



THE QUIRK'S EVENT

Russell RESEARCH

RE-TOOLING EXISTING METHODOLOGIES FOR A VISUAL WORLD

February 27, 2018

HELLO, QUIRK'S EVENT

About Us

- CX Focused Custom Research
- Consumer & B2B
- Client-Inspired Solutions

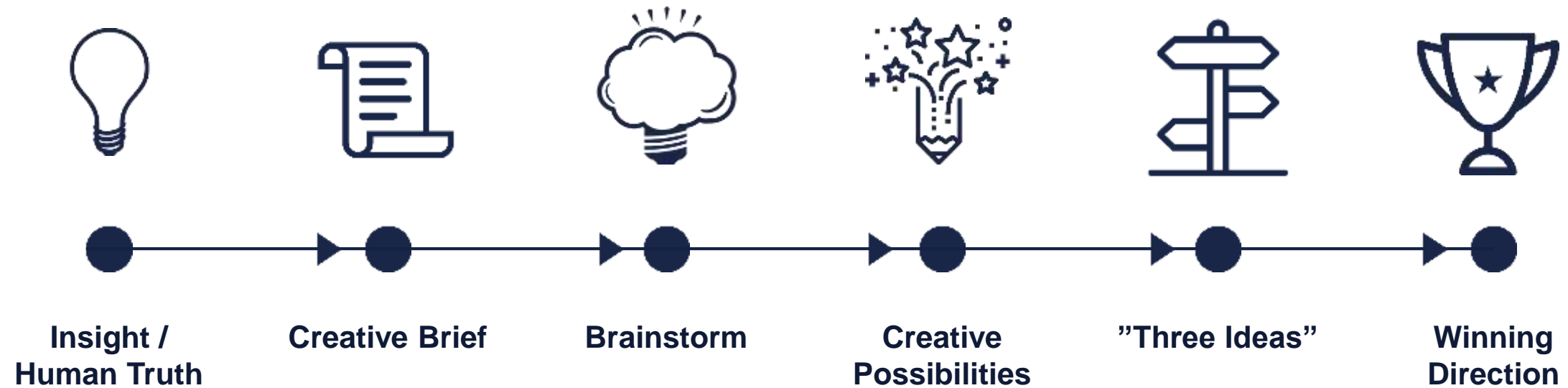
Agenda

- Re-tooling an existing methodology
- Case studies
- Integrating into your organization

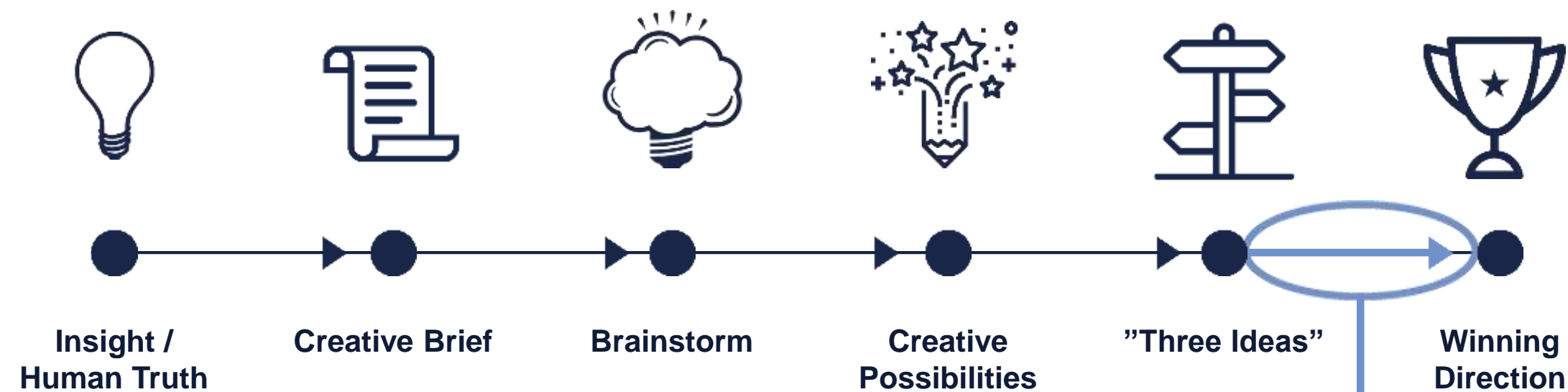


Marc Goulet | Vice President, Client Development

Creative Development Process

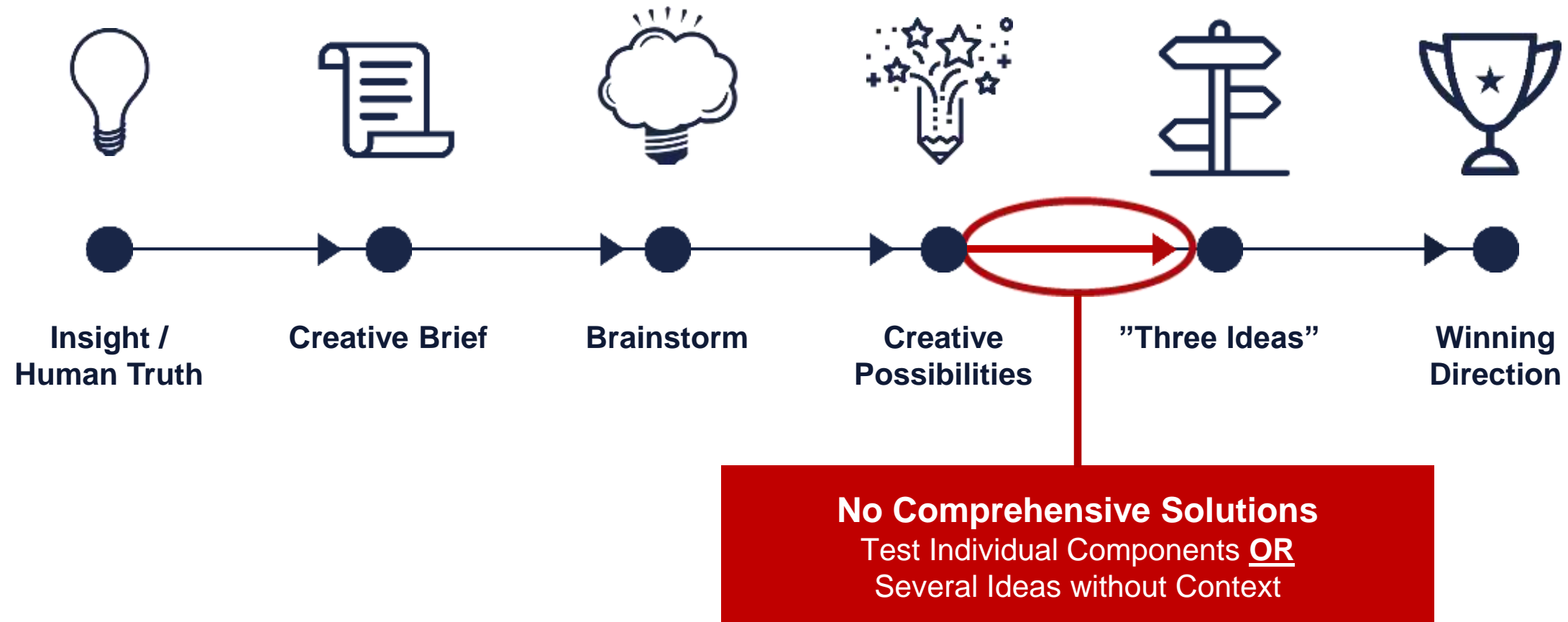


Creative Development Process

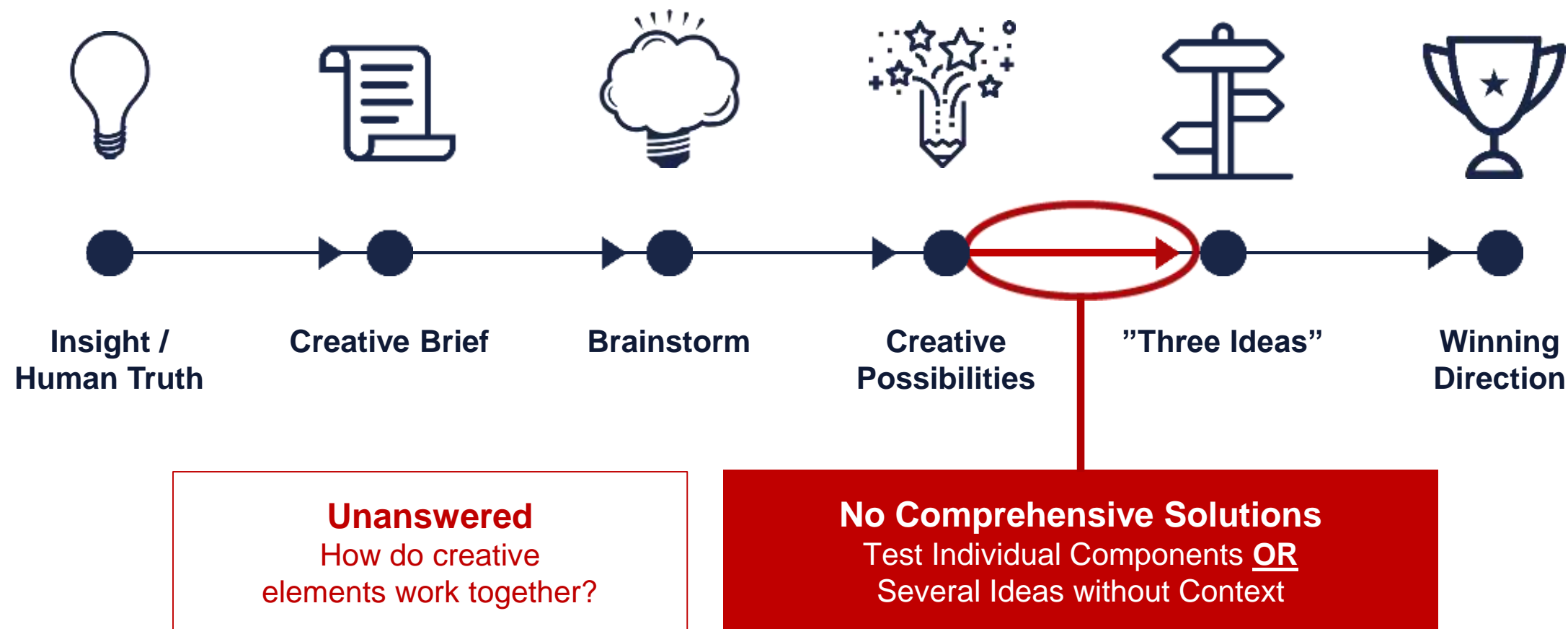


Research & Testing Covers Very Well
Copy Testing | Eye Tracking | Package Testing
UX Testing | In-Market Testing | A/B Testing

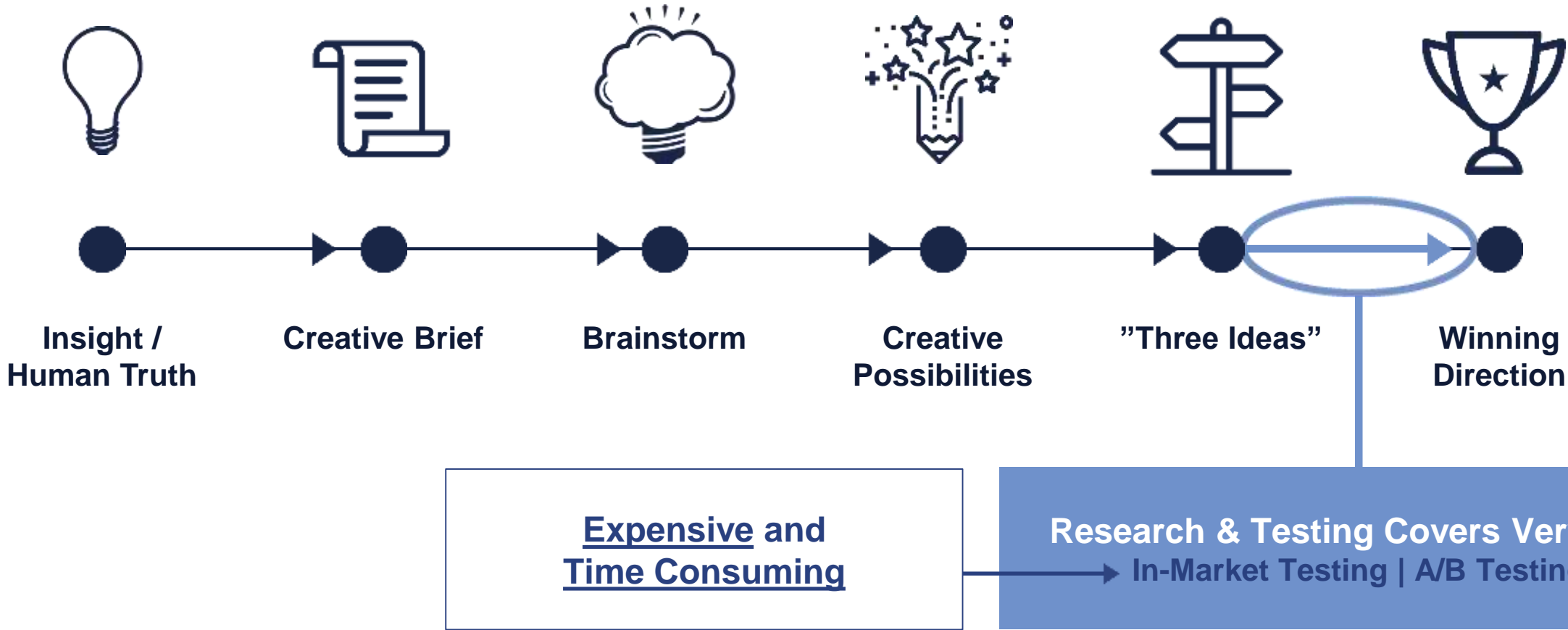
Creative Development Process



Creative Development Process



Creative Development Process





It's expensive to figure out in the real world.

“Half the money I spend on advertising is **wasted**;
the trouble is I don't know which half.”

***John Wanamaker**, father of modern advertising and a “pioneer in marketing”*



It's expensive to figure out in the real world.

P&G Cuts More Than \$100 Million in **‘Largely Ineffective’ Digital Ads** Had little impact on its business, proving those digital ads were largely ineffective.



It Can Take a Really Long Time

Netflix highly personalizes artwork:



- Algorithms based on millions of data points
- Analysis based on 100MM+ members
- Gives visual “evidence” for why a title might be good for members
- Resulted in a meaningful improvement in how members discover new content



Client Business Challenge

- Government requests minimum level of vehicle safety recall compliance
- Requested compliance levels often not met
- Manufacturers required to send a safety recall notice / letter to owners

Research Challenge: Recall Letters are Complex



SAFETY RECALL NOTIFICATION

POWER LIFTGATE MODULE

Dear Alexander Hunter,

This notification is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act to inform you that your vehicle^[1] requires a safety recall repair. **To ensure you and those around you are safe, you need to call us now.**

Your immediate attention is requested as **the power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.**

AS THE OWNER OF THIS VEHICLE YOU ARE REQUIRED FOR YOUR SAFETY AND THE SAFETY OF OTHERS TO RESPOND

WHY DOES MY VEHICLE NEED REPAIRS?

The power liftgate control module on your vehicle may experience a corrosion-induced, high-resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

HOW DO I RESOLVE THIS IMPORTANT POWER LIFTGATE MODULE ISSUE?

Your dealer will inspect for evidence of water intrusion and the power liftgate module electrical connector(s) for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connector(s), the module and electrical connector(s) will also be replaced. All involved vehicles will then receive a power liftgate module water shield after repairs are complete. The work will take about 2.5 hours to complete. However, additional time may be necessary depending on service schedules. **We will service your vehicle free of charge (parts and labor).**^[2] Please bring this letter with you to your dealer.

TO SCHEDULE YOUR FREE REPAIR
CALL 1-800-123-4567 TODAY

WHAT IF I ALREADY PAID TO HAVE THIS REPAIR COMPLETED?

If you have already experienced this specific condition and have paid to have it repaired, you may visit www.acmecallexemption.com to submit your reimbursement request online.^[3] Once we receive and verify the required documents, reimbursement will be sent to you within 60 days. If you have had previous repairs performed and/or already received reimbursement, you may still need to have the recall repair performed on your vehicle.

Thank you for your attention to this important matter.

Acme Recall Resolution Team

PLEASE, WE NEED TO HEAR FROM YOU.
CALL TODAY 1-800-123-4567 TODAY

[1] If you no longer own this vehicle, please help us update our records. Call 1-800-123-4567 or visit your personal website to update your information.
[2] If your dealer fails or is unable to remedy this defect without charge and within a reasonable time, you may submit a written complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, or you can call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to [safercar.gov](http://www.safercar.gov).
[3] You can also mail in your original receipts and proof of payment to the following address for reimbursement consideration: Acme Customer Assistance, 123 Main Street, Anytown, MI 12345, Attention: Recall Reimbursement.
Note to lessees receiving this recall notice: Federal regulation requires you to forward this recall notice to the lessee within 10 days.

THIS NOTICE APPLIES TO YOUR VEHICLE
SAFETY RECALL R27/NHTSA 15V-393
YOUR VEHICLE INFORMATION

2014 ACME SUV
VIN AB123456

YOUR SCHEDULING OPTIONS

1. YOUR BEST OPTION
CALL THE CUSTOMER CARE
HOTLINE: 1-800-123-4567
24 hours a day, 7 days a week.


2. CALL YOUR DEALER

3. VISIT OUR RECALL WEBSITE:
<http://recalls.acme.com>

You can find your nearest dealer and review all your scheduling options from this website. You will be asked to provide your Vehicle Identification Number (VIN) to protect and verify your identity. You can find the last eight characters of your VIN provided above.

DEALERSHIP INSTRUCTIONS:

Please reference Safety Recall R27



Acme Motors LLC
P.O. Box 123
Anytown, MI 12345

NHTSA Campaign Number: 15V-393

URGENT SAFETY RECALL

This notice applies to your vehicle, VIN: 123456789AB123456

Dear Alexander Hunter,

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act. Acme has decided that a defect which relates to motor vehicle safety exists in certain 2014 and 2015 model year Acme vehicles. Our records indicate that your vehicle falls within this population.

What is the problem?

☐ The power liftgate control module on your vehicle may experience a corrosion-induced, high-resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

What will Acme do?


☐ Your Acme dealer will inspect for evidence of water intrusion and the power liftgate module electrical connector(s) for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connector(s), the module and electrical connector(s) will also be replaced. This procedure will be performed at no charge to you. The actual time required to perform the procedure should be about 2.5 hours, however your vehicle may be needed longer depending on the dealer's schedule; therefore, we recommend scheduling a service appointment to minimize inconvenience.

What should you do?

☐ For more information regarding this Recall Campaign, including a link to make a service appointment, please visit:

www.acme.com/CampaignR27

Input your 17 digit Vehicle Identification Number to verify that your vehicle qualifies for this Recall Campaign. Input your zip code and a list of the five closest dealers will appear. Click on "Schedule Service" for your preferred dealer.



POWER LIFTGATE MODULE

IMPORTANT SAFETY RECALL NOTICE

R27 / NHTSA 15V-393

This notice applies to your vehicle (VIN: 123456789AB123456).

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act.

Dear Alexander Hunter,

Acme Motors has decided that a defect, which relates to motor vehicle safety, exists in certain 2014 and 2015 model year Acme sport utility vehicles.

The problem is...

The power liftgate control module on your vehicle may experience a corrosion induced high resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

What your dealer will do...

Acme will repair your vehicle free of charge. To do this, your dealer will inspect for evidence of water intrusion and the power liftgate module electrical connectors for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connectors, the module and electrical connectors will also be replaced.

All involved vehicles will then receive a power liftgate module water shield after repairs are complete. The work will take about 2.5 hours to complete. However, additional time may be necessary depending on service schedules.

What you must do to ensure your safety...

Simply contact your Acme dealer right away to schedule a service appointment. Please bring this letter with you to your dealer.

If you need help...

If you have questions or concerns which your dealer is unable to resolve, please contact the Acme Recall Assistance Center at either recalls.acme.com or 1-800-555-1212.

Please help us update our records by filling out the attached prepaid postcard if any of the conditions listed on the card apply to you or your vehicle. If you have further questions go to recalls.acme.com.

If you have already experienced this specific condition and have paid to have it repaired, you may visit www.acmecallexemption.com to submit your reimbursement request online or you can mail your original receipts and proof of payment to the following address for reimbursement consideration: **Acme Customer Assistance, 123 Main Street, Anywhere, MI 12345, Attention: Recall Reimbursement.** Once we receive and verify the required documents, reimbursement will be sent to you within 60 days. If you've had previous repairs and/or reimbursement you may still need to have the recall repair performed on your vehicle.

If your dealer fails or is unable to remedy this defect without charge and within a reasonable time, you may submit a written complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, or you can call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to safercar.gov.

Thank you for your attention to this important matter.



Customer Services / Field Operations
Acme Motors LLC

Note to lessees receiving this recall: Federal regulation requires that you forward this recall notice to the lessee within 10 days.

Research Challenge: Recall Letters are Complex

Include a picture?

Color usage?



SAFETY RECALL NOTIFICATION
POWER LIFTGATE MODULE

Dear Alexander Hunter,

This notification is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act to inform you that your vehicle⁽¹⁾ requires a safety recall repair. **To ensure you and those around you are safe, you need to call us now.**

Your immediate attention is requested as **the power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.**

AS THE OWNER OF THIS VEHICLE YOU ARE REQUIRED FOR YOUR SAFETY AND THE SAFETY OF OTHERS TO RESPOND

WHY DOES MY VEHICLE NEED REPAIRS?

The power liftgate control module on your vehicle may experience a corrosion-induced, high-resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

HOW DO I RESOLVE THIS IMPORTANT POWER LIFTGATE MODULE ISSUE?

Your dealer will inspect for evidence of water intrusion and the power liftgate module electrical connector(s) for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connector(s), the module and electrical connector(s) will also be replaced. All involved vehicles will then receive a power liftgate module water shield after repairs are complete. The work will take about 2.5 hours to complete. However, additional time may be necessary depending on service schedules. **We will service your vehicle free of charge (parts and labor).**⁽²⁾ Please bring this letter with you to your dealer.

**TO SCHEDULE YOUR FREE REPAIR
CALL 1-800-123-4567 TODAY**

WHAT IF I ALREADY PAID TO HAVE THIS REPAIR COMPLETED?

If you have already experienced this specific condition and have paid to have it repaired, you may visit www.acmecalrecallreimbursement.com to submit your reimbursement request online.⁽³⁾ Once we receive and verify the required documents, reimbursement will be sent to you within 60 days. If you have had previous repairs performed and/or already received reimbursement, you may still need to have the recall repair performed on your vehicle.

Thank you for your attention to this important matter,
Acme Recall Resolution Team

YOUR SCHEDULING OPTIONS

**1. YOUR BEST OPTION
CALL THE CUSTOMER CARE
HOTLINE: 1-800-123-4567**
24 hours a day, 7 days a week.

2. CALL YOUR DEALER

3. VISIT OUR RECALL WEBSITE:
<http://recalls.acme.com>


You can find your nearest dealer and review all your scheduling options from this website. You will be asked to provide your Vehicle Identification Number (VIN) to protect and verify your identity. You can find the last eight characters of your VIN provided above.

DEALERSHIP INSTRUCTIONS:

Please reference Safety Recall R27

**PLEASE, WE NEED TO HEAR FROM YOU.
CALL TODAY 1-800-123-4567 TODAY**

[1] If you no longer own this vehicle, please help us update our records. Call 1-800-123-4567 or visit your personal website to update your information.
[2] If your dealer fails or is unable to remedy this defect without charge and within a reasonable time, you may submit a written complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, or you can call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to safercar.gov.
[3] You can also mail in your original receipts and proof of payment to the following address for reimbursement consideration: Acme Customer Assistance, 1234 Main Street, Anytown, MI 12345, Attention: Recall Reimbursement.
Note to lessees receiving this recall notice: Federal regulation requires you to forward this recall notice to the lessee within 10 days.



Acme Motors LLC
P.O. Box 123
Anytown, MI 12345

NHTSA Campaign Number: 15V-393

URGENT SAFETY RECALL

This notice applies to your vehicle, VIN: 123456789AB123456

Dear Alexander Hunter,

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act. Acme has decided that a defect which relates to motor vehicle safety exists in certain 2014 and 2015 model year Acme vehicles. Our records indicate that your vehicle falls within this population.

What is the problem?

☐ The power liftgate control module on your vehicle may experience a corrosion-induced, high-resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

What will Acme do?


☐ Your Acme dealer will inspect for evidence of water intrusion and the power liftgate module electrical connector(s) for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connector(s), the module and electrical connector(s) will also be replaced. This procedure will be performed at no charge to you. The actual time required to perform the procedure should be about 2.5 hours, however your vehicle may be needed longer depending on the dealer's schedule; therefore, we recommend scheduling a service appointment to minimize inconvenience.

What should you do?

☐ For more information regarding this Recall Campaign, including a link to make a service appointment, please visit:

www.acme.com/CampaignR27

Input your 17 digit Vehicle Identification Number to verify that your vehicle qualifies for this Recall Campaign. Input your zip code and a list of the five closest dealers will appear. Click on "Schedule Service" for your preferred dealer.



POWER LIFTGATE MODULE

IMPORTANT SAFETY RECALL NOTICE **R27 / NHTSA 15V-393**

This notice applies to your vehicle (VIN: 123456789AB123456).

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act.

Dear Alexander Hunter,

Acme Motors has decided that a defect, which relates to motor vehicle safety, exists in certain 2014 and 2015 model year Acme sport utility vehicles.

The problem is...

The power liftgate control module on your vehicle may experience a corrosion induced high resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

What your dealer will do...

Acme will repair your vehicle free of charge. To do this, your dealer will inspect for evidence of water intrusion and the power liftgate module electrical connectors for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connectors, the module and electrical connectors will also be replaced.

All involved vehicles will then receive a power liftgate module water shield after repairs are complete. The work will take about 2.5 hours to complete. However, additional time may be necessary depending on service schedules.

What you must do to ensure your safety...

Simply contact your Acme dealer right away to schedule a service appointment. Please bring this letter with you to your dealer.

If you need help...

If you have questions or concerns which your dealer is unable to resolve, please contact the Acme Recall Assistance Center at either recalls.acme.com or 1-800-555-1212.

Please help us update our records by filling out the attached prepaid postcard if any of the conditions listed on the card apply to you or your vehicle. If you have further questions go to recalls.acme.com.

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Thank you for your attention to this important matter,

Customer Services / Field Operations
Acme Motors LLC

Note to lessees receiving this recall: Federal regulation requires that you forward this recall notice to the lessee within 10 days.

Call to action?

Layout?



How Do We Address Similar Challenges?

- Understand how individuals make complex judgments
- Evaluate the sensitivity of changes in various attributes
- Determine the effects of reconfiguring existing options

Our Solution

Develop a form of conjoint analysis where all options are presented in a completely visual format.

Research Solution

7,500+ online interviews

100+ combinations evaluated

Identified optimal letter design

Presented at safety recall conference

Many recommendations implemented
throughout industry





THIS NOTICE APPLIES TO YOUR VEHICLE
SAFETY RECALL R27/NHTSA 15V-393
YOUR VEHICLE INFORMATION

2014 ACME SEV
VIN AB123456

IMPORTANT SAFETY RECALL
POWER LIFTGATE MOOULE

Dear Alexander Haines,

This notification is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act to inform you that your vehicle^[1] requires a safety recall repair. To ensure you and those around you are safe, you need to call us now.

Your immediate attention is requested as the power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

AS THE OWNER OF THIS VEHICLE YOU ARE REQUIRED FOR YOUR SAFETY AND THE SAFETY OF OTHERS TO RESPOND

WHY DOES MY VEHICLE NEED REPAIRS?
The power liftgate control module on your vehicle may experience a corrosion-induced, high-resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

HOW DO I RESOLVE THIS IMPORTANT POWER LIFTGATE MODULE ISSUE?
Your dealer will inspect for evidence of water intrusion and the power liftgate module electrical connector(s) for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connector(s), the module and electrical connector(s) will also be replaced. All involved vehicles will then receive a power liftgate module water shield after repairs are complete. The work will take about 2.5 hours to complete. However, additional time may be necessary depending on service schedules. **We will service your vehicle free of charge parts and labor^[2]**. Please bring this letter with you to your dealer.

TO SCHEDULE YOUR FREE REPAIR CALL 1-800-123-4567 TODAY

WHAT IF I ALREADY PAID TO HAVE THIS REPAIR COMPLETED?
If you have already experienced this specific condition and have paid to have it repaired, you may visit www.acmercallreimbursement.com to submit your reimbursement request online^[3]. Once we receive and verify the required documents, reimbursement will be sent to you within 60 days. If you have had previous repairs performed and/or already received reimbursement, you may still need to have the recall repair performed on your vehicle.

Thank you for your attention to this important matter.
Acme Recall Resolution Team

**PLEASE, WE NEED TO HEAR FROM YOU.
CALL TODAY 1-800-123-4567 TODAY**

YOUR SCHEDULING OPTIONS

1. YOUR BEST OPTION
CALL THE CUSTOMER CARE HOTLINE: 1-800-123-4567
24 hours a day, 7 days a week.

2. CALL YOUR DEALER

3. VISIT OUR RECALL WEBSITE:
<http://recall.acme.com>

You can find your nearest dealer and review all your scheduling options from this website. You will be asked to provide your Vehicle Identification Number (VIN) to protect and verify your identity. You can find the last eight characters of your VIN provided above.

DEALERSHIP INSTRUCTIONS:
Please reference Safety Recall R27.

[1] If you no longer own this vehicle, please help us update our records. Call 1-800-123-4567 or visit your personal vehicle to update your information.

[2] If your dealer fails or is unable to remedy the defect without charge and within a reasonable time, you may submit a written complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, or you can call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-6113), or go to nhtsa.gov.

[3] You can also mail in your request, receipt and proof of payment to the following address for reimbursement consideration: Acme Customer Assistance, 123 Main Street, Anytown, NJ 07043. Attention: Recall Reimbursement.

Notice to Owners regarding this recall notice: Federal regulations require you to forward this recall notice to the owner within 10 days.

or

This notice applies to your vehicle,
2014 Acme Vehicle
VIN 123456789ABC123456
R27 / NHTSA 15V-393

YOUR SCHEDULING OPTIONS

1. YOUR BEST OPTION
Call the Acme Recall Assistance Center at 1-800-123-4567

2. Call your authorized Acme Dealership. Ask them to hold the parts for your vehicle so to order them before your appointment.

3. Visit our Recall Website, recall.acme.com

You can find your nearest dealer and review all your scheduling options from this website. You will be asked to provide your Vehicle Identification Number (VIN) to protect and verify your identity. You can find the last eight characters of your VIN provided above.

DEALERSHIP INSTRUCTIONS
Please reference Safety Recall R27.

URGENT SAFETY RECALL
POWER LIFTGATE MODULE

Dear Alexander Haines,

This notification is being sent to you in accordance with the National Traffic and Motor Vehicle Safety Act to inform you that your^[1] vehicle requires a safety recall repair. Acme has decided that a defect, which relates to motor vehicle safety, exists in certain 2014 and 2015 model year Acme vehicles. To ensure you and those around you are safe, you need to have your vehicle repaired now.

Your immediate attention is requested as the power liftgate control module on your vehicle may experience a corrosion-induced, high-resistance short circuit in the power liftgate control module electrical connector(s).

WHY DOES MY VEHICLE NEED REPAIRS?
The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

HOW DO I RESOLVE THIS IMPORTANT POWER LIFTGATE MODULE ISSUE?
Your authorized Acme dealership will inspect for evidence of water intrusion and the power liftgate module electrical connector(s) for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connector(s), the module and electrical connector(s) will also be replaced. The work will take about 2.5 hours to complete. Your time is important to us - so please be aware that additional time may be necessary depending on service schedules. We will service your vehicle free of charge (parts and labor^[2]). Please bring this letter with you to your dealership.

TO SCHEDULE YOUR FREE REPAIR CALL 1-800-123-4567 TODAY

WHAT IF I ALREADY PAID TO HAVE THIS REPAIR COMPLETED?
If you have already experienced this specific condition and have paid to have it repaired, you may visit www.acmercallreimbursement.com to submit your reimbursement request online^[3]. Once we receive and verify the required documents, reimbursement will be sent to you within 60 days. If you have had previous repairs performed and/or already received reimbursement, you may still need to have the recall repair performed.

Thank you for your attention to this important matter.
Customer Service/Field Operations, Acme USA

[1] If you no longer own this vehicle, please help us update our records. Call the Acme Recall Assistance Center at 1-800-123-4567 for update your information.

[2] If your dealer fails or is unable to remedy the defect without charge and within a reasonable time, you may submit a written complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, or you can call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-6113), or go to nhtsa.gov.

[3] You can also mail in your request, receipt and proof of payment to the following address for reimbursement consideration: Acme Customer Assistance, P.O. Box 123, Anytown, NJ 07043. Attention: Recall Reimbursement.

Notice to Owners regarding this recall notice: Federal regulations require you to forward this recall notice to the owner within 10 days.

Research Solution

6 KEY BENEFITS OF VISUAL CONJOINT



1

**Test hundreds or thousands
of creative variations.**

Visual Conjoint Benefits



2

Identify the **impact of individual elements**
in a finished product or piece of creative.

Visual Conjoint Benefits

A close-up photograph of a field of yellow tulips. One tulip in the center-right is red, standing out from the rest. A white circle with the number 3 inside is positioned above the text.

3

Determine **the best execution**
of each individual element.

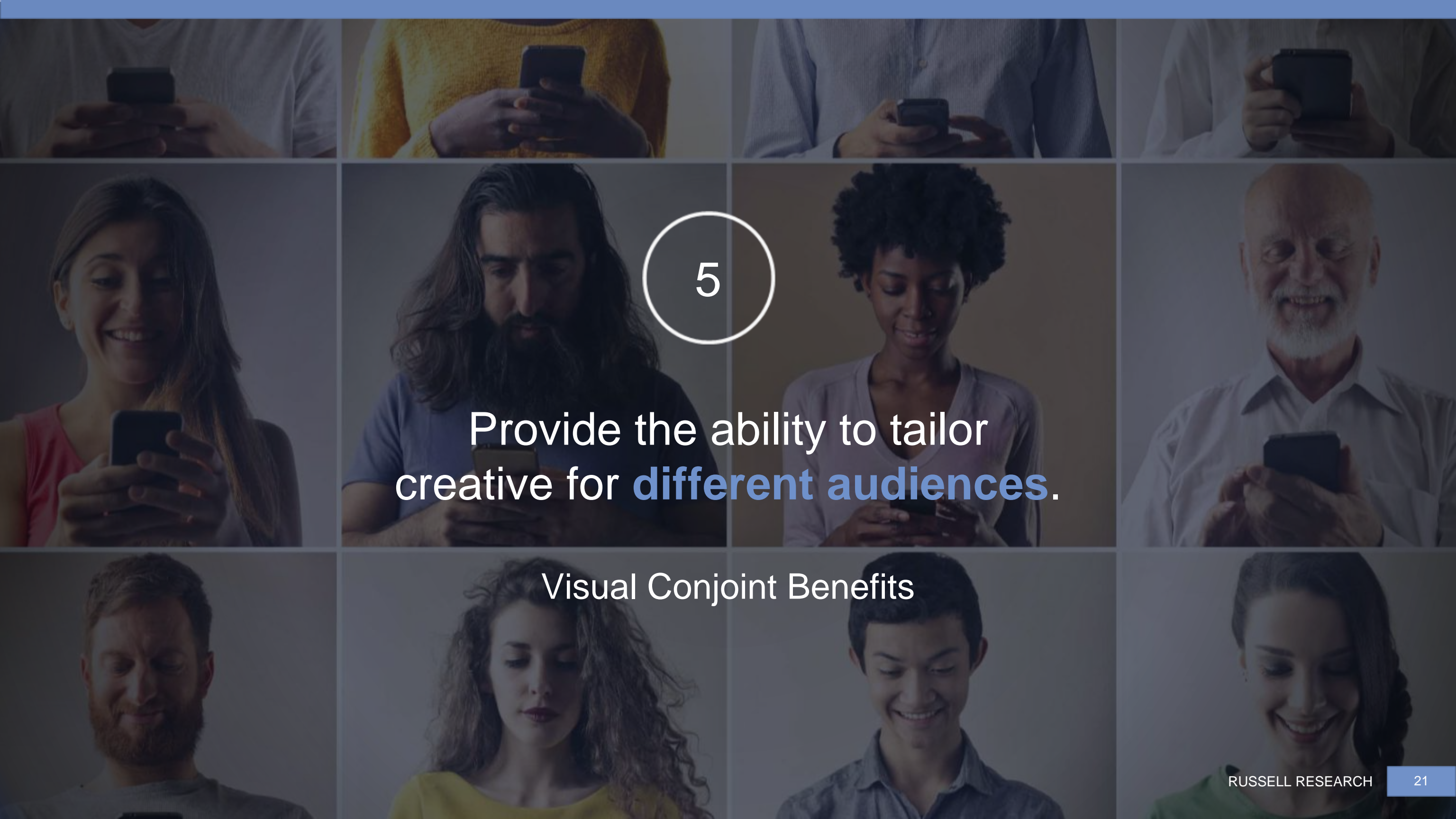
Visual Conjoint Benefits



4

Understand the relationship
between variables in an execution.

Visual Conjoint Benefits



5

Provide the ability to tailor
creative for **different audiences.**

Visual Conjoint Benefits



6

Provide the ability to **guide optimization** at different stages of the purchase journey.

Visual Conjoint Benefits

Wide Range of Applications



① Print



② Direct Mail



③ Digital & Websites



④ Offers



⑤ POS/
Signage



⑥ Packaging



⑦ ????



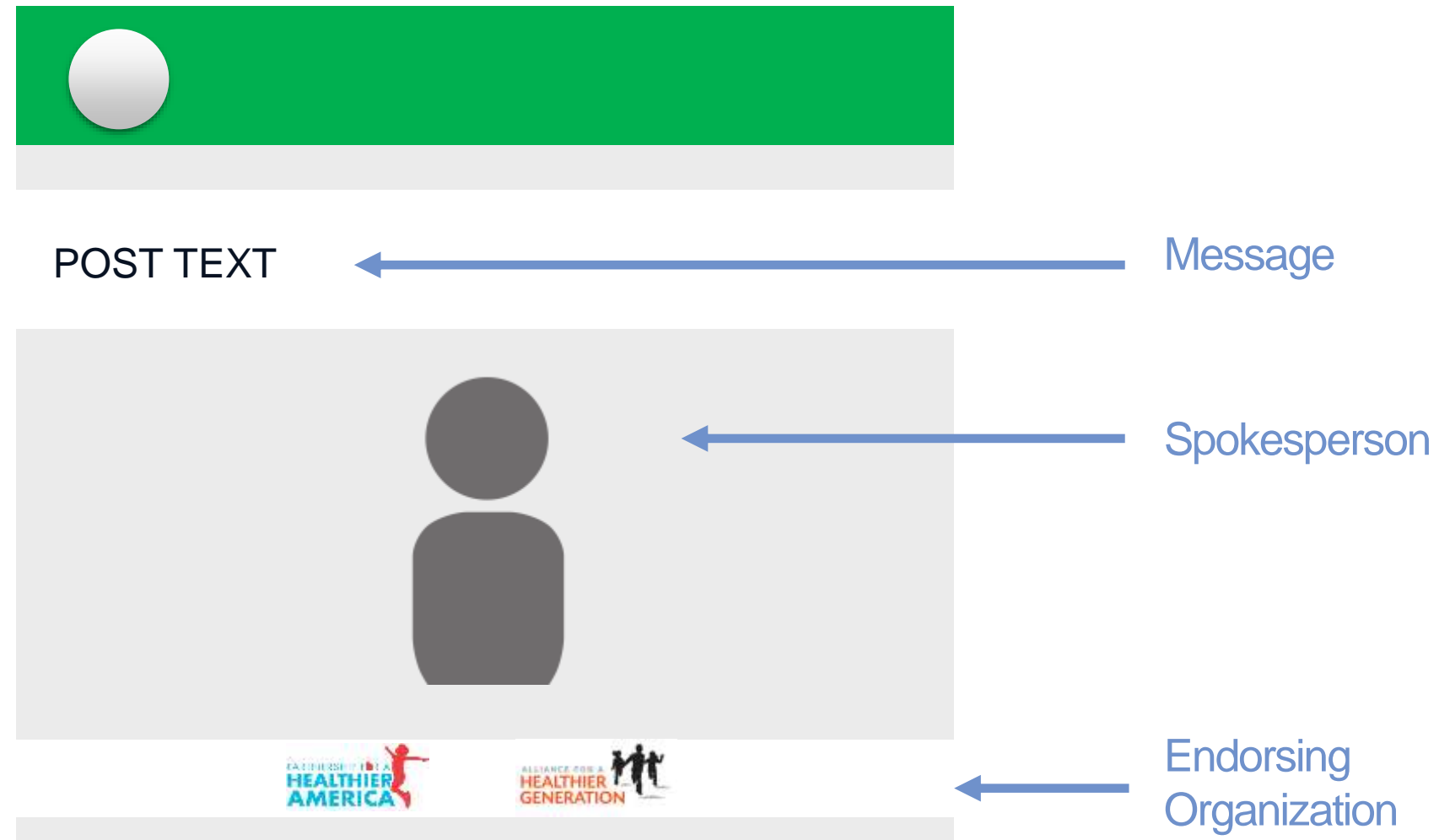
How it Works

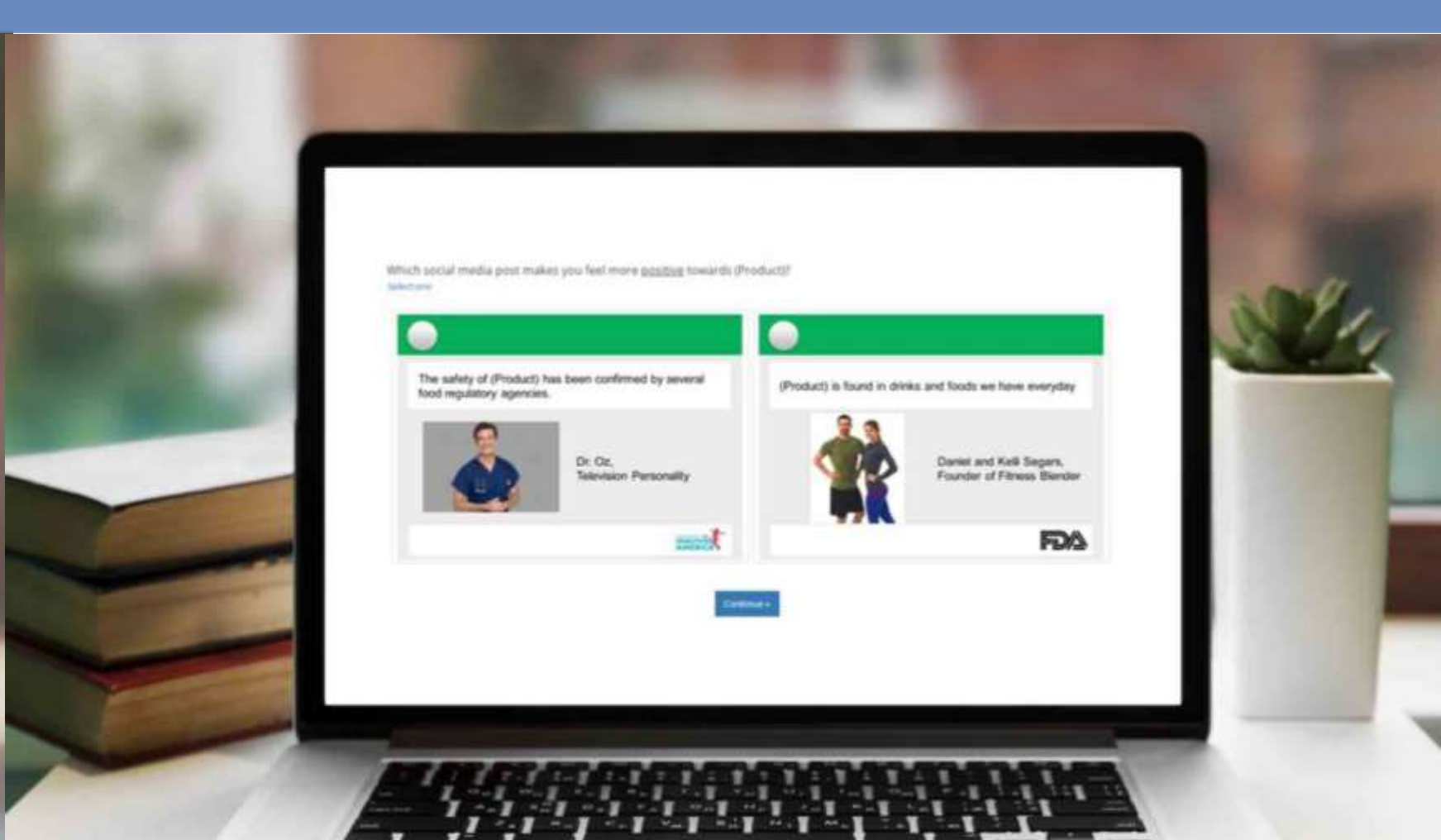
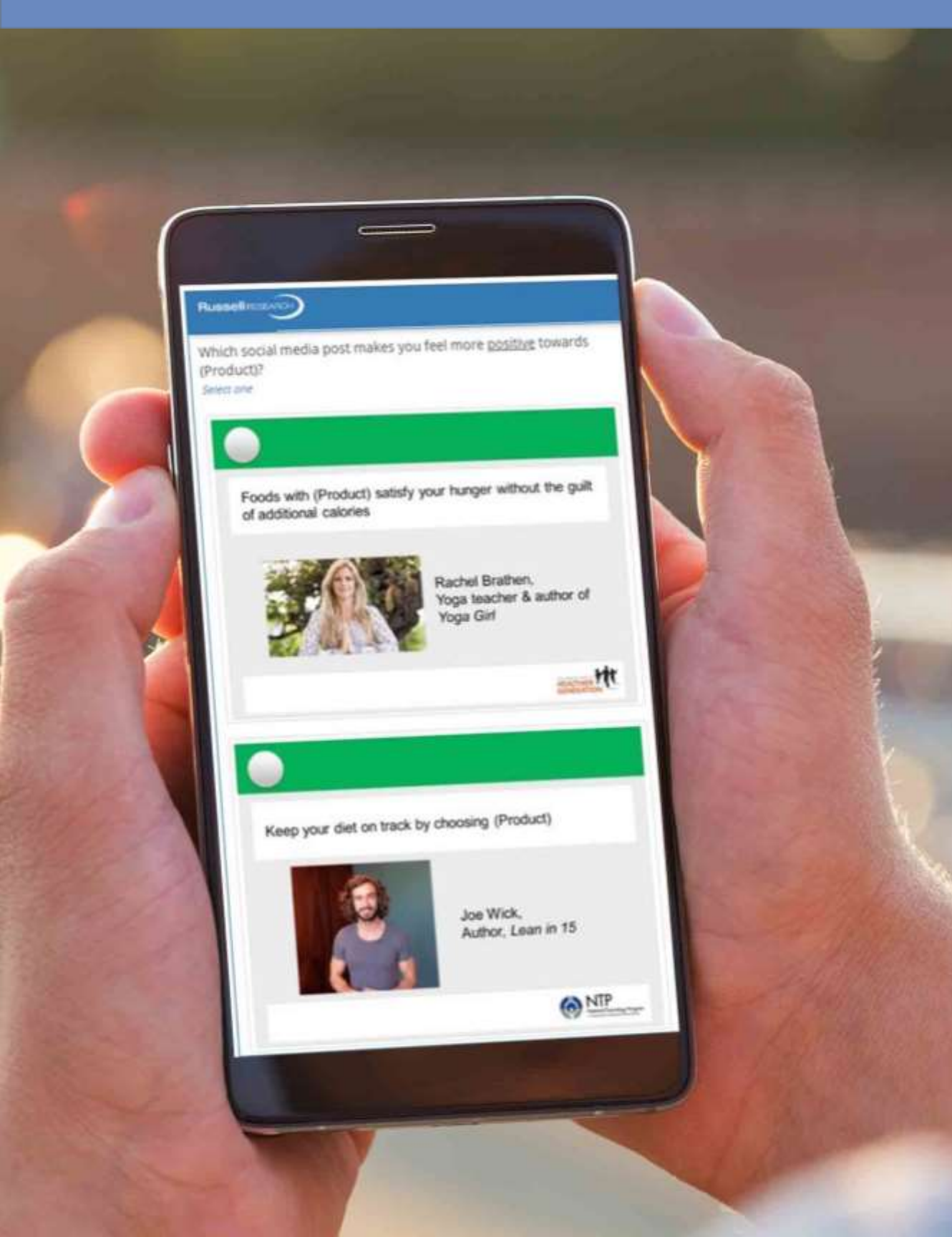
The design of visual conjoint is similar to other conjoint-based studies:

- A conjoint map is developed which defines the attributes and levels to be included in the research
- A visual template is created which outlines how each individual element will work within the execution
- The individual visual and text elements are created
- The conjoint question(s) are developed with a key metric of success decided upon
- Post-field, a conjoint simulator is utilized to help identify the optimal visual combinations – overall & by key segment

Simple Example

Social Media

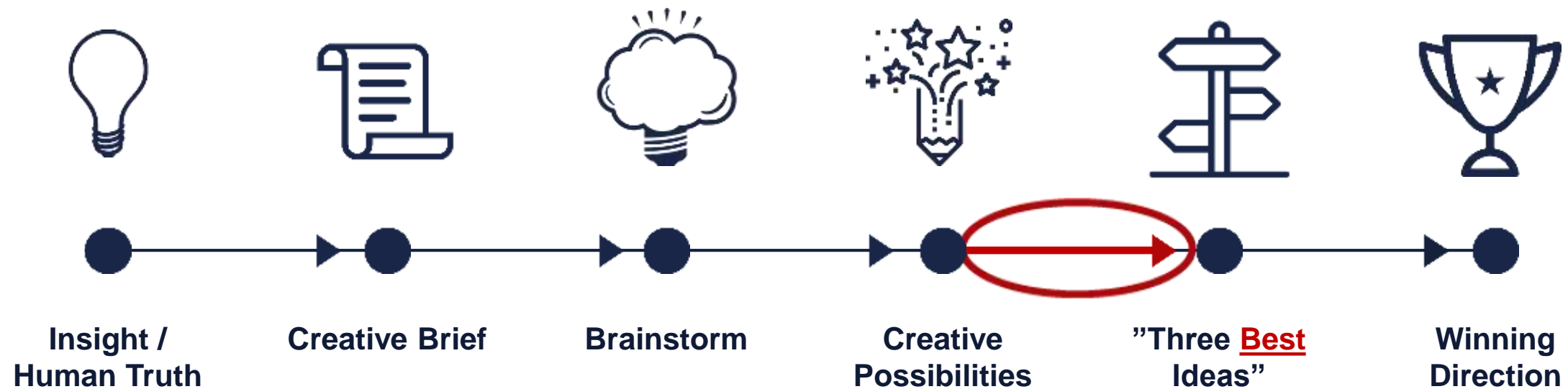




- 4 attributes, 2-13 levels = 2000+ combinations
- Narrowed to <10 optimal combinations
- Identified targeted creative recommendations by key demographic and behavioral segments

CAUTION

This is Not the Final Test



CAUTION

Visual Conjoint is NOT
a Replacement for Creatives

Not professionally designed
Can contain impractical combinations
Power of nuance



CAUTION

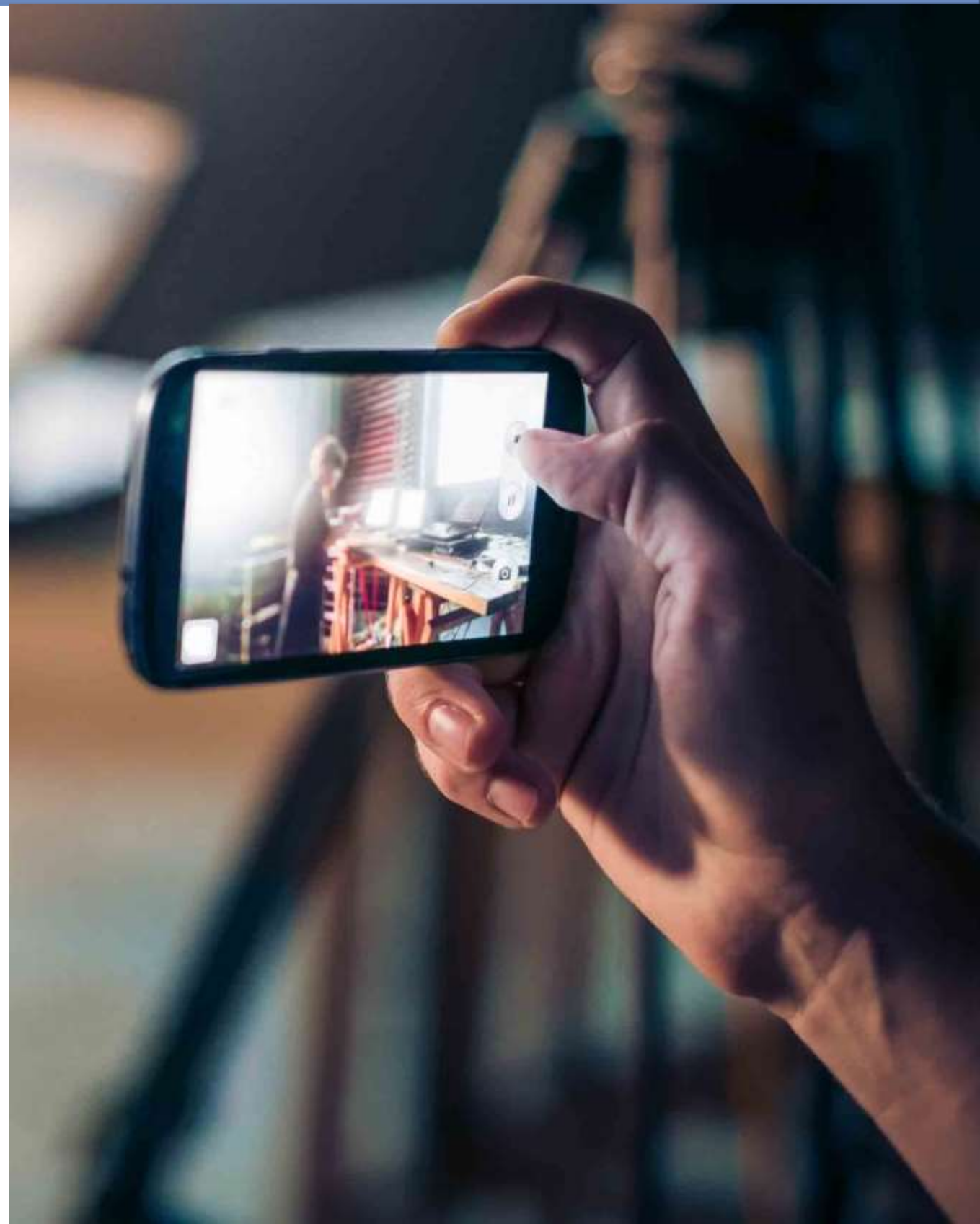
Use Conjoint Analysis Best Practices

Select appropriate type of conjoint
Allow for inconsistency / reality suspension
Consider target audience & mobile

Complex Example

TV / Video End Card

- Video where final 6 seconds varies by offer
- Establish best practices
- Images change, copy changes, screens change, voiceovers change
- Solution: 6 second videos
- 1,000+ videos created
- Mobile optimized by displaying 1 at a time



Thank You

Any Questions?

Russell RESEARCH

One Meadowlands Plaza, Suite 1001
East Rutherford, NJ 07073



Marc Goulet | Vice President

Phone: 201.528.0311

Email: marc.goulet@russellresearch.com



[linkedin.com/in/marcgoulet](https://www.linkedin.com/in/marcgoulet)



[@marcgoulet](https://twitter.com/marcgoulet)