



# The **VITAL** importance of **TESTING**

Here's how to find out what will work best for you - **before** you commit large budgets...

An innovative and enormously valuable service brought to you by:



**andy owen**  
& associates

In association with:





## 1.0 Introduction

Testing is, without doubt, the most essential weapon in the contemporary marketer's armoury...

Yet, very few use it. Some never even contemplate it.

In his inimitable style, Drayton once wrote a superb piece on testing, in which he listed the three main reasons, besides ignorance and laziness, why marketers don't test.

As he said, all are wrong...

*"First, they suffer from the fond delusion that they can predict the future. They rarely can.*

*Secondly, they think they don't have time.*

*Third, they maintain there isn't enough money.*

*Yet, strangely enough, I find that somehow they always manage to find oceans of time and money to sort the mess out later".*

How right that is. I have personally been involved with hundreds of examples.

For an old ligger like me, the absence of testing these days is criminal. I was brought up on the discipline. As were so many others in DM in the halcyon days.

Testing was the rock on which we built our direct marketing church.

Testing was the reason why we knew so much, including:

- **Direct mail with a letter pulled, on average, 40% more than a mailing with just a brochure.**
- **Headlines below pictures, delivered between 27% and 105% better response than headlines above a picture.**
- **Envelopes with a strapline offering a benefit, were opened by 18% more people than envelopes just with a statement.**
- **In general, if there is no offer, there will be no sale.**
- **In terms of response, if you assign a rating of 100 to a full-page ad, a half-page with identical copy in the same medium does not pull 50, it pulls about 68. A quarter-page pulls about 49, while a double-page spread will only pull about 141.**

I have many, many more - all learnt from testing. And most of them are still relevant today. Remember, times change, but people don't...

The benefits of testing are simply enormous.

With this new service, you have no excuse anymore. It is simple and easy to use and very, very cost effective. This is because, for a small outlay, you can find out the best approach to market, instead of wasting valuable budget and time, doing so.



## 2.0 Why everyone should test

As the great John Caples once said...

*"If you don't measure it, you can't prove it"*

If you are a marketer and you don't test, you should be ashamed of yourself. This is because, testing enables you to throw personal opinions overboard and get down to facts.

Remember, you aren't in charge anymore. Nor is your brand or your agency. The recipients of your messages are in control now. What's more, they know it.

So, their opinions are like gold dust. This innovative new service will allow you to get those opinions, before you start spending serious money.

Let's face it. There could be a particularly effective approach that's needed in your sales story. Perhaps you do not realise how effective this approach would be.

Perhaps you are spending money on some hopeless approach instead. Testing will tell you how dumb you have been.

This service will enable you to find out these things – and much, much more. In a very cost-effective way. Just think about the savings you can make.

Say you are planning to run a 20,000 direct mail campaign. You have two offer approaches and you're not sure which is best. So, you run a split test, quite correctly.

Offer one pulls 30% better than offer two. In fact, offer two costs you money.

If you had known the answer before you spent all that money on creative, printing, enclosing, envelopes and postage, you could have had all 20,000 working hard for you. With this service you could have done that.

A lot of people think testing is research. It isn't. Research is theoretical, not actual. Research is opinion, information, preferences, etc. Most of it conducted in a cosmetic way, nothing like the real thing.

Testing is *real*. Basically, results from the trenches.

In every case, testing is about acquiring marketing knowledge. Because, let's face it, you know absolutely nothing until you test.

Testing is not something you do once and forget.

Testing is not something you do only when you have a little extra in your budget.

Testing has to be an integral part of your marketing strategy.



John Caples called it the Testing Loop:

*1) Run a test. 2) Analyse the results. 3) Act based on the results. 4) Repeat*

In direct mail, for example, testing of variables within a mailing pack is now absolutely vital, but how many people do it?

Large mailers used to constantly test letters, incentives, plain and overprinted envelopes, uplift notes and many more items. But very few do this anymore.

It's not only very lazy. It is incredibly dumb.

Every element in any communications activity, can and should be tested.

In the good old days, this was absolutely written in stone. So, why has it changed?

It should be every marketer's aim to find out the answers to the main questions, which include:

- 1. In direct mail, which letter approach gives the best return on investment in new customers acquired, or sales achieved?**
- 2. What creative treatment pulls best?**
- 3. What is the most effective headline?**
- 4. Which offer is found to be most attractive to the recipients?**
- 5. Which ad treatment is most effective?**
- 6. Which email copy generates the best response and conversion?**
- 7. Does text or HTML work best?**
- 8. Which poster is the most effective?**
- 9. Which door-drop or insert creative is most attractive to the recipients?**
- 10. Which radio or TV ad has the most appeal?**

And many, many more...

Only when that information is known and other information related to it, can further valuable budget be spent in the right way, at the right time, with the most effective message.

Complete and utter common sense you might say...

...well, most companies are still not implementing such a strategy and, as a consequence, millions of pounds of valuable budget is continually being wasted every day.

With the availability of this fantastic new service, there is simply no excuse anymore.





### 3.0 How the system works

It's ridiculously simple. Yet most of the best ideas are.

The CCB fast.MAP testing service, uses an online quantitative panel. The panel members are sourced from CCB fast.MAP's *Consumer Voice* panel.

You decide which campaign elements you want to test.

Then, the different options you select are sent to these closed panel of individuals, who give you the answers to the questions you have asked.

You would be provided with a detailed results analysis, exactly as you specified in the brief.

It really is that easy.

#### 3.1 About the panel

This is a closed panel of over 30,000 individuals who have been specifically recruited by the company, to be representative of the UK demographic profile based on the last census.

Being closed, means the company has a far higher degree of quality control to ensure that panel members are who they say they are. Open panels generally rely on individuals signing up to a research panel via a website.

Detailed background information is known about each panel member to enable deeper segmentation of results. The panel is constantly refreshed and growing in size. They are rewarded for their involvement in the process.

There are many excellent benefits of using an online test panel or group.

These include:

- **No peer pressure of an interview, as surveys are self-completion which generally is accepted as leading to more honest open answers**
- **An uninterrupted medium allowing responders to decide themselves if it's a convenient time to respond to the survey**
- **No direct cost per interview, so larger sample sizes are achievable. Larger sample sizes mean higher accuracy and robustness**
- **Intelligent routing. This means that people will only see certain questions based on their previous answers**
- **Randomisation of answers. To eliminate "top box bias" in a pre-coded list of answers (prompts for example) the software will put pre-coded answers into a random order**
- **Speed, cost and coverage. Electronic communications tend to be dealt with very quickly, meaning that the sample can be reached very quickly**
- **Free text open responses. Verbatim that can be achieved in focus groups can be captured directly via the survey**
- **Multimedia platform, ideal for proposition testing**



The company normally suggests a volume of 1,000 respondents per study.

The selected individuals would be representative of the adult population of the particular market. This provides a strong degree of statistical confidence.

Within the UK panel there is considerable underlying data available, to allow for even tighter targeting, if required.

These include:

- *Postcode selections to facilitate overlays with other geo-demographic data sets. This would be useful for additional segmentation / campaign targeting*
- *Existing / historic financial service consumption*
- *Occupation*
- *Income*
- *Media consumption*
- *Personicx codes for responders (Acxiom's geo-dem coding system)*
- *Cameo (Euro Direct's geo-dem coding system)*

### **3.2 International Panel Data**

This is not just a UK service.

It can be enjoyed by potential clients in nearly every country worldwide. This is because CCB fast.MAP also partner most of the major international panel providers.

So, panellists can be formed in any country.

Respondents are sourced on a cost per response basis, so there is no risk to the client.

### **3.3 How the quality of the panel is maintained**

A variety of quality control processes are implemented to ensure accuracy, for example:

If a survey is finished in less than 75% of the time that the company estimates, that individual's responses are removed from the total sample data

Background variable information gathered at recruitment is routinely re-asked and any discrepancies will normally lead to that individual being removed from a panel

### **3.4 Analysis and Reporting**

CCB fast.MAP's report tool provides detailed reporting for clients. This includes real time if required.

The report would be tailored individually to each client requirement, based on the brief and the test(s) effected and would be simple to read and understand.



#### 4.0 The range of tests you can do

You can test anything you like. The options are endless.

Here are some of the things you can do:

##### 1. Direct Mail

- Outer envelope test: *Copy. Creative. Images. Colour.*
- Letter test: *Copy. Headline. Opening paragraph. Offer.*

##### 2. Email

- Email test: *Subject line. Sender name. Headline. Copy. Offer.*

##### 3. Ads

- Ad test: *Layout. Headline. Copy. Images. Offer. Call to action.*

##### 4. Complete Campaign

- Creative 360° - a straight evaluation test: *A against B. All elements.*

##### 5. Website

- Website test: *Overall appeal. Landing pages. Use of colour.*

##### 6. Door-drop Leaflets

- *Creative appeal. Front cover. Offer. Copy.*

##### 7. Inserts

- *Creative appeal. Front cover. Offer. Copy.*

##### 8. Posters

- *Creative appeal. Stopability. Headline. Copy.*

##### 9. TV & Radio Ads

- *Creative appeal. Understanding. Copy.*

In addition to the tests shown above, you can select your own test matrix and also include up to eight questions.

There is also a 'free text' service.

This is simple in structure, but it can provide a wealth of useful data. This data is more difficult to analyse in a quantitative way, but this is possible if responses are coded and grouped together.

In most cases, the free text reaction question is used to give a flavour of panellist reaction.

Because it is unstructured, panellists are able to say exactly what they feel. It is often surprising how much time and care people will devote to expressing their views.



## 5.0 An additional creative and copy service from Andy Owen is available to add to your test, giving you even more benefit

For those of you using other creative and copy advisors, may I suggest that myself and my team prepare an alternative option or options to the ones you are testing?

I could write an alternative DM letter. Or perhaps a headline or opening paragraph.

I could write an alternative strapline for your outer envelope.

We could create a brand new ad for you. Or write new email copy.

**Any of these could then be included in the test.**

And, we are prepared to do that for a fraction of the cost we would normally charge.

All elements would be costed the same as our popular critique service – **around 25% of our normal rate card.**

This is because we are confident in our ability to create work that *delivers*. We know we can go head-to-head with anyone, anywhere and deliver a strong performance.

It's an investment on my part. Simple as that. But it offers you enormous benefits.

All we would ask is that if our option performs best in the test and you would like to use it, you pay our full fee. A pretty fair deal, I hope you will agree.

That means there is no gamble or speculation on your part – just a total win situation.

We would then hope to enjoy you as a new client, as a reward for our bravery and a demonstration of our skill.

And you would benefit from the expertise and knowledge of one of the world's most respected and experienced direct marketing creative and copy specialists - for a minimal investment.





## 6.0 A guide to the cost of success – a simple costing matrix

The following costs are provided to give guidance on the costing structure and could fluctuate, depending on the depth of testing required and any other elements - for example - additional questions - being included.

Simple tests with one question - start as low as £350.

Every brief would be individually costed, based on requirement.

If we (AO & A) are briefed to provide an alternative element – creative, copy, ad etc to be included in the test, those costs are additional to the testing costs shown here.

**1. Direct Mail** - Outer envelope test: *Copy. Creative. Images. Colour.*

**From £350 - £1,500**

**2. Direct Mail** - Letter test: *Copy. Headline. Opening para. Offer.*

**From £350 - £1,500**

**3. Email** - Email test: *Subject line. Sender name. Headline. Copy. Offer.*

**From £350 - £750**

**4. Ads** - Ad test: *Layout. Headline. Copy. Images. Offer. Call to action.*

**From £350 - £1,500**

**5. Complete Campaign** - Creative 360° test: *- a straight evaluation*

*A against B. All elements.*

**£2,000 - £3,000**

**6. Website** - Website test: *Overall appeal. Landing pages. Use of colour.*

**From £350 - £1,500**

**7. Door-drop Leaflets** - *Creative appeal. Front cover. Offer. Copy.*

**From £350 - £1,500**

**8. Inserts** - *Creative appeal. Front cover. Offer. Copy.*

**From £350 - £1,500**



## 7.0 How to take immediate advantage

If you are interested in the testing service and want to discuss it in more detail, then we would be delighted to hear from you.

The most appropriate first step is to contact me:

**Andy Owen**  
**Managing Director**  
**Andy Owen & Associates Ltd**  
**1 Highfield Road**  
**Hall Green**  
**Birmingham**  
**B28 0EL**

**Tel: 00 44 121 778 6649**  
**Mob: 00 44 7774 894039**  
**Email: [andyowen@aol.com](mailto:andyowen@aol.com)**  
**Skype: andy owen**

Alternatively, if you wish to discuss any element of the technical aspects of the service – including panel information and report structures, then please feel free to contact David Cole using one of the options below:

**David Cole**  
**Managing Director**  
**CCB Fastmap Ltd**  
**Colonial Buildings**  
**59-61 Hatton Garden**  
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**Tel: 00 44 207 242 0702**  
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**Email: [david.cole@ccbfastmap.com](mailto:david.cole@ccbfastmap.com)**



## 8.0 Testimonials

Here are just a few of the recent testimonials that have been received by CCBFM regarding the testing service:

*“CCB fast.MAP approach research from the marketers point of view and deliver practical, action oriented research. Their service is exceptional and their can-do attitude means they have never let me down.”*

**Eric Austin**  
**Chair DMA Financial Services Committee**

*“CCB fast.MAP added value to our project through their understanding of our sector and grasp of what the overall research was needed for. This helped with questionnaire development through to a focused debrief.”*

**Jennifer Gilpin**  
**Senior Recruitment Manager – Foundation**  
**Barclaycard**

*“Fast Map is a highly effective way of getting rapid insight from consumers. Testing any creative work to thousands of people could be expensive labour intensive work and take weeks. With CCB Fast Map we can get tremendous depth of insight in days saving money and taking the stress out of research.”*

**Jon Ingall, Managing Partner**  
**Archibald Ingall Stretton**

*“We found the research generated with CCB FM extremely useful to decision making processes. CCB FM were professional and accommodating”*

**Sarah James**  
**BBC Worldwide**

*“CCBFM’s experience in Direct Marketing and expertise of online research enabled NTL to fast-track the learning time for traditional DM campaigns.”*

**Honey Arneja**  
**NTL Head of Marketing and Insight**

*“CCB Fastmap enables you to cost effectively stay in touch with consumers thus adding enormous value to the planning process. The team are highly professional and always deliver to their promises. “*

**Andrew Smith, Planning Director**  
**Publicis Dialog**

*“Iris place real world consumer insight at the heart of any campaign and CCB FastMAP has enabled us to deliver to that objective. It has significantly enhanced our planning and new business process.”*

**Verity Johnston, Planning Director**  
**Iris**



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