

Ad Value Research

You won't find an ad research company, anywhere in the world, more committed, more experienced and better resourced to help you determine the real value of an ad, an idea or a campaign. Especially when combined with the collected wisdom of Roy Morgan's professional researchers and unparalleled wealth of market data, our proven tools and techniques will help you squeeze every last dollar of value from your advertising investment.

Mapes and Ross

A division of Roy Morgan International

For more than 30 years, Mapes & Ross has been one of the world's most respected ad testing specialists. With established norms in a wide range of categories from testing thousands of ads, the acquisition of the Mapes and Ross in 2004 has added invaluable experience to the Roy Morgan team.

"The world's most complete suite of ad valuation tools."

In the real world, advertising doesn't usually have the luxury of someone to physically show it to you. It either stands out in the competitive environment, gets noticed and remembered, or it doesn't. *Natural Exposure* tests your ads and ideas in their real context and their natural environment to provide you with the most accurate and insightful evaluation of its pulling power.



Developed by Josh McQueen, *BEST* helps marketers identify their Core Customers and focus resources and effort for maximum ROI. *BEST* is internationally recognised as a premier brand valuation system.



Roy Morgan's Global Communications Centre is located in Melbourne, where our telephone interviewers train and operate, as they have for more than 20 years.



Our proprietary data management & analysis software is universally acknowledged as a leading tabulation software package.



CoreSearch

This highly effective diagnostic ad research is usually conducted at a central location (e.g. shopping centre) or online. *CoreSearch* provides immediate recall measures for any medium, followed by a second, focused exposure of the ad from which highly detailed responses are measured.

Unlike all the pseudo single source surveys that 'fuse' media and consumer behavior data, the real thing derives its unique power from asking all questions of the same respondents. The result is the richest *Single Source* of information and insights on consumers' hopes and aspirations, attitudes and beliefs,



MediaPlanner

media consumption, product usage and brand preferences. *Single Source* recontact adds additional layers of understanding when recruiting for Ad Value Research.

The Reactor captures the gut feelings of respondents to any media, captured by use of a dial (offline) or slider-bar (online). As consumers increasingly exercise their new options to choose to watch or avoid advertising, appeal and likability (so accurately gauged by *The Reactor*) are more critical than ever.



Tracking brand recall, ad recognition, message retention and appeal is all the more powerful when segmented by owners, intenders and competitor's customers and tracked against media weights and performance. Actual buyer profiles from *SalesTrack* help refine and focus future prospect profiling.



SalesTrack

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AdValue Research

Accurately predicting, recognising and maximising the value you receive from your advertising is as much a science as it is an art.

At Roy Morgan Research, we've been analysing advertising hits and misses for over sixty years and have unparalleled experience in blending scientific research techniques with innovative tools to measure both rational and emotive responses with creative integrity and sensitivity.

Of course, we can track your advertising, flight by flight, and report on ad recognition and brand linkage against TARPs, readership and/or expenditure.

We can also load your sales data into our award winning ASTEROID software and report on precisely who the real buyers are.

But experience has shown that the earlier you involve us the more valuable we can be.

From *Roy Morgan Single Source*, the world's richest database of consumer attitudes, media consumption brand preferences and buying behaviour, we can not only segment and pinpoint your prospects more precisely but help you formulate the most cost effective strategies to reach them with *Media Planner*.

From our *Online Survey Panels*, *Personal Interviews* or *CATI Omnibus*, we can help identify opportunities, prioritise benefits and test offers to help create a brief or respond to one.

From Conception

We believe that many concept and ad testing techniques suffer from weaknesses that have infuriated agency creative people and enlightened clients for decades.

In spite of the fact that one of the primary challenges to creators of advertising is to make sure it gets noticed in the first place, some techniques begin by boldly presenting advertisements in an entirely artificial context, immediately eliminating the ad's pulling power as a criterion. As if to add insult to injury, some then proceed to ask the respondents 'what they think of the ads or concepts'. No wonder ad tests often meet resistance!

Are your ads hitting the spot?



And are you spotting the hits?

The foundation of Ad Value Research is the *Natural Exposure* methodology that has been proven with thousands of ad tests over more than thirty years by *Mapes & Ross*, Roy Morgan's specialist ad testing division headquartered in Princeton.

The concepts and ads (for any medium) are placed in their natural environment (in the newspaper/magazine, on the web site, in a television or radio program) to which the respondent is exposed, in their natural environment (usually at home).

Respondents, who believe they are rating the program or content, indicate their brand preferences before and after exposure to the ads, which form the basis of *Natural Exposure Persuasion* scores.

In conjunction with other Ad Value Research techniques, including *The Reactor*, *Natural Exposure* delivers the most accurate and detailed predictions of how your concepts and ads will perform in the real world.

Discover your edge

Roy Morgan International believes in Advertising.



We believe

Key Roy Morgan Executives are ex Advertiser & Agency people who haven't lost their *passion for advertising*.

Target Profiling via *Roy Morgan Single Source* helps maximise the *presenter effect* (where the medium & environment influence perception).

The Reactor scores the ad's appeal and likability, second-by-second.

CoreSearch probes understanding of your ad's core promise.

The Reactor graph shows the concept's relevance and *CoreSearch* probes critical brand linkage.

All *Ad Value Research* respondents can be recruited from *Roy Morgan Single Source*, ensuring that they are true target prospects.

Day, Week & Month After Recall measures and *Roy Morgan AdTrack* help optimise your advertising ROI.

Great ad research recognises great ideas.

The medium is not the message but it can have a profound influence on how the message is perceived and understood.

Advertisements can only be effective if they're noticed in the first place.

Increasingly, consumers are able to choose to accept or reject advertising (and, increasingly, they do).

Ads that raise interest within the first few seconds are more effective than those that don't.

Entertainment is an effective vehicle, not an advertising objective.

'Relevance' is a key to persuasiveness and brand linkage.

Otherwise 'effective' advertisements fail without strong brand linkage.

How people *feel* about what was 'said' is far more important than what was said.

Some memorable, persuasive, effective 'communication' is wordless.

Effective appeals to prospects who are not 'open to buy' are ineffective.

The opinions and ratings of respondents who are not 'open to buy' should never be allowed to drag ad effectiveness scores down.

Ads that are recalled for twice as long are usually twice as cost-effective.

Maximising sales data helps focus & refine *targeting* – the secret to advertising cost effectiveness.

Natural Exposure[™] evaluates the power of the idea to stand out in the real world.

Check your ad's *Arrest, Interest & Involvement* score against *The Reactor* normative data.

Mapes & Ross has accumulated Persuasion Norms over 30 years of *Natural Exposure*[™] testing.

The Reactor shows respondent's gut feel, measuring their virtually subconscious reactions.

The unique combination of *Roy Morgan's Ad Value Research* techniques uncovers how the advertising effects the respondent.

View simultaneous graphs of second-by-second *Reactor* responses by any segment (Core Customers, Competitor's Customers etc.).

Roy Morgan Sales Track and *BEST* (*Brand Equity & Segmentation Targeting*) linked to *Roy Morgan Single Source* provides the most precise targeting data for focus marketing on the *BEST* prospects.