

FEAR
NO
TRUTH



Introducing

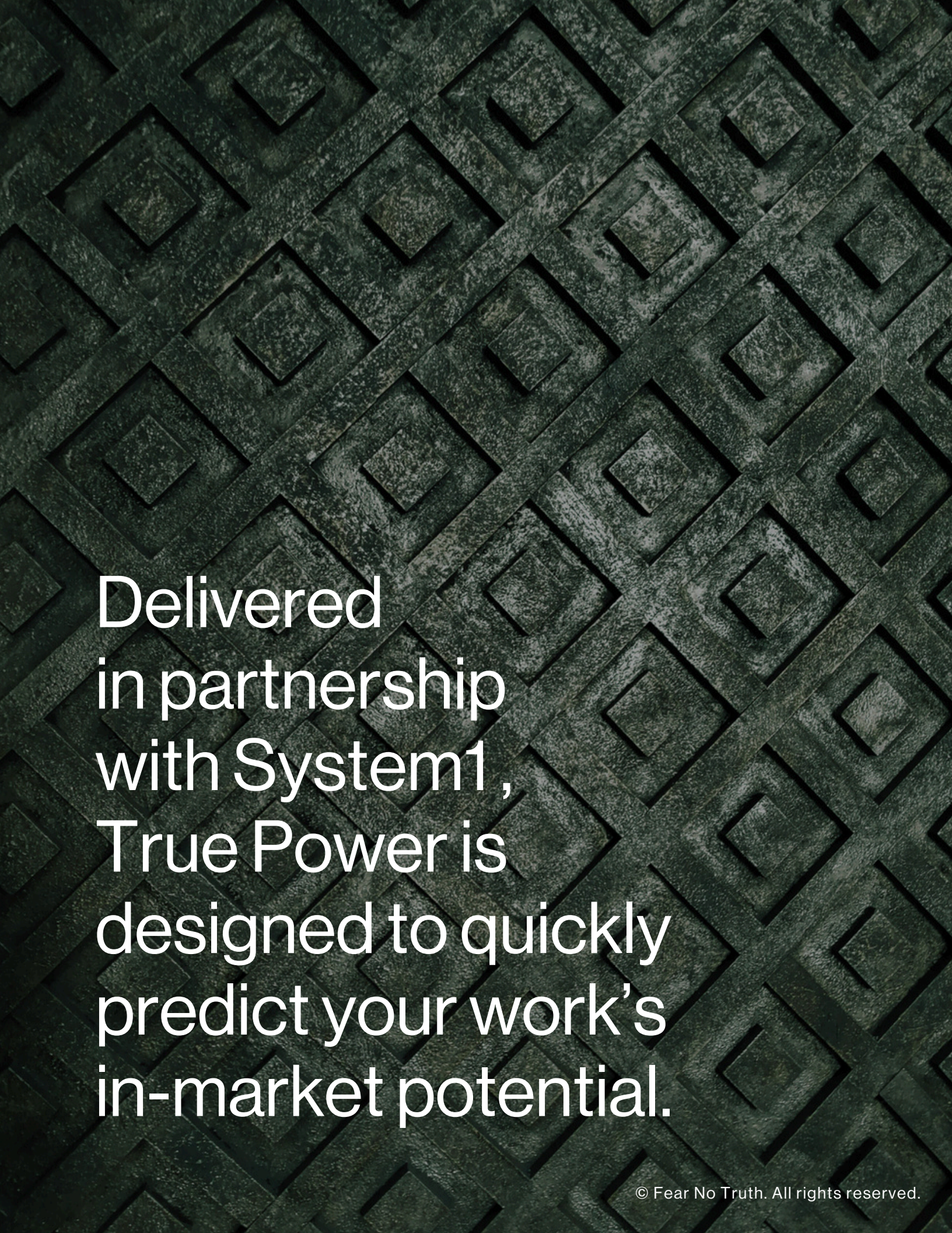
TRUE POWER

A Faster Way To Predict Your
Work's True Market Potential







“Creativity is
the last unfair
advantage we're
legally allowed to
take over our
competitors.”
Bill Bernbach



Delivered
in partnership
with System1,
True Power is
designed to quickly
predict your work's
in-market potential.



The True Power
testing sprint is perfect
for agency or marketing
leaders that need to unlock
a creative advantage,
but who don't have
the time for more
misses than hits.



Test Your Innovation

Predict commercial potential. Identify your best ideas. And optimize to maximize success. Which idea deserves investment? From tweaked taglines to category-changing innovations, Test Your Innovation select ideas with confidence.

The more a new innovation makes people feel, the more they'll engage with it. System1's FaceTrace emotional measurement system gives a sneak peek of real world consumer responses.

Launch a product that people can't wait to buy. Test Your Innovation gives each idea a 1-to-5 Star Rating. Post-launch analysis tells us 5-Star ideas achieve three times more sales than 1-Star ideas. Gain valuable insight by benchmarking your results against our extensive database of over 54,000 ideas so you can be confident that you are investing in the best ideas for your business.

Find out what makes your audience click. The more a new idea makes people feel, the more they'll engage with it. Emotional response matters, and our FaceTrace emotional measurement system can give you a sneak peek of real world responses.

Test Your Innovation can provide valuable insight at every stage of the innovation process; from helping to select early concepts with the most potential, to validating and predicting the commercial success of later stage innovations.

Test Your Advertising

Test Your Ad is the testing platform for marketers who want to make brilliantly effective ads, with next day predictions, intuitive metrics, and diagnostics you can use.

The most effective ads drive both short-term sales and long-term brand growth. They do it by making people feel more, to build more positive and enduring associations with the brand.

Test Your Ad predicts short-term sales and longer term brand impact by measuring the emotive quality of the work, and scoring that work on a 1-to-5 Star scale.

Compare your and your competitors' ads and see predictions of their potential long-term impact on growth.



Test Your Brand

With clear predictive measures that let you understand the health of your brand, anticipate future performance and inform and improve your strategic thinking.

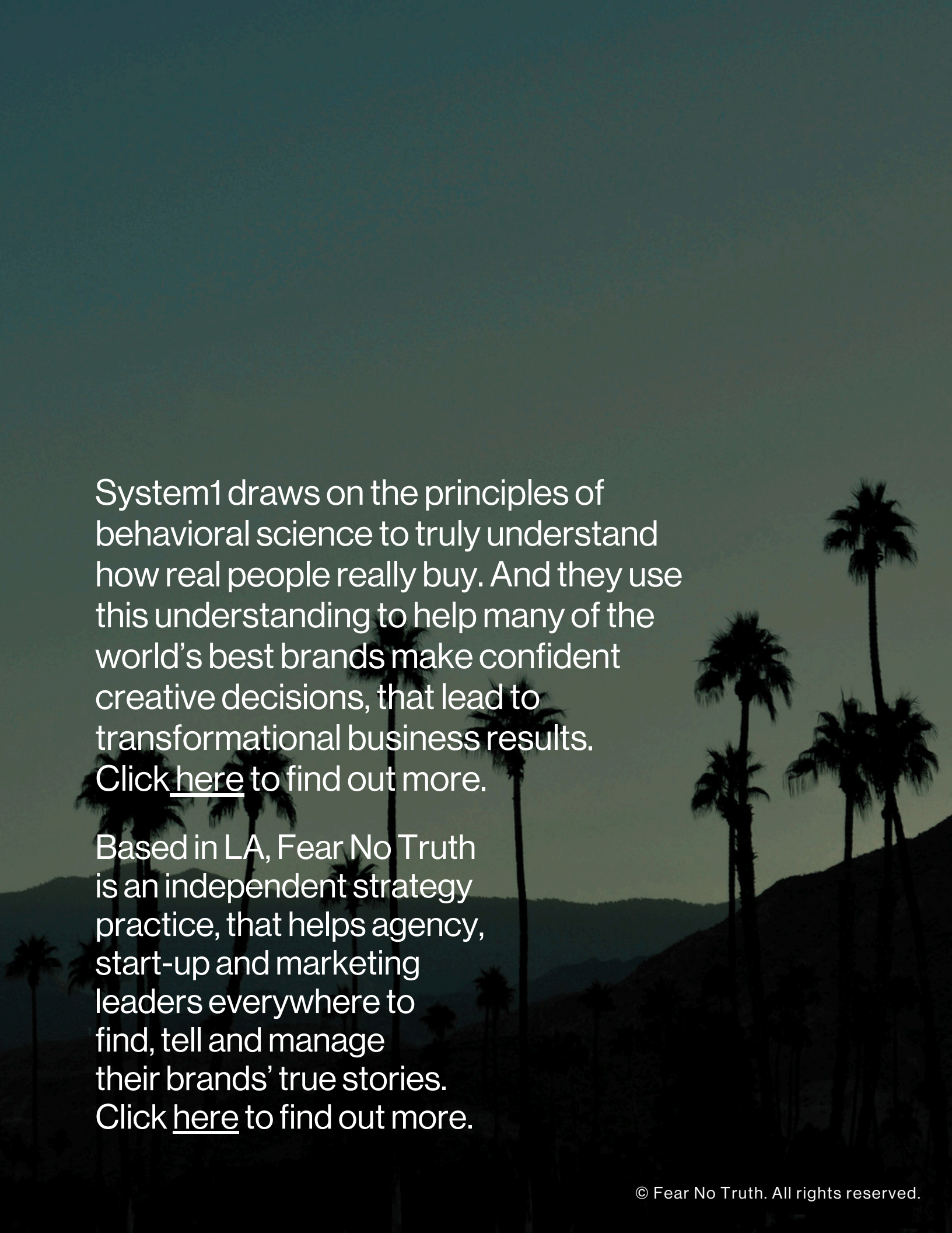
Go deeper to improve brand health, with a combination of pro diagnostics to unlock your brand's potential.

Understand how your creative impacts your brand, and track consideration against your competitors.

Benchmark your brand against your competition, to better understand where they are, where they're going, and how your work is impacting your brand.

Monitor wave-on-wave changes and predict future growth and decline for you and every brand in your market.

Measure the 3 Fs that drive brand growth: Fame, Feeling and Fluency; together they make buying choices fast and easy and are three keydrivers of brand success.

The background of the entire page is a dark, monochromatic image showing the silhouettes of several palm trees of varying heights against a dark, gradient sky. The trees are scattered across the frame, with some in the foreground and others further back, creating a sense of depth. The overall mood is serene and minimalist.

System1 draws on the principles of behavioral science to truly understand how real people really buy. And they use this understanding to help many of the world's best brands make confident creative decisions, that lead to transformational business results. [Click here](#) to find out more.

Based in LA, Fear No Truth is an independent strategy practice, that helps agency, start-up and marketing leaders everywhere to find, tell and manage their brands' true stories. [Click here](#) to find out more.



Get In Touch

hello@fearnotruth.com

www.fearnotruth.com