

Model: Gemini 3.6 Flash

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.

****Section 1: Screening & Demographics****

1. ****Which age group do you fall into?****

* Under 18 *(Terminate)* | 18–24 | 25–34 | 35–44 | 45–54 | 55–64 | 65+

2. ****How often do you shop for holiday gifts during the November–December season?****

* Frequently | Occasionally | Rarely *(Terminate)* | Never *(Terminate)*

****Section 2: Randomization Setup****

(Programmer note: Split respondents into two streams: Group A evaluates 30-second spots; Group B evaluates 60-second spots. Randomly assign each respondent 2 ads out of the 6 to minimize fatigue.)

****Section 3: Individual Ad Testing****

(Repeated for Ad [X] and Ad [Y])

3. ****Overall Appeal:**** How much did you enjoy this advertisement?

* 1 - Strongly dislike to 5 - Strongly like

4. ****Brand Recall:**** Which brand or company was featured in this video?

* *(Open-ended text box)*

5. ****Key Message:**** In a few words, what was the main point or message of this ad?

* *(Open-ended text box)*

6. ****Emotional Impact:**** Which words best describe how this ad made you feel? *(Select up to 3)*

* Warm/Festive | Excited | Nostalgic | Amused | Confused | Bored | Annoyed

7. ****Call to Action:**** How likely are you to shop with this brand for the holiday season after watching this spot?

* 1 - Unlikely to 5 - Extremely likely

****Section 4: Comparison & Final Selection****

(Show thumbnail stills or title tags of all 6 ads from their assigned length group)

8. ****Head-to-Head Preference:**** Out of all six ads shown below, select your ****top two**** choices that would make you most likely to shop this holiday season.

* Ad 1 | Ad 2 | Ad 3 | Ad 4 | Ad 5 | Ad 6

9. ****Selection Rationale:**** Why did you choose these two specific ads over the others?

* *(Open-ended text box)*

Would you like to tailor the screening questions to target a specific target demographic or consumer product category?

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There's going to be six of each.

This survey structure uses a monadic testing model where each respondent evaluates only 2 of the 6 ad concepts (both 30s and 60s cuts) to prevent viewer fatigue while delivering clear data to select your top 2 winners.

Part 1: Screening & Demographics

- **Q1 (Qualification):** Do you plan to shop for retail gifts or services during the upcoming holiday season? *(Yes [Continue] / No [Terminate])*
- **Q2 (Primary Shopper):** How involved are you in making purchasing decisions for your household during the holidays? *(Sole decision maker / Joint decision maker / Not involved [Terminate])*

Part 2: Monadic Concept Evaluation

(Show assigned Video Concept. Split panel evenly so each concept gets equal exposure across 30s and 60s formats.)

Question Focus	Survey Prompt	Response Format
Overall Appeal	How appealing did you find this advertisement?	5-point scale (1 = Not at all appealing, 5 = Extremely appealing)
Brand Recall	Which brand was featured in the commercial you just saw?	Single choice (Includes correct brand + 3 distractor brands)

Message Clarity	How clear was the main message of the ad?	5-point scale (<i>1 = Completely unclear, 5 = Extremely clear</i>)
Emotional Fit	Select up to 3 words that best describe this ad.	Multi-select (<i>Festive, Heartwarming, Generic, Fun, Boring, Premium</i>)
Pacing & Length	How did you feel about the duration of this video?	Single choice (<i>Too short / Just right / Too long</i>)
Purchase Intent	How likely are you to shop with [Brand] after watching this ad?	5-point scale (<i>1 = Definitely will not, 5 = Definitely will</i>)

Part 3: Direct Head-to-Head & Format Comparison

(Show thumbnail recaps of the 2 assigned concepts the respondent viewed)

- **Q3 (Forced Choice):** Between Concept A and Concept B, which ad would make you more likely to choose [Brand] for your holiday shopping?
- **Q4 (Format Preference):** Comparing the 30-second version and the 60-second version, which felt more effective at delivering the message?
- **Q5 (Diagnostic):** What was the single most memorable part of your favorite ad?
(Open-ended text)

Top 2 Selection Scorecard

To pick your final two campaign spots, rank all 6 concepts by weighting:

1. **Top-2-Box Purchase Intent** (40% weight)
2. **Correct Brand Linkage Score** (30% weight)
3. **Net Appeal Rating** (20% weight)
4. **Message Clarity Average** (10% weight)

Would you like me to tailor the emotional descriptors or brand metrics to a specific product category or industry?

Model: Gemini 3.6 Pro

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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.

Here is a comprehensive survey structure designed to test your holiday ad spots. To prevent survey fatigue from watching 12 different videos (six 60-second and six 30-second spots), I recommend having participants watch and rate the 60-second versions first for emotional and narrative impact, followed by the 30-second versions to see if the core message translates effectively.

Survey Setup & Introduction

****Welcome message:**** "Thank you for participating! We are testing new concepts for an upcoming holiday campaign. Your honest feedback will help shape what millions of viewers will see this season."

Screener & Demographics

First, ensure you are capturing your target audience's feedback.

- **Age/Gender:**** What is your age and gender? (Provide standard ranges)
- **Holiday Shopping Habits:**** When do you typically begin your holiday shopping? (e.g., October, Black Friday, December)
- **Budget:**** What is your estimated holiday shopping budget for this year?

Individual Ad Evaluation

Show Ad Concept #1 (60-second spot), then ask:

- **Overall Appeal:**** On a scale of 1-5, how much did you like this ad? (1 = Strongly Dislike, 5 = Strongly Like)
- **Brand Recall:**** Without looking back, what brand or product was this ad for?
- **Message Comprehension:**** What was the main message this ad was trying to communicate?
- **Emotional Resonance:**** Which of the following emotions did this ad make you feel? (Joy, Nostalgia, Annoyance, Indifference, Excitement)
- **Purchase Intent:**** After watching this ad, how likely are you to consider purchasing from this brand? (1-5 Scale)

Show Ad Concept #1 (30-second spot), then ask:

* **Pacing & Clarity:** Compared to the longer version, did this shorter ad feel: (Rushed and confusing, Clear and concise, Missing important details, Just as good)

(Repeat this section for the remaining 5 ad concepts, ensuring the order is randomized for each participant to avoid placement bias).

Final Ranking

Once all ads have been viewed, force the participants to make a choice.

* **Top Choice:** Out of all the concepts you saw today, which was your absolute favorite? (Select 1-6)

* **Runner Up:** Which concept would be your second choice?

* **Qualitative Feedback:** Why did your top choice stand out over the others? (Open text)

By calculating the highest combined scores in Purchase Intent and the Final Ranking, your top two winners will become clear.

What specific product or service are these ads promoting so we can tailor the "Message Comprehension" question even further?

Attempt #2, same prompt

Here is a comprehensive survey template designed to help your client identify the winning ad concepts for their holiday campaign.

To avoid survey fatigue, I highly recommend using a **sequential monadic testing** approach. Instead of making one person watch all 12 commercials, have each respondent watch and evaluate just 2 or 3 of the ad concepts (viewing both the 30-second and 60-second formats for those specific concepts).

Survey Introduction & Screening

1. **Are you responsible for or involved in the purchasing decisions for [Product Category] in your household?** (Yes / No — *Terminate if No*)

2. ****Please ensure your device's audio is turned on. Can you hear the sound playing in this short test clip?**** (Yes / No — ***Terminate if No***)

Individual Ad Evaluation

(Show the 60-second spot of Concept A, then ask the following)

3. ****Overall, how much did you like or dislike this advertisement?**** (Scale: 1-Strongly Dislike to 5-Strongly Like)

4. ****Based on this ad, how likely are you to purchase [Product/Brand] this holiday season?**** (Scale: 1-Very Unlikely to 5-Very Likely)

5. ****In your own words, what was the main message this ad was trying to communicate?**** (Open-ended text box)

6. ****How well did this ad capture the holiday spirit and feel relevant to the upcoming season?**** (Scale: 1-Not at all to 5-Extremely well)

7. ****What did you like most, and what did you like least about this ad?**** (Open-ended text box)

30-Second vs. 60-Second Comparison

(Now, show the 30-second version of Concept A)

8. ****Having just seen the shorter version of this ad, do you feel any important information or emotional connection was lost?**** (Yes / No — ***Include an open-ended "If yes, please explain"*)**

9. ****Which version of this advertisement do you ultimately prefer?**** (60-second version / 30-second version / No preference)

Demographics & Wrap-Up

10. ****What is your age?**** (Multiple choice ranges: 18-24, 25-34, etc.)

11. ****Which best describes your total annual household income?**** (Multiple choice ranges)

****Best Practices for Execution:****

*** **Randomize Delivery:**** Ensure the order in which the ad concepts are shown is randomized across your audience pool to prevent order bias.

*** **Check Message Retention:**** Pay close attention to Question 5; if respondents miss the core message in the 30-second spot, the 60-second spot will likely be the required investment.

*** **Segment by Demographics:**** Cross-reference the "Purchase Intent" scores (Question 4) with the demographics to ensure the ads are resonating with the client's actual target buyers, not just general viewers.

What specific product or service are these ads promoting so we can tailor the screening questions to your exact target audience?