

# Testing Your Media Message

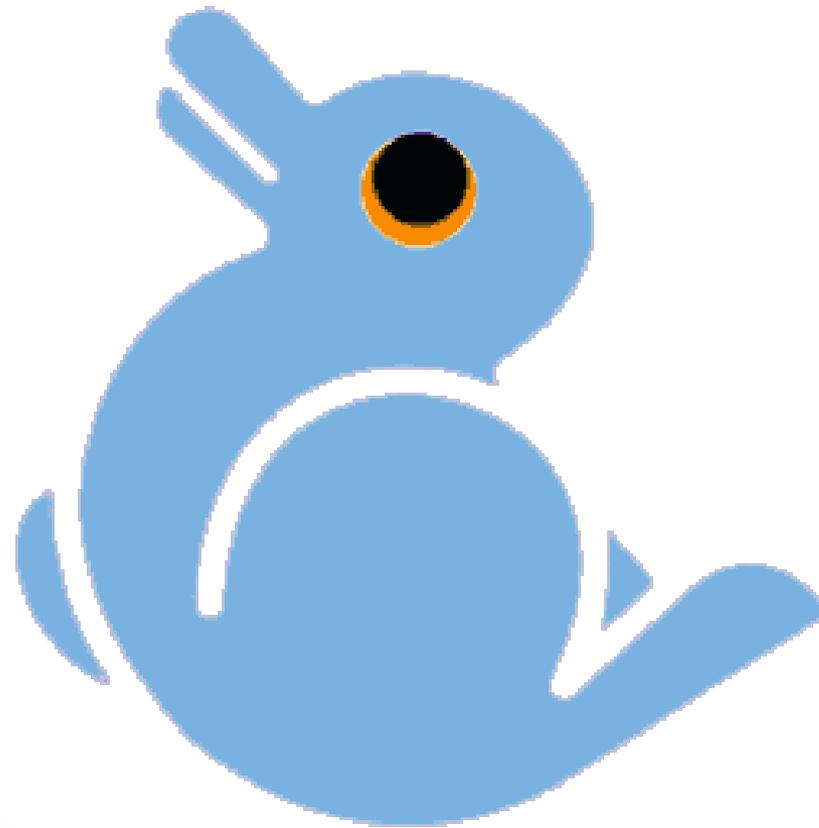
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Thanh Nguyen, MPH

# Perception

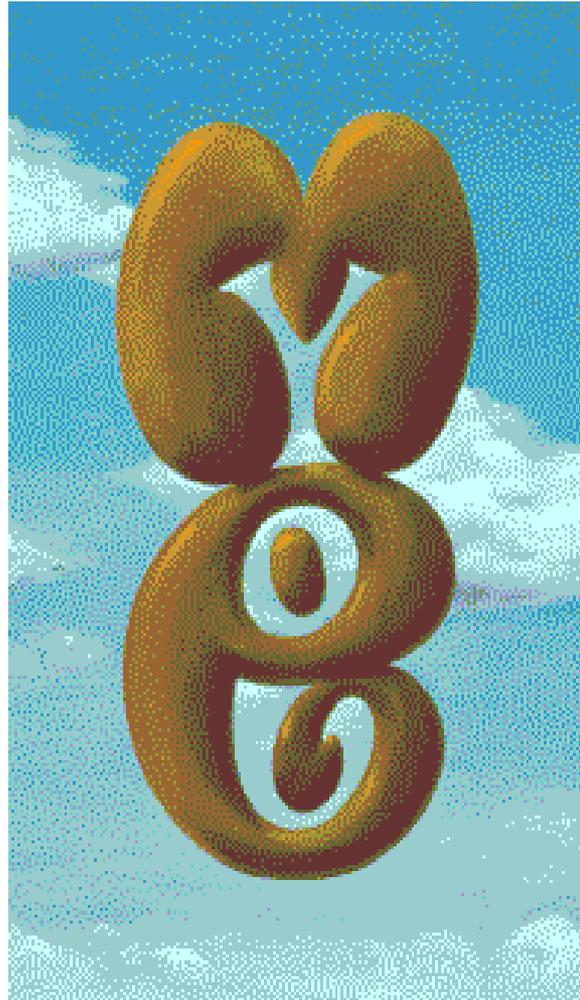
- What is perception?
- Factors Influencing Perception
  - Motivation
  - Expectation
    - Knowledge
  - Emotion
    - Relational satisfaction
  - Culture
    - Social roles
    - Past experiences
    - Self-concept

*“What you see and what you hear depends a great deal on where you are standing. It also depends on what sort of person you are.” — [C.S. Lewis](#)*





GOOD



# Perception in Marketing

- Perception versus Beliefs
- Turning perception into reality
  - Bandwagon marketing
- [The Value of Perception in Advertising](#)

# Marketing to Your Audience

- Ensuring your message is perceived correctly
  - Identify target market
    - Group of customers that marketing efforts are aimed towards
  - Identify target audience
    - What specific group of people within your specific market
- Analyzing your message

# Analyzing Your Message: Focus Groups

- Focus groups – bringing a small group of people together to discuss and produce qualitative data that may or may not be representative of the general population
- [Why focus groups may be a good idea...](#)

# Analyzing Your Message: Focus Groups

- Advantages of focus groups
  - Quick results
  - Gives opportunity to interact with audience
  - Easily measure reactions
  - Results easier to understand than statistical data
- For best results, conduct multiple sessions

# Analyzing Your Message: Focus Groups

- Steps to conducting a focus group
  - Define the group
  - Design group questions
    - Engagement questions
    - Exploration questions
    - Exit questions
  - Recruit and prepare for participants
  - Conduct focus group
  - Analyze data

# Focus Group Exercise

# Advertisement 1



# Advertising 2



# Advertising 3

Commercial