

Testing your media

...don't just measure impact,
but improve effectiveness before you commit.

think M. is an established research agency working with both public and private sector clients. We have substantial experience of interpreting client needs and delivering 'true value' for our clients.

Media testing research evaluates advertising concepts, advertising themes, and tests concept strength. With our advertising positioning testing methods, we pinpoint your current position and test opportunities for building share of mind.

As a broad based marketing and research company, our media testing research design approach for your firm or agency will develop a precise and tailored research process.

We employ advanced media testing research measurement, survey, and data collection approaches to assess brand and strap line response, ad concept strength, and execution effect using both qualitative and quantitative market research methods.

A unique approach

Staged or sequenced media testing acknowledges the importance of the iterative creative and refinement process involved in concept development. These principles guide our concept development and testing study designs:

- We work with you as a partner, providing you with **better consumer evidence** to **win creative tenders** and support your media ideas.
- Working with us provides **credibility and assurance** that you are professional and have considered effective **target marketing issues**.
- If we work with you from the beginning as a research partner, we can help you and the client **save substantial time and money** by helping establish **market led ideas and concepts**.
- Later in the process we can provide **cost efficient audience panel testing**, screen testing, and other formal response **metrics to justify investment**.
- After campaigns are completed we can **benchmark impact on awareness and brand equity** (investment in products and services).
- We use these data collection technologies for advertising testing research:
 - ✓ online surveys
 - ✓ executive surveys
 - ✓ consumer & B2B panels
 - ✓ focus group research
 - ✓ qualitative research
 - ✓ photo-ethnography

Our Philosophy, Skills and Experience

At think M our goal is to work with clients using the latest tools and techniques to rapidly resolve problems, explore and develop opportunities cost and time efficiently.

We recognise...

- ... Creativity in strategic marketing and research is vital
- ... Times change, exploit the latest tools, techniques and thinking
- ... Our clients time is of the essence
- ... True partnerships are based on trust and reliability
- ... We are judged on our results, make them count



**For more information, please contact graeme on 0845 838 7372
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