



Real-Time Audience Response dial testing research

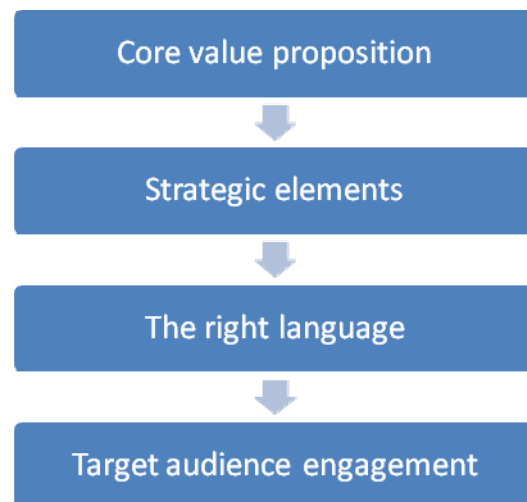
Real-Time Response (RTR) is unique offering by Crosby|Textor. Its increased scope for analysis, presentation and impact makes it a truly ground-breaking way to look at the perceptions of target audiences and markets. A Real-Time Response session is more conducive to extensive language testing than a traditional focus group; it allows more respondents, produces a “shared viewing” experience and uses interactive technology to engage your target market.

No other research methodology gives you a second-by-second read on what’s on the viewer’s mind, and whether they like what they see. More importantly, Real-Time Response sessions really work. Barack Obama’s successful 2008 campaign used over 100 Real-Time Response sessions to assess his effectiveness with his audience, his message – *and the medium he should use to deliver it*. The most notable result of this was his famous 30-minute “infomercial” played during the baseball World Series at the climax of the presidential election. Real-Time Response is also widely used in the United States for audience research.

The right language

One of the keys to success of any campaign is the *language* that you use. Language is a separate concept to “message”, which is a deeper reflection of your core strategy. Language is the tool we use to *engage* and *enthuse* audiences and markets about your strategy, once you have

determined what the key elements of that strategy are:



Language is very often the difference between a winning and losing campaign. Our approach is rooted in political research that discovered the power of changing just a single word, which can turn a majority against you into solid public support.

Subtle but substantial changes to language – such as talking about the need to “value families” rather than “family values” – helped put Democratic candidates on the “right” side of the argument all across America, and on the pathway to political power in Washington.

Crosby|Textor’s RTR research methodology can help you to create your own lexicon: a simple, powerful document which will give you the words, the phrases and the concepts behind which you can build the widest possible base of public or political support.



How It Works

Using Crosby|Textor's Real-Time Response technology, a group of 30 carefully chosen respondents will respond to *every word, every phrase and every visual idea* contained in stimulus, on a second-by-second basis. The technology works by giving each respondent a hand-held dial which they turn to indicate levels of favourability to a set of specific prompts and questions.



Similar to a traditional focus group, a specially-trained moderator keeps the discussion on track, follows creative leads that emerge from the discussion, and presents pre-prepared materials to the participants.

Stimulus for the RTR sessions can include specially-recorded clips or specially chosen clips chosen by you, the client.



The results are instantaneously shown on a screen to Crosby|Textor's trained moderator, and the client in a separate viewing room. A Crosby|Textor technician is also in attendance to manage the technical equipment.

We would typically split the group between two types of viewer (say, male and female, or high value investor and low value investors), so that you can see for yourselves which ideas work best with different groups.

Because dial sessions are nearly three times the size of a traditional focus group, and longer, the output is much, much richer and more detailed.

With further sessions, the sample size can become sufficient to start producing survey-quality data. Working with your research team on the best, most vital stimulus to use will greatly enhance the value of the session, as well as speed up the set-up time.

Here's what a sample result of a *Real-Time Response* dial session might look like:

We look for three distinct elements from the dial output

Overall Trend: To what extent are people *engaged* with the overall *concept* being discussed? (e.g. An advert, programme or presenter);

Content that works: The specific peaks and troughs that tell you when you've hit upon something that really resonates;

Splits between groups: What are the differences between men and women? Older and younger viewers? Viewers and non-viewers? What works across *all* groups?



What it can be used for

These are just a few of the ways in which we can use the dials to help our clients:

CEOs' speeches and presentations

Using RTR dials is a great way to pre-test speeches and presentations for pitches, board meetings or shareholders' meetings, so you can understand *second-by-second* which parts of your presentation work and which don't, with specific target audiences.

Language

Dials can effectively deconstruct *language*, word-by-word. Language is a separate concept to "message", which is a deeper reflection of a core strategy. Language is the tool we use to *engage* and *enthuse* audiences about a strategy (or a brand), once *you have determined what the key elements of that strategy are*: the type of language you use is often the difference between a winning and losing campaign.

Shared viewing audience research

As a way of "recreating" a shared viewing experience, RTR dial sessions are hard to beat. In addition to the typical verbal and body-language reactions researchers elicit from focus groups, the dials act as a visual, quantifiable guide to what viewers are *really* thinking. When you add the two together, you get a complete picture of what visuals, music and language is effective, and what has target audiences either on the edge of their seat or (sometimes literally) switching off. Our staff have performed this kind of work for the BBC, who used the results directly in a presentation to the entire BBC Trust (formerly the Board of Governors).

Engaging 18-24s

Crosby|Textor have considerable experience working with this hard-to-reach demographic, especially students. Young adults tend to be early adopters of new media, technology and products. RTR research offers not only a useful way of gaining insight into these people's wants and aspirations, but also an innovative, credible research method that is unlike anything they've interacted with before.

Brand-programme synergies

"Synergy" describes a valuable way of linking commercial businesses to TV programmes. Dials offer a great method for assessing viewers' *instant* emotional reaction to what they are seeing – and telling you whether linkages will work.



Screen-grab from FOXTEL RTR session

Ad/Presenter testing

There is simply no more accurate, effective, impactful way of demonstrating the winning elements of TV adverts or presenters. RTR technology is used to assess ads for the SuperBowl in the US, as well as rough "creatives" of TV shows and pilot news-readers in the UK. Experienced television executives love dials because the results are instantaneous, insightful and most of all, *useful*.



Short, high-impact presentations

The presentation of results from an RTR dial session has a greater impact on the leaders of your business than any other form of opinion research. Numbers can only take you so far. Focus group tapes or transcripts do not capture the emotion of the respondents. Seeing RTR's computer-generated, continuous lines that move across the face and voice of the tested individuals, programmes or speeches is the most powerful way available to demonstrate the immediate and precise reaction of a specific group.

A five-minute RTR presentation often has a greater impact than a 90-minute Powerpoint presentation. RTR sessions are both informative and engaging, and have the ability to tell your research teams all they want to know about their audiences.

Reliable results

While attitudes differ by geography, gender, age and a host of other demographics, the best language and strategies developed using the RTR technology are likely to work everywhere, with everyone – internal and external audiences, opinion-formers and lower socio-economic groups.

Our Experience

Crosby|Textor is one of only around half a dozen companies *globally* to be able to offer this new kind of research. We are one of only two companies in the UK to conduct it and, we believe, the only company to combine focus group research expertise, Real-Time Audience Response dial-testing technology and the ability to provide strategic *analysis* from the results.

Our senior team has extensive experience working for major British broadcasters, including a leading cable/satellite TV company in Britain needed to gain a deep understanding of public opinion of a regulatory battle with a new entrant into the market. Our Director undertook innovative RTR research that used the latest technology to understand the nuance of what people thought and felt about the company, the dispute and subscription television in general. The work continued for almost two years and the result was success in the regulatory dispute.

View a short video showing about Crosby|Textor's RTR dial-testing at www.crosbytextor.com