

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%

STARCH - ADVERTISING
STARCH - ADVERTISING

reflect.com
It's the image of you.

Log on and experience beauty in a new way.
Created by you, for you, and bringing out the best in you.

Charm with an accent

Noted: 69%
Associated: 64%
Read Most: 25%

A Nature's Bounty Accents

POST-TESTS OF BROADCAST COMMERCIALS

- *Attentiveness – how engaged you are in a program*
 - IAG Research with 900,000 panelists on the internet
 - Measure Impact and not just Exposure
 - Highest show attentiveness scores: "Scrubs", "Desperate Housewives", "Family Guy" among viewers 18-49 (lowest went to "60 Minutes" and "Dateline NBC")
- *Comprehensive Tests*
 - Ipsos-ASI Next*TV test – replaced the Burke DAR test (some question its value and validity)
- *Split cable testing*
 - Evaluate broadcast ads in test markets

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>

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)
- **Advergaming**
 - 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*