

Concept Evaluator™

When you want instantaneous, unbiased, and continuous measurements of your advertising, promotion, and marketing communications then Concept Evaluator™ is the answer.

The Morpace Concept Evaluator™ is a 'moment-to-moment' measurement system using wireless, handheld electronic data collection devices allowing consumers to provide real time feedback. It enables you to:

- Understand the most and least effective elements of broadcast and print ads with both quantitative and qualitative data.
- Gain feedback from as many as 100 respondents in a central location setting.
- Recruit and execute focus groups with sub-groups of respondents to provide qualitative insights immediately afterward.



Another key benefit of Concept Evaluator™ is the ability to gauge the texture and tonality of your communications for same day team-based decision-making. There are several key benefits:

Answers Both What and Why – Incorporates quantitative data and qualitative audience feedback.

- **Speed and Flexibility** – Instantaneous results are available to you. Reactions of the entire group as well as subgroups can be profiled, and subsequent portions of the session can be modified in response to unanticipated reactions.
- **Real-time, Unbiased Reactions** – Unmatched precision and accuracy allows spontaneous measurements of participants' reactions to storyboards, animatics, demonstration tapes and finished materials. Responses are recorded instantaneously without the mediating bias of other group members' reactions.
- **Management-Friendly Results** – In addition to statistical reports and analyses, video reports with ratings superimposed onto the test material are created.

Please contact Morpace at 248.737.5300 or information@morpace.com for more information.