

CASE STUDY - CAMPAIGN EVALUATION: DETERMINING THE SUCCESS OF A CAMPAIGN IN MULTIPLE COUNTRIES

BUSINESS CHALLENGE

Understanding the effect of campaigning in different countries (UK, DE, FR) to determine the country where the campaign is most successful.

RESULTS

The results showed that all countries were able to increase advertising recall, but the creative evaluation of the TV commercial uncovered local nuances. In France the commercial was evaluated above benchmark on all metrics, whereas the evaluation in the other countries was below benchmark, especially on activation (interest and purchase intent). Therefore, only in France the campaign was also able to impact the brand in the lower part of the funnel (consideration and preference).

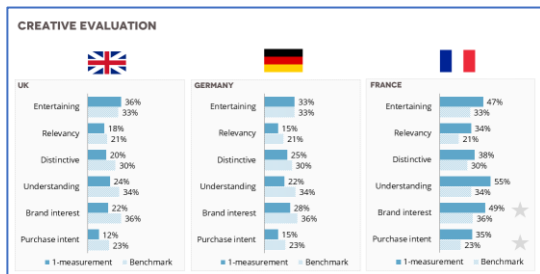


Figure 1: Evaluation TV commercial per country

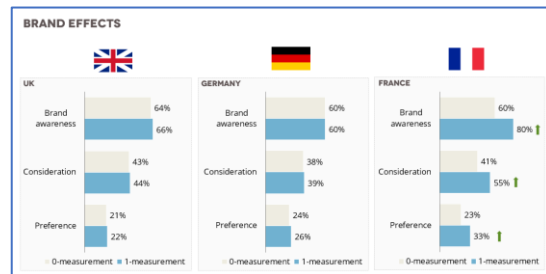


Figure 2: Brand effects per country

KEY TAKE OUT

Based on these results the client decided to continue the campaign in France. For the other countries they briefed the creative agency to adjust the current TV commercial to create a stronger fit with each local market.