

COMMUNICATION TESTING

CREATING EFFECTIVE COMMUNICATION

Communicating effectively with your audiences can determine the success of your product and the size of your brand.

We help your organisation to understand the appeal of your advertising ideas, whether the messages you want to communicate are being delivered, whether your current communication is reaching the audience they want to reach, and to what extent your strategic communication goals are being achieved.

Epinion uses both qualitative and quantitative methods to test whether an advert is clear, relevant, liked, exciting, fits to the brand or conveys the key message well while also appealing emotionally. Thereby Epinion tests communication ideas during the development process with the aim to optimize the ideas or after the campaigns have been run to measure their effectiveness.

COMMUNICATION PRE-TESTS

With Epinion's communication pre-test you can test communication ideas in all formats - from big ideas, storyboards, animatics to finished films and prints. Thereby single stimuli, several versions of one stimulus or whole campaigns, no matter whether digital, print or TV, can be tested.

Depending on where your organization stands in the development process, different testing methods can be applied. Qualitative methods, e.g. focus groups, are best earlier on in the development process when initial insights shall be gained on understandability and appeal of big ideas. Quantitative tests in representative online surveys with Epinion's proprietary panel are often used later on when executions can be tested.

Epinion complements the quantitative advertising tests with detailed qualitative diagnostics to understand potential areas of improvement in order to optimize the advert for high impact in the target market.

POST EVALUATIONS

In order to fully evaluate the effectiveness of your campaign after launch Epinion's post test measures the brand awareness afterwards as well as ad recall and recognition. Epinion's post-test is tailored to your needs, KPI's and campaigns to make sure the results are insightful and easily applicable.

REPORTING

The results are communicated in an easy-to-understand way with clear insights and actionable recommendations by our communication experts to optimise future communication activities and strategies.

CONTACT US



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