



Post campaign effectivity measurement

Information



**SCORES
GROUP**

**Solution
for Cooperative
Researches**

Post campaign effectivity measurement is an inevitable additional survey beside professional media planning systems; it's results make it possible to subsequently analyze, support and verify campaigns built up via a media planner system. Effectivity measurement also serves useful information also on the creative content's delivery to the target group (effectiveness of the mediating channel), as on how the content and the message impressed the receivers (in the means of the most basic kinds of impressions an advertisement awakens).

KANTAR Hoffmann – ScoresGroup research cooperation unites improved traditions of domestic Hungarian campaign effectivity measurement with the worldwide experience of Kantar group.

Fieldwork

The survey permits the measurement of up to more than 120 campaigns monthly. Field experience shows that respondents' willingness of answering online questionnaires lasts maximum 20-25 minutes till the answers lose reliability and usefulness (above this duration aborting the questionnaire gets more frequent). That's why we measure the campaigns – according to the amount of campaigns demanded – monthly on 2 or 3 different samples (which follow the same pattern, though, in the matter of quotas and representativeness). Each sample can handle cca. 40 outdoor or press campaigns itself, securing the satisfactory number of successfully completed interviews. Since each sample contains answers of 1,000 respondents, one month's fieldwork may involve up to 3,000 respondents.

Beyond outdoor campaigns, the fieldwork and questionnaire permit comparable measurement of TV, online, print or radio campaigns as well.

Questionnaire

The questionnaire, following international standards of creative post-surveys, contains traditional campaign effectivity measurement questions. Beside the 1st (recognition) and 2nd (attribution) questions respondent sees a variant of the creative on which the brand trademark and the name of the advertiser company is hidden. For the 3rd (like) and 4th (persuasion) questions respondent evaluates the original, complete campaign creative.



Questions are the following (of course, wording of the questions can vary depending on the media type of the creative):

1: Have you seen (heard) this image (video), or if more appeared, any of these images?

2: A word (name of the brand or the company) is covered on this image (video). Please, try to recall what is the word hidden!

3: Do you like this image (video)?

4: Having seen the image (video); would you be welcome to buy this product or use this service?

These four questions are a schematic approach of a campaign's mode of action beginning with catching the attention of the consumer, through familiarization of the brand or product joining a positive (visual, audiovisual, cognitive – e.g. humorous – or other) experience with it, until motivating to consume it. These questions and the indices based on them observe separately how successful a certain campaign is along these different levels.

Sample pattern, sampling

Each creative's effectiveness is measured on a sample of 1,000 respondents representing the 15-69 years old population of Hungary. The sample is representative in the aspect of gender, age categories and settlement type.

Questioning runs online following CAWI (computer assisted web interviewing) method sustainable due to the permanently broadening domestic internet-penetration.

This method of sampling is especially effective in reaching the layers most relevant for the advertisers (middle-aged, economically active people with higher status and spending power).

Campaigns measured

The campaigns to be measured arrive to the questionnaire from two sources: regular demand of the clients, and above that, campaigns of sectors that are measured compulsorily (all campaigns of the sectors below that reach at least 200 surfaces):

- Trade (hypermarkets)
- Traveling, automotive
- Banking, insurance etc.
- Telecommunications
- E-market
- Pharmacy, medicine (over the counter)

Indices of C-Test

The results of the measurement are derived into the following indices based on each of the four questions mentioned above.

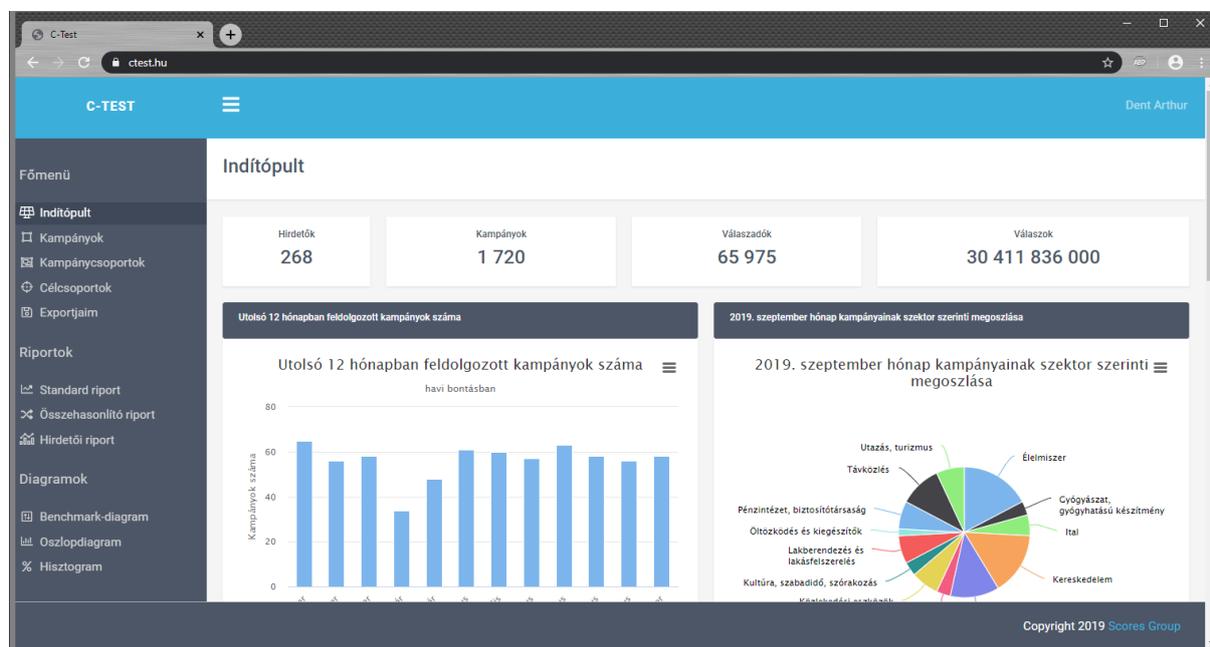
Questionnaire	1) Have you seen...?	2) What is the word hidden?	3) Do you like this...?	4) Would you buy this...?
Indices	<i>recognition</i>	<i>attribution</i> <i>total attribution</i> <i>exact attribution</i> <i>brand confusion</i> <i>total brand confusion</i>	<i>like</i> <i>total like</i> <i>dislike</i> <i>total dislike</i>	<i>persuasion</i> <i>total persuasion</i>
			<i>purchase stimulation index</i>	
	<i>C-Test index</i> $C = \{0,4 \times \text{recognition}\} + \{0,3 \times \text{total attribution}\} + \{0,2 \times \text{total like}\} + \{0,1 \times \text{total persuasion}\}$			

Campaign classification: benchmarks

Each creative (campaign) is classified following the five-level classification standards applied widely on the markets. The results are easier to interpret if the average result of all campaigns of the same classification category is displayed as a benchmark to compare the actual campaign's results to. The levels of classification are the following:

- Period (year, month)
- Advertiser
- Brand
- Segment
- Category
- Sector
- Surface type (billboard, citylight, etc.)
- C-off Standard (campaigns of same sector and similar panel number or frequency of appearance)

Working with the results: C-Test dashboard



C-Test dashboard delivers an easy and still thorough way to analyze campaign effectivity measurement results.

- Online: no need to refresh or import data, accessible from anywhere
- Campaign groups and target groups freely editable
- Campaigns, campaign groups to be saved and shared

- Campaign results to be displayed among target groups with benchmarks, and exported easily
- One-click standard campaign report to be generated (also in English)