

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.**

An aerial photograph of the Hollywood sign on a hillside. The sign is white and reads "HOLLYWOOD" in capital letters. The hillside is covered in dry, brownish vegetation. In the background, a city is visible, and the sky is hazy. A dark, vertical, curved shape is on the left side of the image, possibly a window frame or a shadow.

**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.**

A dark, atmospheric photograph of a city skyline at dusk or dawn. The sky is a deep, muted blue-grey. In the foreground, several tall palm trees are silhouetted against the city lights. The city buildings in the background are also silhouetted, with some lights visible on the buildings. The overall mood is quiet and contemplative.

# 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.**

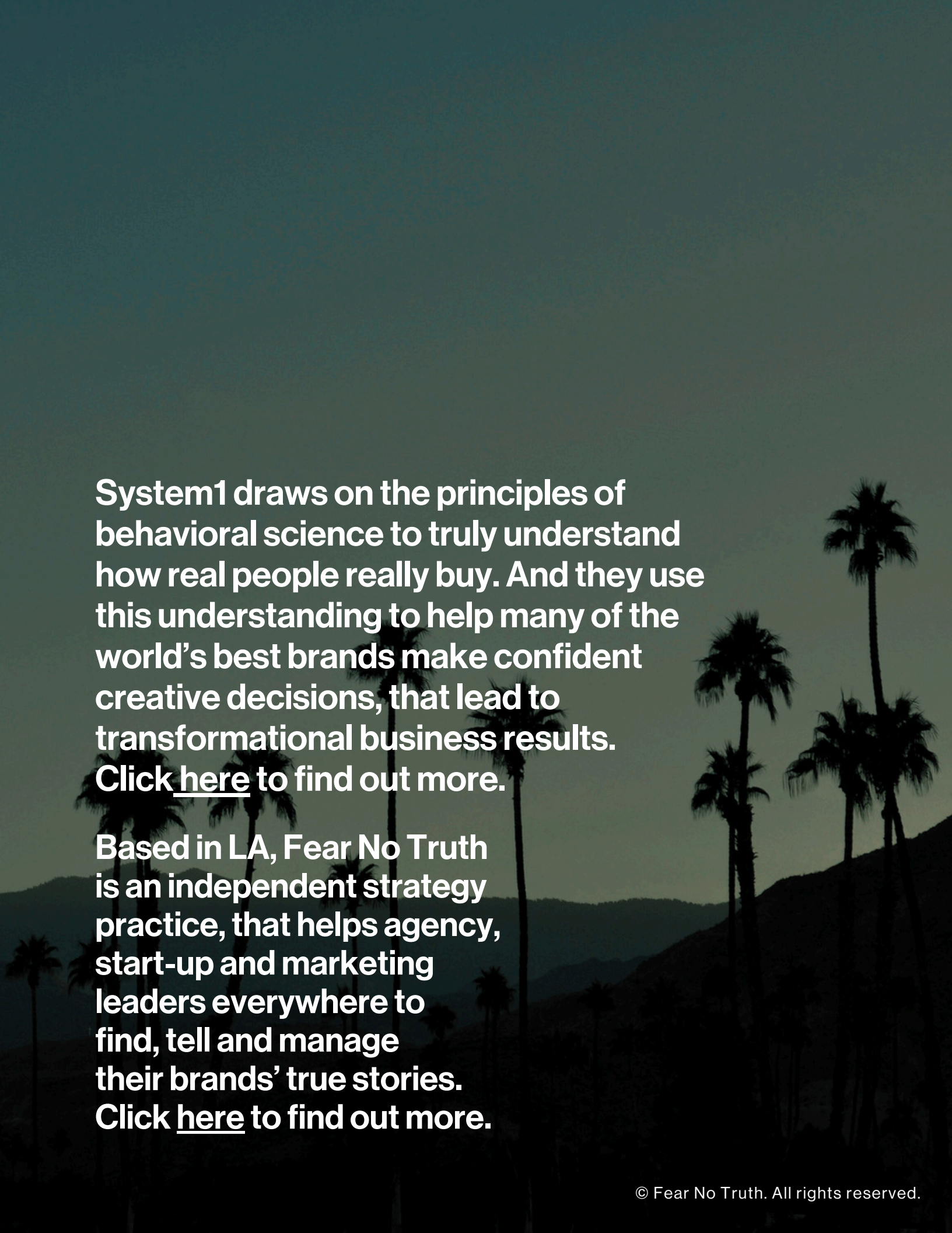
**Go deeper to improve brand health, with a combination of pro diagnostics to unlock your brand's potential.**

**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 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 professional.

**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

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