

# ADvice<sup>SM</sup>

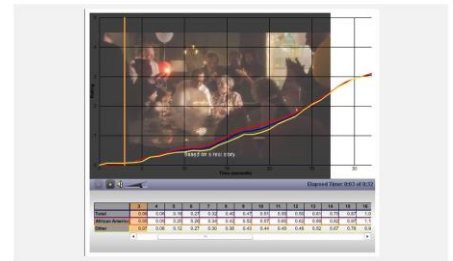
With advertising budgets ever-tightening and CEOs demanding ROI, can you afford to run your ads without testing them?

Truly great advertising is as much an art as it is a science, and great ads become a part of the American fabric. *'Who Squeezed the Charmin?'* and *'Where's the Beef?'* won the hearts and minds of consumers and are still remembered today. While research can't predict which ads will become 'all time hits' and which ones won't, it can make the difference between an effective campaign and an ineffective one. The cost of an ineffective communication campaign reaches well past dollars and cents, right into the heart of your brand's equity. **Does your advertising capture the hearts and minds of your audience? And what does an ineffective campaign mean for your brand?**

ADvice, an online survey tool developed by Klein & Partners, offers protection from ineffective advertising. It gauges the effectiveness of your communication message and creative. **For advertising to be effective it must say something (i.e., the message) that is meaningful and differentiating to the target audience, and it must be told in an engaging and memorable way (i.e., the creative). It must win the hearts *and* minds of consumers.**

## Moment-by-Moment

Is your ad engaging consumers right away? Are some getting lost mid-stream? Is there a positive, mind-etching finish? The ADvice moment-by-moment slider allows consumers to track their experience as it happens, recording positive and negative triggers by movement on the slider. With ADvice, you'll know, down to the second, where your TV, radio, or streaming online ad should be modified to improve the ad experience and improve your brand's equity.



## Highlighter for Print

Is your message resonating with your target audience? Which words/images are attractors and detractors? With the ADvice highlighter, consumers can map words and visuals that they like and dislike, to help pinpoint what needs to be improved for high impact and continued interest in your service.



## Post-Exposure Diagnostics

An ad is only as good as the lasting impression it has on those who view it. ADvice post-exposure diagnostics help you understand how consumers perceived your ad. This information, complimented with in-view experiential feedback noted above, gives managers a complete picture of their ad's potential performance. With this information in hand, managers can make adjustments to creative/copy before it's too late.



To learn more, contact:

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