CASE STUDY: PREMIERE BREAKS

CORE4

A/B TEST VIA CORE4 COMMUNITY EXPLORING C4 INTRO BLOCK PREMIERE BREAK ADS VS. REGULAR AD VERSIONS. X7 CAMPAIGNS TESTED AMONG 730 RESPONDENTS.

% = PREMIERE BREAK UPLIFTS VS. REGULAR AD VERSIONS

Significant at 90% confidence ⬆

WORDS MOST ASSOCIATED

UNIQUE	+23%	⬆
TRUSTWORTHY	+19%	⬆
TRENDSETTING	+16%	⬆
PREMIUM	+12%	
INNOVATIVE	+10%	
ON THE WAY UP	+9%	

CHANNEL 4 FIT +12% ⬆

FORMAT IMPACT

MORE ENJOYABLE	+12%
LIKE TO SEE MORE OF	+10%
ATTENTION GRABBING	+6%

BRAND POSITIVITY +14% ⬆

INTENDED ACTIONS

+10% FIND OUT MORE ABOUT BRAND

+3% TALK ABOUT THE ADVERT WITH OTHERS

BRAND CONSIDERATION +19% ⬆