

Ad Select™

A service of Bruno and Ridgway Research.

Determine which concept has the most impact on target audiences.

Ad Select evaluates the impact of creative ad concepts prior to campaign launch.

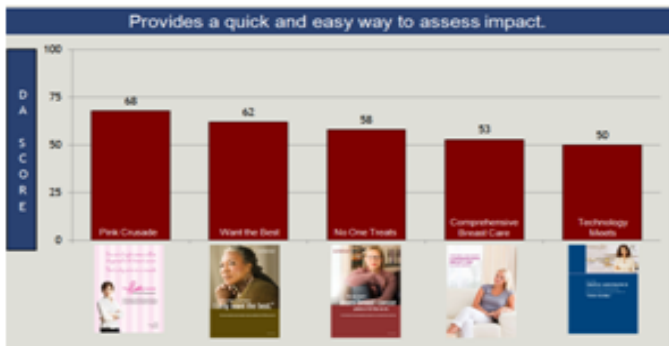
A better value than traditional focus groups or one-on-one interviews, this proprietary online methodology can reach large audiences and hard-to-reach consumers. Ad Select is perfect for all types of creative (print, radio, TV, digital, etc.) and results are delivered quickly after the survey is implemented.

Dynamic Ad Score™

Ad Select features the proprietary **Dynamic Ad Score™** algorithm that intelligently assesses the impact that creative ad concepts have on audiences.

The **Dynamic Ad Score** uses the results of four core measurements:

- Persuasion
- Likeability
- Believability
- Meaningfulness



Example of Dynamic Ad Score results for healthcare campaign.

Voice of the Target Audience

The **Voice of the Target Audience** feature provides consumers' direct feedback, offering a deeper level of insight and understanding.



- > "Pink reminds me of breast cancer awareness."
- > "Brings breast cancer to the forefront of one's life."
- > "The doctors are there to help educate you and understand more about having breast cancer."
- > "Bright, friendly and caring."
- > "It catches my eye."
- > "It doesn't come across as real loud. Its a mellow ad, but still gets to the point."
- > "It has information that is important to every woman."