

# ProofReader

*Today, more than ever before, marketers are in search of new and innovative ways to enhance the return on their advertising investment. Enter Affinity, a leading marketing & media research firm committed to your success.*

## **ProofReader - The Print Pretesting Solution**

*ProofReader* allows you to pretest your new print campaign, or the next phase of an ongoing campaign, against a targeted audience of your best customers. Leveraging the speed and flexibility of the Web, *ProofReader* studies incorporate visual prompts of your advertising to measure the overall stopping power, persuasiveness and likability of the campaign, as well as capture target audience feedback about the strengths and weaknesses of the campaign's messaging platform and creative appeal.

Plus, *ProofReader* overcomes many of the obstacles typically associated with traditional print pretesting techniques. Study results are delivered within days, so that reader insights are actionable, and at a lower cost than traditional mail methodologies, in-person interviews or focus groups. For more effective print campaigns, *ProofReader* can help you make more informed advertising decisions.

### **ProofReader**

- Fielded against a sample of the campaign's target audience
- Pretests up to three unique creative executions per study
- Measures unaided/aided brand awareness
- Ranks overall ad effectiveness, messaging and design elements
- Gauges the actions consumers are likely to take as a result of ad exposure
- Easily captures open-ended, verbatim responses among respondents

**To put the power of ProofReader to work  
for your next print campaign, contact:**

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