

Commercial presentation

2020, MAY / EN

brand impact : brand study

Sondage. measures the **quality**,
attractiveness and **impact** of your advertising
creations on the Internet.

brand survey : methodology

A survey is submitted to 600 Internet users.

- 300 exposed to the campaign
- 300 unexposed

By comparing the results of the **2 targets**, the tool can determine the **real impact of your advertisements**

on your brand memorization or the purchase intention.

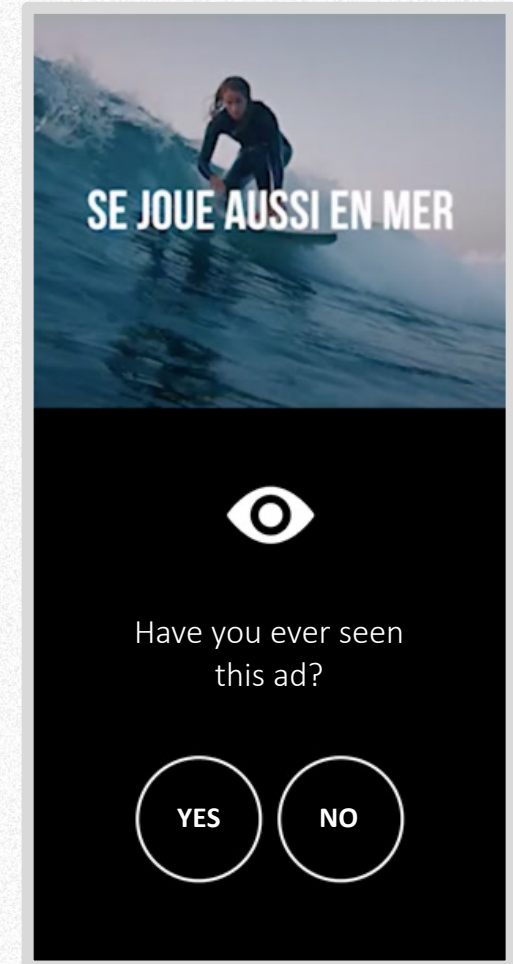
the format

We broadcast your creation within
our survey format.

The upper part contains **your creation**.

(video, html5, gif or static).

The lower part contains contains **our survey**.



the questionnaire: 4 possible questions

2 recommended

1.

Unaided Recall

Have you ever seen this ad?

3.

Approval

Did you like this ad?

2.

Attribution

What brand is it?

4.

Purchase intention

Do you want to buy this product?

The dashboard

EX: UNAIDED RECALL



Brand Impact

Example: Brand survey



BRAND IMPACT
UNAIDED RECALL

Have you ever seen
this ad?



BRAND IMPACT
ATTRIBUTION

What brand is it?



BRAND IMPACT
APPROVAL

Did you like this ad?



BRAND IMPACT
PURCHASE INTENTION

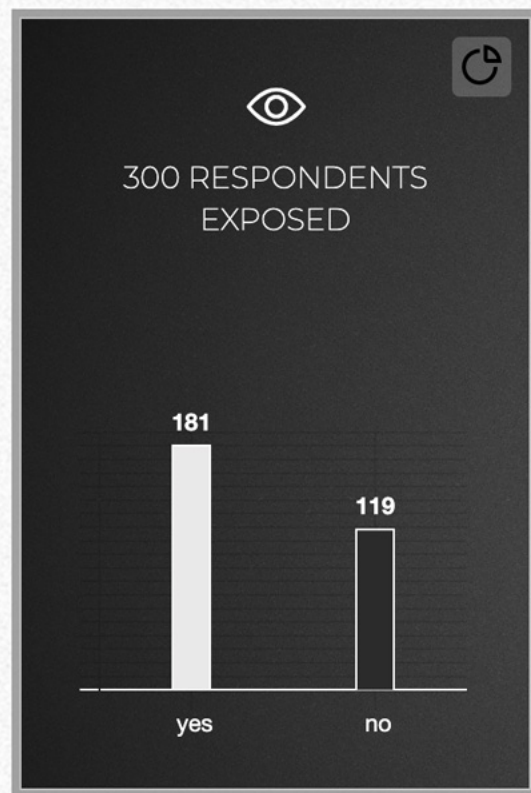
Do you want to buy
this product?





UNAIDED RECALL

Have you ever seen this ad?



thank you.

fabrice abokoun

fabrice@the-concierges.com

jean nasr

jean@the-concierges.com