

Ad Research and Concept Testing

Because advertising 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 its goals. In such challenging economic times, it is now more important than **ever to test Ad effectiveness and impact, in cost effective ways**. iReach Insights works with many leading brands across all industry segments to help with Ad Research and Testing.

iTestAds

- 1,000 Responses each wave from your target market.
- Using iReach Proprietary Research Panels of 40,000 adult Consumers in Ireland.
- 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 across pre and post waves.
- 4 working day turnaround.

€8,000 for both Pre and Post campaign testing (ex VAT)

Key Benefits:

- Cost Effective** to maximise your budgets.
- Fast turnaround** in days not weeks.
- Fixed cost** for pre or post campaign Ad testing.
- Optional costs** for benchmarking campaign with industry averages or competitor sets.
- Deliver KPIs** that show how the ad campaign directly impacts your brand, purchase consideration and intent.

iTestAds Concept Testing

At the Creative stage Ad Concept testing is conducted to evaluate storyboards, videos and other creative materials, in both semi-finished or completed states. Our goal is to help Agencies and their Customers **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 Insights

iReach Insights Limited is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach Insights is the only agency in Ireland to have built our own research panels of **40,000 adult consumers and 9,000 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.

www.ireachhq.com