

A GREAT MUSIC TEST AT A FAIR PRICE.



DEENA'S STORY

Radio has always been a big part of my life, so it seemed fitting that I would join a market research company right out of college where my primary focus was radio.

After working in the industry for over a decade, I noticed that radio programmers were continuously left frustrated when it came to music testing. They were often left with only two options: A high-end test that didn't fit in their budget, or a low-cost test with a low quality sample and data. And that's why I created Advantage Music Research. I wanted to give radio stations what they really need – a great music test at a fair price – while also improving upon the existing research methods currently used by the industry.

ADVANTAGE MUSIC RESEARCH

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Introducing the
Scorecard 
Music Test



Advantage
MUSIC RESEARCH

GET THE ADVANTAGE.

There are a lot of music tests out there to choose from. Some are too expensive and come with more bells and whistles than you need. Others are cheaper, but they are of such poor quality, they provide data that can actually do you more harm than good. With Scorecard from Advantage Music Research, you get the high-quality test you need, at a price that works within your budget.



Scorecard

WHY SCORECARD?

It all starts with our recruiting and testing process.

We fully vet our respondents to ensure they are who they say they are. You'll find no scam artists or professional test-takers here. Scorecard respondents take the test online from any location, on any platform, and at a pace that works for them.

With Scorecard, the quality control process doesn't stop once we have recruited a respondent. We rescreen respondents every time they log in to take a music test. We randomize hooks so that every respondent hears them in a different order, eliminating the impact of order bias. We ensure that respondents answer every question and we use proven techniques like speed controls and

"dummy hooks" to ensure respondents remain engaged and provide real opinions about each song you test. Scorecard respondents can't turn down the volume and randomly click on answer choices for each song.

Scorecard uses the highest quality hooks from Hooks Unlimited and we deliver data using Cornerstone's state-of-the-art Analyst sorting software. The result? Quality data that leads to smart, informed decision-making.

At Advantage Music Research, we know how important good test data is to a station's success.

We believe any station, big or small, should have access to the test it needs, and we believe it should be of high quality and at a fair price.



Learn more at advantagemusicresearch.com or get started by calling **Deena Hollander** at **908-864-0073**.