

AdVantagesm – How's your advertising working?

John Wanamaker, retailing genius considered the father of modern advertising, began the debate back in the early 1900s with his now oft-quoted comment *“half the money I spend on advertising is wasted; the trouble is I don't know which half”*.

Sadly, today many organizations still don't have a good handle on how effective their advertising or marketing communications are. Part of the problem can be attributed to advertising agencies that benefit from higher levels of their clients' ad spending. Some actually encourage clients to advertise more under the auspices that it will naturally lead to higher sales. Frankly, some advertising gets done for the wrong reasons—creative ideas generated for their own sake or ads that “look great”. Undeniably, advertising—good advertising—plays an important role in communicating, expressing and motivating buyers to purchase specific goods and services. However, as businesses look for ways to maximize efficiencies across the enterprise, marketing communications will be held accountable to performance standards and measures of ROI. Shouldn't you validate and measure the impact of your advertising before committing large sums of money to it?

At Brand Insights, we are committed to maximizing limited marketing resources—ensuring that every advertising dollar spent is targeted to the right audience, with the right message, at the right time, and in the right way. Because of that philosophy, we've developed an important tool to measure the effectiveness of your advertising and marketing communications.



Our methodology involves a unique combination of evaluation methods designed to elicit customer views, reactions and perceptions of specific advertising impact. The instruments we utilize deconstruct the elements of an ad, including content, specific messaging, believability, graphic design elements, imagery, and the media involved to identify underlying perceptions and purchase triggers that are the ultimate drivers of behavior and action. While we use the term “advertising”, we are referring to all types of marketing communications, including marketing collateral, websites, email and direct marketing campaigns. We can help facilitate competitive

comparisons in order to provide a more comprehensive understanding of changes and improvements that could result in shifts in preference and choice. From this analysis, we can pinpoint which aspects are most effective and specific elements that can be improved to maximize your marketing and advertising investment. After all, if your advertising isn't getting results that contribute to your growth, it's not working as well as it should be and you may be “wasting” good portions of your advertising money, just as Wanamaker lamented.

Wouldn't you like to know how effective your advertising really is? Contact us for an initial discussion and additional details—it may just help you maximize your return on precious resources. Discover opportunity. Deliver extraordinary.