

ACE™

Break through the digital daze to reach your customers.



Cut through the pixelated clutter

You have a few seconds to reach your customers before their attention is drawn elsewhere. Design, usability and message effectiveness all impact your ability to keep the customer from the flipping the page, turning the channel or clicking to the next Web site. The key to success is to optimize the execution of the design, structure and message. That is where the Blackstone Group makes a difference by helping clients effectively reach and engage their customers.

ACE™: Advanced Communication Evaluator

ACE™'s study design is composed of two stages: in-person eye-tracking exercises followed by individually administered questionnaires. ACE™ measures the impact of the visual stimulus utilizing state-of-the-art eye-tracking technology. The eye-tracking technology pinpoints the visual impact of advertisements, labels, packaging or Web sites to **unintrusively identify what visual elements affect the viewer's attitudes and perceptions**. This stage of the study provides insight into how the stimulus is viewed:

- _What parts were viewed
- _In what order
- _For how long and how intensely

Custom measurement of perceptions and attitudes

To provide greater insight, the eye-tracking exercise is followed up by a primary research questionnaire. Experienced interviewers use a customized set of questions to quantitatively measure how participants react to the visual stimulus.

Advanced analysis for actionable insights

Final analysis of the eye-tracking exercise and questionnaire results isolates specific areas of execution in the stimulus that cause outstanding/disappointing perceptions. Based on that analysis, the Blackstone Group provides meaningful recommendations that optimize the effectiveness and/or usability of the stimulus. **The result? Engaging visual stimulus that grabs and holds the attention of your customers.**

Passion for state-of-the-art research technologies. **Innovation** in research techniques that provide meaningful **insight**. Discover what Blackstone can do for your business.



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Avoid sub-optimal design. Improve your visual impact.

ACE™ assesses the perceptions and competitiveness of your product, service or brand by examining the visual impact of various types of stimuli, such as:

- _Banner advertisements
- _Brand logos
- _Graphical user interface of software applications
- _Instruction manuals
- _New products
- _Pop-up advertisements
- _Print advertisements
- _Product packaging
- _Store shelves
- _Television commercials
- _Web sites

Companies come to the Blackstone Group for cutting-edge proprietary research solutions for these and other critical research issues:

- _Branding
- _Customer Satisfaction and Loyalty
- _Multicultural Opportunities
- _New Product Evaluation
- _Positioning and Segmentation
- _Pricing
- _New Product Naming
- _Data Mining and Database Analysis