#FEEDBACK 2.0

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Who Is DELVV.IO?

Delvv.io is an online platform that allows brands and agencies to get feedback on their ads, marketing strategies and campaign concepts from over 100k creative professionals around the world.
Why Do Clients Test?

Client Perspective: “To predict in-market success”

Agency Perspective: “To Cover Their...”
Why Brands Test...

**To get consumer feedback...**
“will they like it, buy it, share it, recommend it, remember it, understand it, engage with it?”

**To get feedback on creative quality...**
“is it original, authentic, on brief, on brand, tactically the best it can be and strategically solid?”

**To get regional and demographic feedback...**
“is the concept relevant to that market, is anything in the ad culturally insensitive?”

**To get feedback from professionals that know that category or media channel**
“Will this concept work for financial services brand, will this translate to mobile ads, have the competitors done this?”
Do we need consumer testing for these?

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NOT REALLY
BRING IN THE PROS
Organizational Feedback Is Not as Easy as You’d Think
1) No One Is Trained On How To Give Or Receive

2) No Research Rigor

3) Organization Structures And Relationship Dynamics Trump
Where Feedback Happens (and Breaks Down)
Now we'll each give you contradictory feedback to water down the creative, before our boss sees the next round and asks you to start all over from scratch.
Why do those Russian girls look so mean?

The Meeting After the Meeting:

Now let's tear apart everything we tacitly supported just five minutes ago.

waitbutwhy.com
“Feedback is more than just an approval process”
## Opportunity Awaits Brands, Agencies and Vendors

<table>
<thead>
<tr>
<th>Research</th>
<th>vs.</th>
<th>Feedback</th>
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VALUE OF A CREATIVE PROFESSIONAL PANEL

- Get the how, why and what now of research
- A panel of the most relevant creative professionals on each project providing unmatched depth of feedback
- External, unbiased feedback, confidentially
- Actionable advice localised to target country, region or demographic
- Get straight to solving the research problem
# 01
- Client submits asset (campaign concept, TVC, app, website link or marketing objective)

# 02
- Technology finds appropriate creative professionals and begins survey process

# 03
- Strengths, weaknesses and recommendations are delivered
WHAT'S COVERED IN OUR RESEARCH

01 Relevancy
Relevancy of casting, visuals, voiceovers, audio, messaging, etc.

02 Strengths & Weaknesses
Looking at what is working and not working, from a creative perspective

03 Messaging
What is the perceived messaging and what can be done to help strengthen the intended message? Which elements are assisting with our message delivery?

04 Strategy
Is the asset achieving its marketing and business objects? Are we reaching our intended target market?

05 Creative Technicalities
How strong is the art direction, visuals, audio, acting, VO, the set, tone, copy, navigation, the big idea, etc.

06 Brand Experience
What experience is my brand creating? What feelings are we evoking?
QUESTIONNAIRE DESIGN

Part A. Unaided
First impressions, identifying strengths and weaknesses, unpacking messaging and perceived target market.

Part B. Aided
Giving creatives information on what we are trying to achieve, to get a sense how successful we are in achieving these.

Part C. Client Specific
Any client specific questions that are needed. Any advice for the brand?
Pre-media
Test creative concepts, storyboards and photomatics

TVC
Copy test a finished TVC

Digital
Get feedback on your app, website or any other digital asset

In-store
Physically send professionals to do a creative audit in-store

Dashboard
Get quantitative (n=30) results on standardized measures
The Creative Professionals:

We use the term “creative professional” very broadly. In essence, these are individuals that you would find in any large creative agency (such as Ogilvy & JWT, niche studios, brand themselves or freelancers in the marketing and advertising industry.

Job titles include, but not limited to:

- Creative Group Head
- Creative Director
- Art Director
- Strategist
- Copywriter
- Consultant
- Brand Manager
- MD
- Film
- Video Editor
- Graphic Designer
- UX/UI specialist
- Photographer
- Blogger
- Media Strategist

We try to get as much information on our professionals as possible:

- Age, gender, country, city, current job title, work status, employer type, experience, top 3 skills, expert in media type, brands worked on, category experience, psychographics, LSM’s, other country experience, awards won, trendsetter/trendspotter,

WHO ARE THESE PROFESSIONALS?

Opportunity Awaits Brands, Agencies and Vendors

- There is a difference between testing and feedback in the creative process.
- While the industry focuses on testing, both determine outcome and output for brands.
- Feedback needs transformation, and most organizations already have the tools... professionals.
- Organizations that perfect feedback will unlock collaboration, innovation and more predictably bring big ideas to effective execution.
THANK YOU!

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