

Leverage better marketing initiatives with the power of consumer voices

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## Human Understanding™ Program



# AdVoice overview

## Complete testing for your healthcare creative

### Tap into key healthcare consumer data

Dive deeper into your marketing analysis with NRC Health's AdVoice - creative testing focusing exclusively on the healthcare industry. Make data-driven decisions and produce winning campaigns.

#### THE FORMULA FOR SUCCESS: A SIZABLE NORMATIVE DATABASE

In one comprehensive study, AdVoice uses both online quantitative and qualitative methodology to pre-test campaigns never seen in the market. The study results are diagnostic in nature, deeply enriched through personal opinion and statistically reliable.

The AdVoice process has a fast turnaround based upon the needs of the healthcare organization. This process is included within the Market Insights membership and, most importantly, directly links you to critical consumer insights.

We know your advertising must be effective in delivering your message. The feedback you receive from the AdVoice process provides an understanding of effectiveness prior to spending substantial media dollars. In an era of shrinking budgets, a quality test run for your advertising becomes an invaluable resource.



#### Any media (except radio)

Print, video, direct mail, outdoor, digital



#### Fast turnaround

Only four weeks to complete



#### Specific to your market

Over 250 markets from across the U.S.

#### A STRATEGIC PARTNER IN THE CREATIVE PROCESS

Get a clear view of results to guide you to a creative concept most likely to succeed in your market. As a partner with you and your ad agency, we'll work together to gain a deeper, research-based understanding of how to drive the most effective advertising.

We take healthcare research seriously, and the AdVoice process is a natural extension of the research we're looking forward to sharing with you and your colleagues.

#### ADVOICE PROCESS AT-A-GLANCE

### 01

#### All testing is administered online

- Two concepts can be tested, with a maximum of four pieces of creative per concept

### 02

#### 100 respondents in a client-defined market are recruited from the general population to take a survey

- Baseline consumer perception of your hospital is established
- Creative is shown, followed by a series of key measure questions; this process is repeated for the second concept, when applicable
- Basic demographic information is collected

### 03

#### From the 100 respondents, 6-8 individuals are recruited for an online focus group

- Participants provide input during the panel, and comment in a one-on-one capacity, on ads shown

### 04

#### Results are packaged together and benchmarked against 800+ other healthcare campaigns