

Model: ChatGPT Instant (likely GPT 5.6 Luna or Terra)

Date: Aug 19, 2026

Prompt: Create a survey that is going to be testing ads for an ad campaign for the upcoming holiday season. The customer is needing to test six different ads so that they can decide which two they are going to move forward with. The ads are 60 second spots as well as 30 second spots.

There's going to be six of each.

For this objective, the survey should be designed to identify the **two strongest ad concepts**, while also determining whether each concept works better as a 60-second or 30-second execution. Showing all 12 videos to every respondent would create substantial fatigue and order effects, so the cleaner design is a **balanced incomplete monadic test**: each respondent sees a subset of ads, with exposure randomized and sample distributed evenly across all six concepts and both lengths.

A practical structure would be: screen respondents into the target audience, collect a few category/brand measures, expose each person to **3 ads**, evaluate each ad immediately after exposure, and then ask comparative questions among the ads they saw. The analysis can then rank concepts using persuasion, relevance, differentiation, brand linkage, and overall appeal rather than relying on a single "favorite ad" measure.

Holiday Advertising Campaign Test Survey

Research Objective

Evaluate six holiday advertising concepts, each available in a 60-second and 30-second execution, to determine:

- Which two advertising concepts should move forward in the holiday campaign.
- Which concepts generate the strongest consumer response.
- Whether the 30-second or 60-second execution performs better for each concept.
- What specifically is driving or limiting performance.
- Whether the advertising communicates the intended message and strengthens perceptions of the brand.

SECTION 1: SCREENING

S1. Age

What is your age?

[Numeric entry]

TERMINATE if outside target audience requirements.

S2. Category Qualification

Which of the following have you personally purchased in the past [TIME PERIOD]?

[Insert appropriate category list]

Select all that apply.

- [Target category]
- [Other category]
- [Other category]
- None of these

TERMINATE according to customer qualification requirements.

S3. Purchase Decision Involvement

When your household purchases [CATEGORY], which of the following best describes your involvement?

- I make most or all of the decisions
- I share the decision with someone else
- Someone else usually makes the decision, but I have input
- I am generally not involved in the decision

TERMINATE "generally not involved" if appropriate.

S4. Brand Awareness

Before today, which of the following brands had you heard of?

Select all that apply.

[RANDOMIZE]

- [Client brand]
- [Competitor]
- [Competitor]
- [Competitor]
- [Competitor]
- None of these

S5. Brand Usage

Which of the following brands have you purchased or used in the past [TIME PERIOD]?

Select all that apply.

[RANDOMIZE]

- [Client brand]
- [Competitor]
- [Competitor]
- [Competitor]
- [Competitor]
- None of these

SECTION 2: PRE-EXPOSURE BRAND MEASURES

Q1. Brand Consideration

The next time you are considering purchasing [CATEGORY], how likely would you be to consider each of the following brands?

[RANDOMIZE BRANDS]

Scale:

1. Definitely would not consider
 2. Probably would not consider
 3. Might or might not consider
 4. Probably would consider
 5. Definitely would consider
-

Q2. Brand Perceptions

How well does each statement describe [CLIENT BRAND]?

[RANDOMIZE]

- Is a brand for people like me
- Offers something different from other brands
- Is a brand I can trust
- Is relevant to my needs
- Is a brand I would feel good about choosing
- [Campaign-specific brand attribute]
- [Campaign-specific brand attribute]

Scale:

1. Does not describe the brand at all
 2. Describes the brand slightly
 3. Describes the brand somewhat
 4. Describes the brand very well
 5. Describes the brand extremely well
-

SECTION 3: AD EXPOSURE

Experimental Design

There are:

- 6 advertising concepts
- 2 executions of each concept: 30 seconds and 60 seconds
- 12 total video stimuli

Each respondent should see **3 ads**.

Exposure should be balanced so that:

- Each concept receives approximately equal sample.
- Each execution length receives approximately equal sample.
- Presentation order is randomized.
- Respondents do not see both the 30-second and 60-second version of the same concept.

Where possible, respondents should be assigned across cells so concept performance and execution-length performance can be analyzed independently.

REPEAT SECTION 4 FOR EACH AD SHOWN

INTRO

You will now see an advertisement that could potentially appear during the upcoming holiday season.

Please watch the entire advertisement. You will be asked some questions about it afterward.

SHOW VIDEO

SECTION 4: IMMEDIATE AD EVALUATION

Q3. Overall Reaction

Overall, how much did you like or dislike this advertisement?

1. Disliked it very much
 2. Disliked it somewhat
 3. Neither liked nor disliked it
 4. Liked it somewhat
 5. Liked it very much
-

Q4. Open-Ended Reaction

What did you particularly like or dislike about this advertisement?

[OPEN END]

Q5. Main Message — Unaided

What was the main idea or message you took away from this advertisement?

[OPEN END]

Q6. Brand Recall

What brand or company was this advertisement for?

[OPEN END]

Q7. Ad Diagnostic Ratings

Thinking specifically about the advertisement you just watched, how much do you agree or disagree with each statement?

[RANDOMIZE]

- It caught my attention.
- It held my attention.
- It was relevant to me.
- It felt appropriate for the holiday season.

- It made me feel something.
- It told me something meaningful.
- It was easy to understand.
- It was believable.
- It felt different from advertising I normally see in this category.
- It fit the brand.
- I would remember this advertisement later.
- I would be interested in seeing this advertisement again.

Scale:

1. Strongly disagree
 2. Somewhat disagree
 3. Neither agree nor disagree
 4. Somewhat agree
 5. Strongly agree
-

Q8. Brand Connection

How clear was it to you which brand this advertisement was for?

1. Not at all clear
 2. Slightly clear
 3. Moderately clear
 4. Very clear
 5. Extremely clear
-

Q9. Persuasion

After seeing this advertisement, how does your likelihood of considering [CLIENT BRAND] compare with how you felt before seeing it?

- Much less likely to consider
 - Somewhat less likely to consider
 - No different
 - Somewhat more likely to consider
 - Much more likely to consider
-

Q10. Purchase Motivation

How much does this advertisement make you want to purchase or use [CLIENT BRAND]?

1. Not at all
 2. A little
 3. Somewhat
 4. Quite a bit
 5. A great deal
-

Q11. Holiday Relevance

How well does this advertisement fit with the holiday season?

1. Does not fit at all
 2. Fits slightly
 3. Fits somewhat
 4. Fits very well
 5. Fits extremely well
-

Q12. Emotional Response

Which, if any, of the following describe how this advertisement made you feel?

Select all that apply.

[RANDOMIZE]

- Happy
- Warm
- Excited
- Inspired
- Amused
- Nostalgic
- Connected to others
- Hopeful
- Surprised
- Confused
- Bored
- Annoyed

- Sad
 - None of these
-

Q13. Differentiation

Compared with other advertising you have seen from brands in this category, how different does this advertisement feel?

1. Not at all different
 2. Slightly different
 3. Moderately different
 4. Very different
 5. Extremely different
-

Q14. Amount of Information

How did you feel about the amount of information included in the advertisement?

- Much too little
 - Slightly too little
 - About right
 - Slightly too much
 - Much too much
-

Q15. Length Perception

How did the length of this advertisement feel to you?

- Much too short
 - Slightly too short
 - About right
 - Slightly too long
 - Much too long
-

Q16. Improvement

What, if anything, would you change about this advertisement to make it more effective?

[OPEN END]

END REPEAT SECTION

SECTION 5: COMPARISON OF ADS SEEN

After respondents have evaluated all three ads:

Q17. Overall Favorite

Of the advertisements you saw, which one did you like the most overall?

[SHOW THUMBNAILS / SHORT DESCRIPTIONS OF THE 3 ADS]

- Ad A
 - Ad B
 - Ad C
-

Q18. Most Persuasive

Which advertisement would make you most likely to consider [CLIENT BRAND]?

- Ad A
 - Ad B
 - Ad C
 - None of them
-

Q19. Most Memorable

Which advertisement do you think you would be most likely to remember later?

- Ad A

- Ad B
 - Ad C
 - None of them
-

Q20. Best Holiday Ad

Which advertisement feels most appropriate for [CLIENT BRAND] during the holiday season?

- Ad A
 - Ad B
 - Ad C
 - None of them
-

Q21. Best Representation of Brand

Which advertisement best represents what you would expect or want from [CLIENT BRAND]?

- Ad A
 - Ad B
 - Ad C
 - None of them
-

Q22. Why Favorite

Earlier you selected [SELECTED AD] as the advertisement you liked most.

What made that advertisement stand out from the others?

[OPEN END]

SECTION 6: POST-EXPOSURE BRAND MEASURES

Q23. Overall Brand Consideration

Based on everything you know and have seen, how likely would you now be to consider [CLIENT BRAND] the next time you are purchasing [CATEGORY]?

1. Definitely would not consider
 2. Probably would not consider
 3. Might or might not consider
 4. Probably would consider
 5. Definitely would consider
-

Q24. Final Brand Perceptions

How well does each statement now describe [CLIENT BRAND]?

[RANDOMIZE]

- Is a brand for people like me
- Offers something different from other brands
- Is a brand I can trust
- Is relevant to my needs
- Is a brand I would feel good about choosing
- [Campaign-specific brand attribute]
- [Campaign-specific brand attribute]

Scale:

1. Does not describe the brand at all
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-

SECTION 7: DEMOGRAPHICS

Collect demographic variables required for analysis and weighting, such as:

- Gender
- Region

- Household income
- Household composition
- Presence/age of children
- Race/ethnicity
- Category purchase frequency
- Client brand usage
- Competitive brand usage

Include only variables required for the research objective or sample specification.

RECOMMENDED DECISION FRAMEWORK

The final choice of two concepts should not be based solely on "favorite ad."

Create a scorecard for each concept containing:

1. **Overall appeal**
2. **Consideration/persuasion lift**
3. **Purchase motivation**
4. **Brand linkage**
5. **Message communication**
6. **Relevance**
7. **Holiday fit**
8. **Differentiation**
9. **Attention and memorability**
10. **Comparative preference**

Open-ended responses should then be used to explain **why** the strongest and weakest concepts performed as they did.

30-Second vs. 60-Second Analysis

Compare the two executions of each concept separately.

The central question should be:

Does the additional 30 seconds materially improve communication, emotion, persuasion, or brand impact?

If the 30-second execution performs equivalently to the 60-second version, the shorter execution may provide substantially greater media efficiency. If the 60-second execution

materially improves persuasion, comprehension, emotional impact, or brand linkage, the additional length has demonstrated value.

Recommended Primary Selection Criteria

The two ads selected for the campaign should ideally be those that demonstrate:

Strong persuasion + strong brand linkage + strong memorability + strong holiday relevance

rather than simply generating the highest entertainment or liking scores.

One design issue is particularly important here: **the 30- and 60-second versions should not be treated as 12 unrelated ads if they are six concepts expressed at two lengths.** The first decision is concept selection; the second is execution length. Structuring the experiment that way will produce a much cleaner answer to the client's actual business decision.