Chapter 5
Research and Account Planning

The Components of Advertising Research (Fig. 5.1)

Marketing Research
- Product Research – Finds out information about the product from the consumer
- Consumer Research - Finds out consumers motivation or attitude about a product
- Market Research – Research that gathers information about specific markets
- Competitive Analysis Research – Research about the competitions advertising and promotion

Strategic Advertising Research
- Target audience analysis
- Message research
- Media audience research

Strategic Vs. Evaluative Research & Marketing Research
- Strategic research is an extension of the marketing strategy and is used to help develop creative designs and media plans.
- Evaluative research measures how well the advertiser has reached its goals.
- Marketing research is used to identify consumer needs, develop new products, evaluate pricing levels, assess distribution methods, and test the effectiveness of various promotional strategies.
Practical Tips # 1
Web Sites for Advertising Research

- Advertising Law (www.webcom.com/-lewrose/home/html)
- BusinessWire (www.businesswire.com)
- Census Bureau (www.census.gov)
- Hoover’s Online (www.hoovers.com)
- Marketplace (www.mktplace.com)

Primary Techniques

- Questionnaires
  - Open-response
  - Dichotomous
  - Multiple-choice
  - Rank-order
  - Numerical scaling

Primary Techniques

- Observational methods
  - Structured vs unstructured – limit observations to predetermined behaviors of note whatever happens
  - Natural vs contrived – Wait for behavior to occur or create an artificial situation
  - Human vs mechanical – observations made by people or mechanically

The Strategy Document

The Outcome of Strategic Research is Called a Strategy Document or Creative Brief.

- Marketing Objectives
- The Product
- The Target Audience
- The Promise
- The Brand Personality
The Strategy Document

- **The Target Audience**
  - Provides a demographic and psychographic description of the campaign’s target audience.

- **Promise and Support**
  - **Promise** tells which reward the advertising should promise to consumers.
  - **Support** indicates facts about the product to support promise.

- **Brand Personality**
  - Winning personality – advertising works to enhance.
  - Less than desirable personality – advertising works to remedy the problem.

Message Development Method

- Although facts play an important role in many advertising campaigns, they are always filtered:
  - Many ad professionals conduct research on their own.
  - Others look at previous advertising or some other informal methods.

- Marketers use **diagnostic research** to understand which might be the best approach from among a set of alternatives.
  - **Early feedback** is the target audience’s reaction to alternative creative strategies and concepts.
  - Creative concepts are presentation pieces that show artwork and print to be used in the final ad.

Diagnostic Research

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<th>Early Feedback Methods</th>
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<td><strong>Contact Methods</strong> i.e. in person</td>
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<tr>
<td><strong>Observation Research</strong> i.e. people-watching</td>
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<td><strong>Content Analysis</strong> i.e. audits of competitors’ advertisements</td>
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<td><strong>Focus Groups</strong> i.e. group in-depth interviews</td>
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<td><strong>Survey Research</strong> i.e. population or sample</td>
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<td><strong>Use of Metaphors</strong> i.e. images, not words</td>
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<td><strong>In-Depth Interviews</strong> i.e. one-on-one</td>
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Evaluative Research

- **Evaluative research** is used to make final go/no go decisions about finished or nearly finished ads.

- Advertisers hope it will provide a valid measure of effectiveness, however:
  - There are many truths in numbers.
  - Advertising is only one part of the overall marketing campaign.
  - Advertising has many purposes.
  - Evaluative research methods change all the time.

- Important to evaluate advertising since the average 30-second commercial shown on national TV costs about $200,000 to make.

Evaluation Research Methods

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- **Frame-by-Frame**
  - Viewers Watch & Respond to a TV Commercial by 1) Turning a Dial, 2) Pressing Numbers on a Keypad, or 3) Wearing Electrodes.

- **In-Market Tests**
  - Evaluate Advertisements by Measuring Their Influence on Sales.
  - Seldom Used With Individual Ads.
  - May Use Simulated Test Markets.

- **Brand Tracking**
  - Following Brands From Rejection Through Levels Of Acceptance For Every Brand In a Market.
  - Tracking the Brand is More Important than Tracking the Ad.
Memory Tests

- Recall Tests
  - Ask Questions After Ad Has Run
  - Unaided or Aided Recall
  - May be a Reliable, But Not Valid Test

- Recognition Tests
  - Show Ad & Ask If People Remember Having Seen It Before

Evaluation Research Methods

- Direct-Response Counts
  - Request a Direct Response Via a:
    - Toll-Free Number,
    - Coupon,
    - Web site,
    - Offer embedded in the body copy
  - Count Number of Sales or Requests

- Communication Tests
  - Did ad deliver the message it was intended to deliver?
  - Did ad deliver any messages it was not intended to deliver?
  - How did representatives of the target audience react to the message, etc.?

Research Challenges

- Globalization
- New Media
- New Research Technology