



## Ad-Insight

Lead your market through innovative research

**Make sure the right message is communicated through testing and evaluating audience perceptions in order to select the best ad options**

**Marketing Communications research that empowers you to:**

Pre-test promotional material before undergoing the whole campaign

Understand what will make your promotional material sell your products or services

Design your adverts and other promotional materials based on real feedback



### Actionable-Insight Product Range

KnowledgePartners research expertise are delivered through:

- Brand-Insight
- Reputation-Insight
- Consumer-Insight
- Segment-Insight
- Product-Insight
- Service-Insight
- Market-Insight
- Ad-Insight**
- Campaign-Insight
- Sector-Insight
- Shared-Insight

Specific consortium and syndicated studies are also offered on a shared cost basis, delivering top value at the fraction of the cost.

### Business Issues

- How will different audiences react to and perceive your promotional materials?
- Is the message in tune with your brand image and values?
- What product or service features are consumers likely to remember and which ones will influence buying decisions?
- Which design communicates your product or service most effectively?
- In what way does the packaging of your product or service affect consumer behaviour?

### KnowledgePartners can help by

- Testing reactions to and perceptions of promotional concepts and messages amongst different demographic groups
- Evaluating the importance of different features and benefits, and testing different combinations.
- Measuring ad effectiveness and price sensitivity
- Exploring buying behaviour and purchase potential
- Monitoring the impact of messages on brand image and values.

### Bottom Line Impact

- Save costs by pre-testing promotional materials amongst different markets before committing to the whole campaign
- Increase sales from using promotional materials that convey the right message
- Improve promotional effectiveness and ROI by using the right designs and combinations of features and benefits that you know consumers value
- Increase customer numbers by focusing your promotions on what really differentiates your products or services in the eyes of consumers

### Deliverables

- **Concept test results:** outlining the attitudes and reactions from the demographic groups surveyed
- **Message evaluation:** reporting on message effectiveness and perception of the different features and benefits
- **Design analysis:** giving feedback on the different promotional combinations and packaging of the product or service
- **Demographic profiling:** outlining the sales potential and expected buying behaviours

### Driving Market Research Usability

KnowledgePartners eReportal is used to deliver the value from research projects to the heart of your organisation.

Using online audio/visual presentations and interactive dashboards, dissemination amongst the research end users is easily achieved.

Each interactive dashboard is a multi-layered, data rich, pool of information. Users can drill down to the relevant information.

Each project has custom built dashboards, so that the client needs and objectives drive the outputs.

**For an online demonstration contact our research team on:**  
**t: +44 (0)1539 444 555**  
**e: enquires@knowledge-partners.com**

#### Is time of the essence?

To obtain a rapid proposal the next working day, please go to our Rapid Proposal form online at: [www.knowledge-partners.com/contactus.html](http://www.knowledge-partners.com/contactus.html)

#### Sector Expertise

KnowledgePartners has in-depth sector expertise throughout its network and covers B2C, B2B, B2E and C2G. Sectors include Automotive, Financial Services, FMCG, Healthcare, ICT, Media, and Public sector.

