

# CREATIVE FOR OPTIMAL GO-TO-MARKET

## THE CLIENT CHALLENGE

Our client had several creatives to choose from. Dissatisfied with only having their own 'gut feel and preference' to base their choice on, they wanted an unbiased assessment. The question we set out to answer was *'which creative will have the greatest impact on behavior?'*

## THE GEMSEEK APPROACH

We conducted a Creative evaluation survey including main brand KPIs, creative diagnostics and heat maps, behaviors and perceptions. Our survey was based on the creative execution evaluation - what are the key messages and does it touch the target group. Also, we estimated which is the creative that audiences 'got best' and were most accurately able to explain and understand the key message.

Our aim was to evaluate the impact each creative had on the emotional connection the audience felt to the brand and the audiences' current attitudes and behaviors and which is the creative that had the greatest impact on positively impacting these.

On top, we included our Emotional response methodology in order to evaluate the emotional impact of each creative.

## THE DELIVERABLES

The recommended creative was taken forward, due to the compelling evidence from the research identifying it as the creative that would have most impact amongst key target audiences. The business has been convinced that an unbiased assessment of future campaign creatives is the way forward.

KCR event

