

# A MarketSearch Brief

## ***In-Person Research Options: proACTIVE Advertising and Concept Testing***

MarketSearch is committed to designing and delivering strategic research projects that not only answer your questions, but also address your needs in terms of time and cost efficiency. Our *proACTIVE Advertising and Concept Testing* methodology is one of multiple approaches we offer that does just that.

Traditional methodologies, such as telephone surveys, mail surveys, and focus groups, are limited in that they provide either quantitative or qualitative data, but rarely both. The *proACTIVE Advertising and Concept Testing* is a unique research methodology developed by MarketSearch that combines quantitative data collection with qualitative insights to minimize the need for multiple projects.

### ***Applications***

The *proACTIVE* process is a focused and systematic approach to evaluating the relative strengths and weaknesses of concepts, executions, positioning alternatives, packages or other marketing variables. Test variables are evaluated individually on a host of factors and then in head-to-head competition.

*ProACTIVE Advertising and Concept Testing* is particularly effective for testing:

- ✓ Ad concepts, executions or other creative materials,
- ✓ Positioning options,
- ✓ New product concepts,
- ✓ Taste tests,
- ✓ Package/label tests, and
- ✓ Collateral materials.

### ***Typical Scenario for proACTIVE Sessions***

While each *proACTIVE* project is custom-designed to address the unique situation and needs of the client, a typical project might look like this:

- ✓ 2 markets;
- ✓ 5 group sessions per market (10 total);
- ✓ 10 respondents per session (100 total); and
- ✓ 1-hour group length (half spent quantitatively evaluating specific products, materials, etc. and half spent in a modified focus group discussion).

### ***Benefits***

As with MarketSearch's other research options that combine quantitative and qualitative methodologies, *proACTIVE* sessions:

- ✓ Minimize the need for multiple projects;
- ✓ Are more flexible and responsive than traditional surveys;
- ✓ Provide results in real time (aggregate for the group as a whole on a question-by-question basis);
- ✓ Quantitatively identify the relative strengths and weaknesses of your creative options; and
- ✓ Allow the in-depth investigation of why consumers feel the way they do.