

MODULE 6

MONITORING EVALUATION CONTROL

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Positioning Advertising Copy Test (PACT) Pr

- 1. Provide measurements relevant to objectives of ad
- 2. Require agreement on how results will be used
- 3. Provide multiple measures
- 4. Be based on a model of human response to comm
- 5. Consider multiple versus single exposure to the sti
- 6. Require alternative executions to have same degree
- 7. Provide controls to avoid biasing effects of exposur
- 8. Take into account basic considerations of sample of
- 9. Demonstrate reliability and validity



Pros and Cons of Measuring Effectivene

Advantages

Avoid costly mistakes

Evaluate alternative strategies

Increase efficiency in general

Determine if objectives are achieved

Disadvantages

Cost of measurement

Research problems

Disagreement on what to test

Time



Measuring Advertising Effectiveness

What to test

- Source factors
- Message variables
- Media strategies
- Budget decisions

Where to test

- Laboratory tests
- Field tests

How to test

- Testing guidelines
- Appropriate tests

When to test

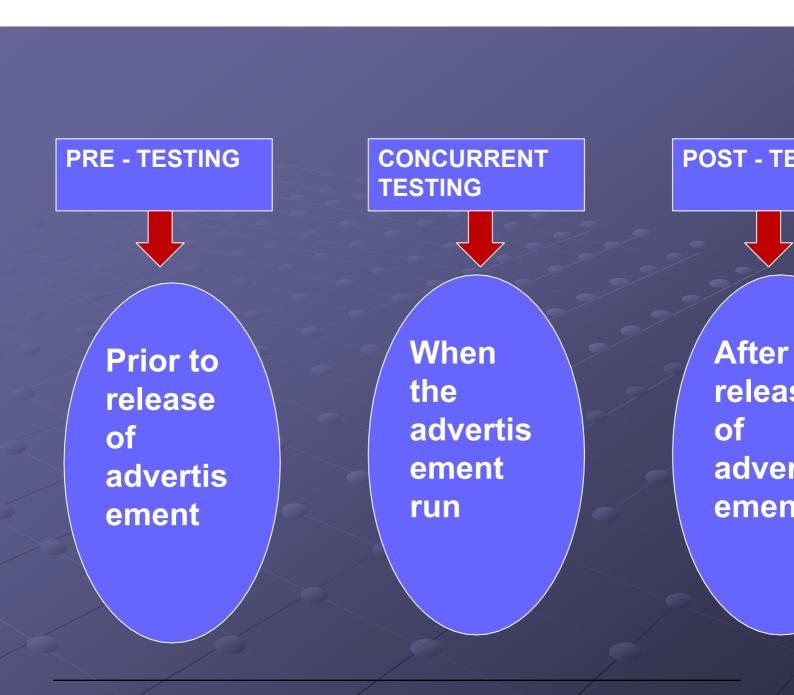
- Pretesting
- Posttesting



STAGES OF EVALUATION

- Pre testing of advertising
- Concurrent testing of advertising
- Post testing of advertising







1) PRE - TESTING

- 1) Testing in print advertising
- 2) Testing in television and radio advertising
- 3)Physiological testing
- 4)Other methods of testing



1) Testing in print advertisi

- Direct Questioning
- Focus group
- Portfolio test
- Paired Comparison Test
- Order- of- merit test
- Direct mail test



2) Testing in television and radvertising

- Central location test
- Trailer test
- Theatre test
- Live telecast test
- Sales experiment



3)Physiological testing

- Pupillometry device
- Eye movement camera
- Galvanic skin response
- Voice pitch analysis



4)Other methods of testin

- Consumer jury
- Laboratory stores



2) CONCURRENT TESTIN

- 1)telephonic survey
- 2)interview test
- 3)passers- by –count test
- 4)customer dairy test
- 5)mechanical test



3)POST TESTS

- 1)recall test
 - a) aided recall
 - b) unaided recall : DAR (Day After Re
 - TPT (Total Prime
- 2)brand persuasion test
- 3)sales effect test



Other methods

- Concept testing
- Copy testing



<u>DIFFICULTIES IN EVALUATING ADVERTI</u> <u>EFFECTIVENESS</u>

- Advertising is not the only factor affecting t sales
- Effect of past advertisement
- Difficult to evaluate the effectiveness of go advertisement
- Ad- effectiveness using a communication objective is not sufficient in itself
- Subjective method for measuring advertising effectiveness
- Difficult to evaluate percentage response.
- Difficulties of sampling methods.



THANK YOU