

Sleepio Evergreen Campaign: Survey Draft

Test Design:

Step 1: Determine which concept is the strongest in it's category (sequential w/forced ranking)

- Survey 1: 1A vs 1B (~20 questions) (~\$650)
- Survey 2: 2A vs 2B (~20 questions) (~\$650)

Step 2: Test the winner in category 1 against the winner in category 2 to pick a final winner (sequential w/forced ranking)

- Survey 3: X vs Y (~20 questions) (~\$650)

Total Cost: ~\$2K

Survey 1

(Screener Questions)

Welcome! This survey includes 21 questions and should take about 6 minutes to complete. Thank you for participating! Your feedback is appreciated.

Q: Thinking about the past month, to what extent has poor sleep troubled you in general?

- **Not at all**
- A little
- Somewhat
- Much
- Very Much

Q: Thinking about the past month, how many nights a week do you have a problem with your sleep?

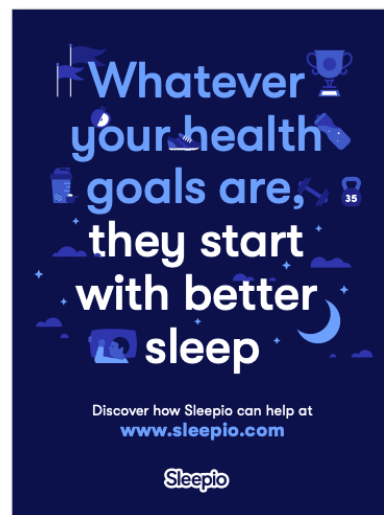
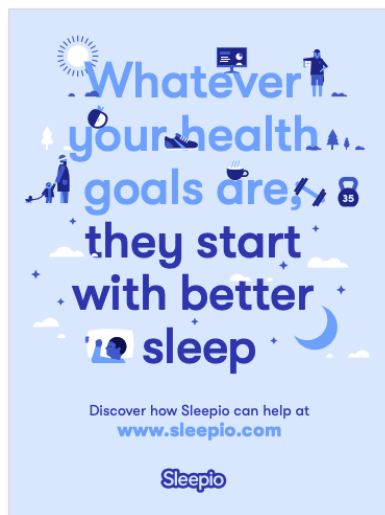
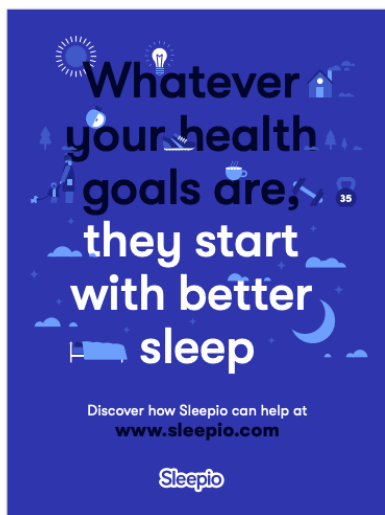
- **0-1**
- 2
- 3
- 4
- 5-7

We'd like your feedback on 2 advertisements for a digital sleep improvement program called Sleepio. Sleepio is an online sleep improvement program designed by sleep experts to help you fall asleep faster, stay asleep longer, and feel more energized throughout the day.

You'll be asked a series of questions about each ad before making a final comparison. The ad will appear at the top of each page for ease of viewing—please review carefully before selecting your answer.

First, please review advertisement 1A.

CONCEPT 1A



(Metric: Benefit)

Q: When looking at this advertisement, how confident are you that Sleepio can help you improve your sleep?

- Extremely confident
- Very confident
- Moderately confident
- Somewhat confident
- Not at all confident

(Metric: Desired Action)

Q: How likely would you be to give Sleepio a try based on this advertisement ?

- Extremely likely
- Very likely
- Moderately likely
- Somewhat likely
- Not at all likely

(Metric: Comprehension)

Q: Please summarize the main message of the advertisement in your own words (try not to repeat the slogan)

(Metric: Credibility)

The following statement is a marketing message used to describe Sleepio.

Sleepio is an online sleep improvement program designed by sleep experts to help you fall asleep faster, stay asleep longer, and feel more energized throughout the day.

Sleepio is backed by best-in-class evidence, and has undergone more clinical testing than some sleep medications you've heard of, including numerous clinical trials and research published in various independent journals.

Q: When looking at this advertisement, how confident are you that Sleepio will deliver on the claims stated above?

- Extremely confident
- Very confident
- Somewhat confident
- Not so confident
- Not at all confident

(Metric: Comprehension)

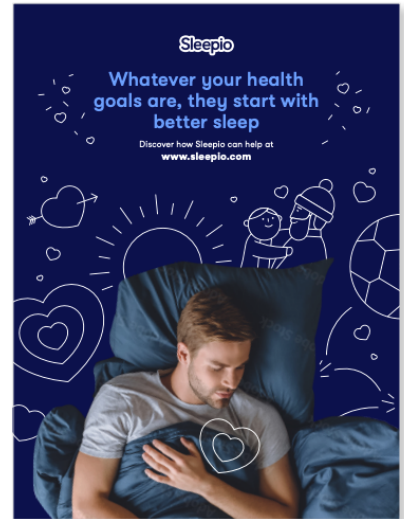
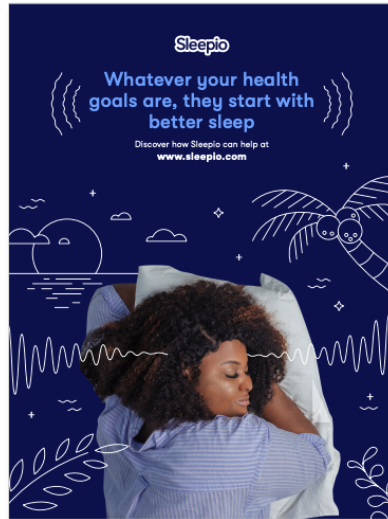
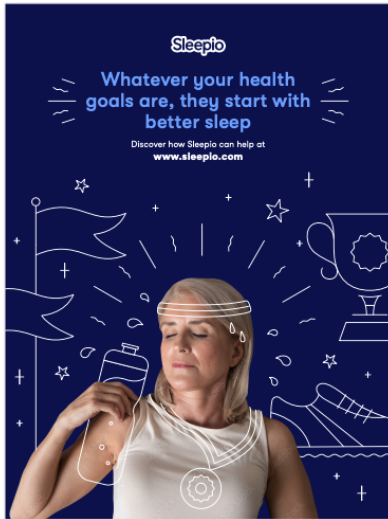
Q: How well does this advertisement communicate the idea that good sleep can help you achieve your personal health goals?

- Extremely well
- Very well
- Somewhat well
- Not so well
- Not at all well

(Metric: Resonance)

Q: Which specific elements of the advertisement do you **like** and why?

Q: Which specific elements of the advertisement do you **dislike** and why?



(Metric: Benefit)

Q: When looking at this advertisement, how confident are you that Sleepio can help you improve your sleep?

- Extremely confident
- Very confident
- Moderately confident
- Somewhat confident
- Not at all confident

(Metric: Desired Action)

Q: How likely would you be to give Sleepio a try based on this advertisement ?

- Extremely likely
- Very likely
- Moderately likely
- Somewhat likely
- Not at all likely

(Metric: Comprehension)

Q: Please summarize the main message of the advertisement in your own words (try not to repeat the slogan)

(Metric: Credibility)

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Sleepio is backed by best-in-class evidence, and has undergone more clinical testing than some sleep medications you've heard of, including numerous clinical trials and research published in various independent journals.

Q: When looking at this advertisement, how confident are you that Sleepio will deliver on the claims stated above?

- Extremely confident
- Very confident
- Somewhat confident
- Not so confident
- Not at all confident

(Metric: Comprehension)

Q: How well does this advertisement communicate the idea that good sleep can help you achieve your personal health goals?

- Extremely well
- Very well
- Somewhat well
- Not so well
- Not at all well

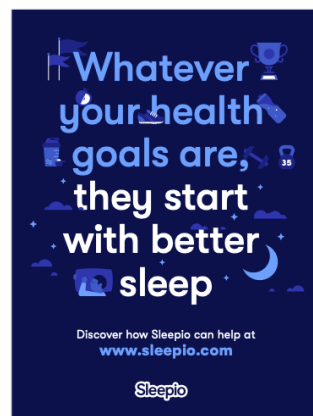
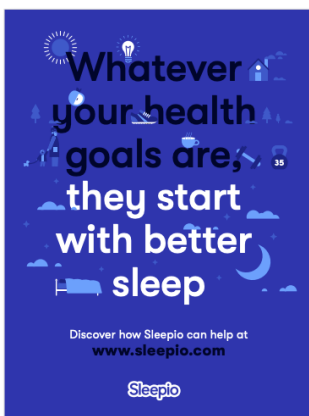
(Metric: Resonance)

Q: Which specific elements of the advertisement do you **like** and why?

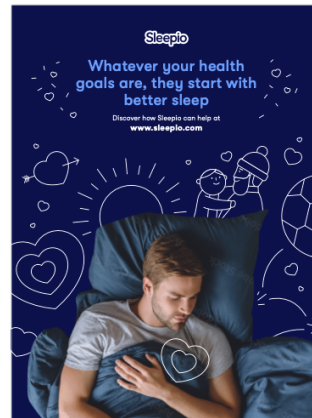
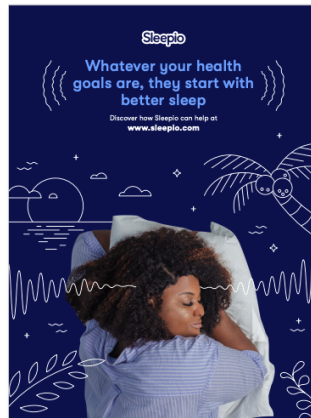
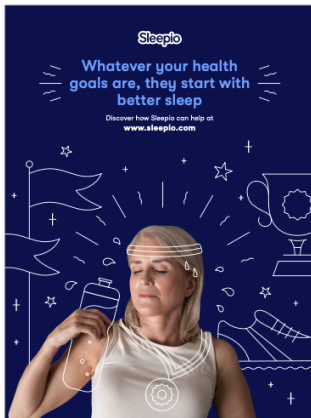
Q: Which specific elements of the advertisement do you **dislike** and why?

(Forced-choice)

CONCEPT 1A



VS



Q: Which of these two advertisements gives you *the most* confidence that Sleepio will deliver on it's promise to help you fall asleep faster, stay asleep longer, and feel more energized throughout the day ?

- Advertisement 1A
- Advertisement 1B
- Neither

Q: Which of these advertisements gives you *the most* confidence that Sleepio is right for you?

- Advertisement 1A
- Advertisement 1B
- Neither

Other questions

Q: If you are employed, which of these best describes your situation?

- Sedentary, traditional 9-5
- Semi-active, traditional 9-5
- Active, traditional 9-5
- Sedentary, shift work
- Semi-active, shift work
- Active, shift work
- This question doesn't apply to me
- Other (please specify)

Q: How would you classify your race?

- White or Caucasian
- Black or African American
- Hispanic or Latino
- Asian or Asian American
- Native Hawaiian or other Pacific Islander
- Other

Q: Have you used prescription medications for sleep (i.e. Ambien, Lunesta, Dalmane, Prosom, etc.)?

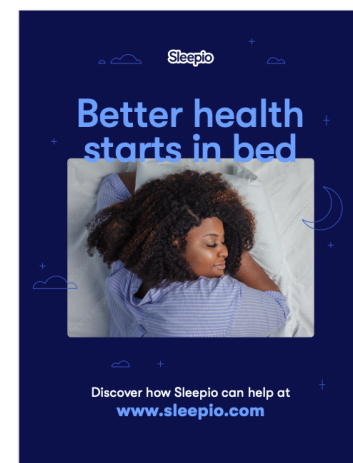
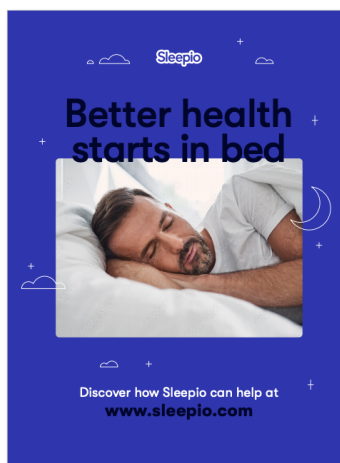
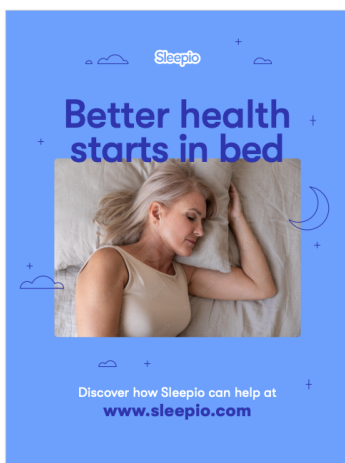
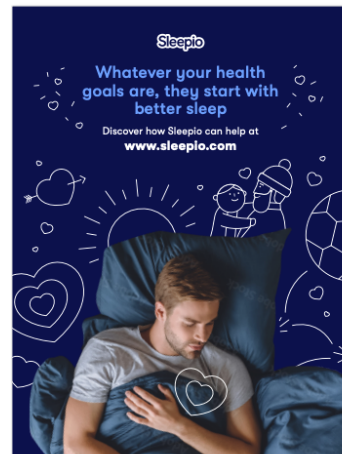
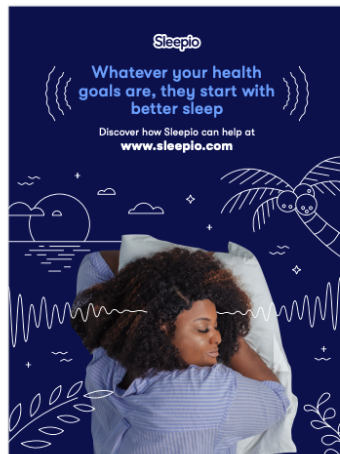
- Yes, I take them regularly
- Yes, I use them occasionally
- I have in the past, but I'm not taking them right now
- I've never taken prescription medications for sleep
- Prefer not to answer

Survey 3

Welcome! This survey includes X questions and should take about X minutes to complete. Thank you for participating!

We'd like your feedback on 2 advertisements for a digital sleep improvement program called Sleepio. Sleepio is an online sleep improvement program designed by sleep experts to help you fall asleep faster, stay asleep longer, and feel more energized throughout the day.

Please take a moment to review the advertisements below.



Q: Which slogan do you find **the most** compelling?

- Whatever your health goals are, they start with better sleep
- Better health starts in bed
- Neither

Q: What specifically about this slogan do you like?

Q: Which of these two advertisements gives you **the most** confidence that Sleepio will **deliver on its promise** to help you fall asleep faster, stay asleep longer, and feel more energized throughout the day?

- Advertisement 1B
- Advertisement 2B
- Neither

The following statement is a marketing message used to describe Sleepio.

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Sleepio is backed by best-in-class evidence, and has undergone more clinical testing than some sleep medications you've heard of, including numerous clinical trials and research published in various independent journals.

Q: Which advertisement gives you **the most** confidence that Sleepio will **deliver on the claims** stated above?

- Advertisement 1B
- Advertisement 2B
- Neither