



# DBS Data – Creative Content Market Research Solutions

## Challenges

- I need to know what content will engage with my target audience
- Can I quantify that our decision on creatives are correct?
- Will my creative standout in a crowded marketplace?

Within our suite of Market Research solutions, **Creative Concept Testing** has become a valuable tool to clients and Agencies.

We utilise our online Market Research panel networks to display content variations to a targeted audience and get feedback on impact, sentiment and recall.

We have run this across various media including; video, outdoor display, digital ads and mailing pieces.

The insight gained allows marketers to make qualified decisions on what content would best suit the audience and drive the optimum campaign success.

## Our Solutions

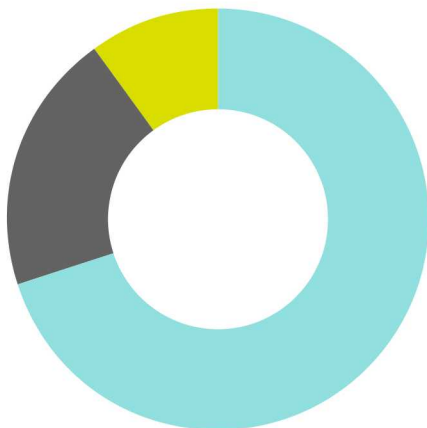
- Online business panels
- Online consumer panels
- Online patient panels
- Sample – postal, email, telephone & mobile
- Total sampling – sampling recruitment
- Bespoke community recruiting
- Social Sentiment Analysis

# Creative Concept Testing

## Online Survey Process

- Client or DBS to create and host the survey
- Target group definitions and quotas to be agreed, ensuring that number of required completes remain feasible
- DBS to send invites to double opt in Research panellist to complete the survey
- Completed responses gathered
- **Results shared**

## Which advertising option, would you be most likely to pick up?

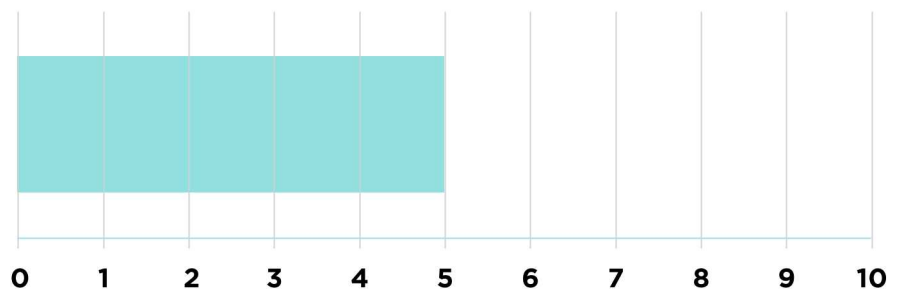


- Letter A
- Letter B
- Letter C

## Online Survey Example Questions for Creative comparison

Please rate the design on "letter concept A" with how engaging you find it on a scale of 0-10, with 0 being "most boring" and 10 being "most engaging".

### Creative comparison



5 - Equals the average number

## Case study from Major UK automotive brand

### The Challenge

5 days to design, recruit and run an online survey gaining opinions on 5 different creative concepts. The overall ambition was to find the optimum creative & messaging that promoted the client as a responsible brand.

### The Solution

Providing the software to host and screen recruits, DBS recruited customer and non-customer sample from their panel, identifying individuals that the client deemed to be the perfect target audience for the new product.

A clear outcome was found with some great qualitative feedback on the different creatives proposed.



"3 days from commissioning, the raw data was delivered, with the client commissioning a repeat study 3 days later"

"DBS Data delivered valuable insight in exceptionally tight timeframe, which was key for us to select creatives and make a recommendation for the client"





Our Market research creative content solutions offer brands the opportunity to plan a fitting strategy for their target audience. DBS Data has been working with a variety of UK leading brands in the automotive, soft drinks, FMCG and cosmetics industries providing the insights and information that they needed.

### About DBS Data

We are passionate about data... and we have been since 1994.

With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference.

Our vision is simple... to be the most trusted source of compliant innovative data solutions.

### Indicative costs

- 200 Responses from a defined and segmented group of respondents
- 10 minutes online survey
- DBS to script and host the survey on simple software
- 1 Day to set up, 2 days to complete
- Delivery of Raw data and Summary analysis in table form
- Project Cost From £2,000 + VAT\*

\*without a full project specification, these costs are purely for example purposes.



Want to learn more?  
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