

Advertising & Communications Optimization



Pre & post-communication diagnostics
and evaluation

Communications module

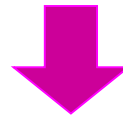
... split over 4 questions

Visual
CM

People may see, hear or read about...in lots of different places,
Have you seen, heard or read anything about...anywhere recently?



Which of these places have you seen, heard or read anything about... recently?



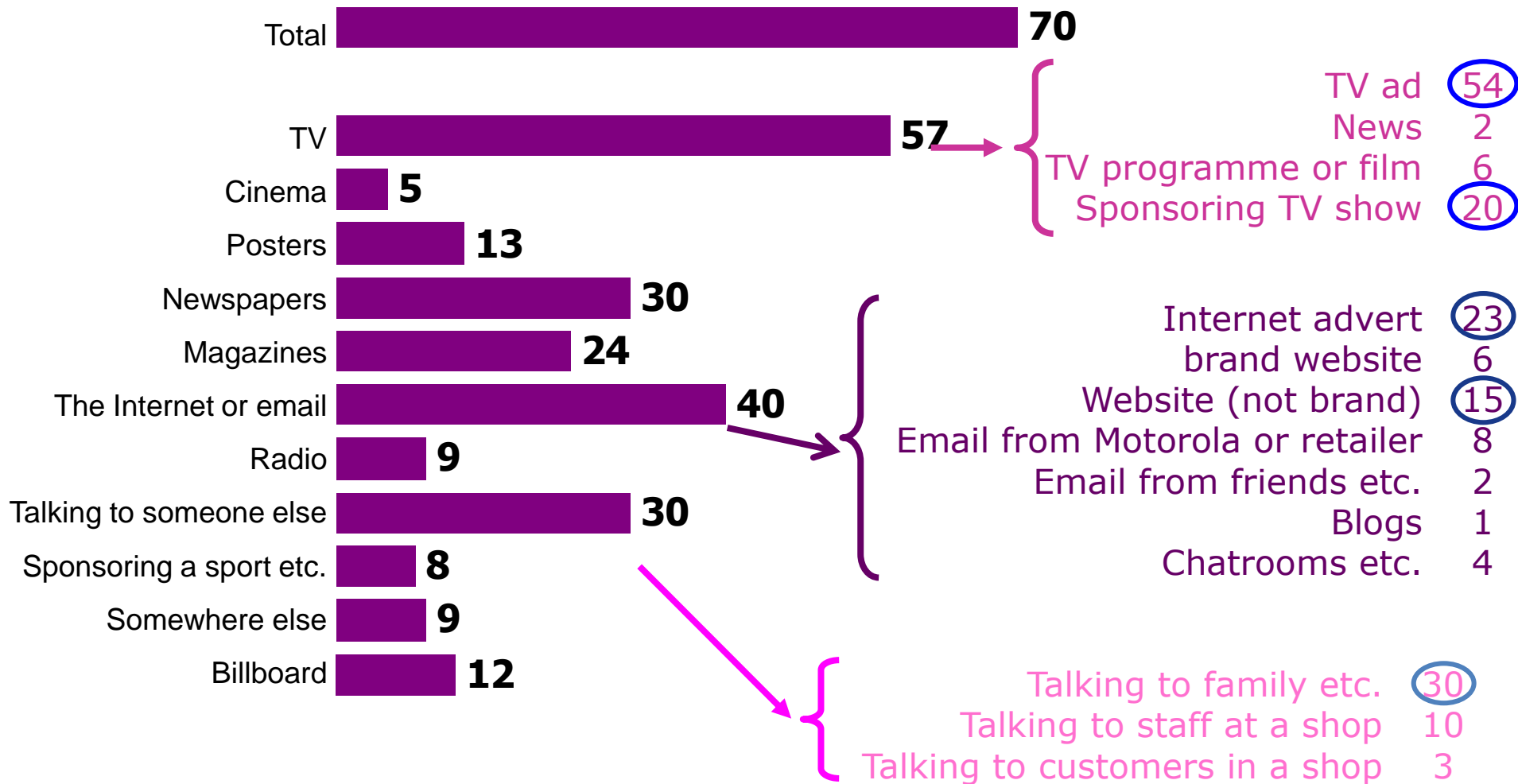
Where did you see or hear about

- In a TV advert
- In the news
- Within a TV programme or within a film
- Sponsoring a TV show
- On Social media
- On the internet

Example from TV
follow up list

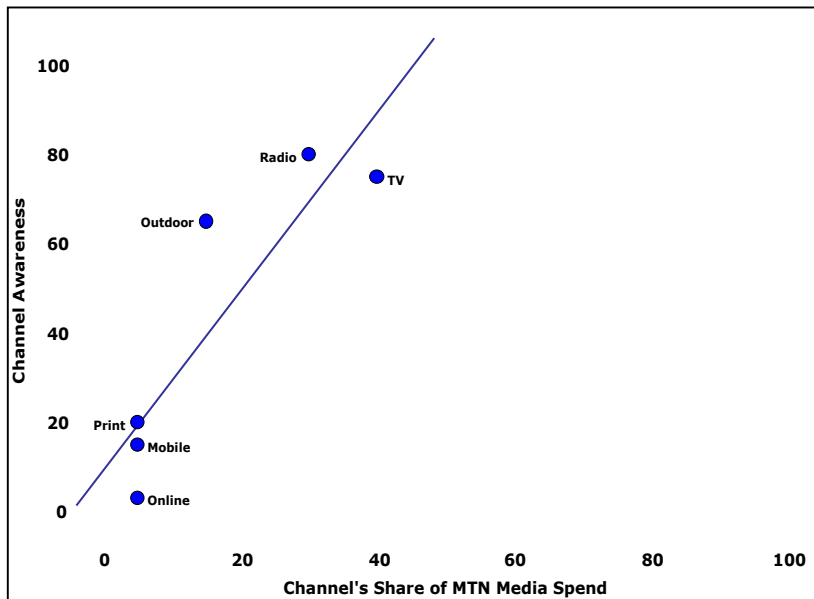
Deep probing can reveal responses to all media channels

Brand %

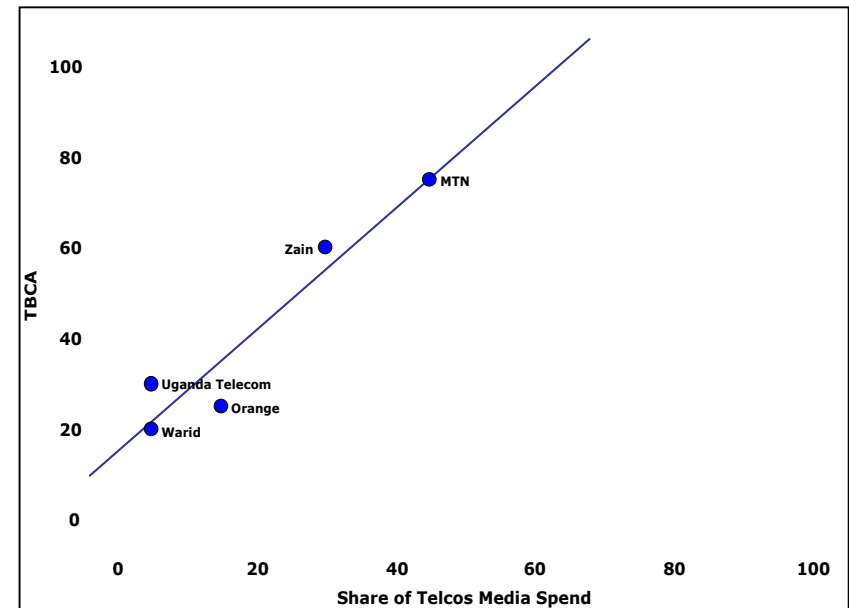


Measuring Media ROI

ROI – if media spend data is available, we can measure the effectiveness of your media spend versus competition...



All data hypothetical for reference purposes only



...we can also measure ROI on media spend by channel, enabling you to identify the channels that are working hardest for your brand, and to find the best media mix for your communications moving forward

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Campaign Recognition questions



Campaign
Recognition

I am now going to show you some pictures of different adverts for...

Have you ever seen any of these ads or others similar to them for...?

And have you seen any of these ads or others similar to them for... recently?

Have you seen this ... (MEDIA) advert for ...(BRAND) before today?

- Yes, recently
- Yes, but not recently
- No

Campaign diagnostics questions



Campaign Diagnostics

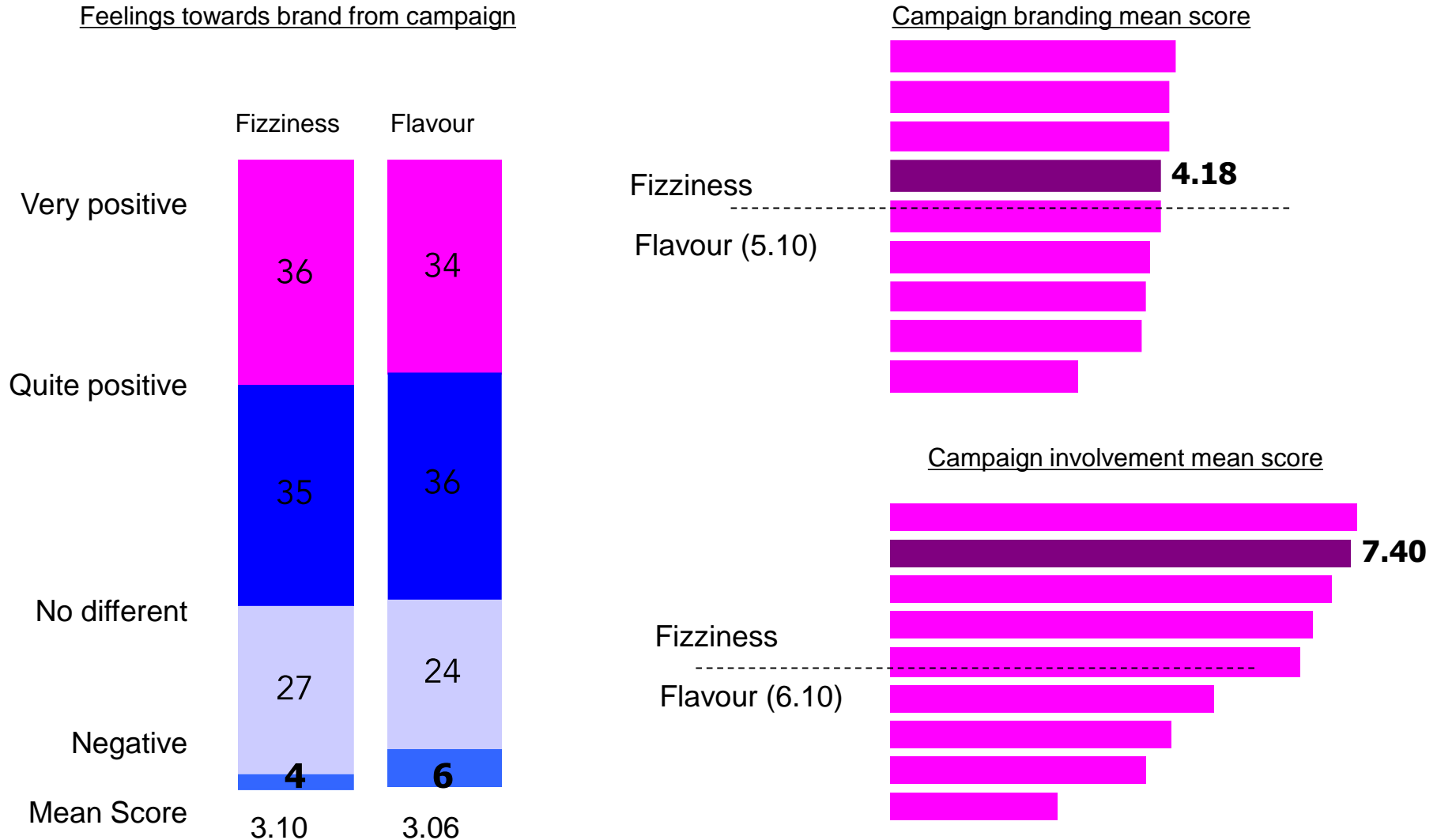
I am going to ask you a few more questions about the adverts you have just seen for... Please think about the adverts you have seen and similar adverts for...that you remember seeing.

- Brand linkage
- **Media Neutral** Involvement Scale
- Enjoyment

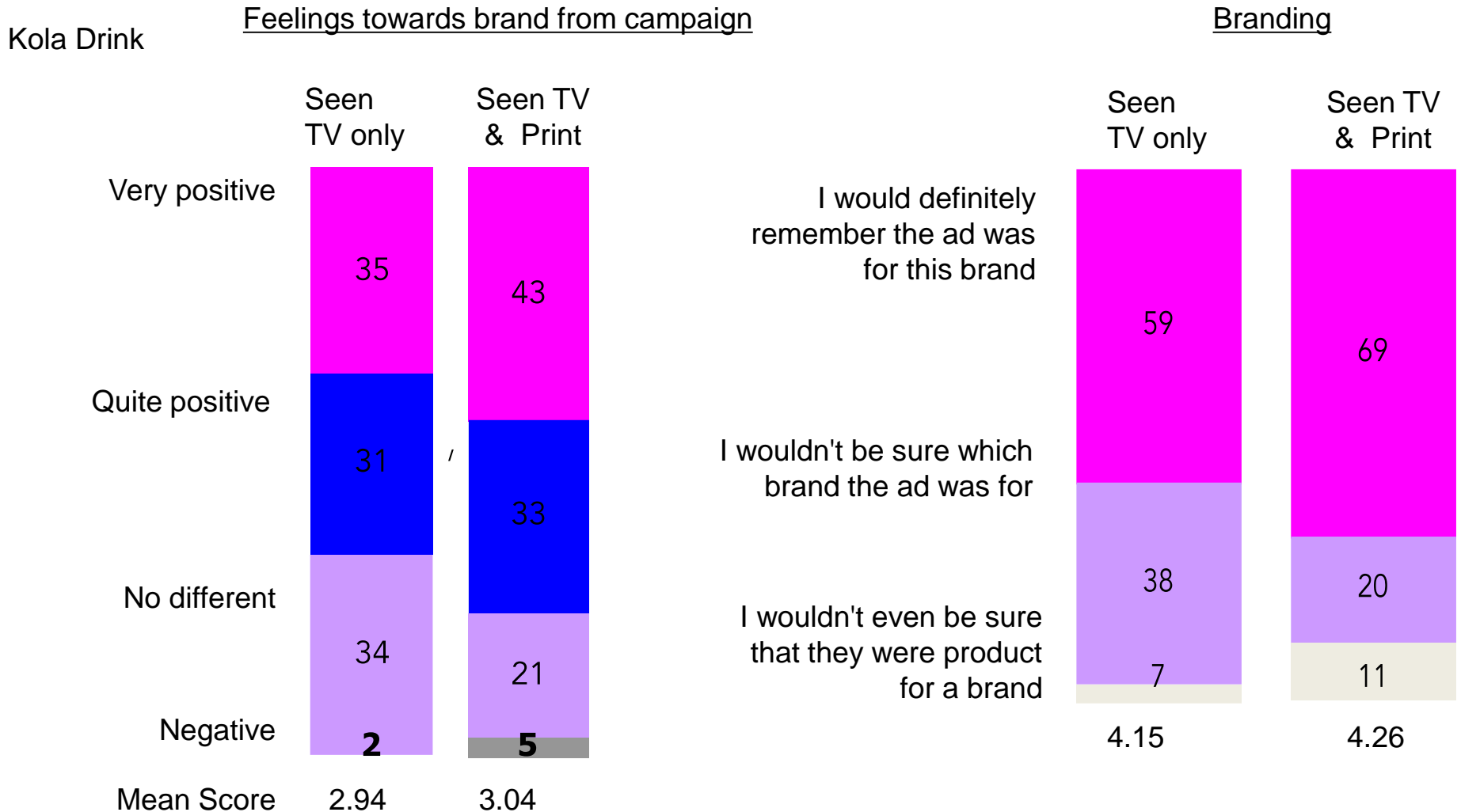
Please show how the ads as a whole made you feel about...?

- Very positive about
- Quite positive about
- No different about
- Negative about

Campaign diagnostics – An example of a highly involving but only averagely branded ad



The campaign is viewed as better branded and more emotionally positive across TV and Radio



The new campaign diagnostic questions really helps us explain and advise clients on creative mix optimisation for better ROI

Campaign Recognition:

- This allows us to assess campaign **reach** vs. competition and explains **which executions** stick best within a typical campaign

Campaign diagnostics:

- Provides a **holistic** response and shows the effect across different campaign elements
- It also demonstrates strength/weakness of **individual** creative, enabling a more impactful future ads mix.