

CASE STUDY - CAMPAIGN EVALUATION: EVALUATING THE EFFECT OF A CAMPAIGN

BUSINESS CHALLENGE

Understanding the effect of a campaign on different levels – brand effect, media effect and creative effect.

RESULTS

The results showed a clear effect of the campaign on media KPI's such as advertising recall and recognition of the main campaign creatives. However, brand effects were lagging. The evaluation of the main creatives showed a below benchmark performance on credibility and relevance resulting in low interest and purchase intent. The campaign was therefore not capable to increase brand metrics.

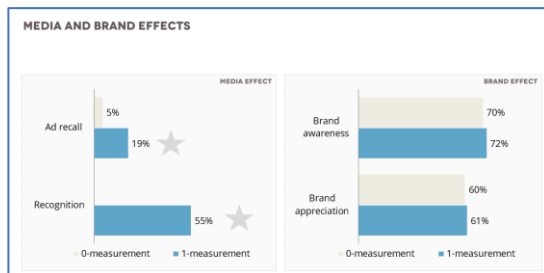


Figure 1: Media and brand effects

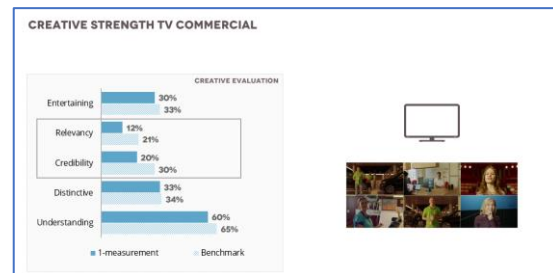


Figure 2: Evaluation main creative (TV)

KEY TAKE OUT

Based on these results the client decided to optimize the advertisements to increase credibility and relevance. The optimized advertisements were used in the second part of the campaign and this resulted in a significant increase on brand consideration (+10%).