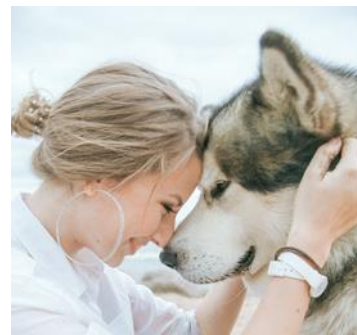




# M/A/R/C® helped a global animal health company build an innovative ad campaign for their rewards program

## THE CHALLENGE

Our client wanted to push traditional boundaries to create a truly unique, attention-grabbing ad campaign that would prompt prospective customers to learn more. M/A/R/C® recommended an iterative, agile approach to deliver in-depth consumer feedback much faster and efficiently than their prior conventional ad testing approach.



### *Our client turned to us to...*

**Understand** the effects of various different visual elements on consumer preference and emotional breakthrough.

**Determine** the most impactful creative executions based on appeal, uniqueness, and pet owners' motivation to learn more.

## THE SOLUTION

**M/A/R/C®'s agile approach featured three phases**  
*flexible, fast, with value that goes way beyond speed*

### Accelerated Implicit Sort

*quickly determined how well 40 different types of visual elements delivered on emotional connection, uniqueness, and breakthrough.*

### Exploratory Interviews

*provided in-depth insights into the most appealing combinations of specific elements, leading to the development of four creative executions for further validation.*

### Accelerated Ad Impact Measurement (AIM)

*identified which of the executions were most successful in activating the desired actions and perceptions.*

## THE RESULT

M/A/R/C® pinpointed the most effective combination of imagery, font, color, and copy points that delivered breakthrough with the target audience. Implicit metrics identified elements that conveyed a light-hearted tone while also connecting on an emotional level. By comparing to success benchmarks, AIM identified the ads' most effective at activating consumers' behavior. The client was able to successfully create ads that increased awareness and participation in their rewards program.

