Creative Evaluation

Evaluate creative quality to optimize performance and drive greater impact

**Comscore Creative Evaluation™** assesses the impact of ad creatives and messaging on consumers’ brand preferences, identifications, emotions, and perceptions.

Available across TV, over-the-top (OTT), digital, mobile, print and out-of-home (OOH), Creative Evaluative provides diagnostic insights to help marketers optimize creatives during all phases of the ad lifecycle – including pre-testing and post-campaign. Marketers leverage Creative Evaluation to understand how well creatives are likely to drive a sales response and deliver on key branding objectives such as recognition, linkage and engagement.

Why Comscore

**VALIDATED TO SALES**
Predict in-market share and sales lift with the share of consumer choice (SoCC™) metric, which reflects consumer preference among a competitive set and is highly-correlated with sales.

**FLEXIBLE STUDY DESIGN & METRICS**
Gain tailored insight into creative performance through all phases of the ad lifecycle – from pre-testing to post-campaign – based on your unique campaign goals.

**WEAROUT PREVENTION**
Forecast the lifecycle of specific creatives prior to airing to mitigate advertising wear out and achieve stronger sales ROI.
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How Comscore can help

AGENCIES & ADVERTISERS

- **Increase advertising ROI** by analyzing campaign creative before running to ensure efficient use of media and prevent burnout in-flight.
- **Optimize your media spend** by understanding how each media channel contributes to the overall strength of the campaign.
- **Understand emotional intensity and engagement levels** by identifying what’s working well and what areas need refinement.

PUBLISHERS & CONTENT OWNERS

- **Test campaign creatives in a low risk environment** to ensure advertisers are comfortable prior to a larger campaign.
- **Demonstrate the incremental brand impact** that your content provides for advertisers to help them to optimize their media.
- **Showcase the value of new ad formats** built to encourage brand adoption and increase sales.

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**Interest Level Trending**

Track interest levels throughout the duration of a video creative.

**Brand Impact Analysis**

Percentage of Respondents (Top 2 Box)

<table>
<thead>
<tr>
<th>FAMILY CREATIVE</th>
<th>SOCIAL CREATIVE</th>
<th>WORK SETTING CREATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>78%</td>
<td>77%</td>
<td>71%</td>
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<tr>
<td>75%</td>
<td>68%</td>
<td>58%</td>
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<tr>
<td>63%</td>
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<td>32%</td>
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<td>74%</td>
<td>66%</td>
<td>45%</td>
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<tr>
<td>71%</td>
<td>64%</td>
<td>43%</td>
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</tbody>
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- Easy to relate to
- Believable
- Grabs my attention
- Enjoy watching again
- Situation reasonable
- Makes me think this brand understands how I feel

Identify creatives and themes that drive branding impact.

Ready to learn more? To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.

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