

MAXIMIZE PRINT & DM EFFECTIVENESS

What part of your communications will get the most attention?

More media dollars are invested in print/DM effort than any other media, yet advertisers rarely evaluate it with the same rigor as TV. What if you could quickly involve your consumers as part of the concept process?

Angus Reid Strategies has developed an interactive copy testing tool called virtual highlighter that allows you to track what engages consumers.

What Is The Virtual Highlighter?

The tool is an onscreen highlighter that allows respondents to select specific areas that interest them the most. This tool is part of the CopyPlus product provided by Angus Reid Strategies. It is an efficient method of assessing the success of print advertising efforts prior to launch.

How Does It Work?

Respondents see your ad and use their mouse as a virtual highlighter to select the areas that catch their attention. There are different colour highlighters to choose from, one colour to represent likes, one for dislikes. An eraser tool allows respondents to make onscreen changes.

What Do We Deliver?

The highlighter tool comes with an interactive reporting module where respondents' feedback is placed over the ad image showing highlighted sections as "heat maps". Intensities are colour coded to match the level of highlighting (see examples to the right).

About Angus Reid Strategies

Angus Reid Strategies™ is a full service research firm and a North American leader in the use of the Internet and rich media technology for the marketing research industry. Our team of research specialists covers the full range of marketing and public affairs issues including advertising effectiveness, corporate image assessment, new product evaluation and public opinion trends. We have expertise in a wide variety of vertical markets.



Heat Maps



Activated Highlighter

How Can We Help?

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