

EVALUATING MESSAGES IN CONTEXT

Creative A



Creative B



Creative C



MESSAGE IN CONTEXT

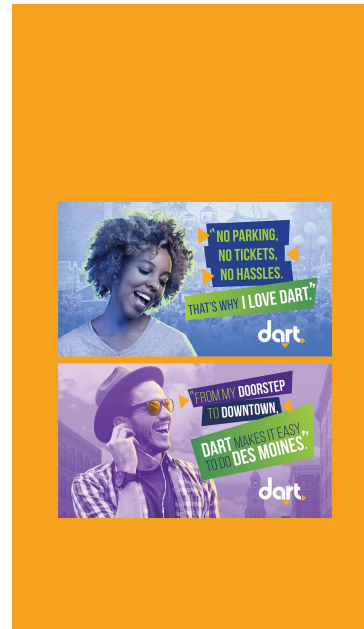
LIKEABILITY

5.89



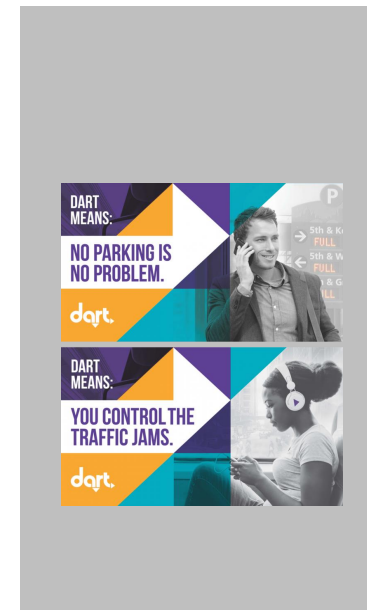
Creative A

6.99



Creative B

6.75



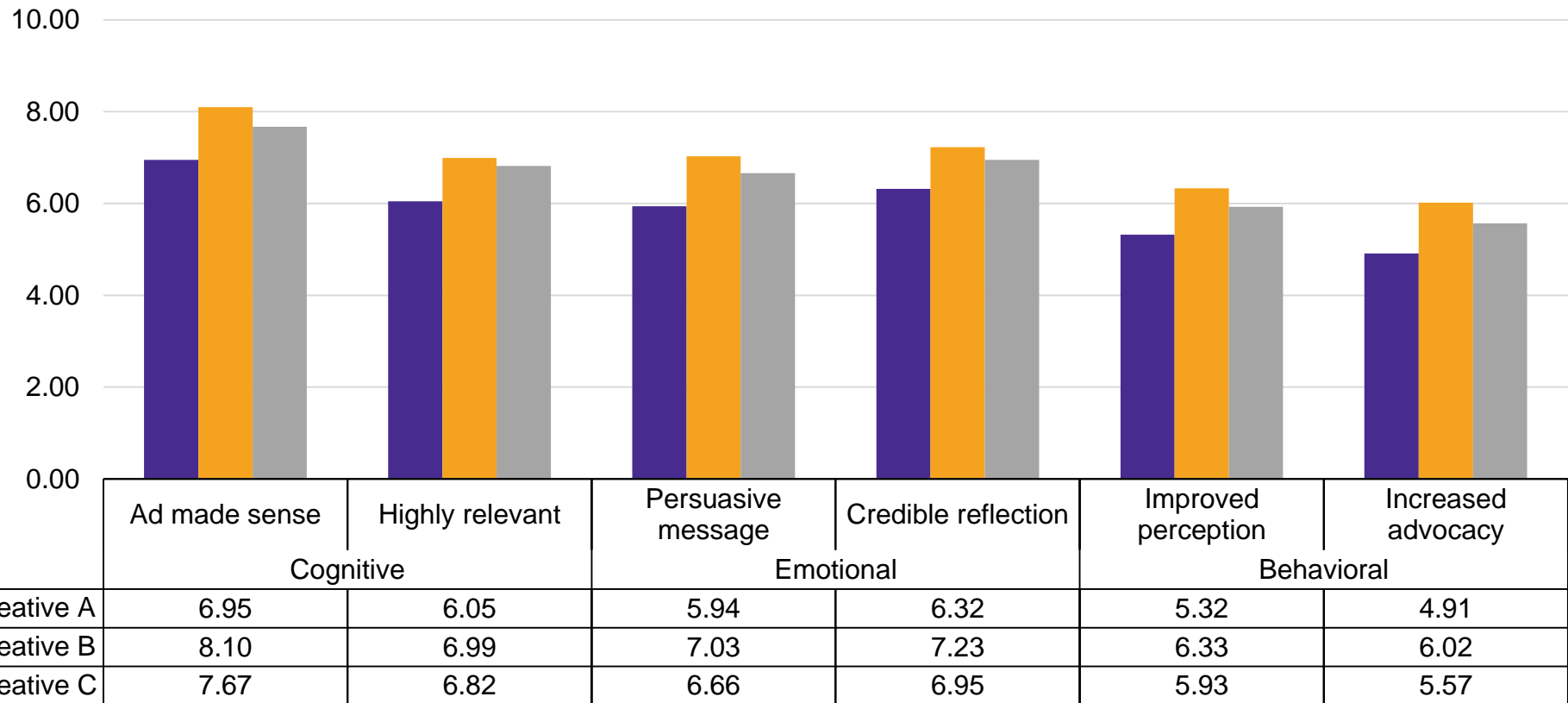
Creative C



MESSAGE IN CONTEXT

AD PERFORMANCE

Creative B connected cognitively, emotionally and behaviorally with all consumers.



KEY TAKEAWAYS

CREATIVE

- Strongest likeability, cognitive, emotional, and behavioral scores.
- Message focuses on **Should I?** while CTA addresses the **Can I?**

