

QRi QualiQuant®

AD-Vantage™

Insightful & Diagnostic Evaluation of Communication

AD-Vantage™ evaluates effectiveness, and allows clients and agencies to fine-tune creative ideas via our **in-depth Qualitative understanding** with the added **Quantitative confidence of numbers**.

Standard Communication testing often relies on simple “likes” and “dislikes”. This results in campaigns being launched without an **in-depth understanding** of Customer perceptions.

Through the use of specially selected **projective, enabling and gaming techniques** we provide an **in-depth analysis** of Emotional Engagement, Comprehension, Memorability, Branding, User Image, Tone of Voice and Likelihood to purchase.

AD-Vantage™ is **flexible & cost effective**. It can be used for all forms of Communication: TV, Press, Online, Mail, Billboards, Storyboards, Animatics, Point of Sale, Brochures, Smartphones & Tablets.



“

*It's not about what Advertising does to people
- It's about what people do with Advertising.*

”



QRi Consulting
Strategy - Depth - Insight

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