

ADsightSM

What do you want to change in the consumer's mind?

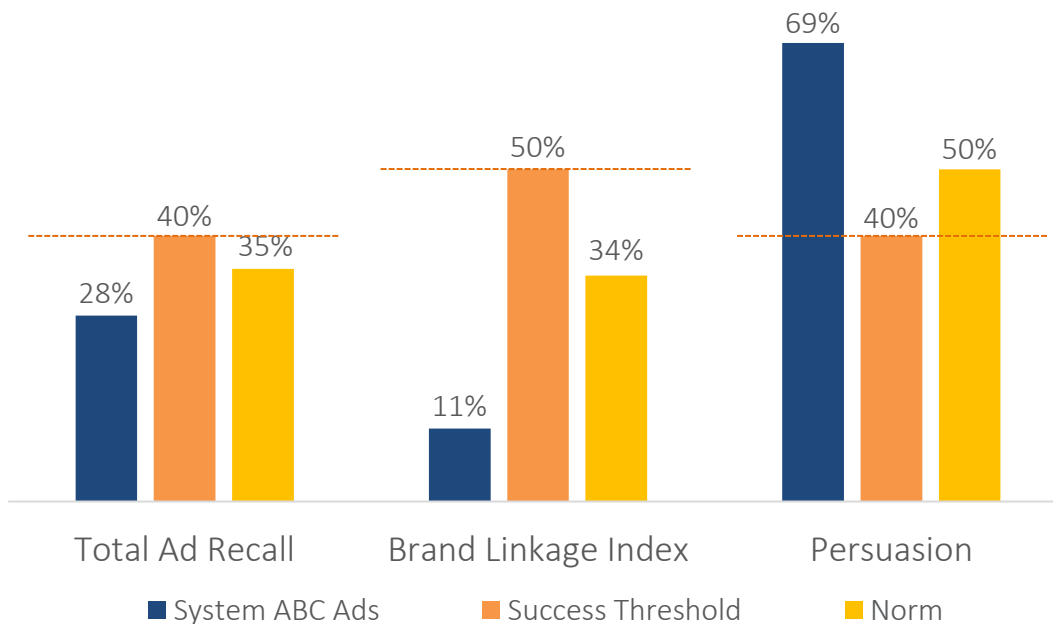
You've run a campaign that you believe is a winner. But how do you know? Do people remember it? Do they really know it was your advertising or do they think it is another brand's advertising? How did the advertising make them feel and what, if anything, did it make them do? Klein & Partners developed **ADsight** a post-ad tracking survey to measure your campaign's **short-term effectiveness**.

Ads can have short-term and long-term effects on the minds of consumers. ADsight is structured (and timed to field right after your media flight) to measure the short-term effects.

Depending on the type of advertising you run, short-term effects can be as simple as correct recall, correct brand linkage, and positive mind impact (i.e., a positive disposition toward your brand, discussing what you said in your ads with others, etc.); or short-term effects also can include behavioral change such as responding to some "call-to-action."

Regardless of the type of advertising you run, ADsight can measure the all-important "initial impact."

System ABC Ad Campaign Success 'Pillars'



To learn more, contact:

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