

FEAR
NO
TRUTH



Introducing

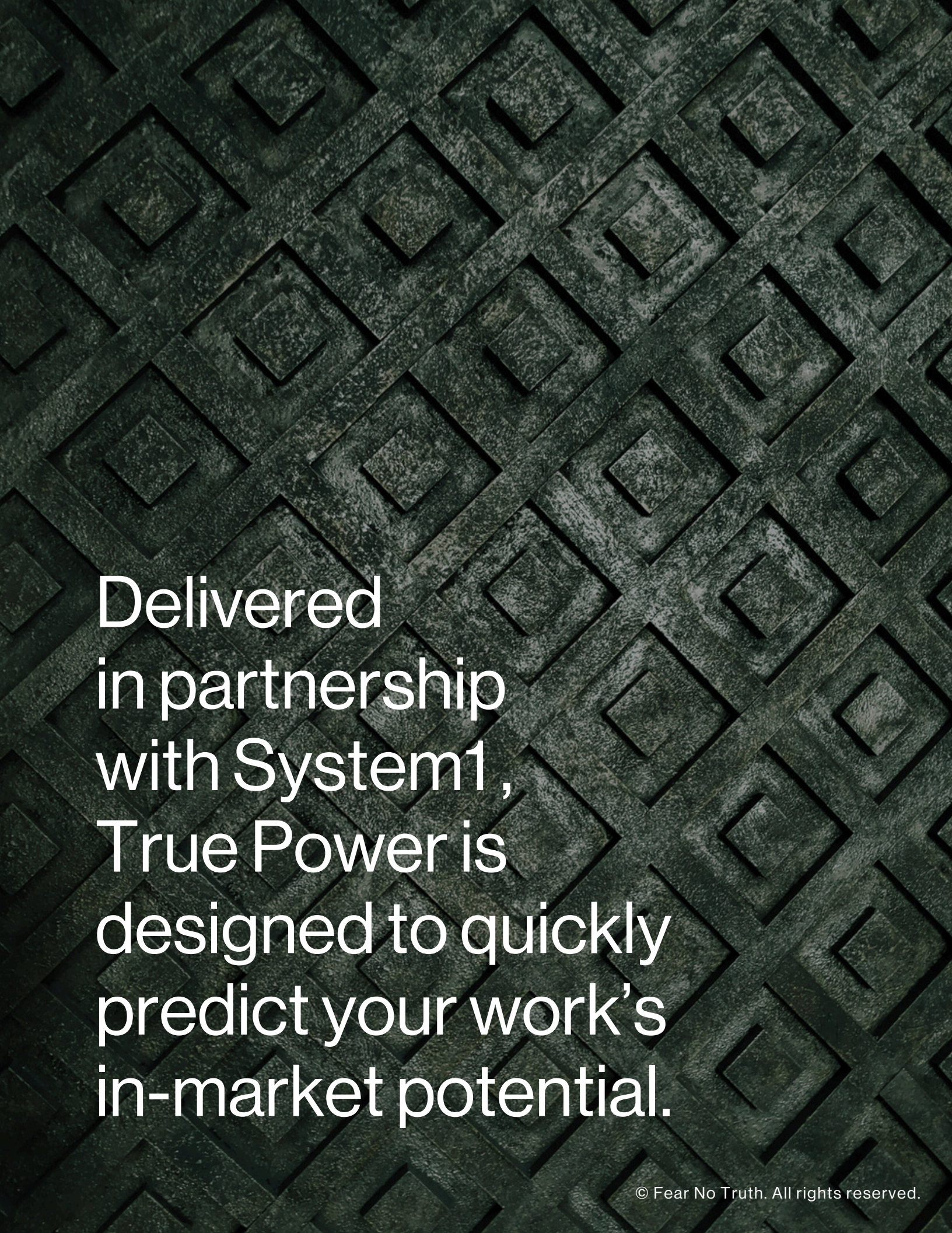
TRUE POWER

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.

A photograph of the Hollywood sign on a hill, viewed through the curved frame of a car window. The sign is white and stands out against the brown, brush-covered hillside. In the background, a cityscape is visible under a hazy sky. The foreground is dominated by the dark, metallic frame of the car window, which frames the scene on the left and bottom.

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 Idea

The more a new idea 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, by predicting the potential of a concept.

Test Your Idea gives each concept a 1-to-5 Star Rating. Post-launch analysis tells us that 5-Star ideas are three times more profitable than 1-Star ideas.

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.

We benchmark your results against over 50,000 ideas in our database so ensure a more realistic picture of its in-market potential.

Diverse crowds are proven to make better predictions than small, targeted groups. We look beyond the target market and tap into the "Wisdom of the Crowd" for more accurate predictions, more representative insights, and faster, more cost-effective projects.

Test Your Ad

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.

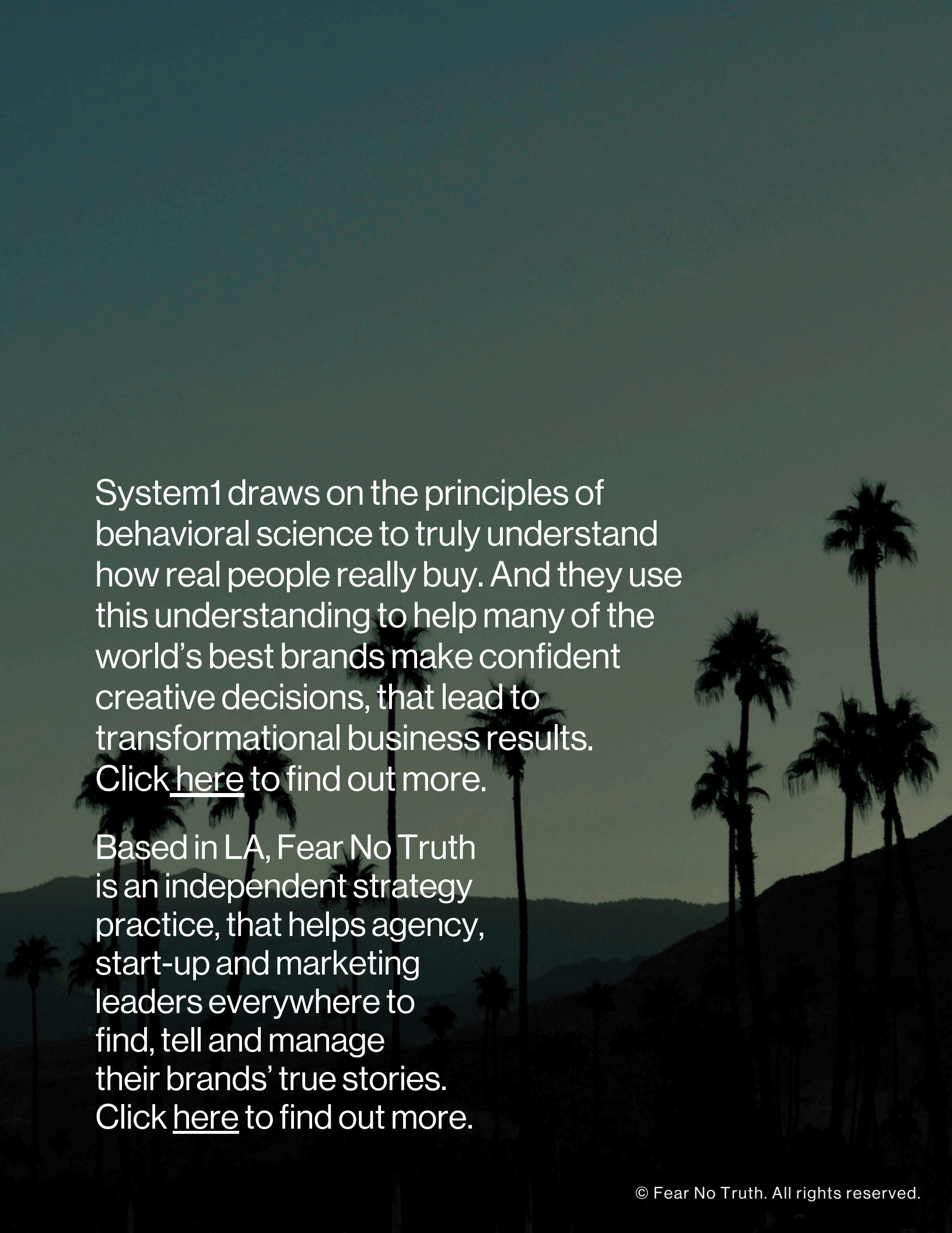
Go deeper to improve brand health, with a combination of pro diagnostics to unlock your brand's potential.

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 tall palm trees against a slightly lighter, hazy sky. The trees are scattered across the frame, with some in the foreground and others further back, creating a sense of depth. The overall tone is dark and atmospheric.

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@fearnottruth.com

www.fearnottruth.com