

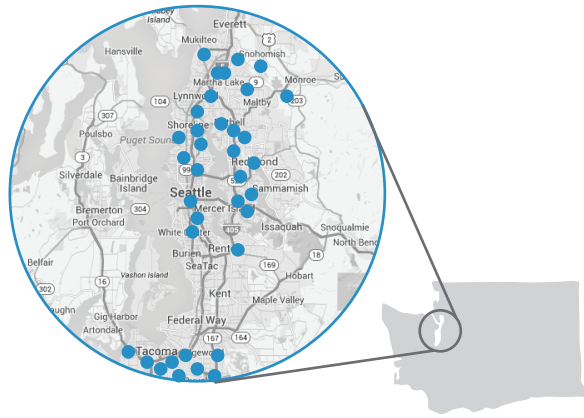
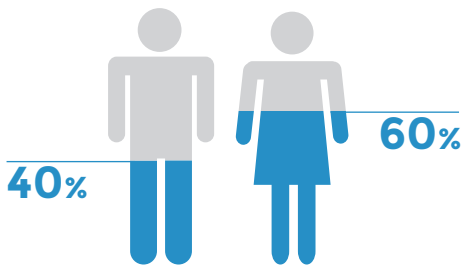


107.7 the end
#millenniallab

Creative Testing

A well-known retailer came to KNDD and m.Lab with a question – which of our two radio commercials best resonates with and engages the KNDD millennial audience.

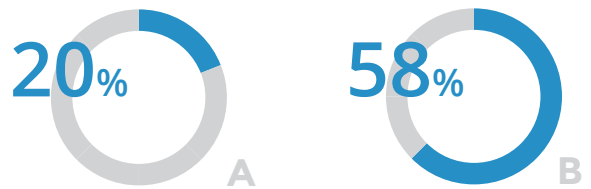
Each commercial used a unique creative approach. Version A was designed to resonate with the millennial mindset. Version B, their traditional approach, had been running across all stations in the market. We created a custom digital survey and sent it out to the m.Lab Think Force to get their input on which commercial they preferred and why. The results were incredibly informative.



Results

Over 40 completed surveys were received within 24 hours, with the sum presenting a clear choice between version A and version B. Surprisingly to the client, the survey group didn't connect with the custom ad geared to the Millennials.

Rating (1-5)



Most respondents

didn't connect with the story in version A with 52% selecting "I'm not really the person in the ad (or I relate very little to the message in the ad)".

Version B had a much higher percent of respondents say it

"Held their attention all the way through the commercial."

57

open feedback comments

"Seems too fake and forced. The ad doesn't flow very smoothly and seems like they're awkwardly trying to emulate real-life social interaction."

(A)

"Too many details and the message alert is distracting. Weirdly, although the people are obviously together, it doesn't really feel that way, sounds like two parallel conversations."

(A)

"Information was clear, and though the "question and answer" format is a bit cliché, they got their message across clearly and repeated to ensure people understood."

(B)

"This was better than the other one because it wasn't as cheesy with the fake texting and completely unrealistic conversation. Also, the announcer helped vary the tones in the commercial, so I listened longer and the focus of the ad was clearer."

(B)