

# MODULE 6

# MONITORING EVALUATION CONTROL

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## Positioning Advertising Copy Test (PACT) Principles

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

# Pros and Cons of Measuring Effectiveness

## 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

**PRE - TESTING**



**Prior to  
release  
of  
advertis  
ement**

**CONCURRENT  
TESTING**



**When  
the  
advertis  
ement  
run**

**POST - TE**



**After  
releas  
of  
adver  
emen**

# 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 advertising

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



## 2) Testing in television and radio advertising

- 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 testing

- Consumer jury
- Laboratory stores

## 2) CONCURRENT TESTING

- 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 Recall )  
TPT ( Total Prime Time )
- 2) brand persuasion test
- 3) sales effect test

# Other methods

- Concept testing
- Copy testing



## **DIFFICULTIES IN EVALUATING ADVERTISING EFFECTIVENESS**

- Advertising is not the only factor affecting sales
- Effect of past advertisement
- Difficult to evaluate the effectiveness of good 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