

# Getting Started Online

<b>Online Advertising or Copy Testing</b>		
	<b>Base Method</b>	<b>Alternative Method</b>
<b>Online Application</b>	<b>QualBoard™</b>	<b>QualMeeting™</b>
<b>Rationale</b>	Longitudinal group interaction	Real Time Visual Reactions.
	Best for testing multiple versions/ads	Best for just a few ads or short copy
<b>Participants</b>	2 QualBoards of 15	12-18 IDIs
<b>Length</b>	3-7 days depending on the number of ads evaluated.	30-60 minutes each
<b>Methodology Recommendations</b>	<ul style="list-style-type: none"> <li>▪ 2-3 ads per session</li> <li>▪ Last day, probe ads that best to determine values of each</li> <li>▪ Use question masking to limit group bias on initial concept reactions</li> <li>▪ Unmask follow-up questions for group discussion</li> <li>▪ Use quantitative questions to gather comparable ad ratings</li> <li>▪ Show ads/copy in as close to final form as possible</li> </ul>	<ul style="list-style-type: none"> <li>▪ IDIs</li> <li>▪ Show ads in QualMeeting™ and watch participants' reaction via webcam</li> </ul>
<b>Recommended Incentive</b>	Equal to focus group incentive	½ of focus group incentive
<b>Options</b>	<ul style="list-style-type: none"> <li>▪ Follow-up QualBoard to test top ads</li> <li>▪ Lengthen QualBoard if ad or further concept development needed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Use as a “quick follow-up” to check findings from other ad testing methodology.</li> </ul>
<b>Advantages</b>	<ul style="list-style-type: none"> <li>▪ High Volume of Ads Tested</li> <li>▪ Significant reduction in respondent fatigue with multiple ads</li> <li>▪ Larger Samples; more diversity</li> <li>▪ Opportunity to revise and re-test concepts.</li> <li>▪ Cost/Time Effective. No travel</li> <li>▪ High Volume of Information</li> </ul>	<ul style="list-style-type: none"> <li>▪ View real time “initial reactions”</li> <li>▪ Flexible, individualized interview</li> <li>▪ Cost/Time Effective. No Travel</li> </ul>
<b>Disadvantages</b>	<ul style="list-style-type: none"> <li>▪ No “Initial Reactions” from asynchronous research</li> <li>▪ No visual reactions to concepts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Limited testing capability w/o follow-up</li> </ul>