

BRIDGING CREATIVE SNAPSHOT

So now you know where your marketing communications deviate from your intended brand position, or perhaps customers aren't picking up what you're putting down. Now what?

BRIDGING CREATIVE SNAPSHOT

Our creative team will develop some digital solutions that address the gaps in your marketing position. Our creative team is made up of industry experts in strategy, creative development, copywriting and design – they will work with your brand guidelines to make sure the creative contributes to your brand.

They will use the insights gathered in step two to create materials that will address the biggest opportunities for your brand or products.

Next our digital team will then test 6 pieces of creative across social and digital media. They will make sure the creative is only seen by potential customers and they will test the most effective creative across a two week period:

KEY INSIGHT ONE that needs to be addressed

Creative Solution 1 vs. Creation Solution 2

KEY INSIGHT TWO that needs to be addressed

Creative Solution 1 vs. Creation Solution 2

KEY INSIGHT THREE that needs to be addressed

Creative Solution 1 vs. Creation Solution 2



What you'll get

- Six pieces of creative that will address the biggest opportunities or insights gathered in step two
- A digital campaign that reaches intended customers and tests 6 pieces of creative to find the best performing material
- A document that tells you how well each piece of creative performed

Sample Size

400 targeted to your potential customers

Contact the Stable Research Client Services team today.

Head Office Sydney | (02) 8556 8850

Email | clientenquiries@stableresearch.com.au

Start right, end right.