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# Online Ad Effectiveness

## A Brand Impact Case Study

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November 2008

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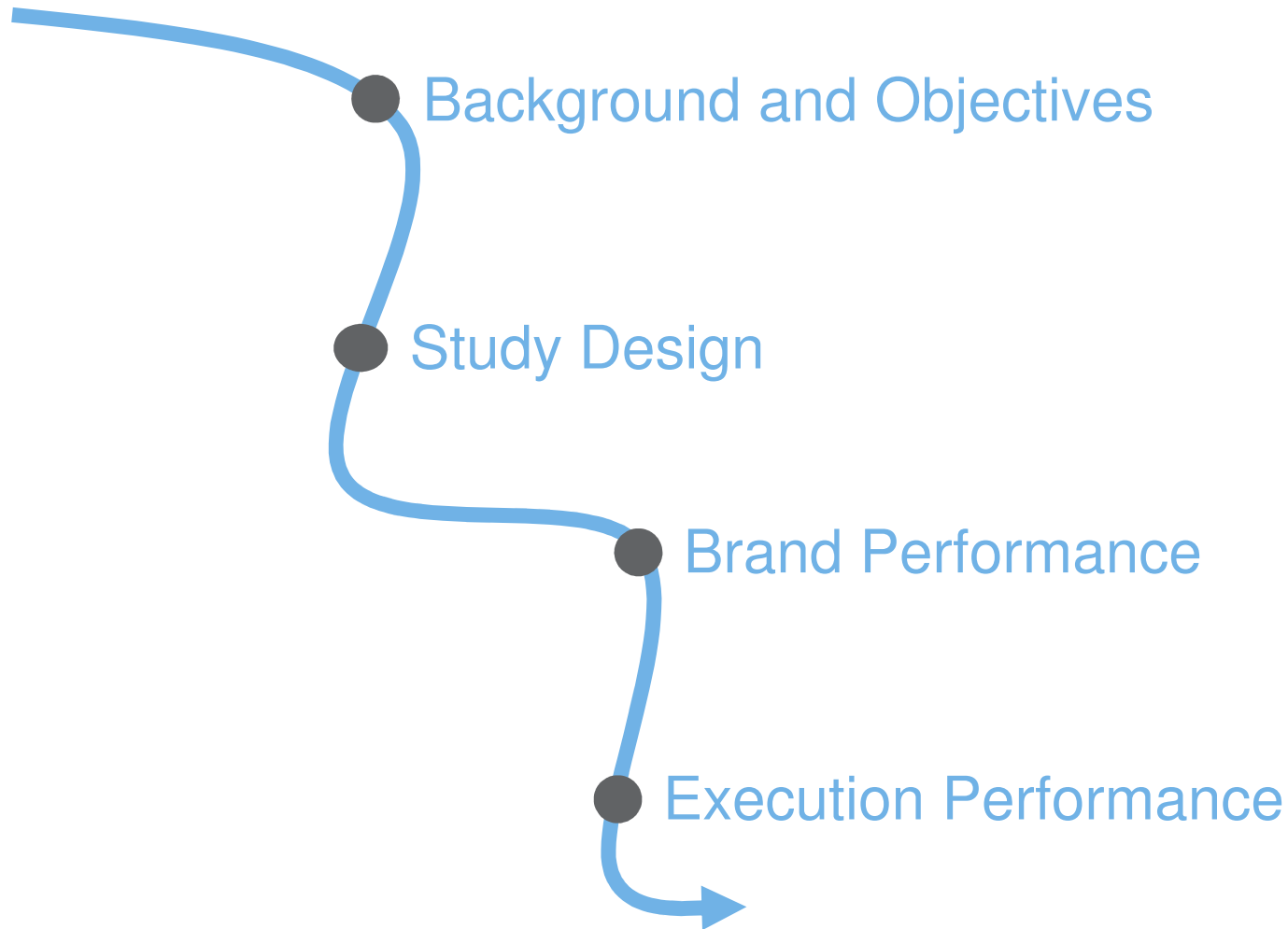


[paul.fisher@iabaustralia.com.au](mailto:paul.fisher@iabaustralia.com.au)



Proprietary 2008 The Nielsen Company

# Agenda



# The companies involved

The Researcher:



Supported by:



The Client:



The Brand:

Sultana Bran

The Agency:



The Publishers:



MediaSmart<sup>®</sup>



2



MediaSmart<sup>®</sup>



MINDSHARE



# Study Objectives

- **Measure the impact and effectiveness of a typical online advertising campaign, specifically measuring the impact on:**
  - **Brand awareness**
  - **Brand sentiment**
  - **Brand consideration**
  - **Purchase Intention**
  - **Recommendation**

# Inventory

- Mix of contextual placement and general ROS
- Five week campaign period
- Creative included IAB Australia standard:
  - Medium rectangles
  - Leader board
  - Streaming video (streaming video mrec)
  - Skyscrapers
  - Half page formats (all IAB standard).

# Creative Executions



When kids don't have breakfast things can start to get fuzzy

What is the circumference of this circle desktop soccer!

37mm

ROLLOVER >



of this circle desktop soccer!

concentrate in class please!

help Fight the Fuzzies™ at school with great tasting Sultana Bran

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ROLLOVER >




desktop soccer!

concentrate in class please!

help Fight the Fuzzies™ at School with great tasting Sultana Bran

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When kids don't have breakfast things can start to get fuzzy

5  
9

6  
2  
9

Learn More >

close

Score 0:0

Desktop Soccer

Using your mouse to control the eraser, attempt to get the ball of paper past the box of Sultana Bran. First to 5 wins.

Start >


ADVERTISEMENT



Help Fight the Fuzzies at school with great tasting Sultana Bran

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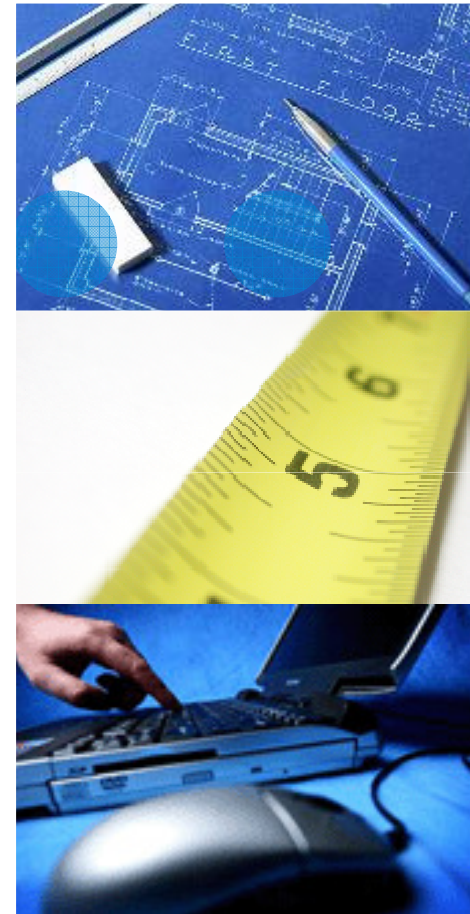


# Creative Executions, Video mrec





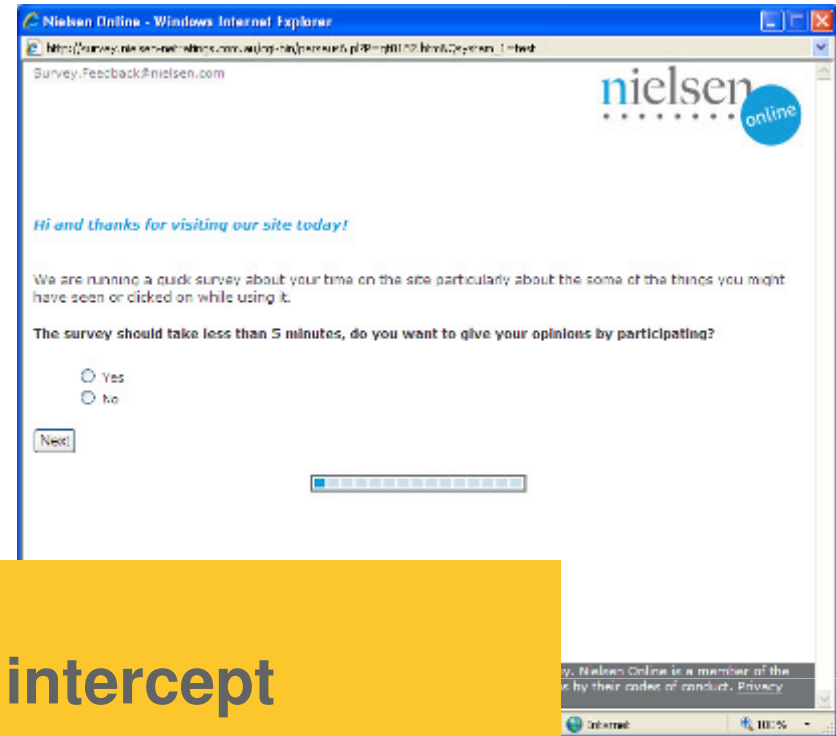
# Study Design





# Research Approach

- Site intercept survey
- Domain exit approach
- Simultaneous AdE methodology



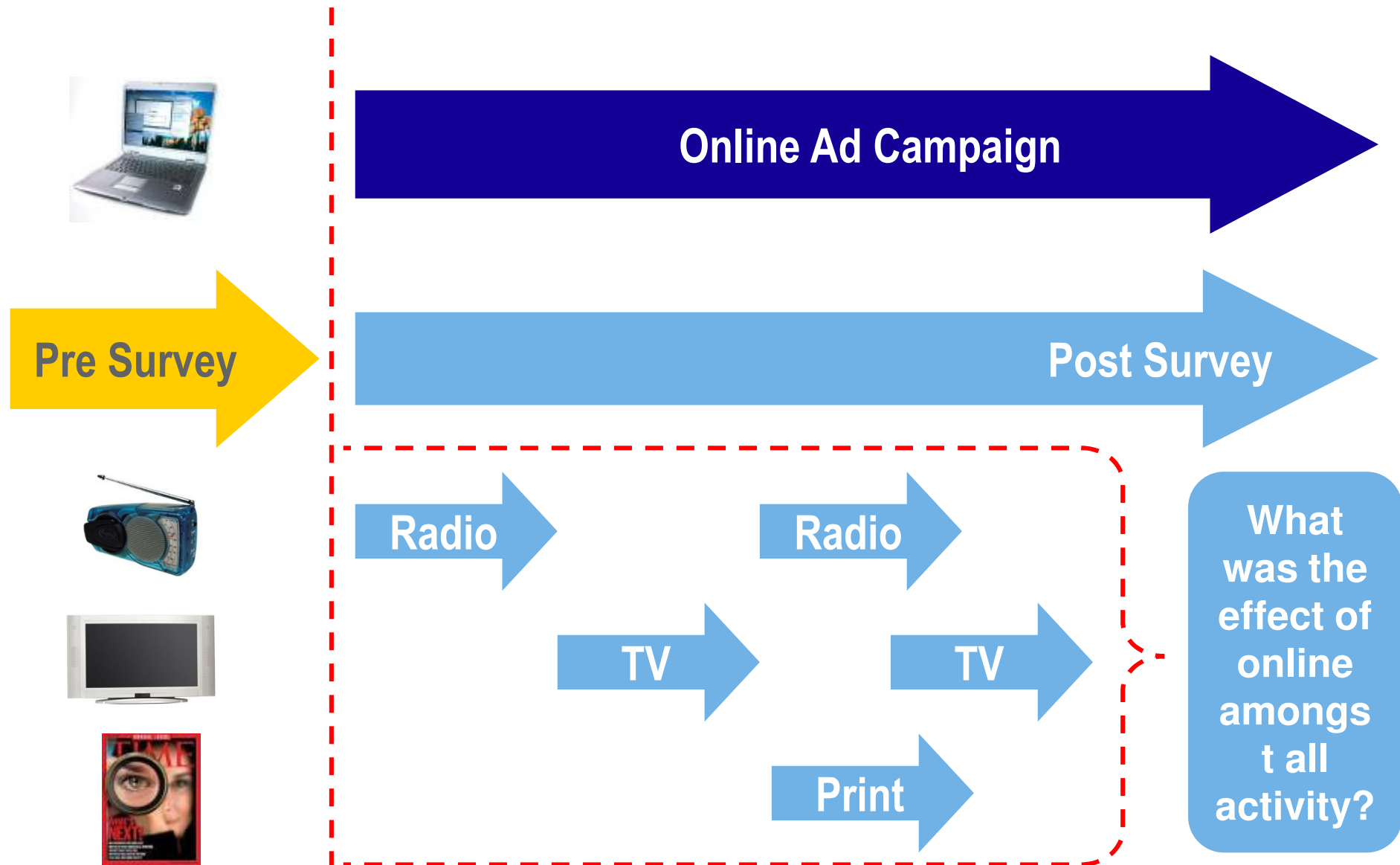
## Control group

- Launched via domain exit site intercept
- Overall n= 2,654
- Target Audience (MGB with u/18 kids) n= 883

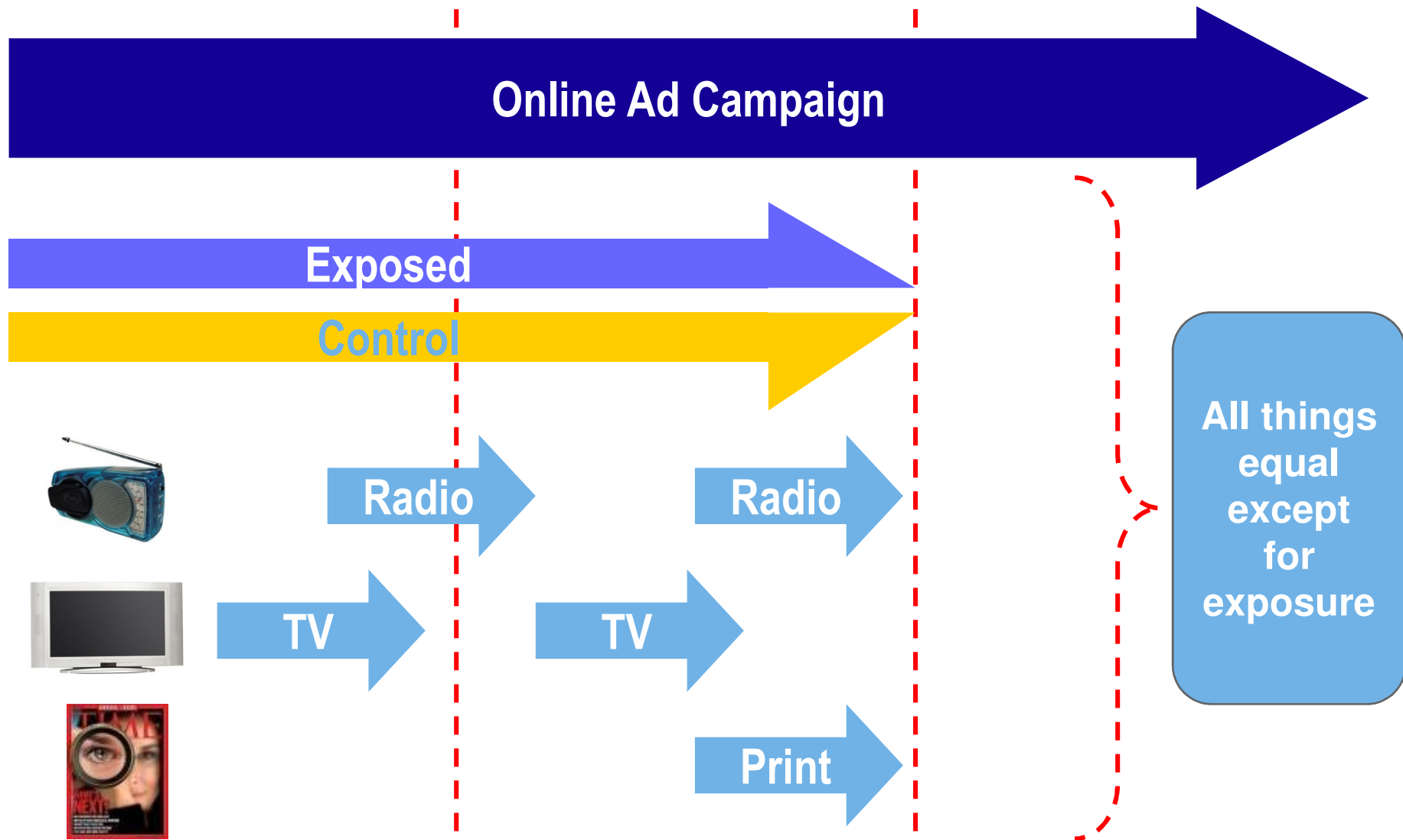
## Exposed group

- Launched via domain exit site intercept
- Overall n= 1,527
- Target Audience (MGB with u/18 kids) n= 580

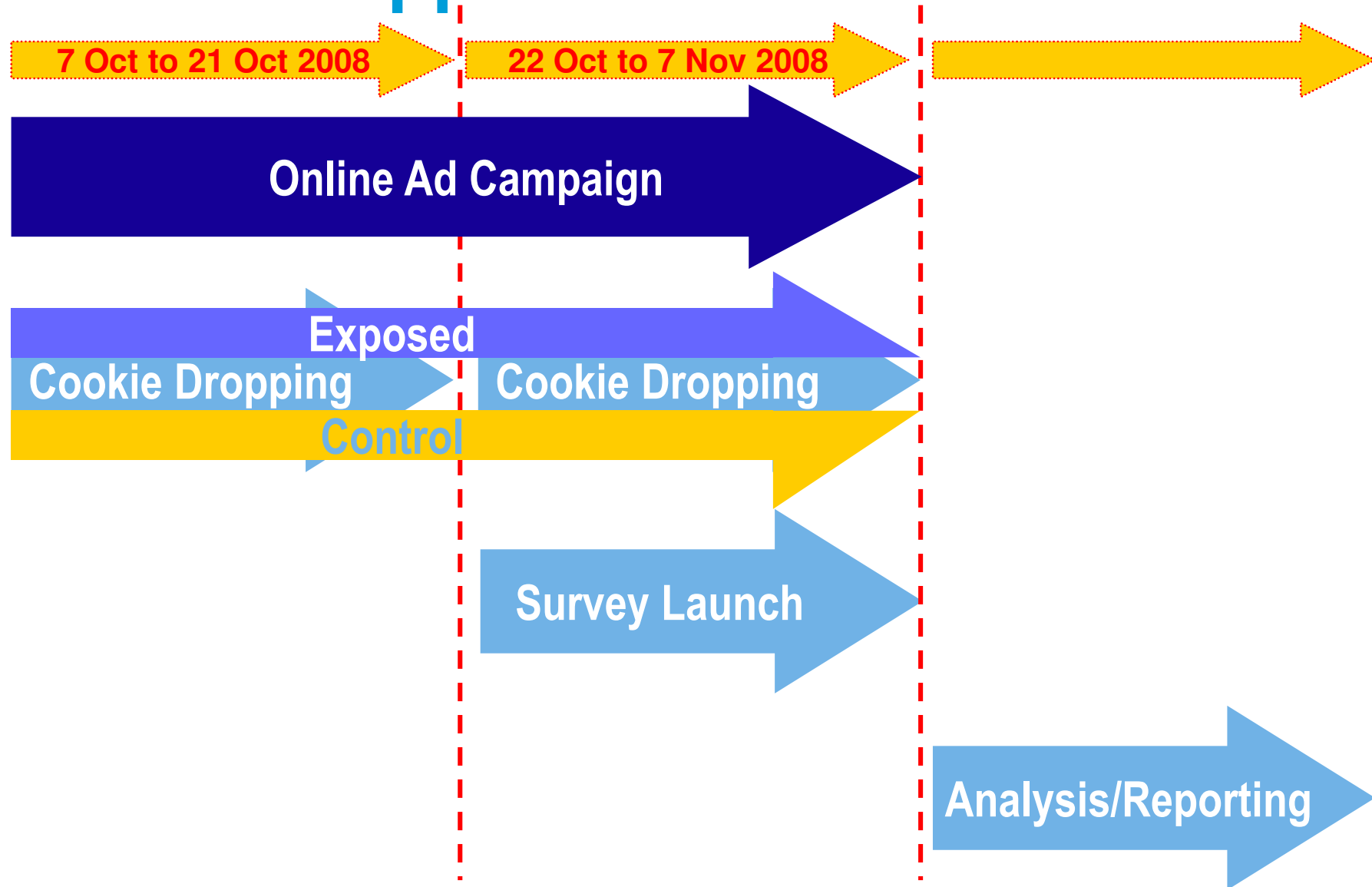
# Ad Effectiveness – The ‘old’ way, pre/post



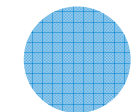
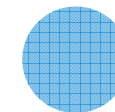
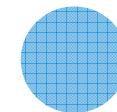
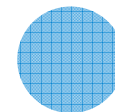
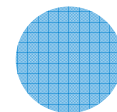
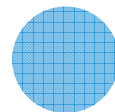
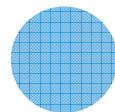
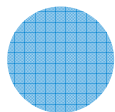
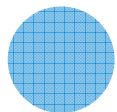
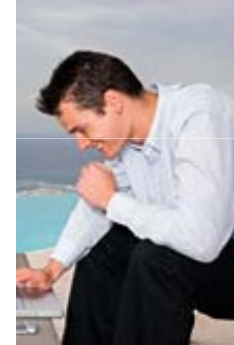
# Research Approach – Simultaneous



# Research Approach

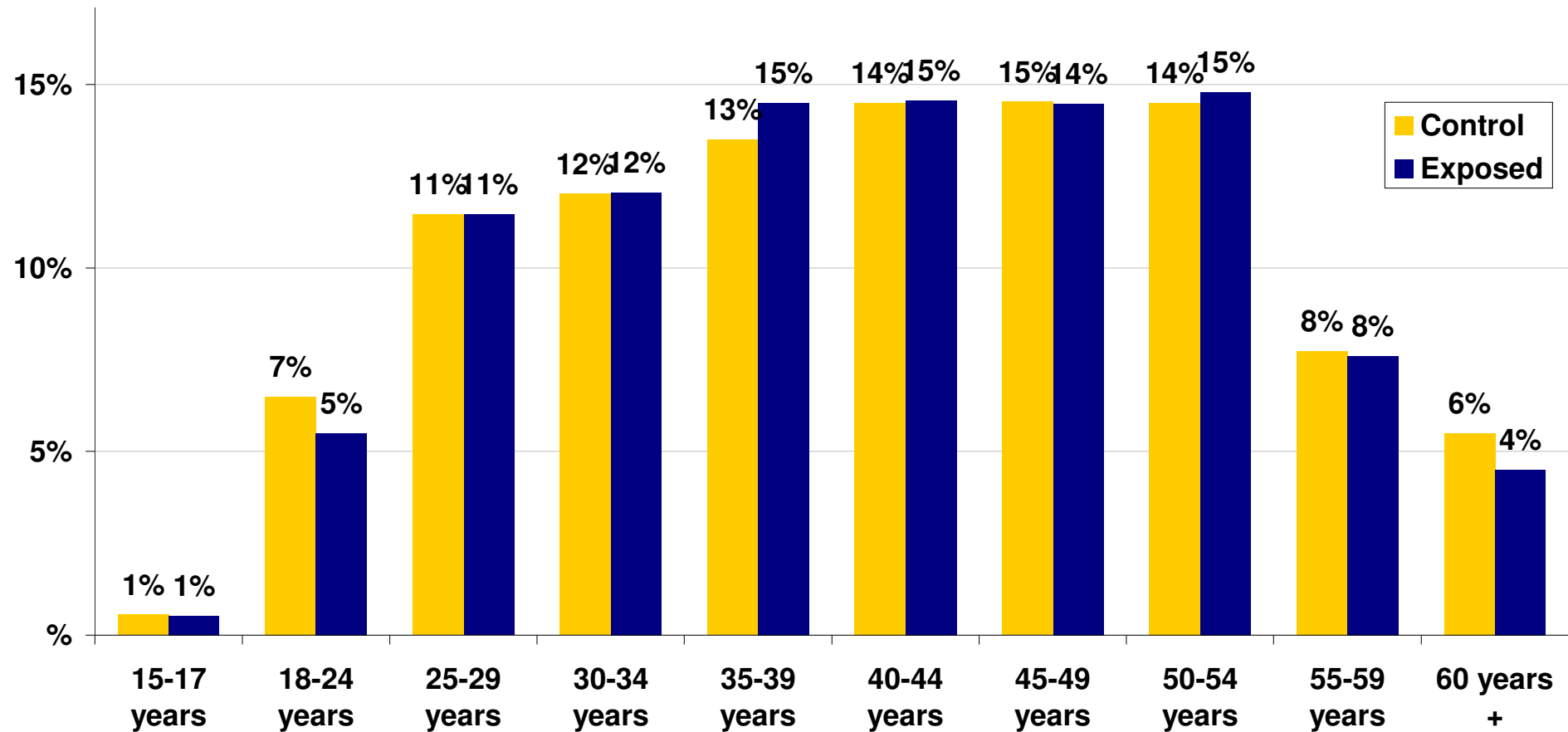


# Sample Profiles

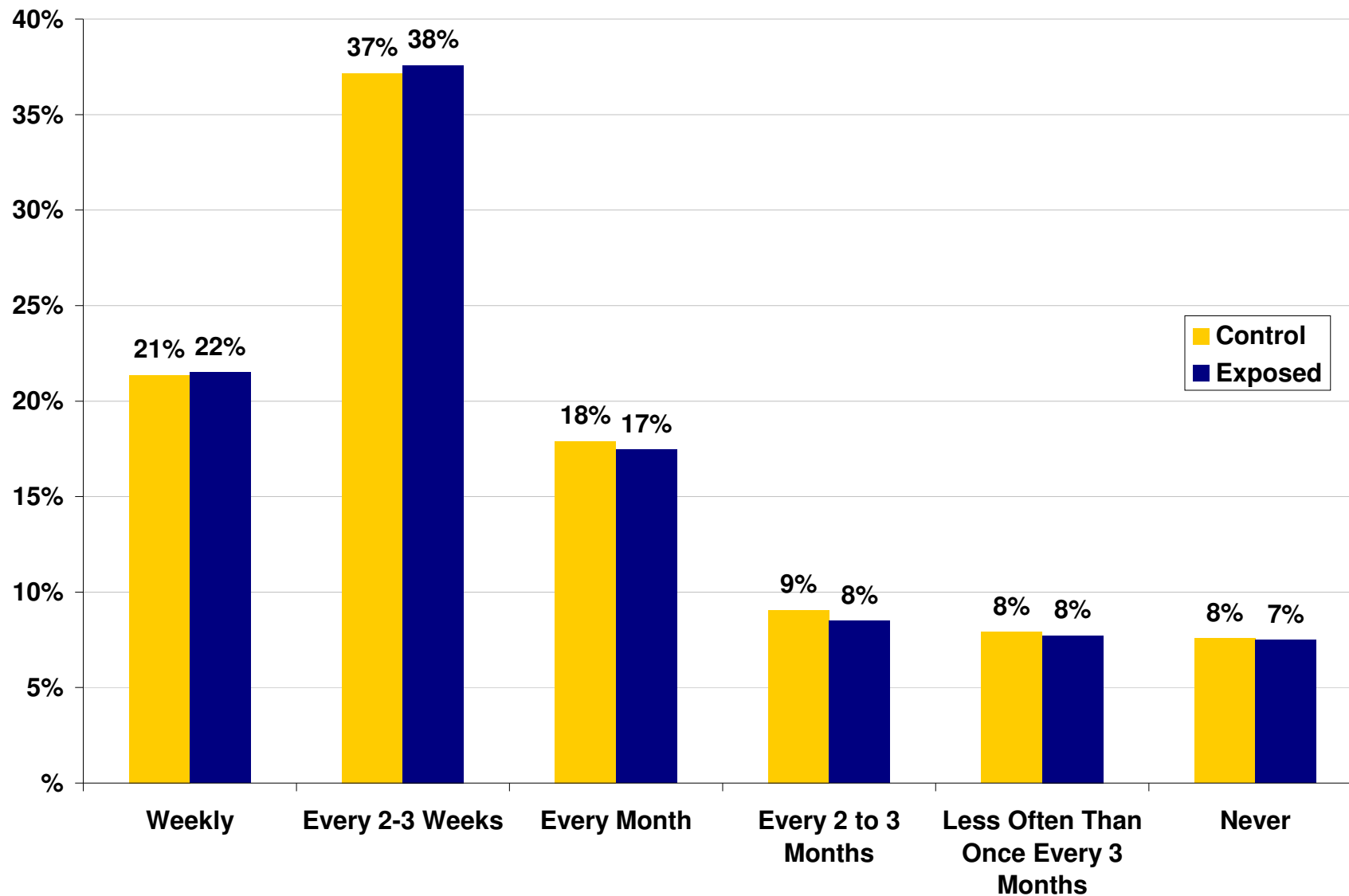




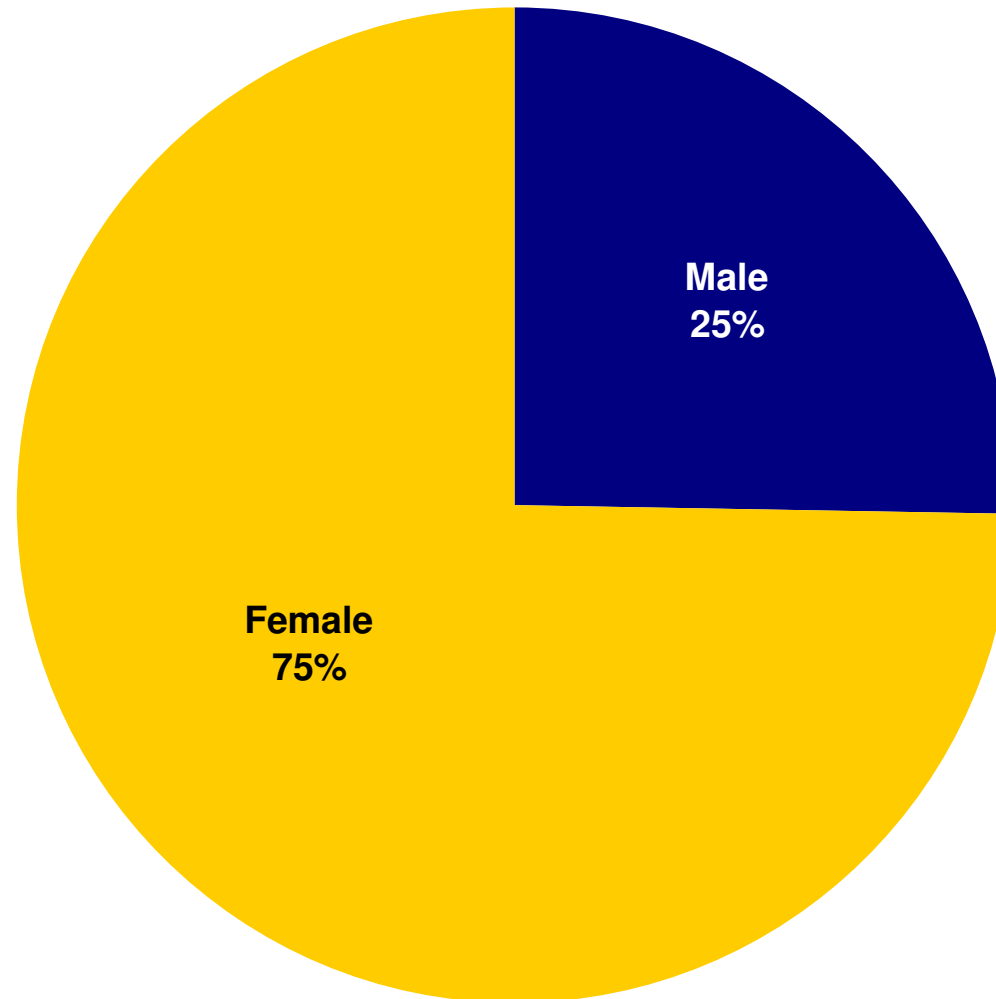
# Sample: Age



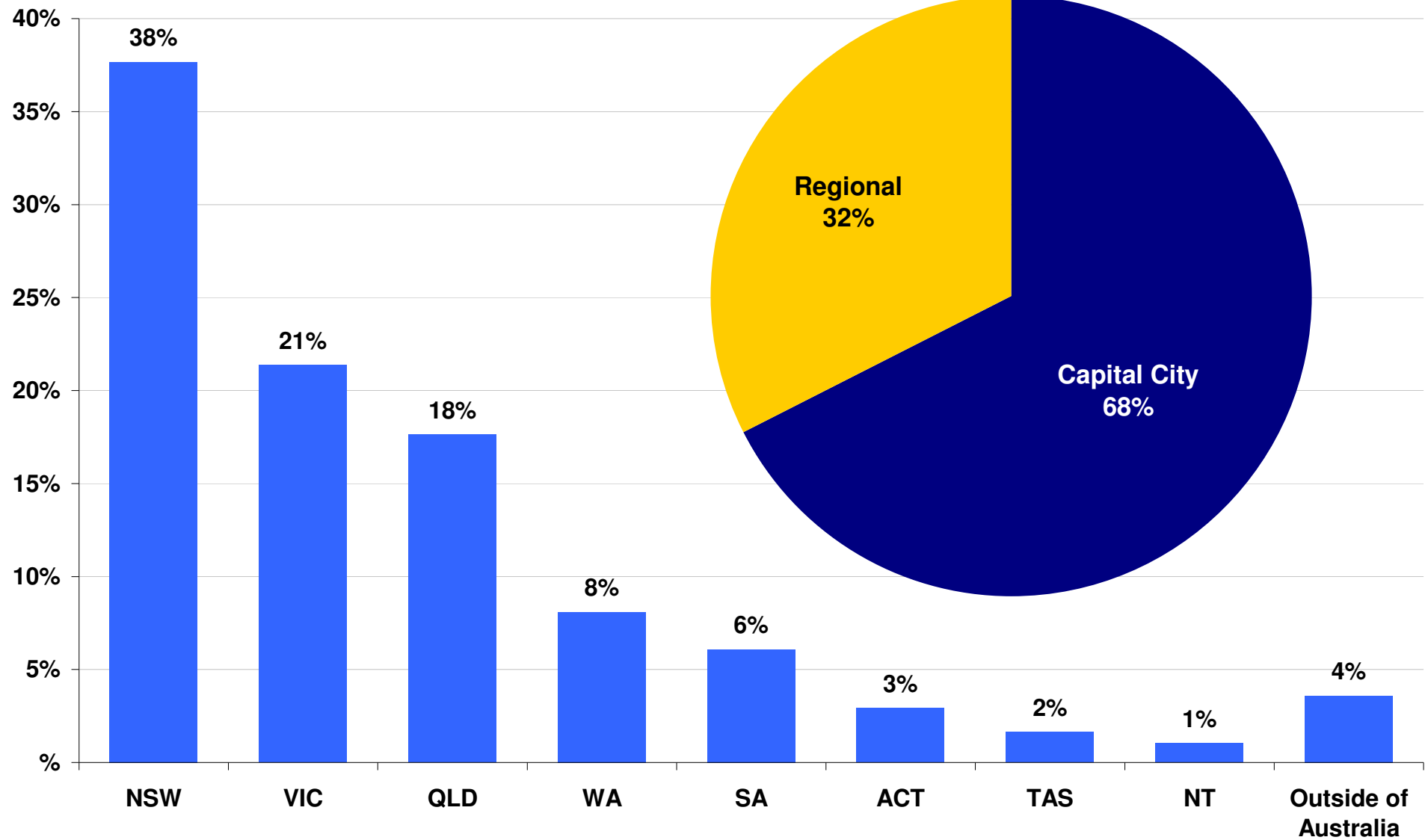
# Sample: Grocery Purchase Frequency



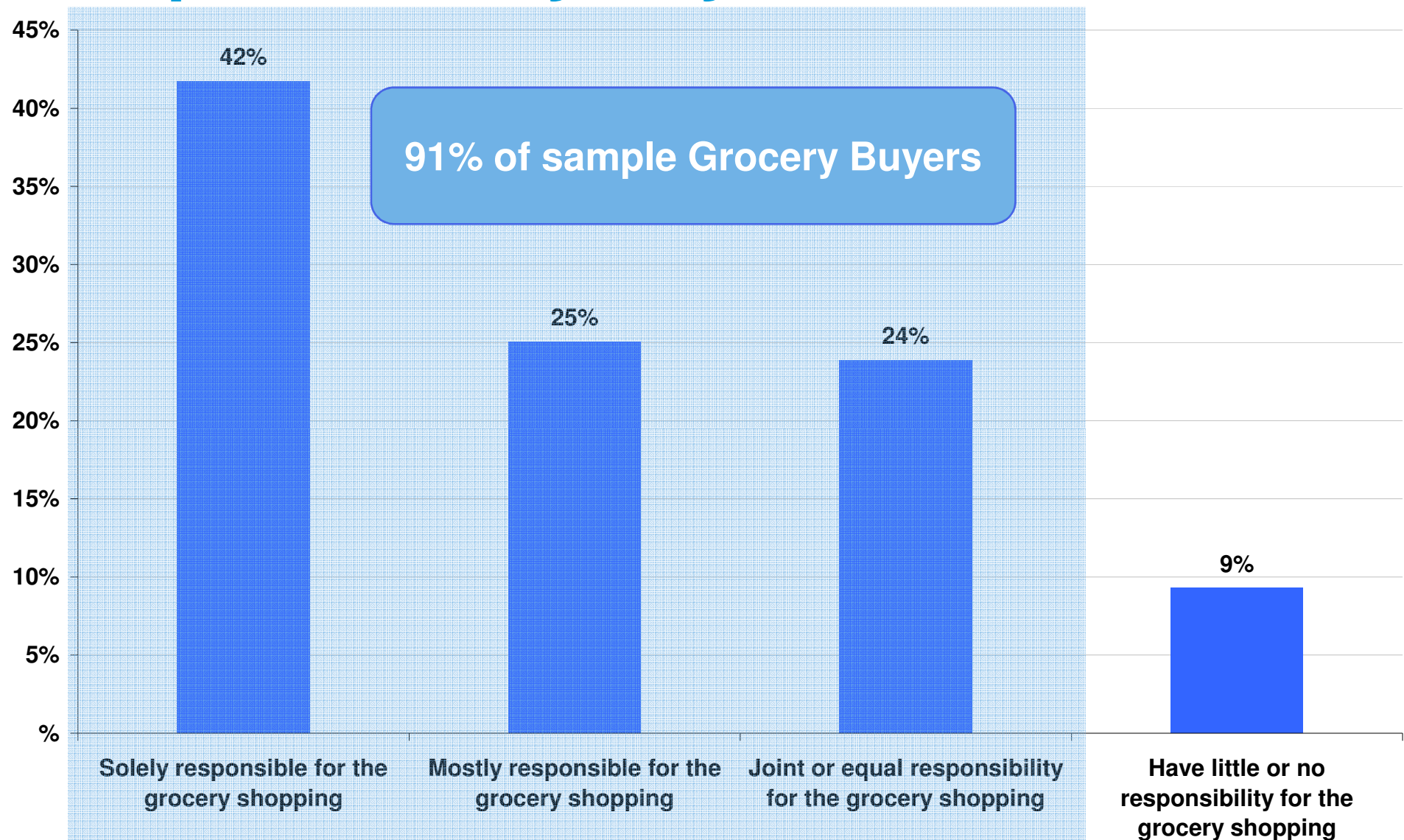
# Sample: Gender



# Sample: Locality

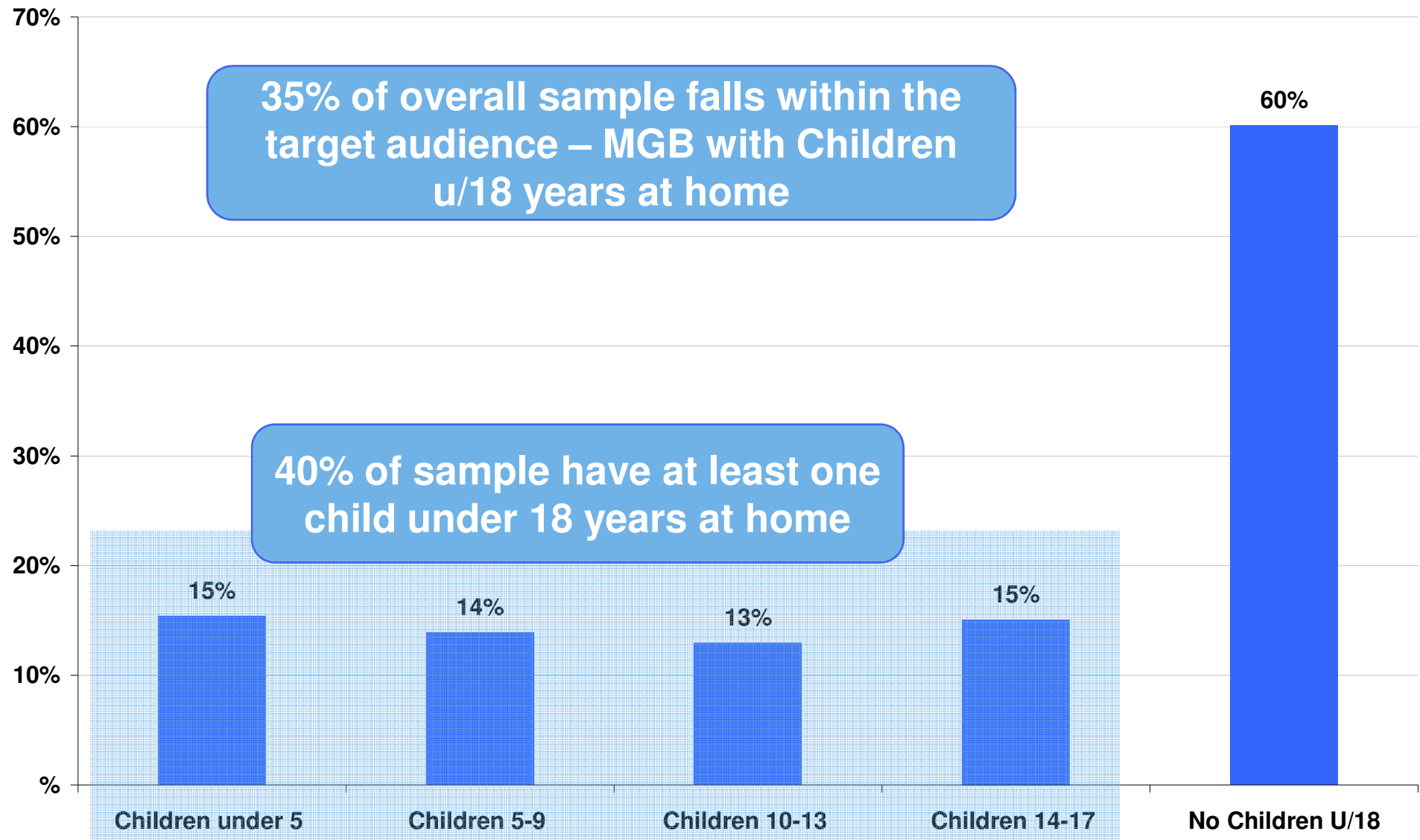


# Sample: Grocery Buyer Status



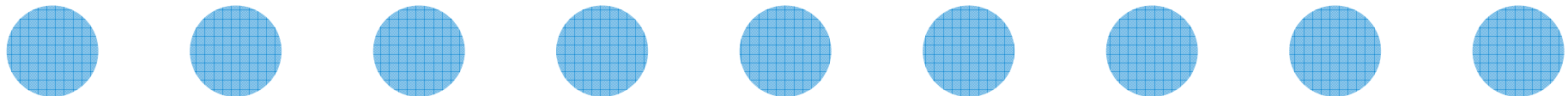


# Sample: Grocery Buyer Status



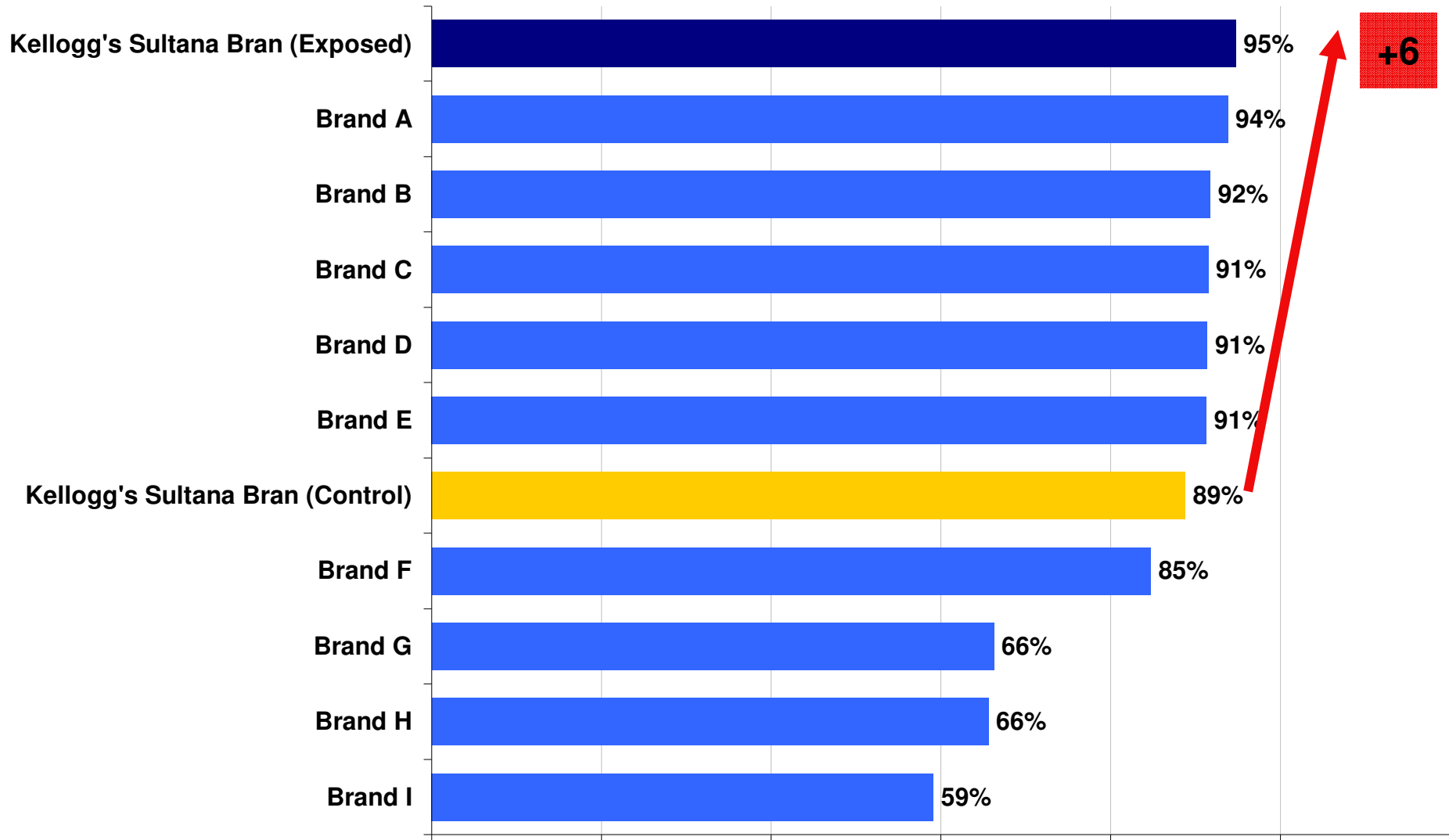
# Brand Performance

*Kellogg's*<sup>®</sup>



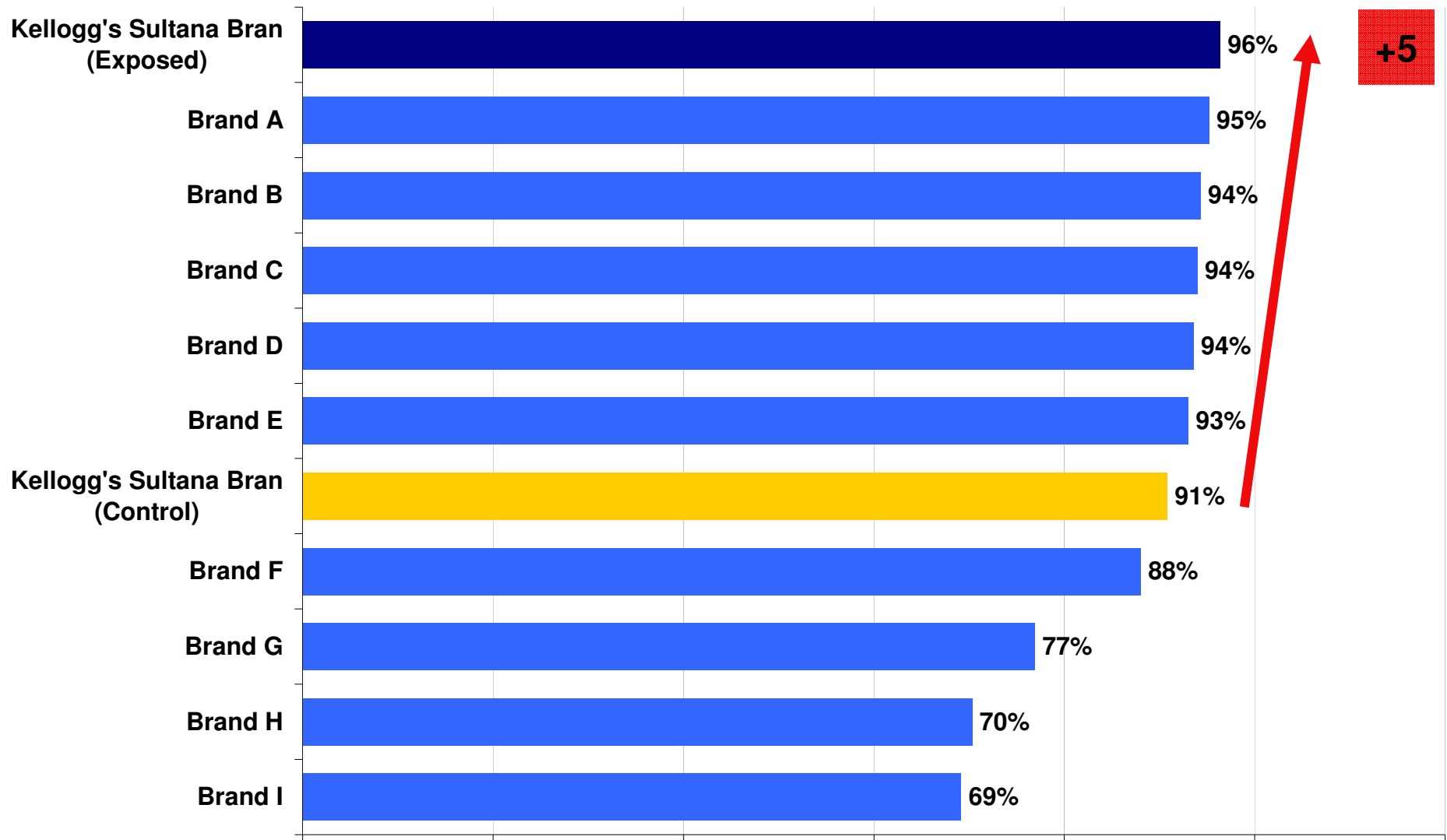
# Brand Awareness

## Overall sample



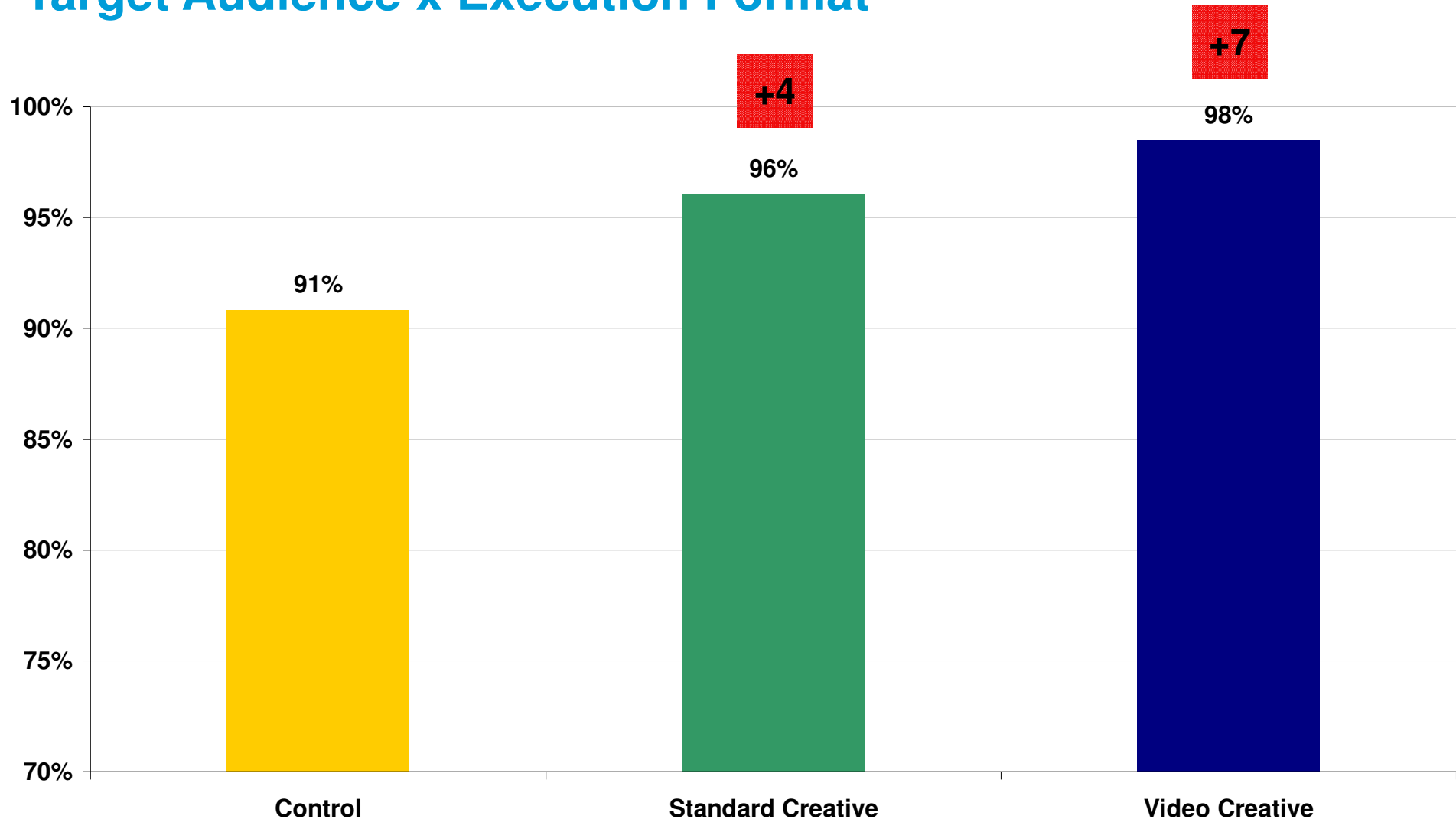
# Brand Awareness

## Target Audience



# Brand Awareness

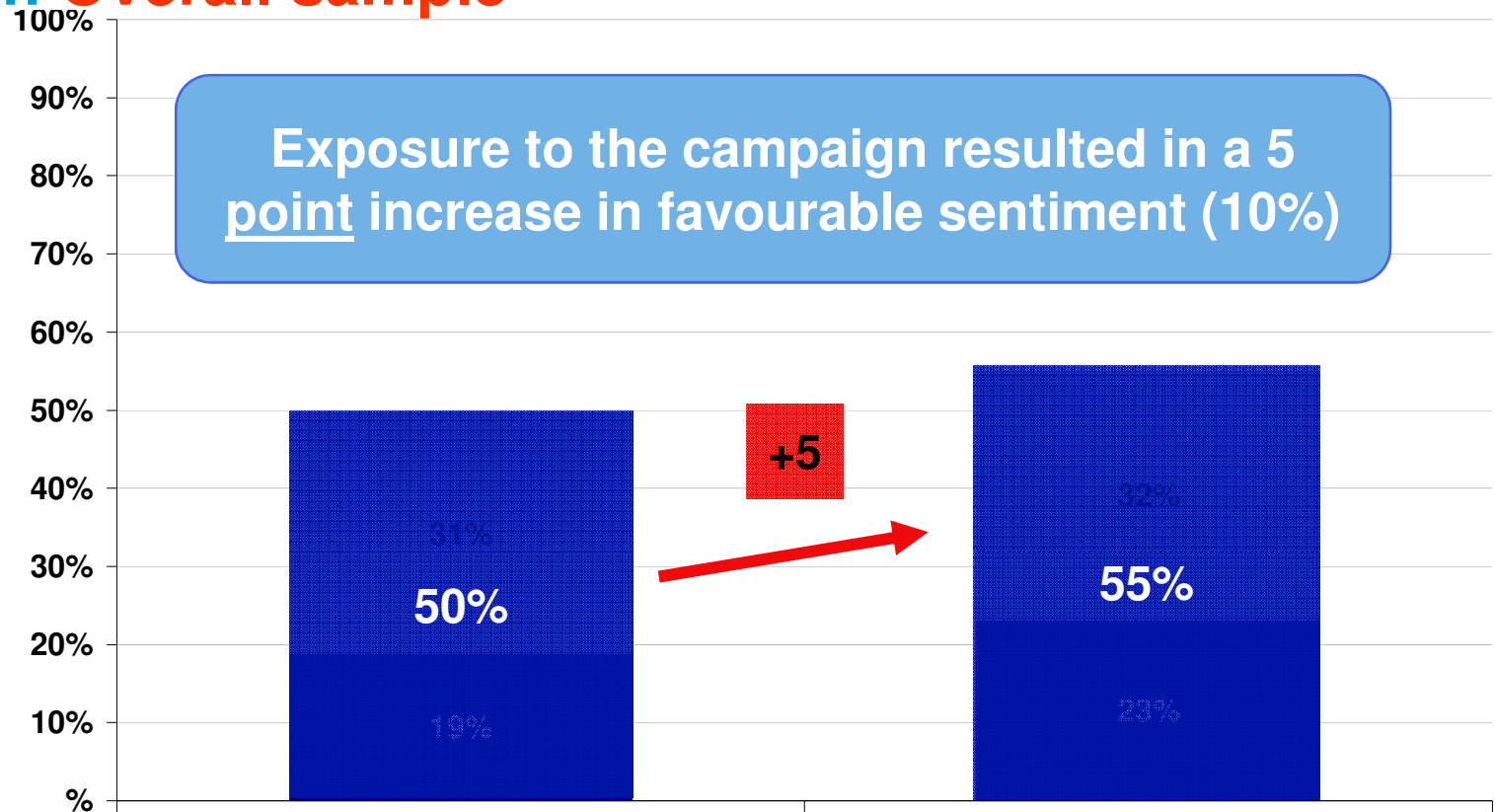
## Target Audience x Execution Format





# Brand Sentiment

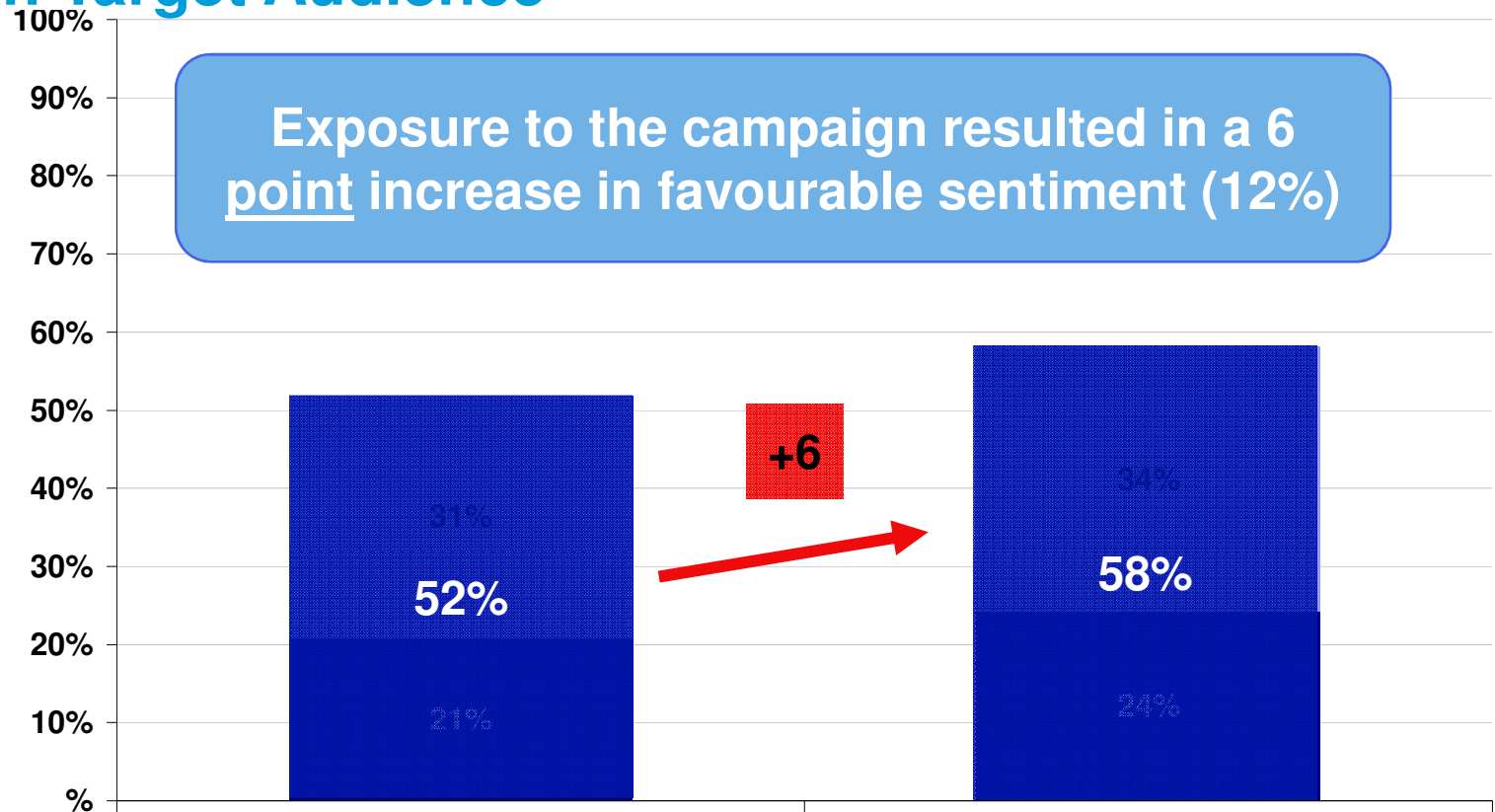
## Sultana Bran Overall sample



|                               |     |     |
|-------------------------------|-----|-----|
| I dislike this brand a lot    |     |     |
| I dislike this brand somewhat |     |     |
| I am neutral about this brand |     |     |
| I like this brand somewhat    | 31% | 32% |
| I like this brand a lot       | 19% | 23% |

# Brand Sentiment

## Sultana Bran Target Audience

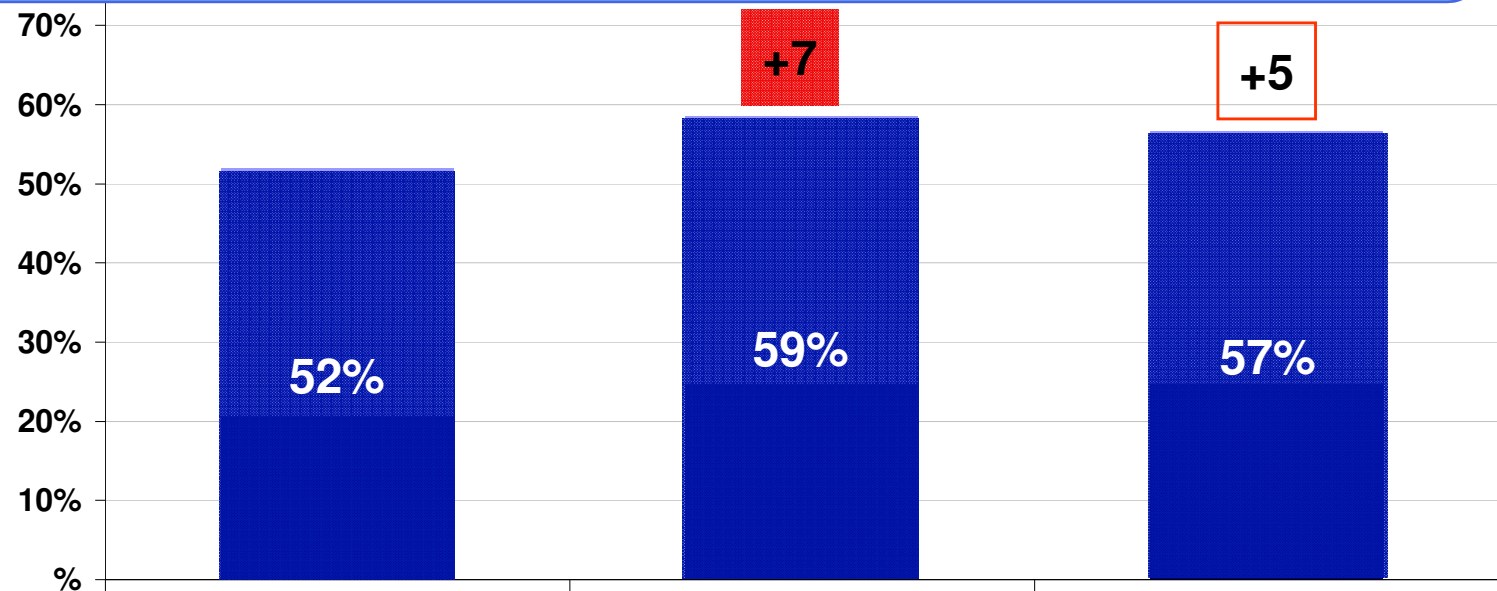


|                               | Control | Exposed |
|-------------------------------|---------|---------|
| I dislike this brand a lot    |         |         |
| I dislike this brand somewhat |         |         |
| I am neutral about this brand |         |         |
| I like this brand somewhat    | 31%     | 34%     |
| I like this brand a lot       | 21%     | 24%     |

# Brand Sentiment

## Sultana Bran Target Audience x Execution

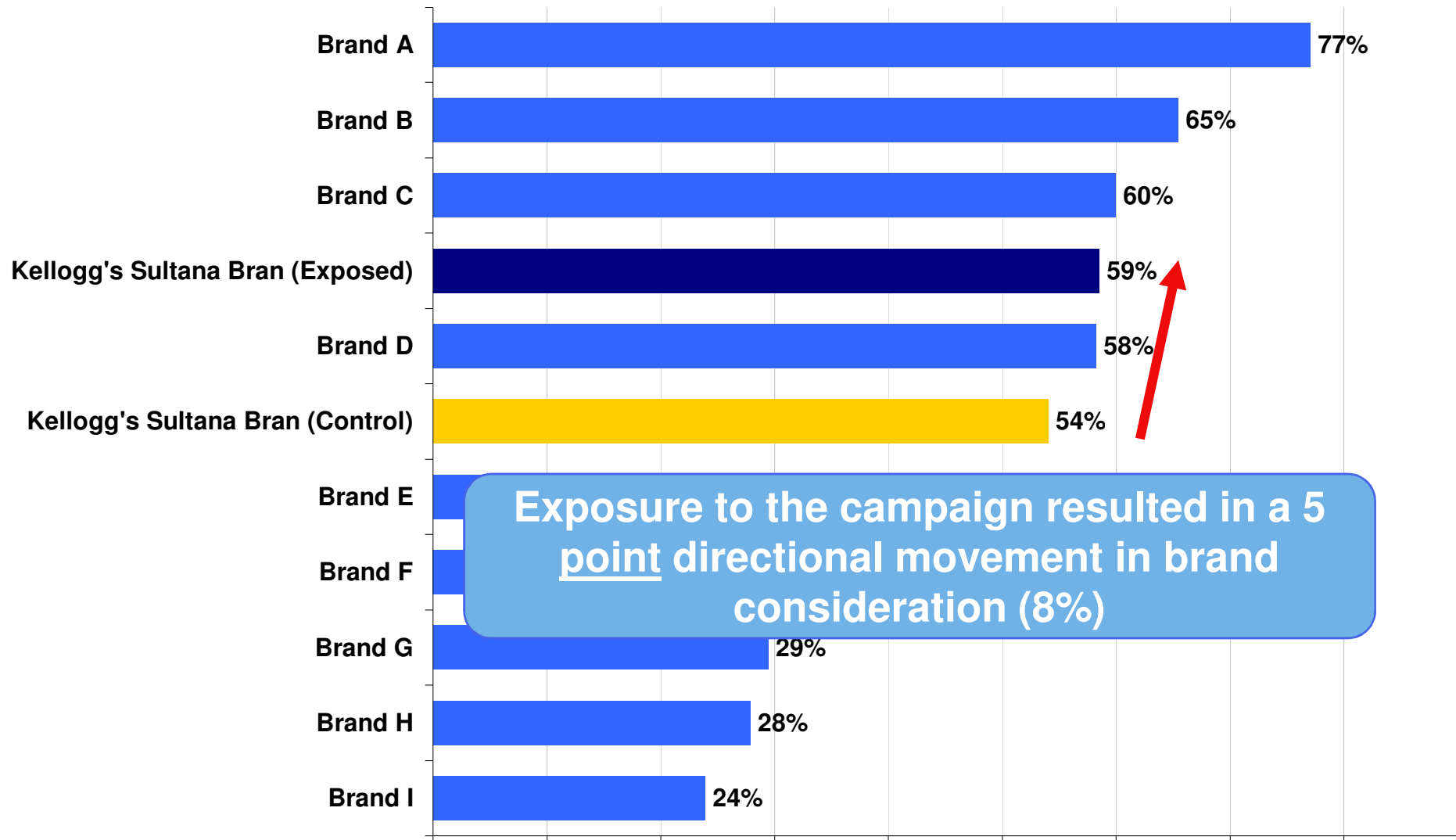
Exposure to the standard creative resulted in a 7 point increase in favourable sentiment (13%), while the video generated a 5 point directional movement (10%).



|                               | Control | Standard Creative | Video Creative |
|-------------------------------|---------|-------------------|----------------|
| I dislike this brand a lot    |         |                   |                |
| I dislike this brand somewhat |         |                   |                |
| I am neutral about this brand |         |                   |                |
| I like this brand somewhat    | 31%     | 34%               | 32%            |
| I like this brand a lot       | 21%     | 25%               | 25%            |

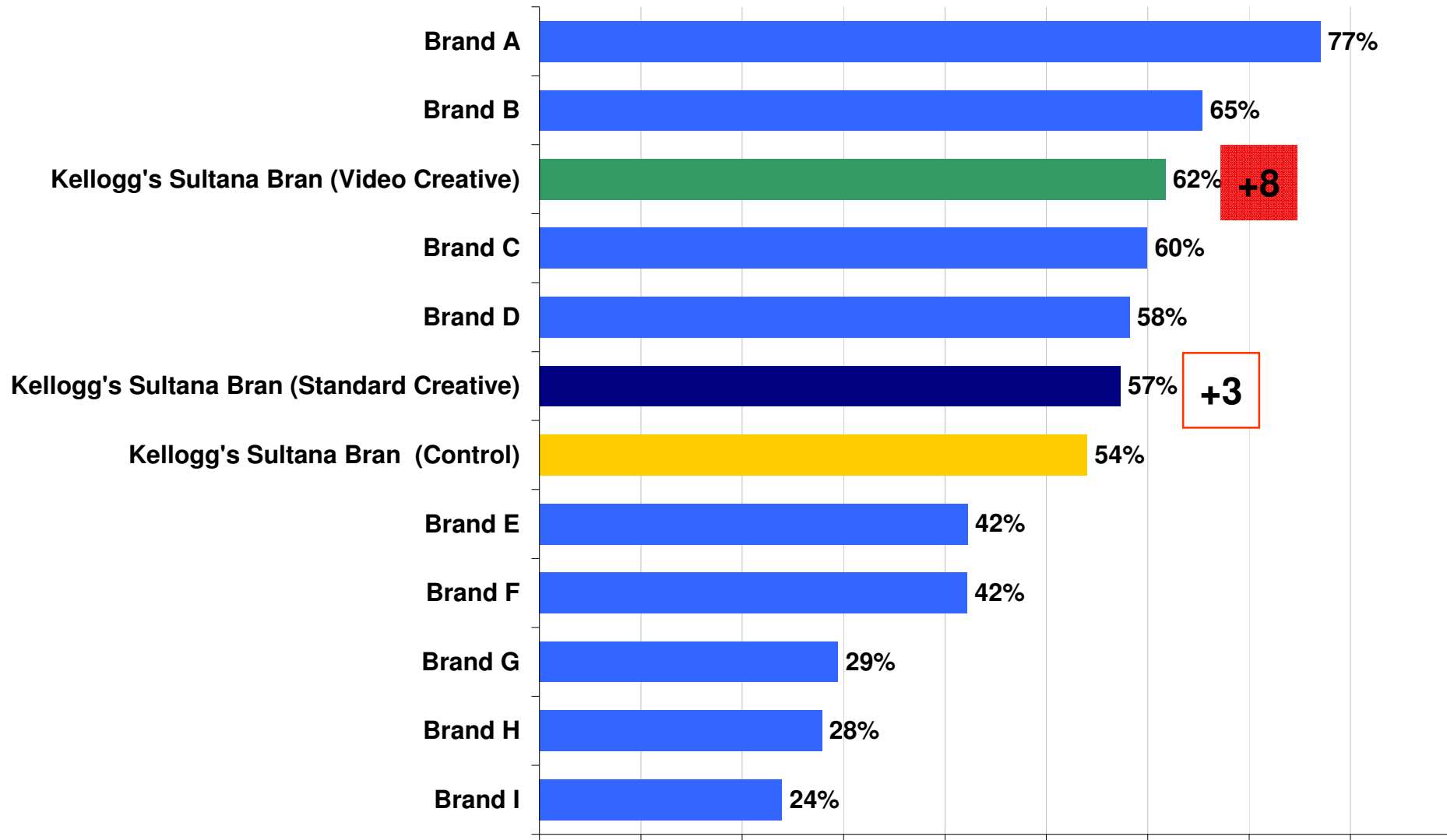
# Brand Consideration

## Target Audience



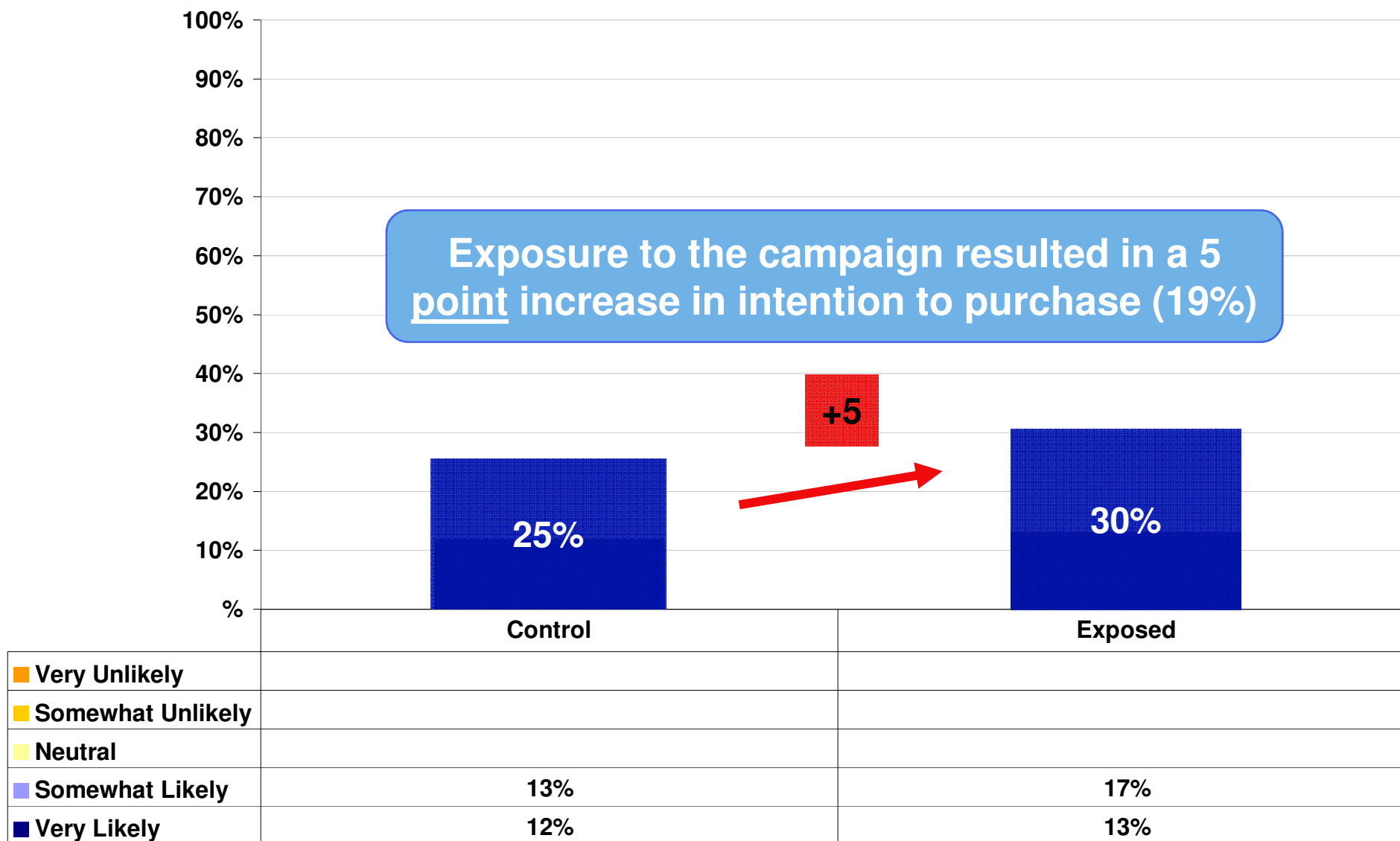
# Brand Consideration

## Target Audience by Execution



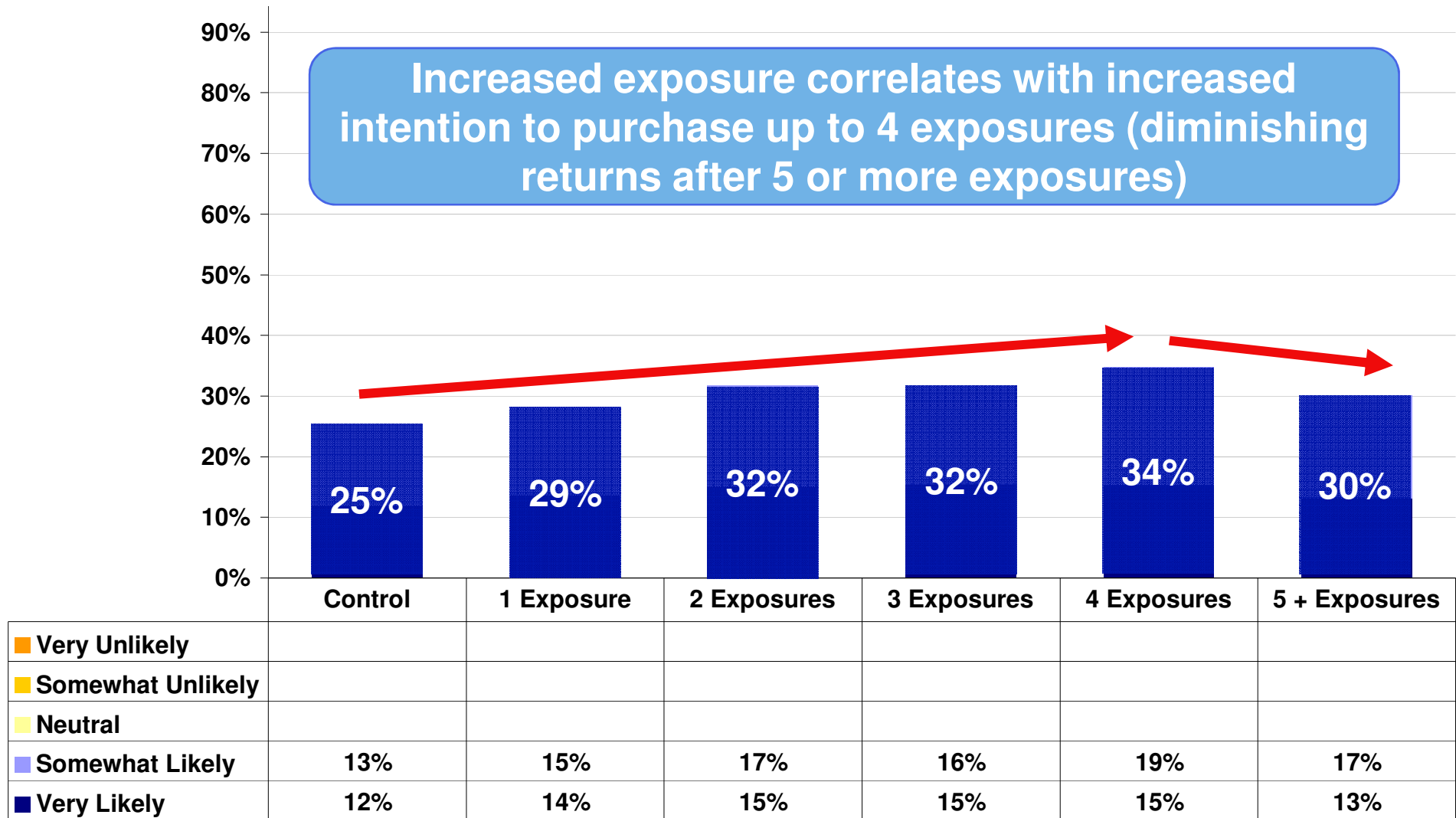


# Sultana Bran Purchase Intention



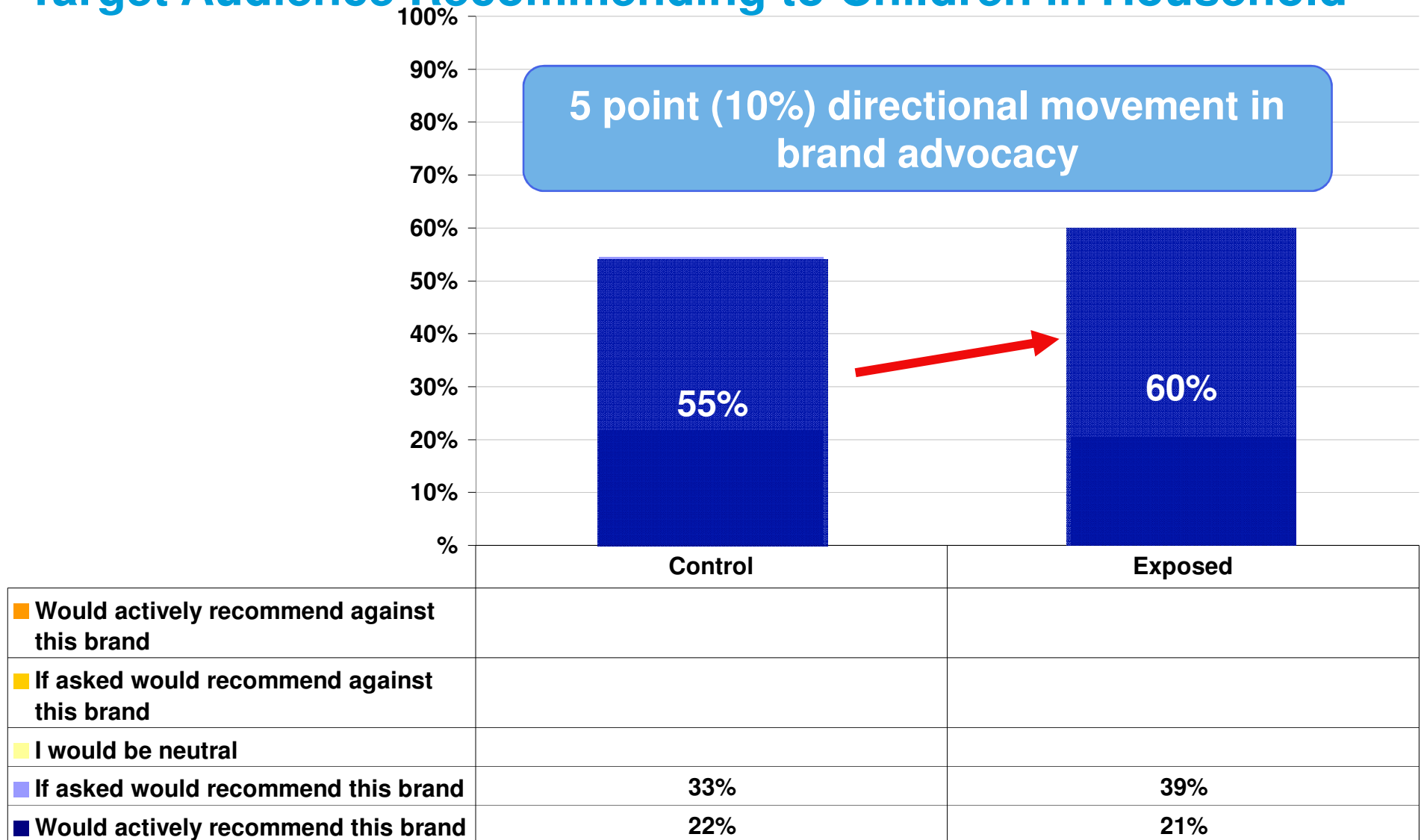
# Sultana Bran Purchase Intention

## Target Audience x Frequency of Exposure

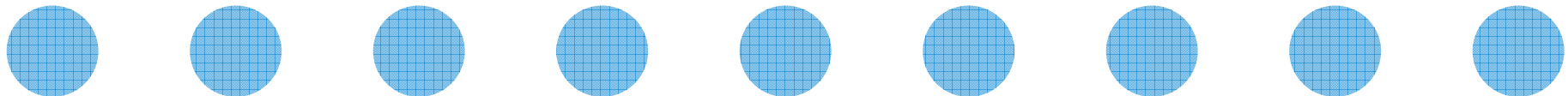
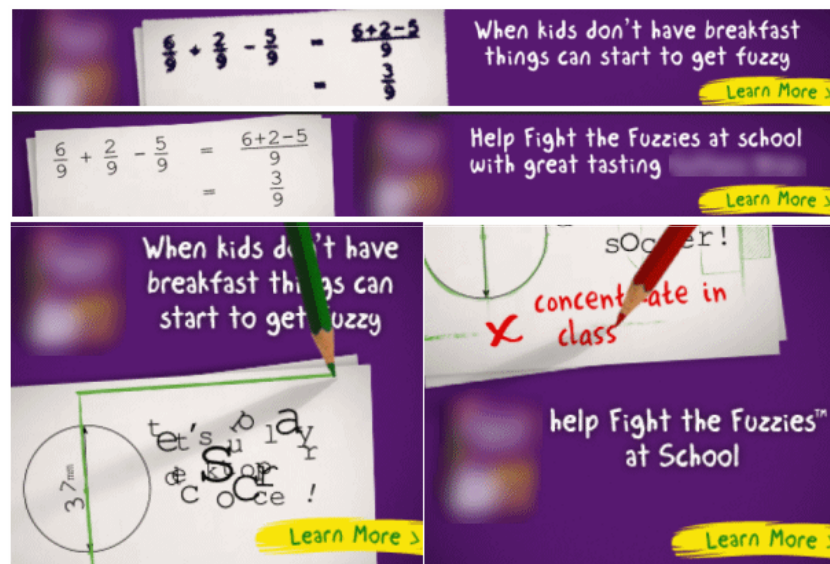


# Sultana Bran Recommendation

## Target Audience Recommending to Children in Household



# Execution Performance



# Creative Executions



When kids don't have breakfast things can start to get fuzzy



What is the circumference of this circle desktop soccer!

ROLLOVER >



of this circle  
desktop soccer!  
X concentrate in class please!



help Fight the Fuzzies™ at school with great tasting Sultana Bran

ROLLOVER >




desktop soccer!  
X concentrate in class please!




help Fight the Fuzzies™ at School with great tasting Sultana Bran

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Score 0:0

Desktop Soccer

Using your mouse to control the eraser, attempt to get the ball of paper past the box of Sultana Bran. First to 5 wins.

Start >

ADVERTISEMENT




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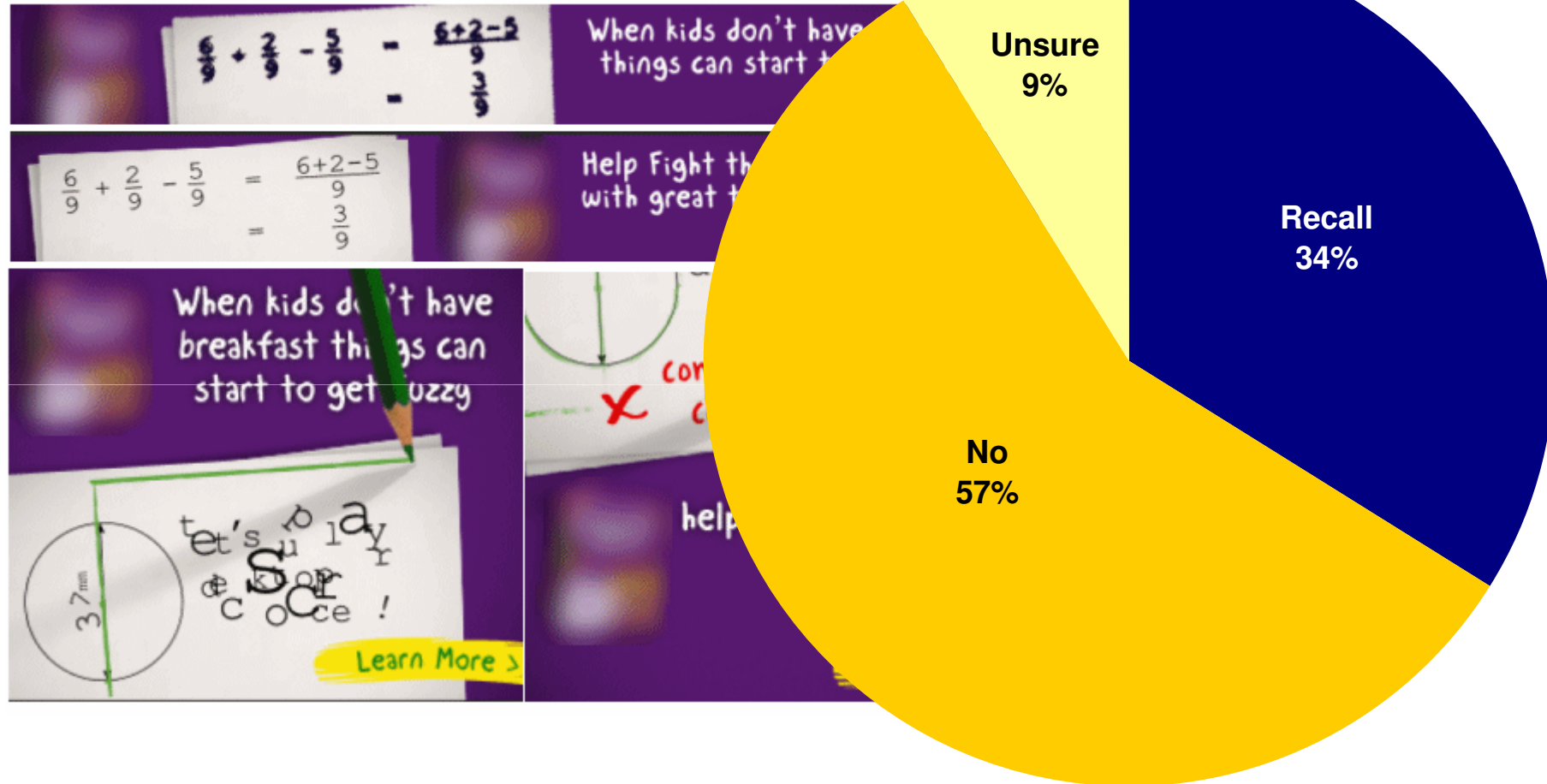

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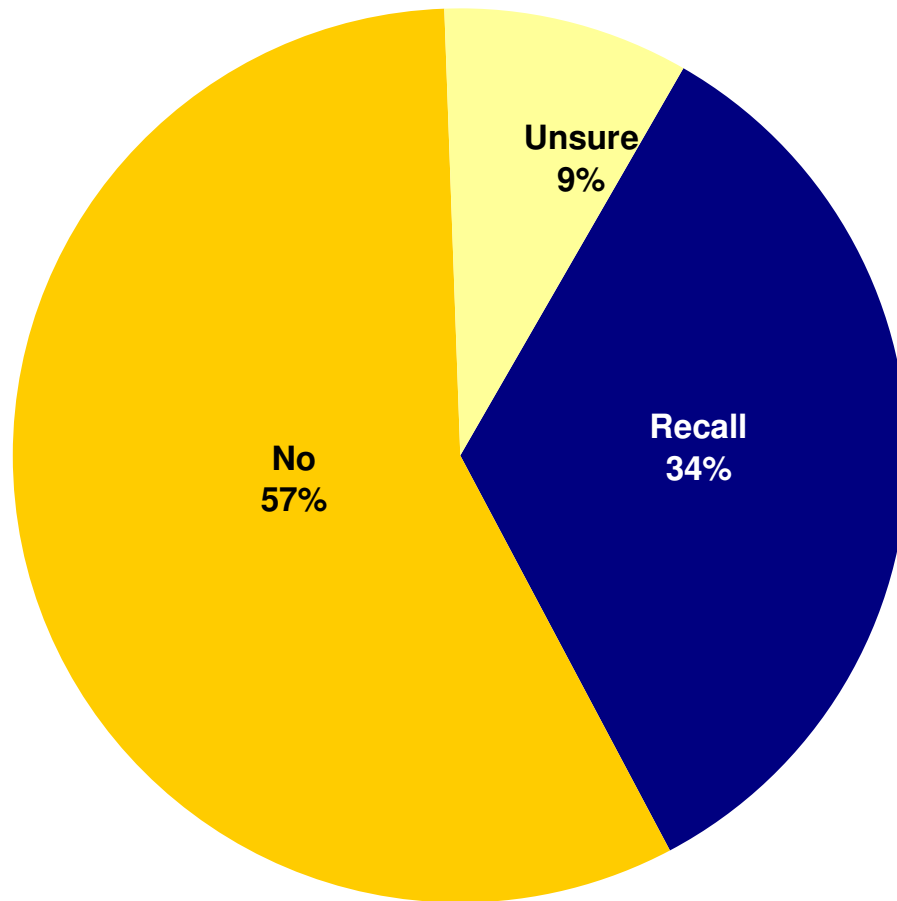
# Campaign Recall

## Target Audience Exposed to Campaign



# Campaign Recall

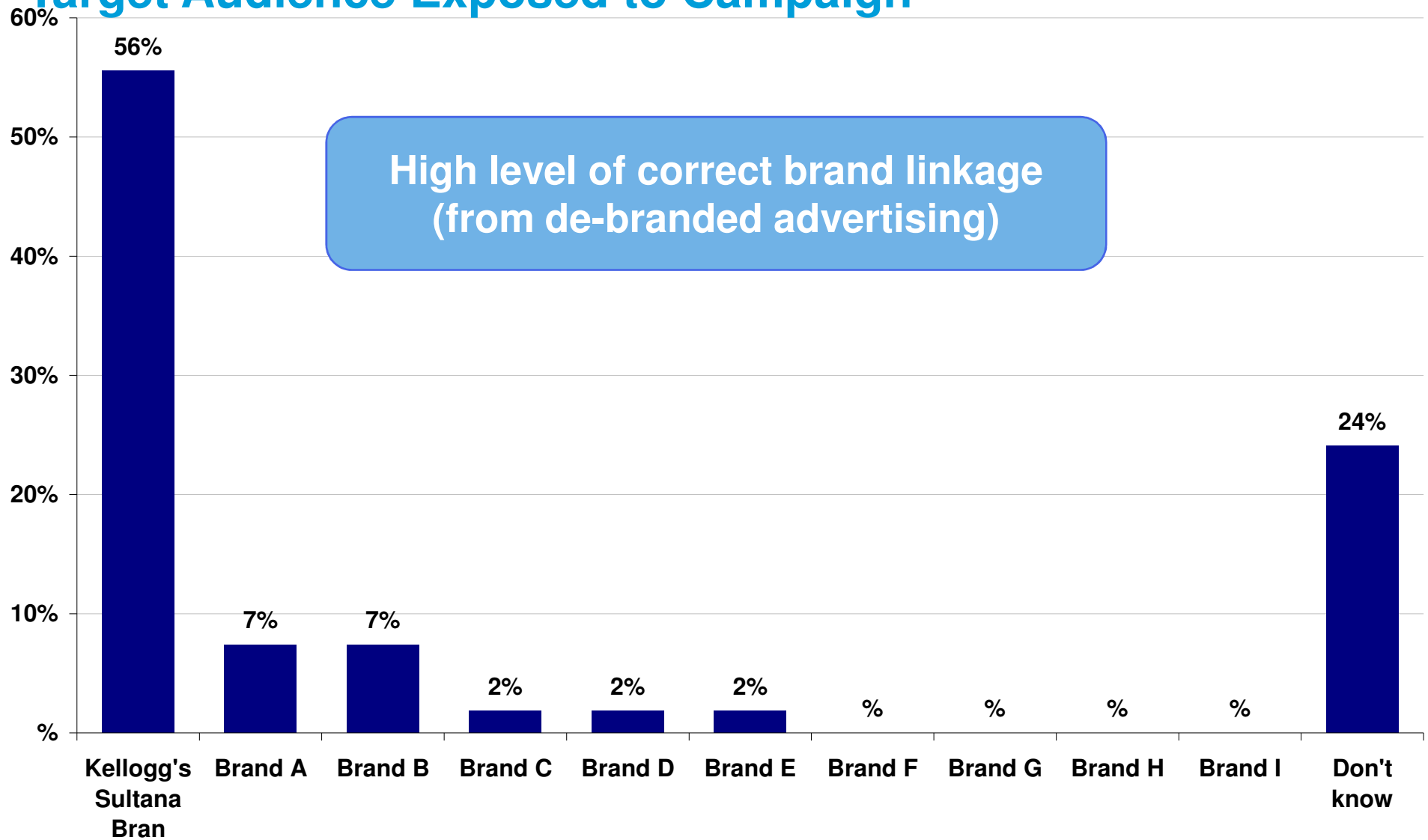
## Target Audience Exposed to Campaign



|                 | Recall (TA) | All Exposed (TA) |
|-----------------|-------------|------------------|
| Awareness       | 95%         | 96%              |
| Consideration   | 58%         | 59%              |
| Purchase Intent | 33%         | 30%              |
| Recommendation  | 63%         | 60%              |

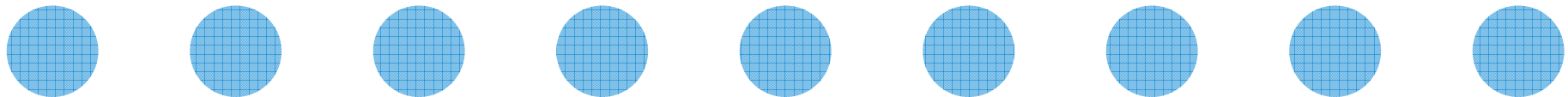
# Correct Brand Linkage

## Target Audience Exposed to Campaign





# Key Summary



# Key Summary

## Brand Awareness

- **Prompted awareness of Sultana Bran** amongst the target audience increased by 5pts to 96%.
  - Video exposure drove a greater level of awareness +7pts

## Brand Sentiment & Consideration

- **Favorable Sentiment** towards Sultana Bran amongst the target audience increased by 6pts (+12%) to 58%
  - 'Standard' execution drove a slightly greater level of brand sentiment (+7pts) than mrec 'video' (+5pts)
- **Brand consideration** showed upward movement of 5pts (+9%) to 59%, edging ahead of one other brand.
  - Video exposure drove consideration even higher +8pts (+15%)

# Key Summary

## Purchase Intention

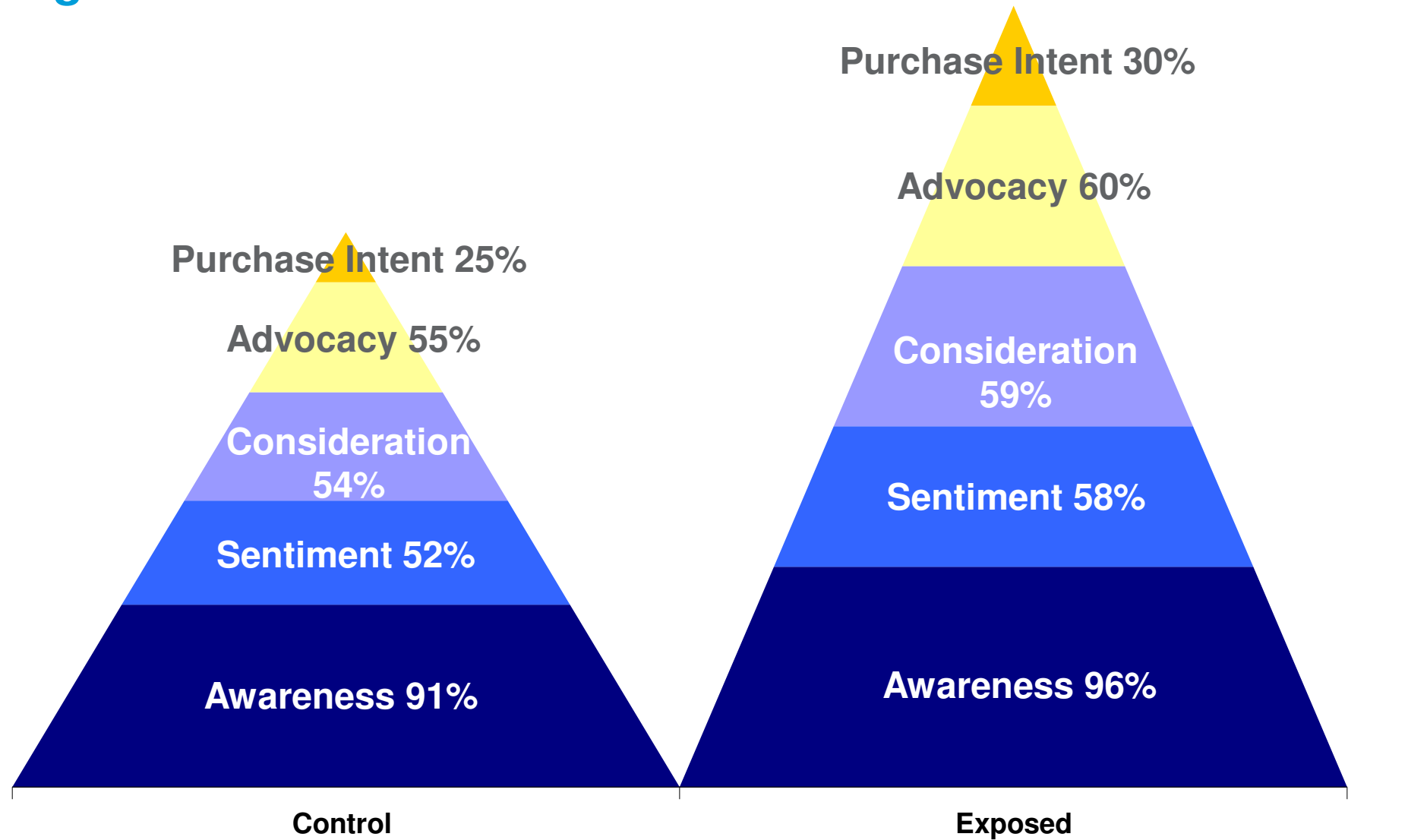
- **Intention to buy Sultana Bran** increased 5pts (20%)
  - Propensity to buy increased with number of exposures up to 4 time (+9 pts), for those with 5 or more exposures purchase intention produced a diminishing return (+5pts).

## Recommendation

- **Advocacy** increased from 5pts 55% to 60%

# Nielsen Online Brand Impact Pyramid

Target Audience



# Questions?

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# Online Ad Effectiveness

## A Brand Impact Case Study

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November 2008

Tony Marlow

Associate Research Director



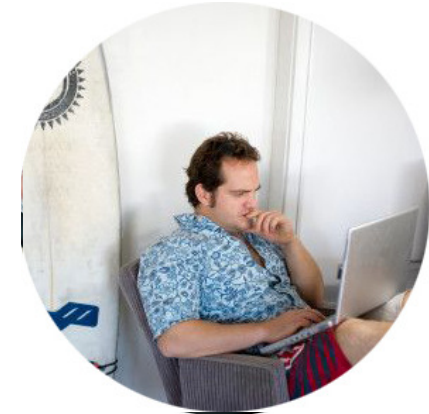
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Paul Fisher

Chief Executive Officer



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