

# Cure activation anxiety with the next generation of creative testing.



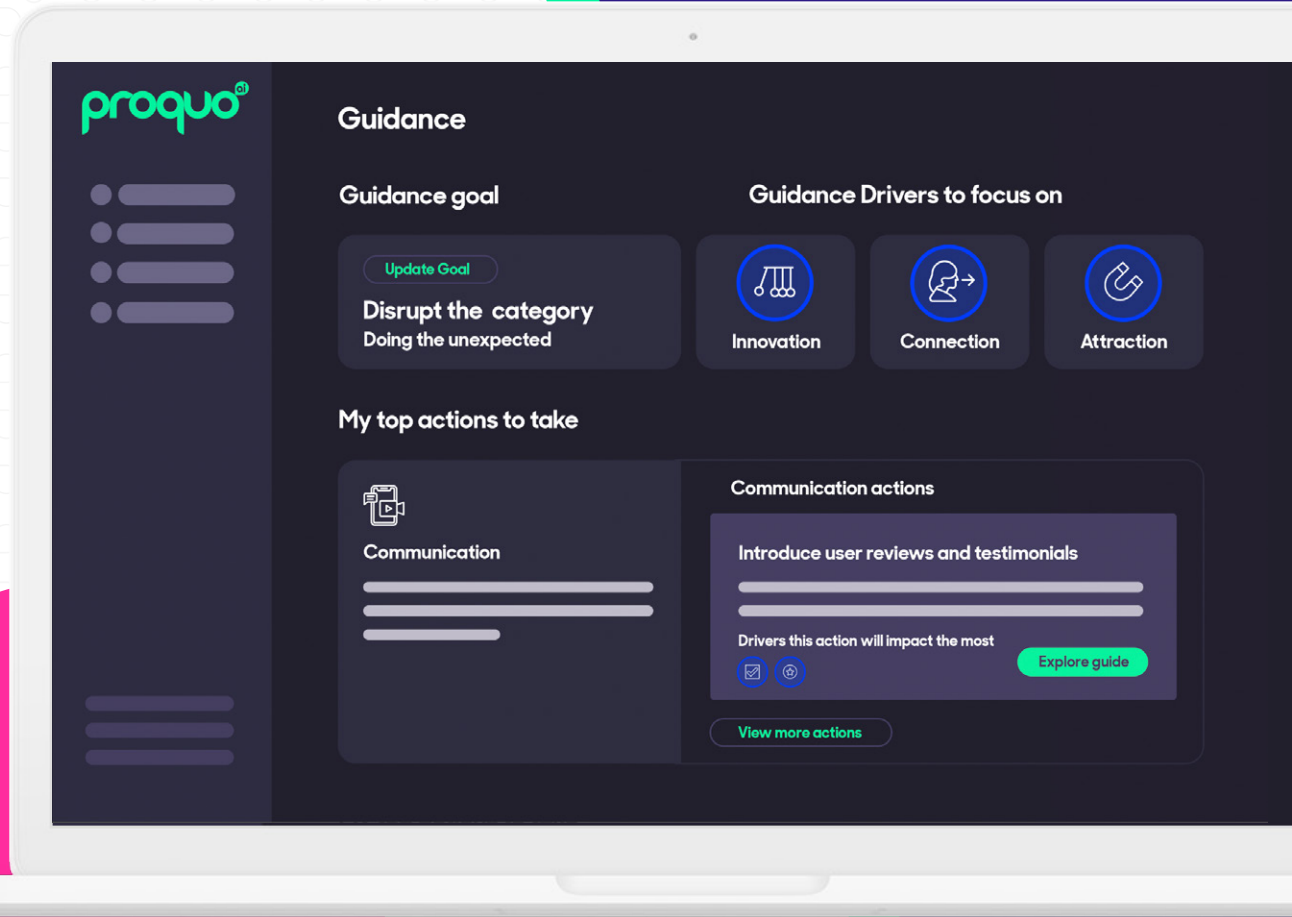


# Grow your brand with ProQuo AI.

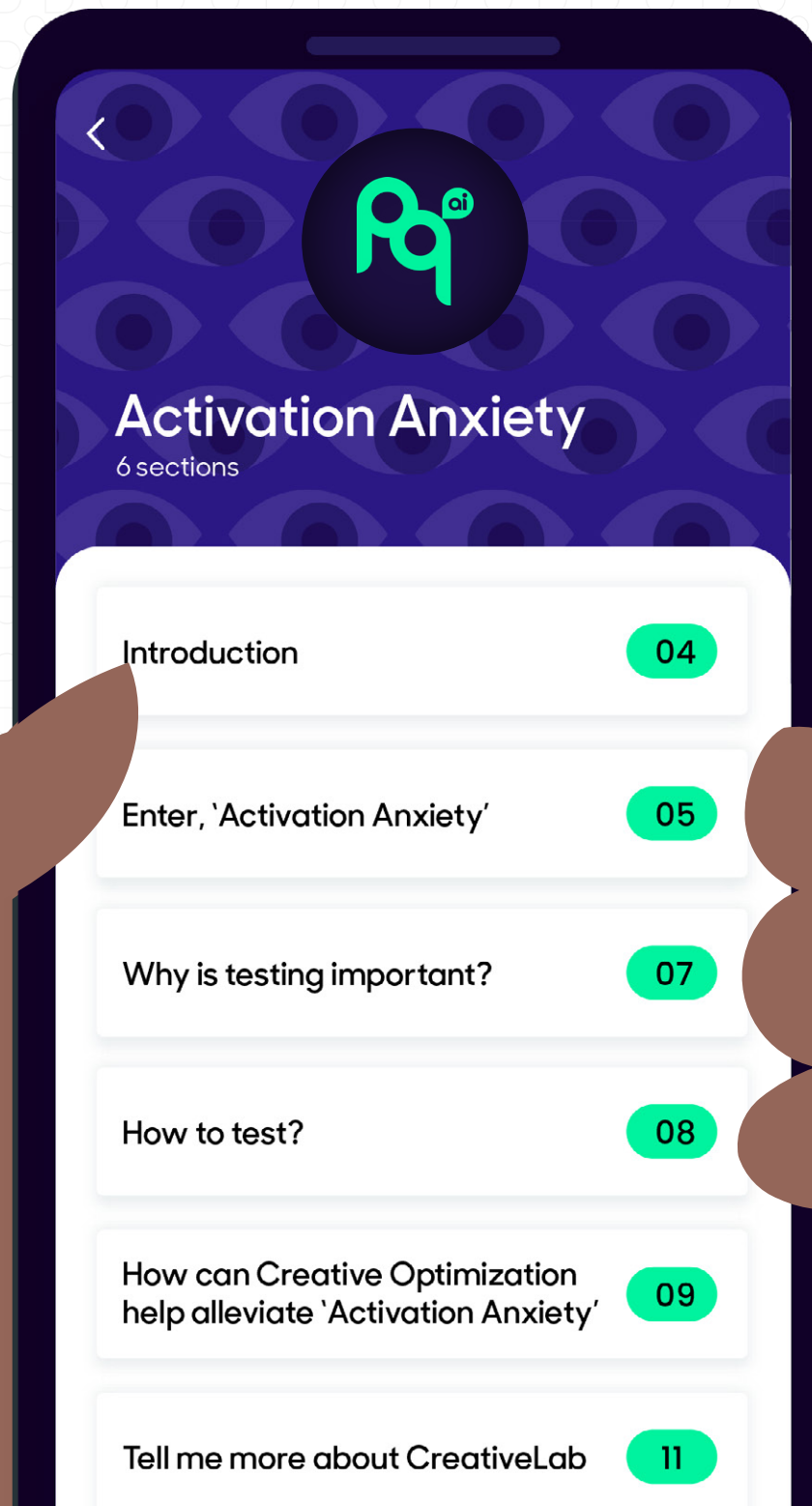
ProQuo is the first and only brand management platform that harnesses the power of AI to give marketers certainty about the decisions they're making. On ProQuo, you can feel confident about the marketing investments you're making, knowing each and every one will result in positive outcomes for your brand.

Every day, ProQuo talks to consumers in your category, understanding how they feel about you and your competition. It's this always on data that ProQuo's AI crunches that enables marketers to monitor, create, strategize, and make the right decisions for their brands. With ProQuo AI, you'll have a clear picture of where your brand stands, and you'll always know what to do to make your brand the best it can be.

Visit: [proquoi.com](https://proquoi.com)



# Contents.



The image shows a smartphone screen with a dark blue background featuring a repeating pattern of stylized eyes. At the top, there is a back arrow on the left and a circular logo with the letters 'PQ' and 'ai' in the center. Below the logo, the title 'Activation Anxiety' is displayed in white, with '6 sections' underneath. A white list of sections is shown below, with each item having a green circle containing a page number to its right. A brown hand is illustrated holding the phone from the left side.

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# Introduction.

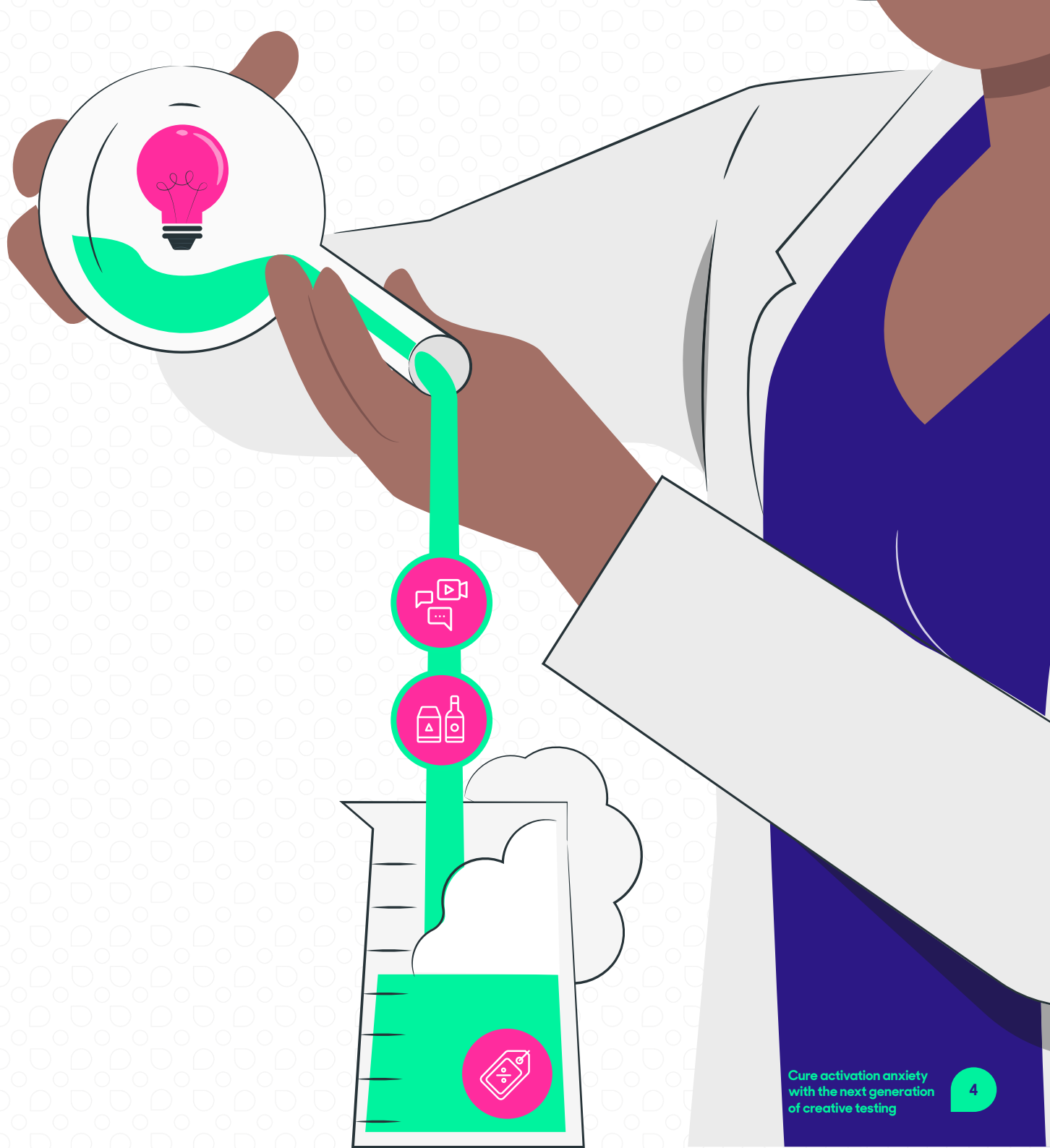
We all know the feeling.

You've spent days, weeks and months developing a creative idea. You've nurtured it from initial conception to final execution, working tirelessly to get it over the line.

You've stood by that idea, defending it even when others thought it wasn't worth pursuing. It hasn't been easy, of course, and negotiations and sacrifices had to be made along the way to get the seal of approval from your stakeholders.

Now that your idea is finally ready to be put out in the world, all there is to do is wait to see how people react to it.

So, surely the hard part is over... right?



# Enter, 'Activation Anxiety'.

If you've ever hit 'go' on a campaign, product launch, packaging refresh, or other such marketing activation, it's likely you'll have come face-to-face with 'Activation Anxiety'.

It's an unwelcome but sadly too common feeling in Marketing, which explains the dread, worry and self-doubt that emerge after a brand's activation goes public.



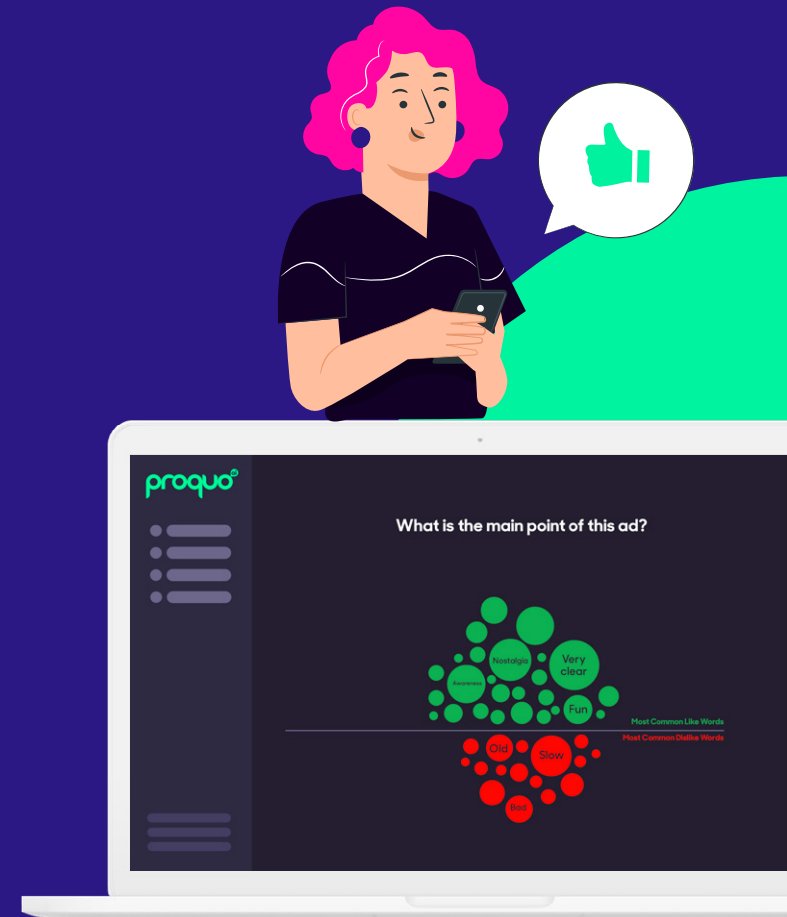
## Why does it occur?

- Creation is never easy:** It requires coming up with something new and exciting that is also relevant to what the customer wants and needs at that given moment. But audiences are unpredictable and a lot of the time even they don't know what they want, which makes it difficult to know which ideas will stick and which will fall flat.
- Brands are investing a lot of money on these activations:** The team that is responsible for getting that money back, is Marketing. Businesses will want to see a return on their investment yet proving the impact of these activations is becoming harder and harder, as metrics like 'impressions', 'likes' and 'views' don't directly correlate with tangible revenue growth.
- Personal reputation:** Internally when a campaign goes live it's a cause to celebrate. But if a campaign flops, the marketer is the first to be called out, as they are the ones responsible for putting it out there. So, there's a lot at stake.

## Eliminating the risk

- Make sure your creative ideas are optimized by getting feedback from people on them:** This is important for 2 reasons; to give you confidence before you press 'go' and also to give your business confidence that you've done the correct due diligence before launching.
- Use this feedback from real people to help you optimize your assets before launching:** being able to justify your thought process and show your optimization steps to the wider business will give you extra insurance if your campaign falls flat.
- Surround yourself with strong agency partners and teams that you trust and feel as invested in the success of your campaign as you do:** They can help you to create amazing content, packaging and activations, getting you closer to hitting those objectives.

All three are important but the **optimization of assets** (via creative testing) is a non-negotiable before any launch.

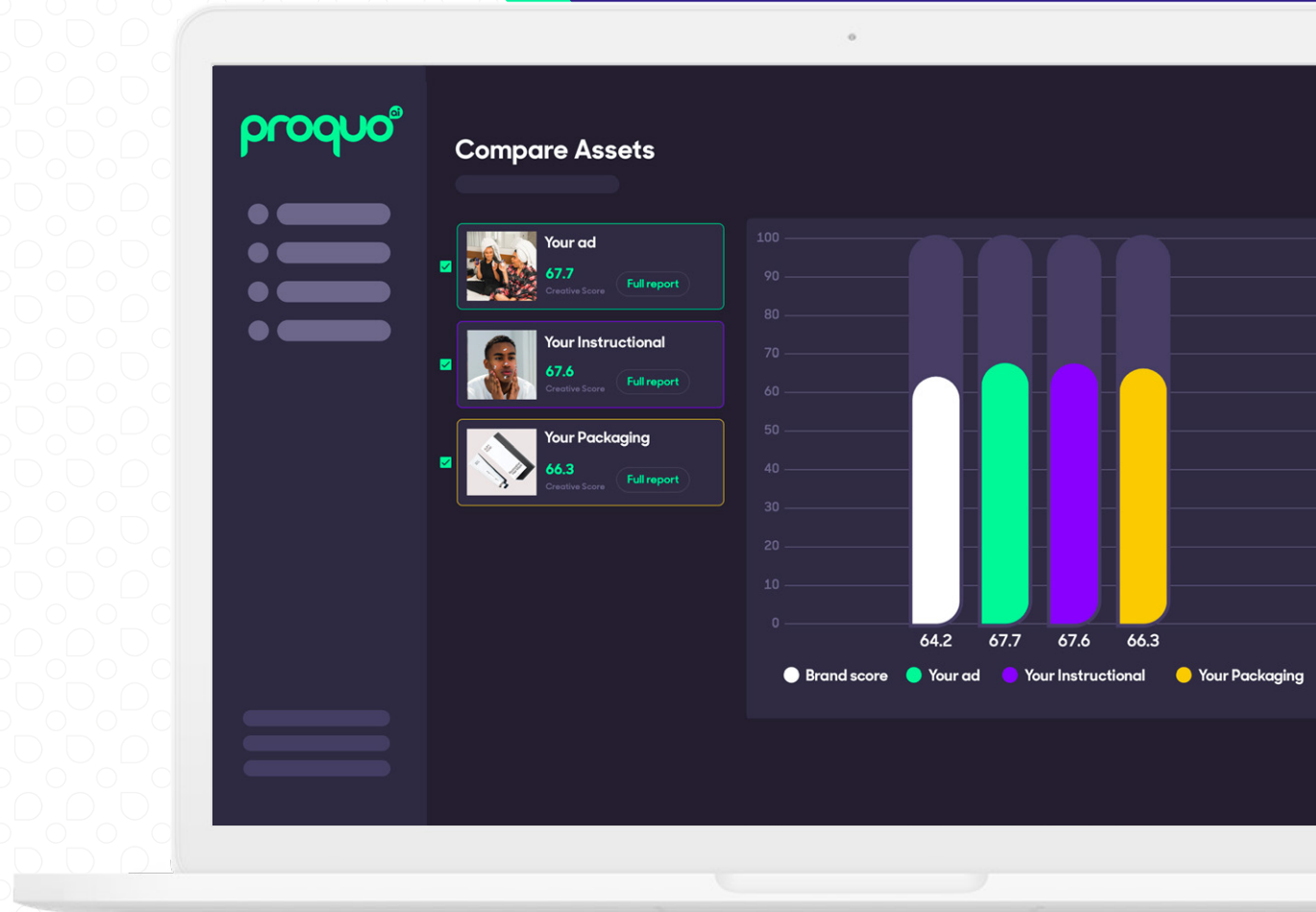


# Why is testing important?

- It gives you more room to be provocative – providing a safe space to test 'out there' ideas on your audience, ensuring they won't result in PR disasters.
- It can give you the chance to sense check to see if your asset is on brand, so you don't dent your consistency.
- It also enables you to be efficient with spend, as there's the potential to test at early stages in the development process to ensure you aren't wasting time on the wrong path or idea.

## What can you test?

- New product concepts
- Finished TV assets
- Storyboards/Animatics
- Print, OOH
- Packaging
- Digital assets
- Campaign ideas
- PR ideas
- Logos/slogans
- Influencers & partners
- Claims

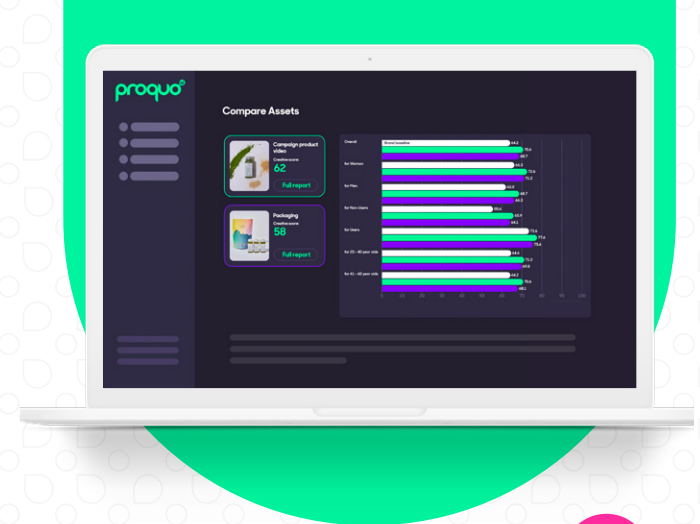
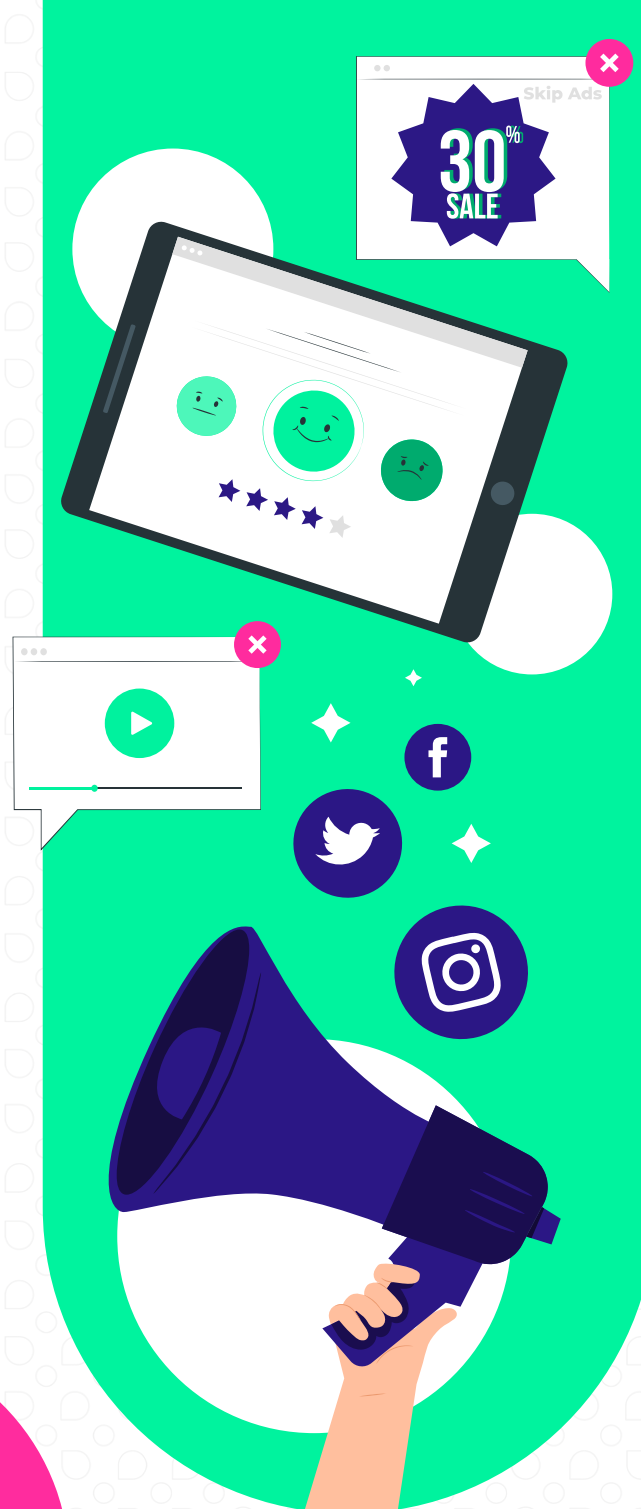


# How to test?

There's various ways you can go about optimizing, from A/B testing to online surveys, asking customers about concepts, and Creative Optimization solutions.

A/B testing can be carried out for digital campaigns, like social media adverts and email marketing. This involves creating two different ideas and launching both to an even split of your target audience to determine which is the most effective. However, it is an incredibly inefficient process, as typically one asset will be favored, but both will have been created - so it does waste time and budget.

Asking customers how they perceive an idea or asset is another route you could go down, either via surveys or through focus groups. But this does tend to generate overly intellectualized responses. In a focus group, people will pick an asset apart and comment on it deeply for an extended period of time. Yet, this doesn't represent how creative ideas are actually consumed in the real world, where humans are driven to buy through instinctive gut reactions.



## Creative Optimization solutions are best

Optimization technologies are the way forward in today's fast-paced world - as they generate quicker responses, are cheaper and more scalable than traditional methodologies and are more in tune with how customers actually feel and think about brands.

On ProQuo's AI-powered platform, CreativeLab allows you to optimize and test individual assets and executions at any stage in the creative development process. It shows assets, moodboards, storyboards - you name it - to 300 of your customers to gauge how they feel about it, so you can determine the impact of the creation before it launches.

It gives a granular overview of the performance of assets in only a matter of days, helping to boost campaign executions, providing intel on the type of packaging brands should go for, and even helping marketers to decide on the next winning product idea.



# How can Creative Optimization help alleviate 'Activation Anxiety'.

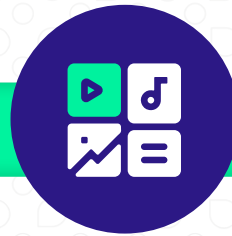


## 1 | Saving you time and money

No need to brief an agency, sit through a briefing/debriefing, or wait for timely results from a focus group. On tech platforms, like ProQuo AI, you have the ability to optimize assets, instantly.

Our Creative Optimization solution comes back with responses from 300 consumers, in your category, in a matter of days.

Historically, it would only have been worth the time and money to test larger and more costly campaigns, like TV. Digital assets wouldn't have been worth the effort. But solutions, like CreativeLab, are opening up so many doors for brands. As it's a quick and cost-effective means of acquiring feedback, it means you can test a variety of concepts and concept-types, from digital, to Above the Line media, product, packaging, and more.



## 2 | Allowing you to manage your marketing in one place

Not only does ProQuo's CreativeLab give you access to asset optimization at any stage of creative development, ProQuo also allows you to monitor the performance of this asset once it goes live.

This means your creative development, execution and measurement systems are integrated in one place, instead of being worked on independently. So, optimization isn't just a step in the process it is a fully integrated part of your day-to-day Brand Management.

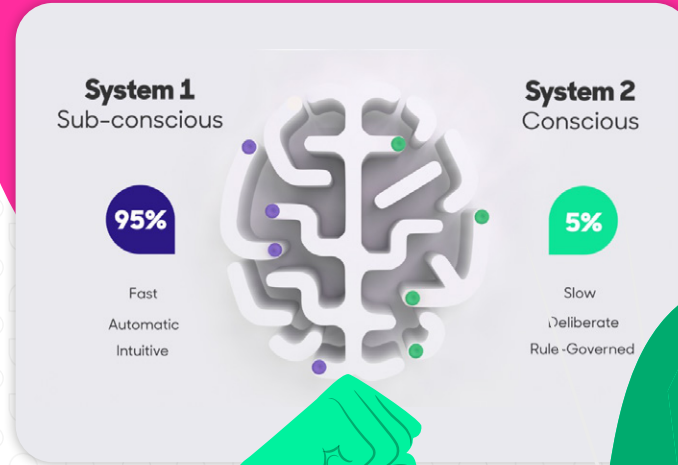
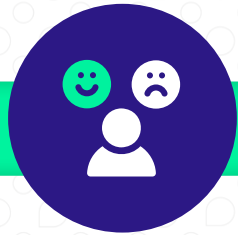


## 3 | Giving you more accurate feedback

A huge flaw of current creative testing methods is that people tend to over-intellectualize and over-think the responses they give.

With current methods, you show a group of people an asset and give them time to sit and formulate a response of what they think. What actually happens during this time is that people tend to go deeper and deeper into their thinking, producing a response that becomes much more manufactured, based around what someone thinks the researcher wants to hear, rather than how they actually feel.

Another problem with focus groups is the concept of 'group think,' where one strong voice in the room can influence others in the group who may be less certain to think a certain way.



What ProQuo AI does uniquely is emulate both how the human mind works and how humans decide what to buy. ProQuo uses proven neuroscientific research on system 1 and 2 – that shows most people make decisions based on their feelings (System 1) and then confirm these decisions with their thoughts (System 2).

Capturing feelings has been a notoriously difficult thing to do in the Marketing world. But not for ProQuo AI. Using a combination of System 1 and 2 – ProQuo can gather true audience responses. ProQuo also places equal weighting on the 'emotional' aspects of brands and consumers and the 'rational' aspects of brands and consumers. This more accurately represents how a human respond to creative concepts and assets.

# Tell me more about CreativeLab.

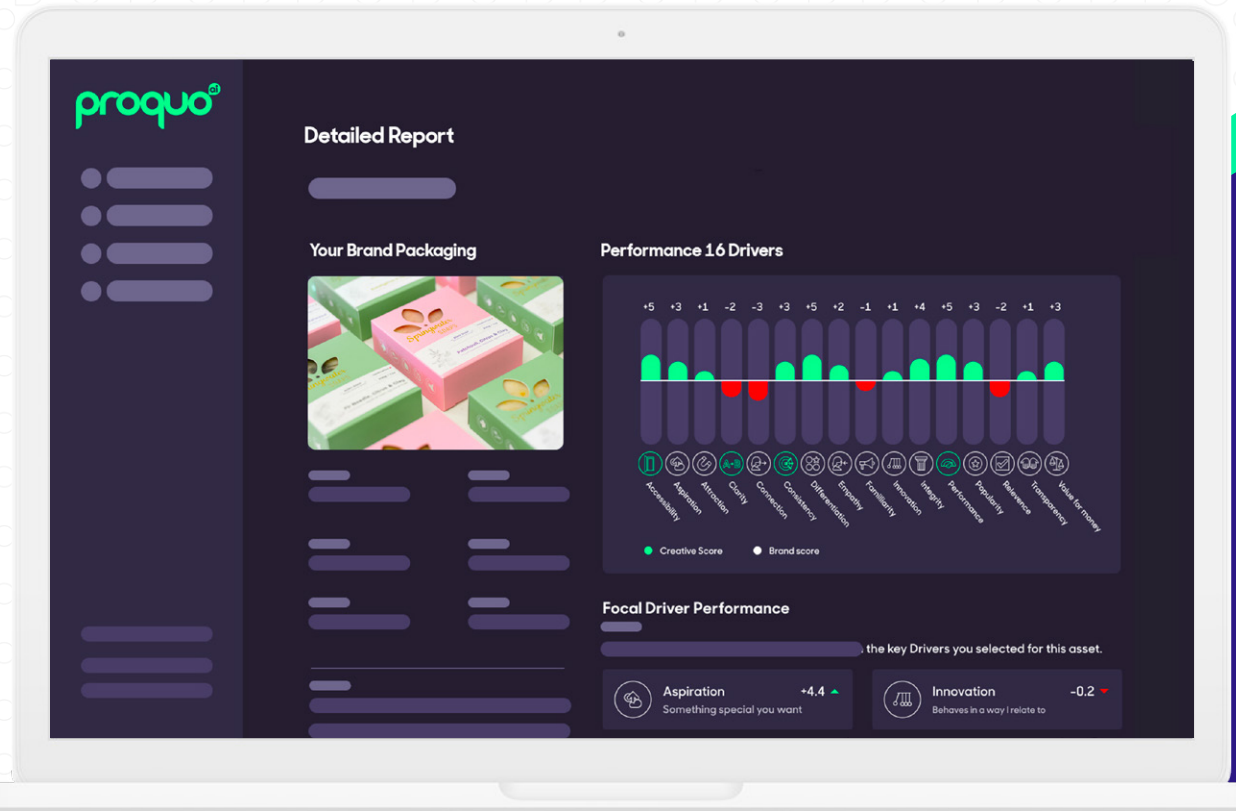
CreativeLab is housed in ProQuo AI, an always-on, visual, platform where brands come to create winning strategies, pull together brilliant creative development, and monitor all of this progress, live.

Before ProQuo, marketers had to do brand strategy, creative development and brand measurement independently but now they are integrated into one living, breathing platform.

This allows you to see, in real-time, how the money you've spent promoting your brand has paid off. You can immediately see the impact of what you've put out into the world. And having access to this kind of live data allows you to make changes on the fly, so you can eliminate 'Activation Anxiety' entirely.

A lot of 'Activation Anxiety' revolves around not knowing - launching without an idea of how your asset will do and waiting endlessly for results. But with ProQuo, you can be sure before you press 'go' that your asset will perform. Not only will you know that people love your ideas, but you will also have confidence that your ideas are in the best shape possible before they go live.

[Want to see how a brand grew awareness by 38% after using CreativeLab?](#)





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