

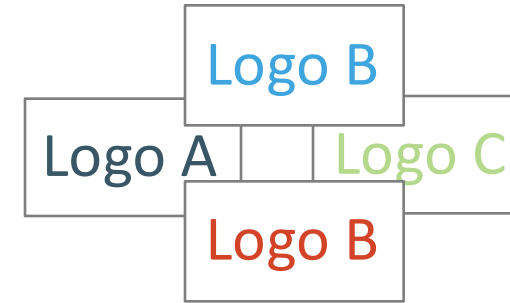
Methodology

A quick quantitative test that presents a set of creative ideas to targeted consumers to rate on key metrics. Statistical testing is leveraged to identify top performer(s) quickly and confidently.

Our Approach



Define your target audience, min 100 respondent views per creative



Provide set of creative: logos, comps, storyboards, videos, etc.



Align on up to 6 key metrics

Deliverables in 6-10 days

