

IMPACT MÉMOIRE

COGNITIVE PRE TESTING WITHOUT CONSUMER INTERVIEW

SINCE 2001

TO SUMMARIZE, WHAT IS COGNITIVE PRE-TESTING?

An innovative approach based on **Cognitive Sciences** that goes beyond consumers statements to evaluate the intrinsic power of your communication through a **scientific program**.

Thanks to knowledge of the **laws of memorization** and without questioning consumers, this methodology:

- ✓ enables a **diagnostic very early** in the development stage
- ✓ provides **accurate and validated performance scores**
- ✓ leads to **actionable re-work improvements**, taking into account your objectives

WHEN TO USE THE COGNITIVE PRE-TEST?

The scientific program is designed to be used at a **very early stage of the creative development** and **on all medias**:

- ✓ **TV** on big idea, script, story-board, animatic...
- ✓ **Print** on drawings, images...
- ✓ **Pack** on drawings, images, mockups...
- ✓ **Digital** on script, story-board, animatic..
- ✓ **Radio** on script or audio mockups...

....

The study can also be run on **finalized or already broadcasted material** if there is a need for optimization for a second broadcast or in case of disappointing results.

HOW ARE SCRIPTS OR STORYBOARDS TESTED?

Our approach considers a copy as finalized.

Experts are briefed and **take into account all creative intentions in their assessment** (music, visual effects, voiceover, ambassadors, etc.).

Therefore, scripts and storyboards are evaluated not as a 'still' material but as a project for a finished film.

WHAT DO I NEED TO PROVIDE TO LAUNCH A PRE-TEST?

The launch is done very quickly and without back-and-forths. We simply need:

- ✓ **the asset to be tested** + creative intentions
- ✓ **the brief template** filled out by you, which includes the goals and context of the brand & communication, levels of brand/product awareness, competitive landscape...

Once these elements are received, we launch the study on the same day, and you receive the results and a presentation about ten days later.

WHAT IS SPECIFICALLY ASSESSED?

We assess the copy's ability to leave a memory trace. Therefore, we will analyze the material based on its capacity to activate **key cognitive pillars for memory**:

- ✓ **Attention**: the copy's ability to capture and sustain the viewer's attention
- ✓ **Perception / understanding**: the copy's ability to deliver the intended message
- ✓ **Emotions**: the ability to deliver strong and positive emotions, to engage the viewer
- ✓ **Attribution**: to the category, brand & product/service to leave a **useful trace in mind**

....And how this translate into the ability to **drive purchase** or **brand preference**

WHO FILLS OUT THE SCIENTIFIC PROGRAM?

Our methodology is based on a **scientific program**, result of 10 years of R&D. This program assesses the quality of the memory trace left by your communication through a **unique combination of experts and an algorithm**.

The **IM experts** (minimum of 3) answer to the program's grid. They benefit from a duality as they are both **experts in Cognitive Sciences and in marketing & advertising**.

Then, the program calculates performance scores through its **algorithm**, which will be further analyzed and explained in a detailed report.

WHAT THE COGNITIVE PRE-TEST WON'T TELL YOU:

Our methodology is based on the principle that you have validated several elements with consumers or that are the result of internal convictions before launching the pre-test:

- **the consumer insight** on which the message is based;
- **relevance** of the product/service concept.

IS IT COMPARABLE TO OTHER METHODOLOGIES ?

It's complementary. We don't recommend to stop running other kind of researches. But when it comes to assess the intrinsic creative idea potential at a very early stage, **Cognitive pre-test is more accurate.**

Compared to a qual, the cognitive pre-test is a highly rational tool that provides quantitative, predictive, and precise performance scores.

Compared to a quant, it is as accurate and reliable but it can be conducted on non-finalized material, without bias or opinion. It can also focus on specific points with more details and explanations.

IS IT INTERNATIONAL?

The brain operates according to **universal laws** that can, however, be influenced by cultural specificities. Some cultural differences can have an **impact, particularly in terms of emotion, perception, and attention** (based on settings, certain type of actions, use of humor, etc.).

- ✓ The communication is first analyzed from a **universal point of view...**
- ✓ ...and then is put in **local context** thanks to a network of **international correspondents** (semioticians) who will determine if some elements can have an impact on the scores.

Local validation is conducted in parallel with the universal study and provides a specific insight into the potential of the copy in your key markets, highlighting any potential warnings, with performance scores by country.

HAS THE METHODOLOGY BEEN VALIDATED?

A long R&D phase preceded the launch of our scientific program, including a validation phase.

We calculated correlations between our IM scores (quality of the memory trace) and Ipsos post-test recognition scores: we obtained a correlation rate of 72%

We also calculated the correlation between our IMP scores (Predictive Sales score) and sales results: we achieved a correlation rate of 85%.

Finally, according to an ROI analysis by Eki:Metrics (conducted at the request of the Coca-Cola Marketing Effectiveness Director), the IMP is the most reliable indicator of the impact of advertising campaigns on sales.

ANOTHER QUESTION?

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