MEASURING ADVERTISING EFFECTIVENESS

WHY MEASURE IT
- Avoid costly mistakes
- Evaluate alternative strategies
- Increase the efficiency of advertising

COMMON REASONS FOR NOT MEASURING IT
- Cost of doing research
- Objections from the creative department

WHAT TO TEST
- Source factors
- Message variables
- Media strategies
- Budgeting decisions

WHEN TESTING IS DONE
- Pretests – before the campaign begins
- Posttests – after the campaign has begun

WHERE TO TEST
- Laboratory tests (test labs, theaters) – major advantage is control (but lacks realism)
- Field tests (DAR, Starch) – major advantage is realistic viewing situation (but lacks control)
THE TESTING PROCESS
(4 types of tests)

- **Concept Testing** – focus groups and mall intercepts
  - Explore consumer reactions to ads or campaigns considered

TESTING PROCESS (cont.)

- **Rough Art, Copy, and Commercial Testing**
  - Results are highly correlated with those done on finished ads

Pretesting Finished Ads

- Portfolio tests (print)
- Readability tests (print)
- Dummy advertising vehicles (print)
- Theater tests (broadcast)
- On-air tests – single source ad research
- Physiological – pupillometrics, EKG, eye tracking, brain wave research

POST-TESTING OF PRINT ADS

- **Inquiry tests** – measure ad effectiveness on the basis of inquiries generated
  - **Recall Tests**
  - **Recognition Tests**

POST-TESTING

- **Recognition tests – Starch**
  - **Noted**: % of readers of an issue who remembered seeing the ad in the issue
  - **Associated**: % of readers who saw part of the ad that clearly indicates the brand or advertiser
  - **Read Most**: % of readers who read 50% or more of the material in the ad

*Noted*: 49%
*Associated*: 34%
*Read Most*: 19%
Post-tests (cont.)

- **Tracking studies**
  - Measure the effect of advertising on awareness, recall, interest, and attitudes toward the ad, brand, and purchase intention

- **Single source tracking studies**
  - Tracking behavior of consumers from the TV set to the supermarket checkout counter
    - Behavior Scanning

Rich Media Advertising

- Web display advertising with video, audio, animation, interactive features, games and more (e.g. Flash, Dart Motif)
- Designed to entertain, engage, educate, and encourage sales online
- [http://www.doubleclick.com](http://www.doubleclick.com)

Success Metrics of Rich Media

- Audience engagement
- Interaction rate
  - % of audience that engages with the ad
  - Mouse-over, involvement with content
- Interaction time
  - Time users spend engaging with the ad (e.g. games)
- Average video view time/Display time
- Video pauses, rewinds

Common Brand Effectiveness Metrics

- Online ad awareness – ad recall
- Unaided or aided brand awareness
- Brand favorability
- Message association
- Purchase Intent
- Users complete a survey (Experimental Design)
Best Practices

- **Brand Awareness**
  - Logo should be prominent in ad and animation
  - Be careful of “annoyance factor”

- **Message Association**
  - K.I.S.S. (Keep it Simple, Stupid)

- **Interactivity**
  - Give your audience something worthwhile

Best Practices

- **Online Video**
  - More than recycled TV spots
  - Integrate video into creative concepts (demo a product)

- **Advergames**
  - Make a good game
  - Target women, but with different game types (quizzes and puzzles vs. shooter games and racing)

PACT – Positioning Advertising

Copy Testing

- Principles developed by the largest ad agencies for conducting appropriate effectiveness studies
  - Establish communications objectives
  - Use a consumer response model
  - Use both pre and posttests
  - Use multiple measures