

Pre-LinkNow

Agile Online Qualitative Research for Creative Development

GutCheck and Millward Brown have joined forces to bring marketers a new research solution for creative development. The partnership blends the key strengths of both companies including

- Millward Brown’s proven Link™ framework
- GutCheck’s online qualitative research platform
- The agility of GutCheck’s research process
- The combined strength of our analysis and reporting methodologies

Why Use Pre-LinkNow

Ad Effectiveness



Iterative, early-stage research improves ad effectiveness by 20%

Flexible Timing



Instant fielding to conduct research without impacting creative timelines

Common Framework



Common framework & terminology across quant and qual research

Global Reach



In-country strategists in 26 countries & 16 languages

What Pre-LinkNow Explores

Pre-LinkNow addresses core creative learning needs as well as your specific qualitative questions.



Engagement
Will the ad be noticed and remembered?
Will the brand play a role?



Brand Associations
What does the ad say about the brand?
Is what it says on strategy?



Brand Predisposition
Will the ad drive brand predisposition now and into the future?

How It Works

Pre-LinkNow combines GutCheck’s agile qualitative process with Millward Brown’s Link framework to provide prescriptive guidance to enhance your advertising creative.

