

## Methodology

A quick quantitative test that presents a set of creative stim to targeted shoppers to rate on key metrics. Statistical testing is leveraged to identify top performer(s) quickly and confidently.

## Our Approach



Define your target audience, min 100 respondent views per creative



Provide set of creative: POS, packaging, digital media, or promotions



Align on up to 6 key metrics

## Deliverables in 6-10 days

