

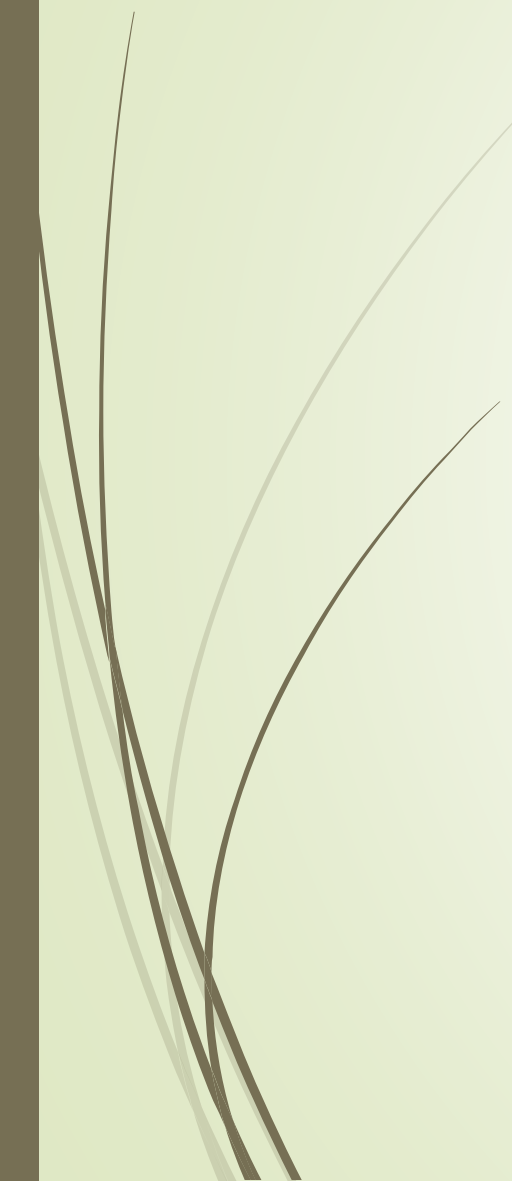


# Understanding, Measuring, and Tracking

Dr. Alisara Charinsarn

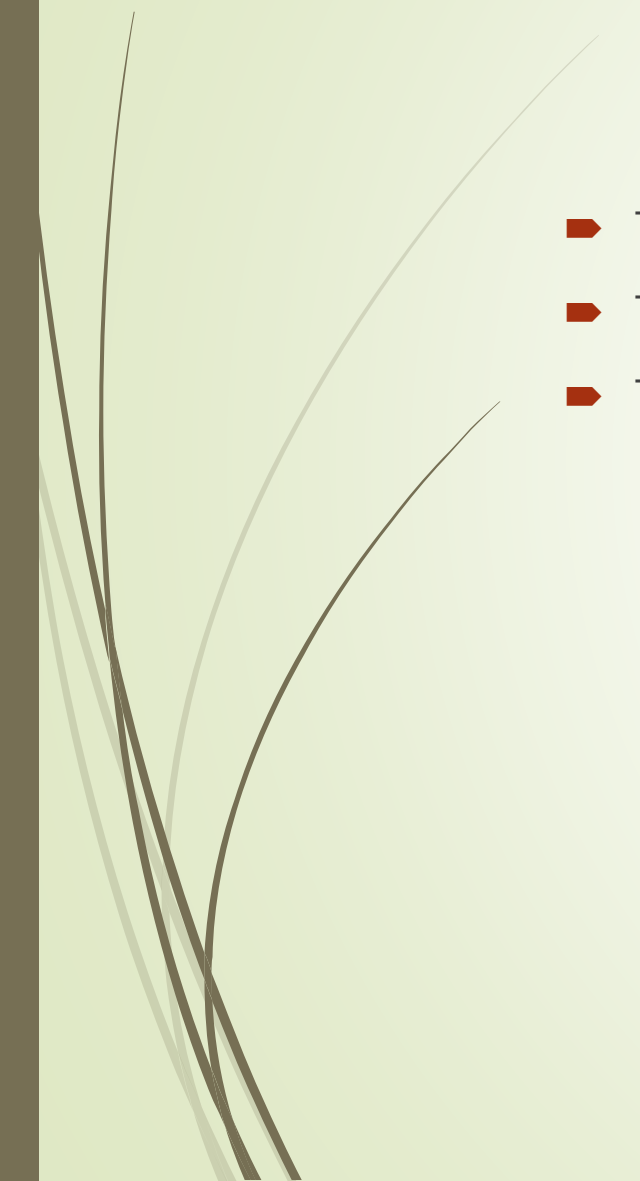


# Agenda

- ▶ Term Project Expectation Recap
  - ▶ Review: New Media, Direct Marketing
  - ▶ The Why, What, When, Where, How of IMC Research
- 



# WHY (Objective)

- To understand / explore
  - To measure
  - To track
- 

# DM Game





# WHAT



|                    |   |   |   |   |
|--------------------|---|---|---|---|
| Brand/<br>Activity | S | M | C | R |
|--------------------|---|---|---|---|

# Commercials can be tested in animatic form



VIDEO: A private Lear jet takes off during sunset as heat vapors rise from runway.

AUDIO: Sound of muffled cocktail music.



VIDEO: Close up of jet racing out of city as night falls over skyline.

AUDIO: Sound of jet engines.



VIDEO: Camera zooms in window to inside of plane. Close up of girl opening bottle of SKYY Blue and blowing mist from bottle.

AUDIO: Refreshing sound of bottle opening.



VIDEO: Camera pans down to woman sitting on modern jet refrigerator as she opens the door and man pulls out two bottles of SKYY Blue.

AUDIO: Sounds of bottles clinking.



VIDEO: Pan continues past couple as they put on a record on jet's high-tech turntable.

AUDIO: Classic cocktail music plays.



VIDEO: Pan continues past woman as she has straw inserted into her bottle.

AUDIO: Cocktail music plays.



VIDEO: Pan continues to close up of man wearing mirrored sunglasses looking out cabin window as clouds and a glimpse of sunlight reflect off sunglasses.

AUDIO: Cocktail music plays.



VIDEO: Man responds by opening another shade to let sunlight in as girl dances in aisle with SKYY Blue.

AUDIO: Cocktail music plays.



VIDEO: Jet zooms over a new city skyline with sun rising in background.

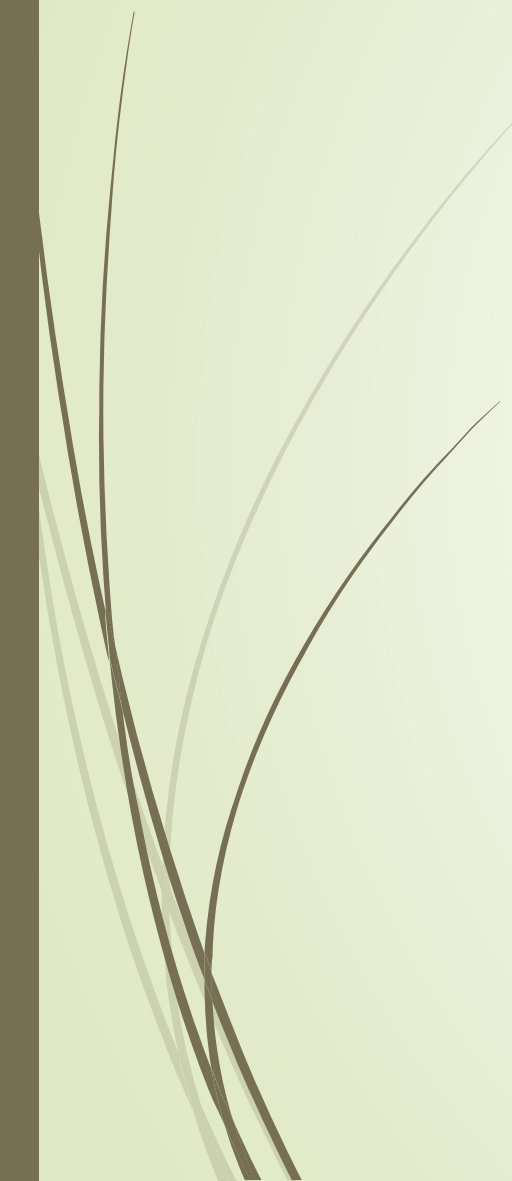
AUDIO: Muffled cocktail music. Jet engines.

# Putting Why and What Together (Group work coming up)

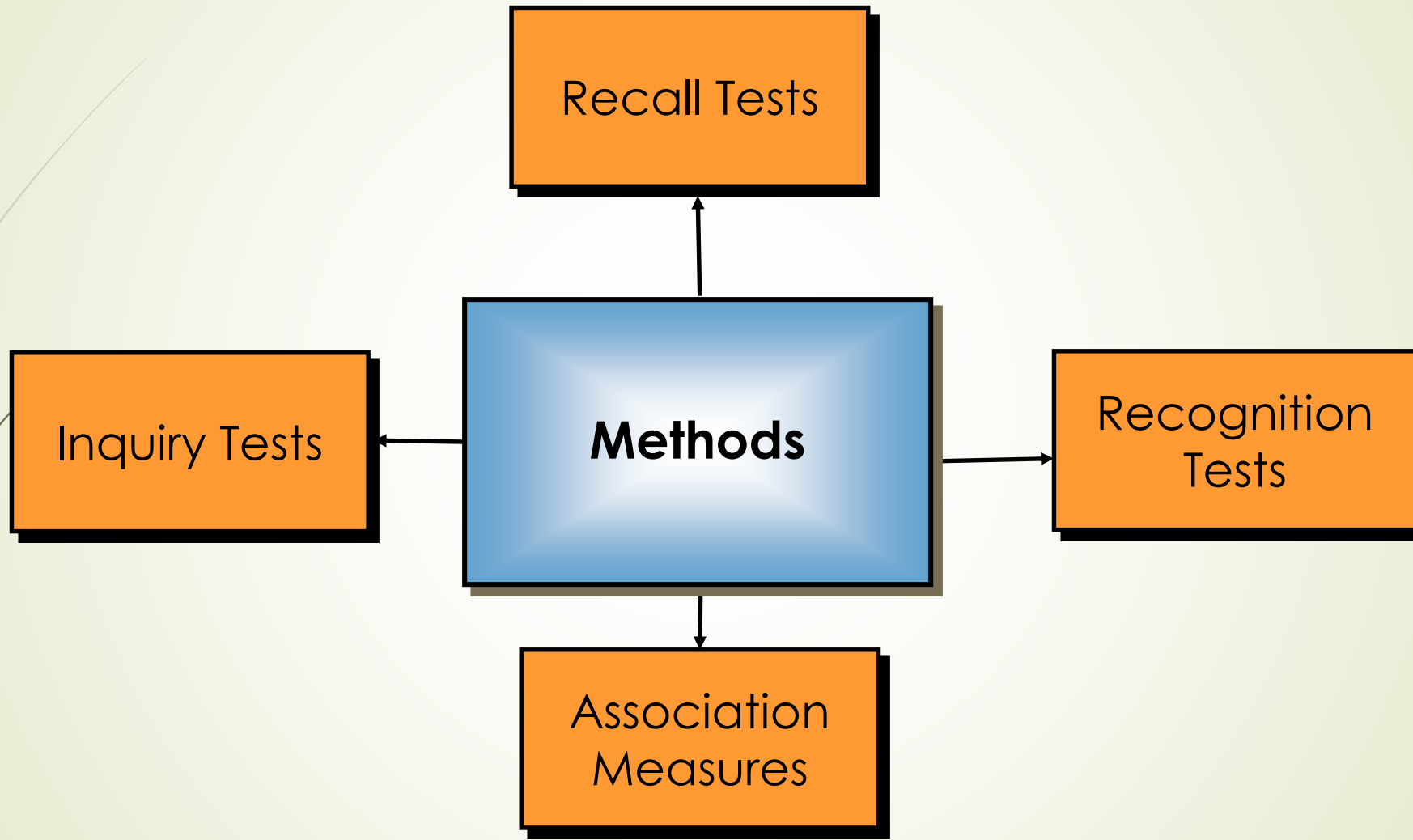
|                           | Brand | S | M | C | R |
|---------------------------|-------|---|---|---|---|
| To Understand/<br>explore |       |   |   |   |   |
| To Measure                |       |   |   |   |   |
| To Track                  |       |   |   |   |   |



# WHEN

- ▶ Pre
  - ▶ Post
    - ▶ Including instant / interactive
  - ▶ Ongoing
- 

# Post testing Methods (Not limited to, but include...)



# WHERE



In the Field ↑

← In the Lab



# HOW

- ▶ Qualitative: e.g. in-depth interview, Focus Group Discussion (FGD)
  - ▶ Quantitative: e.g. survey
- 



# Example: To understand the message (Ad)

- ▶ Product/Brand: Beauty milk
- ▶ Why: To understand whether the ad successfully convey the intended message (e.g. beauty milk) of a TVC.
  - ▶ Whether the execution (elements of the commercial e.g. story line, choice of word, choice of visual, etc.) communicates/ needs to be adjusted in order to communicate.
- ▶ What: beauty message
- ▶ When: Pre
- ▶ Where: Lab
- ▶ How: Focus Group Discussion (FGD)
  - ▶ Material: Story boards (STB)



# Another Example: To understand/explore the message (concept boards for an event)

- ▶ Product/Brand: Coca Cola
- ▶ Why: To explore directions for an event concept.
  - ▶ Theme
  - ▶ Elements
- ▶ What: Coca cola event
- ▶ When: Pre
- ▶ Where: Lab
- ▶ How: Focus Group Discussion (FGD)
  - ▶ Material: Concept boards



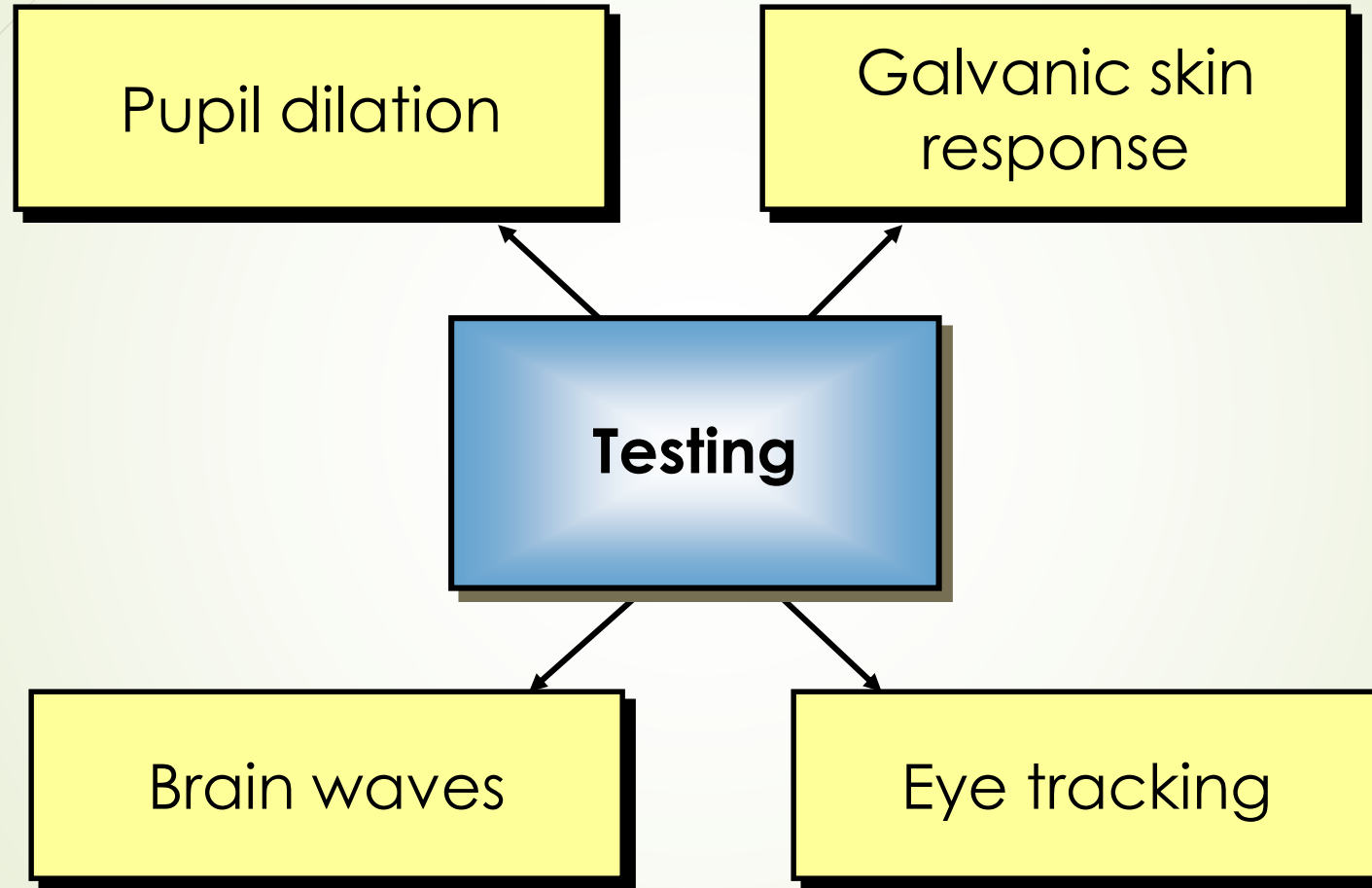
Your presentation!

Question: What's the research objective?



Results: Promoting Tide creates more cross-selling in RT than less popular brand.

# Physiological Measures



# Physiological Test Measures

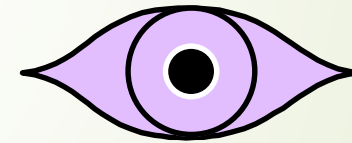
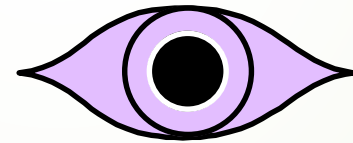
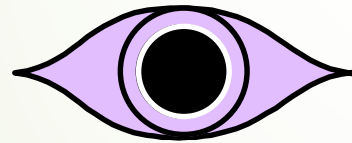
## *Pupil dilation*

- Instrument: *pupillometer*
  - Dilation associated with action
  - Constriction indicates disinterest

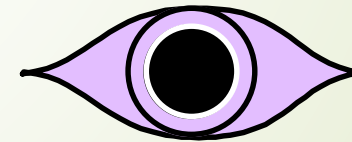
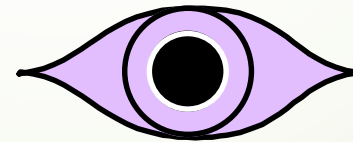
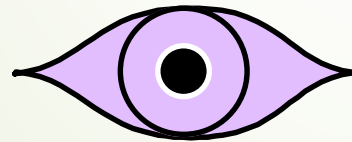
**Subject**

**Stimulus Object**

**Male**



**Female**



**Nude  
Female**

**Nude  
Male**

**Nude  
Infant**

# Using Eye Tracking to test ads



# Essentials of Effective Testing

