

Culture Check ✓

QUICK TURNAROUND MULTICULTURAL CREATIVE TESTING



Send us your creative



We test it using our proprietary survey



Get results & recommendations

WHAT WE TEST

Your creative on cultural sensitivity, cultural relevance, and effectiveness.

- ▶ Identify creative that resonates positively and appeals to your target audience;
- ▶ Identify pitfalls or unintended connotations;
- ▶ Ad performance on key metrics, such as recall and purchase intent.

WHAT YOU GET

- ▶ **Scorecard** with how your creative tested on key attributes
- ▶ **Summary** of key insights
- ▶ **Recommendations**, if needed, on how to adjust your creative to improve your scores
- ▶ **Tables** by key segments

SAMPLE OPTIONS & COST

Target Audience	Intended Media Placement	Sample
Hispanic	Spanish-language media	450 Hispanics who consume SL media
Hispanic	Mainstream	450 Hispanics
Black	Black-targeted networks	450 Blacks who watch Black-targeted networks
Black	Mainstream	450 Blacks
Asian	Mainstream	450 Asians (English-language)
LGBTQ	Mainstream	300 LGBTQ
Total market	Mainstream	1,200 National <i>(Includes Hispanic, Black, and Asian oversamples)</i>

Sample design allows for testing of up to 3 ads for the same kind of media channel (TV, radio, print). Each respondent will be exposed to up to 3 ads. The number of respondents testing each ad will vary depending on how many ads are tested, with a minimum of 100-150 per ad depending on target.

Customizations, including target markets, additional questions, and in-language interviewing (other than Spanish), are available and can be budgeted upon request. Customizations may impact budget and schedule.

ABOUT

Horowitz Research is a full-service market research and consumer insights agency with an expertise in multicultural consumers and the media industry.

CONTACT

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