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Ameritest

## Frequently Asked Questions

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# Ameritest® Frequently Asked Questions

## Research Procedure

### 1. Who is the sample being interviewed?

For a typical research study, 100–150 target consumers are interviewed.

### 2. Where is the interview conducted?

Due to its savings in both cost and time, most interviewing today is conducted online with targeted consumers recruited via email. The target group can be as narrow or as broad as the research requires, and is easily segmented geographically.

For US studies when in-person interviews are required, the interviews are conducted in geographically dispersed markets—reaching most target consumers through shopping mall intercept. If a specialized target group is requested, then respondents are recruited by phone to a central research location for face-to-face interviews. Internationally, interviews may be conducted differently depending on the country and culture.

### 3. How long is the interview?

The typical interview with five to seven open-ended questions lasts approximately 25 minutes.

### 4. How much of an incentive are respondents paid to participate?

While incentives may vary from market to market, on average respondents are paid \$3–\$5 for their participation.

### 5. What kinds of quality controls are provided for data collection?

The identity of the company doing the research is kept confidential. Quality control checkpoints are included in the data processing procedure, and there is a daily review of all open-end responses.

### 6. In brief outline, what is the Ameritest TV interview procedure?

In the beginning of the interview, the respondent sees the test ad placed in a clutter reel of five ads. After exposure to the clutter reel, measures of Attention and Brand Linkage are collected.

Next the respondent is shown the test ad again by itself. (The respondent has had two chances to fully absorb the ad before diagnostics are collected.) The respondent is then asked a series of open-ended questions designed to assess Communication. The measures of Motivation are collected next.

The respondent is then taken through a series of rating statements. Some ratings statements are about the execution (believability, uniqueness, likability, relevance, news, etc.). Other statements are about the brand (product ratings, company ratings, brand personality ratings—depending on the subject of the ad). Finally, the respondent is taken through the Ameritest Picture Sorts® procedure to get at non-verbal assessments of cognitive processing and emotional response.

### 7. What is the clutter reel (TV) and the clutter book (Print)?

A clutter reel is a pool of five commercials that the respondent sees during the first part of the interview. It is designed to simulate an advertising break during television programming—the environment in which television commercials must compete for viewer attention. The clutter reel is composed of five commercials—the test ad and four other commercials. The test ad is typically rotated through every position in the lineup of commercials, to avoid any position bias.

The clutter “book” used for print is very similar

to the clutter reel in that it serves to simulate advertising consumers would typically encounter in a magazine. For online testing it is not a physical book. The print ads appear on screen one at a time and are paged through by the respondent. The clutter book is composed of ten ads—the test and nine other ads. The test ad is rotated through different positions in the lineup of ads to avoid any position bias.

#### 8. What ads are in the clutter reel and clutter books?

The standard ads used in the clutter reel/books vary. Most advertisers use commercials that are advertising different products from the test ad and represent typical ads found on television which compete for viewer attention. To gain competitive learnings, some advertisers choose to use direct competitive commercials for the clutter. A new clutter ad is typically introduced quarterly. We have different clutters for rough or finished film so the test ad will be seen with ads having similar production quality.

#### 9. How is the Attention Score measured?

The attention-generating power of a television commercial is measured by its ability to attract the interest of a viewer within a clutter environment with different commercials competing for attention. After seeing the clutter reel, respondents are asked a couple of blind questions to purge short-term memory, for example, *“What’s your favorite television program?”* Then respondents are asked: *“Now I’d like you to think back to the commercials you saw earlier. What commercials, if any, did you find interesting?”* The percentage of respondents reporting the test ad as one of the ads they found interesting is the Attention Score for the ad.

#### 10. How is Brand Linkage measured?

Brand Linkage is a derived measure taken from the Attention Score question. The answers which respondents give to the *“Which of the commercials did you find interesting?”* question are coded to see whether or not the respondent

used the brand name in describing the ad. The percentage of those respondents who used the brand name to talk about the ad gives us the Brand Linkage measure.

#### 11. How is Communication measured?

Communication is measured after the second exposure of the test ad by itself. Respondents are asked four non-leading, open-ended questions to get them to talk about the advertising:

- (1) As you watched this commercial, what thoughts or ideas went through your mind?
- (2) As you watched this commercial, what feelings did you have?
- (3) Please describe what happened in this commercial. Tell me what was said and shown.
- (4) What do you think is the main message in this commercial?

The responses to these four questions are treated as one and are coded for the different messages that respondents play back. This playback can be evaluated against an intended or strategic message criteria established by the client.

#### 12. How is Motivation measured?

Motivation deals with the potential short-term, sales-related effects of the advertising. The respondents are asked:

*“How likely would you be to buy the brand advertised in the commercial you just saw?”*

- (1) Definitely would buy
- (2) Probably would buy
- (3) May or may not buy
- (4) Probably would not buy
- (5) Definitely would not buy

A Motivation Score is reported and compared to relevant benchmarks from our database.

#### 13. What is the Ameritest Picture Sorts®?

The Ameritest Picture Sorts® is our unique and powerful diagnostic tool. It is a proprietary method that sets Ameritest apart from other pretesting systems. This diagnostic tool is designed to deal with television as primarily a visual medium, overcoming the bias inherent in exclusively verbal copytesting systems.

#### 14. What do the respondents do in the Ameritest Picture Sorts® exercise?

This part of the interview is one of the last things respondents do and is actually one of the most enjoyable parts of the interview. In this diagnostic part of the interview, respondents are shown individual frames (typically from ten to 30) that were taken from the commercial itself. The number of pictures is determined by the visual complexity of the ad and is not determined by a mechanical rule—our procedure is to take as many pictures as we can tell apart. These frames represent a sampling of the visual information contained in the commercial.

The frames provide us with a vocabulary for interrogating the respondent about the visual experience they had of the advertising, without asking them to say anything in words. As a result, this non-verbal diagnostic technique allows us to reach across language barriers to try to get a better window on respondent's television experience. This becomes a particularly effective tool when facing foreign language issues or testing with children.

The task respondents are asked to perform is actually quite simple and intuitive. They sort the frames according to different rules for the particular measure in question. For the Flow of Attention®, they simply sort by the images they remember seeing and the ones they do not.

For the Flow of Emotion®, they sort pictures into five categories, from very strong positive to very strong negative emotional reactions to the sampled images. For different customized questions, other sorting criteria might be used from time to time.

#### 15. How are the frames chosen that are used in the Picture Sorts® technique?

The frames represent a sample of the visual information present in the commercial. In a sense, the total number of frames we need to take in order to describe the ad is an objec-

tive measure of the visual complexity of the commercial. For that reason, we do not use a mechanical rule for selecting the frames (e.g., every two seconds) but rather use judgement to select them. Basically, the rule of thumb for selecting frames is, if we can see a meaningful difference between two frames that are close together in the ad, we include both frames in the deck.

#### 16. What about the copy?

For many commercials (depending on the amount of copy in the ad) an exercise similar to the Ameritest Picture Sorts® is conducted. The copy is deconstructed into phrases which the respondent is asked to sort through. The sorts typically conducted on the copy are memorability and relevance.

## Questionnaire Design

#### 17. What kind of information is collected?

Fundamentally, Ameritest collects three types of information. Think of an Ameritest report as a zoom lens that gives you three different analytical views of a commercial's performance. These views reflect differences in scale of the different time frames over which advertising can be expected to work.

**The 50mm lens:** The first level of advertising performance is the Level of the Sale. That is the potential impact on business results over the short term. This information provides a report card on the overall performance of the commercial relative to comparative benchmarks. The key evaluative measures are Attention, Brand Linkage and Motivation. For easy reference, these data are summarized on the Performance Summary page, which is the first data page of the report.

**The wide angle lens:** The second level of advertising performance is the level of the brand. This is about the potential long-term

impact the advertising will have on how the brand is positioned in the mind of the customer. Keep in mind that the major benefit of doing advertising is building brands. A variety of rating statements, persona ratings, and occasionally some open-ended questions will be used to describe the impression the audience has of the brand positioning after viewing the test advertising. These ratings will be compared to other benchmarks, such as the ratings of other commercials in the pool, to past advertising history, and occasionally to control cells.

**The telescopic lens:** The third level of advertising performance is the level of viewer processing. It deals with the actual moment-by-moment experience the viewer has of the commercial during the time it is running.

Understanding the structure of this experience is the key to developing diagnostic insights about the performance of the advertising on the two higher levels. The Ameritest Picture Sorts® is the method we use to deconstruct the advertising experience into analytical parts.

#### 18. Is this qualitative or quantitative research?

Ameritest provides quantitative measures of performance but because of the heuristic models we've developed within the system, we also provide qualitative insights into the reasons a commercial is performing the way it is.

#### 19. Do the respondents get a chance to describe their reactions to the advertising in their own words?

The first questions respondents are asked are open-ended questions so that they can give their top-of-mind reactions to the advertising in their own words. These questions can sometimes produce insightful verbatims for use in presentations.

#### 20. What kinds of ratings scales does Ameritest use?

Most of the ratings done in an Ameritest use a

five-point very strongly agree to very strongly disagree scale. We have quite a bit of experience working with this scale over the years and prefer it for its flexibility in analysis. In general, most ratings are reported out on a top 2 box basis—that is the top two agree ratings.

Occasionally other scales might be used in a customized study, such as adjective checklists in a personality rating. However, we prefer not to confuse respondents by mixing rating scales in the same interview.

#### 21. What parts of the Ameritest questionnaire are core and what parts can be customized?

In general, the questions in the first part of the interview, which produce the report card measures of Attention, Brand Linkage, Motivation and the Communication are kept standard so that meaningful comparisons can be made to norms or other historical benchmarks. This represents approximately the first two thirds (or twenty minutes) of the interview. After that, the diagnostic section of the questionnaire can be freely customized to meet the unique needs of your particular study. Ameritest has a fairly large repertoire of diagnostic tools which we draw from for a typical study—but because of interview length constraints we will typically use these only as a subset of the diagnostic approaches that we have available.

#### 22. Can Ameritest be customized to deal with special issues?

Yes, this is one of the benefits of a diagnostic system. Very frequently, special questions are added to deal with issues that arise during discussions about expected audience response to the creative.

#### 23. How can I use an Ameritest to learn about competitive advertising?

The same Ameritest questionnaire can be used to study competitive ads to learn what's working for the competition. We can explore audience response to a competitive commercial that

is currently running, providing a contemporary benchmark to learn how our clients' ads are doing against their competition. Through this process our clients learn more about advertising in their category. For those who choose to test their ad within directly competitive clutter, the two measures of Attention and Brand Linkage are collected on those competitors ads.

#### 24. How can I use an Ameritest to learn about campaign effects?

A mini-interview at the end of a questionnaire can be added to test the overall effects of an advertising campaign. We can get a campaign read by showing the respondent the entire advertising pool (three to four ads) and collect measures of Motivation and Communication, as well as fit. Measures are compared to the average scores for individual ads to get a sense of the overall lift in effectiveness generated by the entire set of commercials.

#### 25. How does Ameritest deal with rough-produced advertising?

About 30 percent of the television testing that Ameritest does is at a rough stage of production (animatics or photomatics). As a general rule, the earlier in the creative development process that research money is spent, the more productive it is because the research findings can have greater leverage against the final creative product by early identification of opportunities for improving an execution.

## The Report

#### 26. What is the Topline?

The topline is the first page of commercial performance measures that you will find in an Ameritest report. This page summarizes the key measures of short term performance: Attention, Brand Linkage and Motivation. In a sense, this is the report card part of the report.

#### 27. What are the key measures of advertising performance?

Attention is a measure of how large an audience your commercial will capture. Brand Linkage is a measure of how aware the audience is of who is sending them a message. Motivation is a measure of audience response to that message.

#### 28. How do I know if numerical differences are statistically significant?

Differences between numbers that are being compared are calculated at the 90% level of statistical confidence and denoted with letter codes next to the numbers. The letter refers to the column of data to which a particular number is being compared.

#### 29. What kinds of norms or benchmarks does Ameritest have?

Ameritest® has norms for considered purchases (durable goods), packaged goods, service, high-tech, financial services, retail, telecommunications, new products, along with other categories.

#### 30. What is a communication strategy?

A communication strategy is a document that is constructed through client and agency dialogue to represent the most precise statement of the messages the advertising is intended to convey. This document is provided to Ameritest as a guide for coding the open-ended remarks made by respondents in the communications part of the survey.

#### 31. What kind of diagnostic information is provided?

There are fundamentally three different types of diagnostic information provided in the Ameritest report. The first kind of information is coded verbatim (that is, answers in respondents' own words) given in response to open-ended questions, such as *"As you watched this commercial, what thoughts or ideas went through your mind?"* The second kind of information is collected in the form of ratings, for statements such as *"Overall, how would you rate the com-*

*mercial you just saw in terms of believability?”* These statements are designed to help respondents better articulate their thoughts and feelings toward the advertising, and can be compared to the responses gathered during many years of copytesting.

The first and second types of diagnostic information are verbal. The third type of information is non-verbal. This is the unique component of Ameritest provided by the Ameritest Picture Sorts® methodology. The Picture Sorts are designed to measure on a micro level the same things we want to know about the performance of the commercial as a whole—namely, what images do viewers pay attention to and what is their emotional response to the images in the commercial.

The Ameritest advertising model, which is shown in the methods section of an Ameritest report, provides a road map for understanding how the different pieces of diagnostic information fit together to explain the overall performance of a commercial.

### 32. How do I read an Ameritest Flow of Attention graph?

Think of an Ameritest Flow Graph as a diagram of viewer response. It is designed to help you intuitively see how the audience is responding to your commercial as a piece of film.

The pictures in the graph, which are taken from the commercial, are arranged on the graph in the order in which they actually occur in the commercial. The height of each picture, measured from the top of the picture, represents the percentage of respondents who remember seeing that image in the commercial. Across all the television commercial tests Ameritest has done we have found that, on average, respondents typically remember about two out of three images in the commercial. Hence, the variability in the height of different pictures on the graph

actually shows the process of selective perception in action as the intelligent eye of the viewer actively sorts through the visual information present in the commercial.

### 33. What should I be looking for in the Flow of Attention graph?

In general, we are analyzing the shape and visual content of the attention curve. Typically the following factors are considered:

- (1) What is happening during the opening few seconds of the commercial? Does the height of these pictures indicate that the commercial is drawing viewer interest into the ad—i.e., does the salesman have his foot in the door—or is the commercial slow to engage viewer interest?
- (2) Is the overall trend line of the curve from beginning to end rising or falling? This is an indication of whether or not the commercial builds viewer involvement over time or loses it.
- (3) What are the best recalled images or focal points of the commercial? Are these images relevant to the communication goals of the advertising, —e.g., the brand name—or possibly distracting executional elements?
- (4) How smooth or well connected is the flow from one image to the next? Abrupt discontinuities in the flow indicate moments in the film when viewer attention got off track or wandered from the sequence of ideas that you intended.

Finally, it should be noted that we don't expect all the images to be equally well recalled. To build visual peaks of interest it is necessary to have valleys of transition. A misuse of the picture sort would be to mechanically decide to edit out of the commercial all of the low images on the graph.

### 34. What's the difference between the Flow of Attention and the Flow of Emotion?

The Flow of Attention is a measure of cognitive

processing. It relates primarily to measures of attention and memorability—specifically, it is a diagnostic for the Attention and Brand Linkage Score.

The Flow of Emotion is a measure of affective response. It relates to the visual drama being created by the ad and is a primary diagnostic used to explain the Motivation Score.

### 35. What should I be looking for in the Flow of Emotion graph?

Think of emotion as a fluid that is being pumped through the ad. The total volume of fluid—or quantity of emotion—is correlated with the Motivation Score. In other words, commercials that pump more emotion tend to be more motivating (as long as that emotion is being put to work for the brand.)

Importantly, we measure negative emotions as well as positive emotions. Negative emotions may be interpreted in one of two ways. In the first case, they are simply an indicator of something in the ad that the audience didn't like. In other cases, negative emotions may be deliberately evoked for a dramatic effect as with problem/solution scenarios. In those cases, it is important that the brand gets the credit for transforming negative emotions into positive emotions by the end of the spot—and that the brand is perceived to be the hero of the spot.

### 36. What about music?

If music is a special issue in a particular test, we provide ratings of the overall likability of the music and also provide a short battery of descriptors that can be used to describe the emotions evoked by music.

## Using the Information

### 37. What kinds of decisions should I make with this research?

There are a number of different types of decisions that can be made with this research. First,

the evaluative measures can be used as a report card for determining whether or not the advertising is strong enough to put on air. Second, the diagnostic information can be used in editing decisions for optimizing the performance of the advertising. Third, the diagnostic information about the strengths and weaknesses of the commercial can be used to provide guidance in the creation of future pool-outs in the campaign. Fourth, diagnostic information about the relative appeal of a commercial to different target audiences—such as men versus women, older versus younger customers, etc.—can be used in optimizing media decisions.

### 38. What are the Ameritest Learning Strategies?

Ameritest believes that the ability to learn faster than your competitors may be the only sustainable competitive advantage. For that reason we like to think of our system as an advertising learning system.

From a process stand point, we have identified five different strategies that our clients systematically use to ensure that they learn as much as possible about how their advertising is working.

**The first strategy is simply discourse.** In the end all advertising decisions should be based on good judgement. We believe that having a good dialogue between client and agency, brand managers and creatives, is key to understanding all the different ways a commercial might be perceived, or misperceived, by your target audiences. An Ameritest research meeting provides a good forum for generating productive advertising discourse. From our standpoint, the role of the Ameritest presenter is simply to facilitate a good advertising discussion between the members of the advertising team.

**The second strategy is quantitative evaluation.** Because of the amount of money being spent on the advertising, it's simply a good business practice to have a quantitative quality control processes in place.

**The third strategy is experimentation.** Like **new products**, the more ideas you test the more likely you are to find a winner, or get an out-of-the-box, rule-breaking advertising campaign on air. This calls for testing a lot of ideas. And in the long run, it calls for testing at a rough stage of production so that you can afford to test a lot of ideas.

**The fourth learning strategy is an emphasis on diagnostics.** It is not enough to know whether your advertising is performing well or poorly, you must also learn why it is performing the way it is.

**The fifth learning strategy is based on competitive analysis.** Your competitors are trying to sell the same customers that you are—and yet they have advertising different from yours. How is their advertising working? After all, their advertising is what you have to beat! Not knowing the strength of your competitors' advertising while only measuring the strength of yours is equivalent to setting the price of your products without knowing the price of your competitors' products.

#### [39. How do I use this information to make the advertising better?](#)

A good creative can usually come up with a solution to any problem identified in a particular commercial as long as the problems are sufficiently well defined. The role of research is to define the advertising problem as precisely as possible for creatives.

#### [40. Why do I need diagnostics if I have a great-scoring ad?](#)

If you don't fully understand what was working in a great-scoring ad, you may not be able to duplicate the performance when you do advertising pool-outs in the campaign.

#### [41. How should I think about differences in advertising performance between countries?](#)

One of the benefits of the visual diagnostics in the Ameritest system is that they allow us to cross language barriers to gain insights into how advertising imagery works with different cultural groups. One reason to test the same commercial in different countries is to understand country-by-country differences. So, the answer to this question is very much a work in progress.

## Theory

#### [42. Why isn't the Ameritest System called copy-testing?](#)

We happen to believe that television is primarily a visual experience. If you don't think the pictures are the most important part of a television commercial, buy radio—it's cheaper.

#### [43. What is the Ameritest Advertising Model?](#)

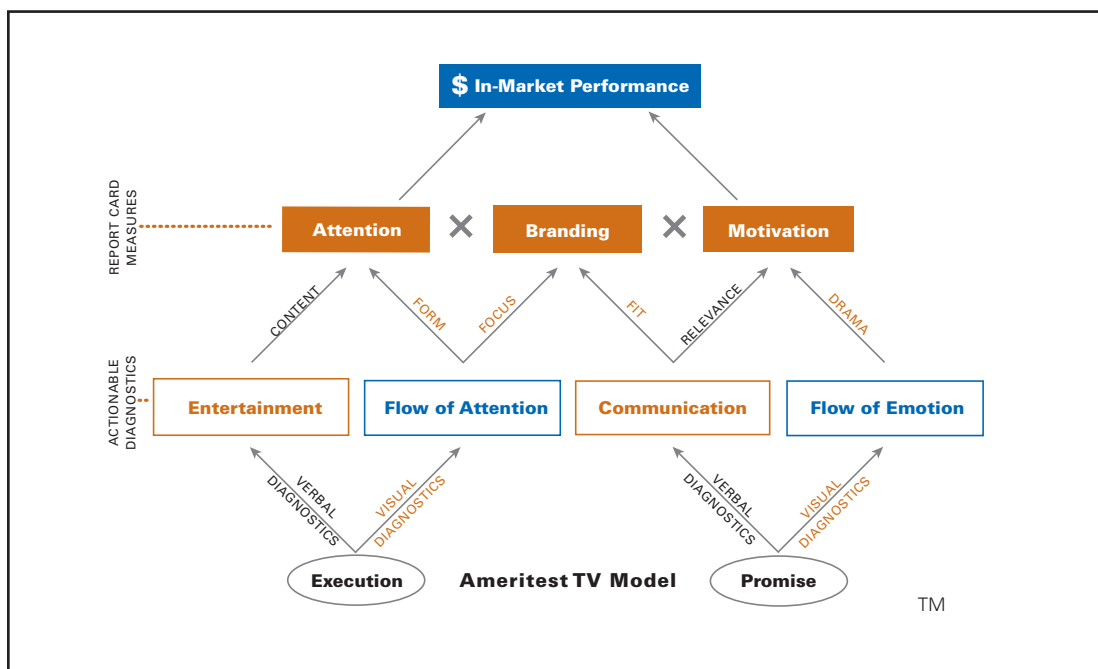
The Ameritest Advertising Model can be found in the methods section of any Ameritest report. This is a heuristic model designed to help you better understand the relationships between all the major measurements collected about your advertising. Basically, the model says that for any commercial to be effective it must accomplish three things:

- (1) It must get noticed and attract an audience.
- (2) The audience must know who the advertising message is coming from.
- (3) While you have your audience's attention you must sell them something—i.e., motivate them.

The model goes on to explain how you get the Attention, Brand Linkage and Motivation described above.

Attention is a function of two aspects of the execution:

- (1) Does the execution entertain or reward viewers with an enjoyable or likable experience in return for the 30 seconds you are asking them to spend with you?



(2) Is the execution a well-edited piece of film that leads viewers' attention and focuses their thoughts on the important ideas and images in the commercial at a pace they can easily keep up with?

Brand Linkage is also a function of two aspects:

- (1) How clearly does the edited film focus viewers attention on the identity of the brand sending them a message.
- (2) How well are the thoughts about the brand integrated into the narrative of the spot—i.e., is the brand the hero of the spot?

Motivation is also a function of two variables:

- (1) How relevant, believable and brand differentiating is the strategic promise you are communicating to your customer, and
- (2) How much emotional drama have you created and wrapped around that promise to make it seem larger than life and even more compelling.

As with any model, the Ameritest Advertising Model is a simplification of a complex subject.

Currently, we believe it is the most complete advertising model used by any pretesting system. But with the help of all of our clients, we are challenged to continuously work to improve our model of how advertising works over time.

[44. What kinds of validations has Ameritest done?](#)

Ameritest has about 70 advertising cases to date where we can show a high correlation (an r-squared of approximately 50%, depending on the product category) between the three performance measures of Attention, Brand Linkage and Motivation and actual in-market sales results. We also have an extensive set of validations showing the relationship between our diagnostic measures and the performance measures. The primary validated relationships are outlined in the Ameritest Advertising Model which can be found in any Ameritest report. Several of these validations have been published in the *Journal of Advertising Research*.

[45. How is Ameritest different from other pretesting systems?](#)

First, Ameritest offers a more complete model

of how advertising works. Most of the measurements collected in other advertising testing systems have their equivalent measure in the Ameritest system. But Ameritest provides several major diagnostic components (the Flows of Attention and Emotion) that cannot be found in other copytesting systems. Specifically, the kinds of information provided by other copytesting systems are merely a subset of the information contained in the Ameritest system.

Second, Ameritest places much more emphasis on providing insightful diagnostics, particular with our moment-by-moment flow measures. Our goal is to help you fully understand the reasons why a particular commercial is performing the way it is.

Third, Ameritest is unique in the approach it takes to understanding the visual component of television advertising.

#### [46. What is the relationship between Attention and Motivation?](#)

Attention and Motivation are completely independent or uncorrelated measures. In general, knowing the ability of an execution to break through clutter and attract attention tells you nothing about how motivating the message is and vice versa. That's why single "magic" number approaches to evaluating advertising performance can be very misleading. Multiple measures—Attention, Brand Linkage and Motivation—are needed to completely understand the performance of a television commercial.

#### [47. How is the Attention Score different from a Recall Score?](#)

The Attention Score is a measure of commercial intrusiveness in a cluttered advertising environment. This is the measure provided by Ameritest. It is always important that a commercial gets noticed and attracts a large audience for your advertising message—that's what determines the efficiency of your media spending.

In contrast, some copytesting systems produce recall scores, such as day after recall. Recall may or may not be relevant for evaluating a client's advertising, depending on the kind of advertising being done. Recall is a measurement based on a respondent's ability to recognize an ad from a verbal description. This approach favors rational, informational, benefit-driven ads—ads that frequently follow the "early and often" rule of brand mentions. In research published by Ameritest and Unilever, recall was found to have a negative correlation to the most well-liked ads!

If the job of your advertising is to convey new ideas, or teach the viewer something (rational), recall can be a relevant, if limited, measure of advertising strength. If, however, your advertising has a strong emotional component and is designed to promote the strength of the relationship between your brand and your customer, a recall measure can be a very misleading measure of advertising strength.

#### [48. Isn't the Ameritest Picture Sorts technique too analytic? In other words, isn't an ad more than just the sum of its parts?](#)

Keep in mind that the key measures of performance toplined in an Ameritest report deal with the performance of a commercial as a whole—that is, the commercial is first viewed as a complete gestalt. We do appreciate the importance of understanding the design integrity of a commercial.

However, to gain insights into how a commercial is working, it is also necessary to deconstruct the ad and look inside the commercial to see how the different parts of film work together. That's why the Ameritest Picture Sorts is viewed only as a diagnostic tool—but it is the most powerful diagnostic tool we have found for understanding how television viewers process the stream of ideas and images in a television commercial.

#### 49. How is the Ameritest Picture Sorts different from other moment-by-moment copytesting techniques?

The other moment-by-moment systems on the market ask respondents to record their responses to a commercial with a dial or some other metering system while they are actually watching the commercial. Our viewpoint is that this approach is too intrusive and requires that the respondents be artificially introspective while they watch the ad. This changes and contaminates the viewers' advertising experience. Our approach is simply to use frames taken from the commercial as a visual aid for respondents to use in reconstructing the advertising experience (like a witness in a courtroom). This occurs typically 20 minutes into the interview, well after the initial reactions to the advertising have been collected.

Second, one of the primary applications of the Picture Sorts Technique—the Flow of Attention—measures what images the respondent paid attention to while watching the commercial. This technique reveals the searching and sorting process that we now know is how the brain responds to stimulus. This question cannot even be asked with a dial-a-meter approach—the question simply doesn't make sense in a context that asks a respondent to pay attention to everything. Thus, the Picture Sorts approach is more powerful than other moment-by-moment approaches.

Third, the Picture Sorts is low tech—it doesn't require special equipment. Thus, it is simpler and more convenient to use in a variety of research settings. It also works quite well in a qualitative, focus group setting, most especially with online research. (You might want to try it out firsthand the next time you conduct focus groups on your advertising—it's simple and quite intuitive. Just give Ameritest® a call and we'll be glad to give you tips on how to do this.)

## Background

#### 50. What kind of experience does Ameritest have?

Ameritest has over twenty years of experience and has worked with numerous Fortune 100 companies. Current clients include IBM internationally, McDonald's, Macy's, Kellogg's, Campbell's and Hasbro domestically.

Ameritest has won seven David Ogilvy Research Awards—including the Grand Prize for our advertising research work with IBM.

## Administrative

#### 51. How long does it take to do an Ameritest?

Ameritest works very hard to create a timeline around what **your** testing needs are. Two of our more commonly purchased research products are:

1. Rapid Response - 4 day turnaround from start of field to delivery of results. The report offers standardized, yet rich diagnostic results. An unparalleled product.
2. Full Ameritest - a total of 2–3 weeks. This report is wholly customized and tailored to your objectives, delivering insights that dive deep into what is working and exactly where the opportunities are for optimization.

#### 52. What does an Ameritest cost?

The cost of an Ameritest varies within each country and based on the particular screening requirements for each study. Please contact an Ameritest representative to get a current estimate.

## Contact Information

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Ameritest® is a seven-time winner of the  
ARF David Ogilvy Research Award  
including the Grand Ogilvy.