

Aim:
Assess the **effectiveness of a new haircare TV advert.**

It must score well on the following attributes:

-  Be likeable
-  Communicate a clear message
-  Have strong purchase intent.
-  Be memorable
-  Evoke strong brand associations

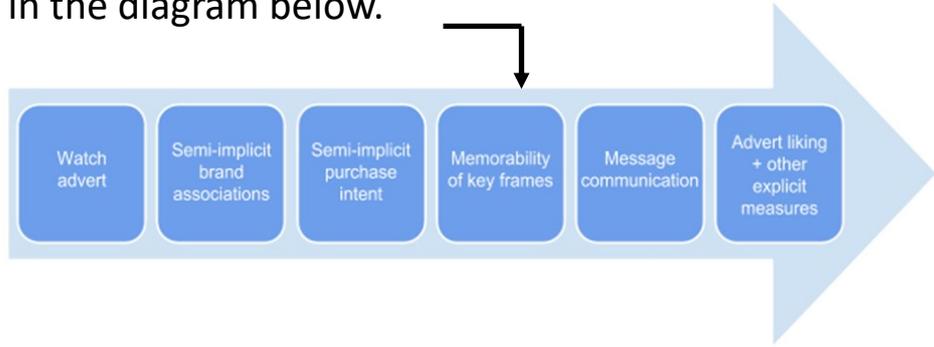
Explicit attitudes are formed on a conscious level and are easy to self-report .

Implicit attitudes are formed on an unconscious level and may reflect 'gut' feelings.

Solution:

The test procedure was as follows:

People watched the TV advert, and were then recorded on a number of implicit and explicit measures, illustrated in the diagram below.

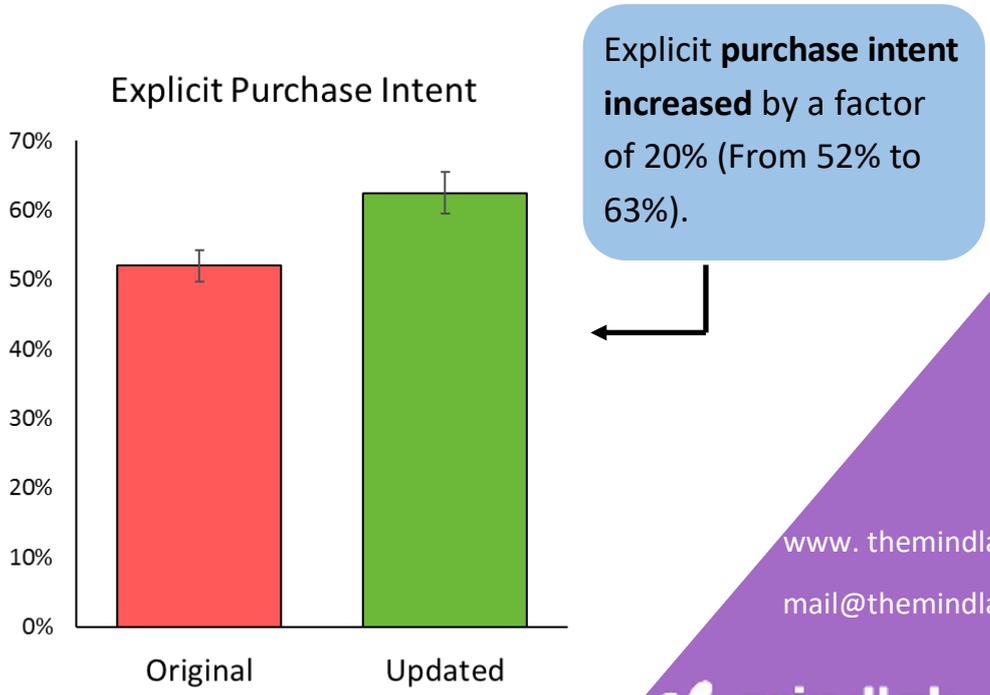


The output was used to **provide feedback regarding a number of improvements** to enhance the adverts effectiveness.

The suggested **changes were then implemented** and the **ad was then re-tested to measure the effectiveness of the changes.**

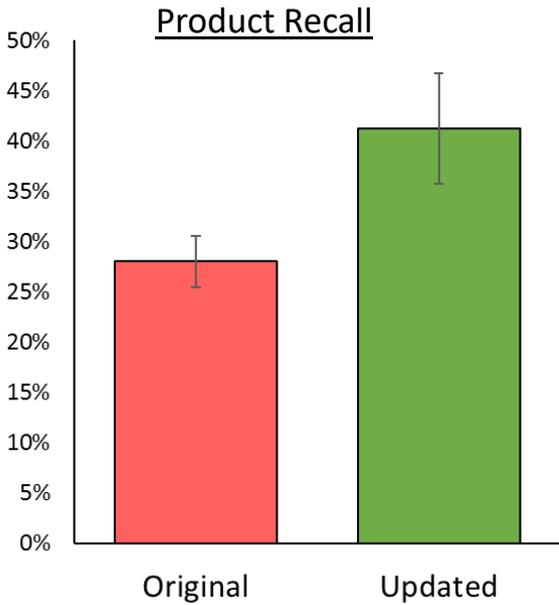
Significant improvements were recorded for a number of measures:

Findings:



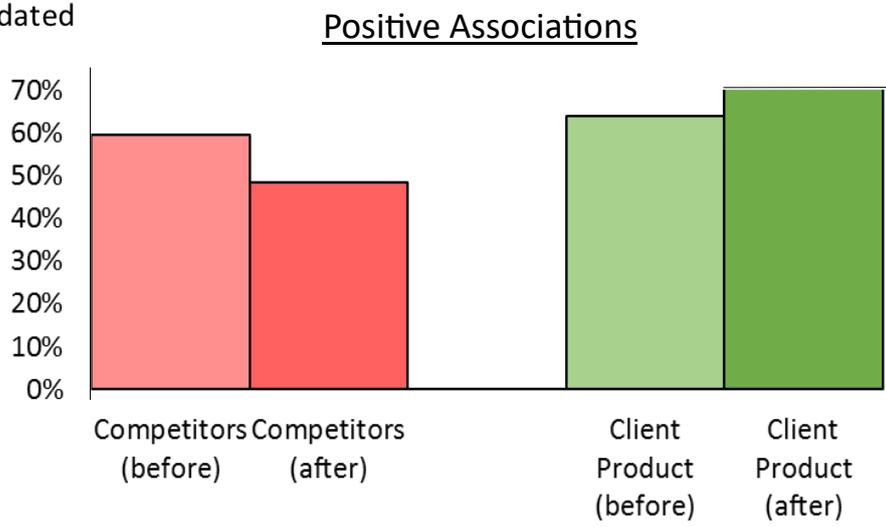
www.themindlab.co.uk
mail@themindlab.co.uk

Findings:

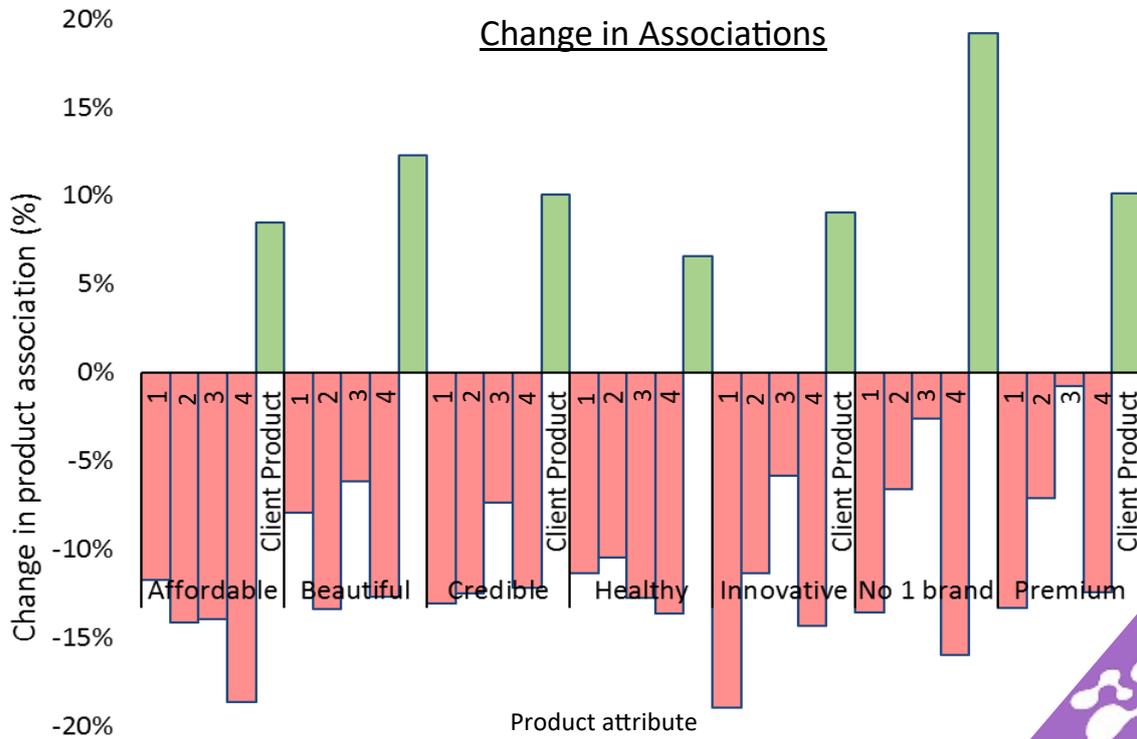


Retention of product feature information **increased by a factor of 47%** (from 28% to 41%).

Overall **positive associations for the product increased by 10%**. **Competitors on average dropped by 12%**.



Positive brand attributes increased across the board for the client and decreased for all competitor products.



Red = Competitors
Green = Client product

www.themindlab.co.uk
mail@themindlab.co.uk