

## CASE STUDY - CAMPAIGN EVALUATION: UNDERSTANDING BRAND POSITION

### BUSINESS CHALLENGE

Understanding the effect of a brand campaign to impact the position of the brand.

### RESULTS

The client aired their first ever national campaign. The campaign effectiveness study therefore not only provided insight in the effects of the campaign, it also provided a first clear insight in the positioning of the brand. When the campaign ended the effects of the campaign were clearly visible – both advertising recall and brand awareness significantly increased after the campaign. The results also showed that brand awareness was already quite high before the start of the campaign, higher than the client had expected.

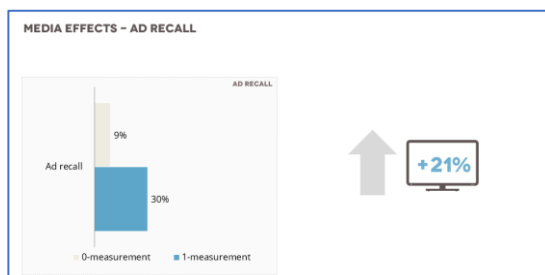


Figure 1: Advertising recall (0-measurement vs 1-measurement)

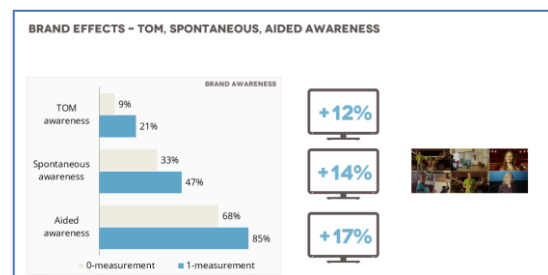


Figure 2: Brand awareness (0-measurement vs 1-measurement)

### KEY TAKE OUT

Based on these results the client decided to change the strategy for their newest campaign. Brand awareness was already quite high, so they decided to focus the new campaign on increasing brand consideration.