



Ipsos ASI

The Advertising Research Specialists



Ad Testing

Ad Tracking

Brand Equity

Brand Health

Holistic Communication Evaluation

Fitting The Pieces Together ...

In today's dynamic media environment, savvy marketers no longer rely on single ads in traditional media.

But how do you know whether your multimedia communications are working together?

Ipsos ASI has the expertise and the research tools to evaluate multiple ads and multimedia campaigns holistically – and to measure the contribution of each message – to engage the consumer, drive sales, and reinforce brand equity, across the whole range of consumer touch points.

Ipsos ASI next*360

Next*360 brings Ipsos ASI's proven methods and sales-validated measures to an interactive, multimedia pretest. Evaluative measures gauge the campaign's overall potential for visibility, branding, and persuasion. A unique rotation analysis shows you what each message contributes to the whole. In-depth diagnostics reveal what's working, what's not, and why, to help you refine the fit and the mix across media.

Ipsos ASI brand*graph360

Brand*Graph 360 tracks the in-market reach, impact, and cost effectiveness of all your communications. A powerful consumer mix model shows you the contributions of POS, packaging, sponsorship, even uncontrolled communication like word of mouth, in addition to each part of your ad media mix. By analyzing the effect of each consumer touch point on brand equity, purchase intent, and other measures, we can help you to focus your communication on the messages that work best.

To learn how Next*360 and Brand*Graph 360 can help you make sure your campaign fits together, contact your Ipsos ASI representative, or send an email to info_asi@ipsos.ru



Ipsos ASI

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North America

Latin America

Europe

Middle East

Asia Pacific

About Ipsos ASI

Ipsos ASI offers marketers state-of-the-art advertising research built on 40+ years of experience, using measures predictive of in-market performance.

We offer a full range of solutions across all media and at any stage in the creative process, from equity assessment to strategic development, advertising testing, tracking and brand health; all backed by a dedicated team of advertising research experts whose mission is to deliver the answers that will add value to your business anywhere in the world.

We at Ipsos ASI believe that successful advertising builds stronger brands. We work with our clients to build brand health and maximize the return on their advertising investment by helping them make decisions that improve and optimize their marketing communications.

Ipsos ASI is an Ipsos company, a leading global survey-based market research group.

For more information visit us at www.ipsos.ru/asi or send an email to info_asi@ipsos.ru

About Ipsos ASI Russia

Ipsos-ASI is the largest provider of advertising pre-testing services in the world. We are committed to working with our clients to build brand health and maximize the return on their advertising investment by helping them make decisions that improve and optimize their marketing communications.

Ipsos-ASI provides a full range of advertising research services with Advertising Testing, Tracking and Brand Equity, backed by a dedicated team of advertising research experts whose mission is to deliver the answers that will add value to your business anywhere in the world.



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