

# Editor's note

by Nikita James Nanos



The theme for this months issue "higher, faster, better" is based on the simple belief that advertising research is results-oriented. Whether one is developing a brand equity strategy or identifying key consumer hot buttons, effective advertising research yields dividends.

We lead off our issue with **Dave Walker** from Ipsos-ASI. In his article, "Building Brand Equity Through Advertising," Dave asserts that equity ratings add a new dimension to copy-testing, to help advertisers understand and optimize performance on short-term measures.

**Mary Logan** of Research International provides an insightful view on the benefits of "morphing" quantitative and qualitative research. **Majid Koury** of Marketexplorers, in his article on branded advertising, points to the need to conduct advertising testing that assesses advertising branding and not advertising recall.

"A New, Old Approach" by **Jim Dadson** of DVResearch argues that even in our digital age, good old fashioned face-to-face research is still very effective.

Our final article on the advertising theme is by **Max Valiquette** of Youthography. In his article "Fishing Where the Little Fish Are," Max goes through a series of myths and best practices related

to on-line research targeted at youth.

Apart from our regular gang of columnists, this issue also includes a very interesting B2B review by **Jon Linton** on "The New Paradigm Series" by the Mobium Creative Group and Gordon Hochhalter. In the review, Jon agrees with the authors that the Internet is much more than just a new medium – it is fundamentally a new form of connectivity between customers and suppliers.

Our July issue on Special Applications Research, will delve into a wide range of very interesting topics. As you might remember, the team at *Imprints* takes a short break during the summer. As result, there will be no August issue, but we expect to launch into the file with a special and very timely issue on how we govern ourselves as a profession. Any opinions on the issue of co-operation, consolidation and/or merger with our sister market research organizations would be welcome. The deadline for articles will be July 20th, 2003.

Until next month.

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