

A photograph of a person wearing a red skirt with white hearts, jumping on a hospital bed. The bed has white and blue striped sheets. In the background, a person is lying in the bed, and a nurse in a teal uniform is partially visible on the left. The scene is brightly lit, suggesting a hospital room.

TANGIBLE:

TANGIBLE TESTBED

**TEST PROPOSITIONS OR
CREATIVE EXECUTIONS USING
A 200,000-STRONG ONLINE PANEL**

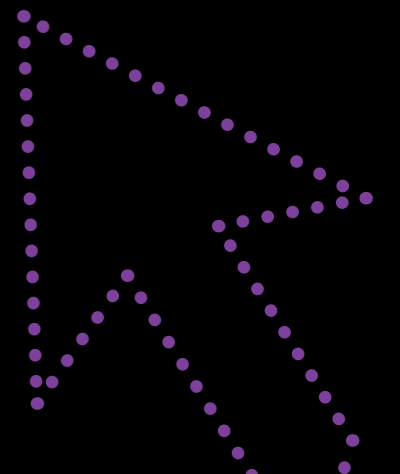
TANGIBLE:

The Tangible Testbed is a 200,000-strong online panel which enables you test different propositions or creative executions with your target audience.

Unlike focus groups, the results are statistically significant. Each member of the panel views the work in isolation, so they don't influence each other.

And the whole thing can be turned around in just two weeks.

All of which means you can find out, quickly and inexpensively, which is the most effective proposition or creative to go live with.



TANGIBLE:

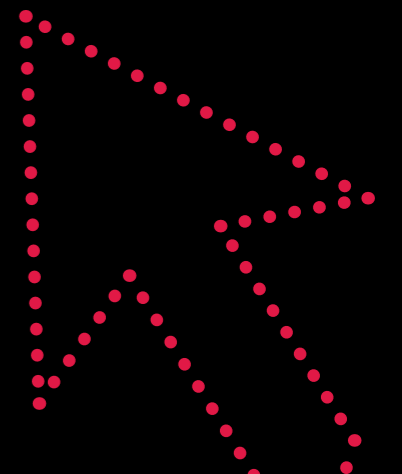
For example.

We ran the Testbed for Kew Gardens, testing reactions to four different creative executions of the same proposition.

Kew then asked us to run test campaigns for the two executions that came out best in the Testbed research.

And when they went live, the campaign based on the creative which came top in Testbed beat the campaign based on the creative which came second in Testbed.

By quite some distance.



TANGIBLE:

The Tangible Testbed can test up to five propositions, strategies or creatives at once.

It will collate answers to as many questions as you like, giving you qualitative as well as quantitative feedback.

And it's available for as little as £5,500 – saving you many more times than that by ensuring you put your marketing spend where it will be the most effective.

