

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.

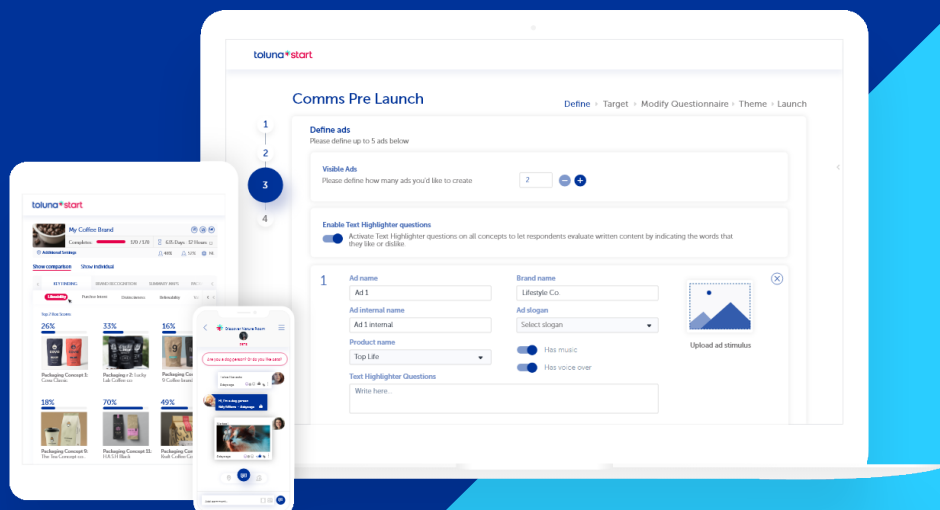
Access key metrics that are designed to deliver critical insights

- 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



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.



toluna*start

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 40+ million**
- ▶ **Quantitative and qualitative in a single platform**
- ▶ **Powerful methodologies—automated yet flexible**

toluna*

Website: tolunacorporate.com