

Benchmarking Tet Ads

Cimigo will tell you Tet advertising communicated effectively.

Cimigo have quantitatively evaluated these 12 Tet Ads to assess which are cutting through, communicating on message and positively impacting their brand. Each TVC has been tested amongst a minimum of 150 of the target audience.



The Cimigo AdTraction TVC test presents how your TVC performs on a set of standard metrics. Your TVC is compared to a benchmark to identify strengths and weaknesses. Choose your TVC and we will benchmark performance against a database of 350 ADS and a special Tet benchmark comprising of the above Tet Ads.

The Report

The fee is VND 140,000,000 and your AdTraction report will be available on February 17th.

Contact Thuong on thuongla@cimigo.com to discuss now.