



Pomelo do celó  
Report on advertising campaign effectiveness

July – August 2004





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## About the Research



## Study Goals & Methodology (1)

The goal of the campaign was to measure the performance of the Internet-only advertising campaign for the new fruit drink brand named „Pomelo”.

The study timing was tied directly to the campaign timing. First, a random sample of Internet users had the advertising campaign displayed to them. By utilizing the appropriate ad server scripts, each user saw the same creative three times in different time segments (capping). After two weeks from the campaign start, a survey was launched (on July 15, 2004). The survey was displayed solely to those users who had contact with the advertising creative. The survey was completed on August 9, 2004.

In total, it was possible to gather 1788 properly-completed (valid) surveys (for respondents aged 15+). Of these surveys, 356 (19.9%) were filled out by users who were shown the billboard format, 302 (16.9%) saw the brandbark lingubot format, 417 (23.3%) – brandmark, 342 (19,1%) – favad and 372 (20,8%) – were filled out by users who had viewed the scroller format.



## Study Goals & Methodology (2)

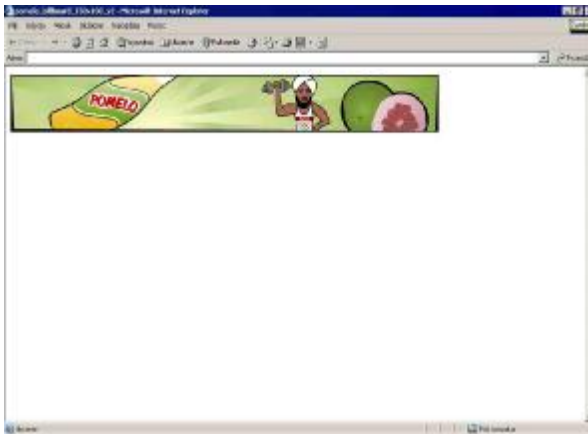
The response rate (ratio of properly completed to displayed surveys) was 4.1%.

In order to ensure representativeness of survey results, an analytical weight was applied to estimate data to the Internet-using population (data from TNS OBOP, June 2004).

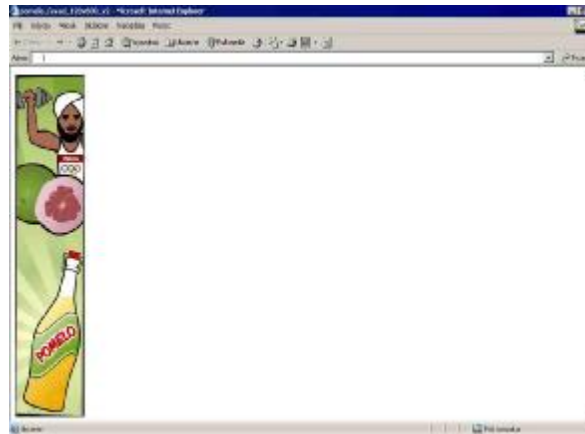


## Creative Formats used in Campaign

Billboard



Favad



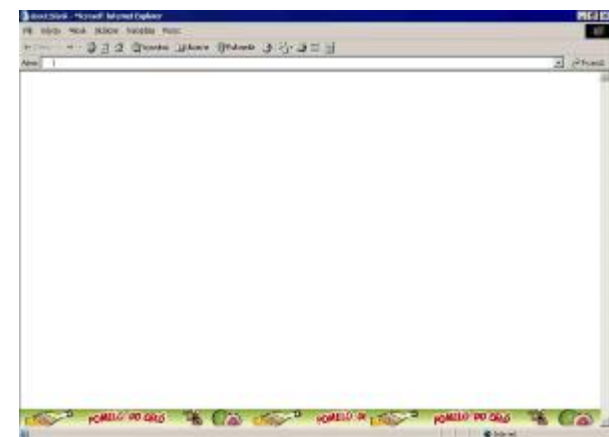
Brandmark



Brandmark lingubot



Scroller





## Research Schematic



Each respondent viewed (1 - 2 weeks before the survey)  
one format three times (capping).



## Conclusions





## Conclusions (1)

The performance of the „Pomelo” campaign can be analyzed across two dimensions: the first is the branding impact of the campaign (the building of brand awareness for the new fruit drink brand). The second is the assessment of specific creative formats used in the campaign.

- 1. Branding Impact

The campaign build brand awareness for the new drink brand across Internet users who had contact with the campaign. In this group, 2.7% of respondents remembered the fruit drink advertising campaign (which can be interpreted as indicating a certain degree of unaided brand awareness). Aided brand awareness achieved a value of 4.5% of respondents. The campaign also built product interest: purchase intent at next opportunity was declared by over one third of respondents (34.1%).



## Conclusions (2)

### 2. Creative Format Assessment

The most effective creative - in terms of campaign recall - was the brandmark format (over 60% of respondents who viewed the brandmark creative recognized the creative after being shown the creative). A high degree of aided recall was also noticed for the favad format (44,7%).

Brandmark was also shown to elicit the highest aided brand awareness and the highest direct-response to the campaign (defined as visits to the brand's web site). Aided awareness among audience members who saw this creative was at 7.2% of respondents, and 6.7% visited the Pomelo web site. The least effective format was the billboard format - amongst Internet users who were shown this format, aided awareness was at 2.8% and only 0.5% of audience members visited the Pomelo web site.

Creative format also significantly impacted declared purchase intent at next opportunity. The creative eliciting the highest purchase intent at next opportunity turned out to be the brandmark lingubot.



### Conclusions (3)

Each of the creative were judged better by people who remembered having previously seen it, than by people who did not recall the campaign. Respondents who recalled the campaign judged the billboard format as being the best designed. Amongst respondents who did not recall the campaign, the most positive assessment was found for the brandmark.

In summary, it can be said that the creative format which had the greatest impact on communicating and „building” the message (brandmark) was the least aesthetically appreciated format - however the most aesthetically appreciated format (billboard) was the weakest in building the brand. These results confirm that the impact of online advertising does not have a relationship with its aesthetic appeal.



## Noticeability & Recall of Campaign Communications



## Conclusions (1)

Amongst all Internet users taking part in the study, 18.8% admitted that they had seen a fruit drink advertising campaign. When asked to recall the name of the drink advertised, they most often mentioned „Tymbark” (35.1%) and - in second place - „Pomelo” (14.3%). Taking this into consideration, Biorąc pod uwagę ten wynik, spontaniczną znajomość marki w populacji Internautów, którzy mieli kontakt z kampanią można określić na poziomie 2,7%.

The noticeability of the campaign can be inferred from its communication recall. Over one third of respondents correctly associated the remembered color of the drink with that used in the advertising creative (22.9% claimed that „Pomelo” is orange in color, 13.2% that it is yellow). Furthermore - 6.1% of respondents knew what country was represented by the person in the creative (even though the word „India” on the person’s shirt was hardly noticeable at first glance).

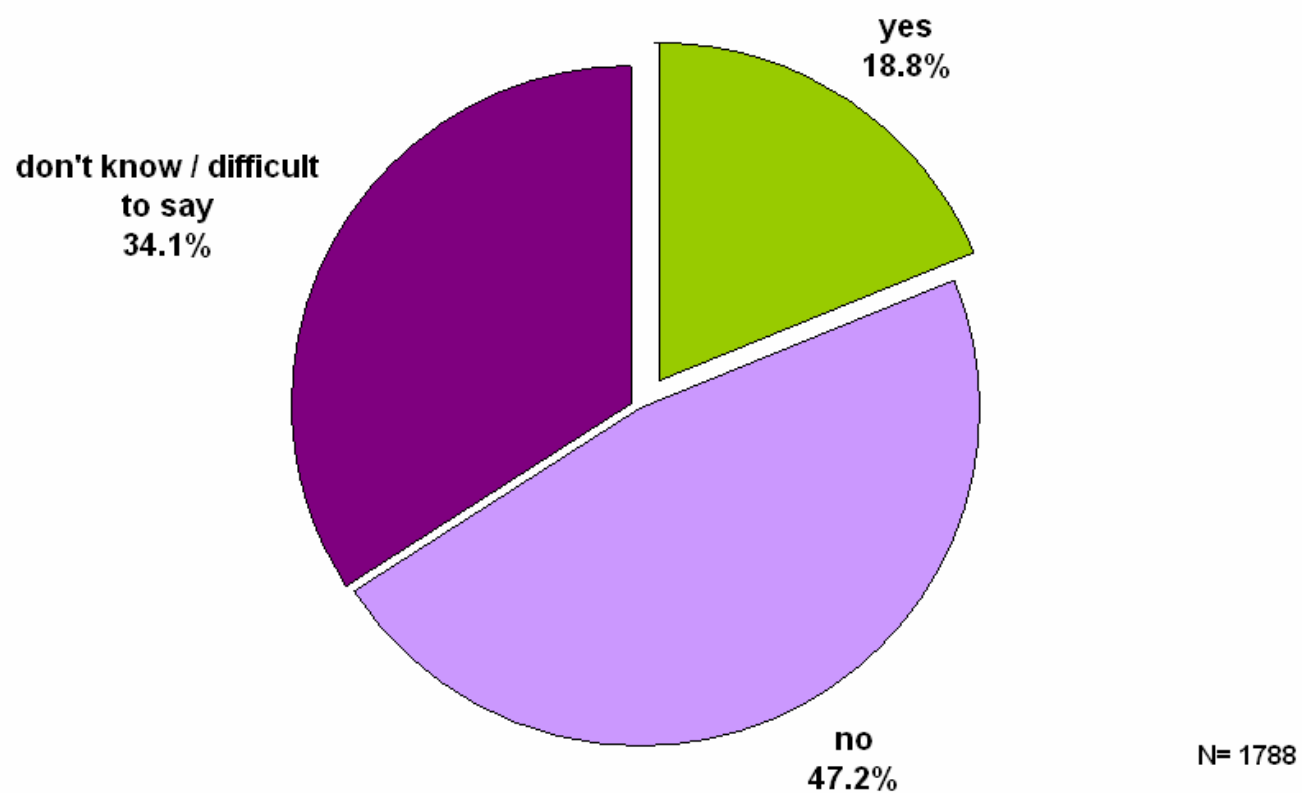


## Conclusions (2)

Aided campaign recall was measured by displaying the creative which each respondent had seen, and asking whether the creative had been seen before or not. The aided recall across all creative and all respondents was 40.5%. This indicates that 4 out of 10 Internet users who were exposed to the Internet campaign - after being shown the advertising they had viewed - recalled having seen the campaign. The best-recalled format was the landmark, which was recalled by almost 60% of respondents who had been shown that format. A high result was also noted for the favad format (44.7%).



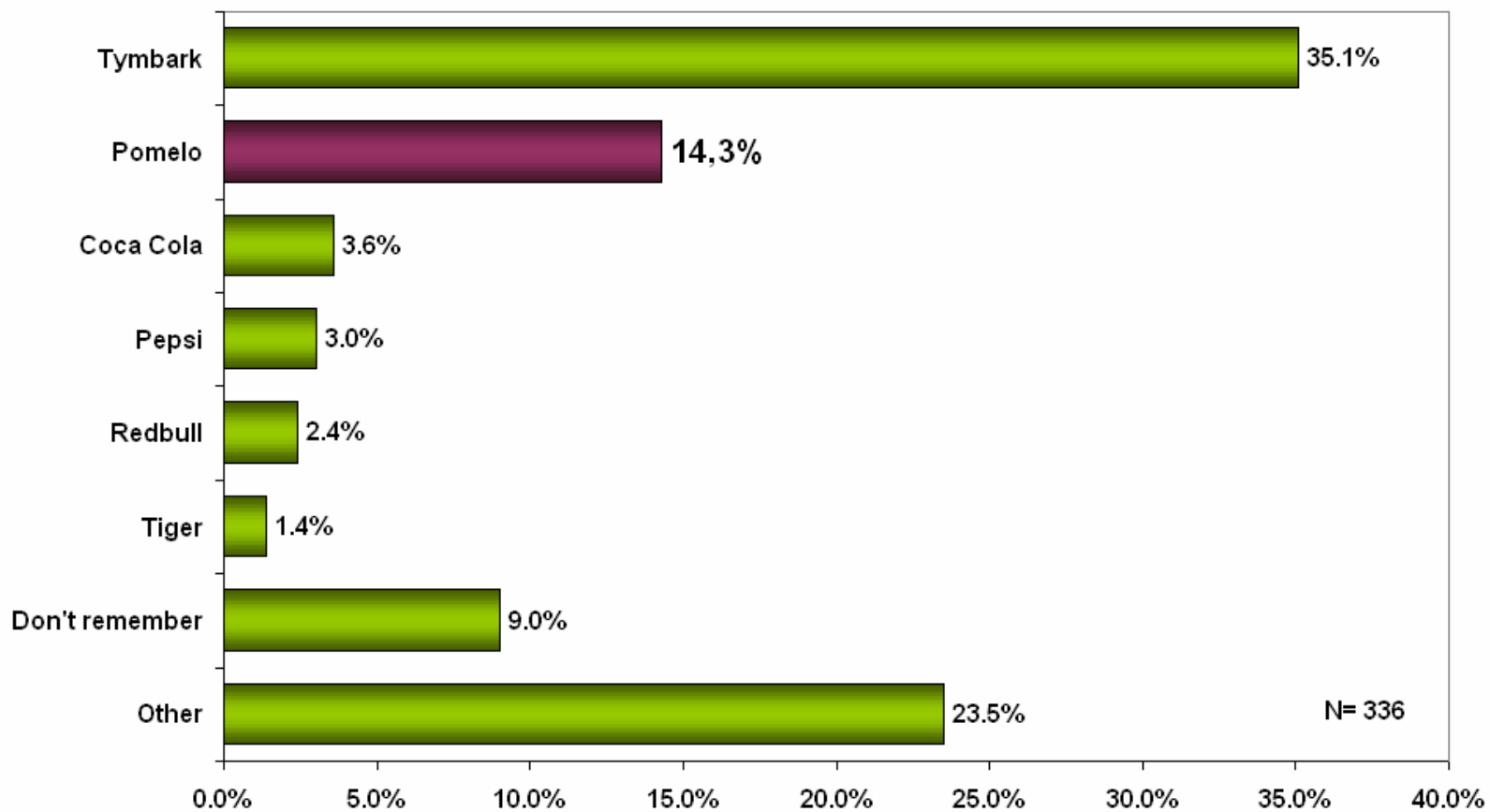
### Have you recently seen a fruit drink advertisement?



Source: gemiusBrandingEffect; july – august 2004



### What is the name of the drink(s) you saw advertised?

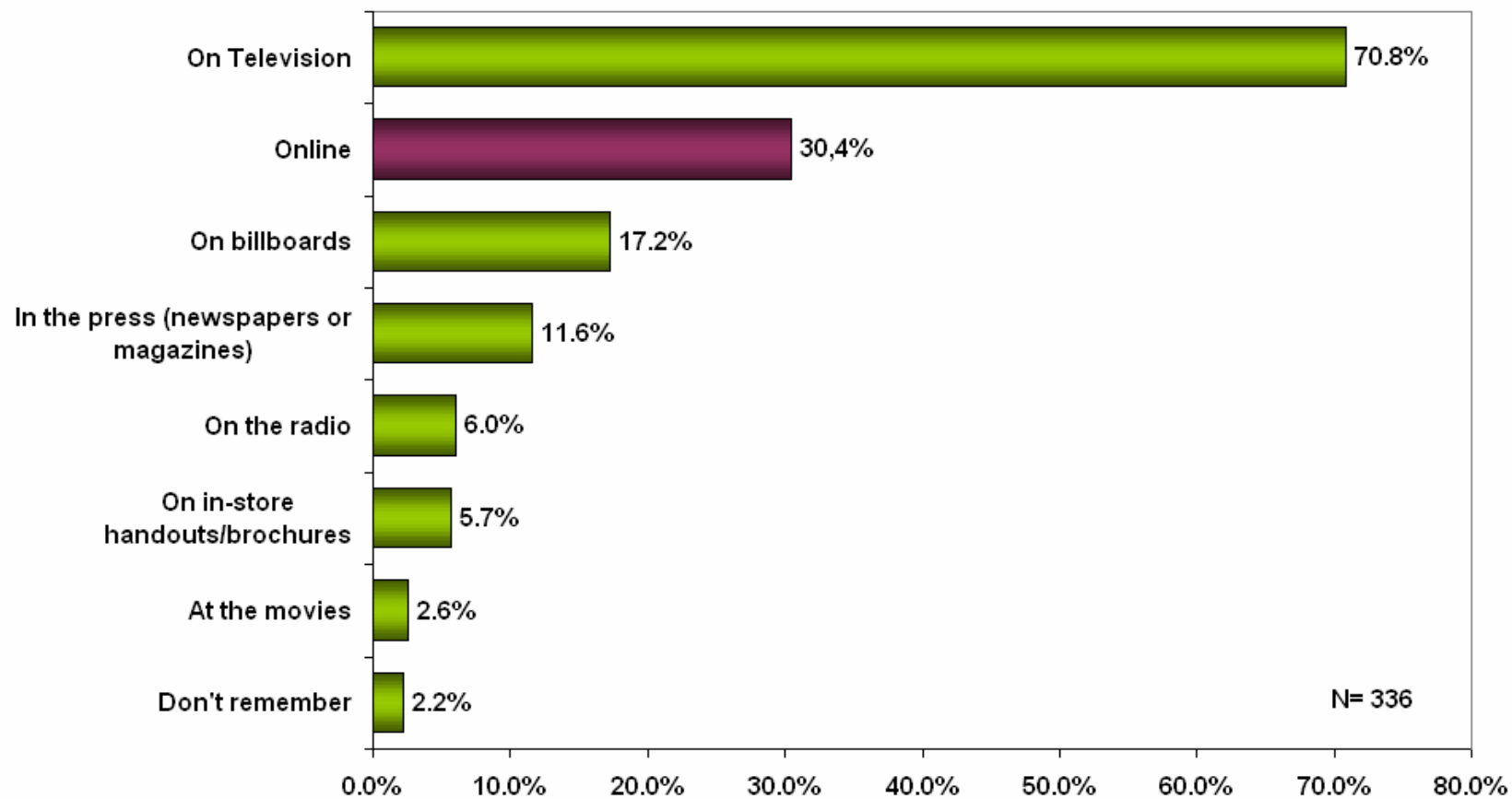


Source: gemiusBrandingEffect; july – august 2004





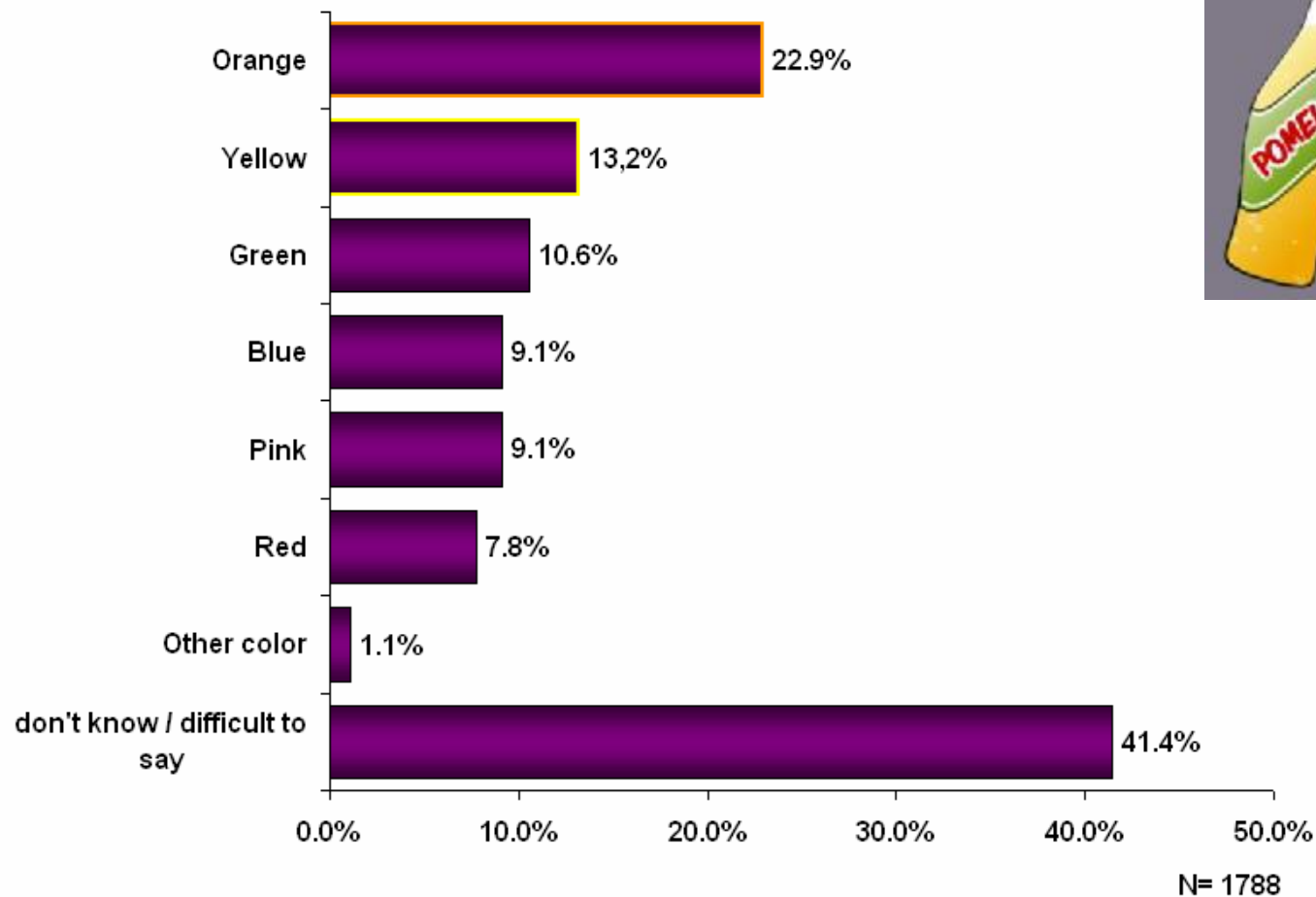
### Where did you see the advertisement(s)?



Source: gemiusBrandingEffect; july – august 2004



### Message Recall - Drink Color

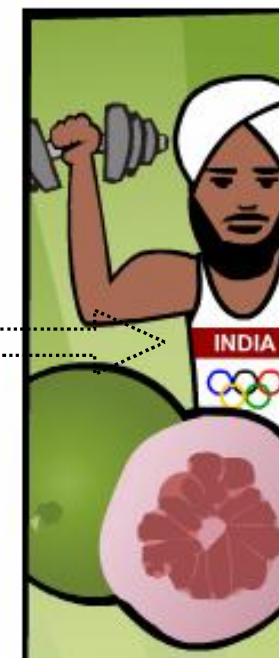
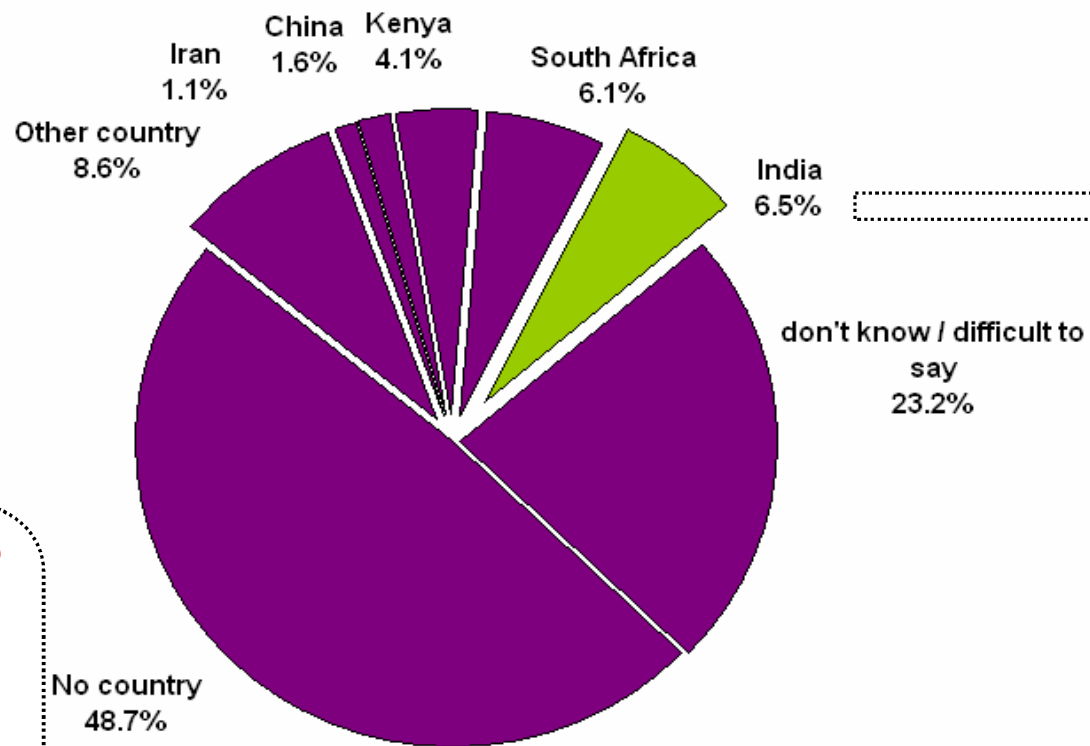


Over one third of Internet users associated the brand's color to the color in the advertising.

Source: gemiusBrandingEffect; july – august 2004



### Message Color - Country Represented



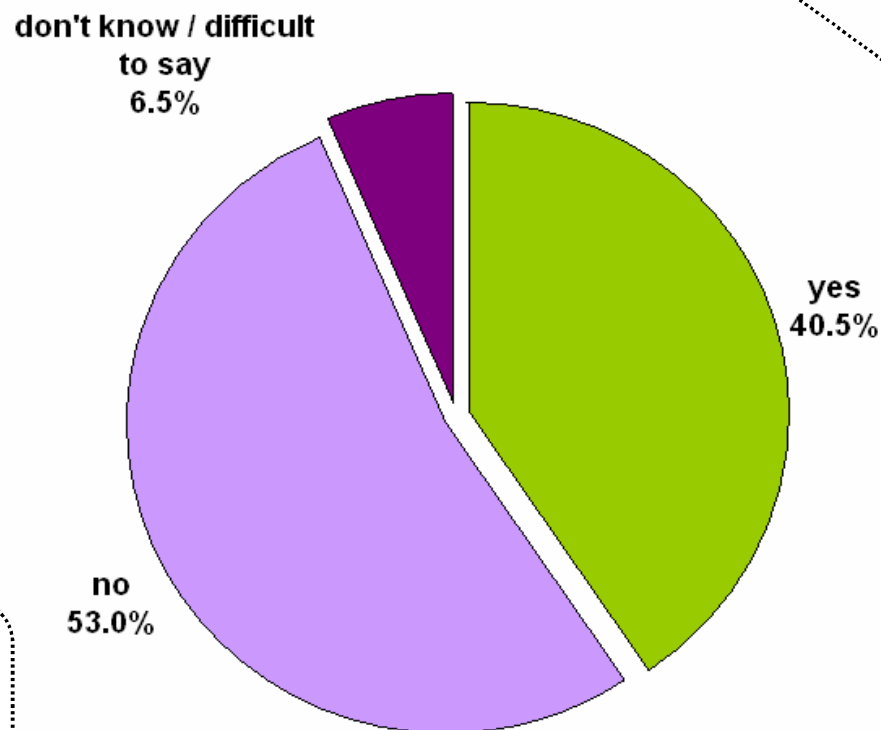
N= 1788

**6,5% of all those who saw the campaign recalled that it „has something to do with” India**

Source: gemiusBrandingEffect; july – august 2004



### Advertising Recall



The survey displayed the creative which the respondent had previously viewed three times and prompted „Have you seen this advertisement?“

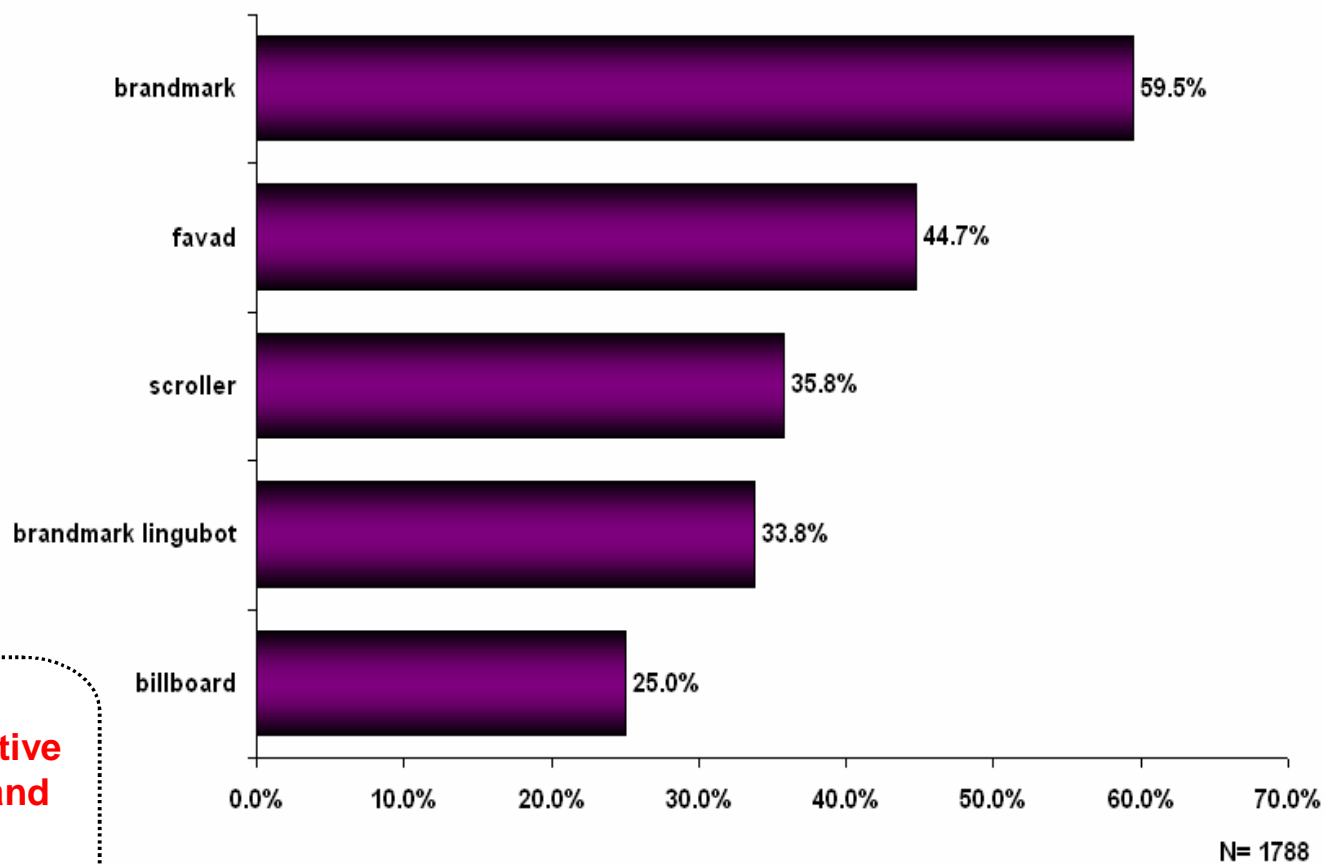
40% Internet users recalled that they had seen the advertising

N= 1788

Source: gemiusBrandingEffect; july – august 2004



Advertising Recall by Creative Format

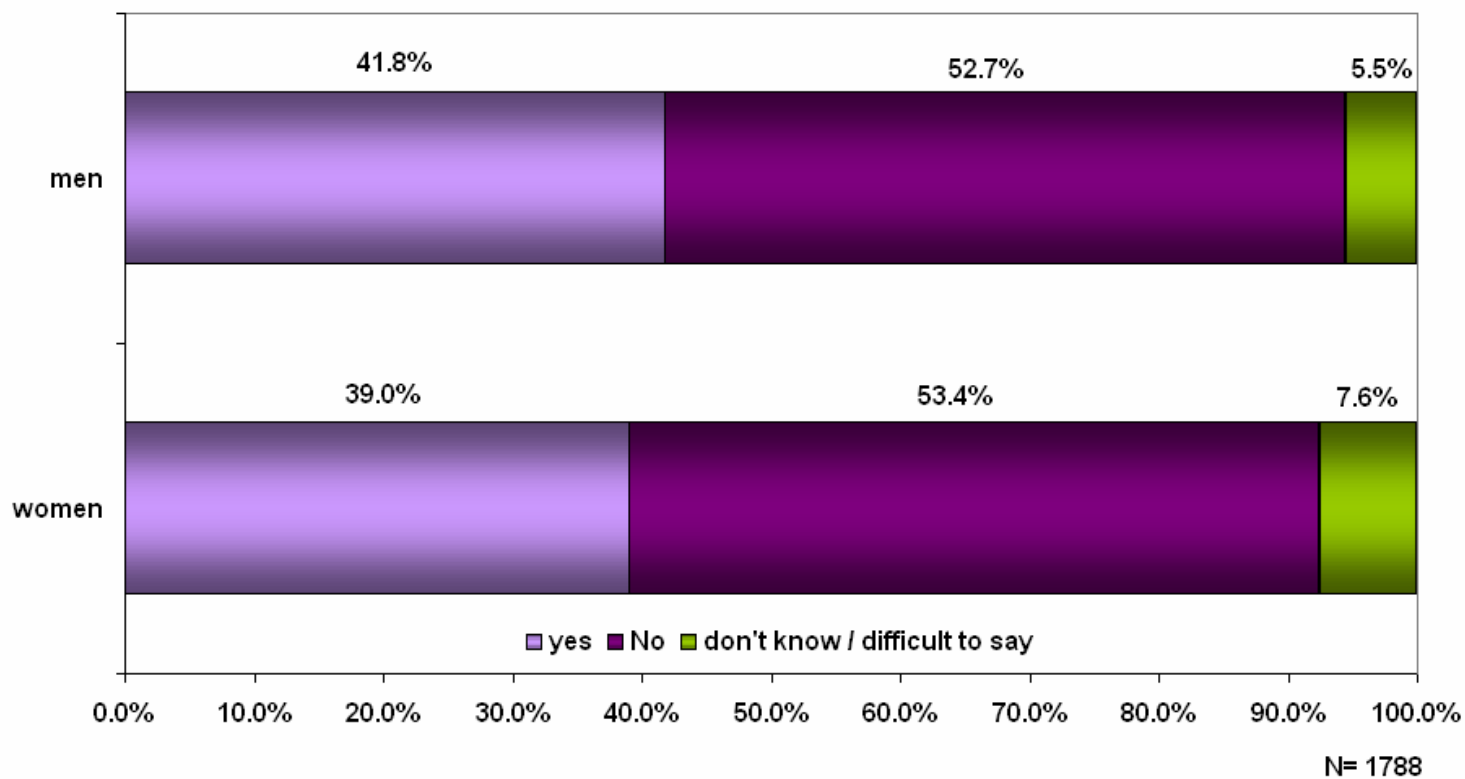


Most recalled creative were brandmark and favad format.

Source: gemiusBrandingEffect; july – august 2004



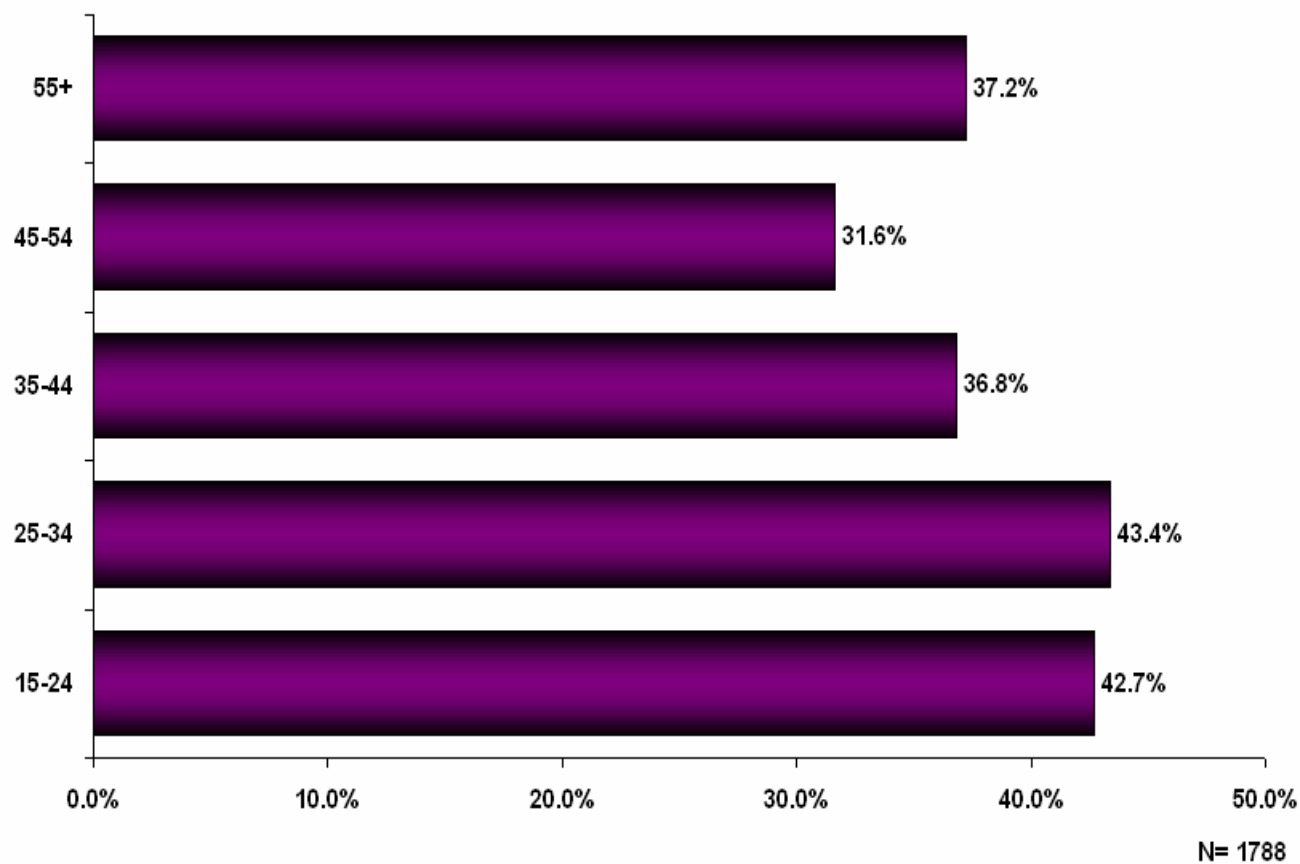
### Advertising Recall by Gender



Source: gemiusBrandingEffect; july – august 2004



Advertising Recall by Age Category



The advertising was most effective in moving campaign recall amongst the audience aged 15 - 35.

Source: gemiusBrandingEffect; july – august 2004



## Campaign Recall in Target Group





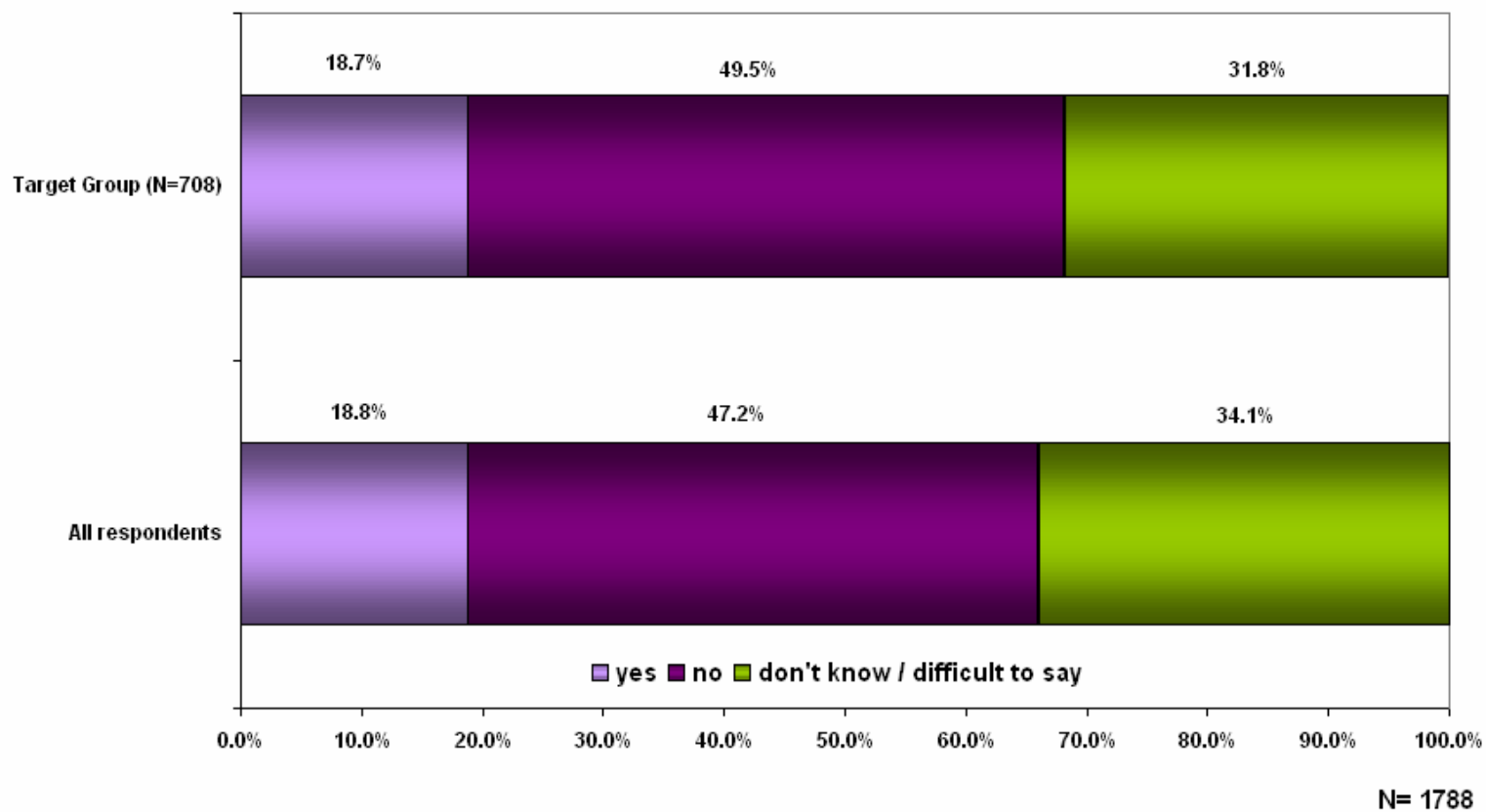
## Concluisons

The campaign was designed to position the brand amongst residents of cities aged 20 - 40 years old with a minimum mid-level education. This group is interested in music, clubbing, movies, sport (often extreme) or partying.

The study shows that the recall of the campaign amongst this target group is insignificantly better than for the entire population.



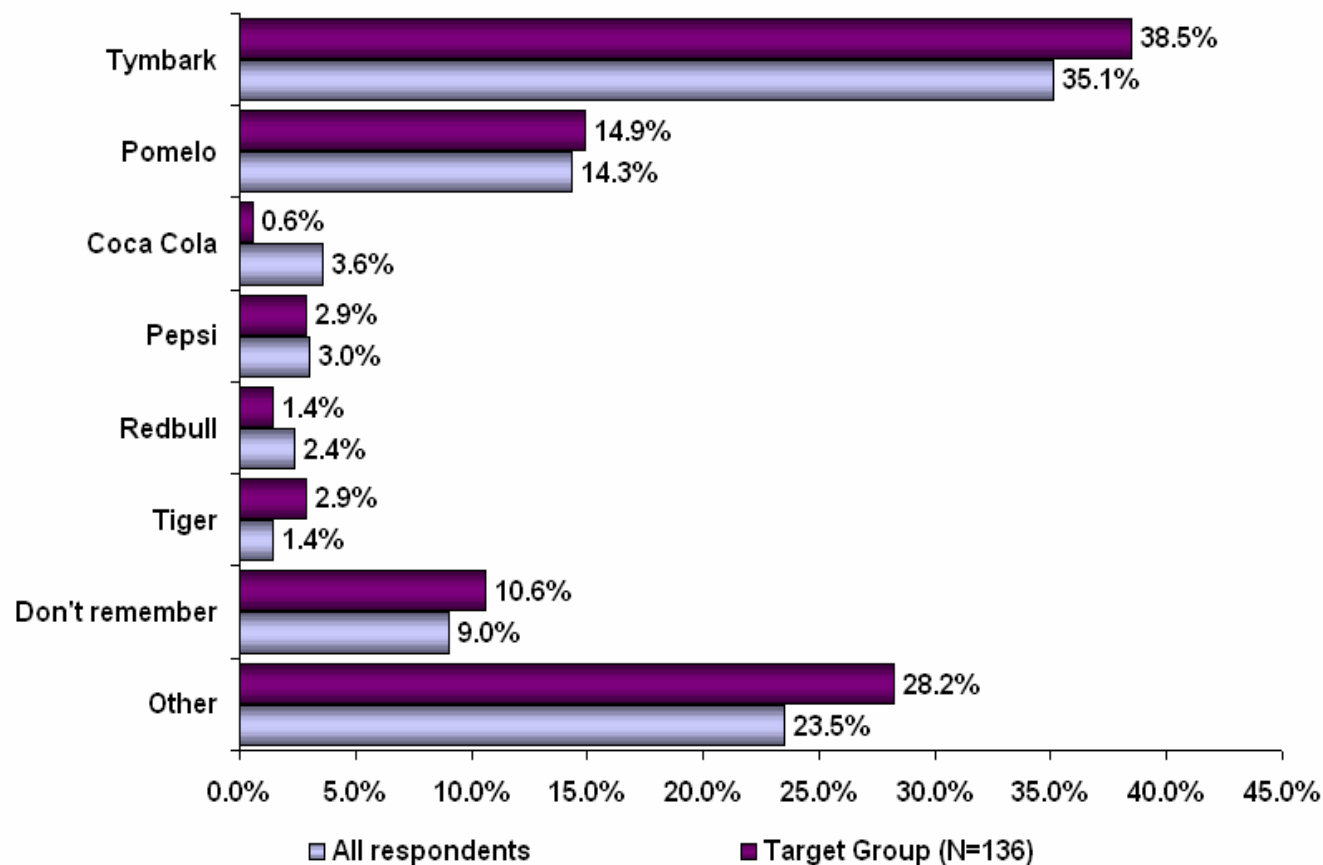
### Have you recently seen a fruit drink advertisement? (target group vs. all respondents)



Source: gemiusBrandingEffect; july – august 2004



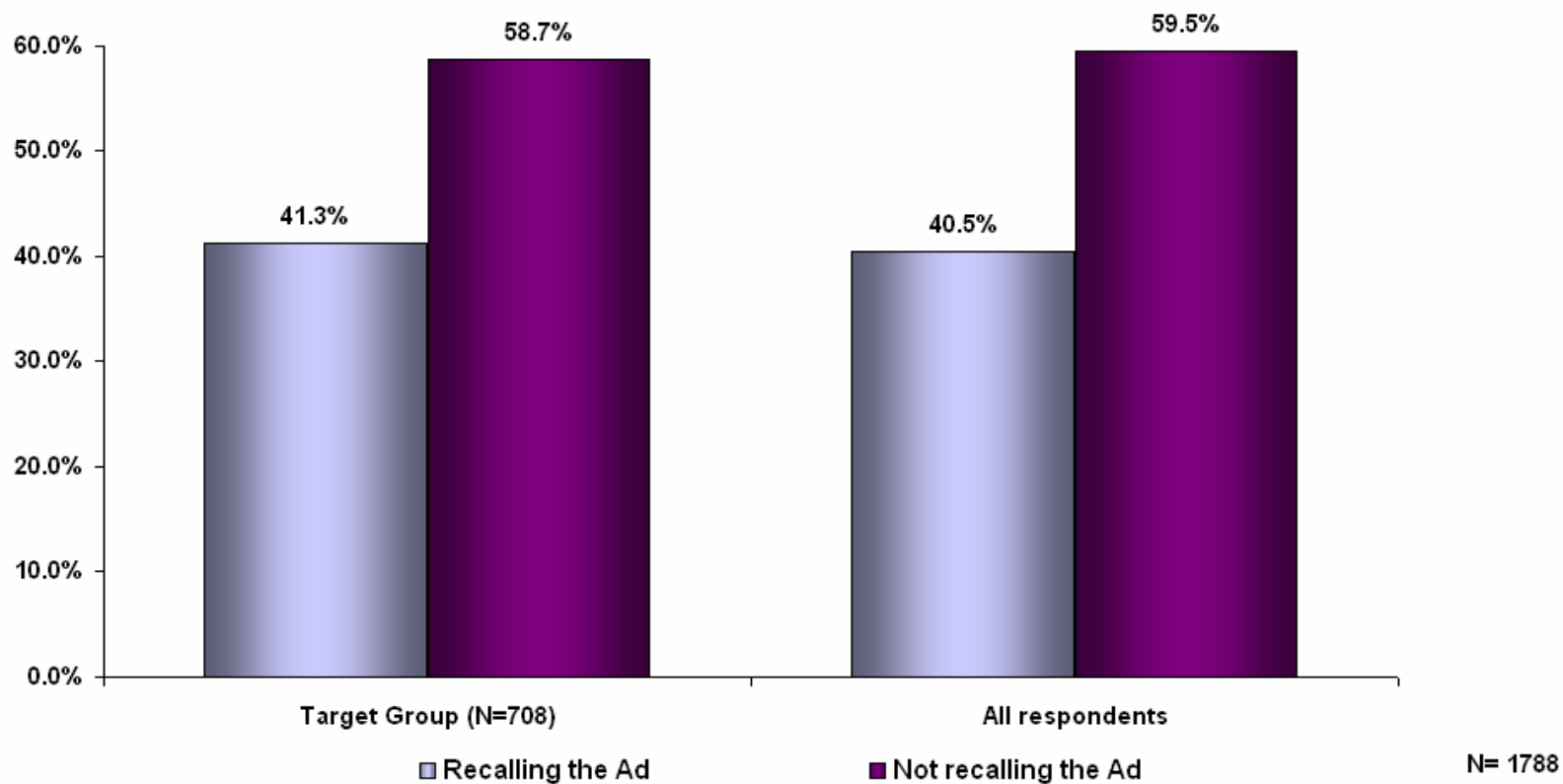
### Campaign Recall by Drink Brand - (target group vs. all respondents)



Source: gemiusBrandingEffect; july – august 2004



### Advertising Recall - (target group vs. all respondents)



Source: gemiusBrandingEffect; july – august 2004



## Campaign Creative Assessment



## Conclusions

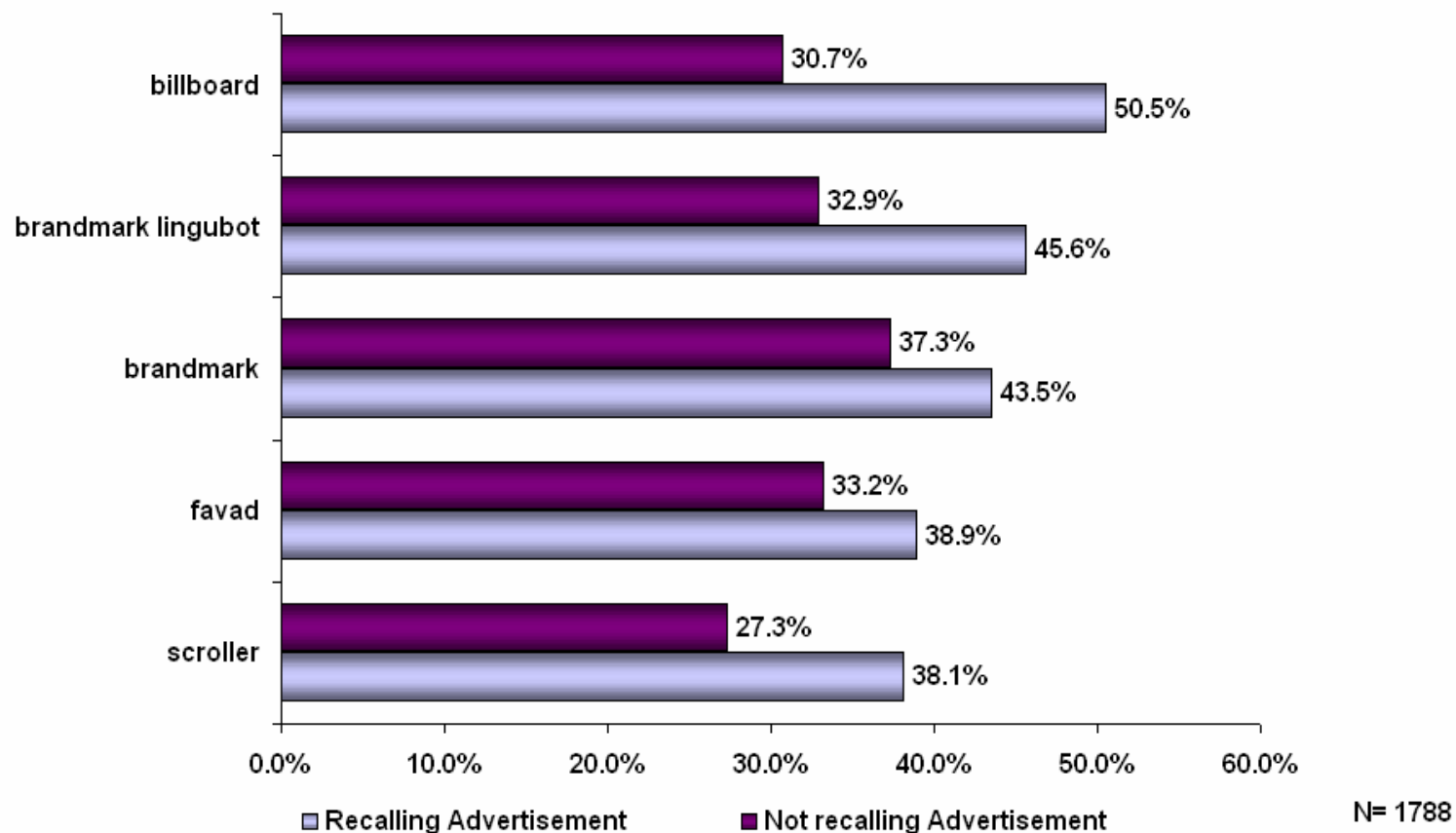
After having been shown the creative to which they were exposed to in the campaign, respondents were asked to assess it. Amongst those respondents who recalled the campaign, the highest assessed creative format was the billboard format (50.5% either „liked it a great deal” or „rather like it”), followed by the brandmark lingubot (45,6%) and brandmark (43,5%). In the group of respondents that did not recall the campaign, the highest-assessed creative format was the brandmark format. It is worth noting that campaign recall was found to positively influence creative format assessment.

In terms of the descriptions applied to creative formats, it is worth noting the high percentage of respondents (30 - 35%) who described the creative as „humorous.” This tendency was consistent across all creative formats. The creative formats that stand out were the: scroller - often described as being „boring” and „over-broad” - as billboard - as the format „similar to others” - and the brandmark - as the „most irritating”.



## Advertising Creative Assessment

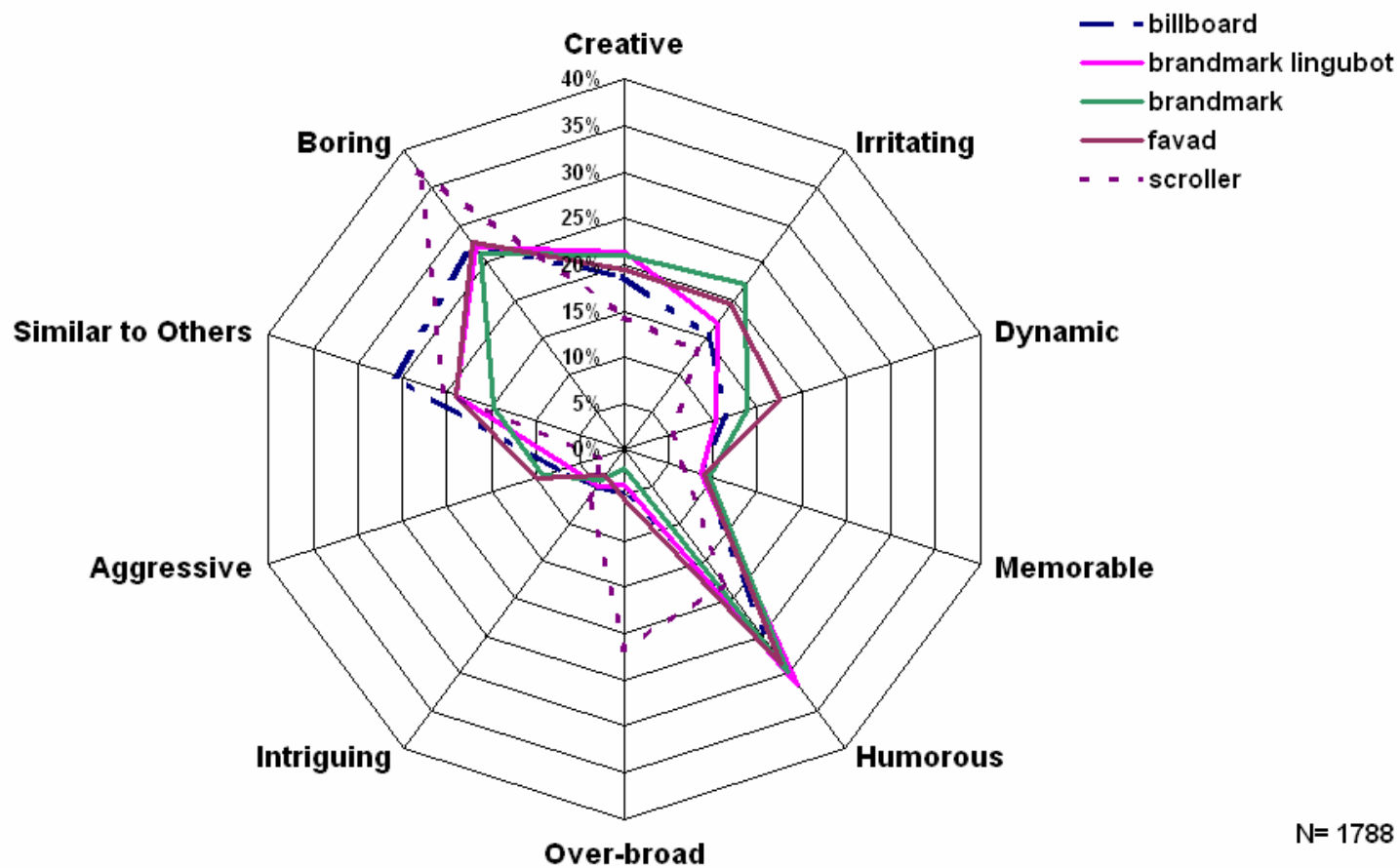
Chart shows the combined percentage of "very much" and "rather" liked for each creative format



Source: gemiusBrandingEffect; july – august 2004



### Description of Advertising Creative



Source: gemiusBrandingEffect; july – august 2004





## Branding Impact & Purchase Intent



## Conclusions (1)

The advertising campaign helped to build brand awareness for the fruit drinks brand amongst Internet users. 4.5 % of respondents - who all were exposed to the advertising - identified (when aided, amongst others) the „Pomelo” brand as being „known and familiar”.

Aided brand awareness depended heavily on the type of creative format used. The greatest aided brand awareness was noted amongst respondents who were exposed to the landmark format (7,2% of these respondents recalled the „Pomelo” brand). The least successful creative format was the billboard format. Amongst Internet users who had contact with this format, the aided brand awareness was only 2.8%.

The direct-response goal of the campaign was to maximize the number of Internet users who visited a specially-prepared product web page. On this page, users could receive additional information about the drink. The study showed that (according to respondent declarations), 2.1% of the audience visited the web site. Monitoring of campaign direct-response performance showed that this direct-response was in reality greater than remembered: 2.9% of audience members did in fact visit the web site (percentage of unique users (cookies), who visited the web page amongst unique users (cookies) who were exposed to the campaign).



## Conclusions (2)

The highest clickthrough rates were achieved by the landmark format creative. CTR-U for this format - measuring the percentage of unique users (cookies) who clicked on the advertising in relation to the total number of unique users (cookies) who were exposed to the campaign - was 6.7% (for the first exposure) and 5.7% (for the second and third emission). This result is thirteen times greater than the same indicator for the billboard format.

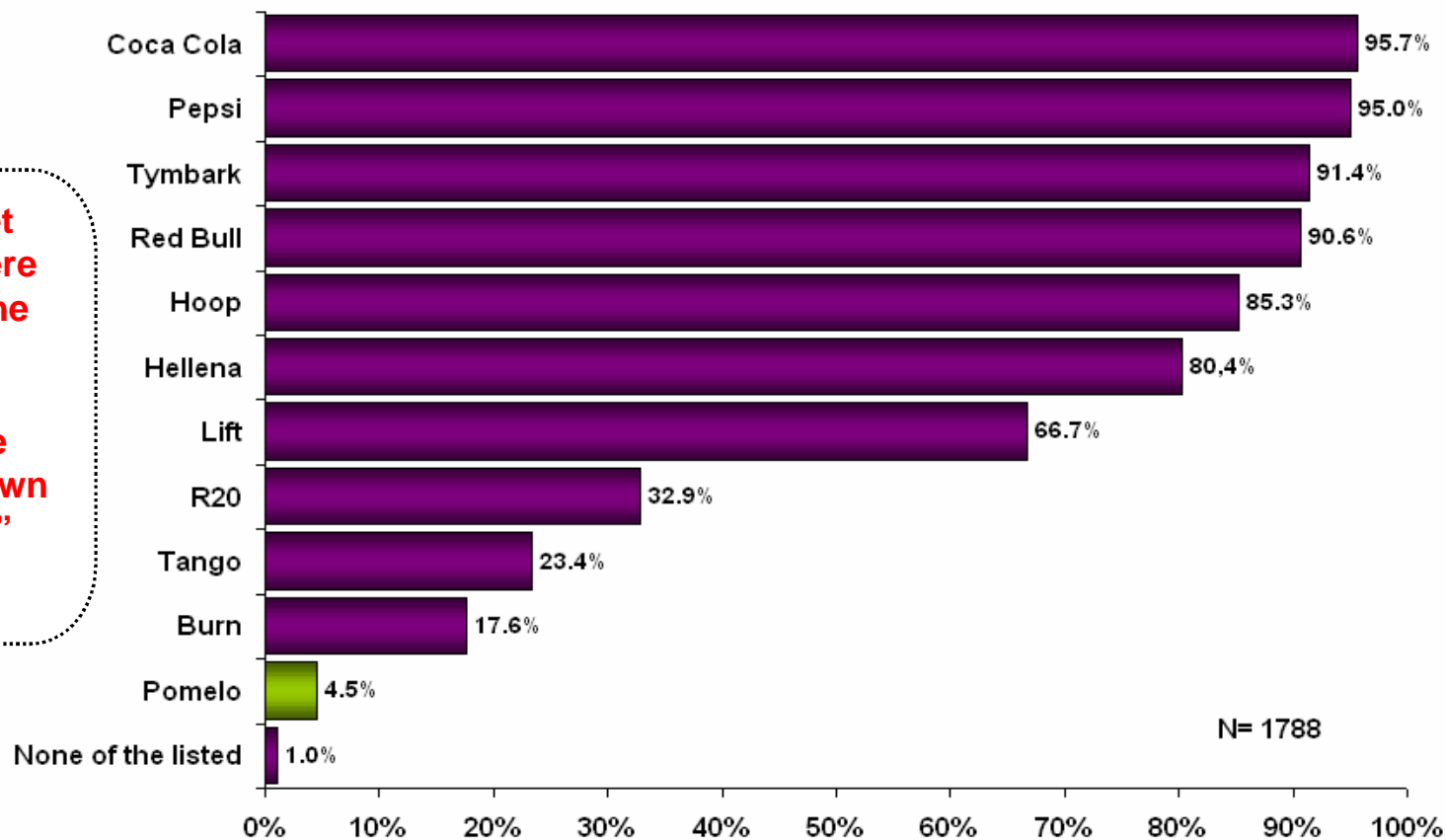
Over one third of respondents (34.1%) declared that they would buy or would „likely buy” the Pomelo fruit drink at the next opportunity. This indicator is associated with the declared campaign recall (those who intend to purchase are more likely to recall the campaign).

Declared purchase intent is also tied to the creative format to which the respondent was exposed. The format most impacting purchase intent turned out to be the landmark lingobot (38.1% respondent „I would buy” i „I would likely buy”), however the lowest level for this indicator was received by respondents who were exposed to the billboard (29.1%).



### Aided Awareness of Drink Brands

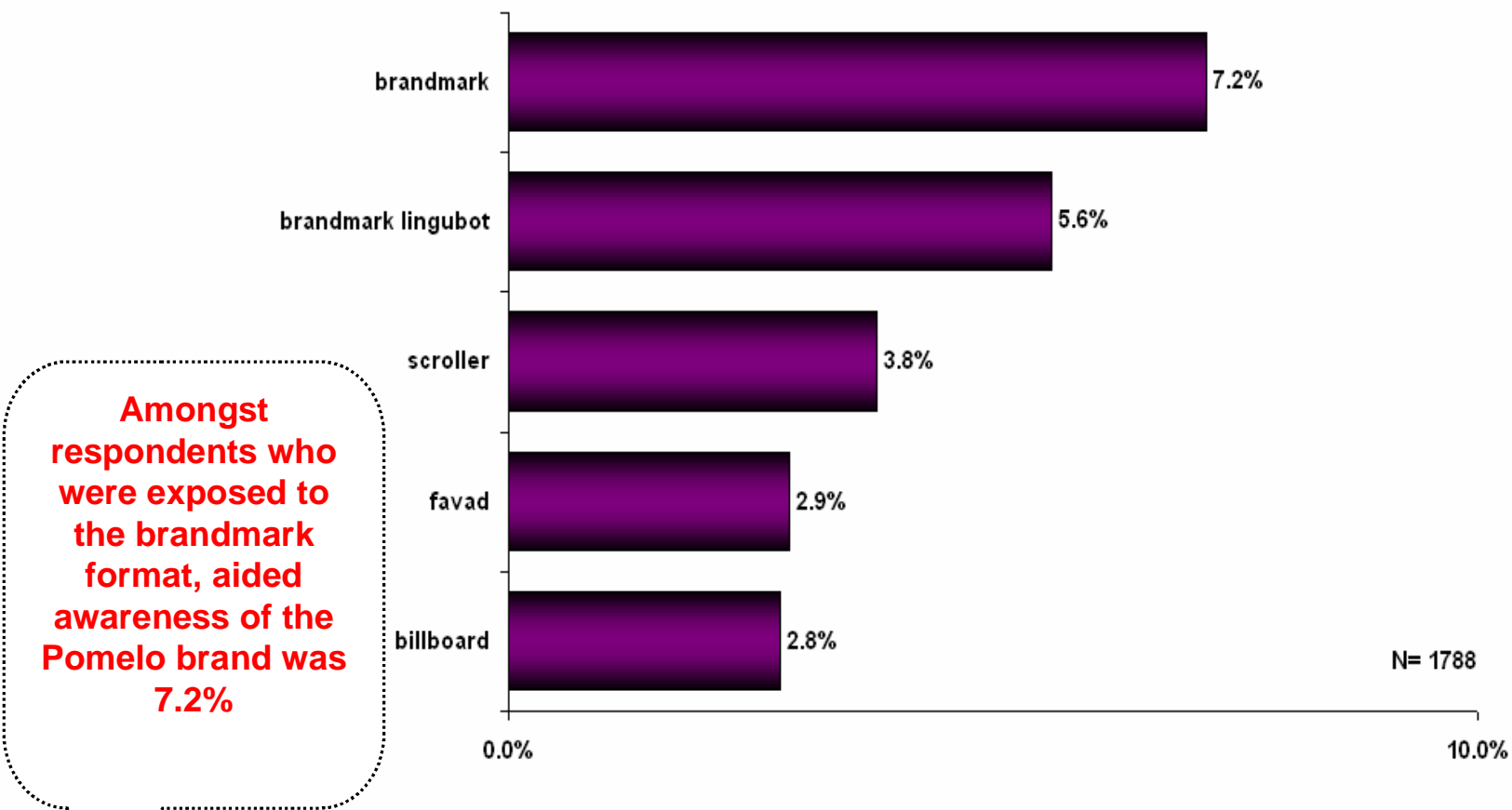
**4.5% Internet users who were exposed to the Pomelo campaign, describe the brand as „known and familiar”**



Source: gemiusBrandingEffect; july – august 2004



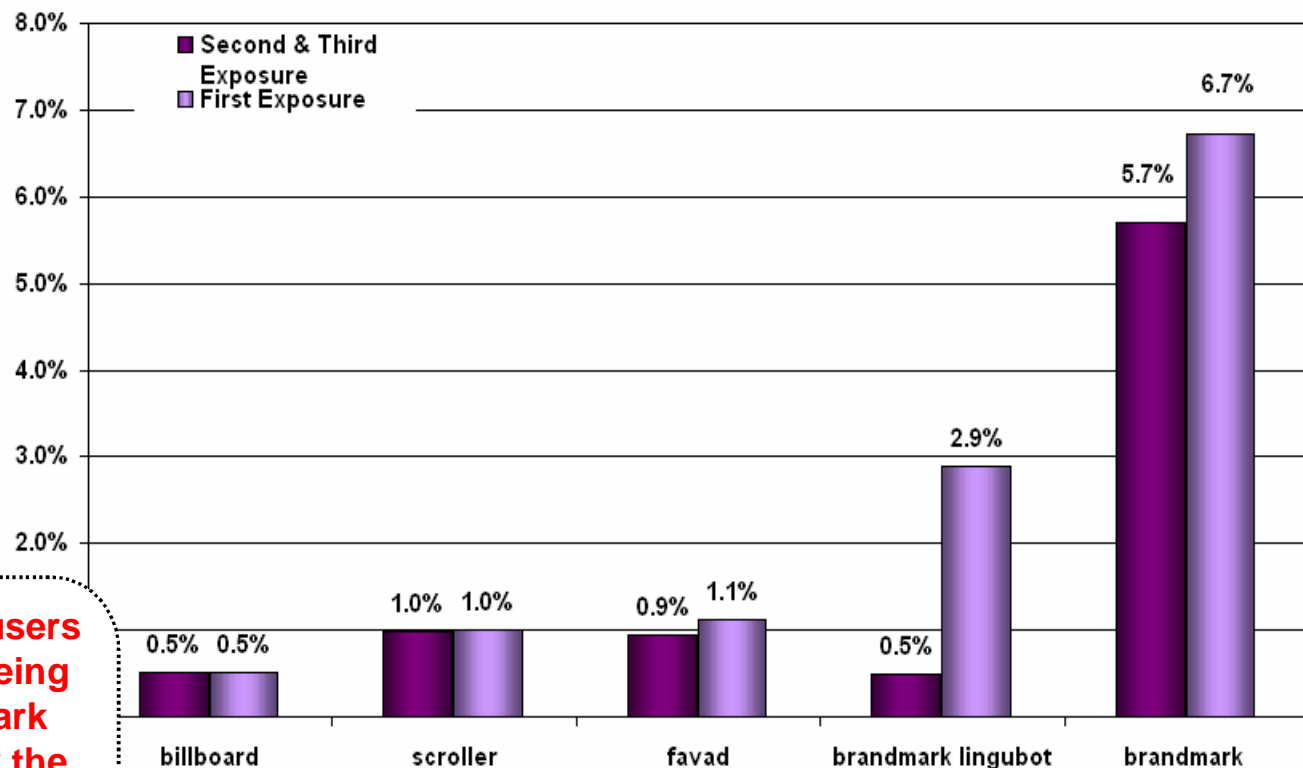
Aided awareness of Pomelo by Creative Format Displayed



Source: gemiusBrandingEffect; july – august 2004



### Percentage of Audience, who clicked on the Creative Type (CTR - U)



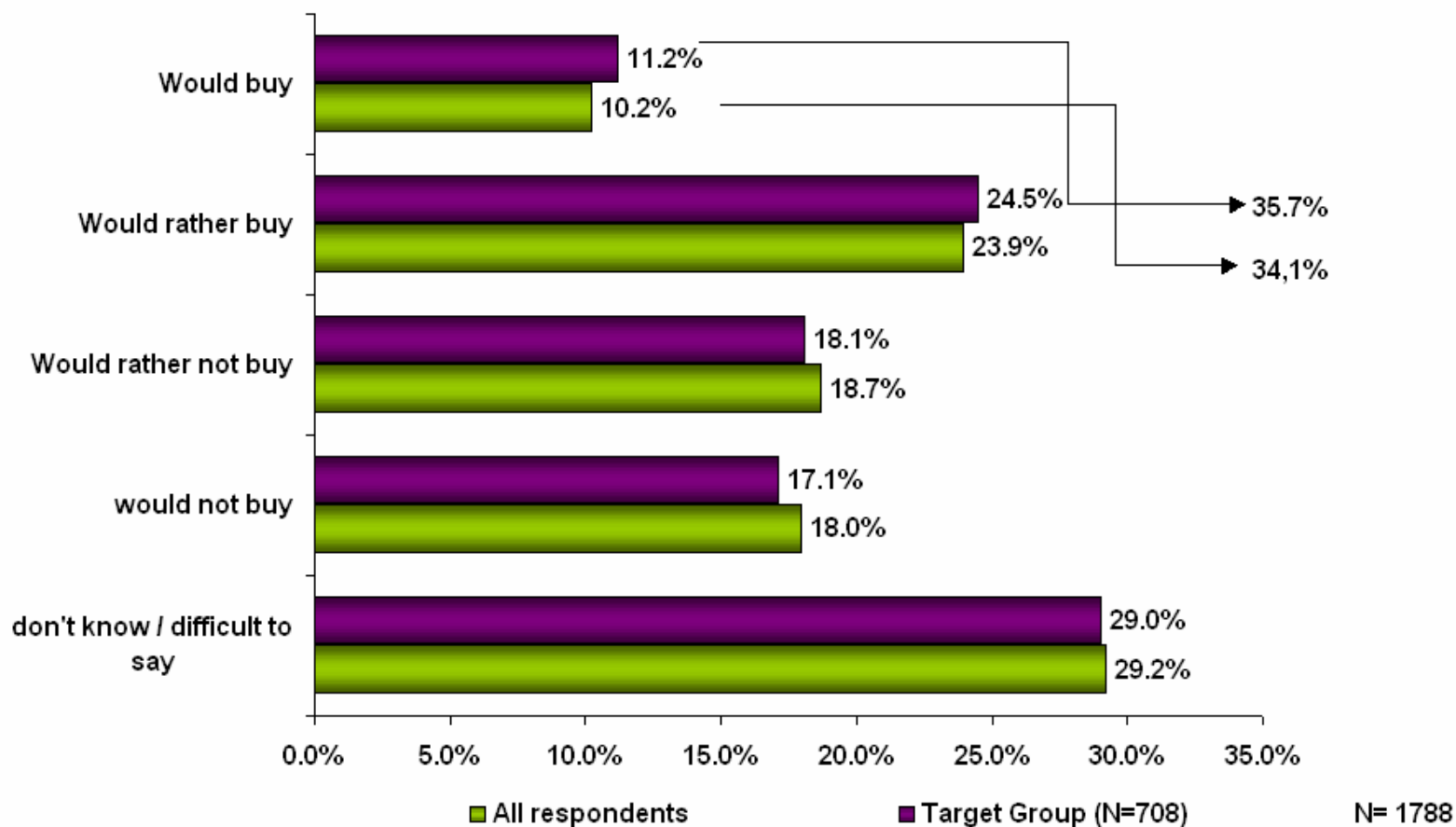
N = 1 441 347 (Zasięgi kampanii)

**6.7% unique users (cookies), seeing the landmark „Pomelo” for the first time, clicked through**

Source: gemiusBrandingEffect; july – august 2004



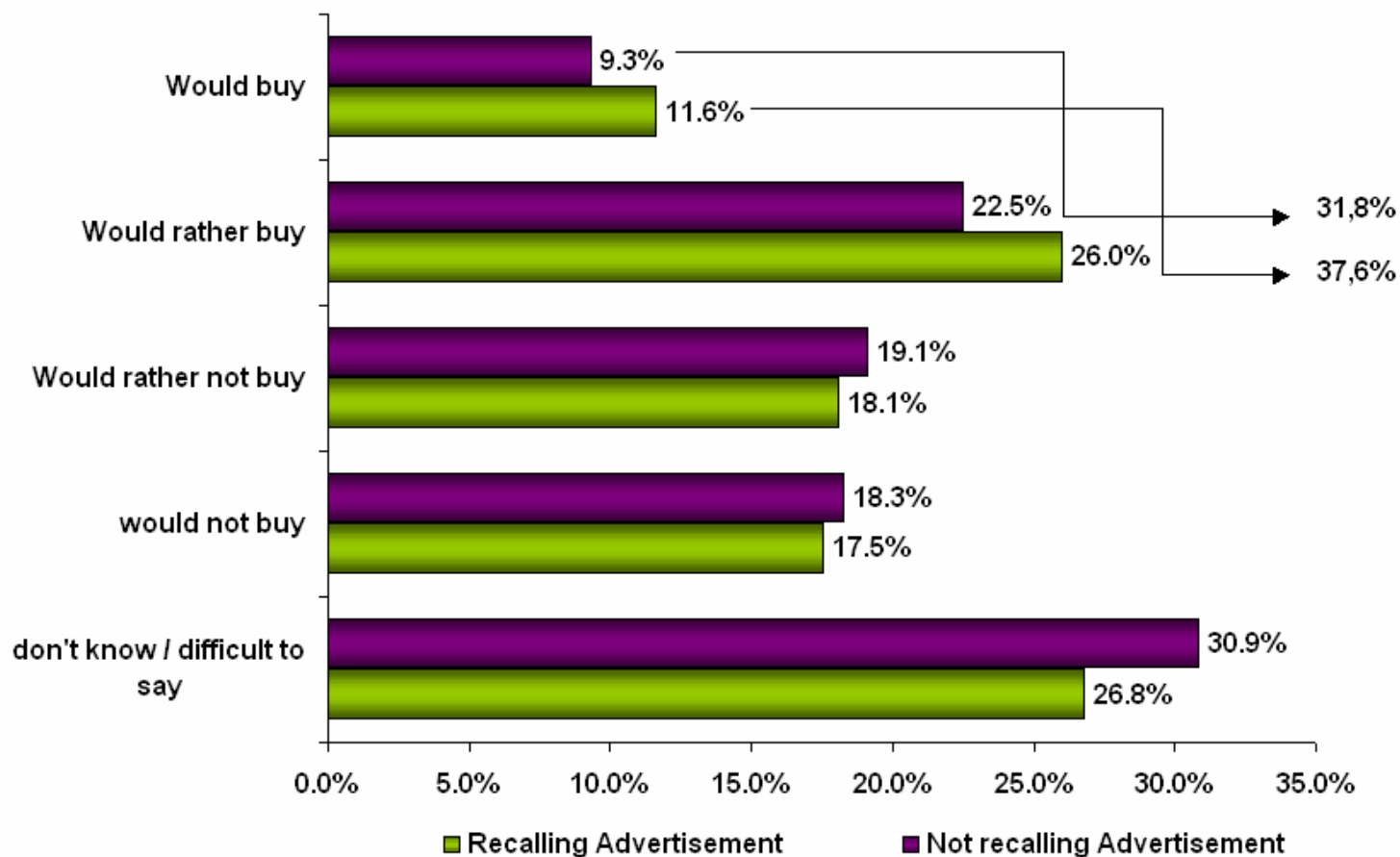
### Purchase Intent - (target group vs. all respondents)



Source: gemiusBrandingEffect; july – august 2004



### Purchase Intent - recalling & not-recalling the advertisement



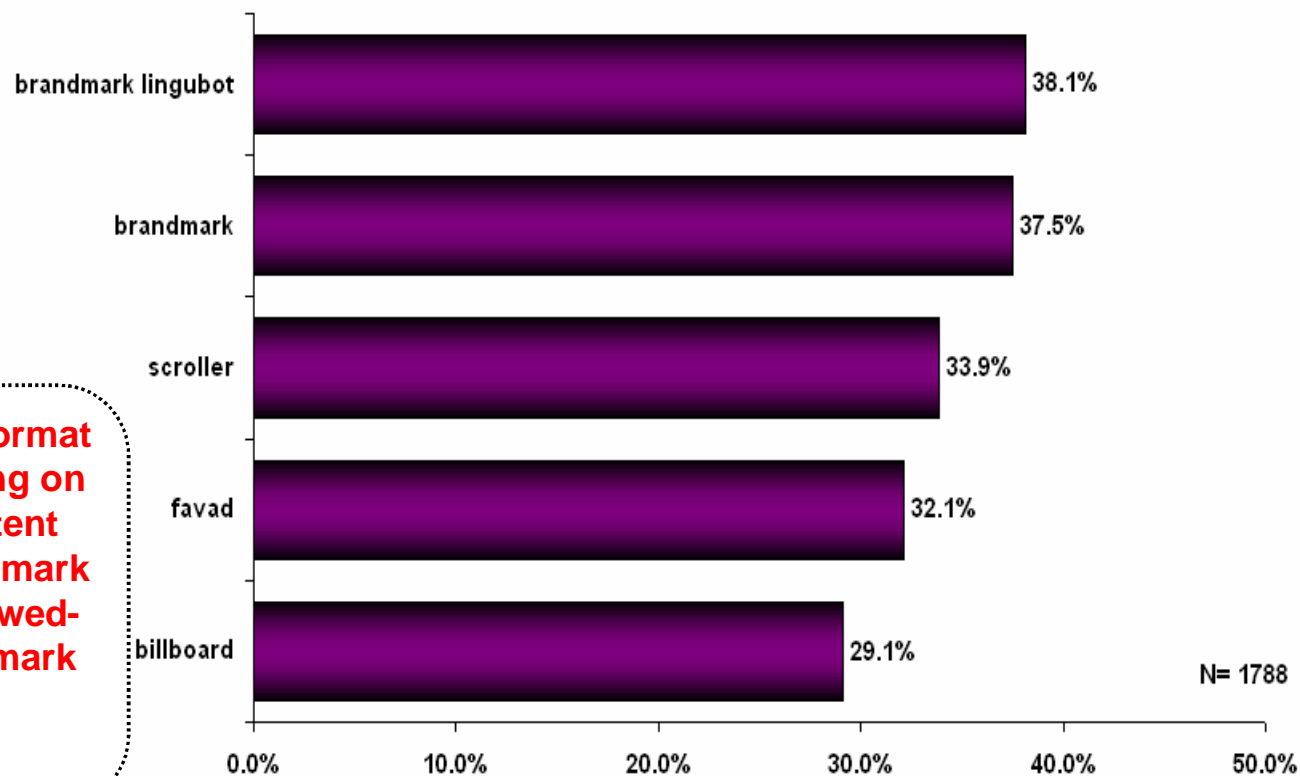
Source: gemiusBrandingEffect; july – august 2004





### Purchase Intent by Creative Format

Chart shows the combined percentage of responses "I would buy" and "I would rather buy" for each Creative Format



**The creative format most impacting on purchase intent was the landmark lingubot followed by the landmark**

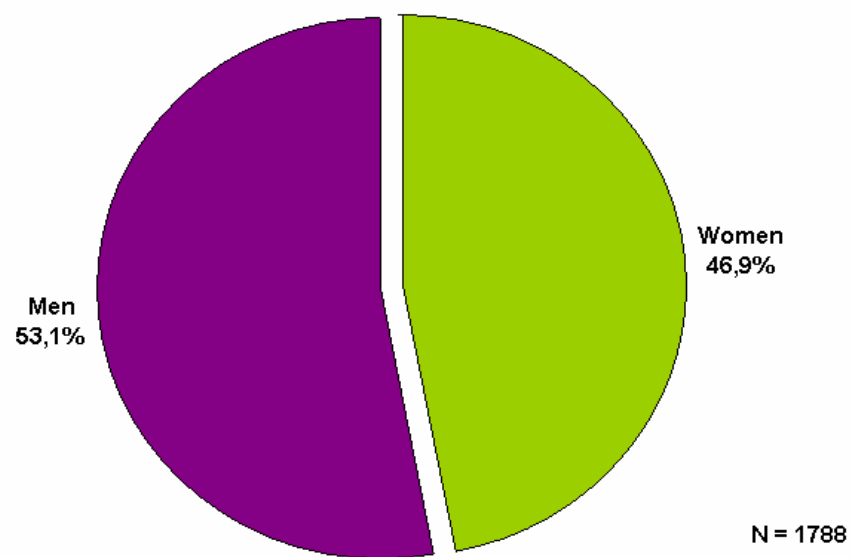
Source: gemiusBrandingEffect; july – august 2004



## Sample Demographics



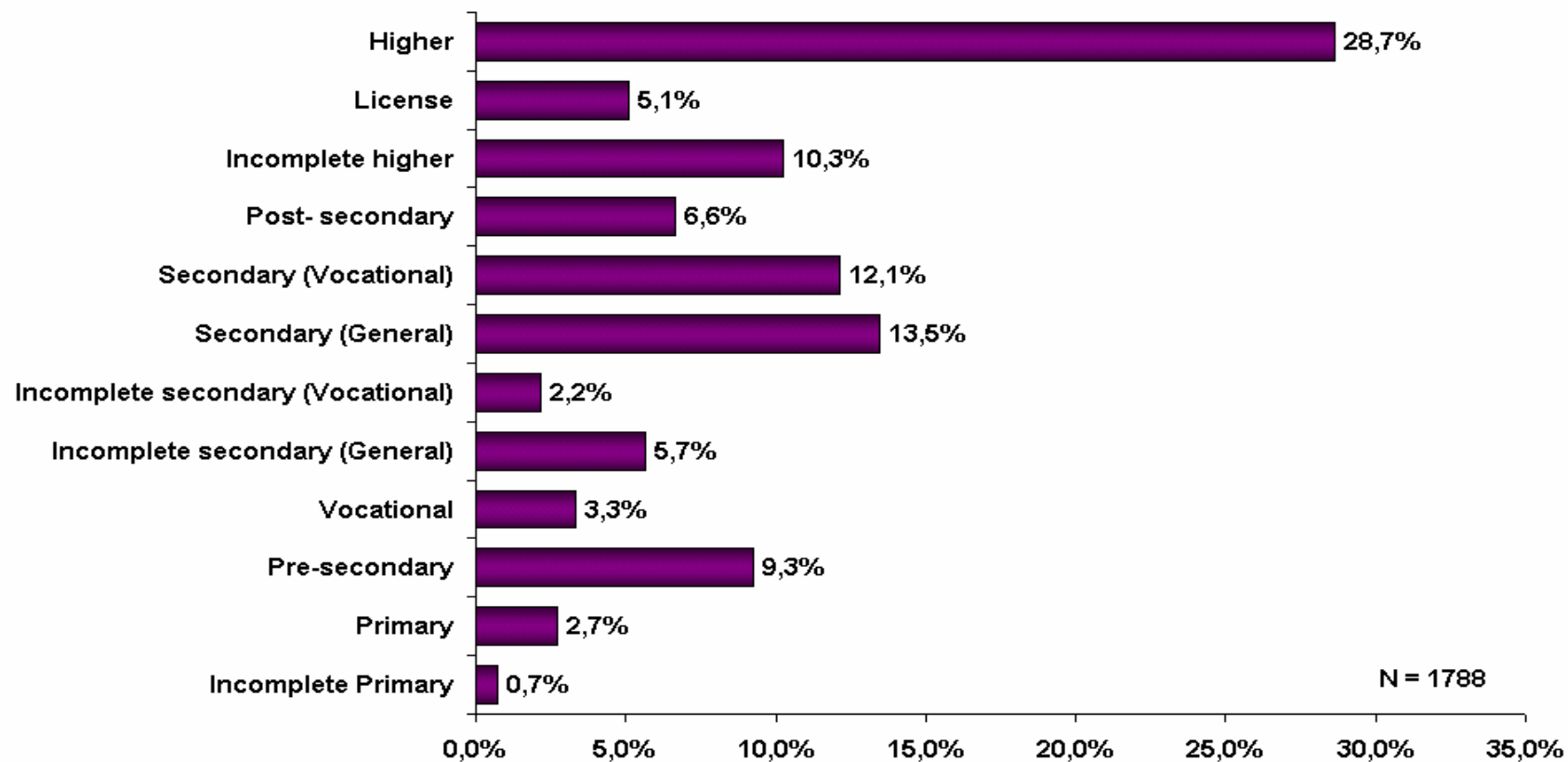
### Gender



Source: gemiusBrandingEffect; july – august 2004



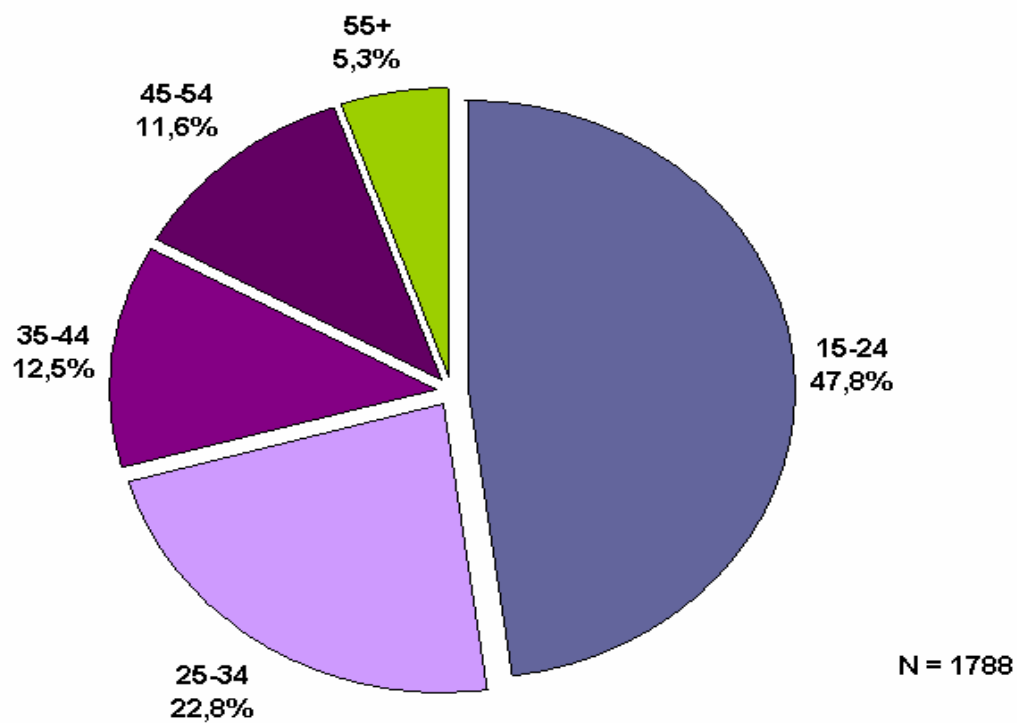
### Education



Source: gemiusBrandingEffect; july – august 2004



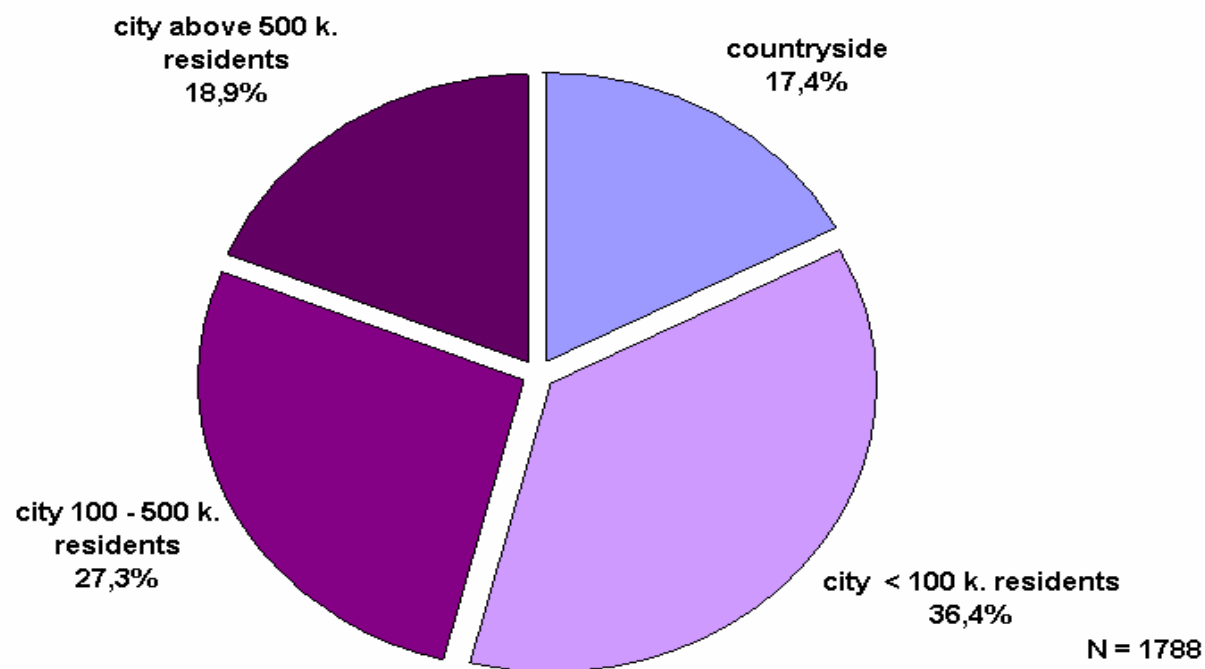
### Age



Source: gemiusBrandingEffect; july – august 2004



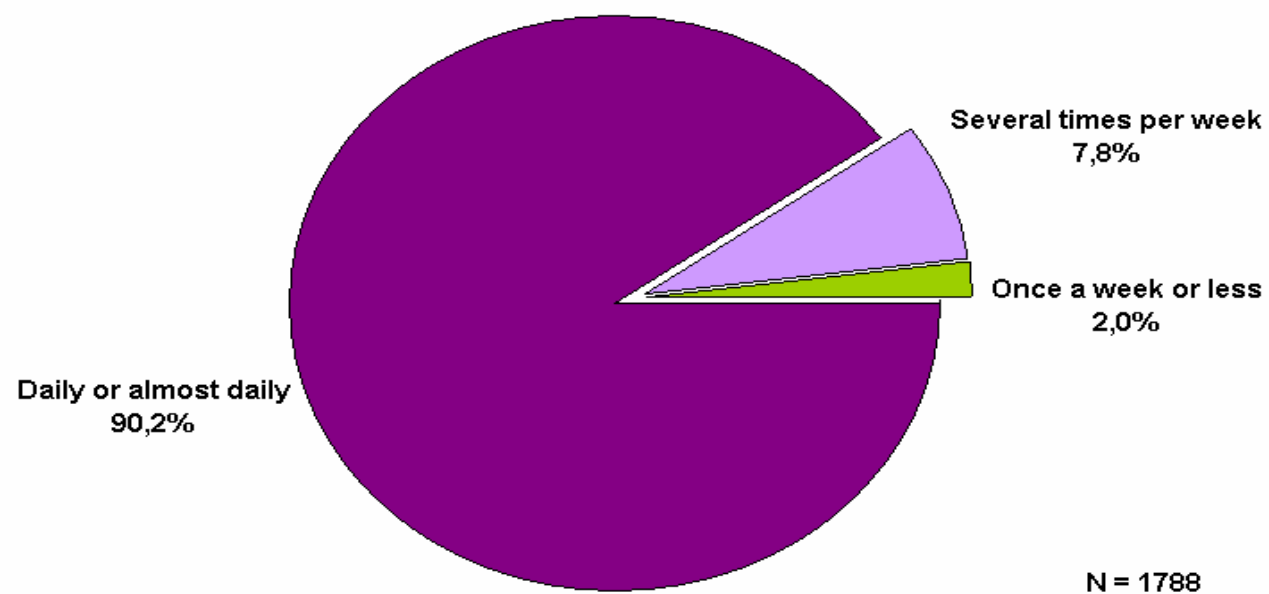
### Home city size



Source: gemiusBrandingEffect; july – august 2004



### Internet use frequency



Source: gemiusBrandingEffect; july – august 2004