directive**analytics**

Guiding Strategic Marketing Decisions

Directive Analytics provides the tools and technologies needed to enhance our clients' advertising tracking and copy testing research efforts.

Our cutting edge technologies maximize the actionability of your research investment.

To **maximize** your advertising investment, advertising must:

Breakthrough advertising clutter and keep target consumers' attention

Communicate intended brand messages efficiently and effectively

Resonate with target consumers

Maintain brand saliency, enhance image, or create a call to action

Importance of Advertising Research

It is increasingly difficult for marketers to compete for "attention-share" among target consumers. Consumers are bombarded with advertising through various media throughout the day. It is more important than ever that marketers are able to justify advertising expenditures, monitor communications, and maximize their ROI. Through our copy testing and ad tracking research, Directive Analytics helps our clients identify the right copy to further develop, launch, and support on an ongoing basis.

Multimedia Capabilities

Your research project takes on new life as well as increased meaning when you include full motion video or high resolution images within your survey tool. Directive Analytics has the advanced tools and technologies necessary to successfully deliver secure protected audio, video, and image files to survey respondents—regardless of connection speed or operating system.

Accurate Ad Recognition

With traditional telephone based research, a verbal description of an ad was the only viable way to gauge awareness of a piece of copy. Accurate ad recognition data can be gathered through in-person interviewing, but this is generally cost prohibitive lacking both sample size and geographic representation necessary for a true national evaluation. Additionally, in person research is not suitable for longitudinal studies like tracking.

With the evolution of online research, the ability to accurately evaluate ad breakthrough, communication, and branding is here. At Directive Analytics, we use the newest technologies to deliver high resolution images, storyboards, audio, and high quality full motion video as an integrated part of your research, whether it is a one-off ad-hoc project, or a pulsed/continuous tracking study.

Image Security

At Directive Analytics we understand and share our clients' concerns about their new products and campaigns being broadcasted in an Internet survey where competitors could see, or worse yet, steal their ideas. We recognize the need to ensure images of your unique product concept, packaging designs or story boards are securely protected. This is why we offer 2 levels of image security to our clients.

Basic Image Security

Our basic image security disables the ability to "right-click" to save an image onto the respondents' computer. Limiting the respondent's ability to "save" a copy of the image displayed.

Advanced Image Security

Our advanced image security provides even greater copy protection. Advanced copy protection completely disables a respondent's ability to save a copy of an image to their computer. All image capture functions (e.g., "right-click", print screen), and image capture programs are disabled. Given the nature of the advanced image protection, there are some cost and sampling implications to be considered when developing the research plan.

Directive Analytics' image protection offerings allow you to be confident that any images displayed are viewed only within the survey environment, and not saved for later use or distribution.
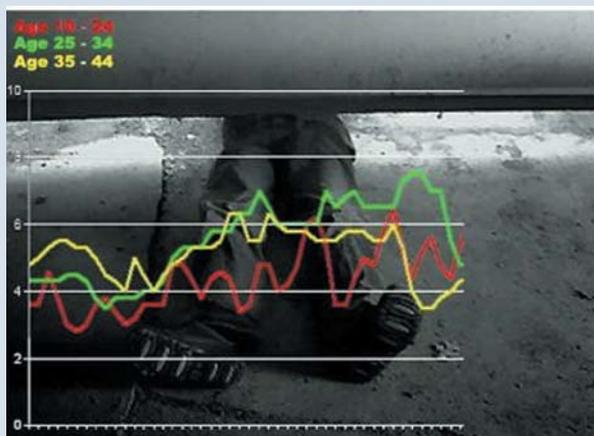
directiveTRACE

Like traditional in-mall copy testing, Directive Analytics offers the ability for respondents to evaluate the parts of an ad which they like or dislike in real time, second by second as the video is played.

Use the slider below to rate the video where "0" is dislike, "5" is neutral, and "10" is like.

PLAYING

0 1 2 3 4 5 6 7 8 9 10

Respondents are presented with a video and asked to indicate which parts they like or dislike. A slide bar is provided below the screen which can be moved left or right depending on whether they like or dislike that part of the video. The position of the slide bar is updated second by second, providing a real-time graph of the parts of the ad which were liked and disliked.

Respondents' trace data is immediately cached, enabling follow-up qualitative probes on the scenes respondents find most and least appealing. Still shots of the exact scenes rated most and least appealing can be presented to enhance recall and response to the probes. This will allow for optimization of ad executions by identifying scenes to be improved or even removed or identifying what scenes to cut to go from a :30 to a :15 second execution. This is an extremely powerful tool to identify scenes which are alienating to different consumer segments allowing you to modify the ad to appeal to the widest audience possible.

directiveTRACE can be especially powerful as we can access virtually any demographic target via our rich selection of panel partners.

directiveTRACE is ideal for testing:

- Television advertisements
  - Finished film
  - Early stage creative (animatics, steal-o-matic, rip-o-matics)
- Promotional segments
- Movie trailers

The output is presented as a cumulative mean trace of all respondents, overlaid on the video. The data for demographic user subsets can be presented as a graphic overlay on the video segment as well.

Audio & Full-Motion Video

Tracking research, copy testing, and even concept testing can be enhanced with the inclusion of audio or full motion video. Actual media can be played or displayed for the respondent to ensure accurate recognition, branding, and communication evaluation. Few things frustrate respondents more than waiting for a downloading audio or video stream. Directive Analytics' video delivery system is "player-less;" and 95% of Internet connected users are compatible with our system. Respondents do not need special software and do not need to have or download a media player or application to view the video or listen to the audio file. Audio or Full motion video can be programmed to stream directly (for high-bandwidth respondents), or be passively downloaded while the respondent is completing earlier portions of the survey so even users on dial-up connections will enjoy clear, stutter-free content, without wait.

To ensure the security of your video, an ID is assigned to the respondent when they begin the survey, and is required to view the video. Once viewed and the survey completed, the ID is disabled, significantly diminishing the risks of piracy or unauthorized distribution. Additionally, viewers are prevented from saving or downloading the segment.

Advantages of Using Directive Analytics Multimedia Solutions:

- We recognize the need to be able to include audio, video, and high quality images in your survey. We have invested in the most up-to-date technology available to make this as seamless as possible.

- We understand and share your concerns about image security and have several levels of image security available.

- We offer the most flexible media delivery system available:

  —No player is required

  —Active or passive downloading allows both broadband and dial-up users to view video

  —95% of all browsers are compatible with the media, widest reach available

- directiveTRACE allows you to receive a second-by-second evaluation of the ad, and to follow up with the respondents to find out why they found a particular piece appealing or unappealing.