



SMART TUNING TEST ®

Documento de Apoyo



■ Welcome

Welcome to this support document that will serve to explain further what **Smartketing** can do for your company.

In this occasion we present our service:

SMART TUNING TEST®

■ Definition

STT of Smartketing is the most innovative and effective Pre-test system that provides a previous guide to the performance of any kind of execution on video concerning the coherence of the communication and the strategy, the answer expected by the consumer, besides providing insights the allow proper changes in the current of future material.

It is done through the massive exposure of one or more executions under a controlled environment (movie theatre) and with the use of interactive technologic resources to obtain the answers, this places this system as the most effective and innovative one in the market.



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■ Holistic

This system is used to understand cognitive, emotional and behavior answers of the defined target group.

■ Captive

Opposite to other methodologies, in the STT system interviewees are exposed to extreme attention conditions (Lead User) to prevent details that most of the times are lost through the use of other techniques that could mean future problem.

■ Proven

This system is based on proven research criteria and a wide experience.

■ Innovative

It is a fast and flexible tool, unique in terms of approach, research type and analysis type.



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