

How **effective** is your ad?

Issue 6/2019 – limited number of copy test participants! Join us!



Find out! With the **copy test** of

Do you know how successful your ad is?

The VR copy test is designed as an easy way to find out. The copy test will analyse whether and to what degree your ad is perceived by readers.

You will receive comprehensive expert-level information about the quality of your advertisement – neutral and based on survey results – while saving time and money.

Use the VR copy test for

1. Awareness level of your brand with test magazine readers
2. Ad performance analysis – comparison of fundamental strong & weak points
3. Ad recognition
4. Quantitative & qualitative assessment of your ad
5. Evaluation of your ad according to the following criteria: Informative, believable, motivating, eye-catching, innovative

Issue:	6/2019 (Ad booking deadline: 13.05.2019 Printing materials deadline: 17.05.2019 Publication date: 28.05.2019)
Sample:	150 readers of VerpackungsRundschau
Method:	Phone interviews with a structured questionnaire
Process:	Recall and recognition process as well as valuation assessment
Examined ads:	starting at ½ page
Result presentation:	A summary incl. original quotes from readers regarding your ad

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