

<p>Brief description</p>	<p>The Online AD TEST is a standard pre-copy test similar to the ones used in conventional media for reviewing advertising media. It is a professional tool for reviewing the advertising effectiveness of online advertising formats while preparing the campaign.</p>
<p>Fields of application</p>	<p>The Online AD TEST may be used for the following:</p> <ul style="list-style-type: none"> • Test different advertising formats (e.g. Banner, Popup, Skyscraper) for their respective consumer acceptance and performance values • Test different design approaches (e.g. text/graphic elements, colours and shapes) with respect to their effectiveness and effect • Analysis of the advertising efficiency within a defined target group as compared to the rest of the respondents <p>After performance values have been determined for the tested ads, favourites are listed along with recommendations for optimising the ads.</p>
<p>Scope of research</p>	<p>The Online AD TEST researches the following criteria for the tested advertising formats, prior to the launch of the online campaign:</p> <ul style="list-style-type: none"> • Assessment of the ad • Likes/Dislikes and conspicuous aspects • Unambiguousness/comprehensibility of the advertising message • Brand valuation / brand commitment • Image of the brand using individual battery of items • Congruence between brand image and advertising • Intended conduct / interest in the product
<p>Scope of services</p>	<p>The Online AD TEST includes the following services:</p> <ul style="list-style-type: none"> • Plan and program the questionnaires for the advertising format • Query the above-listed research content • Survey sociodemographics (age, gender, education, income, Nielsen region) for a more in-depth analysis of effectiveness in certain target groups • Guaranteed minimum sample of 300 cases over the course of approx. 3 survey days • Standard evaluation in PowerPoint within a week after completion of survey format is served, and data delivered as an Excel file

<p>Basic conditions</p>	<ul style="list-style-type: none"> • For the testing of 2 different formats - campaign volume of at least 250.000 Ad Impressions • For the testing of 4 different formats - campaign volume of at least 1 Mio Ad Impressions • For the testing of 2 different formats - campaign volume of at least 1 Mio Ad Impressions
<p>Requirements</p>	<p>To perform the Online AD TEST, we need gif, png, jpg or swf files of the advertising formats to be analysed - they should be submitted in their final form by 2 days before the survey starts, latest.</p> <p>To allow some time for optimising the ads if applicable, we recommend that the survey is performed 3-4 weeks before the scheduled campaign launch (ideally), but 2 weeks before at the latest.</p> <p>The number of ads to be tested is limited to 6 (six) creatives per survey.</p> <p>The results of the Online AD TEST will be available one week after performing the survey.</p>
<p>Method</p>	<p>Prior to the launch of a campaign, an online survey is carried out on the Lycos network using the n-viz procedure (simulated random selection), to determine the consumer uptake and effectiveness of a scheduled online advertising format in the planned advertising environment.</p>