GutCheck®

Creative Refiner™

Solution Overview

Creative Refiner™ is an online qualitative group that allows you to reach targeted consumers quickly for their reactions and feedback to creative ideas and executions. A Creative Refiner can be used to

- Evaluate if the creative breaks through with your audience
- Explore if the creative delivers on brand strategy
- Understand consumer reactions and feelings around areas of creative concern
- Identify which creative executions your target audience prefers and why
- Refine campaign executions prior to allocating production resources

Stimuli We Test

Stimuli are the elements used to communicate the creative idea to survey respondents. We can ask respondents to review a variety of stimuli throughout most phases of development:

- Campaign Big Ideas
- Copy: Headlines, Claims, and Scripts
- Pre-production Executions: Concepts, Comps, Storyboards, Animatics, etc.
- Post-production Executions: Rough Cuts, Final Cuts
- Static: Print, OOH, Logos
- Video: TV, Digital

How It Works

Provide creative stimuli

Align on a discussion guide that meets your learning objectives

Targeted respondents provide feedback while our moderators observe and probe discussion

Our researchers analyze responses and identify themes

Key Report Deliverables

VIDEO REACTIONS
After watching the ad, respondents appreciated the subtle approach to humor and the simple message.

VERBATIM QUOTES

KEY MESSAGE TAKE AWAYS
The ad conveys positive equities and matches the intended messaging of the creative idea.

KEY MESSAGE TAKEAWAYS

Practical
Trusted
Reliable
Key Messages

CREATIVE SUMMARY
Perceptions of the advertising idea are mixed due to the humor being relatable but condescending.

CREATIVE SUMMARY WITH RECOMMENDATIONS

Cleaver, funny, and engaging it clearly communicated the benefits in a compelling and memorable way.

Some respondents felt the commercial was condescending to the customer. A few respondents were skeptical that the software would be that simple and were concerned the execution might be misleading.

The You Don't Have to be a Genius really hits on only one TurboTax benefit - easy to use. TurboTax could look to understand what other benefits connect with this ad and consider adjusting to communicate multiple benefits.

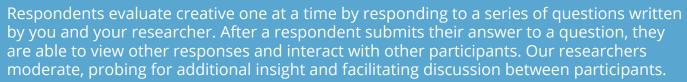# GutCheck Creative Refiner Points of Difference

Interactive Activities and Feedback: We leverage familiar social media tools like discussion boards, "likes," and media uploads to create a respondent friendly, interactive online environment.

Unbiased Consumer Feedback: Because consumers are reviewing and responding to concepts independently, they are not influenced by the reactions of other respondents or the moderator.

Faster & More Affordable: Our online platform allows you to gather feedback from consumers around the world quickly and affordably, without needing to coordinate travel.

Methodology
Qualitative Creative Evaluation

Respondents evaluate creative one at a time by responding to a series of questions written by you and your researcher. After a respondent submits their answer to a question, they are able to view other responses and interact with other participants. Our researchers moderate, probing for additional insight and facilitating discussion between participants.

Audience
20-30 Respondents per group

Can be targeted through demographic and behavioral screening questions or a gen pop recruit

Can target multiple groups for comparative understanding (e.g., users vs. non-users or Millennials vs. Gen X)

Study Design & Analysis Available

Video or image responses

Respondent verbatims

Key findings summary

Creative summary slides

Key themes and messaging analysis

Timeline Parameters
6-10 Days from recruit to report

Additional time in field required for international and difficult-to-reach audiences

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