

AdUp®

Successful advertisement is neither a game of luck nor a coincidence!



Successful advertisement is not a game of luck!

With **AdUp®** successful advertisement is no longer a lucky coincidence!

AdUp® is MWRResearch's comprehensive advertisement research method:.

Based on established scientific models of communication science, advertising impact and findings of **neuroscience** – all put in relation to purchase intention, brand preference and brand fit – we help our clients with our **AdUp®**-System to develop, check and optimize their brand and product communication.

Our approach is always constructive and as your partner. We don't want to "judge" advertisements but help you improve it with our experience and technology. We put a particular focus on the analysis of the **implicit, emotional impact of communication** as well as the role of the advertisement media and form that is used in the framework of the communication.

**For all advertisement media:
Qualitative and quantitative test methods
of the AdUp® research system ...**

With our qualitative and quantitative **AdUp®** test methods we evaluate reliably the media-specific impact of classic offline communication (print, billboard, TV, radio, flyer), online communication (banner, pre-

rolls, videos etc.), POS material and event and sponsoring activities. We accompany you from the initial communication idea to the ready executed ATL- or BTL campaign of all employed ad media – if need be also across media channels.

For pre-tests, post-tests and tracking we use proven qualitative and quantitative off- and online tools such as focus groups, in-depth interviews and eye-tracking.

... for relevant insights and constructive recommendations.

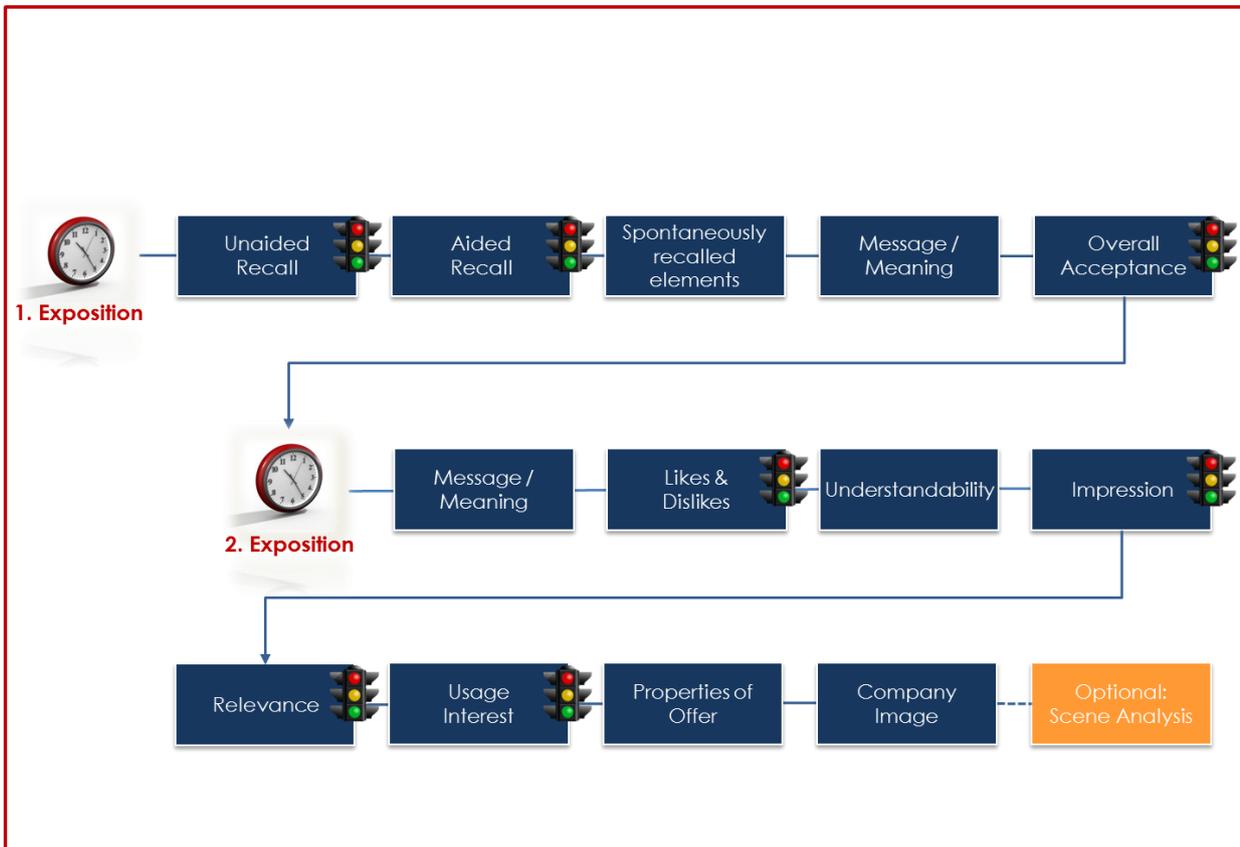
The **AdUp®** system delivers a qualitative diagnosis and insights as well as valid quantitative, database-supported **benchmarks** for recommendations about impact and communicative power of ad media – always coordinated constructively with communication goals briefed earlier.

Thus we call our complete advertisement research portfolio as **AdUp®: Advertising Upgrade**.

Flow and modules of a pre-test with AdUp®

The following example of a **AdUp®** Complete pre-test shows the modular structure of **AdUp®**:

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The **traffic lights** show relevant thresholds for benchmarks that are based on our data base and extensive studies. A tested advertisement should reach these benchmarks, or better still, excel them in order to be successful in a later tracking.

Different **modules** allow a fine-tuning of the overall complexity and costs to suit your needs:

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AdUp® Complete	AdUp® Medium	AdUp® Light
<p>Questions: KPI-relevant questions plus diagnostics such as extended item batteries scene analysis etc.</p>	<p>Questions: KPI-relevant questions without diagnostics</p>	<p>Questions: KPI-relevant questions without recall and diagnostics</p>
<p>Sample size: n = 120 (2 readable subgroups à n = 60)</p>	<p>Sample size: n = 120 (2 readable subgroups à n = 60)</p>	<p>Sample size n = 80</p>
<p>Time until report: 10 working days</p>	<p>Time until report: 8 working days</p>	<p>Time until report: 5 working days</p>

The emotional impact: an important addition to the AdUp® Research system:

Flanking to the regular test another test group can check and display the implicit, emotional impact of the advertisement on the brand. To do this relevant brand values will be measured before and after exposure to the advertisement in order to analyze target-orientation and congruency with brand values.

The emotional impact will be evaluated with a response time measurement (RTM). This avoids rationalizations that are usually encountered when items need to attribut-

ed to a brand in a traditional approach. The RTM uncovers the underlying emotions that influence brand preferences significantly. This makes transparent any harmonies and dissonances between brand and advertisement experience that can be used to improve the development of the communication.

Both modules allow us to draw conclusions and to give you recommendations that enable you to optimize the impact of your advertisement.

Therefore we define our complete ad research portfolio as **AdUp®: Advertising Upgrade.**



Call us or send us a mail, we look forward to work with you!

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