) Direct mail test
- (iii) Physiological test
- (iv) Psychological testing.

(i) Sales Experiment :-

Before going national a small ad company is run. It consists of either one or more ads. Two or more test centres are selected to do so. The period for which the ads are run is fixed (say to one to four months). The sales responses are noted. It is useful for those products which are frequently purchased and those ads who aim to motivate buyer to immediate sales action.

(ii) Direct Mail test :- prospects from the mailing list randomly selected are sent different test ads and the orders against each lot are noted.

(iii) Physiological testing :-

Here physiological reactions of the respondents are noted, rather than what they have to say. Three principal



DATE: \_\_\_\_\_  
instruments to do so are:-

→ Eye movement camera:-

It measures the eye movement over the layout of test ads. The route taken by the eyes is noted. The pauses are noted. The areas of interest and attention can be judged.

→ Galvanometer:-

It measures skin responses to ad stimuli like perspiration by gland activity through palm. More perspiration decreases the resistance and faster current passes. The tension is generated.

→ For Perceptoscope an pupillometric devices record changes in pupils dilatation.

Dilatation indicates reading and attention. Contraction shows dislik to ~~at~~ what is being read. It evaluates interesting appealing visual stimuli.