

Ipsos-ASI

next*print

... developing effective advertising for print



Successful advertising across all media can help companies make a difference in their brands...

... and make a difference in their business by helping them sell more of what it is they sell. Pre-testing creative can help you make better advertising decisions and more successful advertising, by minimizing your risk and maximizing your advertising investment.

Ipsos-ASI Next*Print®, the copy testing system designed especially for print, provides key insights to help with the development, evaluation and improvement of print advertising by understanding:

- How well the ad fits with your advertising strategy and objectives.
- The ability of the ad to change consumer behavior.
- How the ad is contributing to your brand equity.
- How to improve the ad and optimize the ad's effectiveness.

Ipsos-ASI Next*Print is an in-home, in-magazine ad testing system based upon our time-tested philosophy of how advertising works. This natural exposure methodology, which parallels our Next*TV copy test, allows Ipsos-ASI to provide key benefits found in no other print testing methodology, including diagnostic and evaluative measures to help you make better informed decisions to grow your brand:

- **Recall and Communication:** which reflect the ad's media efficiency - the extent to which the ad was noticed, remembered and associated with the advertised brand. Results are evaluated in comparison with norms, by page size, across a wide variety of product categories.
- **Persuasion Measures:** the ability of the ad to change the consumer's beliefs, attitudes or intended behavior. As we do in Next*TV, we offer two primary measures of persuasion - one based on Brand Preference and the other based on Purchase Intent and Frequency.
- **Diagnostic Measures:** combined with strategic insights to help you determine how to make your ad better and more effective.

The Next*Print methodology features our exclusive in-home measurement system where:

- Consumers are recruited via telephone to evaluate a magazine.
- Ads are inserted into a current issue of a major magazine (prior to newsstand distribution) and appear as do any other ads.
- Consumers read the magazine at home, which provides a natural exposure environment.
- Consumer responses are collected the day after exposure.

Ipsos-ASI Next*Print can provide the guidance and insights you need to help develop the most effective print advertising. Behind each test is Ipsos-ASI's expertise as the world's largest advertising pre-testing company. With Ipsos-ASI Next*Print, you will be sure you are making the best decisions at all stages of your advertising development process.

To learn more about Next*Print, please contact your Ipsos-ASI Client Service Representative, or visit our website at www.ipsos-asi.com.



Ipsos ASI
The Advertising Research Specialists

Ipsos-ASI, The Advertising Research Company

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.

All of Ipsos-ASI's advertising pre-testing services provide multiple measures of recall, persuasion, and diagnostics. Ipsos-ASI Next*TV®, an in-home, video-based system, offers local, regional, and multinational advertisers a truly global copy testing system with methods providing comparable measures around the world. Other pre-testing services include Next*Print, Next*Kids, and Next*Idea.

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.

Ipsos ASI

The Advertising Research Specialists



Strategy

Storyboards

Development

Assessment

Solutions

About Ipsos ASI Russia

Definition:

Helping advertisers to build strong brands
Ensuring a return on advertising investment through measurement of its effectiveness
Research support for all phases of communication process
Different media: TV, press, outdoor, radio, non-traditional sources (word of mouth, etc.)

At Ipsos in Russia:

A dedicated brand: Ipsos ASI
Full-time staff of 32 experienced researchers
Dedicated team of 8 Data Processing specialists to handle copytesting and tracking projects
More than 1,300 commercials pre and post tested to date
More than 40 categories currently being tracked.



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