



Measuring the Effectiveness of the XXX Ad Campaign  
*Findings from iReach Consumer Research*  
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# STUDY BACKGROUND (Methodology)



“XXX Brand - Measuring the Effectiveness of Radio Ad”

Ad-Campaign Measure taken after Media Placement

Custom Research Project conducted by iReach Market Research on behalf of Client 1 and Client 2

Online Survey

Fieldwork undertaken between 25/09/09 - 5/10/09

Conformit Survey Software  
iReach utilises leading market research solution for all aspects of survey project management: sampling, design, data collection and tabulation

Consumer Panel

Consumer Research Study conducted nationwide  
Sample Size=400 targeted respondents (parents with children aged between 2-12 year old)

iReach Online Consumer Panel  
iReach uses proprietary panel across consumer groups, built on a nationally representative model

## Key Elements of the Study

1. Purchase Patterns of XXX Products

2. Brand Awareness of and Shopping Preferences for XXX Products

3. Measuring the Impact of XXX Ad Campaign

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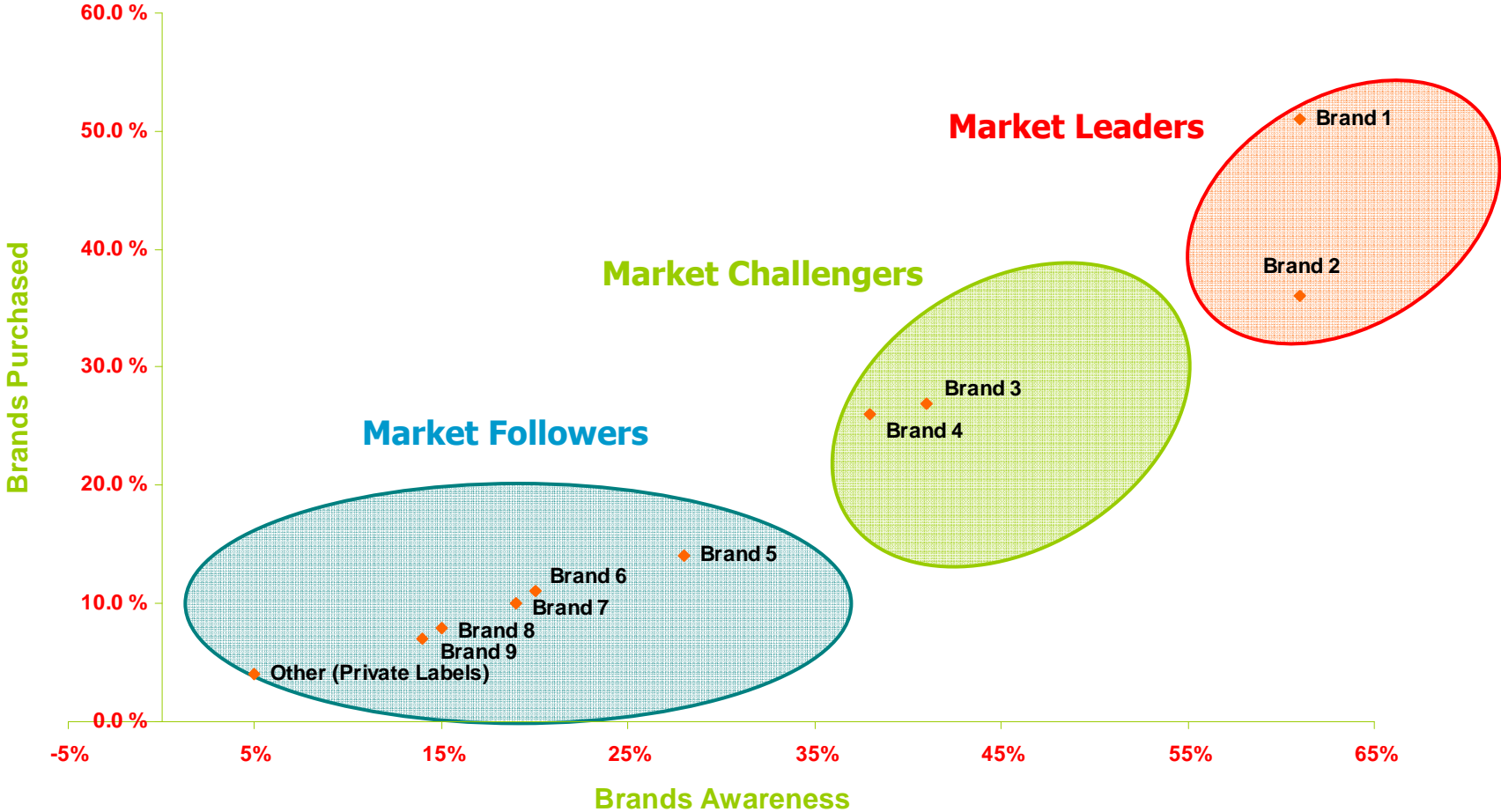
## Sample Slides



# Brand Health Matrix:

Q: From the below list of XXX products for children, which brands have you ever heard of?  
Q: From the below list of XXX products for children, which brands have you purchased?

## Brand Awareness and Brand Purchases



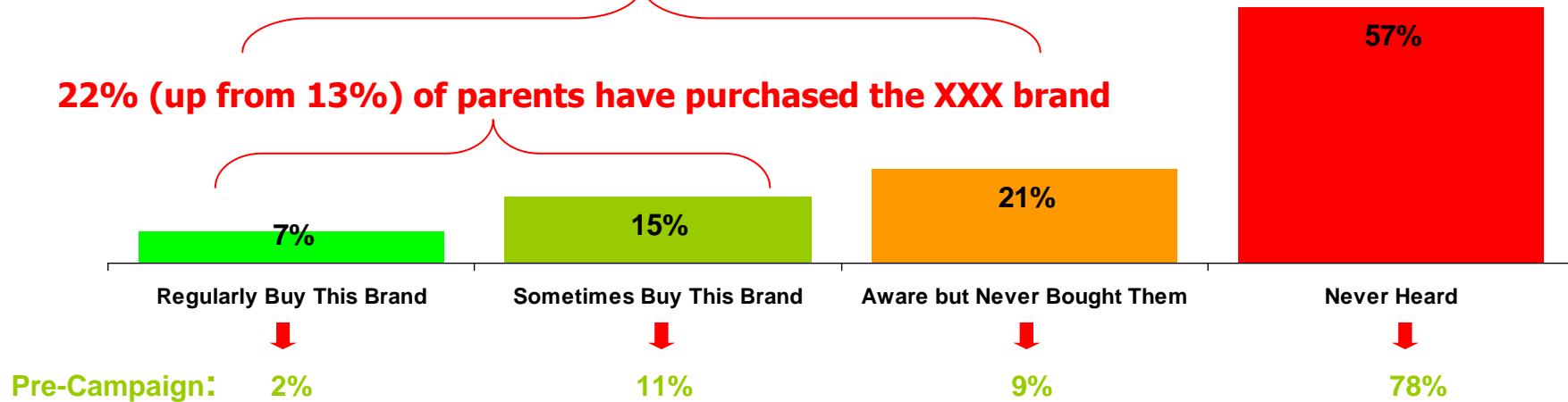
# XXX Brand - Brand Awareness/Purchases after the Ad Campaign

Q: How familiar are you with the XXX brand?

- Two-fold increase in brand awareness of the XXX brand after the campaign:

43% (up from 22%) of parents aware of the XXX brand

22% (up from 13%) of parents have purchased the XXX brand



|                          | Regularly buy XXX product | Sometimes buy XXX product | Buy occasionally XXX product |
|--------------------------|---------------------------|---------------------------|------------------------------|
| Never heard of the Brand | 57%                       | 66%                       | 73%                          |
| Aware but never bought   | 12%                       | 16%                       | 11%                          |
| Sometimes buy this Brand | 18%                       | 13%                       | 13%                          |
| Regularly buy this Brand | 13%                       | 5%                        | 3%                           |

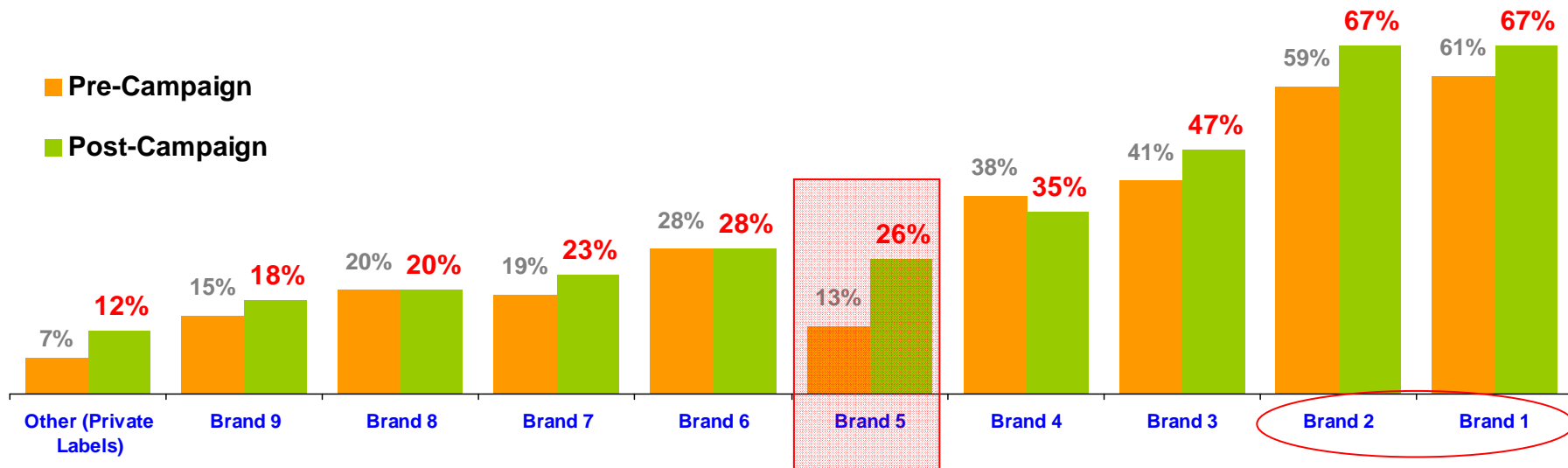
- 95% increase in overall brand awareness of the XXX brand during the campaign period with purchase intent up by 70% of all parents who buy XXX products.
- Key challenge for the brand is to convert brand-aware consumers (30%) to loyal or regular buyers: Regulars buyers of XXX products are most aware of the XXX brand and the opportunity exists to continue to drive Brand Awareness

# Prompted Brand Awareness *after the campaign*

Q: From the below list of XXX brands for children, which brands have you ever heard of?

- During the campaign period, Brand awareness significantly improved:

## Brand Awareness:

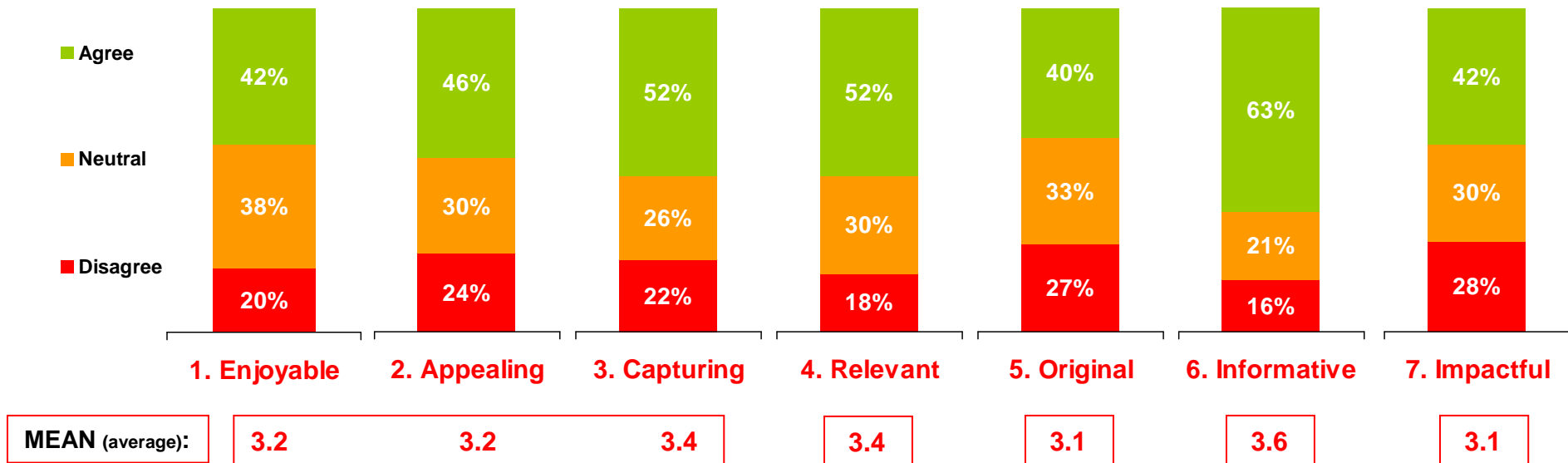


- The awareness of well established vitamin brands remains strong: Brand 1 and Brand 2, however Brand 5 (XXX brand) ranking has jumped from 9<sup>th</sup> place (pre-campaign Awareness) to 5<sup>th</sup> Overall.
- Brand awareness of Brand 5 (XXX brand) has doubled, bringing it **from 13% to 26%** with the Radio campaign having a positive impact on a number of vitamin brands.

# Impact of the XXX Ad Campaign

Q: Thinking about the recent radio ad campaign for XXX brand, please tell me whether you agree with the following?

- Ad Effectiveness** (Attitudes of the target audience toward the Radio Ad):



Mean ranks between 1.0 (the least positive) to 5.0 (the most positive)

**OVERALL IMPACT OF THE AD:**

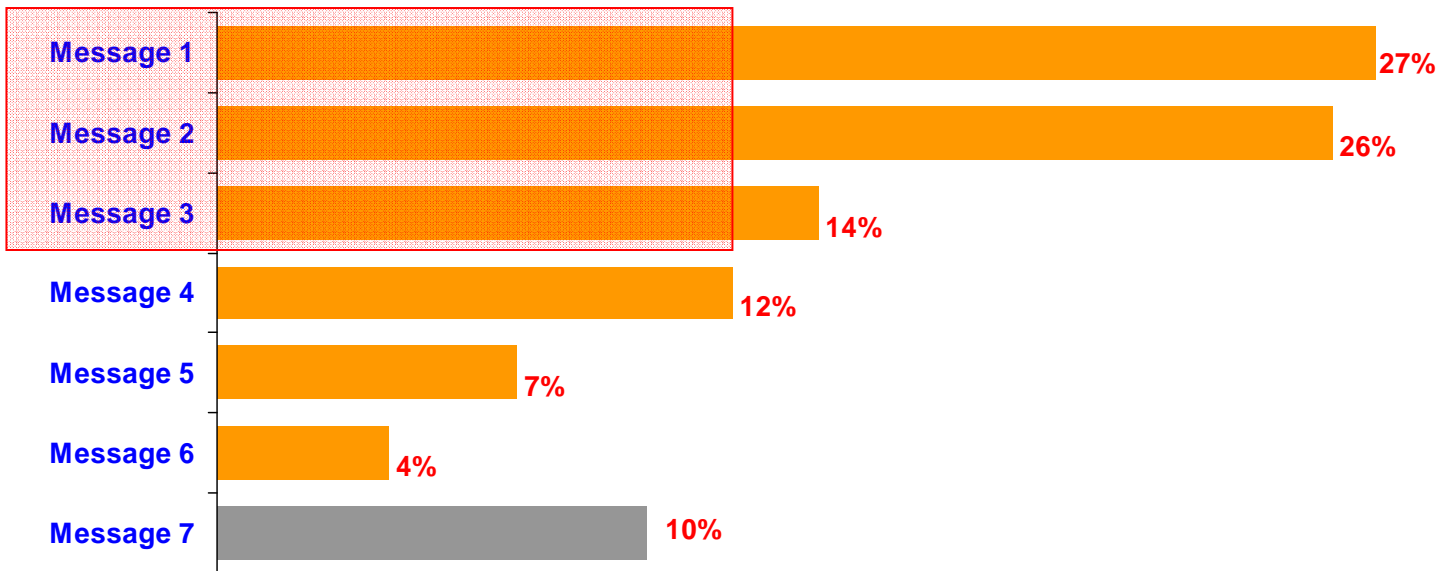
- 1. Ability to create a favorable predisposition about a product (Enjoyable, Appealing, Capturing): **Medium-to-High Impact**
- 2. Ability to make the ad relevant to the needs of target audience (Relevant): **High Impact**
- 3. Ability of the ad to be unique and different from other ads: **Medium-to-High Impact**
- 4. Ability of the ad to inform about the brand and to communicate product benefits: **High Impact**
- 5. Ability of the ad to strengthen attitudes and purchase intentions for the product: **Medium-to-High Impact**

# Key Message Take-Out

**Q: What would you have considered to be the key message of the XXX radio ad that you heard recently?**

- The campaign delivered a clear message to the audience:

## All Parents:



## Male: Female:

|     |     |
|-----|-----|
| 18% | 33% |
| 28% | 25% |
| 11% | 16% |
| 18% | 8%  |
| 6%  | 8%  |
| 6%  | 3%  |
| 13% | 7%  |

**THE CAMPAIGN DELIVERED A CLEAR MESSAGE TO THE AUDIENCE:**

1. Message 1
2. Message 2
3. Message 3

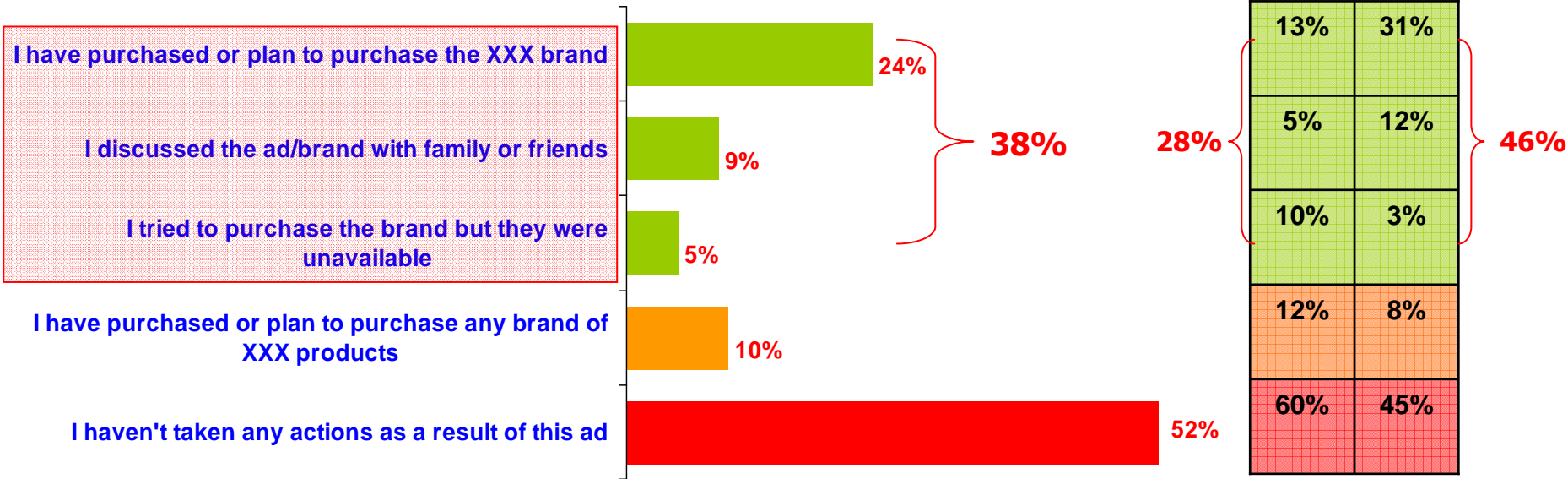
Female parents show stronger grasp of the intended key message of the XXX Radio Ad

# Evaluation of the “Call-to-Action” Impact of the Ad

**Q: Did you take some action as a result of this radio ad for XXX brand products? Please select all that apply:**

- The ad created **38%** new interest in the XXX brand (Parents exposed to the ad campaign):

**Those who recalled the Ad:**



**The ad created 38% new interest in the XXX Brand:**

- 24% lead to purchase intention
- 9% resulted in Word-of-Mouth

The ad created 10% new purchase intention for competing brands

Remaining 52% did not take any action as a result of the XXX ad

The ad had a greater impact on female parents (46% new interest) than males (28% new interest in the XXX Brand)

# Brand Purchase Intent vs. Current Purchases

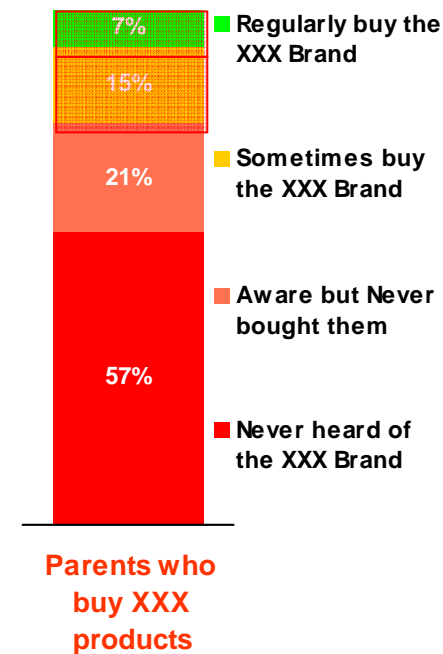
Q: Now having heard the ad, how often do you think you will buy XXX brand products for your children in the near future?

Q: How familiar are you with the XXX brand products?

- The XXX ad campaign could increase purchase frequency for XXX brand products:

Having heard the Ad (Parents; n=300):

vs. Current Purchases of XXX brand (Parents; n=300)



Having heard the Radio Advert as part of the Research Survey, the Ad campaign for the XXX Brand is likely to increase purchase intervals among the target audience:

- 11% likely to purchase the brand regularly (vs. 7% who regularly buy the XXX Brand)
- 22% likely to purchase the brand sometimes (vs. 15% who sometimes buy XXX Brand)