

# pivotal TESTING CASE STUDY

## High Credibility TV Ad

### Situation:

- Fortune 50 company sought to **evaluate a critical new TV ad campaign**
- In addition to standard ad testing metrics, high credibility evaluations were **necessary to ensure campaign success**
- Firm considered success of campaign **critical to short-term business objectives as well as the longer-term license to do business**

### Testing:

- Communication test scheduled to **evaluate TV ad concept**
- In addition to the standard battery of diagnostics, **overall company reputation questions** were included to **assess credibility and the reputation impact** generated by ad
- Ad concepts included a number of **different narrators (each tested separately)** to see which produced the best results

### Outcome:

- Overall diagnostic results were favorable, validating the management team's **decision to move forward with the campaign**
- Higher level reputation metrics were also positive, especially among Opinion Leaders, demonstrating that the campaign **supported the overall corporate reputation**
- Measuring the effect of the different narration directed recommendations for **ad improvement and increased credibility**