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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.

Checking for relevant skills before creating the survey document

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The user wants to create an ad testing survey for a holiday season campaign. Let me think about what they need:

- *Testing ads for holiday season campaign*
- *6 different ads (concepts/creative ideas)*
- *Each ad has both a 60-second and 30-second version = 12 total spots*
- *Goal: select 2 ads to move forward with*

Wait, let me re-read. "The ads are 60 second spots as well as 30 second spots. There's going to be six of each."

So there are 6 different ad concepts, each with a 60-second and 30-second version. That's 12 total spots to test. The goal is to pick 2 ads (concepts) to move forward with.

With 12 ads total, I should think about this from a market research design perspective rather than just showing everything to every respondent—sequential monadic designs with randomization would help avoid order effects and fatigue while still letting us compare concepts fairly.

For metrics, I'm considering the standard ad testing battery: overall appeal, breakthrough/attention, brand fit, message recall, purchase intent, emotional response, and differentiation, plus holiday-specific measures like seasonal relevance and gift inspiration since this is holiday creative.

Since the goal is narrowing 6 concepts to 2, and each has a 60s and 30s cut, I'm leaning toward testing the 60-second versions as the primary evaluation since they carry the full creative idea.

I'm sketching out a sequential monadic design where each respondent sees a limited number of ads to avoid fatigue, with a full metrics battery after each exposure covering attention, appeal, brand fit, message communication, purchase intent, emotional response, and brand attribution.

I'm weighing whether this should be a full monadic design comparing length within concept, and leaning toward building a flexible survey instrument with a screener, ad exposure sections, a standard

testing battery, and a comparative ranking. I'll put this together as a clean, well-formatted document rather than worrying about a specific file format since none was requested.

I'll go with Option B or a hybrid approach, using placeholder markers for each ad length and a rotation scheme. Now I'm structuring the survey sections: intro/screener, background questions, ad exposure with a full evaluation battery per ad (appeal, likability, message communication, brand fit, purchase intent, emotional response, uniqueness), comparative evaluation, and demographics.

Since I don't know the actual brand or category, I'll use placeholder language like [BRAND] and [CATEGORY], and design this as a sequential monadic study where each respondent sees 2-3 ads in randomized order to balance completeness against fatigue. I'm now drafting the screener section to qualify respondents based on category usage.

I'm adding aided brand awareness and purchase history questions, then moving into the ad exposure section with rotation logic for showing respondents a subset of the 12 ads, followed by an overall ad rating scale.

I'm continuing to draft survey questions covering holiday fit, purchase intent, brand attribution, brand fit, and open-ended likes/dislikes about the ad.

Now I'm adding a comparative evaluation section for when respondents see multiple ads, asking them to rank appeal, attention, message clarity, purchase intent, and holiday fit across ads, followed by the start of a demographics section.

I'll round out demographics with age, income, education, employment, children, and zip code, then format the whole survey as a clean, professional document—likely an HTML artifact that renders nicely as a deliverable.

I'm also thinking about the testing design implications of 12 ads (6 concepts × 2 lengths), and I should flag this tradeoff for the client: whether they want to test all 12 or narrow down the concepts first....

Show more

Loaded docx skill

Now let me create the survey as a Word document. This is a professional deliverable, so a docx makes sense. Let me plan the survey carefully first.

Survey Design Considerations:

- 6 ad concepts, each with 60s and 30s = 12 total executions
- Goal: select 2 ad concepts to move forward with
- Design: Sequential monadic recommended

I'll create a proper Word document. Let me write the script.

Key survey sections:

1. Introduction & Screener
2. Category & Brand Awareness
3. Ad Exposure & Evaluation (sequential monadic per ad seen)
4. Comparative Evaluation

5. Demographics

I'll build this with the docx npm package, structuring it with a title page, bracketed design notes for the researcher, and clearly labeled sections. Since the client needs to narrow 12 executions down to 2 concepts, I want the evaluation section to capture enough detail to support that comparison.

I'm weighing whether the goal is to compare 60s vs 30s cuts directly, or simply to identify the two strongest concepts overall (with both lengths surviving into the final campaign). I'll go with a sequential monadic design where each respondent sees 2-3 randomized ads (mixing 60s and 30s), gets a full evaluation battery per ad, and then does a comparative ranking at the end....

Before I build the survey, a couple of quick design decisions I need to flag because they affect the structure:

1. What's being compared? With 6 concepts and both a 60s and 30s version of each, you have 12 total executions. The goal is to pick the 2 best **concepts** -- or are they also trying to determine whether the 60s or 30s version performs better per concept?

2. Exposure design. Standard practice is sequential monadic -- each respondent sees 2-4 ads in a randomized order, not all 12. Showing someone 12 ads in a row produces fatigue and unreliable data. I'll build the survey around that assumption and note where rotation/cell assignment logic goes.

I'll flag both of those in the document itself. Building it now.

Viewed 5 files, ran 4 commands, created a file · 1 note

Here's your draft survey, ready to hand off to a programmer. Here's a quick walkthrough of what's in it and why it's structured the way it is.

Study Design (page 1): The document opens with a design overview for the research/programming team, not respondents. The core decision I made: respondents are split 50/50 into a 60-second cell and a 30-second cell. Within each cell, they see 2-3 randomly rotated concepts, not all six. Showing all 12 ads to one person would produce fatigue data, not real data.

Section 1 - Screener: Six questions covering media engagement, industry exclusions, age, purchase influence, holiday shopping intent, and geography for quota management. All termination logic is noted.

Section 2 - Brand Awareness: Unaided recall first (critical -- you can't undo priming), then aided awareness, then past purchase and brand loyalty. All with [BRAND] and [CATEGORY] placeholders.

Section 3 - Ad Battery (A1-A15): This repeats for each ad a respondent sees. It covers attention, overall appeal, word associations (including holiday-specific ones like "gift-inspiring" and "heartwarming"), message recall via open-end, clarity, holiday fit, emotional resonance, brand attribution (unprompted), brand fit, purchase intent shift, and shareability. Three open-ends round it out: likes, dislikes/confusion, suggested changes.

Section 4 - Comparative: Only fires if the respondent saw 2+ ads. Seven comparison questions including a forced rank. This is where a lot of your concept selection signal will come from.

Appendix A: A full rotation and cell assignment guide with the 12 ad ID scheme (AD1-60, AD1-30, etc.) and a table for your programmer.

Appendix B: Key metrics table mapping every question to a reporting format and a decision threshold, plus a recommendation framework for how to use the data to select the final two concepts.

Things I'd want to clarify with you or the client before programming: whether there's a specific product category that needs a screener question, the exact age and demographic targets, and whether forced video playback is feasible in the platform they're using (it matters a lot for validity with a 60-second spot).

[CLIENT NAME]

Holiday Season Ad Testing Survey

Draft Questionnaire · Version 1.0 · [Date]

STUDY DESIGN OVERVIEW

 **RESEARCHER NOTE: READ BEFORE PROGRAMMING.** These notes are for the research/programming team only — they should not appear to respondents.

Study Objective

Evaluate six holiday ad concepts — each available as a 60-second and 30-second execution (12 total spots) — to identify the two strongest concepts to advance into production. Secondary goal: assess whether the 60s or 30s version performs better per concept.

Recommended Exposure Design: Sequential Monadic

Design Element	Specification
Ads per respondent	2–3 ads (randomized from assigned cell)
Ad assignment	Respondents randomly assigned to see either 60s or 30s version of each concept (not both)

Design Element	Specification
Version split	50/50 split — half of respondents see 60s versions; half see 30s versions
Order	Randomize ad order within each respondent's set to control for order effects
Recommended n per cell	n = 100–150 per concept, per length (200–300 per concept total)
Total sample (est.)	n = 1,200–1,800 depending on final cell structure
Forced exposure	Require full video playback before respondent can advance
Ad identifiers	Label ads internally as: AD1-60, AD1-30, AD2-60 ... AD6-30

SECTION 1 — SCREENER

Hello! We're conducting a short research study and would love your feedback. This survey should take approximately 12–15 minutes. Your responses are completely confidential.

S1. How often do you watch video content (streaming, social media, TV) in a typical week? *(Select one)*

- ☐ Daily
- ☐ 4–6 days per week
- ☐ 2–3 days per week
- ☐ Once a week or less
- ☐ Rarely or never

 **RESEARCHER NOTE:** *Terminate: "Rarely or never." This confirms media exposure, not a direct category screener — adjust if client has a specific category requirement.*

S2. Do you or does anyone in your household work in any of the following industries? *(Select all that apply — terminate if any checked)*

- ☐ Advertising, marketing, or public relations
- ☐ Market research or consumer insights
- ☐ Television or film production
- ☐ [ADD CLIENT'S INDUSTRY IF APPLICABLE]
- ☐ None of the above

S3. What is your age? *(Select one)*

- ☐ Under 18 — [Terminate]
- ☐ 18–24
- ☐ 25–34
- ☐ 35–44
- ☐ 45–54
- ☐ 55–64
- ☐ 65 or older

 **RESEARCHER NOTE:** *Adjust age targets to match client's intended audience. Terminate outside target range.*

S4. Which of the following best describes your role in household purchasing decisions? *(Select one)*

- ☐ I am the primary decision-maker
- ☐ I share purchasing decisions equally with someone else
- ☐ I have some influence but am not the main decision-maker
- ☐ I have no involvement in household purchasing

 **RESEARCHER NOTE:** *Terminate: "No involvement in household purchasing."*

S5. How would you describe your plans for holiday shopping this season? *(Select one)*

- ☐ I plan to do a significant amount of holiday shopping
- ☐ I plan to do a moderate amount of holiday shopping
- ☐ I plan to do a small amount of holiday shopping
- ☐ I do not plan to do any holiday shopping this season — [Terminate]

S6. In which region do you currently live? *(Select one — use for quota management)*

- ☐ Northeast

- ☐ Southeast
- ☐ Midwest
- ☐ Southwest
- ☐ West
- ☐ Outside the United States — [Terminate if US-only study]

SECTION 2 — CATEGORY & BRAND AWARENESS

Before we show you any ads, we'd like to understand your familiarity with [CATEGORY].

Q1. When you think of [CATEGORY], which brands come to mind first? (Open-end — unaided; do not suggest any names)

Brands mentioned:

Q2. Which of the following [CATEGORY] brands are you aware of? (Select all that apply — aided awareness)

- ☐ [BRAND A — Client]
- ☐ [BRAND B — Competitor 1]
- ☐ [BRAND C — Competitor 2]
- ☐ [BRAND D — Competitor 3]
- ☐ [BRAND E — Competitor 4]
- ☐ [BRAND F — Competitor 5]
- ☐ None of the above

Q3. Have you purchased from [CATEGORY] in the past 12 months? (Select one)

- ☐ Yes
- ☐ No

Q4. Which brands have you purchased from in the past 12 months? (Select all that apply — show only if Q3 = Yes)

- ☐ [BRAND A — Client]
- ☐ [BRAND B — Competitor 1]
- ☐ [BRAND C — Competitor 2]
- ☐ [Etc.]
- ☐ None of the above

Q5. Which brand do you consider your primary or "go-to" choice for [CATEGORY]? (Select one — show only if Q3 = Yes)

- ☐ [BRAND A — Client]
- ☐ [BRAND B — Competitor 1]
- ☐ [BRAND C — Competitor 2]
- ☐ [Etc.]
- ☐ I don't have a go-to brand

SECTION 3 — AD EXPOSURE & EVALUATION

We'd like you to watch a short video ad and share your honest feedback. Please watch the entire video before answering the questions that follow.

 **RESEARCHER NOTE:** Program this section to repeat for each ad the respondent is assigned to see (2–3 ads per respondent, based on cell assignment). Randomize ad order. Show a brief transition screen between ads: "Thank you! Next, please watch another ad."

► EVALUATION: AD [#] — [60-SECOND / 30-SECOND VERSION]

 **RESEARCHER NOTE:** Respondents are assigned to see this ad based on cell rotation. Present the video player here. Require full playback before allowing respondent to advance.

A1. Overall, how would you rate this ad? *(Select one)*

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

A2. How much did this ad capture and hold your attention? *(Select one)*

- ☐ Completely
- ☐ Very much
- ☐ Somewhat
- ☐ Not very much
- ☐ Not at all

A3. How engaging did you find this ad? *(Select one)*

- ☐ Extremely engaging
- ☐ Very engaging
- ☐ Somewhat engaging
- ☐ Slightly engaging
- ☐ Not at all engaging

A4. Which of the following words or phrases describe this ad? *(Select all that apply)*

- ☐ Entertaining ☐ Boring ☐ Memorable ☐ Confusing
- ☐ Believable ☐ Unique ☐ Emotional ☐ Irrelevant
- ☐ Heartwarming ☐ Inspiring ☐ Informative ☐ Irritating
- ☐ Fun ☐ Authentic ☐ Gift-inspiring ☐ None of the above

A5. In your own words, what is the main message of this ad? *(Open-end — do not provide options)*

Response:

A6. How clearly did this ad communicate its main message? *(Select one)*

- ☐ Extremely clearly
- ☐ Very clearly
- ☐ Somewhat clearly
- ☐ Not very clearly
- ☐ Not at all clearly

A7. How well does this ad fit with the holiday season? *(Select one)*

- ☐ Extremely well
- ☐ Very well
- ☐ Somewhat well
- ☐ Not very well
- ☐ Not at all well

A8. How emotionally resonant did you find this ad? *(Select one)*

- ☐ It moved me deeply
- ☐ It stirred some emotion
- ☐ It was pleasant but not emotional
- ☐ I felt little to no emotion watching it
- ☐ It felt cold or off-putting

A9. Whose ad do you believe this is? *(Open-end — do not provide a brand list)*

Brand named:

A10. How well does this ad fit with what you know or expect from [BRAND]? *(Select one — ask only if brand was correctly identified in A9)*

- ☐ Extremely well — it feels very on-brand
- ☐ Very well
- ☐ Somewhat well
- ☐ Not very well
- ☐ Not at all — it doesn't feel like [BRAND]
- ☐ I'm not familiar enough with [BRAND] to say

A11. After seeing this ad, how likely would you be to consider [BRAND] for your holiday shopping? *(Select one)*

- ☐ Much more likely
- ☐ Somewhat more likely
- ☐ No change — I would have considered them anyway
- ☐ No change — I still wouldn't consider them
- ☐ Somewhat less likely
- ☐ Much less likely

A12. Would you share this ad with someone else? *(Select one)*

- ☐ Definitely yes
- ☐ Probably yes

- ☐ Probably not
- ☐ Definitely not

A13. What did you like most about this ad? *(Open-end)*

Response:

A14. What, if anything, did you find confusing, off-putting, or unclear? *(Open-end)*

Response:

A15. Is there anything you would change about this ad? *(Open-end)*

Response:

 **RESEARCHER NOTE:** REPEAT ABOVE BATTERY FOR EACH ADDITIONAL AD ASSIGNED TO THIS RESPONDENT.
Recommended: 2–3 ads per respondent.

SECTION 4 — COMPARATIVE EVALUATION

 **RESEARCHER NOTE:** Show this section only if the respondent saw 2 or more ads. Display thumbnail stills or title cards for each ad they evaluated as a reminder.

Now that you've seen all of the ads, we'd like to compare them.

C1. Of the ads you just watched, which one did you find most appealing overall? *(Select one)*

- ☐ Ad 1 — [Auto-populate title or thumbnail]
- ☐ Ad 2 — [Auto-populate]
- ☐ Ad 3 — [Auto-populate, if applicable]

C2. Which ad best captured and held your attention? *(Select one)*

- ☐ Ad 1
- ☐ Ad 2
- ☐ Ad 3 — [if applicable]

C3. Which ad had the clearest, most memorable message? *(Select one)*

- ☐ Ad 1
- ☐ Ad 2
- ☐ Ad 3 — [if applicable]

C4. Which ad felt most relevant to you for the holiday season? *(Select one)*

- ☐ Ad 1
- ☐ Ad 2
- ☐ Ad 3 — [if applicable]

C5. Which ad would make you most likely to consider [BRAND] for your holiday shopping? *(Select one)*

- ☐ Ad 1
- ☐ Ad 2
- ☐ Ad 3 — [if applicable]

C6. Which ad would you be most likely to share with a friend or family member? *(Select one)*

- ☐ Ad 1
- ☐ Ad 2
- ☐ Ad 3 — [if applicable]

C7. Please rank the ads from your most to least favorite. *(Drag and drop, or number 1 = favorite to last)*

- ☐ Ad 1
- ☐ Ad 2
- ☐ Ad 3 — [if applicable]

C8. Is there anything you'd like to add about any of the ads you watched — positive or negative?
(Open-end)

Response:

SECTION 5 — DEMOGRAPHICS

Finally, we have a few background questions for classification purposes only.

D1. What is your gender? *(Select one)*

- ☐ Man
- ☐ Woman
- ☐ Non-binary or gender non-conforming
- ☐ I prefer to self-describe: _____
- ☐ I prefer not to say

D2. What is your annual household income before taxes? *(Select one)*

- ☐ Under \$35,000
- ☐ \$35,000 – \$49,999
- ☐ \$50,000 – \$74,999
- ☐ \$75,000 – \$99,999
- ☐ \$100,000 – \$149,999
- ☐ \$150,000 or more
- ☐ I prefer not to say

D3. What is your highest level of education completed? *(Select one)*

- ☐ Some high school or less
- ☐ High school diploma or GED
- ☐ Some college, no degree
- ☐ Associate's degree
- ☐ Bachelor's degree
- ☐ Master's degree or higher
- ☐ I prefer not to say

D4. What is your current employment status? *(Select one)*

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Self-employed / freelance
- ☐ Student
- ☐ Retired
- ☐ Not currently employed
- ☐ I prefer not to say

D5. How many people, including yourself, currently live in your household? *(Select one)*

- ☐ 1 (just me)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 or more

D6. Do you have any children under the age of 18 living in your household? *(Select one)*

- ☐ Yes

☐ No

D7. What is your zip code? *(For regional analysis — will not be used to identify you)*

Zip code:

Thank you for participating!

Your feedback will help shape advertising that matters. We appreciate your time and honest input.

APPENDIX A — AD ROTATION & CELL ASSIGNMENT GUIDE

 **RESEARCHER NOTE:** For programming team only. Do not show to respondents.

Ad Inventory

Ad ID	Concept Name	Length	File Name / URL
AD1-60	[Concept 1 Name]	60 seconds	[FILE LINK]
AD1-30	[Concept 1 Name]	30 seconds	[FILE LINK]
AD2-60	[Concept 2 Name]	60 seconds	[FILE LINK]
AD2-30	[Concept 2 Name]	30 seconds	[FILE LINK]
AD3-60	[Concept 3 Name]	60 seconds	[FILE LINK]
AD3-30	[Concept 3 Name]	30 seconds	[FILE LINK]
AD4-60	[Concept 4 Name]	60 seconds	[FILE LINK]
AD4-30	[Concept 4 Name]	30 seconds	[FILE LINK]
AD5-60	[Concept 5 Name]	60 seconds	[FILE LINK]
AD5-30	[Concept 5 Name]	30 seconds	[FILE LINK]
AD6-60	[Concept 6 Name]	60 seconds	[FILE LINK]
AD6-30	[Concept 6 Name]	30 seconds	[FILE LINK]

Suggested Cell Assignment

Assign respondents randomly to one of two length conditions before survey launch. Within each condition, randomize which 2–3 concepts are shown. This gives you clean cross-concept comparisons within each length, and clean length comparisons within each concept.

Cell	Length Condition	Ads Shown Per Respondent	Target n
Cell A	60-second versions	2–3 of 6 concepts (randomized)	n = 600–900
Cell B	30-second versions	2–3 of 6 concepts (randomized)	n = 600–900

APPENDIX B — KEY METRICS & ANALYSIS GUIDE

 **RESEARCHER NOTE:** For analysis team. Summarizes primary metrics, how to calculate them, and what to look for.

Metric	Source Question(s)	How to Report	Decision Threshold
Overall Appeal (Top 2 Box)	A1	% Excellent + Very Good	Higher = stronger concept
Attention Score	A2	% Completely + Very Much	Target $\geq$ 50% for strong ads
Message Clarity	A6	% Extremely + Very Clearly	Concern if < 40%
Holiday Relevance	A7	% Extremely + Very Well	Must-have for holiday campaign
Emotional Resonance	A8	% Moved Deeply + Stirred Some Emotion	Key differentiator
Brand Attribution	A9	% correctly naming [BRAND] unprompted	Concern if < 30%
Brand Fit	A10	% Extremely + Very Well	Alignment with brand identity
Purchase Intent Lift	A11	% Much + Somewhat More Likely	Primary business metric
Shareability	A12	% Definitely + Probably Yes	Organic amplification potential
Concept Preference	C1–C7	Frequency of "most" selections per ad	Primary selection driver

Recommendation Framework

To advance two concepts from six, prioritize:

- ☐ High overall appeal (Top 2 Box $\geq$ 55%) combined with strong purchase intent lift
- ☐ Strong brand attribution — concepts that run without identifying the brand are a liability
- ☐ Holiday relevance is table stakes — any concept scoring below 40% on A7 should be disqualified regardless of other scores
- ☐ Emotional resonance as a tiebreaker between otherwise close concepts
- ☐ Evaluate 60s vs. 30s versions to determine if shorter cuts retain concept effectiveness — a concept that loses significant impact in 30 seconds may need revision or a longer media buy

END OF SURVEY INSTRUMENT

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