

# What we can do for you...



We can help from a very early stage with campaign ideas. Whatever stage you are at, our stage-gate approach can take you from creative development to quant ad evaluation.

- Creative development
- Concept screening
- Pre-testing
- Campaign evaluation

Campaign evaluation is employed to help clients measure the success of their campaigns. Benchmarks are obtained in either a pre-test or control group and we include a core set of key brand and advertising measures. Additional measures are designed to relate directly to the brand values or image of the advertiser to ensure that the aims and objectives of the campaign can be evaluated.

•We work in compliance with the MRS Code

•We only work with quality assured research partners

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