

REDSTAR

ADVERTISING EVALUATION TOOL



RED STAR from RED C provides you with a cost-effective pre or post advertising evaluation model using a suite of carefully designed metrics to provide clear and actionable insight to guide your advertising strategy.

Introducing Red Star

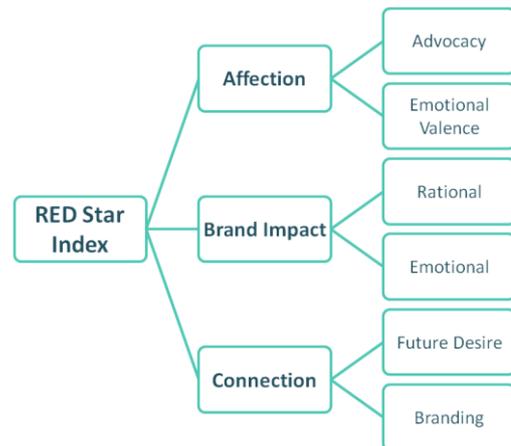
RED STAR (Structured Test of Advertising Response) is a standardised method of advertising assessment developed by RED C. Building on many years of communications testing experience and rigorous analysis, we have devised a solution that addresses all of your communications testing needs:

- / *Cross Media*: Tried and tested for TV, Radio, Online and Print
- / *Pre and Post*: Testing pre-production concepts and in-field communications
- / *Multi-method*: Devised for Online, CAPI or Face to Face methodologies:

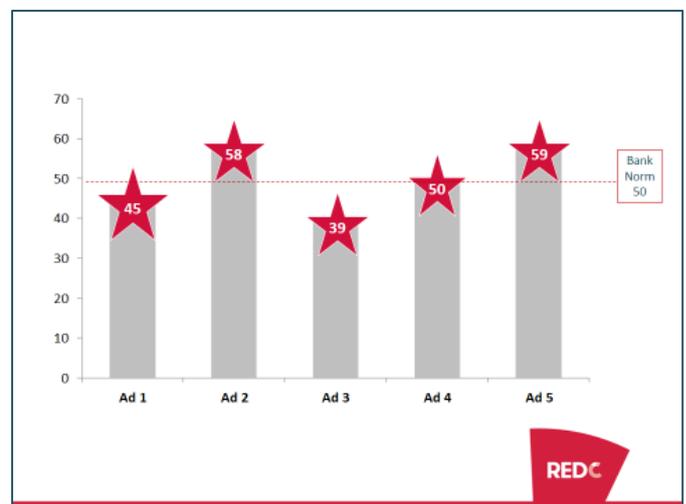
The **RED STAR** toolkit is intuitive, digestible and strategically focussed to produce unambiguous direction for your brand, helping you to make more informed investment decisions.

To facilitate comparability and target setting, each of the constituent components of the test can be benchmarked as well as producing composite *Affection, Brand Impact and Connection* (ABC) Scores to allow for clear diagnosis of any shortcomings or improvement areas for your advertising.

There is also a one number, **RED STAR Index** provided for all executions to provide a single number snapshot of advertising effectiveness.



The schematic above shows the contribution of key metrics to composite “A,B,C” metrics as well as a single number RED STAR Index



Our one number RED STAR Index makes snapshot comparisons of executions intuitive and accessible as well as facilitating target-setting.

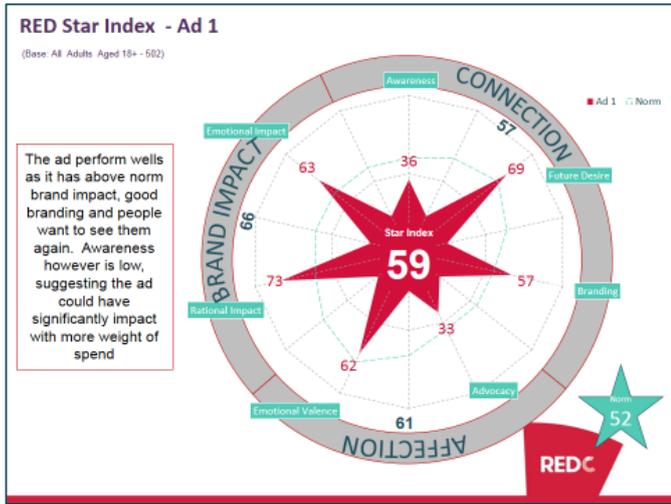
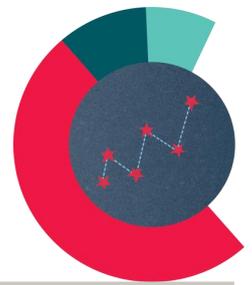
For Further Information
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REDC

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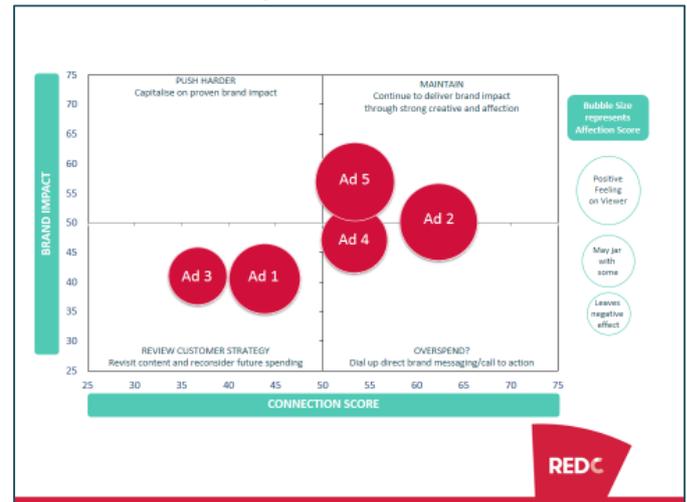


Red Star Mapping

We produce a mapping tool which benchmarks executions across the key A, B, C metrics to allow for a clear visual assessment of the advertising on these composite scores relative to appropriate peer executions.

Red Star Diagnostics

At a glance, you can see the specific elements of the RED STAR model that are considered to be strengths and weaknesses of your execution relative to its peer reference group. By exploring these diagnostics among various target groups we can identify the audience for whom the advertising is most resonant.

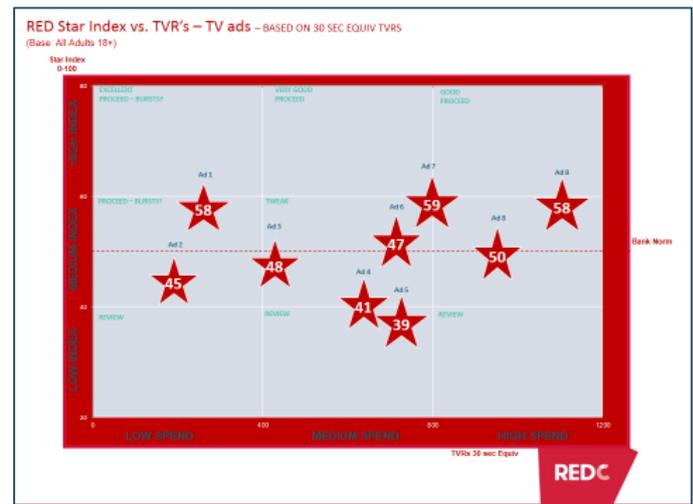


Highs and Lows

As an optional extra for motion media (online or TV) we can diagnose the high points and low points of ads to really understand the specific sequences that are working hardest and which may need to be improved.

Efficiency

We will also integrate the media and production costs of your advertising to evaluate efficiency of spend.



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REDC

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