

Copy Testing

Increase Your Advertising ROI

“Half the money I spend on advertising is wasted, but I don’t know which half”

- John Wannamaker, Department Store Retailer

This well known statement was made over one hundred years ago. And yet, over half of the advertisements made today still do not achieve their goals.

Despite tremendous strides in creative testing techniques today, many advertisers still don’t pre-test their ad creative.

Creative testing eliminates the money wasters and multiplies the money makers.

Ensure Maximum Results from your Magazine Buy

Tilt the odds of success in your favour by pre-testing and monitoring your creative. It’s a low cost investment that helps to ensure maximum return on your magazine investment.

Exercise Greater Control over Advertising Effectiveness

- Pre-test new concepts or measure current ads to ensure communication of key brand attributes to your target consumer, from campaign to campaign.
- Monitor the effectiveness of your competitors’ ads.
- Set benchmarks for your brand and category to ensure a competitive edge.
- Develop headlines that grab attention, body copy that engages and position product shots and logos to maximize brand association.
- Guarantee that your ads positively engage, persuade and motivate.
- Compare results of your ad across users of your brand and those of your competitors to identify competitive upside.

Measure Creative Effectiveness for a Fraction of your Media Spend

Consider using a creative testing technique that will quickly pay for itself by ensuring your magazine media investment is fully maximized. Look for an effective way to assess overall ad impact, communication value, visual focal points, purchase intent and more.

We can help!

**Let Magazines Canada help strengthen your connection
with your customers.**