


EFFECTIVENESS OF ADVERTISING



SELECT EXPERIENCE IN ADVERTISING EFFECTIVENESS

When do you use Pre and Post advertising testing? It is critical to test the advertising messaging pre launch of the product to avoid product and service failures in your domestic and international or global markets. Following the pre – launch, it is critical to conduct the post launch to determine the effectiveness of the advertising campaign.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.



SIS Worldwide Headquarters
11 East 22nd Street, 2nd Floor, New York, NY 10010
New York • London • Frankfurt • Shanghai • Tokyo
t: +1 212 505 6805 • research@sisinternational.com



Comprehensive solutions for Advertising Effectiveness

Automotive

- Conducted in-depth interviews on new advertising slogans for a high-end car.
- Corporate Advertising Image Study in the USA for a large European Automobile Manufacturer.
- Conducted research study in targeted countries regarding company's brand essence and current slogans.
- Conducted a global qualitative and quantitative study regarding car owners over the world.

Chemicals

- Conducted focus groups for the effectiveness of an advertising campaign.
- Conducted in-depth interviews for a global chemical company to assess the effectiveness of their advertising in North America.

Confectionary

- Global Branding Study for confectionery firms for an Asian advertising company

Consumer

- In-depth interviews of executives who are purchasers of advertising in Asia, Latin America, and Europe. Evaluated how they spend their advertising budgets and media needs.

Food

- Focus groups in seven countries worldwide on advertising.
- Conducted focus groups in over fourteen countries to determine a Global Advertising campaign.

Healthcare

- Conducted study for hearing aid manufacturer to obtain qualitative insight into how their ads are perceived, including which atmosphere they create and how they might be optimized

Non-Profit

- Conducted a survey for an advertising trade association to determine key topics for their annual conference.

SIS Worldwide Headquarters

11 East 22nd Street, 2nd Floor, New York, NY 10010

New York • London • Frankfurt • Shanghai • Tokyo

t: +1 212 505 6805 • research@sisinternational.com



- Conducted a study to determine the ability of Florida's high technology businesses to the state and which potential advertising program is necessary to attract these businesses.

Pharmaceuticals

- Conducted focus groups with orthopedic surgeons for logo and advertising testing of a new product.
- Global Pain Management Study on Cox 2 Inhibitors and their advertising and marketing programs.
- Conducted focus groups in US to determine advertising programs for a European fitness company.

Publishing

- Conducted numerous advertising recall tests in Europe for a major information technology provider to test the recall of ads in business newspapers and journal in the following countries: the UK, France, Germany, Italy, Spain, Brazil, Argentina, Mexico, Japan, Australia and other nations.
- Attitude and usage quantitative tracking study for an industrial publishing firm.
- Quantitative Media surveys for advertising recall for a major producer of computers in Australia, Japan, Argentina, and Brazil.

- Quantitative survey in the UK of health care and financial industries which involved testing of a new product concept for software to enhance and/or replace E-mail.

- Conducted an advertising recall - readership study for the major business newspapers in Australia, Argentina, Brazil, and Japan. This quantitative study analyzed the awareness of the advertisement for a major technology company.

- Conducted a customer assessment study for a major publishing company of industrial directories. This quantitative study surveyed CD ROM users in the UK, France, Germany, and Italy. The study produced an assessment of the attitudes and usage of the CD ROM product.

- Conducted ongoing advertising effectiveness studies across Europe, Asia, and Latin America for multinational high tech firm.↵

- Conducted multiple focus groups with a multinational IT company for their European advertising campaign.



- Conducted a study evaluating the effectiveness of advertisements targeted to professional radiologists in the UK, Germany, France, Italy, and Sweden.
- Recruited fifty radiographers in Germany, the UK, France, Italy, and Sweden via telephone to review and complete a questionnaire on advertising materials.
- Qualitative study to understand how the introduction of Microsoft's Windows 2000 Data center operating system is likely to impact the large enterprise server market in the US and Europe.
- Qualitative research on school leaving examinations, admission assessment, teacher training and academic English language assessment on a worldwide basis.
- Qualitative study that surveyed IT professionals' feelings about a large IT company based on their reaction to a proposed new advertising campaign.
- Conducted Internet-based interviews assessing European reactions to a leading computer manufacturer's advertising campaign.
- Conducted a global call center in

Europe for current, past and prospective advertisers and the effectiveness of their ads for a publisher of industrial directories.

- Conducted In-Depth Interviews and Online Survey to gain an understanding of how a publishing company's customers allocate their time and budgets in regards to advertising, promotion, and marketing.
- Conducted an advertising effectiveness study on a print advertising campaign.

Software

- Quantitative media surveys for advertising recall for a major producer of computers in Australia, Japan, Argentina, and Brazil.
- Quantitative survey of market potential for an advertising publication in Asia, for example, Japan, Taiwan, South Korea, China, Singapore, and Thailand.
- Conducted ongoing advertising readership studies across Europe, Asia, and Latin America for a multinational high tech firm.
- Conducted multiple focus groups with a multinational IT company for their European advertising campaign.



- Recruited fifty radiographers in Germany, the UK, France, Italy, and Sweden via telephone to review and complete a questionnaire on advertising materials.

- Qualitative study that surveyed IT professionals' feelings about a large IT company based on their reaction to a proposed new advertising campaign.

- Conducted Internet-based interviews assessing European reactions to a leading computer manufacturer's advertising campaign.

Travel & Tourism

- Ad concept testing to see what could replace the "If you see something, say something" MTA campaign

- Conducted focus groups for a European airline to determine a new advertising campaign in the US.

- Tracking study to evaluate the effectiveness of advertising and promotional efforts to attract visitors to a travel destination.

- Quantitative interviews with European families vacationing in the US.

Conducted focus groups for a European airline to determine a new advertising campaign in the US, specifically, Orlando, Florida.

- Intercept train travelers in San Francisco for an advertising awareness study

Selected Experience with Advertising Agencies

- Recruitment of focus groups for a consumer, B2B and pharmaceutical studies.

- Execution of new product concept testing studies.

- Conducted focus groups to test new advertisements.

- Conducted industry tracking studies to identify the middle market business opportunities in select industries.

- Conducted the recruitment of ethnography studies for a leading advertising firm.

- Conducted mall intercepts to determine consumers' awareness level and shopping habits.