

# Cost Effective Ad Testing

iTestAds from iReach Market Research



[www.ireachinsights.com](http://www.ireachinsights.com)

## Ad Research and Testing

Marketers, Product and Brand owners tell consumers about their products and services through advertising. Because advertising (in all media) is such a significant expense in a marketing budget, a great deal of research is needed to measure its effectiveness and to make sure that the potential customer is getting the message and the ad campaign is achieving it's goals. In such challenging economic times, it is now more important than ever to test Ad effectiveness and impact, in cost effective ways. iReach Market Research works with many leading brands across all industry segments to help with Ad Research and Testing.



### **iTestAds from iReach Market Research**

- ✓ 200 Responses from your target market.
- ✓ Using iReach Proprietary Research Panels of Irish Consumers
- ✓ 10 questions outside of demographics datasets
- ✓ No extra costs for your Ad media, from print to TV and Radio
- ✓ All inclusive costs for Questionnaire Design, Fieldwork, Data Analysis and full Reporting
- ✓ 5 Working Day turnaround.

All for €3,300.00 ex Vat (€3,993 inc VAT)

## Key Benefits:

- Cost Effective to maximise your budgets
- Fast Turnaround in days not weeks
- Fixed Cost for Pre-Campaign Ad Testing
- Optional costs for Post-campaign Effectiveness study to use the Pre-campaign Ad Test as a baseline.

### **iTestAds Pre-campaign:**

At the pre-testing stage, research can be used to help guide the creative strategy. Ad testing is conducted to evaluate storyboards, videos and other creative materials, in semi-finished or completed states. Our goal is to help agencies and their customers to measure how the planned Ad campaign will impact on brand image, loyalty and message, while also providing a baseline to measure the campaign effectiveness.





**iReach Market Research** is the only agency in Ireland to have built our own research panels of 15,000 adults consumers and 5,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

-  **Monthly Omnibus**
-  **Online & CATI**
-  **Focus Groups & IDIs**



For more details:

Please call Ciara Shaffrey on:

0 1 - 4 0 0 3 6 0 0 or email:

[ciara.shaffrey@ireach.ie](mailto:ciara.shaffrey@ireach.ie)

iReach Market Research is a full Agency in Ireland covering all methods and techniques.

See more:

[www.ireachinsights.com](http://www.ireachinsights.com)