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[Maisie McCabe](#), [Media Week](#), 10 March
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Newsquest in ad tool launch

LONDON - Newsquest Media Sales has launched a tool that it claims allows clients and agencies to quickly find out how they can improve the effectiveness of press ads.

Advertisers will have the opportunity to obtain feedback from a 2,000-strong panel on ads within 48 hours of them being published, allowing clients to change the creative part-way through a campaign.



The tool has already been used by electrical goods retailer Comet to test an ad for a laptop computer. It found panellists were more interested in specification than price, so Comet changed its ad and the new creative ran the following week.

Richard Thomas, head of insight marketing at Newsquest, said the panel is unique because it could "directly influence" the outcome of a campaign.