

Summary Report
CopyTest [Product]

Job Title: CopyTest Survey [Name]

Date: September 18, 2007

Client: [Name]

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Report: This report has been written in 2 copies, one of which has been sent to the client and one copy is stored by MarketingStat GmbH, Switzerland.

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Executive Summary

During September 3-16, 2007 MarketingStat tested with CopyTest Analyst two alternative advertisements, called Image1 and Image2, on behalf of [client name].

Goal of the test was to find out which of the two images drew the most attention. Moreover, the client was interested in understanding whether one of the two images focused the attention of the readers on certain elements rather than spreading it over the whole image.

Sample

142 people took the test. At the 95% confidence level this sample size corresponds to an error level equal to 8.2%.

Attraction

The sample produced a total of 1199 clicks on both images. The clicks were almost equally spread, with Image1 collecting 49.2%, or 590 clicks, and Image2 gathering 50.8%, or 609 clicks. The difference in the number of clicks between the two advertisements is not significant at the 95% level of confidence. Therefore, we cannot conclude that one of the two advertisements drew more attention.

Focus

The heatmaps in page 5 of this document show the spread of clicks across the images. It results clear that Image2 has produced a much spread distribution of clicks all over its surface than Image1 did. Due to the compact nature of this report we did not analysed the distribution of clicks in the single areas of the images. It appears intuitively clear, however, that the spread of clicks subtracts the attention of the reader from the areas with the higher level of interest for the client, such as the Big Visual and the Logo. In this regard, we can assume that Image1 is more effective than Image2 in maintaining the reader's attention focused on the relevant elements of the advertisement. Therefore, with reference to the individuals of this sample, Image1 has to be preferred to Image2.

Compact Survey Results

Survey title: Pampers-Comparison-Lx/Rx
 Online link: http://www.mm4xl.com/copytest/start.php?survey_id=10
 Date: September 3–16, 2007
 Analyst: Barbara Selz
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	IMAGE 1	IMAGE 2
Sample	142	142
Clicks	590	609
Clcik %	49.2%	50.8%
Prob.	78.3%, No evidence of difference at the 95% level of probability	
Attraction	4.15	4.29
Acceptance	na	na
Retention	na	na
Ad		
Heatmap	 <p>Pampers 2007-09-16 12:13:09 142 interviews, 590 clicks.</p> <p>(C) MarketingStat GmbH</p>	 <p>Pampers 2008-03-10 04:56:29 142 interviews, 609 clicks.</p> <p>(C) MarketingStat GmbH</p>

Next Steps

This compact report is delivered to [client's name] free of charge.

MarketingStat would like to offer to you the complete report of this first survey of yours at the very special price of Euro 450 instead of [PRICE], including any other cost that may occur.

This is a one-time offer that we are making to a small number of selected companies.

To purchase the complete report including the analysis of attraction details (clicks), eye-scan pattern, time allocation, and the cross tables contact now MarketingStat:

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