

# STAMATS RESEARCH SERVICES

## Pre and Post Campaign Testing

Before launching a new advertising, promotional, or branding campaign, businesses often want to measure product usage, preference, brand awareness, or attitudes toward a brand. This pre-test establishes a baseline of key measurements so that campaign effectiveness or sales lift can be tracked over time.

Once the advertising or promotional campaign has run, a post-test measurement is conducted with the target audience to compare the same measurements. Results provide important insights on whether the campaign positively affected consumer's awareness, preference, usage, or attitude towards the brand or business.

Pre and post testing is particularly valuable in determining what's working and/or not working with a current advertising campaign so that tactical refinements can be made before additional media expenditures are incurred. Various stimuli (advertisements, slogans, images, audio, video, or spokesperson identification) may be incorporated into the post-test after unaided recall is measured.

### Topics covered in pre- and post-test surveys typically include:

- Recall of the brand, advertising, or business
- Preference of the brand
- Brand product usage or attitudes toward the brand
- Appeal of various marketing elements (slogan, logo, spokesperson, message, call-to-action, etc.)
- Level of consumer understanding of the main advertising or campaign message
- Elements that are missing or unclear in the campaign messaging
- Likelihood of the consumer to take action (inquire or purchase) based on the advertisement
- Cohesiveness between the campaign and the business' overall brand and values

