



Focus On: Ad Testing

iImpact Solution Brief

ORGANIZATION TYPE:

Gas Retail

TARGET AUDIENCE:

Medium to heavy gasoline consumers

PROJECT CATEGORY:

Ad Test

iMODERATE OBJECTIVE:

iModerate aimed to understand the degree to which a new ad campaign resonated with consumers, and how well it spoke to issues and themes that were important and relatable to them. Additionally, our moderators sought to determine what role the campaign played in driving brand favorability and purchase intent.

OUTCOME:

The iModerate sessions showed that despite lack luster quantitative scores, the campaign did in fact strike a chord with respondents and spoke to issues that were important to them. Through targeted probing, moderators were able to uncover that for many respondents negative views of the brand overshadowed their feelings for the campaign so greatly, that it led them to rate it very poorly on several key metrics - thus diluting the data. Once this disparity was identified, moderators were able to focus respondents on the campaign itself and determine that it was in fact successful at improving brand favorability and, to a lesser degree, would increase purchase intent.

ORGANIZATION TYPE:

Discount and Variety Retail

TARGET AUDIENCE:

Customers who made a purchase at retailer in last 30 days

PROJECT CATEGORY:

Ad Test

iMODERATE OBJECTIVE:

In an effort to gauge the impact of a new edgy ad campaign rooted heavily in satire, iModerate focused the sessions on understanding how effectively the ads aligned with existing brand perceptions and what new messages the campaign was communicating about the brand.

OUTCOME:

The sessions illustrated that the satirical approach was polarizing for respondents and created two distinct camps. While half of respondents struggled to see how this new edgy ad campaign reflected what they had come to know and expect from the brand, an equal number of respondents passionately embraced the campaign and felt the ads breathed new life into it making it fun and hip again. Diving deeper into the root factors that were causing this divide, our moderators uncovered that respondents who disliked the campaign felt the brand was alienating them and discounting the loyalty they had shown it over the years.