

Advertising Effectiveness Tracking

Assess a Major Burger Chain's marketing effectiveness in a mix of ads (TV, radio, online, POP and banner) to determine success of strategic investments



Ad Campaign Goals

- ✓ Improve brand equity, especially top-of-mind awareness
- ✓ Build brand consideration
- ✓ Encourage trial

Engagement Objectives

- Measure overall awareness and appeal of MBC's ads vs. major competitors. **Did ads resonate?**
- Measure recall and appeal of specific ad messages. **"Did they spur trial?"** Are messages perceived to be **new, different, relevant, believable and appealing**, and likely to **spur trial**?
- Assess how the advertising is impacting consumers in terms of key advertising and brand attributes. Is it a **cohesive** story? Is the perceived **message** in line with **strategy**?
- Identify opportunities for brand positioning

Approach & Measures



ONLINE SURVEY

Designed, administered and analyzed an online tracking study of **2,220 fast-food users over four waves** to provide consumer feedback on ad recall, messaging and trial to allow for on-the-fly refinement based on results.

AWARE CONSUMERS

- Unaided recall of MBC's advertising
- Aided recall of MBC and *competitive* promotions for benchmarking
- Source of promotion awareness
- Confirm awareness of MBC's promotions by showing audiovisual of broadcast, online and print media
- Ratings on advertising, promotions and brand attributes



TRIERS OF THE PROMOTION

- Promotion trial
- Advertising as motivator
- Purchase characteristics
- Trade up
- Performance vs. expectation
- Impact of advertising on purchase
- Impact of POP on purchase
- Product and promotion diagnostic ratings



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RESULTS

- 1 **Were the ads breakthrough and did they resonate?** Ads that connect the food and brand message gave consumers a functional reason to visit. Edgy tone helped spots break through, particularly on memorability and differentiation. But too much edge had a negative impact on brand perceptions. All four ads performed relatively well on TRPs. Despite lower relative levels of share of voice, they displayed much higher levels in share of recognition.
- 2 **What's the connection between the story and the food?** Some ads were highly engaging, but didn't link the brand to the food. Only 1 of 4 ads did a good job of striking a balance between being edgy and connecting the food to the story.
- 3 **How did the brand fare vs. the competition?** While value remained a key driver, low prices and serving "favorite" fast-food items were key to trial. Continuing to focus on value, quality food and a relevant menu are important for success. Improvements on "better tasting food," "a variety of relevant menu items" and "craveable menu items" should make MBC "an appealing brand."
- 4 **Keys moving forward:**
 - Drive traffic to the restaurant by improving perceptions of quality and brand appeal.
 - Keep the edgy tone of the ads, but balance it and showcase the food, too.
 - Spots should aim to rely less on "shocking" dialogue to break through.
 - Menu items perceived as craveable *and* a value give consumers a reason to visit.

Conclusion

- ▶ The research findings gave Major Burger Chain the ability to assess the effectiveness of its ad campaign's marketing strategy in conjunction with product development initiatives. Armed with this insight, Major Burger Chain was able to refine future campaign strategies.

Sample Exhibit

Client ad performance vs. four select competitors

| Metrics | Burger Chain Client | Competitor 1 | Competitor 2 | Competitor 3 | Competitor 4 |
|---------------------|---------------------|--------------|--------------|--------------|--------------|
| Ad Recall | | | | | |
| Recognition | | | | | |
| Brand Impact | | | | | |
| Enjoyment | | | | | |
| Engagement | | | | | |
| Message | | | | | |
| Brand Appeal | | | | | |
| TRIAL | | | | | |

= Performs well
 = Performs average
 = Performs poorly
 Engagement +: Positive Engagement Performance
 Engagement -: Negative Engagement Performance

Questions?

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