### Message Test

**Recommended Study Name:** Message Test for **[INSERT NAME OF CAMPAIGN]**

**Objectives:** Measure message effectiveness to optimize positioning that resonates with your customers – and brand – and influences and drives their behavior.

**Email Invite**

**Subject:** What do you think?

Hi **[%FirstName%],**

We’d like your opinion on a new message about **[PRODUCT]** that we’ve been working on.

**Click here** to get started. Or, copy and paste this link into your browser: **[%ActivityLink%]**

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Enjoy!

**[COMMUNITY NAME]**

**Questionnaire**

**[Q1] Familiarity**

**Question Type:** Single ChoiceGrid

Who sees this question? All members

To start out, how familiar would you say you are with each of these brands?

**[COLUMNS]**

Extremely familiar

Somewhat familiar

Not very familiar

Not at all familiar

**[ROWS][RANDOMIZE]**

**[INSERT A LIST OF UP TO 4 COMPETITIVE BRANDS + YOUR BRAND]**

**[Q2] Opinion**

**Question Type:** Single Choice Grid

Who sees this question? All members

And do you have a good or bad impression of them?

**[COLUMNS]**

Very good impression

Somewhat good impression

Somewhat bad impression

Very bad impression

**[ROWS][RANDOMIZE]**

**[PULL THROUGH BRANDS THAT ARE NOT “Not at all familiar” AT Q1]**

**[Q3] Consumption**

**Question Type:** Single Choice

Who sees this question? All members

Just curious - how often do you purchase **[PRODUCT]** from **[BRAND]**?

**[INSERT RELEVANT TIME SCALE – NO MORE THAN FIVE OPTIONS]**

Daily

Weekly

Monthly

Yearly

Never

**PRO-TIP: Use this question as a possible shareback to the community.**

**[Q4] Message**

**Question Type:** Text & Image

Who sees this question? All members

Great – thanks for answering those questions. Let’s keep going!

Below is the message about [PRODUCT/ SERVICE/ OFFER] that we’d love to get your feedback on. Take a moment to read it carefully before continuing.

**[INSERT STATIC VISUAL OF MESSAGE]**

**[PROGRAM Q5 AND Q6 ON THE SAME PAGE]**

**[Q5] Likes**

**Question Type:** Highlighter

**Who sees this question?** All members

Highlight the words that you **like** in this message.

**[INSERT STATIC VISUAL OF MESSAGE / CUSTOMIZE THE QUESTION DEPENDING ON YOUR OBJECTIVES]**

**[Q6] Why Like Message**

**Question Type:** Long Answer

**Who sees this question?** All members

Mind telling us why you highlighted what you did? Make sure to tell us what you highlighted as part of your answer.

**[PROGRAM Q7 AND Q8 ON THE SAME PAGE]**

**[Q7] Dislikes**

**Question Type:** Highlighter

**Who sees this question?** All members

On the flipside, please highlight the words that you **dislike** in this message.

**[INSERT STATIC VISUAL OF MESSAGE / CUSTOMIZE THE QUESTION DEPENDING ON YOUR OBJECTIVES]**

**[Q8] Why Dislike Message**

**Question Type:** Long Answer

**Who sees this question?** All members

Mind telling us why you highlighted what you did? Make sure to tell us what you highlighted as part of your answer.

**[Q9] Objective**

**Question Type:** Single Choice

**Who sees this question?** All members

After seeing this message, do you agree with this statement?

This message gives me a reason to **[buy/use]** **[PRODUCT]**

Agree strongly

Agree somewhat

Disagree somewhat

Disagree strongly

**[CUSTOMIZE THE STATEMENT IN THIS QUESTION TO REFLECT THE BUSINESS OBJECTIVES OF THE MESSAGE]**

**[Q10] Associations**

**Question Type:** Single Choice Grid

**Who sees this question?** All members

How closely do you associate these statements with the message?

**[COLUMNS]**

Very closely associated

Somewhat closely associated

Slightly associated

Not associated at all

**[ROWS][RANDOMIZE]**

Clear and easy to understand  
Provides new information  
Provides useful information  
Difficult to believe  
Relevant to me  
Provides compelling information  
Gives me a reason to **[buy/use]** **[PRODUCT]**  
Makes me feel positive about **[PRODUCT]**  
Is appealing

**[Q11] Interest**

**Question Type:** Rank

**Who sees this question?** All members

How interesting are these messages to you? Please rank order them from the most interesting to least interesting.

**[SHOW UP TO 7 SENTENCES DESCRIBING ALTERNATIVE VALUE PROPOSITION MESSAGES]**

**[CONSIDER ONLY ASKING TO RANK TOP THREE, DEPENDING ON TOTAL NUMBER OF MESSAGES’**

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! Thanks so much for your time to let us know your thoughts about the messaging for **[PRODUCT]**.

We really appreciate the feedback and look forward to hearing from you again soon.

Thanks again!

**[COMMUNITY NAME]**

**[SURVEY END]**

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**