

Pros and Cons of Measuring Advertising Effectiveness

Reasons to Measure Ad Effectiveness

- Avoid costly mistakes
- Evaluate alternative strategies
- Increase efficiency of advertising in general
- Determining if objectives are achieved

Reasons Not to Measure Effectiveness

- Cost of measurement
 - Problems with research
 - Disagreement about what to test
 - Objections of creative personnel
 - Lack of time
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Evaluating Creatives*

- Concept Testing: Assessment of potential creatives
- Communication Research: A Look at the Advertising Creative
- Copy Testing: Assessment of creative achievement

* The word *creative* when used as a noun refers to an actual advertisement

Concept Testing

- A concept is similar to the actual ad, but more succinct without a lot of selling and posturing
 - The concept states in clear terms the selling premise, unique position or benefit of the advertised product or service
 - We test the concepts in order to determine which of a set of concepts would be the most useful in accomplishing our objective
 - See handouts to see the difference between a concept and the corresponding creative
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