

Multicultural Diagnostic Research

Insights into Multicultural Copytesting



WELCOME



Belkist E. Padilla
President

Thank you for your interest in Multicultural Diagnostic Research from IMG. Insights Marketing Group (IMG) is a full-service, certified minority-owned marketing research firm that seeks to aid its clients in optimizing marketing strategies and tactics for multicultural audiences.

IMG was founded over three years ago as a multicultural qualitative shop with an emphasis on our highly-skilled, bilingual moderators. Today, our services have grown to include quantitative research and consulting for the US Hispanic market and African-American market.

Multicultural Diagnostic Research is tailor-made for our clients and IMG. We have a great deal of experience working with concepts and advertising for the Hispanic and African-American market in qualitative research. In addition two of our senior executives have agency backgrounds, and our newest VP comes from Diagnostic Research via a brand and marketing research management background.

This deck will provide you with information about the benefits and philosophy of our multicultural copytesting. Individual studies are designed to meet your specific objectives, with your target consumers and in the markets you need to test in.

IMG and our team of multicultural experts looks forward to working with you!



MULTICULTURAL DIAGNOSTIC RESEARCH

**Unparalleled
insights into
your
multicultural
advertising**

BENEFITS

Multicultural Diagnostic Research from IMG provides unparalleled insights into the performance of your multicultural advertising. Starting with a comprehensive assessment base methodology, IMG adds a respondent sensitive interviewing environment, ethnic-group calibrated norms, a proprietary cultural sensitivity assessment, and our analyst sensitivity to cultural issues.

Multicultural DR is the best way to ensure you will have the strongest possible multicultural TV, Print and Radio advertising.



MULTICULTURAL DIAGNOSTIC RESEARCH

BASE METHODOLOGY

- IMG has an exclusive license of Diagnostic Research's copytesting methodology and normative data as the foundation upon which Multicultural Diagnostic Research (MDR) is built.
- MDR is a comprehensive copytesting approach to providing evaluative information for go/revise decisions and in-depth diagnostics to target areas for revisions or refinements for ad optimization.
- It covers four key dimensions:
 1. **Impact/Brand Name Registration:** Is brand name registered in a clutter environment?
 2. **Comprehension:** Is the desired message conveyed? Is the message clear, credible, compelling?
 3. **Evaluation:** Does the audience's reaction to the ad facilitate or impede ad effectiveness?
 4. **Response:** Does the ad convey desired brand imagery? Is it motivating?



INTERVIEWING

- We provide a respondent sensitive interviewing environment.
- Wherever possible, we match the ethnicity of the respondent to the interviewer.
- IMG utilizes a predominantly self-administered computer interviewing with ethnic matched interviewer/supervisor on hand if respondent requires help in filling out the questionnaire.
- This approach is designed to alleviate any hesitancy to provide honest, unbridled feedback to the test advertising.



NORM CALIBRATION

Norms reflect appreciation of personalization and often, higher category involvement

- MDR features normative data for Hispanics and African-Americans in many categories
- African-Americans & Latinos respond favorably to advertising
 - African-Americans are more favorable than the general population and Latinos are still more favorable than African-Americans.
- More favorable response to advertising by ethnic audiences often reflects appreciation of ad “personalization,” potentially greater need for goods and services and, often, higher category involvement.
- The variance in the normative data differs across the four key copytesting dimensions.
- IMG’s understanding of the nature of typical Hispanic & African-American reaction to advertising across the key ad performance dimensions enables a comprehensive assessment of the real strengths & weaknesses of client test commercials.



CULTURAL SENSITIVITY

- IMG recognizes that there is a fifth dimension of advertising performance for multicultural advertising - cultural sensitivity.
- Cultural sensitivity in advertising has the potential to enhance or impede advertising effectiveness.
- IMG has developed an overall direct measure of cultural sensitivity supplemented by key diagnostic measures within this dimension
- It includes direct and indirect questions to capture people's feelings about the cultural aspects, to the extent that they perceive them to exist, of the advertising
 - These measures are new and will be included in the normative data base



CULTURAL EXPERIENCE

- IMG analysts' sensitivity to cultural issues derive from a variety of sources.
- Belkist Padilla & Gloria Cantéñ's Hispanic expertise/sensitivity derives from life experiences as well as research in the US Hispanic market and Latin America. Understanding lifestyles of Latinos in Latin America is key to understanding issues facing recent Latino immigrants.
- Dan Murphy's African-American expertise/sensitivity derives from life experiences, a career in marketing and research and a family newspaper heritage that has chronicled African-American history in the US for over 100 years.
- John Holcombe's career in marketing research has been focused on the Hispanic market. In addition, John's formal education specialized in Latin America, with an M.A. from the Center for Latin American & Caribbean Studies at the University of Connecticut.



DESIGN

- IMG will custom design Multicultural Diagnostic Research to assess your target consumers and markets*
 - US Hispanic markets include New York, Los Angeles, Miami, Chicago, Houston, Dallas-Ft. Worth, and San Antonio
 - African American markets include New York, Los Angeles, Chicago, Washington DC metro, Atlanta, Detroit and Miami
- Copytesting is done through intercepts in malls or other central locations and in the case of very low incidence studies through pre-recruitment
- Commercials are typically tested with monadic cells of 100 respondents
- IMG also offers *Mdr Lite* for testing multiple executions. Utilizing only evaluative measures, the service provides information so that clients and agencies can pick the executions that are performing the best.

*Low incidence studies and low incidence markets are subject to different cost structure.



CONTACT

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