

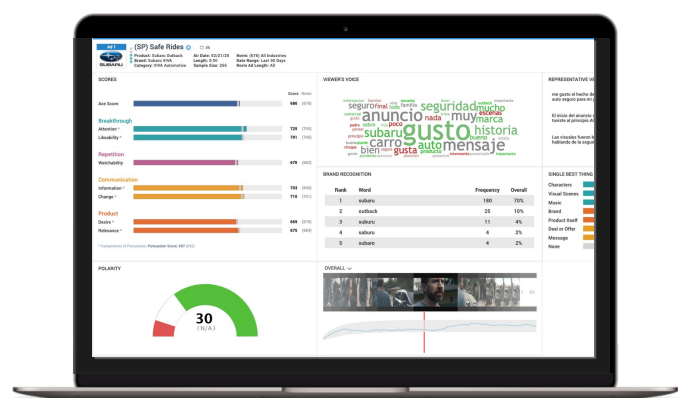
ACE VIVA

Understand the Impact of Your Spanish Language Ads

VIVA La Creativa

Ace Metrix VIVA is the Spanish language service leveraging the same methodology and survey used for our general market English language flights. While many firms can conduct individual ad tests, only Ace Metrix can provide the competitive context associated with other Hispanic creative, and the comparability of data across U.S. Hispanic market competitors. Results are available within the same Ace Metrix LIVE user interface providing relative and absolute results.

Our database of more than 4,000 Spanish TV & digital video ad results are from many of the world's leading brands, and across many categories including Automotive, Financial Services, Insurance, Packaged Goods, Retail, Restaurants, and Telecom Services.



This level of visibility allows clients to draw from other creative to see what is working, with what age and income breaks, and to understand the "why," using powerful Spanish language verbatims.



Sample Gathering & Screening

- Designed to isolate primarily Spanish-speaking individuals – respondents who speak English only, or more English than Spanish at home, are immediately disqualified
- Both the audio and visuals of our survey are delivered 100% in Spanish
- Surveys are conducted to a sample size of 250 respondents, 50/50 gender split, and over the age of 21
- Quantitative measures provide insight into the creative's ability to achieve its objective, while viewer verbatims provide the "Why's" behind the scores



Schedule & Data Availability

- Marketers get results within a week after an ad breaks or is submitted for testing, providing the speed to actually impact business decisions
- Data is available immediately within the Ace Metrix LIVE user interface after testing is completed