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National Press

[Arif Durrani](#), mediaweek.co.uk, 17 February 2009, 2:20pm[Be the first to comment](#)

GNM launches ad tool

LONDON - Guardian News & Media has launched an advertising effectiveness research tool called the Brand Aid Panel, designed to provide clients and agencies with timely insight on specific ad campaigns.



Tim Gentry, commercial effectiveness manager at GNM

The service, based on more than 3,500 readers/users of The Guardian, The Observer and Guardian.co.uk, provides feedback about the impact of specific ads.

Unlike established tools such as Dynamic Logic, the Brand Aid Panel claims to be highly flexible by delivering results within 10 days of the panel being surveyed.

The Brand Aid Panel launch comes as media owners in general, and publishers in particular, are looking to provide clients with a more comprehensive understanding of their consumers and how they consume ads across different platforms.

Tim Gentry, commercial effectiveness manager at GNM, claims the Brand Aid Panel costs "about a tenth" of most other effectiveness research tools, making it suitable for creative testing and tracking the impact of even the smallest campaigns.