

Dove Silky Collection

case study

Report on gemiusEffect study

July - August 2003

Dove

*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



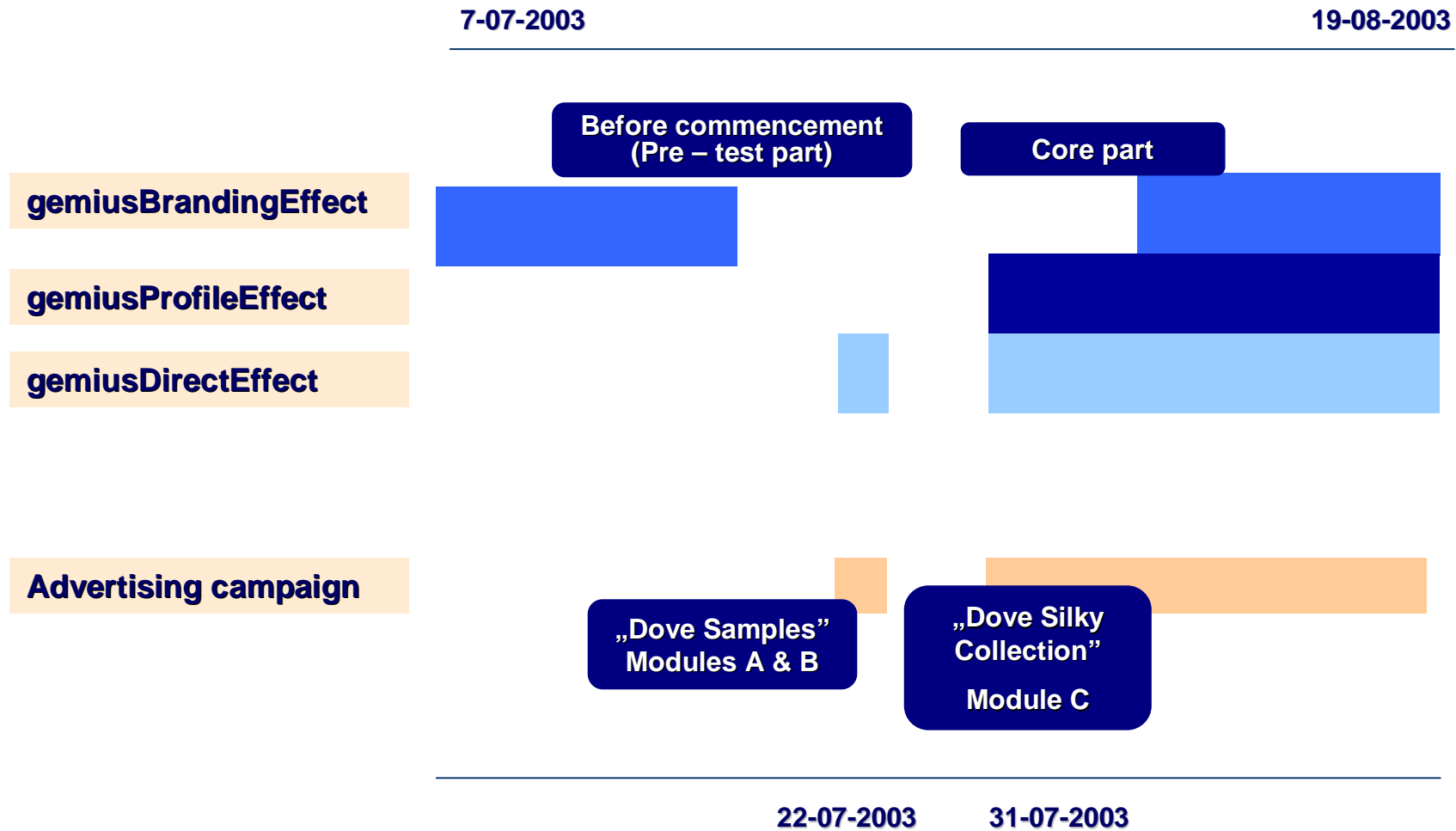
Introduction (1 of 2)

- The „Dove Silky Collection” advertising campaign (July 31 –August 19, 2003) was one of three modules of the Dove online campaign (image campaign) – Module C. This part of the campaign was preceded by advertising (Module A) and mail (Module B) campaign „Dove Samples” which were held on July 22, 2003 and were directed on giving samples of advertising products to the campaign receivers.
- Advertising and mail campaign „Dove Samples” (Modules A, B) aimed to promote new line of Dove products. Emitted creative encouraged Internet users to filling the registration form which enabled to obtain cosmetic samples. Module A concerned online advertisements – creative directed to web page with the form. After filling such a form Internet users had the cosmetic samples sent by mail. However module B – mailing – was directed to women aged 20-40 years old (by clicking on links in advertising e-mails women were redirected to this same web page with the registration form). The „Dove Samples” campaign assumption (handing 10 thousand samples of Dove products) was realized within first day of the planned campaign. That was the reason to limit this part of the campaign duration to one day.
- Discussed here module C – „Dove Silky Collection” was the online campaign which aimed to reinforce the image of Dove cosmetics’ new line (image campaign).

Introduction (2 of 2)

- In attitude to the „**Dove Silky Collection**” campaign **gemiusEffect** study was conducted. It consisted of three modules: **gemiusDirectEffect**, **gemiusBrandingEffect** and **gemiusProfileEffect**.
- The aim of the **gemiusDirectEffect** study was to evaluate direct effect of the campaign – its effectiveness measured by i.e. CTR-U and CR-U ratios.
- Additionally, to check whether the campaign was noticed and evaluated by assumed target group the **gemiusBrandingEffect** study was performed. It contained the pre-test part conducted before the online campaign commencement (July 7-16, 2003) and core part, which took part within last week of the campaign (August 11-18, 2003). First part aimed to determine the level of brand awareness and other base indicators before start of the campaign in any advertising medium. However core part of the research was conducted to show whether the indicators changed under the influence of campaign. Parallel the additional study was conducted. Its aim was to compare effectiveness of the Internet campaign with results of this campaign run in other media.
- The **gemiusProfileEffect** study aimed to answer whether the campaign reached chosen target group defined as **women aged 20-40**.

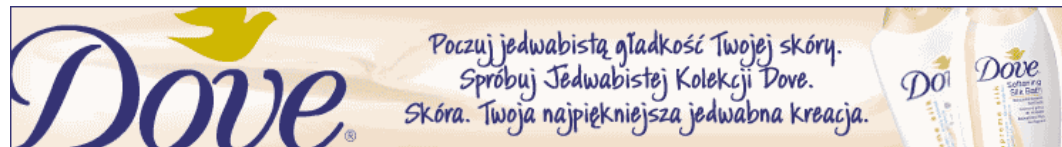
Campaign duration and research stages



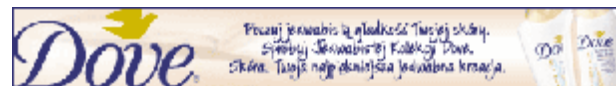
Creative formats

One of four creative formats introduced below were displayed to Internet users in the campaign. In demand of gemiusBrandingEffect study, the creative formats were grouped in two classes: concerning woman image disclosed in the picture or not.

Creative 1



Brandmark+Billboard



Brandmark+Banner

Creative 2



Scyscraper



Brandmark

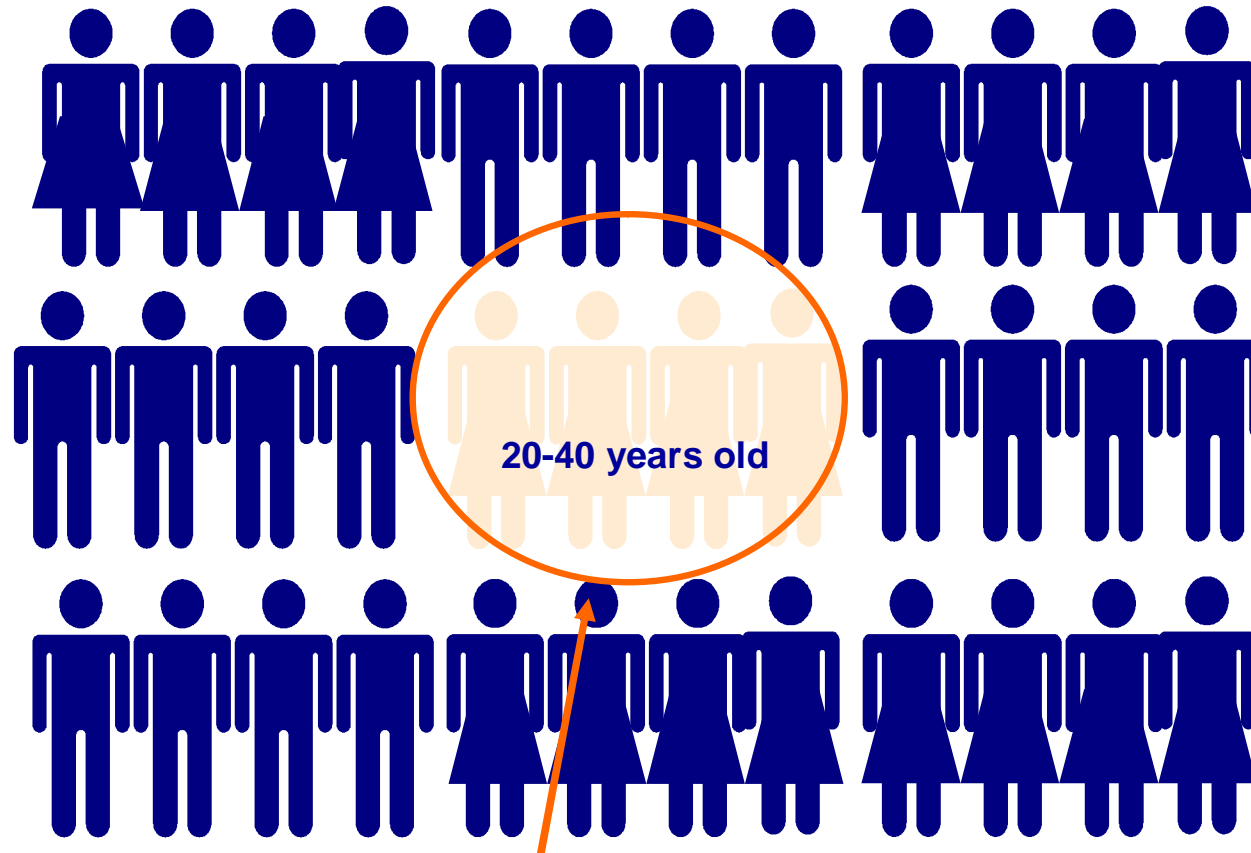
Advertising placements

The following placements were analyzed in this campaign:

- | | |
|---|--|
| § WP-Polki (Brandmark) | § Gala (Brandmark+Billboard) |
| § Interia-Kobieta (Skyscraper) | § Potomek (Brandmark) |
| § Gazeta.pl-Kobieta (Brandmark) | § Grubasy (Brandmark) |
| § Gazeta.pl-Zdrowie (Skyscraper) | § Kobiety.pl (Brandmark+Billboard) |
| § Wizaz (Brandmark) | § Onet-Gala (Skyscraper) |
| § VipNews (Brandmark) | § Uroda (Brandmark+Banner) |
| § ZyjZdrowo (Brandmark) | § RodziceOnline (Brandmark+Billboard) |
| § TwojStyl (Brandmark) | § Puella (Brandmark+Billboard) |
| § FTV (Brandmark+Billboard) | § DzieckoOK (Brandmark+Billboard) |
| § Dziecko-Info (Brandmark) | § WP-Zdrowie (Brandmark) |
| § Gazeta.pl-Edziecko (Brandmark) | § Zdrowo (Brandmark) |
| § Naj (Brandmark+Billboard) | § DlaZdrowia (Brandmark) |
| § Claudia (Brandmark+Billboard) | § Moda.net.pl (Brandmark) |

In the campaign capping on the level of 1 or 2 was applied on the majority of the web sites.

Target group



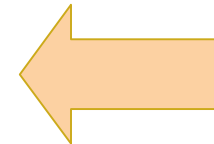
Women aged 20-40 years were the target group in the „Dove Silky Collection” campaign.

gemiuseffect

Advertising campaign effectiveness

Three modules of the research:

- **Campaign's direct effect**
(gemiuseffectDirectEffect)
- **Campaign's branding effect**
(gemiuseffectBrandingEffect)
- **Socio-demographic profile of the campaign audience**
(gemiuseffectProfileEffect)



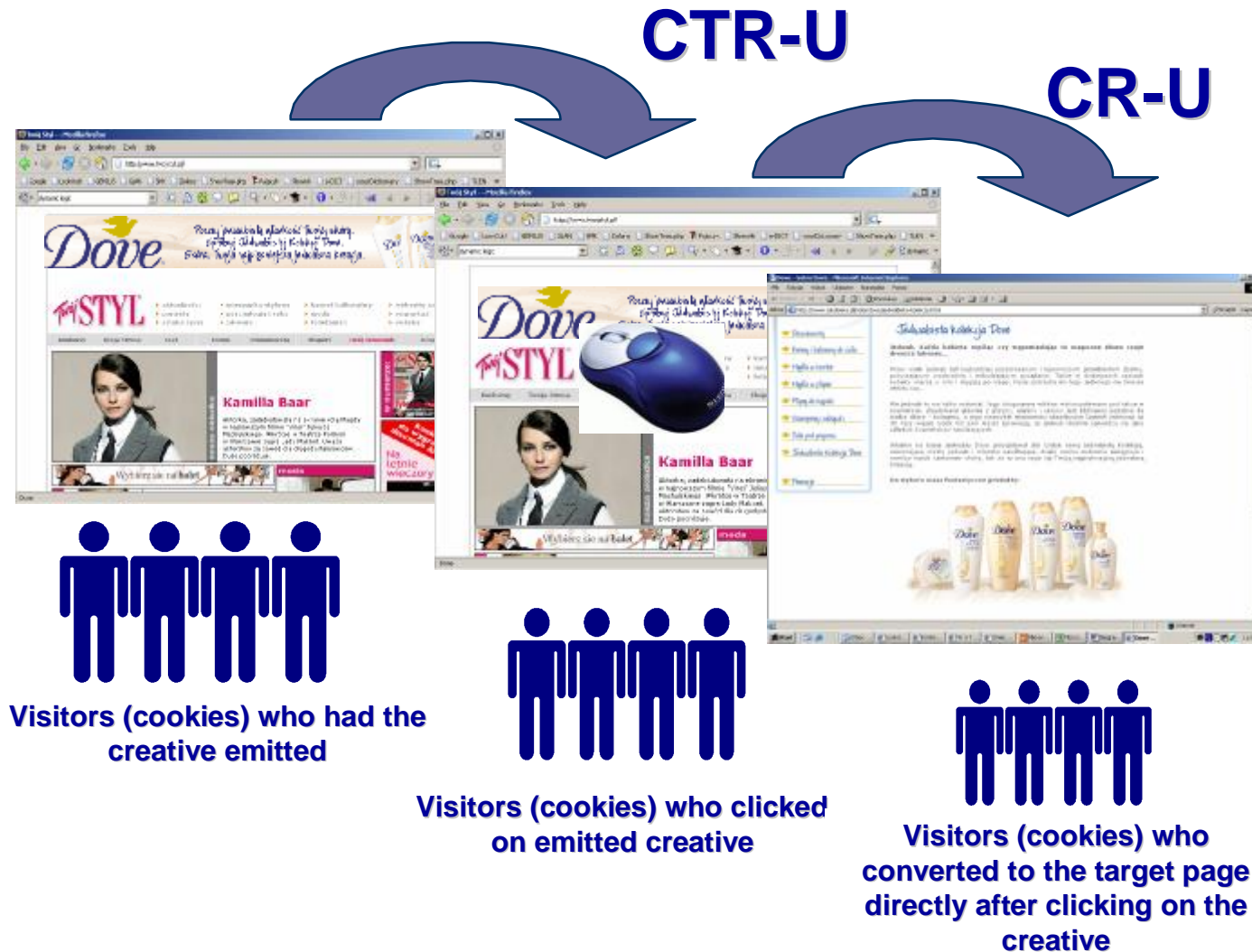
gemiusDirectEffect methodology

- The study was conducted with the **quantitative method**.
- **Tracking scripts** (embedded in the codes of campaign's creative) are responsible for monitoring impressions and clicks on the creative.
- **Cookie technology** is used to differentiate particular visitors on a web site or visitors who have seen particular campaign creative format. This technology enables to present information about the number of visitors (cookies), whom the campaign reached and who directly responded to the campaign by clicking on the creative.
- Geographical origin is identified by the visitor's (cookie) IP.

Aims of gemiusDirectEffect

- Determining **the campaign's reach** – we report the number of visitors (cookies) to whom an advertisement was emitted.
- Determining **the level of visitor (cookie) interest in the campaign** – we report the percentage of visitors (cookies) who clicked on an emitted creative (reported as the CTR-U ratio).
- **Determining the level of visitor (cookie) interest in the target page** - we report the percentage of visitors (cookies) who reached the desired target page for the campaign after clicking on a creative (conversion rate, or CR-U ratio).
- Determining **the impact of the campaign on the target page usage**.
- Determining **the impact of the campaign on the target site** which contains the target page **usage**.
- Determining **geographical** origin of visitors (cookies) who saw an advertisement.

... from the creative impression to transferring to the target page...



Question:

What results did the campaign achieve?

Dove

*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



Summary	
Start date	31.07.2003
End date	19.08.2003
Number of impressions	354 912
Reach	141 945
Number of clicks	15 306
UC	11 106
CTR-V	4.3%
CTR-U	7.8%
CR-U	43.5%
Frequency	2.5
Average time from impression to click	6 min 6 s

Source: gemiusDirectEffect 31.07-19.08.2003

- There were **355 thousand** creative emitted within the campaign duration. **15 thousand** of them finished with a click, thus the CTR-V was on the level of **4,3%**.
- Almost **142 thousand** visitors (cookies) had a contact with the campaign. About **11 thousand** visitors (cookies) of them clicked on the emitted creative. Thus the CTR-U was on the high level of **7,8%**.
- **43,5%** (CR-U) out of **11 thousand** visitors (cookies) who clicked on the creative, visited the target page directly after a click. Thus, the CR-U was on rather low level 4 on 10 visitors (cookies) visited the target page directly after the click.
- Number of ad impressions falling into one visitor (cookies) was on an average level – a visitor (cookie) got **2,5** ad impressions exposed.
- Between creative impression and a click elapsed **6 minutes 6 seconds**.

Question:

How did the campaign run in consecutive days?

Dove

*Poczuj
jedwabistą
gładkość Twojej
skóry.*

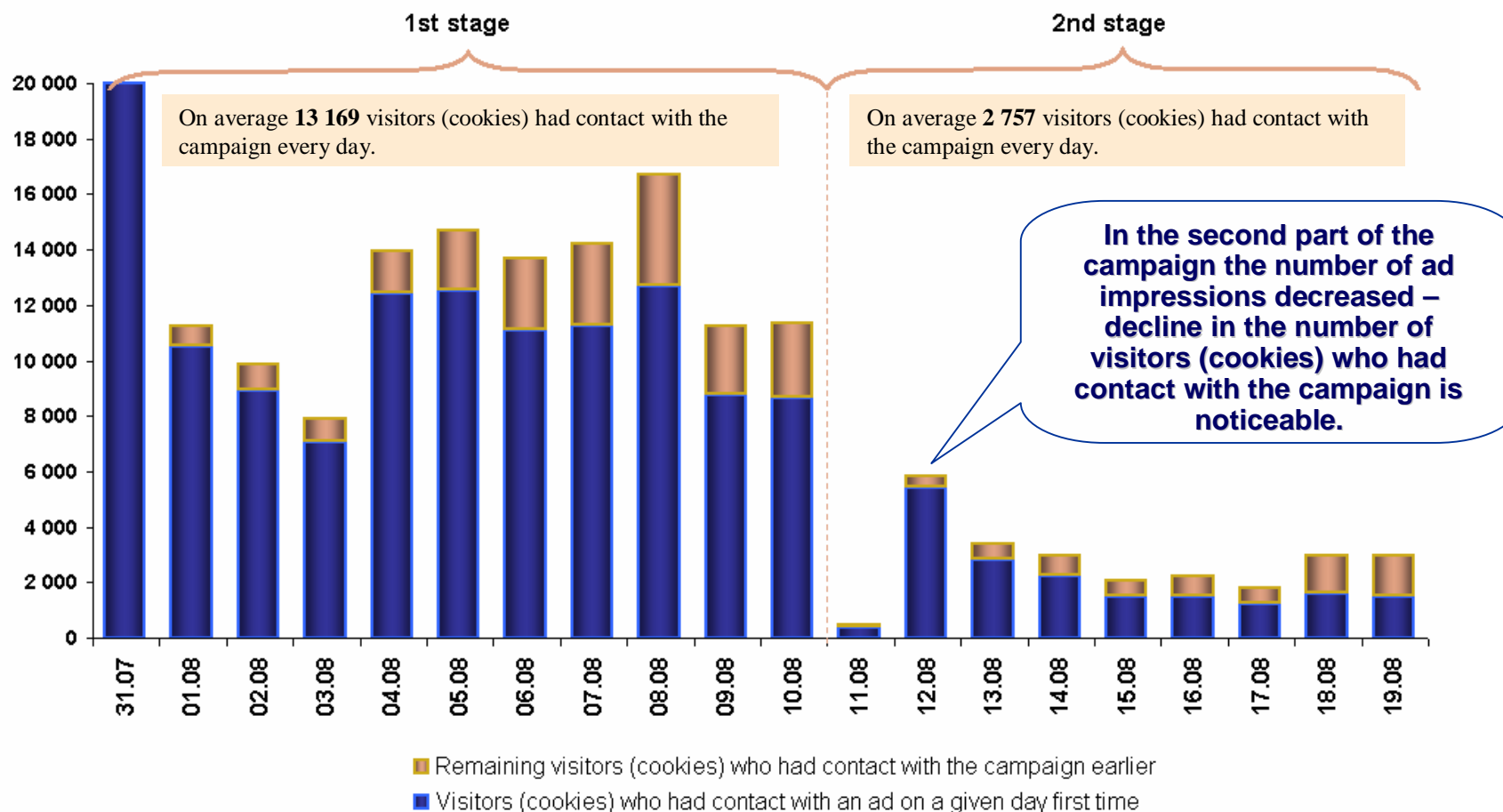
*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



Campaign's reach (increment of new visitors (cookies) in consecutive days) was built **unevenly** and in **two stages**.

Visitors (cookies) who had contact with the campaign on consecutive days.
Division into new and remaining visitors (cookies)



Question:

Which creative formats turned out to be effective and in what way?

Dove

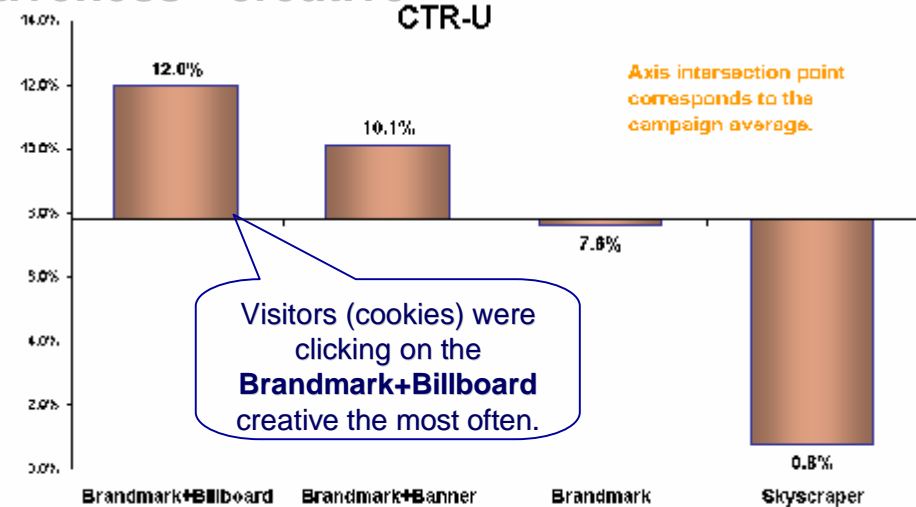
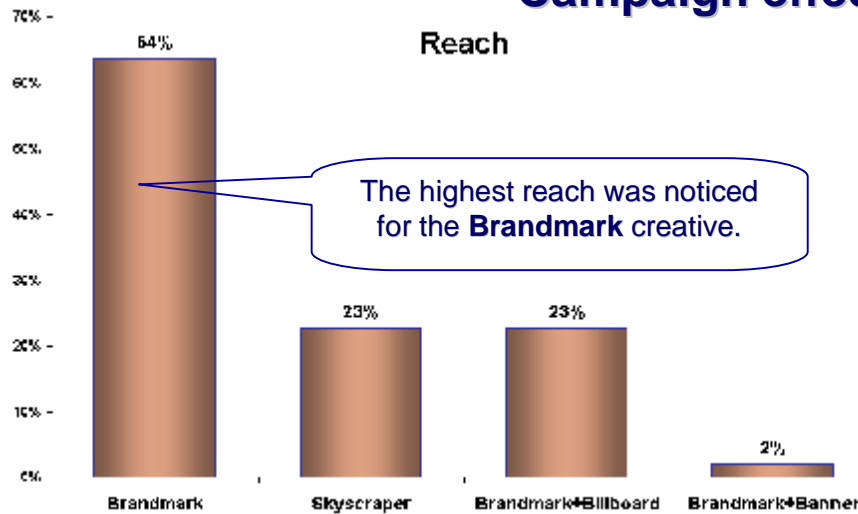
*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

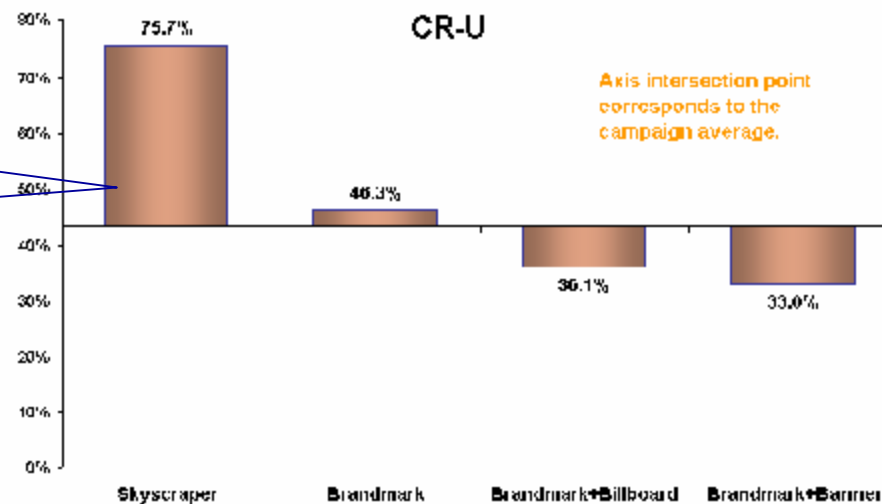
*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



Campaign effectiveness - creative



The highest interest in the target page was shown by visitors (cookies) who clicked on **Skyscraper**.



Question:

Which web sites included into the campaign mediaplan are worth to mention?

Dove

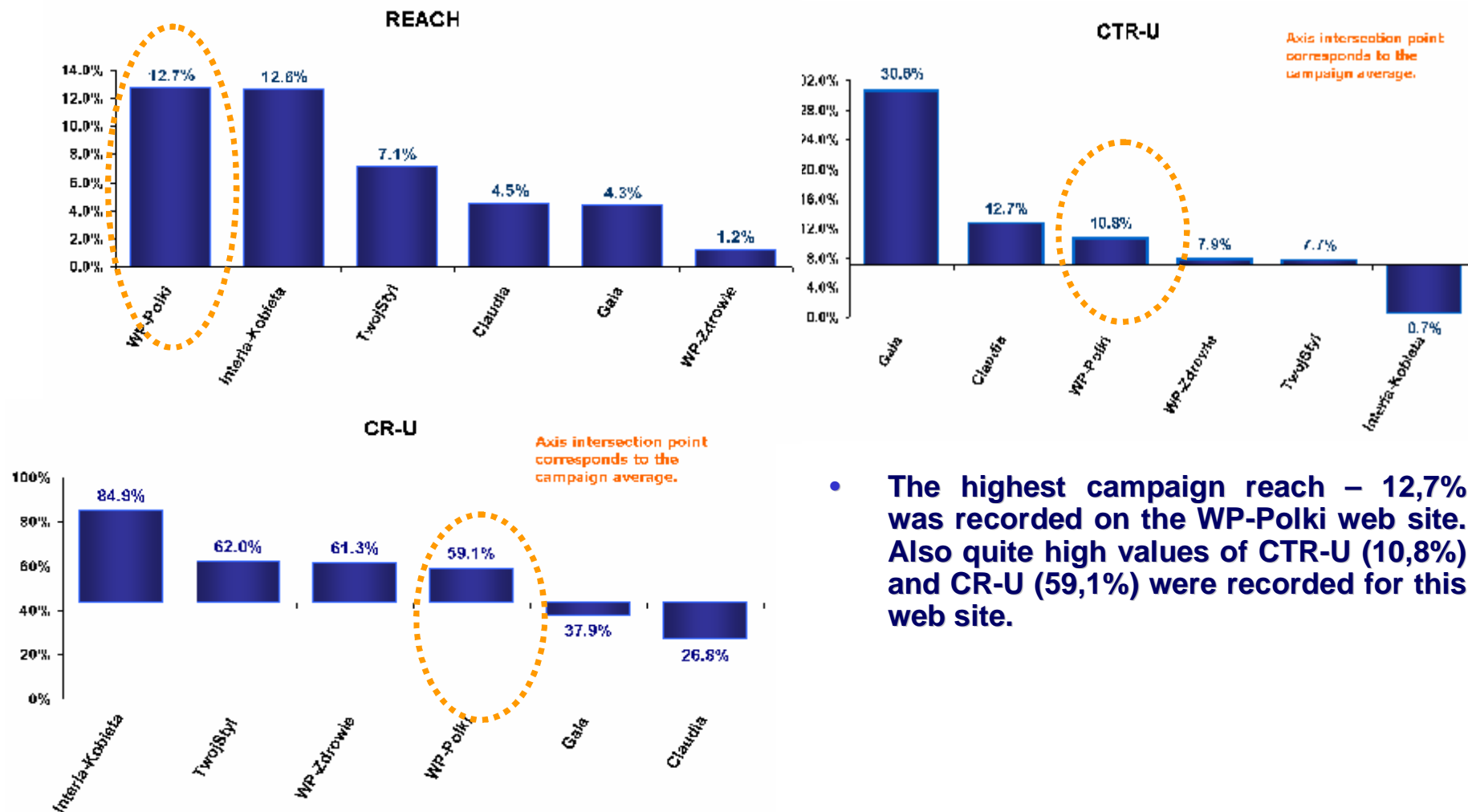
*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



Campaign effectiveness – selected web sites*



* This analysis contains only those web sites which were characterized with significant values of presented ratios.

Question:

Where did visitors (cookies) connect from?

Dove

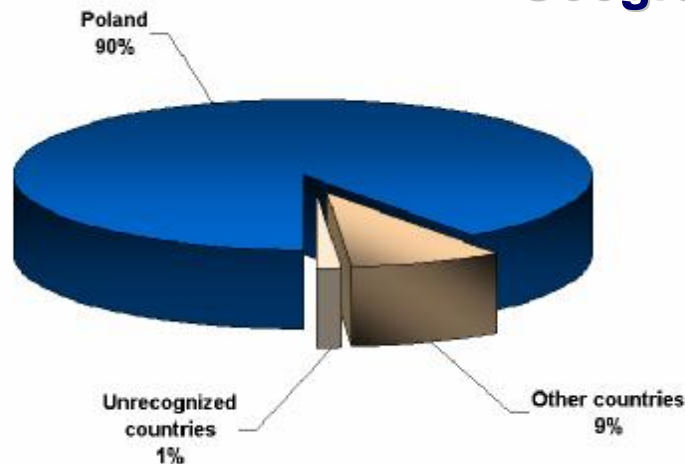
Poczuj
jedwabistą
gładkość Twojej
skóry.

Spróbuj
Jedwabistej
Kolekcji Dove.

Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.



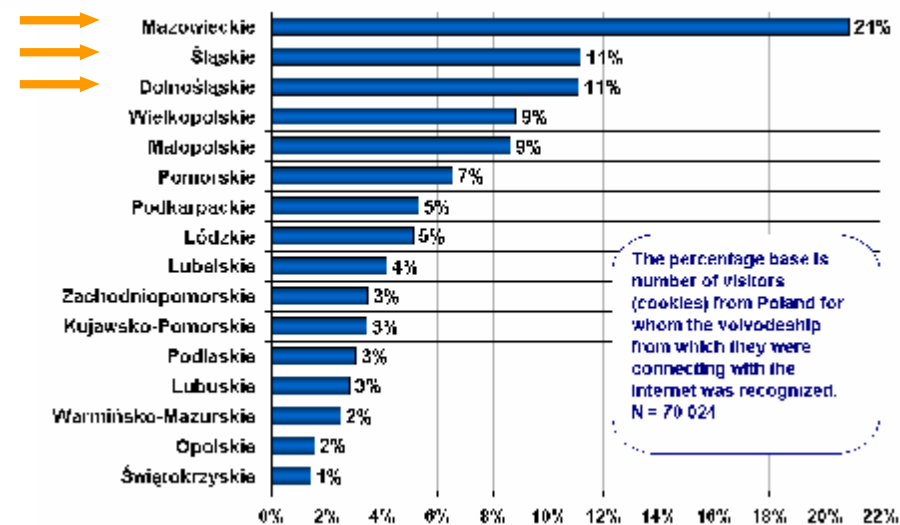
Geographical origin



- Among visitors (cookies) who had the creative emitted there was 9% of visitors (cookies) connecting from abroad recorded.

- The highest number of visitors (cookies) who had contact with the campaign was recorded for mazowieckie voivodeship - 21% of visitors (cookies) from Poland, for whom the voivodeship from which they were connecting with the Internet was recognized.
- Further slaskie and dolnoslaskie voivodeships attained 11% of visitors (cookies) each.

Poland - voivodeships



Question:

How did the campaign influence on viewing the target page/site?

Dove

*Poczuj
jedwabistą
gładkość Twojej
skóry.*

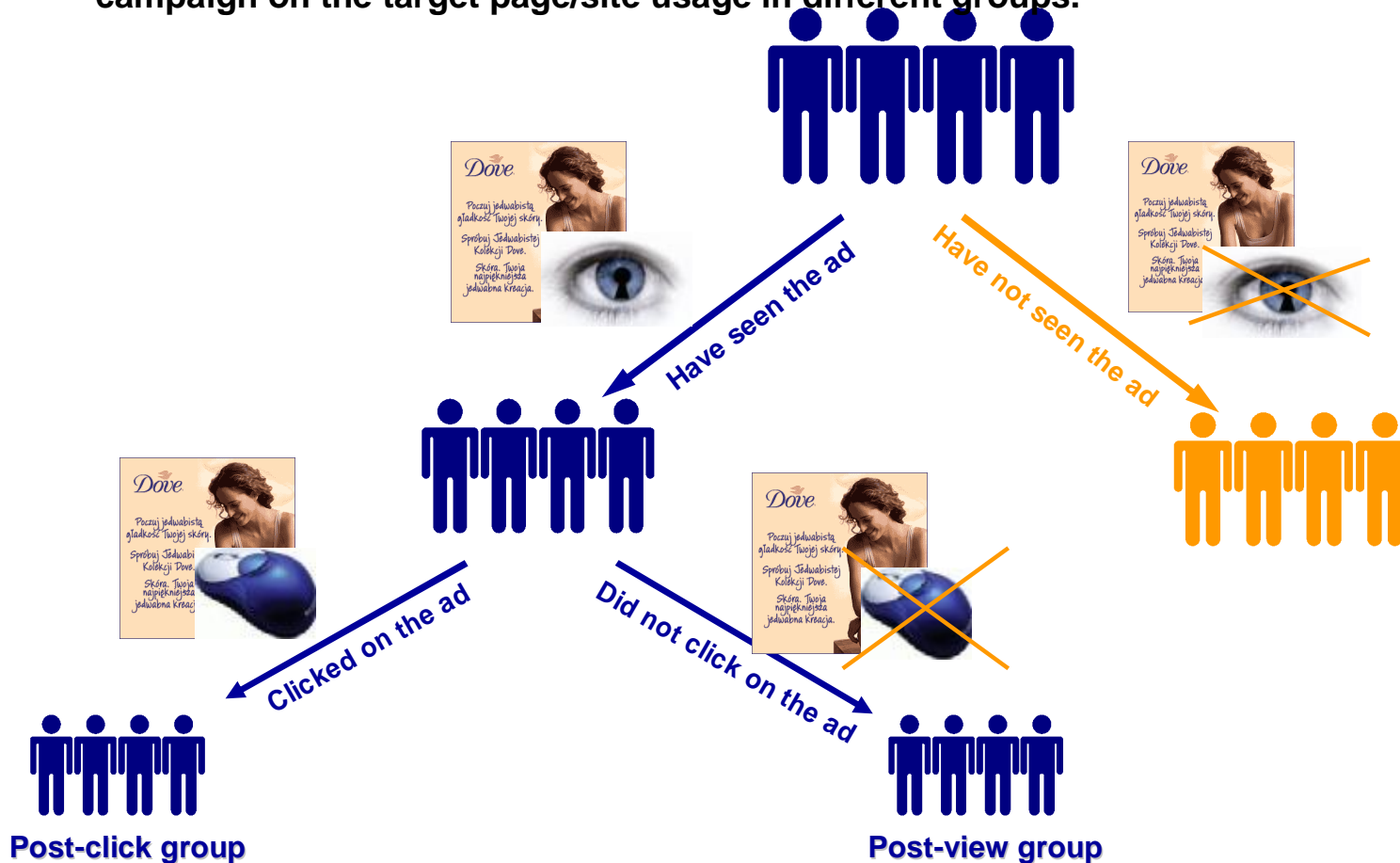
*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*

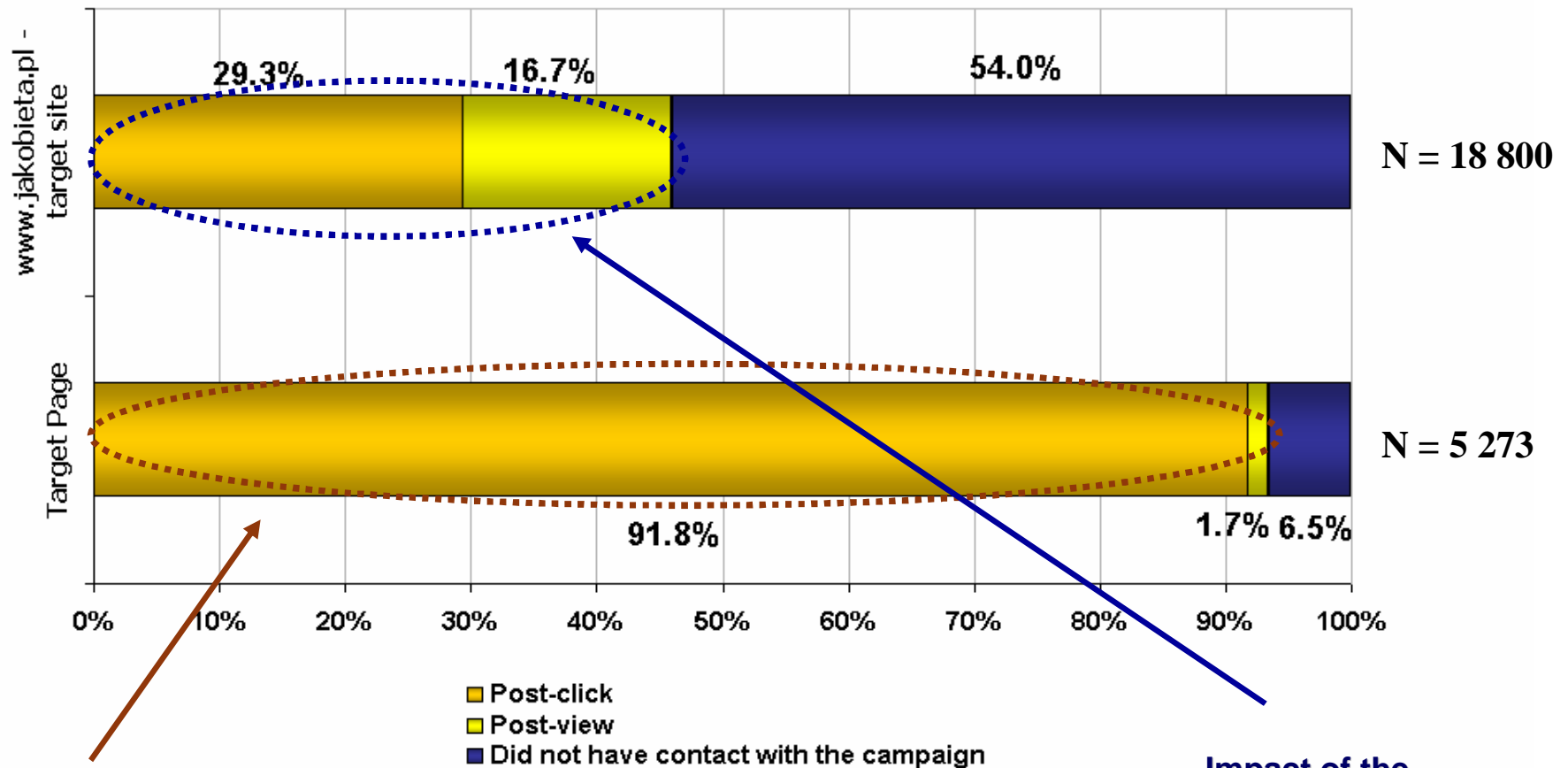


Division of visitors (cookies) into groups relative to the contact with the ad

Visitors (cookies) who visited the target page/site during the campaign were divided into disjoint group relative to the kind of contact with the creative. **Such division aims to analyze impact of the campaign on the target page/site usage in different groups.**



Impact of the campaign on viewing of the target page/site



Almost 94% of visitors (cookies) visiting the target page was visitors (cookies) who had contact with the campaign. Among them percentage of post-click visitors (cookies) amounted to 92%.

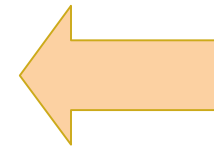
Impact of the campaign on viewing of the target site was lower (46% of all visiting the target site).

gemiuseffect

Advertising campaign effectiveness

Three modules of the research:

- **Campaign's direct effect**
(gemiuseffectDirectEffect)
- **Campaign's branding effect**
(gemiuseffectBrandingEffect)
- **Socio-demographic profile of Internet users that had contact with campaign**
(gemiuseffectProfileEffect)



gemiusBrandingEffect methodology

- The impact of the campaign on the Internet users' awareness (visitors from the target group – women aged 20-40) was conducted with the usage of questionnaires displayed randomly in the Internet and filled by every n-th visitor. As the result of this research the declarative data is obtained.
- Visitors who filled the questionnaire and their contacts with the advertising campaign are identified by cookie. gemiusDirectEffect collects hard data concerning Internet users contact with the campaign. We avoid the problem of deleting the cookie by analyzing data only of those visitors who had this same cookie within the time of research duration.

Aim of gemiusBrandingEffect

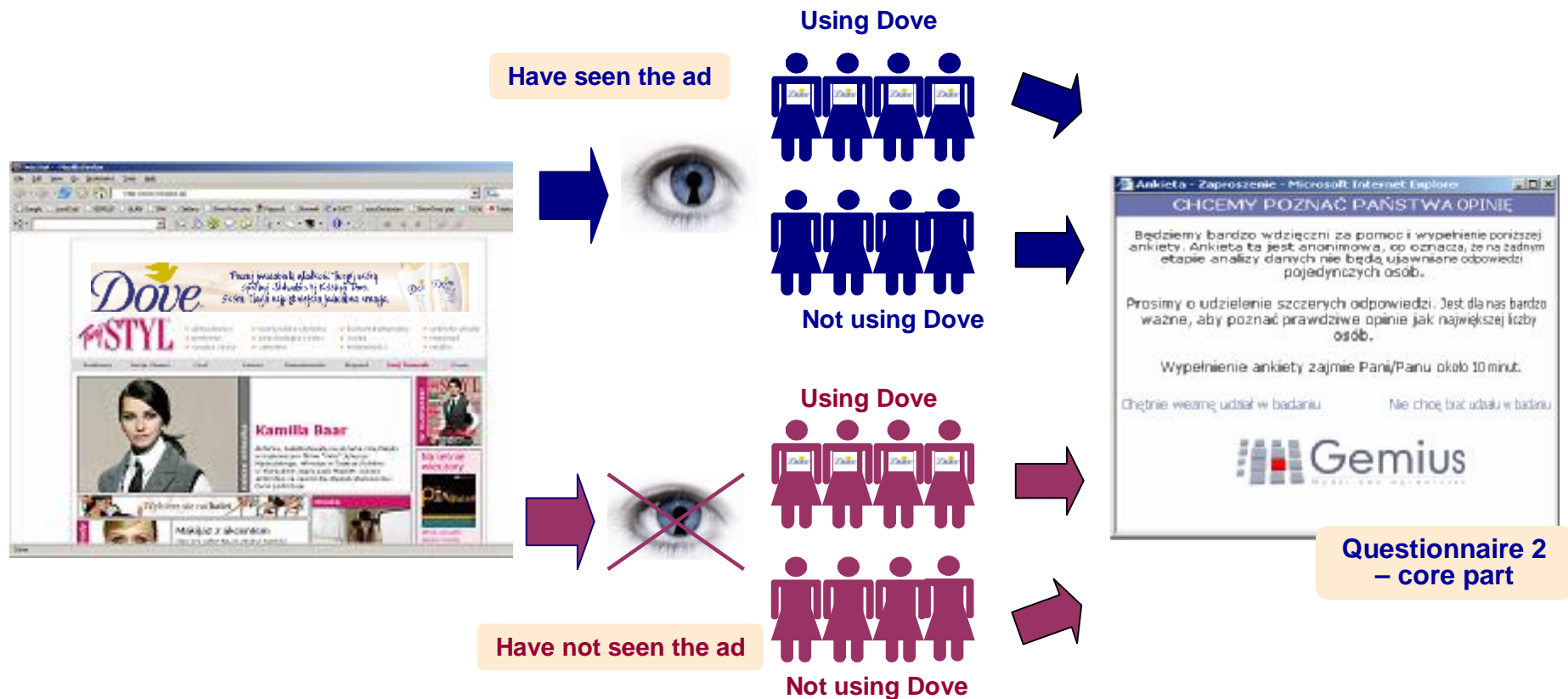
- Analysis of the „Dove Silky Collection” campaign on the Internet users' awareness: how the Dove brand is perceived by women using the Internet, whether any changes were noticed under the influence of the campaign, whether the emitted creative influenced the intention of Dove cosmetics' purchase and whether the campaign had an impact on the www.jakobieta.pl web site usage.

Pre-test research



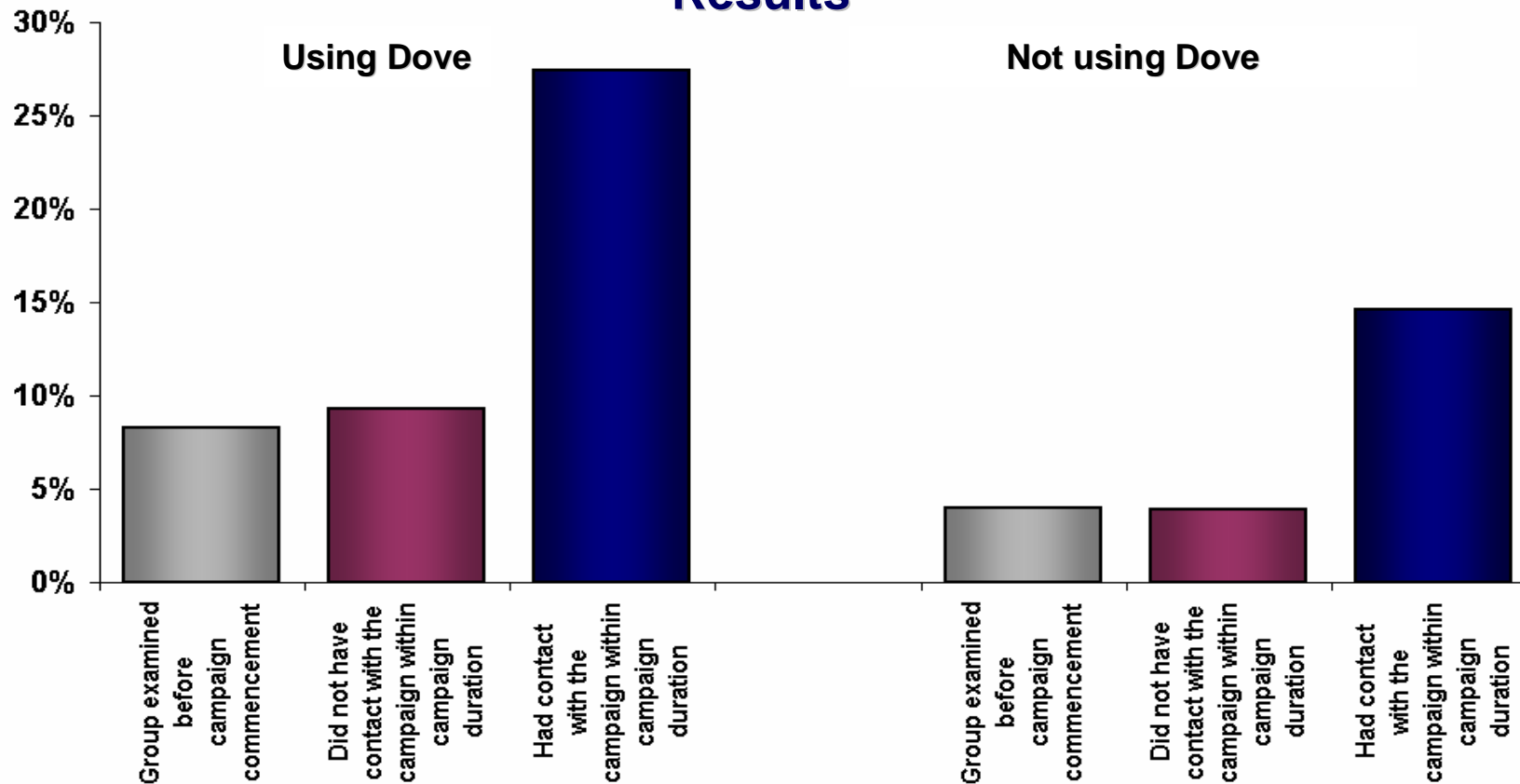
In the gemiusBrandingEffect study, questionnaires were displayed to the group of Internet users examined before the campaign commencement (pre-test). Thus, they could not have contact with the campaign. This study aimed to compare the results noted for this group with Internet users who did not have contact with the campaign within duration of the campaign. This analysis took into account only women because they were the target of the campaign.

Core research executed within the campaign duration



The research was realized with a use of division the women internet users into two groups: those who have seen the ad and those who have not seen the ad. The questionnaires were displayed randomly to both groups at the same time. Questionnaires' collection started at the end of campaign duration and lasted until at least 200 questionnaires for each of analyzed later group were collected.

Results



As the result, six distinct groups were created. During the data analysis respondents were divided according to using or not using Dove cosmetics. Furthermore, respectively to group examined before the campaign commencement and two groups which were examined within the campaign duration: one of them contains Internet users who had contact with the campaign and other that did not had contact with the campaign.

Question:

How did the campaign influence Dove brand effectiveness?

Were there any significant differences between women using/not using Dove cosmetics?

Dove

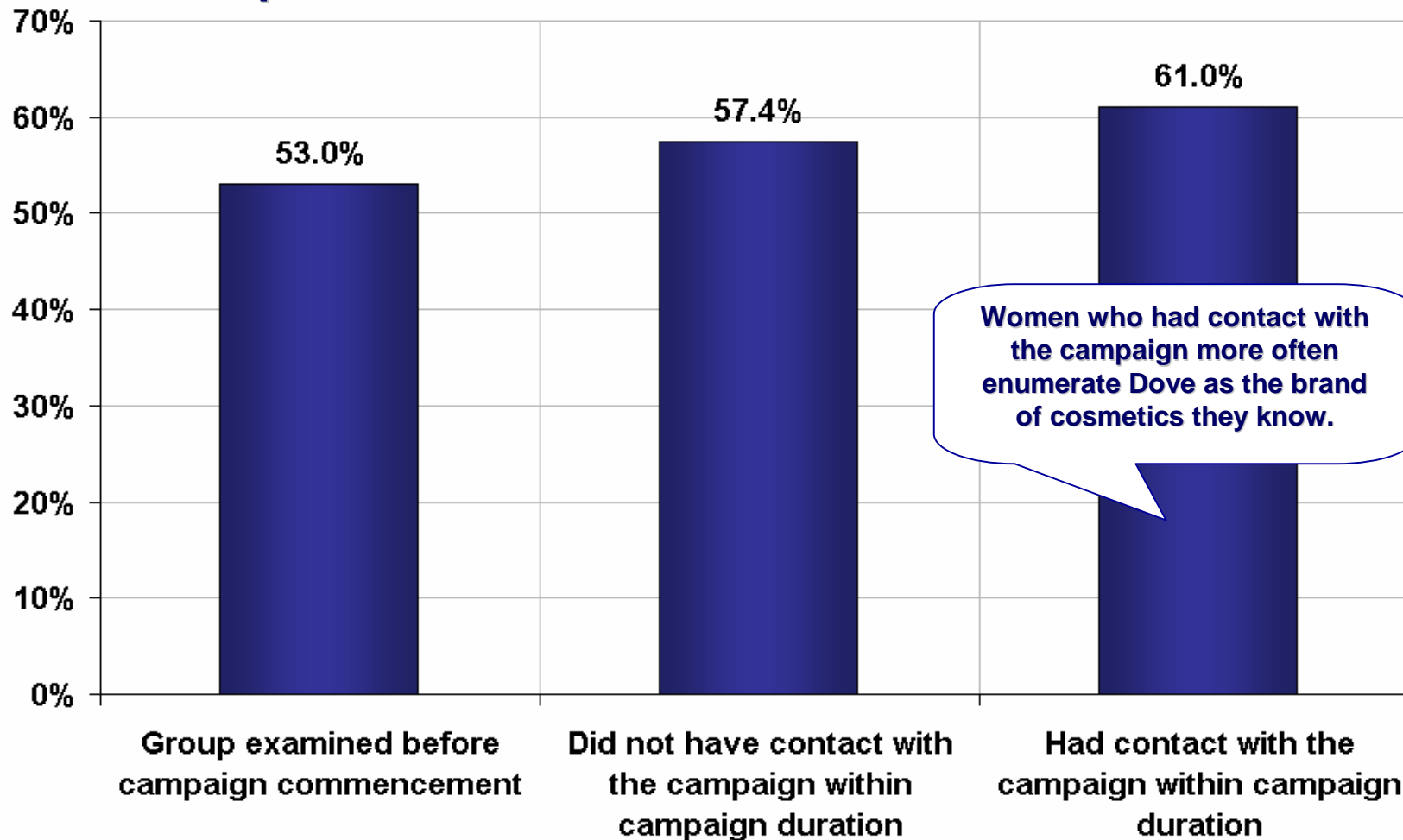
*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

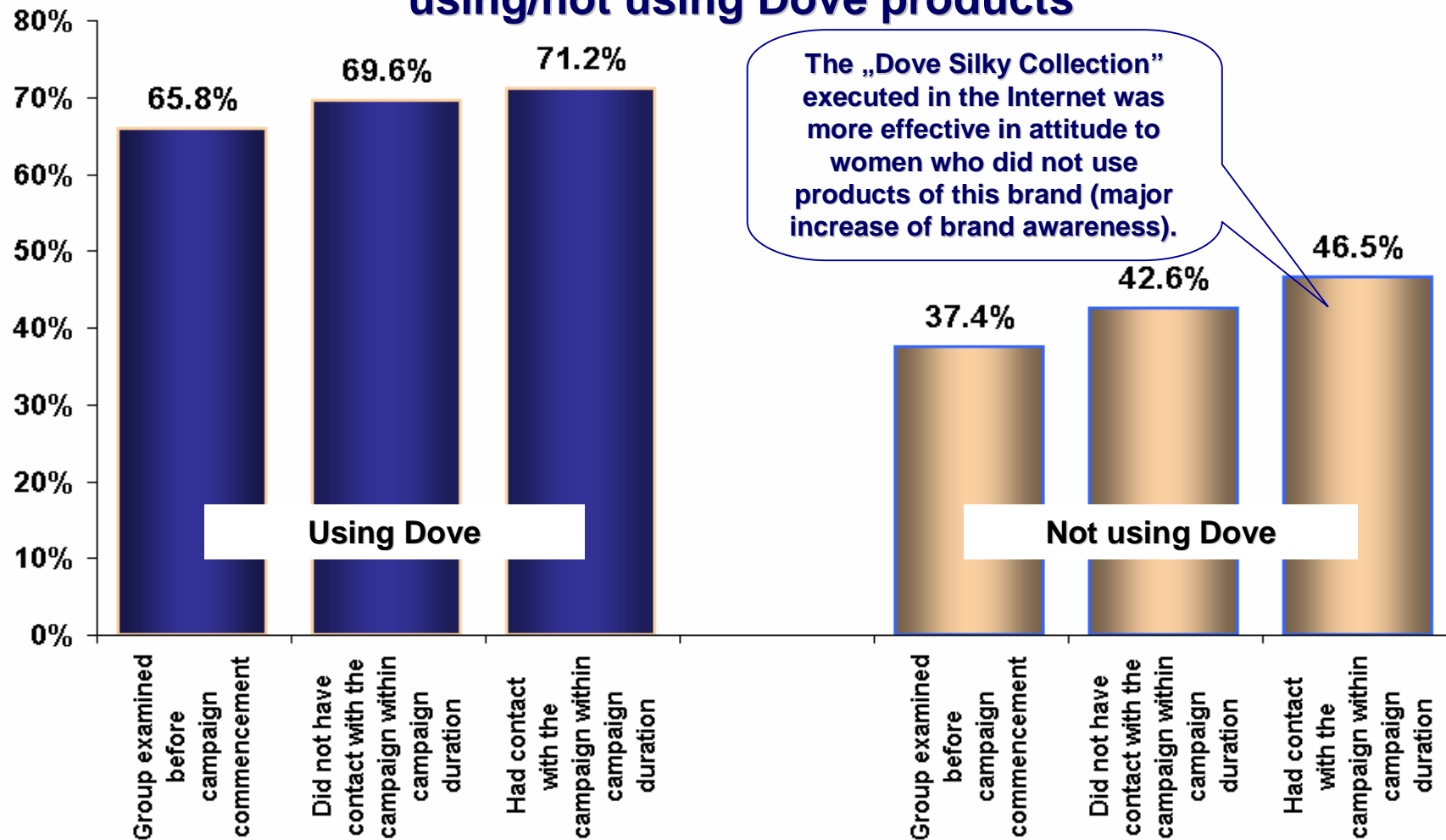
*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



Spontaneous awareness of the Dove brand



Spontaneous awareness of the Dove brand divided to women using/not using Dove products



Question:

Did Internet users remember the campaign conducted in the Internet?

Dove

*Poczuj
jedwabistą
gładkość Twojej
skóry.*

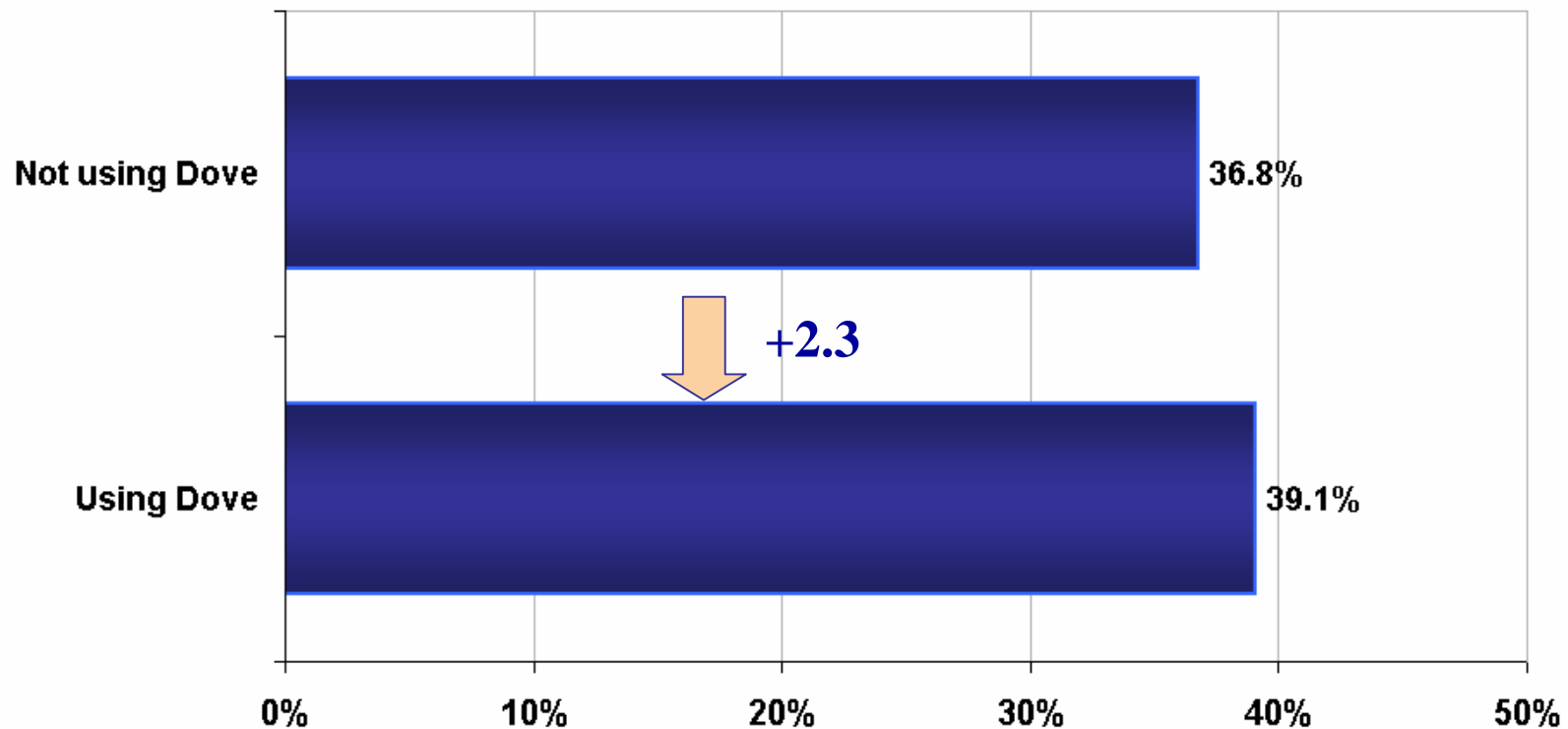
*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



Did you see any advertisements of Dove brand on the Internet last month?*

Women that had contact with the campaign within campaign duration



*The chart contains the percentage of women who answered „YES” to this question.

The online campaign was slightly better remembered by women using Dove cosmetics.

Question:

Which of the emitted creative in the opinion of respondents encouraged to purchase Dove products in the most effective way?

Dove

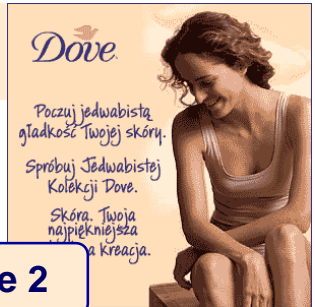
*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

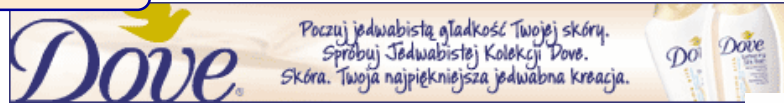
*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



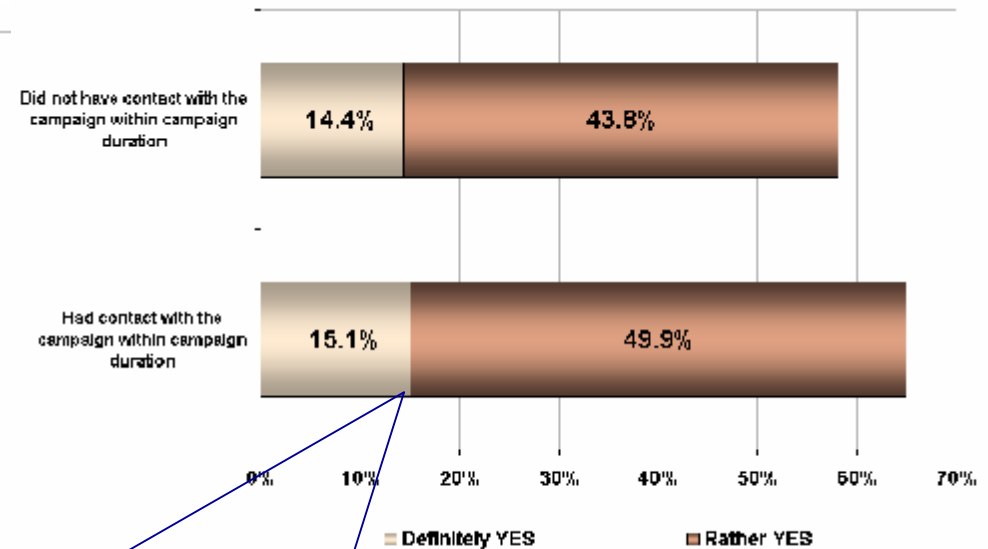
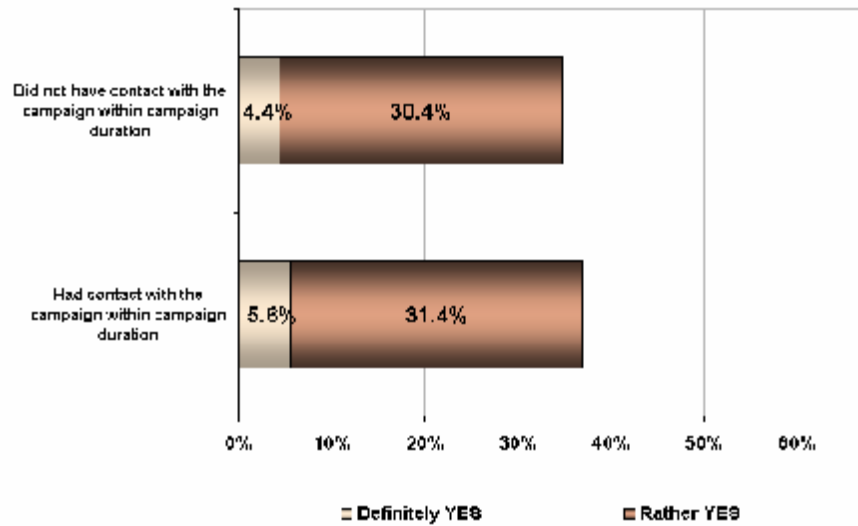
Did the ad encourage you to buy Dove products?



Creative 1



Creative 2



Creative 2 more stronger than Creative 1 influenced the purchase intention among women who had contact with the campaign and the women who did not have contact with the campaign but saw emitted creative during the questionnaire filling.

Question:

Did respondents declare visiting the www.jakobieta.pl web site?

Dove

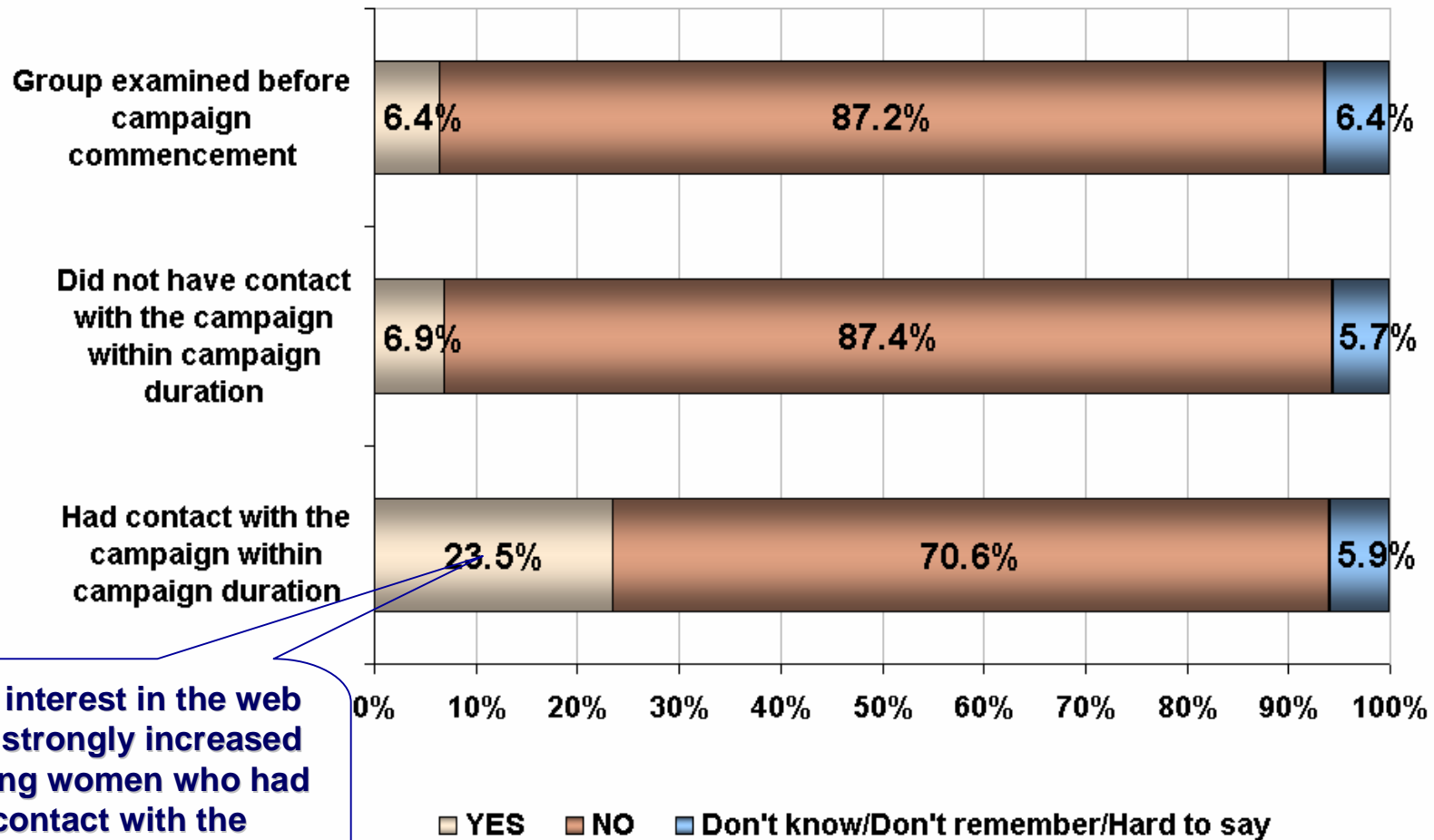
*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*

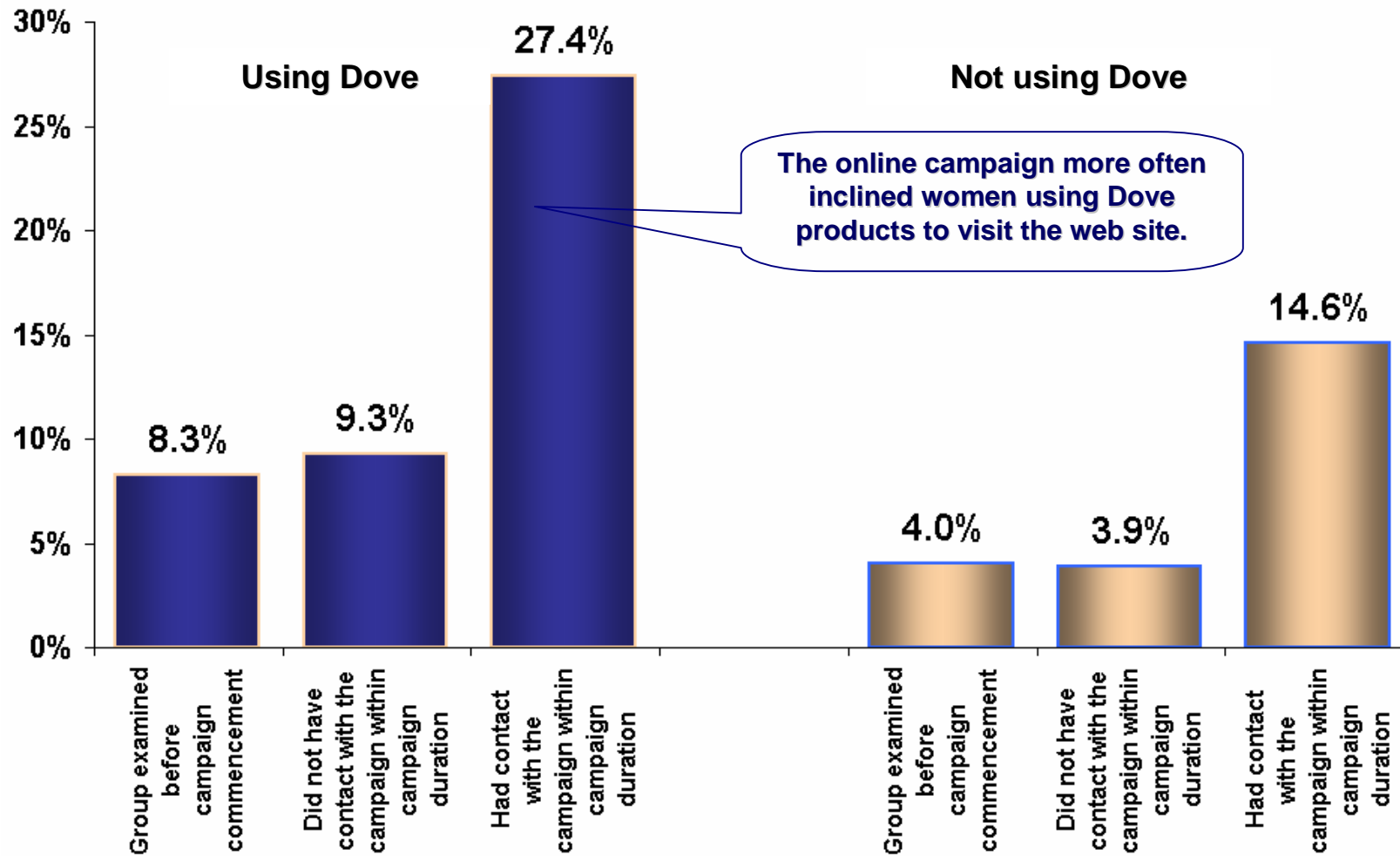


Have you ever visited www.jakobieta.pl web site?



The interest in the web site strongly increased among women who had contact with the campaign.

Percentages of women who visited the www.jakobieta.pl web site

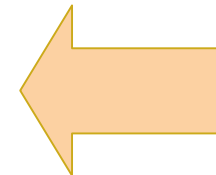


gemiuseffect

Advertising campaign effectiveness

Three modules of the research:

- **Campaign's direct effect**
(gemiuseffectDirectEffect)
- **Campaign's branding effect**
(gemiuseffectBrandingEffect)
- **Socio-demographic profile of Internet users that had contact with campaign**
(gemiuseffectProfileEffect)



gemiusProfileEffect methodology

- **gemiusProfileEffect** is based on **gemiusAudience** study realized to describe socio-demographic profile of Internet users visiting a few hundred of web sites.
- In **gemiusProfileEffect** study the following algorithm was implemented: if a user filled in a questionnaire displayed on web site X but he is also using web site Y than his survey is added to the Internet users' profile of both web sites. This enables to build up the socio-demographic profiles of visited web sites.
- Exploration of **socio-demographic profile** of Internet users to whom the campaign reached is held by analyzing information of those visitors (cookies) whose profile has already been described. Selection of sample is directly proportional to the campaign reach. Collected data are weighted behavioral in attitude to population of visitors (cookies) who had contact with the ad. Thus, the profile of campaign receivers or a part of them is known, i.e. visitors (cookies) who had contact with selected creative or had impression of creative on selected web site (divided into those who just saw ad or those who also clicked on an ad).

Aims of gemiusProfileEffect

- Determining **the socio-demographic profile** of visitors (cookies) who had the creative emitted and who clicked on the creative.
- Determining which **socio-demographic attributes** were connected with more frequent clicks on the emitted creative.
- Determining **the effectiveness of campaign in the target group.**

Question:

How was the socio-demographic profile of the campaign receivers built?

Dove

Poczuj
jedwabistą
gładkość Twojej
skóry.

Spróbuj
Jedwabistej
Kolekcji Dove.

Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.



gemiusAudience data usage

Campaign receivers



**Some campaign receivers took part in gemiusAudience study and filled the questionnaire.
Thus their socio-demographic characteristics was known.**

Determining campaign receivers profile based on gemiusAudience data distribution



Question:

How many women were among campaign receivers?

Dove

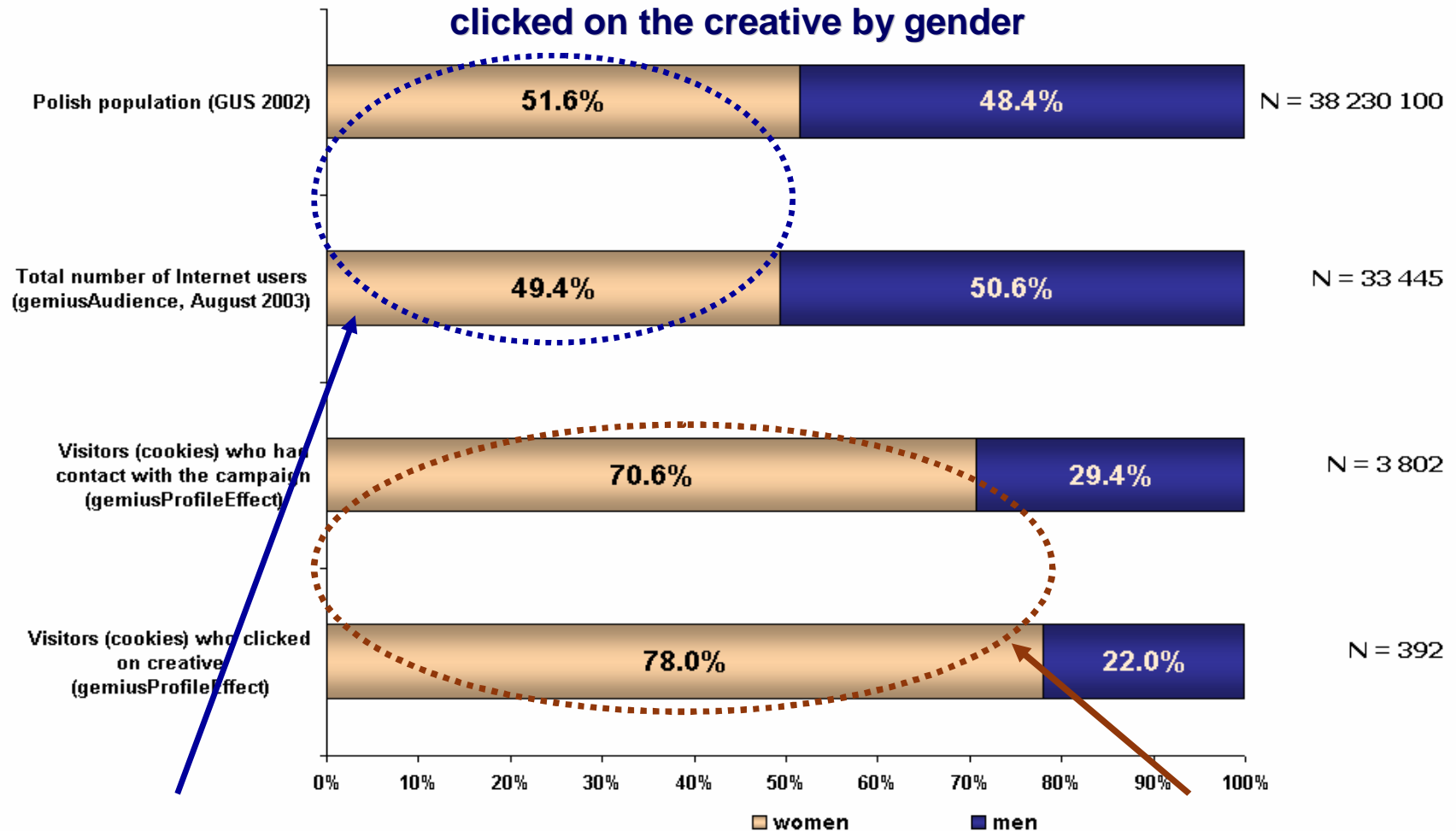
*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



Division of: Polish population, Internet users, campaign receivers and those who clicked on the creative by gender



Women represent almost a half of Polish Internet users population and also a half of Polish society.

Over 70% of women who had contact with the campaign and clicked on the creative affirms the campaign effectiveness in reaching women.

Question:

What was the age of campaign receivers?

Dove

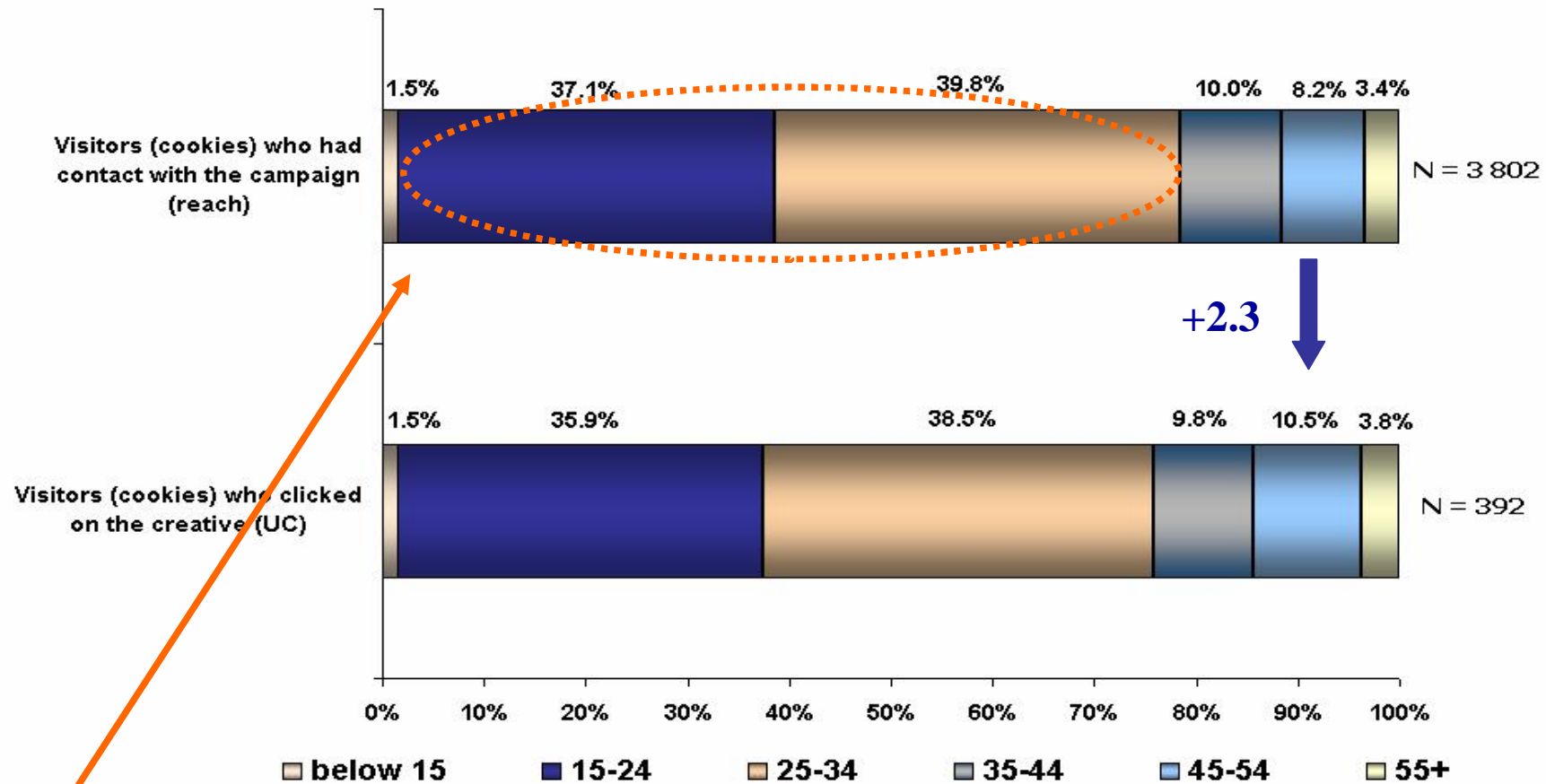
*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



Division of visitors (cookies) by age



People aged 15-34 were the most numerous group that had contact with the ad. They represent 76,9% of all Internet users who got the creative emitted.

The percentage of people aged 45-54 increased among visitors (cookies) who clicked on the creative.

Question:

Where did the visitors (cookies) who had contact with the campaign live?

Dove

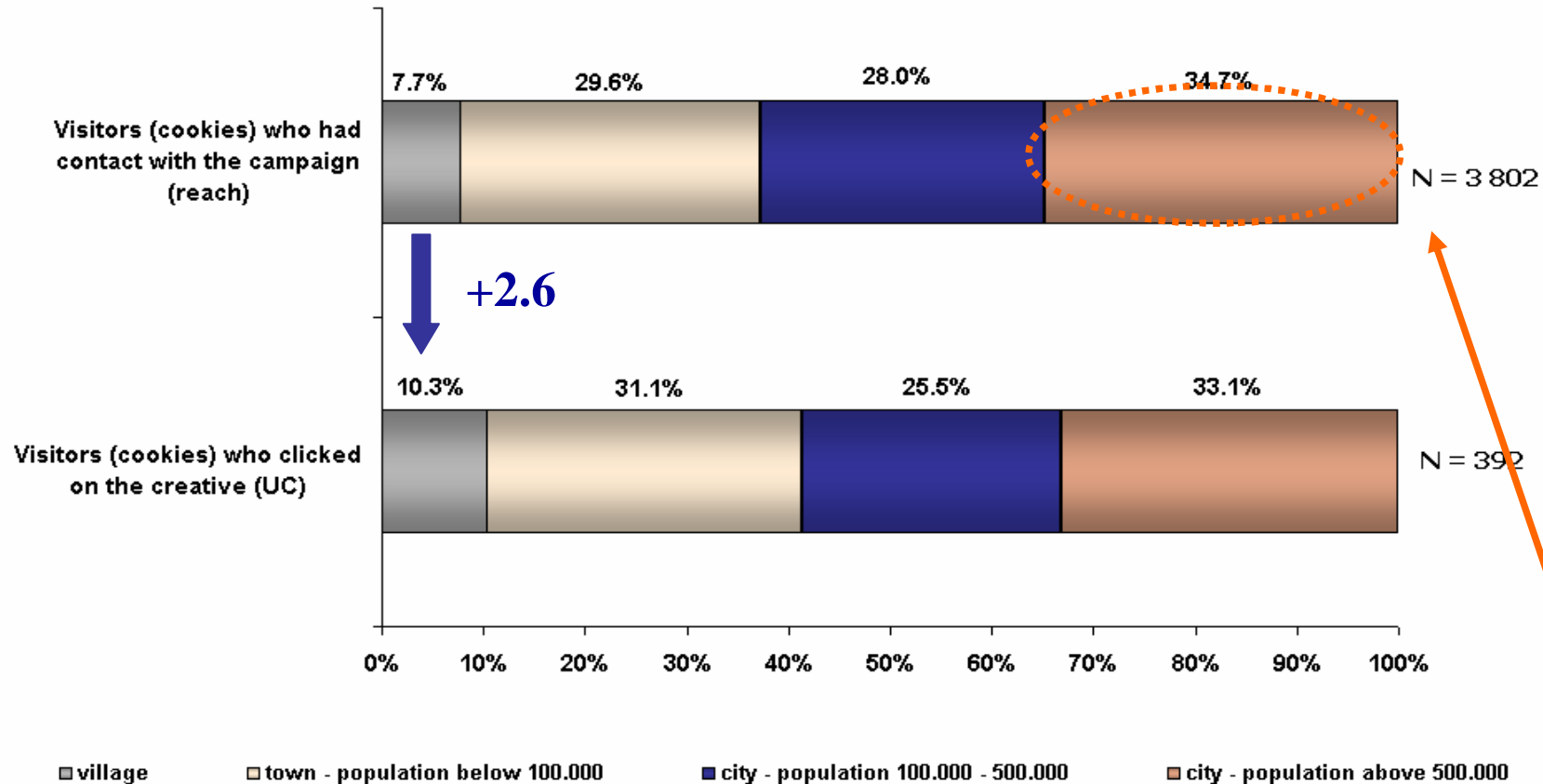
*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



Division of visitors (cookies) by the size of residence place



Village inhabitants showed the greatest interest in the campaign. The percentage among those who clicked on the creative in this group increased by 2,6 percentage points comparing visitors (cookies) who had contact with the campaign.

Almost 35% of campaign „Dove Silky Collection” receivers live in cities with more than 500 thousand inhabitants.

Question:

Who were visitors interested in the campaign?

Dove

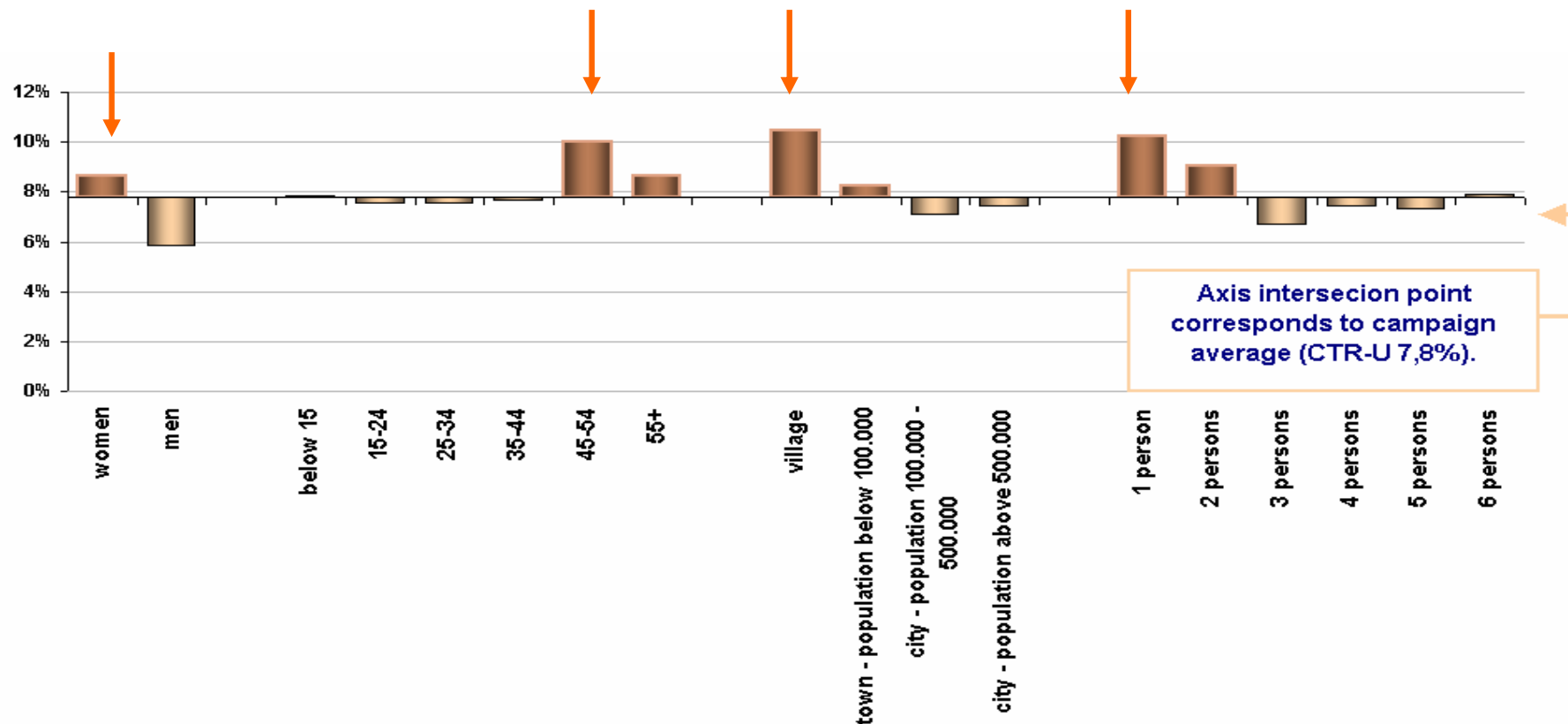
*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



CTR-U values by main socio-demographic variables



The groups that most often clicked the creative were: women, people aged 45-54, village inhabitants and people living alone.

However women aged 20-40 (target group) clicked on the creative more often than the average for the campaign. In this case CTR-U was on higher level than the campaign average - 8,3%.

Question:

**Did the campaign reach the target group
(women aged 20-40)?**

Dove

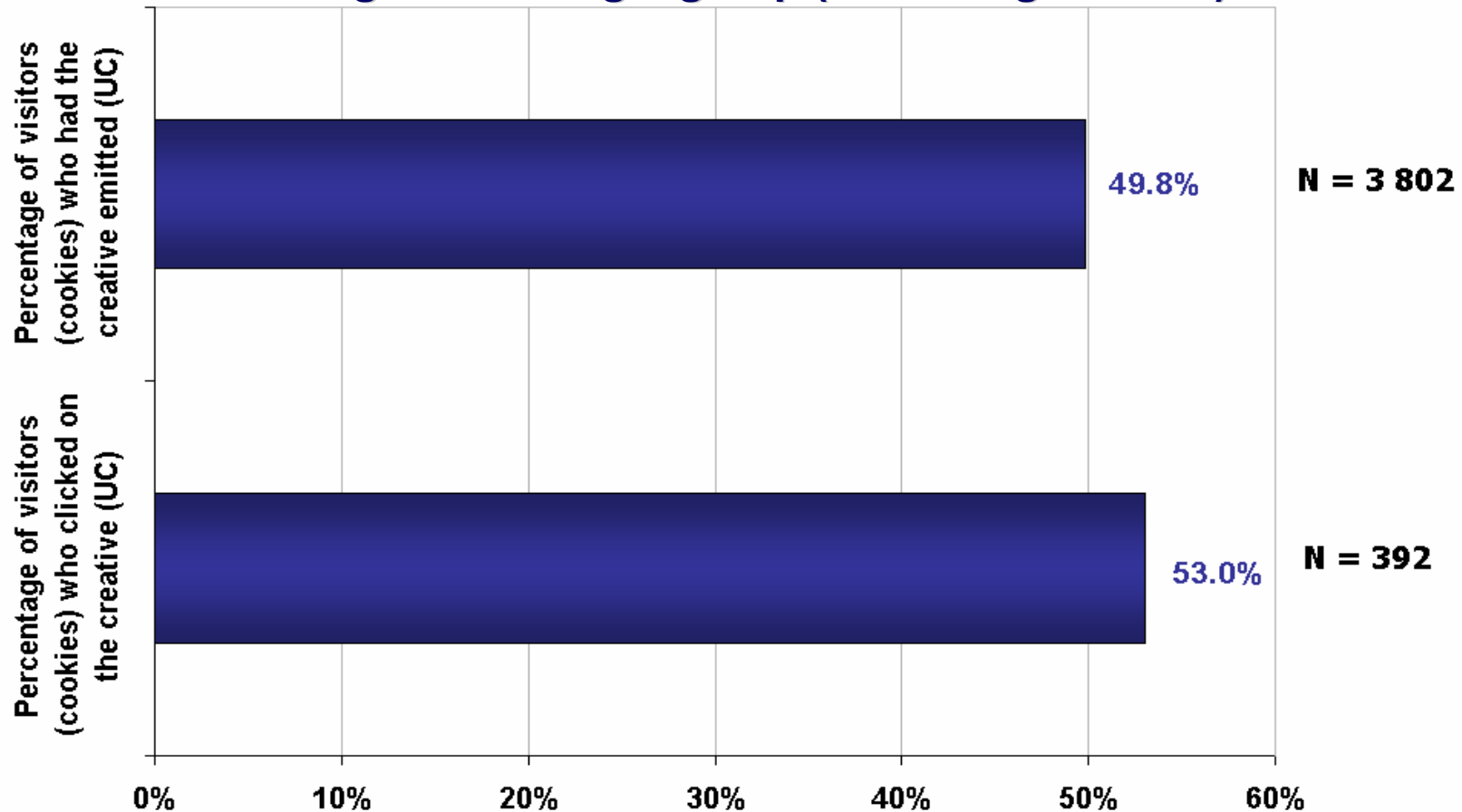
*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



Percentage of the target group (women aged 20-40)



Almost half of the visitors (cookies) who had the creative emitted (49,8%) were women aged 20-40. The share of the target group who clicked on the creative was higher than average for a campaign and amounted to 53%.

Question:

Which creative formats were most often emitted to women from the target group?

Dove

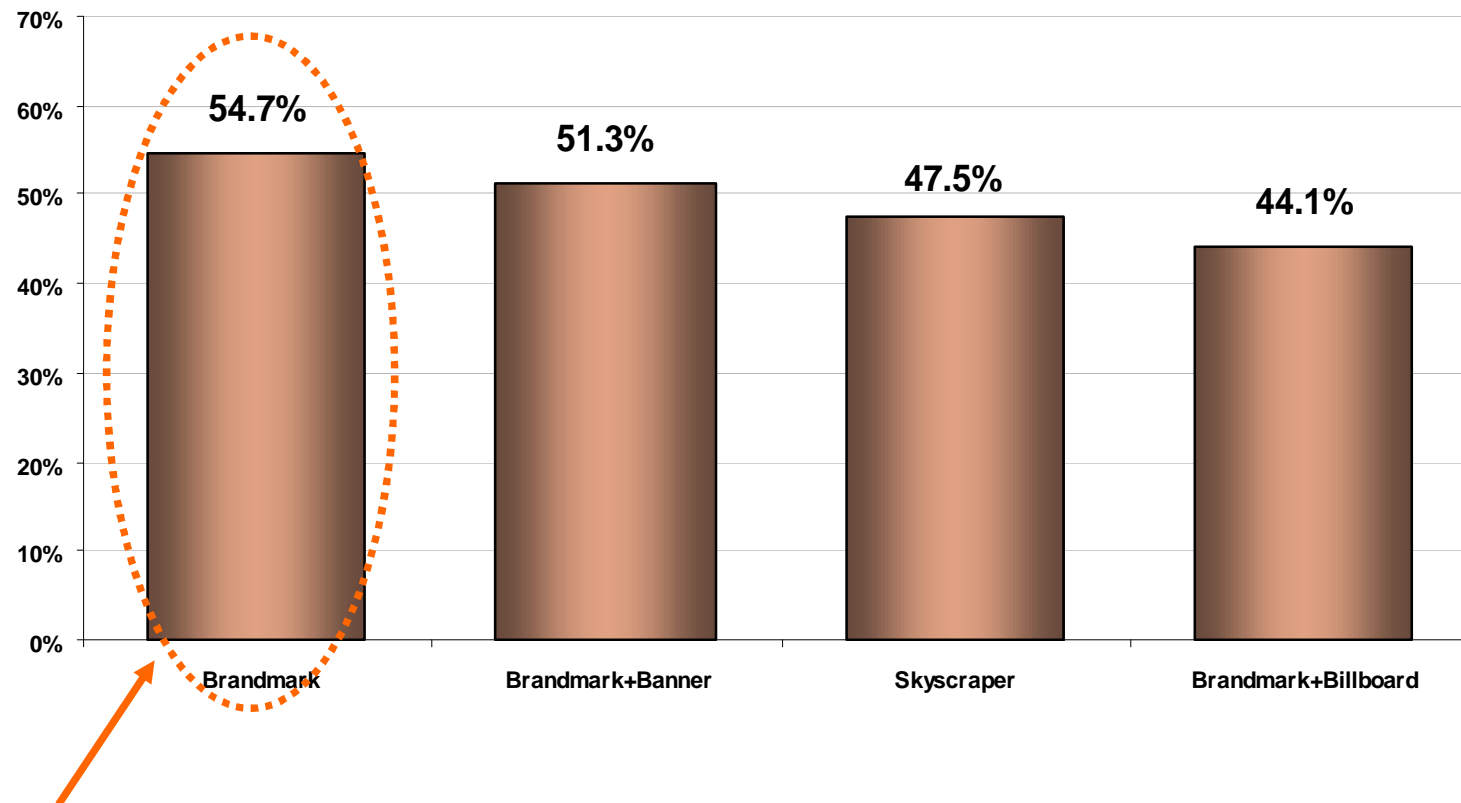
*Poczuj
jedwabistą
gładkość Twojej
skóry.*

*Spróbuj
Jedwabistej
Kolekcji Dove.*

*Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.*



Percentage of women from the target group who saw selected creative formats



Considering effectiveness in reaching the target group, Brandmark appeared to be the most effective.

Question:

On which web sites used in the campaign the number of women from the target group was the highest?

Dove

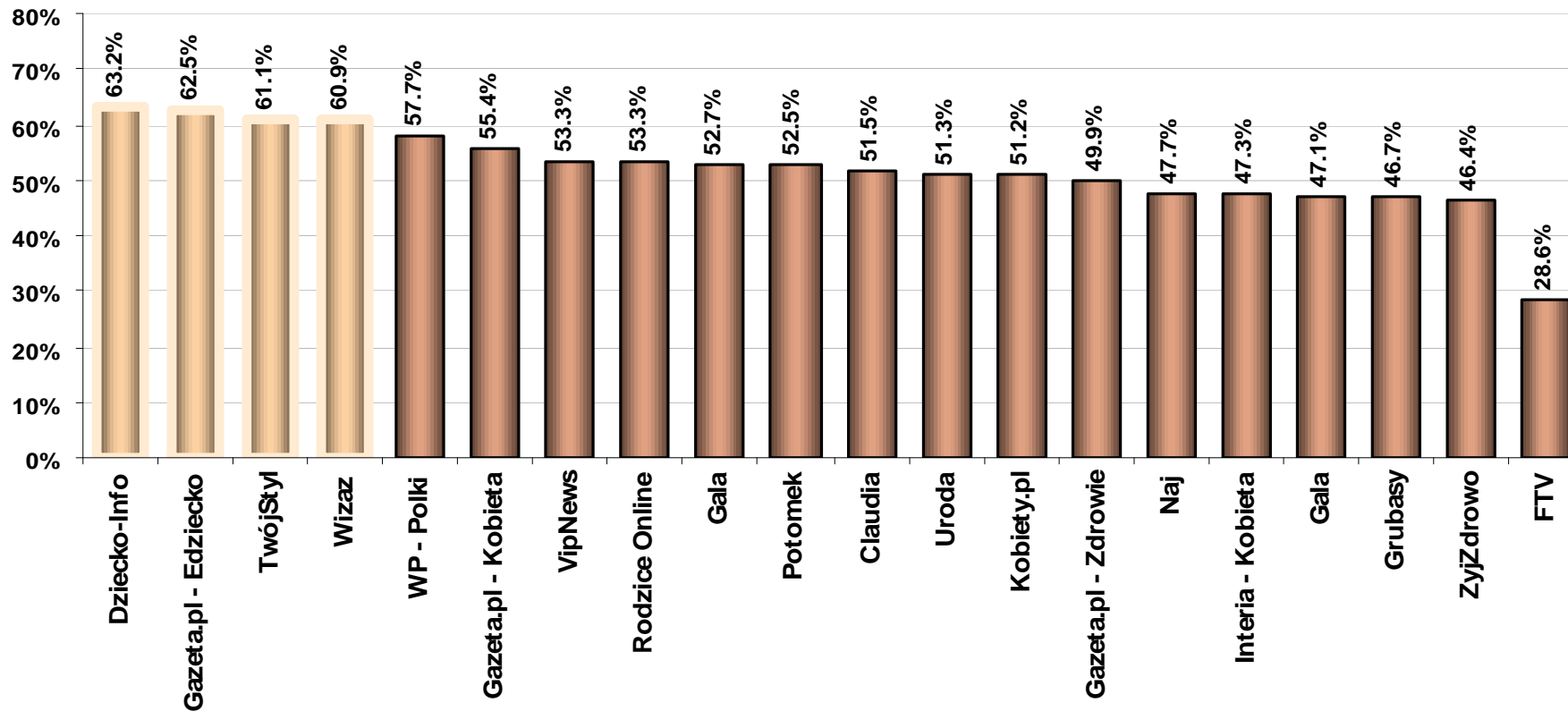
Poczuj
jedwabistą
gładkość Twojej
skóry.

Spróbuj
Jedwabistej
Kolekcji Dove.

Skóra. Twoja
najpiękniejsza
jedwabna
kreacja.



Percentage of women from the target group among all who visited selected web sites



Comparison of placements indicates that childlike web sites, „Twoj Styl” web site and cosmetics web sites were the most effective in reaching the target group.

About the Company

Gemius SA is the largest Eastern European online research agency. The company began to provide its services in Poland in 1999. Over the next several years, the company built its products into the regional standard in Internet research through offering the highest quality possible. Our research services are designed in accordance with all international standards, including the ESOMAR Code of Conduct and the standards in Internet measurement set out by the Interactive Advertising Bureau. We work with local companies on Eastern European markets, as well as serve many multinational clients.

A holistic approach to Internet audience measurement helps to provide data for planning of online advertising campaigns. gemiusAudience uses a unique methodology which integrates site-centric research, pop-up panel research and MegaPanel user-centric research into one common currency for Internet measurement. Complete usage data is reported for key web sites on a given market that media planners can use in their campaigns. Data is presented in the gemiusExplorer software, which makes it possible to browse and analyze the research results.

Gemius SA

ul. Polczyńska 31A

01-377 Warszawa

www.gemius.pl

tel. (22) 533 96 10

fax (22) 533 96 11

contact@gemius.pl