

## Client Success Stories



**"Thanks guys for helping to build and shape the Dr Beckmann brand. Long may it continue!"**



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### Author



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### About Vision One

Vision One is one of the UK's leading and fastest-growing specialist market research agency, with award-winning products and services guiding you to success through a bespoke research journey.

### Clean Floors

Insight into the success of the Carpet Cleaner advert.



#### The Challenge

Dr Beckmann are one of the UK's leading brands in household cleaning. Prior to launching a new TV advertising execution, Vision One were commissioned to conduct a pre-test advertising evaluation.



#### Research Approach

Vision One utilised quantitative research, incorporating our specialist AdProbe approach to evaluate the new execution against 2 competitor executions. The research was conducted online amongst a sample of relevant target market respondents who were main grocery shoppers and responsible for purchasing laundry products.



#### Research Findings


Our research showed that the Dr Beckmann execution had the strongest AdProbe index score when compared to the competitor adverts. The execution also scored well across a number of AdProbe's key metrics, including Fascination, Recall and Action.



#### Action

The research was well received and confirmed internal hypotheses around how the advert would be perceived by consumers. The research provided Dr Beckmann with a number of valuable insights and suggested areas of improvement prior to the adverts full launch.

### Contact Us

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