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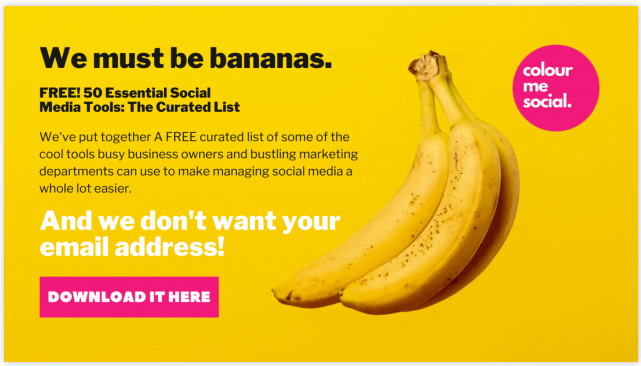
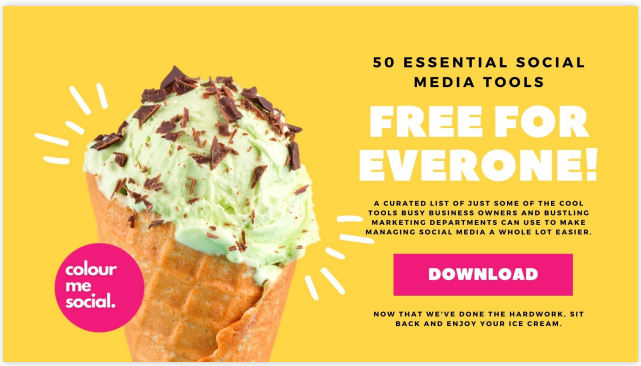
Your Test Report

50 cool tools free download





Concept 1 **Concept 2**

Score: 4 **Score:1**

Reviewer 1

Would you run this idea? **Yes** but with minor changes	TaxAce LTD - accounting and consultancy services provider
	"Concept 1 looks more eye-catching but there is a lot of text on the page. - The USP is not very clear from the first go, I needed 20 seconds to understand that this is a List of Essential Social Media Tools. - The word curated needs to be highlighted - it shows the value you get in the document. - I didn't understand why did you choose to show bananas on the landing page - I would want to see a page from the document - that will catch my attention. The text "we don't want your email address" - I would take it out - I am willing to give my email address for a valuable document. - "Download it here" is not familiar, just use "Download" How I would change it? (Bold USP) Curated List of Social media Tool for Small Businesses Description: We have (x) years of experience doing marketing for SMEs and here is our curated list of best social media tools to scale a small business (Better formulation needed) Botton: Download"
	Selected concept: **Concept 1**

Reviewer 2

Would you run this idea? **Yes** as is	Skilled international business professional specialized in market entry & development, international trade, B2B marketing & communications. **[Marketing Expert]**
	"I like both, but the movement in concept one really catches my eye and holds my attention. Also, I can't resist a good food pun."
	Selected concept: **Concept 1**

Reviewer 3

Would you run this idea? **Yes** as is	Design & build of low carbon, modular buildings - built offsite and delivered to site virtually complete "Banana GIF works well, and is visually more appealing than static ice cream. The headline relates to the bananas so works well too (whereas on C2 there isn't an obvious link for someone seeing the ad or brand for the first time). The 'And we don't want your email address' line is also really strong, and is a useful way to engage the audience in an honest and open way." Selected concept: **Concept 1**

Reviewer 4

Would you run this idea? **Yes** but with minor changes	Commercial Finance Broker & Consultant ""We must be bananas" - good tag-line" Selected concept: **Concept 1**

Reviewer 5

Would you run this idea? **Yes** as is	Thoughts? "'Free for everyone!' stands out more and the first heading lets you know what it is straight away. I like the 'sit back and enjoy your ice cream' message too." Selected concept: **Concept 2**