

PACT Principles

The shared views of PACT Agencies on the fundamental principles underlying a good copy testing system

Principle I

A good copy testing system provides measurements which are relevant to the objectives of the advertising.

Principle II

A good copy testing system is one which requires agreement about how the results will be used *in advance* of each specific test.

Principle III

A good copy testing system provides *multiple* measurements – because single measurements are generally inadequate to assess the performance of an advertisement.

Principle IV

A good copy testing system is based on a model of human response to communications – the *reception* of a stimulus, the *comprehension* of the stimulus and the *response* to the stimulus.

Principle V

A good copy testing system allows for consideration of whether the advertising stimulus should be exposed more than once.

Principle VI

A good copy testing system recognizes that the more finished a piece of copy is, the more soundly it can be evaluated and requires, as a minimum, that alternative executions be tested in the same degree of finish.

Principle VII

A good copy testing system provides controls to avoid the biasing effects of the exposure context.

Principle VIII

A good copy testing system is one that takes into account basic considerations of sample definition.

Principle IX

A good copy testing system is one that can demonstrate reliability and validity.

Principle X¹

Take baseline (i.e., pre-exposure) measurements and / or use control groups.

¹ Added by Pechmann and Andrews (2010)

References

"PACT: Positioning, Advertising, Copy, Testing." *Journal of Advertising* 11, no. 4 (1982): 3-29. doi:10.1080/00913367.1982.10672818.

Pechmann, Cornelia, and Craig Andrews. "Copy Test Methods to Pretest Advertisements." In *Wiley International Encyclopedia of Marketing*. Eds. Jagdish N. Sheth and Naresh K. Malhotra. Chichester, West Sussex, UK: Wiley, 2010. doi:10.1002/9781444316568.wiem04007.