



**Ipsos ASI**  
The Advertising Research Specialists

Ipsos ASI  
**next\*connect** 

## Are you certain that your advertising investment delivers?

### **Accountability. It's more important than ever.**

Your advertising and brand communications simply must generate sales, build equity, or drive consumers to take action. With the stakes higher than ever, **we have set our bar high.**

**Next Connect** is Ipsos ASI's most flexible communications testing tool. It is a sophisticated way to connect with consumers to learn not only how strong an impact a piece of brand communication has, but also whether it creates lasting brand resonance.

Next Connect:

- Reflects the current reality and showcases ads and other communications as they are actually experienced
- Tests individual executions or multiple campaign elements
- Tests communications in finished or rough formats
- Employs a multimedia platform that enables testing of both traditional and emerging media
- Uses an interactive survey design that engages consumers and boosts response rates



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## How Next Connect Works

Consumers are recruited to complete a survey where they are exposed to a variety of advertising messages and media. So that we can assess the true brand impact of your communications we create an abundance of “noise” – masking the actual test communications and placing ads in an interactive environment. This mimics reality so that consumers see your communications as they are most likely to see them in real life. Our approach offers a number of advantages found in no other copy testing system:

### We focus on the impact your advertising has on your brand

We know there is no one recipe for success in advertising. This is why we observe and measure consumer response in our ad tests, so that we can understand the true impact of the ad on the brand. By focusing on the brand, we ensure all types of advertising can succeed.

### We account for the complexity of today’s world

One of the most difficult tasks an ad has is to break through the clutter and capture consumer attention. By showcasing ads as they are experienced in media you get a more accurate assessment.

### But we also determine each ad’s Creative DNA

Knowing that your ad has had a positive impact on your brand is one thing. Knowing how is another. By providing an holistic analysis of each ad, we can provide a comprehensive understanding of its unique essence to help you diagnose the driving factors behind the ad’s impact on your brand.

#### What We Measure - What You Will Learn

<b>Response</b>	Highlights how effectively your ad motivates action.
<b>Reception</b>	Examines how likely your ad or other communication is to get noticed, to be retained, and to be linked to your brand.
<b>Re-transmission</b>	Assesses the social advocacy of your ad or other communications and how likely it will be to get passed along or shared in some way by consumers
<b>Copy Effect Index</b>	Combines the effects of Reception and Response of brand-related recall and persuasion into a single indicator of ad effectiveness that is validated to in-market sales.
<b>Brand Equity</b>	Showcases the potential of your ad to build brand equity.
<b>Reaction and Communication Diagnostics</b>	Pinpoints which elements of you ad (message and message clarity, scenario, etc) are contributing to its overall success and are driving brand perceptions, and what you can address to improve performance.
<b>Emotional Response and Engagement</b>	Identifies the cognitive and emotive power of your ad, as well as the emotions your ad evokes, to reveal the impact on your brand.

## About Ipsos ASI

Ipsos ASI is a leading global research agency specializing in advertising and brand communications. Offering state-of-the art research solutions that employ measures predictive of in-market performance, our research helps clients build stronger brands.

Our areas of expertise include all aspects of advertising development and in-market evaluation across traditional and emerging media. Ipsos ASI’s goal is to help clients deliver the right message at the right time across the right media to deliver the best return for their brand.

The Ipsos ASI team of brand and communications research experts is a global community of specialists who are passionate about advertising. From concept development to production, from final execution and into post-implementation performance, we help inform client decisions at every stage of the process.

To learn more about Ipsos ASI, visit [www.ipsos.com/asi](http://www.ipsos.com/asi)