

The Spike of Angels - April 2011

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### **Are You Putting Your Campaign on Trial?**

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### Are You Putting Your Campaign on Trial?

It happens to too many campaigns.

Huge budget. Name Brand magazines, newspapers, outdoor and radio are purchased, a powerhouse creative team and the..... campaign tanks!!  
Swan dive of the highest order and then fingerpointing starts

#### **And it's so easily avoidable.**

I always liked this line...You don't have to eat a whole bowl of soup to discover if it's salty' . Usually only a couple of spoonfuls will tell you.

Then take that same thinking to your next campaign.  
Before you risk six figures on a new campaign, test it on a smaller scale.

Test the media mix.

Are newspapers the right place?

What if you track it with a coupon code or a 1-800#?

Does adding radio increase the response?

Just maybe a small Direct Mail campaign can be the pulse you need

What if you changed the headline but kept the rest of the ad the same.

Would it make a difference?

The emergence of the Internet is an unprecedented quick testing opportunity to see what approaches are working – or not.

Should you add Social Media channels to your campaign?

But so much that gets booked is untested.

Does this sound familiar?...Cross your fingers and hope for the best?

## Are You a golfer?

Would you trust the back nine on Sunday to a putter you've never tested before?

**The New Car?** Will you drop \$20K-\$30K or more on a new vehicle without shopping around and test driving? That's what I thought.  
Test Drive Your Campaign.

Run several ads on a small scale first to get real world response. Test and measure the ones that work well. Discard the ones that don't. (Yes – throw out the ones that aren't working. You'd be amazed at how many poor ads keep running.)

The time to Fire Your Ads is when they're on trial in the test stage, not when the whole year's marketing is riding on an unproven concept or media mix.

## Sample Size

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Don't you love getting a Trial Size of something?

Little bottle of shampoo.
Maybe a new brand of cereal in a sample pack.
A new brand of toothpaste.

Sometimes they'll throw in a coupon too to save on your next purchase. Exactly. This is what I want you to do.

When you've tested and refined your message and the media which bring the best response, your campaign will deliver so much better response because you have a clearer benchmark of what you can expect.

Before the campaign goes 'National', try it out in a smaller market that is a microcosm of your target. The response to this is your 'Soup Test'

Who Are We?

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First Impressions Media is an independent Canadian owned and operated ad placement agency. We're passionate about making your advertising be the best it can be. **Your Advertising. Well Planned. Well Spent.**

## Contact Information

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