

 **MarketVision Research**
COPYVISIONSM RESEARCH
Brand Choice Template

A. [THIS IS THE SCREENING SECTION OF THE INTERVIEW. QUESTIONS AT THIS POINT ARE TO DETERMINE ELIGIBILITY OF RESPONDENT FOR TEST]

Thank you for participating in our research. Today, we are asking questions about (product/service). Please follow the directions on each screen in order to proceed through the survey. You may see more than one question on a screen. Please be sure to answer all questions. If you miss a question, you will be prompted to go back to that question and indicate your answer. You will not be allowed to back up a screen, so please be sure to consider your answers carefully.

Q1. Now thinking about your next purchase of [CATEGORY], please tell me which one of the following brands would you purchase:

[TOTAL BRAND CONSIDERATION SET]

Some other brand

[VIEWING OF THE COMMERCIAL-2 VIEWINGS BACK-TO-BACK]

Q2a. How well did the commercial appear on your screen?

The video ran smoothly with no interruptions
The video displayed with minimal
The video did not load at all

[IF DID NOT LOAD AT ALL, THANK AND TERMINATE]

Q2b. How well were you able to hear the commercial?

The sound was fine
I had some difficulty hearing the audio
I could not hear the commercial at all

[IF COULD NOT HEAR THE COMMERCIAL AT ALL, THANK AND TERMINATE]

Q2c. How would you rate the quality of the commercial display overall?

Excellent
Very good
Good
Fair
Poor

[IF FAIR OR POOR, THANK AND TERMINATE]

Q2d. Now thinking about your next purchase of [CATEGORY], please tell me which one of the following brands would you purchase:

[SAME BRAND LIST AS Q. 1]

Some other brand

Q3. Which of the following do you think was the one main idea the commercial was trying to get across to you? **(PLEASE SELECT ONLY ONE)**

[ROTATE LIST]

[PRECODED MESSAGES LISTED HERE. CLIENT TO PROVIDE LIST]

[SHOW ONLY STATEMENTS NOT MENTIONED IN Q3]

Q4. Which of the following did you feel were also messages that the commercial was trying to get across to you?

[ROTATE LIST]

[SAME LIST AS ABOVE MINUS THE ONE MENTIONED IN Q. 3]

Q5. What is your opinion of the commercial you just saw?

- Liked it very much
- Liked it somewhat
- Neither liked nor disliked it
- Disliked it somewhat
- Disliked it very much

Q6. Following are some of the scenes/parts of the commercial you just saw. Using the same scale you just used to give your overall opinion of the commercial, please rate your opinion of each of the scenes/parts of the commercial listed below.

For each, please choose whether you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat or disliked it very much.

[CAN BE SET UP IN GRID] [DO NOT ROTATE]

[LIST CREATED BY CLIENT/AGENCY. BASICALLY DESCRIBES "SCENES" OR OVERALL IMAGES/TONES OF THE COMMERCIALS. THIS LIST WILL BE SOMEWHAT DIFFERENT FROM COMMERCIAL TO COMMERCIAL.]

Q7. Using the scale below, please indicate how much you agree or disagree that the statement describes your feelings about the ad.

Strongly Disagree							Strongly Agree
1	2	3	4	5	6	7	

How much do you agree

[ROTATE STATEMENTS]

It is an ad I would like to see again.

It is boring

It is confusing

It told me something important about the brand

It made me think differently about the product

The message(s) were relevant to my family or me

The situation was not believable
That I did not believe what the commercial claimed
The situation was not relevant to my family or me
It is entertaining
The commercial was meaningful to me
The commercial had characters I could relate to
It made me want to know more about the product
The commercial was not appropriate for the brand
It was easy to know what brand was being advertised
This kind of commercial has been done many times, it's the same old thing.
It's the kind of commercial that keeps running through your head after you've seen it.

[THE ABOVE LIST IS A STANDARD MARKETVISION LIST AND NOT TO BE MODIFIED IN A STANDARD COPYVISION TEST. MODIFICATION OF THE LIST TAKES THE TEST OUTSIDE THE STANDARD TIMING AND PERHAPS PRICING.]

Q8. Compared to what you knew or thought of **[BRAND]** before watching the commercial, how did the commercial influence what you thought of **[BRAND]**? How much do you believe that **[BRAND]** **[INSERT STATEMENT]**? Would you say you.....?

Believe much more than before seeing the commercial
Believe somewhat more
Believe the same as before seeing the commercial
Believe somewhat less
Believe much less than before seeing the commercial

[ROTATE STATEMENTS]

[THIS LIST IS TO COME FROM CLIENT AND IS A LIST THEY ARE PROBABLY USING IN OTHER RESEARCH.]

[EACH RESPONDENT WILL SEE ONLY ONE OF Q9-13 AT RANDOM.]

Q9. What was your reaction to **[SPECIFIC SCENE IN COMMERCIAL]**?

Q10. What was your reaction to **[SPECIFIC SCENE IN COMMERCIAL]**?

Q11. What are your thoughts about how the main characters interacted in this commercial?

Q12. How do you think the music helped or hurt this commercial?

Q13. What are your thoughts about the overall tone of this commercial?

[QUESTIONS 9-13 ARE CUSTOMIZABLE OPEN ENDS TO GET AT SPECIFIC ISSUES FOR EACH COMMERCIAL. EACH RESPONDENT WILL ANSWER ONLY ONE OF THESE. CLIENT WILL BE PROVIDED VERBATIMS—THESE WILL NOT BE CODED AND TABBED.]

Those are all of the questions we have for you. Thank you for sharing your opinions!

