toluna*start

Communications Pre-Testing

Prior to launch, fine tune your messaging, music, imagery and slogan to increase in-market impact

Automate your approach to communications pre-testing with the Toluna Start platform. Get best practice research quality coupled with instant access to your target audience and real-time reporting. All at the speed your business demands.

Increase your impact in-market by pre-testing your communications

▸ Test messages early in the pre-production phase and/or later down the line as finished versions.

▸ Test communications of all forms - video, ad creative, audio and more with your precise audience.

▸ Understand overall likability, messaging, call to action, and emotion.

Access key metrics that are designed to deliver critical insights

Brand awareness and familiarity
Overall likeability
Brand perceptions pre and post comms exposure
Brand and product/service linkage
Core message
Emotion classification and intensity
Slogan and music evaluation
Call to action

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Automate your communications pre-launch testing

▶ Test video, static images, text or audio for digital, social, TV, print and outdoor mediums - branded or non branded.

▶ Test up to 5 ads per survey with 100 respondents or more per ad/comms test.

▶ Monadic study design, sequential designs are possible.

▶ Test your communications with any desired target audience.

▶ Key features include heat mapping, timed exposure, text highlighter, and shelf testing.

▶ Test fully branded only OR unbranded exposure first followed by a branded exposure for the same respondent.

▶ Quota balancing by demographics/profilers and up to 10 custom pre-screeners.

▶ Infoboard reporting on ad recognition, overall likeability, brand/product linkage, brand impact, core message, emotion and call to action.
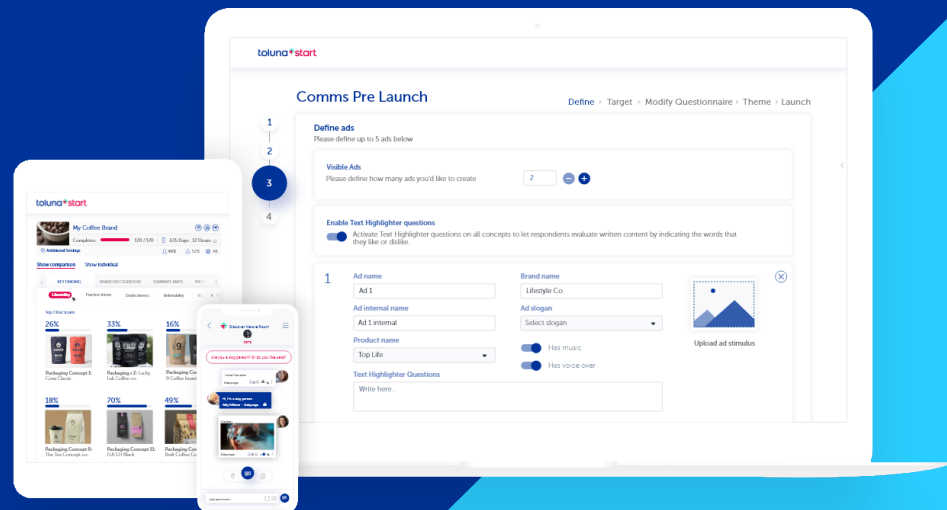
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With a single login, conduct quantitative and qualitative research – either through self-service solutions or through custom research programs.

▶ **Actionable, real-time reporting and interactive dashboards**

▶ **Real-time insights from our integrated global panel of 30+ million**

▶ **Quantitative and qualitative in a single platform**

▶ **Powerful methodologies—automated yet flexible**

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Website: tolunacorporate.com