



# QSR Ad Monitor

## Advertising and Brand Equity System for the Quick-Service Restaurant Industry

**Get unique in-market insights into the effectiveness of your communications compared to your competition.**

Ipsos-ASI's *QSR Ad Monitor* is a new advertising research solution that offers unique insights into the effectiveness and impact of your creative and media in the fast-paced and competitive quick-service restaurant industry.

This new syndicated service tracks and helps you understand in-market ad performance for your quick-service or fast-casual restaurant brand(s). Ipsos-ASI's *QSR Ad Monitor* delivers unparalleled business acumen about how your creative is perceived within this changing business environment and provides actionable feedback on the success of your creative and media plans.

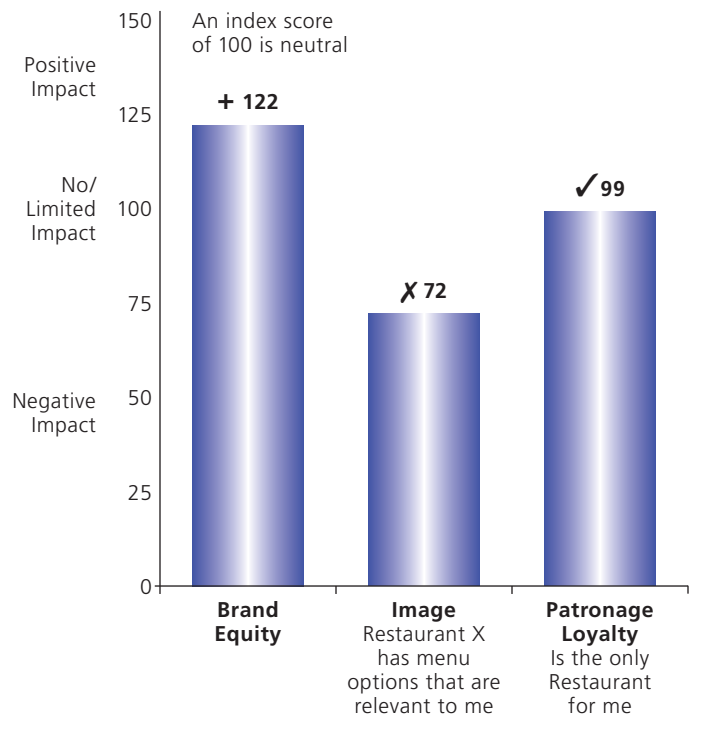
The evaluative framework is based on the fundamental elements to successful advertising: how your communications generate short-term sales and/or contribute to building brand equity. In order to be effective, an ad needs to reach its audience (recall) and influence purchase behaviour (persuasion), and/or perceptions towards the brand.

### Quantify the Impact of Your Advertising and Promotions

With Ipsos-ASI's *QSR Ad Monitor*, you get answers to the most fundamental – and challenging – advertising research question: *Is my advertising working?*

### Advertising Impact Example: "Hungry"

We will identify the impact your advertising is having on key strategic brand issues.



- Did my ad(s) break through and is my brand getting the credit from consumers?
- How is the brand(s) advertising performance relative to its investment?
- Are consumers internalizing the message? Is the message take-away on strategy?
- How is my brand's advertising performance relative to the competition?

- What is the impact of my advertising and promotions on consumer behaviour and brand imagery?

Specifically, *QSR Ad Monitor* will measure the effects of advertising and promotion on:

- Consumer Behaviour
  - awareness
  - purchase repertoire/visitations



- frequency/future visitations per four week period, time of day (breakfast, lunch, dinner), usage occasion (alone, with spouse, with friends, with family),
- Brand Imagery
  - personality descriptors
  - functionality end benefits
  - emotional benefits

Ipsos-ASI's *Ad\*Monitor* tracking service is proven, and has been used in 75+ categories since 1986. Our approach is based on experience, and a comprehensive normative database. These features combine to provide you with added value and ensure sound decision-making on creative and media issues.

### Determine Your Communication's Contribution to Brand Equity

Building brand equity is fundamental to the success of brands in heavily competing categories.

Ipsos-ASI's *Equity\*Builder* is a proven validated system that will help you strengthen your brand by:

- Determining the impact of your advertising or promotions on brand equity,
- Isolating the key characteristics that drive your brand equity and
- Concluding with a view on how to strengthen your brand equity

### How it Works

Ipsos-ASI's *QSR Ad Monitor* is a set of syndicated studies available by subscription. You can choose to participate in the adult study, the teen study, or both.

#### Adult study

National sample of 600 adults aged 18 to 55

Online methodology

Qualifier: must have visited a quick-service restaurant in past four weeks

Interviews conducted over a four-week period

A readable sample of adults with children in the home

Cost: \$15,000 per subscription.\*

#### Teen study

National sample of 300 teens aged 12 to 17

Online methodology

Qualifier: must have visited a quick service restaurant in past 4 weeks

Interviews conducted over a four-week period

Cost: \$12,000 per subscription.\*

\*For multibrand clients, the additional subscription cost is \$10,000 per brand. This cost allows you to add one proprietary question.

The study will include questions about brand measures and advertising assessment, as well as a flexi section that will address brand image (10–12 common attributes, plus two per brand) and hot consumer issues (such as the perception and impact of low-carb diets or trans fats).

### Important Dates

Subscription deadline:  
September 9, 2004

Confirm questions by:  
September 23, 2004

Fieldwork:  
October 4 – November 8, 2004

Reporting:  
Early December 2004

For more information about Ipsos-ASI's *QSR Ad Monitor* or to subscribe, please contact:

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### About Ipsos-ASI

Ipsos-ASI is the largest provider of advertising pre-testing services in the world. Ipsos-ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising development process, and to maximize the return on their advertising investment. It is committed to providing advertisers with insights to help in the development, evaluation, and improvement of their advertising efforts, and, ultimately, to help them build stronger brands. Ipsos-ASI is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos-asi.com](http://www.ipsos-asi.com).