GutCheck

Creative Prioritizer™

Solution Overview

Creative Prioritizer is an agile quantitative test that leverages statistical testing on key metrics like breakthrough, believability, and brand linkage, so you can quickly identify the creative ideas that hit the mark with your target audience.

Stimuli We Test

Stimuli are the elements used to communicate the creative idea to survey respondents.

We can test most types of stimuli at most phases of your development:

- Campaign "Big" Ideas
- TV Ads
- Digital / Interactive Media
- Static Images: Print, OOH, Logos, Comps, Icons, etc.
- Copy: Names, Headlines, Claims, and Scripts
- Video and Video Concepts: Storyboards, Animatics, Adcepts
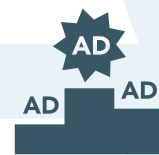
How It Works

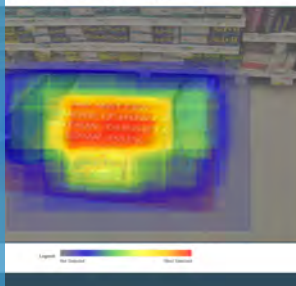Provide Creative Stimuli → Align on Key Metrics → Targeted Respondents Evaluate → Analyze Results & Rank Creative

Key Report Deliverables

HEAT MAPS & TEXT ANALYSIS
Respondents appreciate the creative copy but do not like the packaging or the foot image.

GUTCHECK SCORECARDS
Concept vs. Mean Scorecard

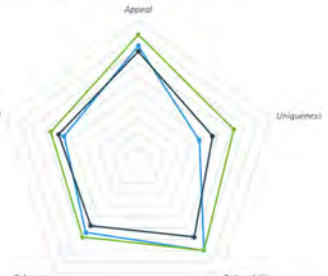| Concept Name	Appeal	Uniqueness
Creative E	45%	44%
Creative B	42%	29%
Creative A	41%	23%
Creative G	39%	25%
Creative C	35%	27%
Creative B	32%	30%
Mean	39%	28%

KEY METRICS SUMMARY
Creative E and Creative A performed significantly above the mean in most metrics

GutCheck Creative Prioritizer Points of Difference

Speed & Cost Savings: We've combined technology automation with optimized processes to run studies efficiently and affordably.

Targeted Audiences: Reach your specific audience using demographic and behavioral screeners or segmentation algorithms.

Full-Service Researcher Support: Our research strategists own the project from study design through data analysis, using the best practices and expertise to ensure your study is run properly and is synthesized into an actionable report.

Configurable Metrics: Our research strategists work with your team to identify the key metrics that are relevant to your brand, audience, and category.

Methodology
Quantitative creative test
- Monadic or sequential monadic
- Grids available for names, logos, taglines, headlines, claims

Audience
Starts at 100 views per concept, min. 200 per study
- Can be targeted through demographic and behavioral screening questions or a gen pop recruit
- Segmentation algorithms available

Study Design & Analysis Available
- Up to 6 creative evaluation metrics
  - E.g. enjoyment, believability, breakthrough, brand linkage, relevance, affinity, etc.
- GutCheck scorecard with statistical testing
- Key findings addressing your research question
- Automated coding for open-end analysis
- Heat maps (static images only)
- Crosstabs

Timeline Parameters
6-8 Days from recruit to report
- Additional time in field required for international and difficult-to-reach audiences