

Lecture 26

Advertising Research Methods

Vinay Sharma
Professor

Department of Management Studies
Indian Institute of Technology Roorkee



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Advertising Research Methods:

- **Focus Groups:** Brainstorming session with target customers (6-12) to come up with new insights about the brand. Focus groups offer the opportunity to gather in-depth data.
- May involve **projective techniques:** Allow consumers to project thoughts and feelings.
- May also use **association tests:** Ask consumers to express thoughts or feelings after hearing a brand or seeing a logo.
- **Field Work:** Learn from the experiences of the consumer through direct observation.

Other Relevant Advertising Research Methods:

- Association Tests
- Dialogue Balloons
- Story Construction
- Sentence and picture completion
- Zaltman Metaphor Elicitation Technique (ZMET) A metaphor is the representation of one thing (a thought, feeling, action) in terms of another thing

Copy Research (Evaluative Research)

- Research on the actual ads/IMC
- Used to judge the ads and promotion text finished or unfinished
- Often referred to as “evaluative research”

Motives and Expectations for Copy Research

Account team wants
assurance that the ad does
what it is supposed to do.

Copy Research Methods

- Communication Tests
 - ✓ Are consumers getting the message?
- Resonance Tests
 - ✓ To what extent does the ad ring?
- Thought Listings
 - ✓ Determine the thoughts that occur during exposure.
- Recall Tests
 - ✓ How much does the viewer remember from the message?

What sort of “feelings and emotions” do you think research would uncover for this ad?

British Airways: Fuelled by Love—Loving India Back Since 1924

Mercedes-Benz - The Journey and Close to Your Heart



Copy Research Methods

- Behavioral Intent
 - ✓ Do people say they will buy the product?
- Actual Behavior
 - ✓ Measure attitudes before and after exposure
- Frame by Frame tests
 - ✓ Tracks emotional responses within an ad
- Physiological Tests
 - ✓ Eye tracking, psychogalvanometer, voice response analysis
 - ✓ Science has lot to contribute here

Audience definition is an important part of the advertising/promotion research process. Any ideas on the audience for this ad?

Space case Finolex Fans
BAJAJ CFL

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