

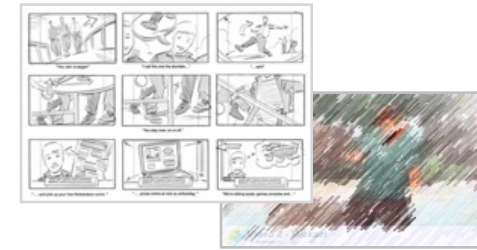
# Methodology

A qualitative study to optimize advertising creative iteratively throughout development using Kantar Millward Brown's LINK™ framework

# Best Practices



Share creative context: brief, brand positioning, key messages, etc.



Provide set of creative: concepts, storyboards, animatics, videos, etc.



Align on up to 8 questions based on the LINK framework

# Deliverables in 6-10 days

**Pre-LinkNow QualCard**

	Engagement	Brand Associations	Brand Predisposition
<b>Zedd &amp; Blaac</b>	Zedd & Blaac is a "lean in" kind of commercial. Both male and female respondents actively follow along with the montage of M&M's historical advertising, looking to see the ads they grew up with and even clips from their parents' or grandparents' generations.	The vast majority of respondents see this commercial as a classic, trusted candy for 75 years that should be shared with future generations.	Respondents look forward to watching the ad again and again as they continue to introduce the candy to future generations.
<b>Just My Shell</b>	The ad's humorous tone fits with M&M's personality. While the commercial is true to its branding, about half of total respondents (and especially females) are put off by the nudity and men's juvenile humor.	Respondents think M&M's is trying to talk to a younger adult audience but what exactly they're trying to say in terms of their product or usage is not clear to men or women.	While most respondents enjoyed the ad and will continue to buy M&M's, they feel this execution is for young adults who throw parties. In addition, some women were turned off enough to change their brand opinion.

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**Involvement**

While not consistently liked, most respondents focus on the ad's positive aspects

Males and females align on the same three descriptive words in the same order of relevance:

**Unique:**

- The M&M's characters are unmatched by any other candy product.
- Also, the funny tone of the commercial is specific to M&M's advertising.

**Involving:**

- Just My Shell stirs curiosity and keeps respondents engaged.
- At first, respondents are waiting to see why the young man is laughing. Later, there's a disruption by the Red M&M that maintains momentum and attention.

**Interesting:** Used synonymously with unique and involving.

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**Message Communications**

Just My Shell delivers very strong branding for M&M's thanks to the funny, animated candy pieces

Brown and Red M&M's characters are the heroes throughout the entire ad. The storyline is simple and can only be retold by describing the M&M's characters:

- The story is about how the M&M's interact with each other.
- Red's personality is memorable and consistent with the fun and playful brand equities.
- Brown has a sophisticated personality and visually reminds audiences of the candy's chocolate inside.

“ M&M commercials don't have to show their food product because the characters are the product. Everyone knows a circle with an "m" on it is an M&M. - Age 30, Male

For me it was obvious from the beginning as soon as I saw a round candy coated candy. From there it just got more obvious as the commercial went on as I saw the letter M on the candies. - Age 28, Female

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