



Get it right, and get it right now.

CopyIQ is C+R's unique approach to early-stage creative testing.

C+R brings to light insights and understanding so you can drive your business forward

CopyIQ. Immediate, actionable, qual-quant insights—anytime, anywhere.

When you are asked to test your early-stage creative—whether it's rough cut ads, animatics, boards, scripts, or just positioning themes—you're often faced with the difficult choice between using qualitative focus groups or a quantitative survey.

You might wonder:

- Are a handful of focus groups or IDIs really representative of my market?
- Will a quantitative survey capture the nuances behind consumers' reactions to my early ideas?
- Ultimately, how much money, effort, and time on the road am I going to have to spend to get a confident answer?

With CopyIQ, you don't have to choose between depth and accuracy. Built on C+R's comprehensive and flexible creative-evaluation platform, CopyIQ combines the nuances and details of in-depth interviews with the rigor and metrics of wide-reaching surveys.

In a typical CopyIQ session, a geographically dispersed sample of consumers logs in to a pre-scheduled online session. They review creative ideas and respond in the moment to both quantitative, scaled questions and qualitative probes. Meanwhile, you and the C+R CopyIQ team observe the results as they roll in—with the ability to react, guide, and enhance the research within the session.

Best of all, your research can be executed in as little as one session, with data available the next day, often **at a lower cost** than a traditional qual- or quant-only study.

See why so many of C+R's clients swear by CopyIQ to cut their creative testing budgets and timelines, while increasing the reliability and actionability of the results.

DYNAMIC, REAL-TIME ONLINE QUAL/QUANT APPROACH



Participant's perspective

It feels like a one-on-one conversation with our moderator, yet it is a 'one-to-many' conversation with 50 to 100 participants at once.

Both closed- and open-ended questions can be set as private or open, meaning participants' answers can be seen by the moderator only, or they can be seen by other participants, to create more of an open-forum feedback session!



Researcher's perspective

An experienced C+R moderator leads the virtual 'back room' with your team, monitoring the responses in real time and developing a narrative, while also leading the discussion and adding perspective to findings.

We are able to clarify or dig deeper with participants by asking new questions or modifying the discussion guide 'on the fly.'



Powerful analytic dashboard

The CopyIQ dashboard displays real-time polling analysis of closed- and open-ended questions, automated keyword coding, segment-filtering, and automated comparison views that show an at-a-glance summary of the various ideas being tested.



CopyIQ CASE STUDY



Background

A global entertainment company was interested in testing several animatics among parents and grandparents. The CopyIQ session was designed to answer several questions:

- Which animatics warranted further development?
- Which of the potential spots held together cohesively?
- What were the opportunities for creative refinement?
- Which ads were best suited to different audiences?



Challenges

Our client had hesitations about cookie-cutter solutions.

- They were worried about making decisions based on just a handful of reactions.
- They were concerned about applying 'standard' ad metrics to early-stage creative.
- They didn't have the time to spend chasing answers that the team was sure to align on.
- They couldn't justify the cost of research that couldn't deliver results they could stand behind.



Insights

The session uncovered truths that gave ideas momentum.

- Three out of the six animatics were clear winners.
- The central 'joke' of one of the ads was off-putting to key audiences, requiring refinement.
- One of two similar animatics drove much higher audience engagement.
- Audience preference for a surprise character 'reveal' was finally settled.



For more info, view our
CopyIQ Webinar at
crresearch.com/webinars-on-demand/

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