

Model: Microsoft Copilot

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.

Here's a complete, structured **ad-testing survey** you can use for the upcoming holiday-season campaign. It's built to evaluate **six 60-second ads** and **six 30-second ads**, with clean logic, respondent-friendly flow, and analysis-ready structure.

You'll be able to drop in your ad videos easily, and the questionnaire will let the client identify the top two ads with confidence.

Holiday Campaign Ad-Testing Survey

Objective: Evaluate twelve ads (six 60-sec, six 30-sec) to determine the two strongest performers.

Section 1 — Screener

1. **Ad_viewing_ability** Are you able to watch short video ads with sound on your device?
 - Yes
 - No → *Terminate*
2. **Holiday_shopping_participation** Do you typically shop during the holiday season (Nov–Dec)?
 - Yes
 - No → *Terminate*

Section 2 — Ad Exposure Logic

Respondents will be randomly assigned to view **three ads**:

- **One 60-second ad**
- **One 30-second ad**
- **One additional ad (random length)**

This prevents fatigue while still giving coverage across all twelve ads.

Section 3 — Ad Evaluation (Repeated for Each Assigned Ad)

Ad Playback

- Show **Ad X** (embed 60s or 30s spot)

Ad Rating Block

3. **Overall_reaction** How would you rate your overall reaction to this ad?
 - 1 (Very negative)
 - 2
 - 3
 - 4
 - 5 (Very positive)
4. **Message_clarity** How clear was the main message of the ad?
 - Very unclear
 - Somewhat unclear
 - Neutral
 - Somewhat clear
 - Very clear
5. **Emotional_impact** How emotionally engaging was the ad?
 - Not at all engaging
 - Slightly engaging
 - Moderately engaging
 - Very engaging
 - Extremely engaging
6. **Brand_fit** How well does this ad fit the brand?
 - Very poor fit
 - Poor fit
 - Neutral
 - Good fit
 - Excellent fit
7. **Purchase_influence** How likely is this ad to influence your holiday purchase decisions?
 - Very unlikely
 - Unlikely
 - Neutral
 - Likely
 - Very likely
8. **Ad_length_preference** Did the length of this ad feel appropriate?
 - Too short
 - Just right
 - Too long
9. **Memorability** How memorable is this ad?
 - Not memorable
 - Slightly memorable
 - Moderately memorable

- Very memorable
 - Extremely memorable
- 10. **Open_feedback** What is the main thing you liked or disliked about this ad?
(Open-ended response)

★ Section 4 — Comparative Choice

After viewing all assigned ads:

- 11. **Favorite_ad** Which of the ads you viewed was your favorite?
 - Ad A
 - Ad B
 - Ad C
- 12. **Second_favorite** Which was your second favorite?
 - Ad A
 - Ad B
 - Ad C
- 13. **Best_fit_for_campaign** Which ad felt most appropriate for a holiday-season campaign?
 - Ad A
 - Ad B
 - Ad C

🎁 Section 5 — Holiday Context

- 14. **Holiday_motivation** What motivates your holiday shopping the most?
 - Gifts for others
 - Deals/discounts
 - Seasonal traditions
 - Personal purchases
 - Other (open-ended)
- 15. **Ad_relevance** How relevant were the ads to your holiday shopping mindset?
 - Not relevant
 - Slightly relevant
 - Moderately relevant
 - Very relevant
 - Extremely relevant

🎉 Section 6 — Demographics

- 16. **Age_group**
- 17. **Gender_identity**
- 18. **Household_income**
- 19. **Region**
- 20. **Holiday_spending_level**

If you want, I can also create:

- A **programming-ready version** for Qualtrics, SurveyMonkey, or Alchemer
- A **randomization map** for the 12 ads
- A **scoring framework** to identify the top two ads
- A **reporting template** for the client

Which direction would you like to go next — `survey_programming`, `randomization_logic`, or `analysis_framework`?