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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 degre
7. Provide controls to avoid biasing effects of exposu
8. Take into account basic considerations of sample d
9. Demonstrate reliability and validity

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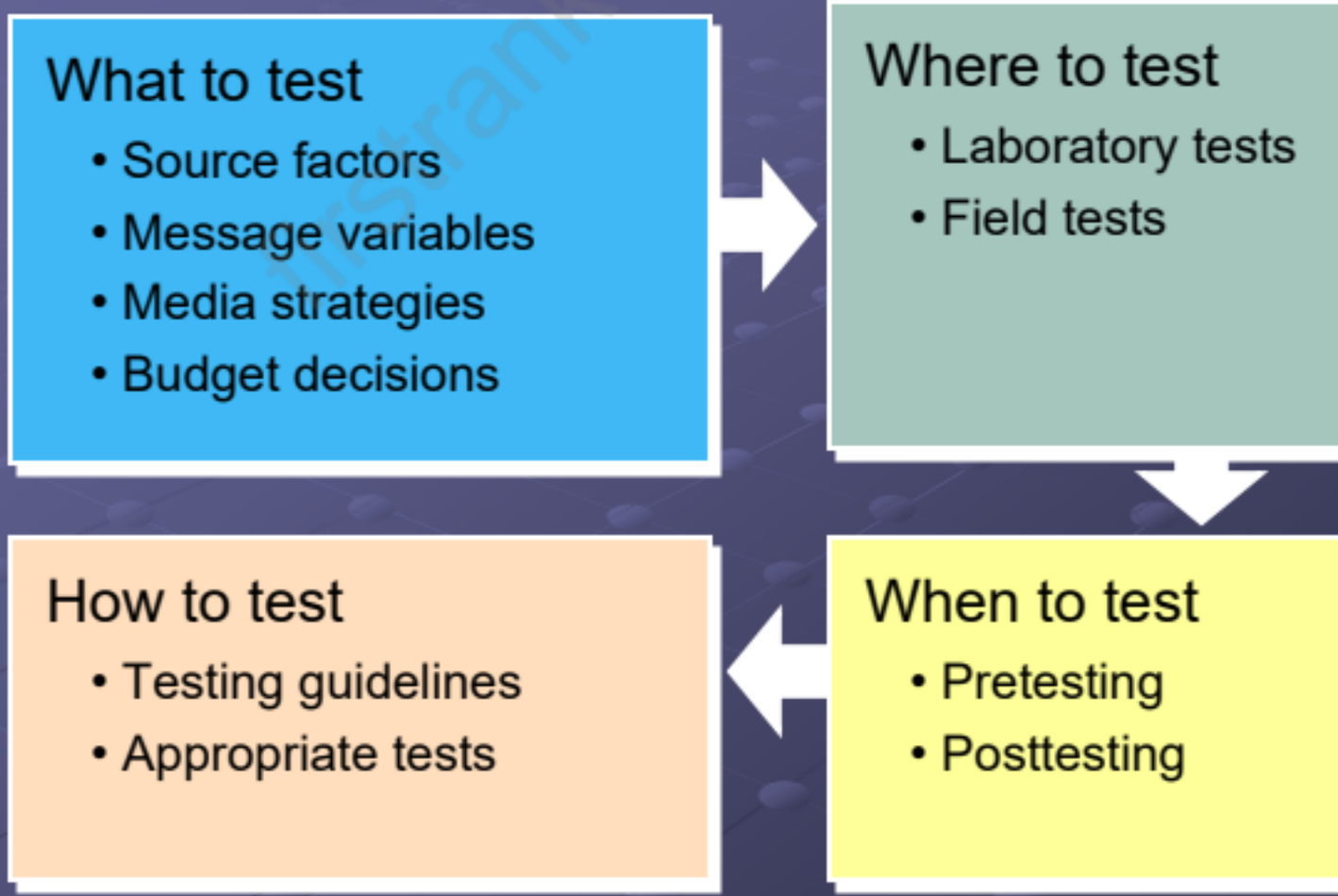
Pros and Cons of Measuring Effectiveness

Advantages	Disadvantages
Avoid costly mistakes	Cost of measurement
Evaluate alternative strategies	Research problems
Increase efficiency in general	Disagreement on what to test
Determine if objectives are achieved	Time

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Measuring Advertising Effectiveness



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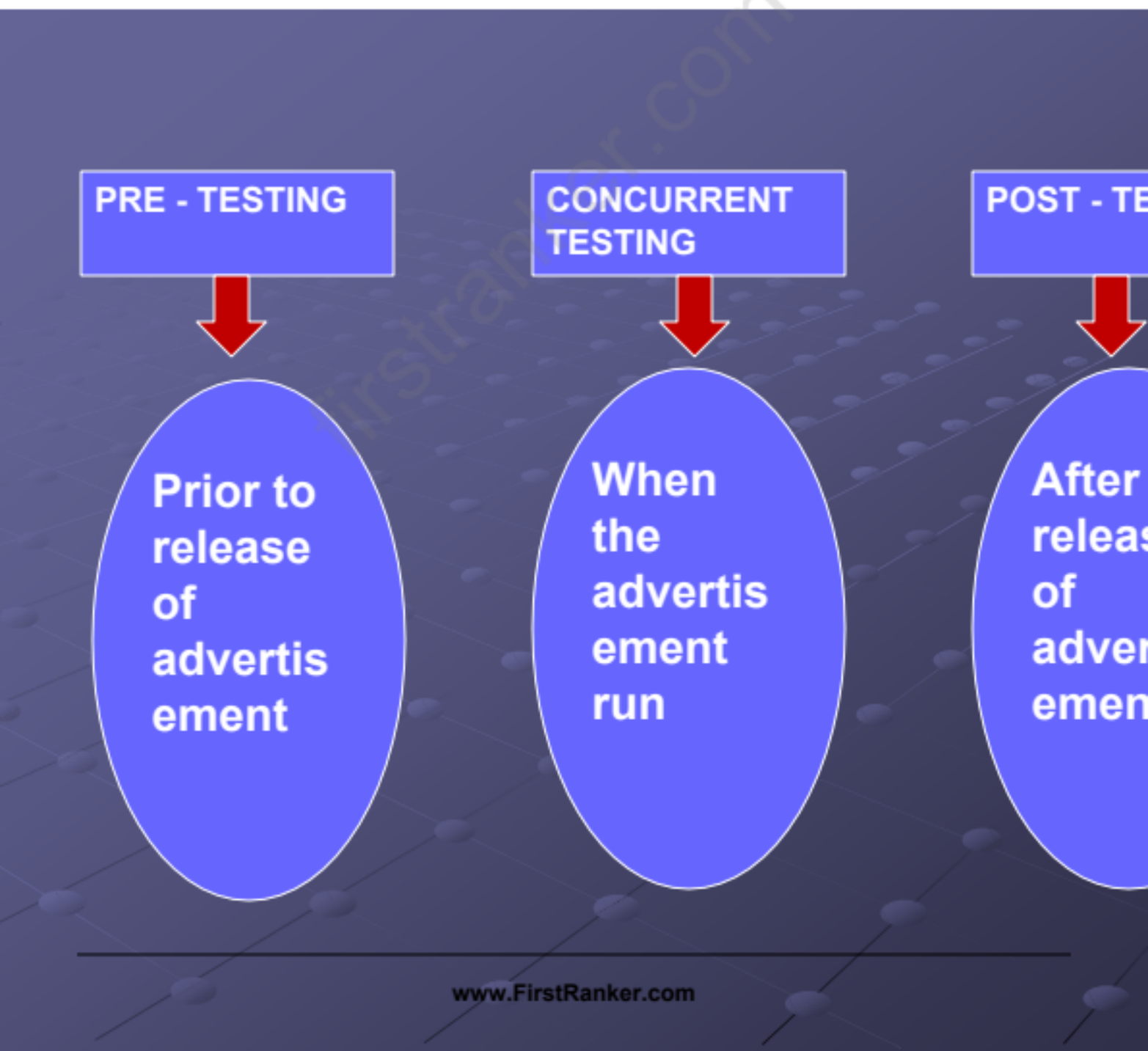
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STAGES OF EVALUATIO

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

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1) PRE - TESTING

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

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1) Testing in print advertisi

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

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2) Testing in television and r advertising

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

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3)Physiological testing

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

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4)Other methods of testin

- Consumer jury
- Laboratory stores

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2) CONCURRENT TESTIN

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

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3)POST TESTS

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

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Other methods

- Concept testing
- Copy testing

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DIFFICULTIES IN EVALUATING ADVERTI EFFECTIVENESS

- 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 advertisi effectiveness
- Difficult to evaluate percentage response.
- Difficulties of sampling methods.

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THANK YOU

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