



BILLBOARD CREATIVE TESTING

Includes:

- **Up to 1 minute video presentation displaying up to 3 billboard designs**
- **Video compilation**
- **100 Panelists (General Population)**
- **4 Standard survey questions**
- **4 Custom survey questions**
- **Pre-test objectives call**
- **Post test debrief**
- **Custom Report**

Cost: \$2,500

Extras:

Custom Audience: By Quote

Additional Survey Questions: \$125 per 100 panelists

Additional Video Minutes: By Quote