



Essentials Creative Test:

Prove your creative works before you release it, with fast testing on your target market.

A simple 5-step process:

- 01 Define:**
Your target audience and number of creatives to be tested.
- 02 Build:**
Custom questions specific to your brand and creative.
- 03 Measure:**
The strength of the creative and how it can be optimised further and identify which creative route is more appealing for consumers.
- 04 Iterate:**
Data provides insight on best performing creatives to take forward & how to optimise them further to generate maximum ROI.
- 05 Deliver:**
Online dashboard with automated insights of key campaign metrics, plus Excel data tables, charted PPT by question, PDF summary deck and online cross-tab functionality for data interrogation.



**Savanta Essentials
Creative Test:**
Starting from £1,950 (exc. VAT)

Based on testing 2 creatives amongst
N=300 Nat rep audience

Essentials

Introducing the complete
Savanta Essentials range:

Savanta Essentials is a suite of research products designed by our team of experts to offer a simple, low cost, high value alternative to traditional research and insights.

The same quality and rigour you'd expect, just fuss-free, fast, and flexible.