



Pre-testing with Next*Adlab: A Qual/Quant Tool to Optimize Creative in One Day

About Ipsos ASI

Ipsos ASI is the largest provider of advertising pre-testing services in the world. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising development process, and to maximize the return on their advertising investment. We are committed to providing advertisers with insights to help in the development, evaluation, and improvement of their advertising efforts, and, ultimately, to help them build stronger brands.

Ipsos ASI provides a full range of advertising research services with Advertising Testing, Tracking and Brand Equity, backed by a dedicated team of advertising research experts whose mission is to deliver the answers that will add value to your business anywhere in the world.

Ipsos ASI is an Ipsos company, a leading global survey-based market research group.

For more information:
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Introducing Next*Adlab! A pre-testing solution designed specifically to optimize creative by identifying and fully diagnosing what is and isn't working with your advertising—in real-time.

Next*Adlab is a flexible early-stage tool that is especially valuable in providing marketers with timely guidance when they are, among other things, exploring different creative ideas, taking a new or bold creative direction, or trying to regain effectiveness of ad ideas that have stopped "working."

Utilizing **deep qual insights** informed by **proven quant measures**, Next*Adlab helps advertisers make the best decisions for their brands and their budgets prior to committing to a big ad spend.

Next*Adlab sessions involve two phases:

- 1) **Quant Phase:** Based on Ipsos ASI's validated philosophy of Reach and Response. Respondents answer quant questions using a wireless TouchPad and clients see results in real-time.
- 2) **Qual Phase:** A true qualitative focus group provides an understanding of the dynamics driving consumer response, discovering what's behind the quant scores.



Interactive: Fosters interaction among client, agency and researcher around real-time consumer data and reactions. The quant helps direct the most relevant issues to explore in qual—providing true "focus" for the focus group and minimizing potential for group think.

Flexible: Suitable for single and multimedia campaigns, for all types of media, for finished and non-finished ads.

Fast: 1 day to test up to 3 ads. In the morning you come with the ads, in the evening you know what actions to take.

