Striking the right tone has never been more important

Nepa's communication pre-testing

Adapting to the times

Many brands are uncertain about whether - and how - to act amidst the ongoing corona-virus pandemic. Some express fear of coming across as opportunistic and insensitive for communicating, and widespread cost cuttings lead many to just keep their heads down and try their best to weather the storm.

As many industries will now see rapid and dra-matic changes in consumer demand, attitudes and behavior, those brands that manage to adapt and connect with consumers with the right tone of voice might excel and come out of the pandemic much stronger than ever before.

Some of you have planned campaigns in the pipeline, others are working on new commu-nication or tweaking current campaigns. No matter what, we are here to support you.

Nepa

Our toolkit

Everything you need to understand consumer perceptions

1

24h Online Community

We know that many of us need insights right now. To be able to navigate the Covid-19 world, finding the *why* is perhaps more important than ever. To address this, Nepa can offer an insight community for a day or two, or for a week, to ensure your communication strikes the right tone and the message is received as expected.

We offer you to share the costs with other companies who also have the need of connecting directly with consumers, thereby reducing the investment cost but still allowing you full ownership of the community for whatever period of time you need.

2

Communication Pre-test

Nepa's quantitative communication pre-test gives fast and agile evaluation of how your message and tonality resonate with consumers during the ongoing coronavirus situation.

Through our pre-testing you can evaluate one or several possible creative executions of your communication to understand which execution that best aligns with consumers' mindset and the goals of your campaign.

3

Communication Idea Test

Nepa's quantitative early stage test is the tool to use if you have several communicative routes and want to single out the best ones and/or the winning direction.

This method can be used for functional messaging, plain texts, tag lines or ideas and is an efficient way of exploring the target groups' perceptions about your messages at an early stage.

Nepa