

# MESSAGE TESTING

ON A COLLEGE CAMPUS

# Why is it important?

1. Messages based on assumptions can be hit or miss
2. Leave a lasting negative impression
3. Make it harder to realize your mission or objectives



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Focus group. This could have been avoided with 1 focus group (of women).



4:56 AM - 3 Jul 2017

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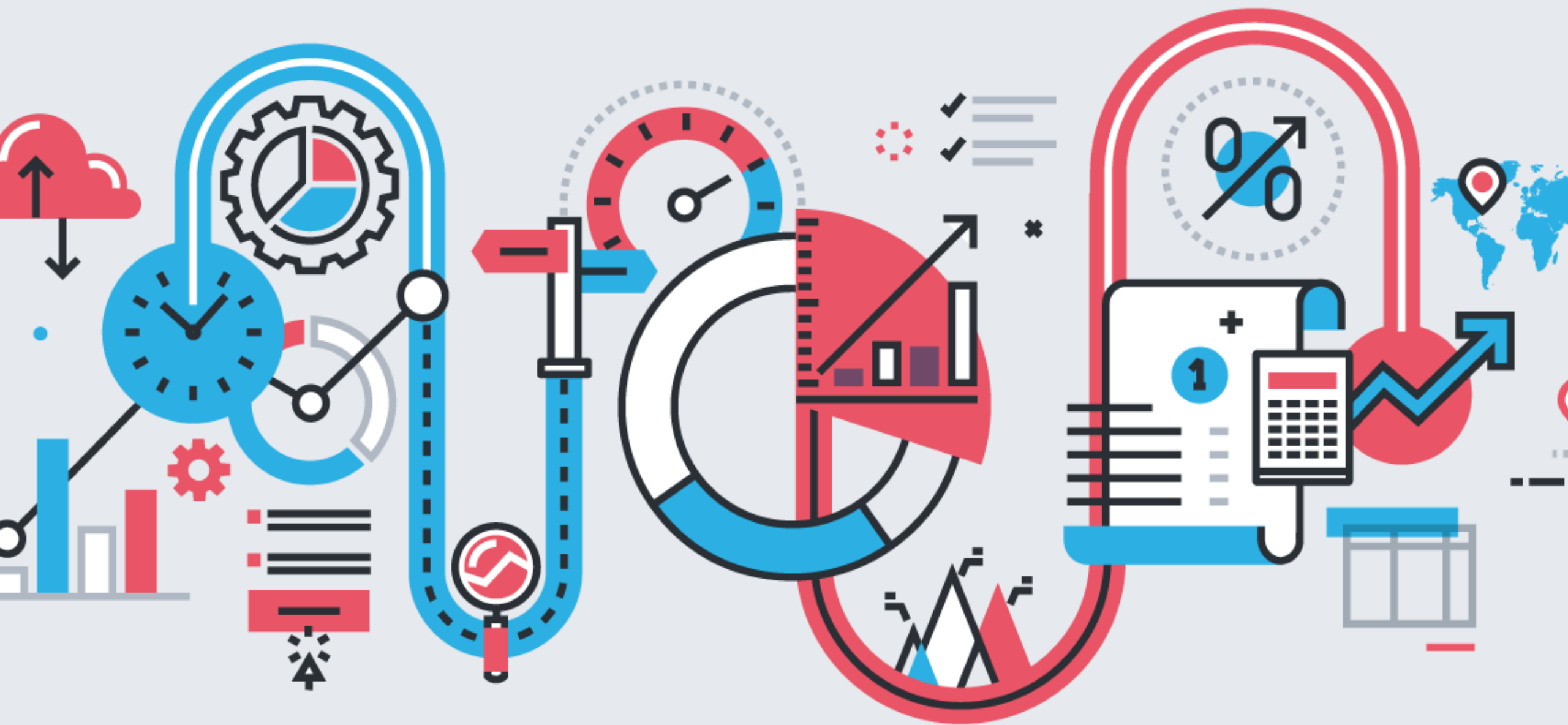
# 2 Main Types of Research

1. Developmental
  - a. Before campaign is created
  - b. Identifies a need
2. Evaluative
  - a. After creatives are developed
  - b. Measures resonance

# THE PROCESS

# Message Types

Concepts, logos, slogans, associated imagery, calls to action, value proposition, website and content, features and benefits, brand strategy and promotional messages



# 4 steps to message testing

1. Determine scope
2. Select methodology
3. Design message test
4. Understand results

# 4 steps to message testing

1. Determine scope
  - a. Area of focus
  - b. Budget
  - c. Time frame





# METHODOLOGY

# 4 steps to message testing

2. Select methodology

a. Interview

b. Survey

c. Focus Group

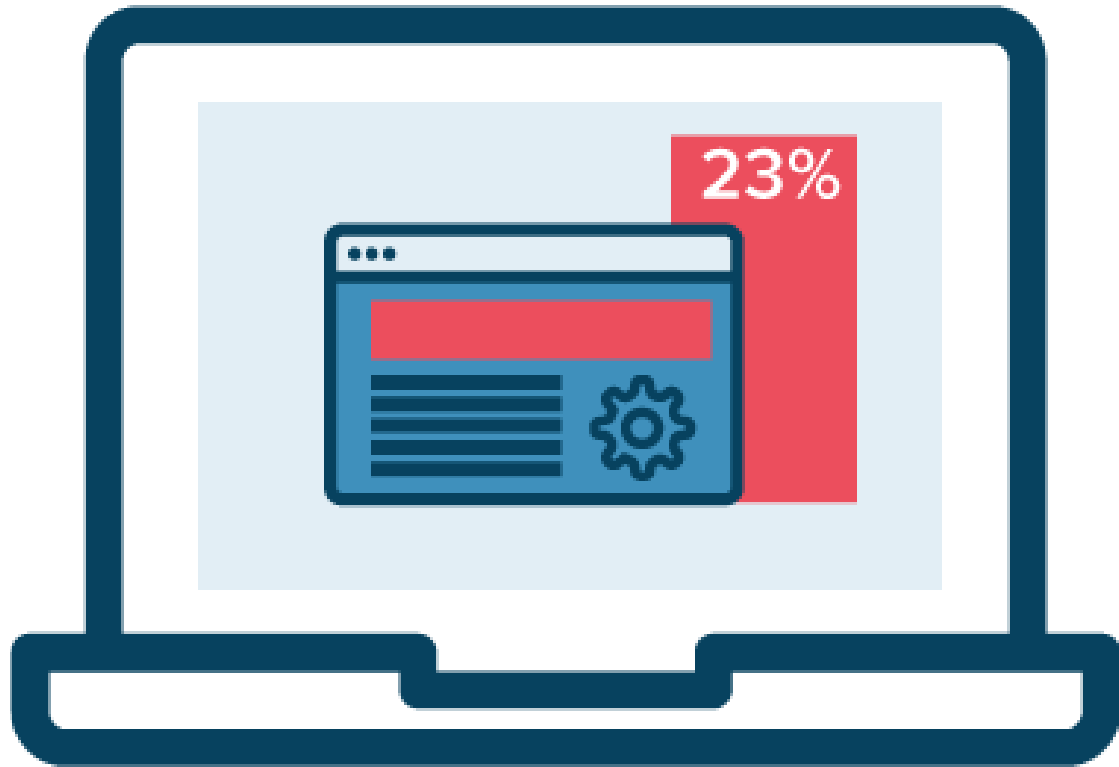
d. Online/Social Media





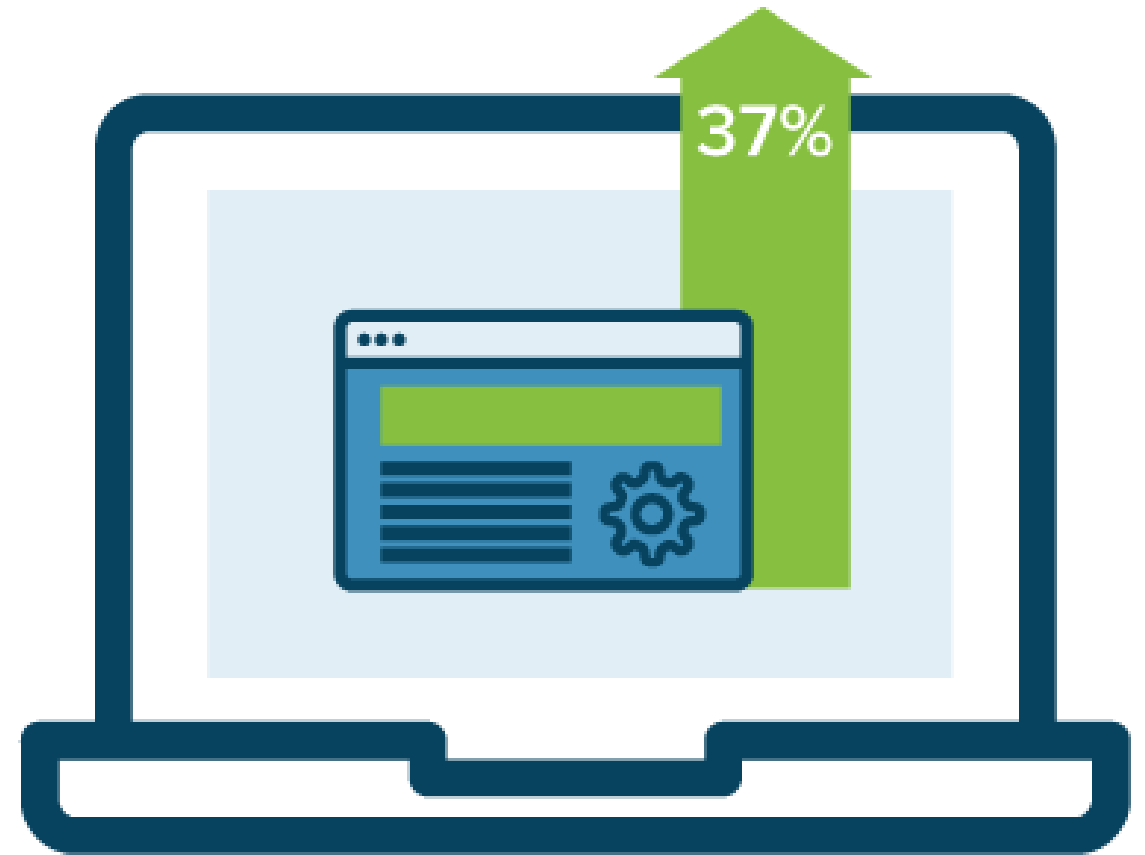


# A



CONTROL

# B



VARIATION

**DESIGN**

# 4 steps to message testing

3. Design message test
  - a. Use goals and hypothesis
  - b. Be concise
  - c. Small edits can make a big difference



PREVENT  
RECOGNIZE  
REPORT

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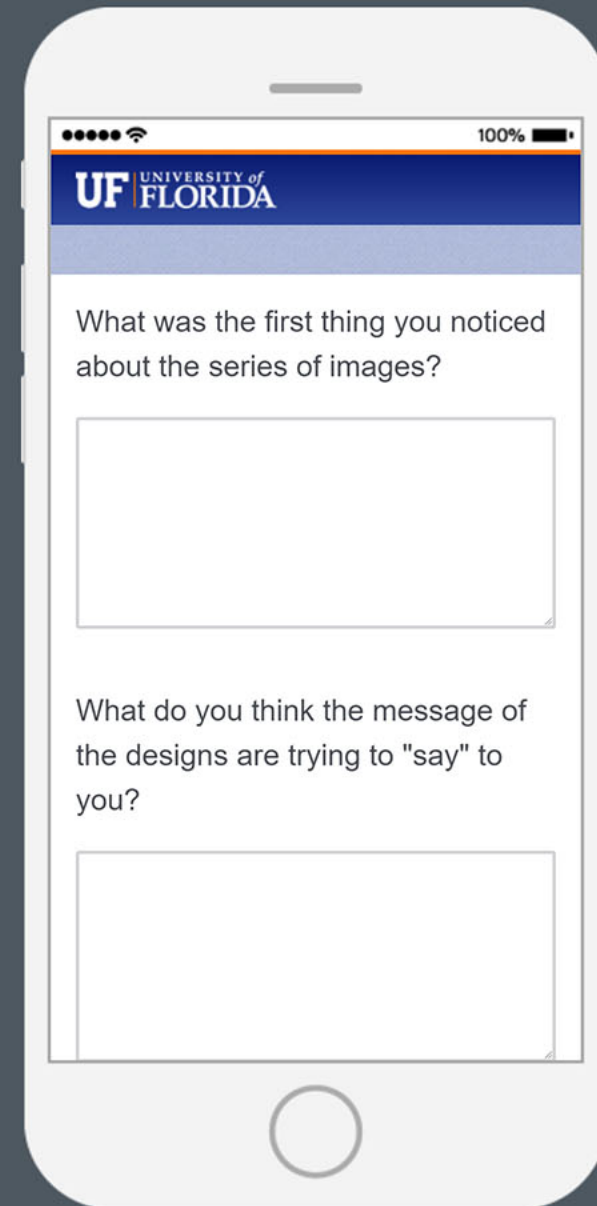
What was the first thing you noticed about the series of images?

What do you think the message of the designs are trying to "say" to you?

When you read the tagline "We Support." what do you think?

Do you think these designs clearly present the message that the University of Florida Title IX department supports students?

☐ Yes



# Team Activity

1. Develop a concept, idea, message or project
2. Chose the scope, budget, time frame and methodology
3. If there is extra time try writing a few questions

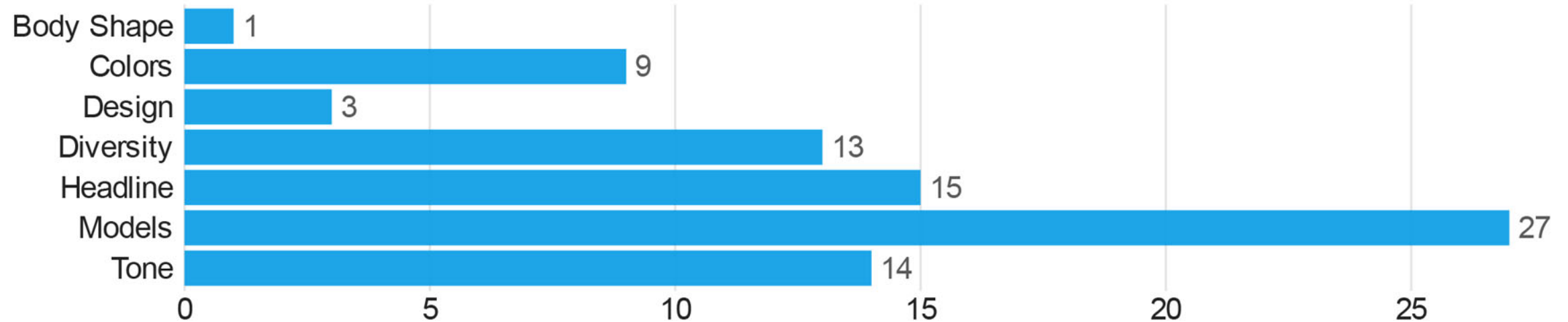
**ANALYSIS**

# 4 steps to message testing

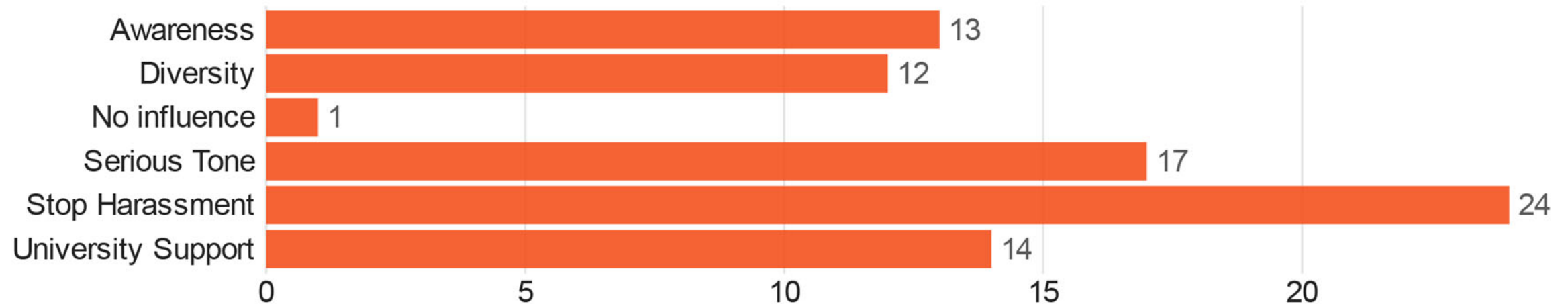
4. Understand your results
  - a. Evaluate against your goal
  - b. Compare results to your hypothesis
  - c. Implement your findings



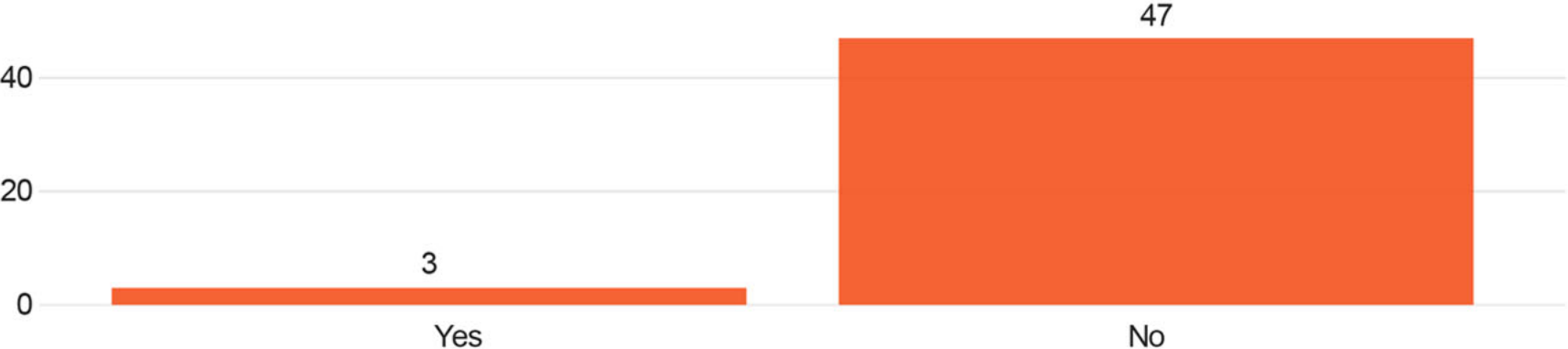
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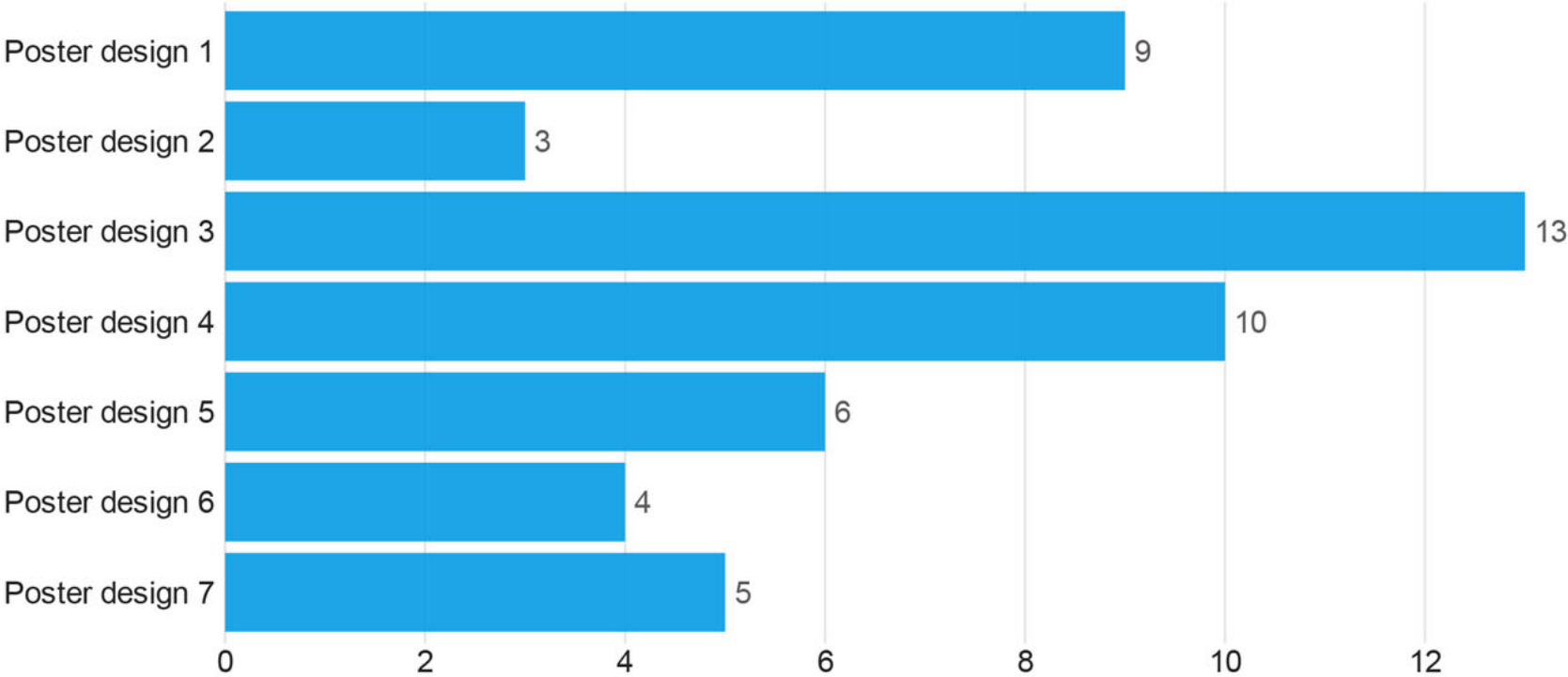
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Have you seen the previous Title IX posters on campus?



Which image do you like the best?





# PREVENT RECOGNIZE REPORT

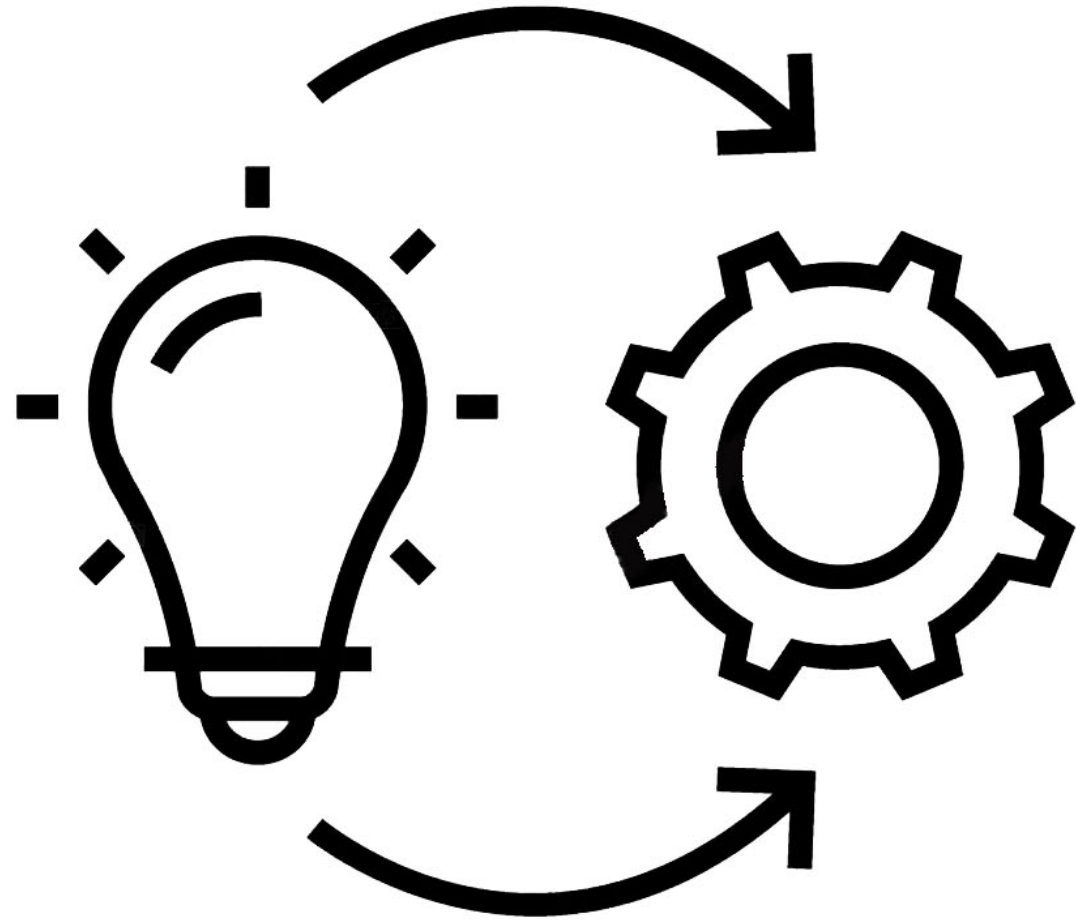
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Implementation



# Key Takeaways

1. Anyone can do it
2. Pick a test that works for you
3. Benefits outweigh the cost
4. Understand results and keep getting better