



# Example Image Ad Test Report

8 August 2022

N = 190 feedbackers (convenience sample of English speakers)

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# Image Ad Test

## Comparison of ad images tested

Feedbackers (N = 190)

	Image Ad 1	Image Ad 2	Image Ad 3	Image Ad 4	Average
<b>KPIs</b>					
Likeability	87%	77%	78%	81%	81%
Relevance	82%	60%	69%	69%	70%
Authenticity	79%	65%	87%	73%	76%
Originality	78%	77%	73%	73%	75%
Trustworthiness	86%	80%	80%	72%	79%
Clarity	83%	83%	84%	83%	83%
Intent to follow call to action (CTA)	88%	71%	70%	71%	75%
Intent to forward/share	75%	69%	72%	74%	73%
Intent to discuss further	75%	69%	70%	70%	71%
<b>Summary KPI performance</b>	<b>81%</b>	<b>72%</b>	<b>76%</b>	<b>74%</b>	<b>76%</b>
<b>Channel</b>					
Website/blog	48%	51%	42%	49%	47%
Social media (e.g. Instagram, Facebook, Tiktok, etc.)	72%	62%	68%	67%	67%
E-mail newsletter	22%	31%	22%	16%	23%
Google/Bing search results	32%	37%	28%	31%	32%
Mobile Games	24%	26%	28%	22%	25%
Print newspaper/magazine	46%	48%	46%	43%	46%
Outdoors	37%	25%	23%	19%	26%

# Image Ad Test

## Comparison of ad images tested

Feedbackers (N = 190)

Emotions	Image Ad 1	Image Ad 2	Image Ad 3	Image Ad 4	Average
Happy	62%	53%	61%	46%	55%
Joyful	41%	28%	49%	31%	37%
Content	30%	30%	24%	28%	28%
Silly	5%	2%	6%	12%	6%
Sad	2%	2%	5%	2%	3%
Angry	1%	4%	2%	2%	2%
Worried	4%	6%	2%	7%	5%
Confused	5%	10%	8%	14%	9%
Surprised	18%	26%	23%	22%	22%
Embarrassed	4%	9%	3%	9%	6%
Nervous	3%	3%	5%	6%	4%
Calm	25%	41%	27%	28%	31%
Excited	34%	21%	45%	26%	32%
Disgusted	2%	4%	1%	6%	3%

# Image Ad Test: Ad Council Associations

Feedbackers (N = 190)

*“The **green grass** makes it clear that the ad is about **nature and a clean environment**. The ad sends a **good message about recycling**, particularly of **plastic bottles**.”*

## First comments (full comments available in full report)

1. Recycling, obviously.
2. I think of the park and how I hate how so many people litter there.
3. The first thing that comes to mind whenever we hear “Digital Marketing” is communicating or advertising about the product or items digitally by the means of any
4. A clean and green environment.
5. SURROUNDING SHOULD BE CLEAN
6. The design and features.
7. green and nature
8. Reminded me of a park locally that also has recycled benches
9. AWARENESS ABOUT PLASTIC RECYCLING
10. It is for the environment.
11. it makes me think of recycling
12. Recycling, reusing
13. Natural earth is important.
14. recycling of bottles
15. Environmentally friendly
16. Recycling of waste products
17. plastic to be melt and create bench.
18. REDUCING ENVIRONMENTALLY HARMFULL WASTE AND EMISSIONS
19. park place
20. park bench
21. DONT USE THE PLASTIC BOTTLES IN A PUBLIC PLACE
22. evergreen life
23. Recycling makes good use of what would normally end in the land fill or worse.
24. Environmental, self-conscious
25. The bi-lingual, multi-media campaign cleverly shows the viewer that an individual can “Give Your Garbage Another Life” by choosing to recycle.
26. plastics are harmful to the environment
27. An organization focussed on recycling and making the environment better

# Image Ad Test: Ad Council

## Likes and dislikes

Feedbackers (N = 190)

### Likes



### Dislikes



### First comments (full comments available in full report)

1. I like the slogan (19 responses)
2. I like the grass/nature background (11 responses)
3. Recycling is good (7 responses)
4. I like the bench (4 responses)
5. I like the slogan. It's cute.
6. I love the slogan. It's very creative.
7. I like the writings. They are clear enough.
8. Good concept
9. Clear who is making this ad
10. I like the bottle
11. I like the font used for this
12. Great font and fun message, personifying the bottle and using arrows for the quotation marks is clever.
13. Very attractive picture
14. Very obvious what is being advertised here. Message is clear...

1. Nothing (11 responses)
2. Cumbersome URL
3. The font needs to be changed and the letters need to be bigger.
4. Dont like the font. The bench isn't straight.
5. Weird placement, ugly
6. dont like this background
7. Strange bottle? Should be a common bottle.
8. make it more realistic put in in a city like a bus bench or in a city park as a bench
9. Could use a more appealing type bottle
10. That I can't see the whole bench or people sitting on it.
11. Although I like this motto for recycling I feel like it is too linked with political campaign mottos. Which is unfortunate. I would also visit this website and expect more clever stuff but this didnt read well, got lost in the composition because the ad seems heavy on the right side with info...

## All-in-one survey platform

Trusted by global brands, Conjoint.ly has [all the features](#) you expect from a survey platform. What's more, it streamlines [finding respondents](#), [translation](#) of survey questions and respondents' answers, [subgroup analysis](#), and [direct exports to PowerPoint](#).

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