

CREATIVE | SPARK

EVALUATES AND OPTIMIZES CREATIVE WITH PROVEN METRICS IN CONTEXT

ASSESS, VALIDATE, & OPTIMIZE CREATIVE

Sales validated metrics, with KPI's connected to real business impact and outcomes (both short and long term).

PURE MEASURE OF BRANDED ATTENTION

Creative is exposed among other content (in-feed for digital), representing realistic conditions of selective attention to enable evidence-based attention metrics.

ROBUST & RAPID

Design and metrics grounded on Behavioral Science, Data Science, with AI supervised machine learning (natural language processing), **delivered in as little as 24 hours.**

A HOLISTIC EVALUATION

Holistic diagnostics including facial coding with concise reporting for fast comparisons and cues for optimization. Agile solution with ability to append depth via video interviews.

HOW DOES IT WORK?

Online, mobile-first ad testing platform delivered with a range of servicing options to fit your timing, budget, and business needs. Lean core design with opportunity to append qual depth with video interviews.



MEASUREMENT

Observe creative impact by measuring thoughts, feelings and emotions (stated and unstated).

Measures derive impact pre and post among salient choices to represent mental tradeoffs **(automatic, fast, choice-based decision making rather than projected or claimed).**



CONSISTENT*

Globally standardized metrics to accommodate all ad formats, **evaluated in the relevant context** (in-feed, pre-roll, OTT, TV, OOH, etc.) allowing for consistent cross-channel, multi-region, and total campaign learning.

**A winning factor for our largest global media and technology clients.*



DASHBOARD

Online, interactive reporting solution to review assessment of creative and compare performance and learnings across brands and markets.

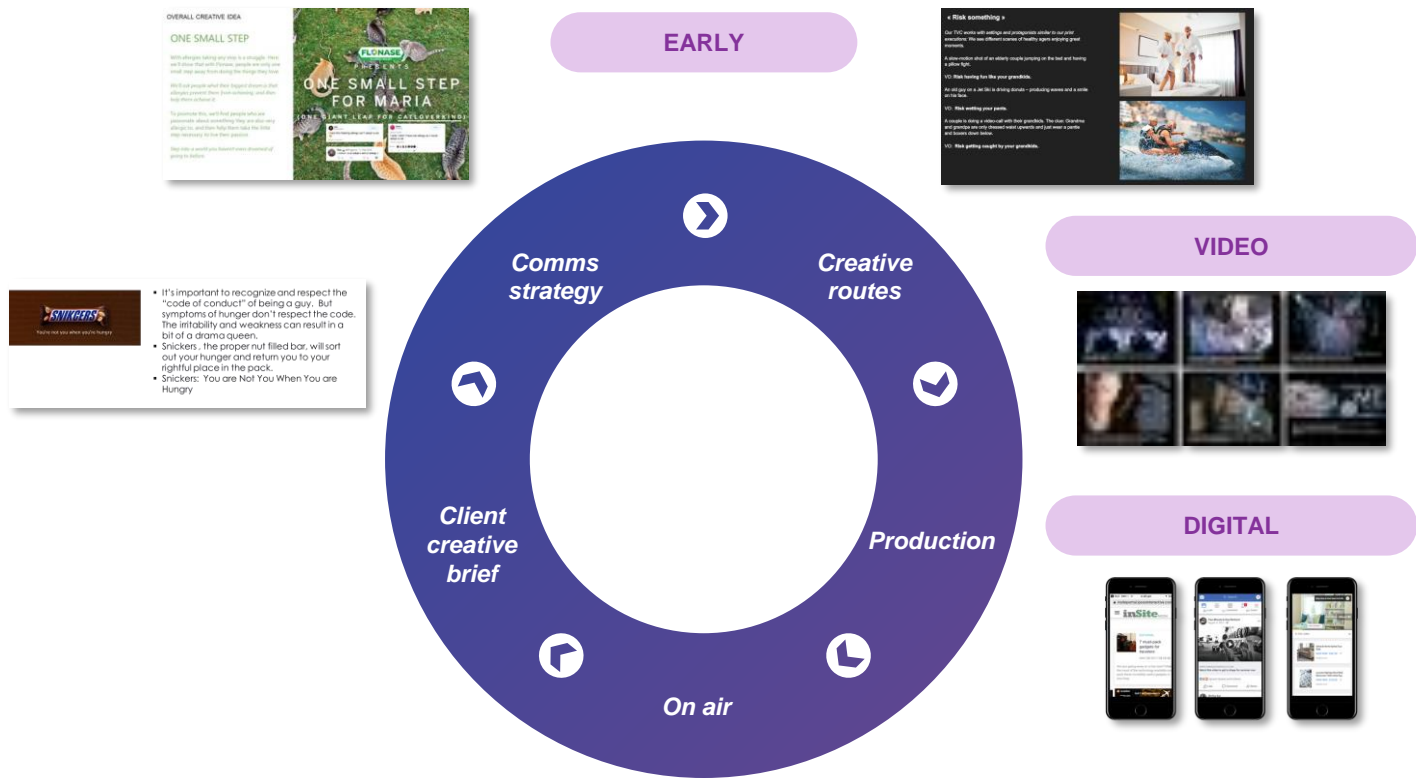


SERVICING

Level up or down based on your needs from fully self-serve to customized analysis, insights and advisory enabling a broad set of learnings and levels of engagement.

We go beyond the score and data, which is why our clients love us.

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OVERVIEW

We can test the following in Creative | Spark:

- Ideas
- Scripts, storyboards
- Videos – animatics, close to finished, finished
- Digital videos, which are shown in-context – Facebook, Instagram, YouTube, Tik Tok
- Digital banners
- OOH/Print
- Full campaigns

COSTS & TIMING

Costs to test one idea / ad are ~\$11,500 CAD+HST. Testing two pieces of creative would be ~\$19,750 CAD+HST.

We would be able to have results on the Ipsos.Digital Dashboard between 24 and 72 hours* after field launch, with a full report delivered 2 business days after.

* Based on study specs/incidence of target

For more information, contact:

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