

The power of Video Feedback for:

Ad Testing



Incorporate qualitative into your creative testing iteratively to launch more powerful creative that resonates

See it in Action

Understand the 'why' behind ad effectiveness to replicate success

Challenge

- Like many leading brands, Liberty Mutual has readily adopted research tech and a data-driven approach to shift decision-making away from anecdotal and personal experiences. However, despite enjoying the power of quantitative data, Liberty Mutual knows that data alone still requires interpretation and therefore doesn't ensure success - let alone make it repeatable.
- So when Liberty Mutual's 'Bad Job' advert outperformed all previous ads in both internal and external quant evaluations, and became the industry's top performing ad, the company wanted to use Agile Qual to find out **why**.

Solution

- Liberty Mutual asked Voxpopme's OnDemand community to watch the 'Bad Job' advert and then answer a series of open-ended video questions to find the characteristics that made the ad so popular. The deep-dive with agile qual enabled Liberty to ask if people enjoyed the ad, if they liked the actor or not, what aspects worked or didn't, what was or wasn't humorous and why that was the case, and more.

Business Impact

- Previous quant work had demonstrated the ad was a runaway success, but video feedback revealed the key ingredients that made it so. Several key themes came to light through Voxpopme's automated analytics. Consumers revelled in seeing the main character mess up in the ad because it was laugh-out-loud funny and humanized the actor, making him easier to warm to. They enjoyed his performance and appearance in equal measures too.
- The biggest benefit to Liberty Mutual is that all these insights can be used to inform future Ad productions, making advertising success a repeatable practice. What's more, the speed at which video feedback delivered these insights meant they were ready to influence the next ad, before they even started ideating for it.