

Campaign post-testing

a CONNESS koncepciója



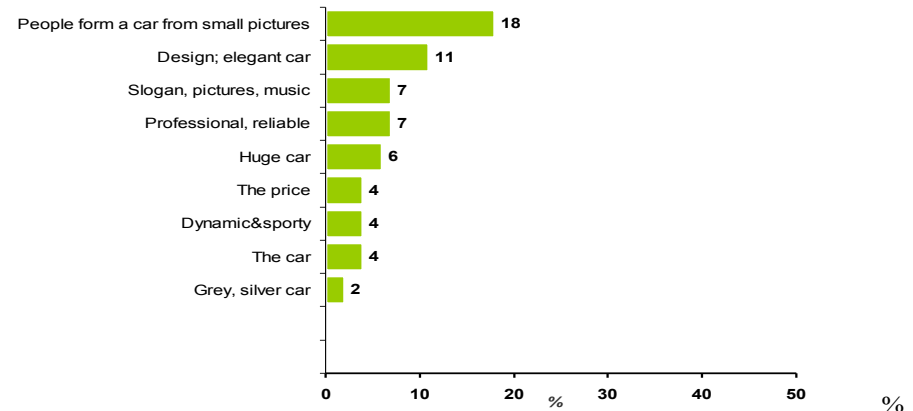
Post-test analysis

- Research tool to examine **the most effective parts of an advertising campaign**, its effect on the brand's performance, regarding awareness and image indicators.
- Also helps to identify the **strongest creative/visual elements** of the campaign, and its WOM generating power.

Post-test modules:

1. ad awareness
2. activation power
3. message recall
4. ad image
5. effective elements
6. WOM effect
7. brand building effect

Recalled elements of the ad



Base: who are aware of the ad spontaneously (N=181)

conness
strategy & development

Example of the brand building effect

New information about the brand: 77 point



Learned from the brand: 63 point



Fit to the brand: 51 point

Spontaneous brand awareness: 46%



Prompted brand awareness: 75%

Post-test analysis

* Ad awareness

module

output / learning

Did the campaign reach the planned level? Which creative was the most effective in supporting awareness building?

* Activation power

How effective is the campaign from sales point of view? Did it increase the interest towards the brand/model? What is the ratio of those who try to get further information? Will the model be added to the short list in case of a new purchase?

Message recall

How does the target group understand the campaign? What is the main message for them? How do they translate it for themselves?

Ad image

Feedback on creative strategy: general communication style, uniqueness, whether it is funny, inspiring, brave, how is the message.

Effective elements

Which is the most effective creative element? Which element / visual is reasonable to use if shorter TV spot is planned or for a new outdoor or online campaign?

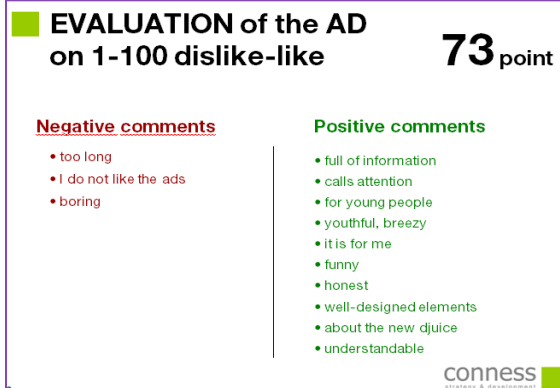
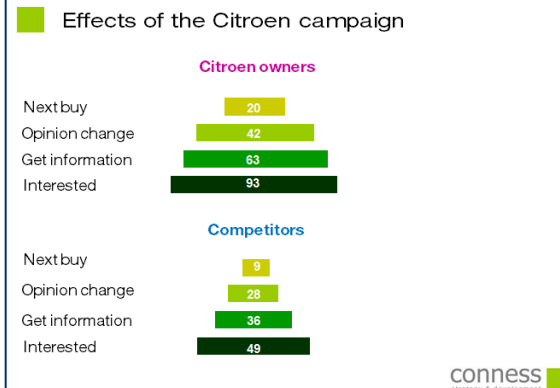
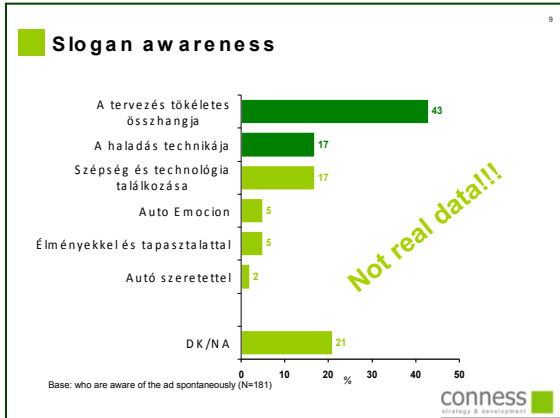
* Word of mouth effect

Can we decrease the media budget of the next campaign due to WOM effect? Also supports the overall likeness of the campaign.

Brand building effect

Did the campaign support the brand itself? Does it fit to the brand personality?

* **Modules for benchmarking:** ad awareness, activation power, WOM effect. These modules are suggested to be measured at other campaigns as well in order to have comparison and benchmark figures.



Opel Insignia kampány 2011

post-test



OPEL INSIGNIA IMAGE KAMPÁNY 2011

Kampány analízis

(az elérhető adatok alapján)

Média

- ◆ ON AIR: jun-aug.
- ◆ MEDIA MIX: n.a.
- ◆ ADEX: 75 millió Ft listaáron

Kreatív

- ◆ ÜZENET: A legjobb autó, amit valaha építettünk
- ◆ ÍGÉRET: Az Opel felveszi a versenyt az Audival, BMW-vel, Mercedesszel
- ◆ CÉLCSOPORT: Ffi, 30-50, A státuszú
- ◆ STÍLUS & HANGVÉTEL: drámai, stílusos, high-tec
- ◆ KVALITATÍV MEGJEGYZÉS: a kreatív koncepció lényege, hogy „csőbe húzza” a fogyasztót: Audi, Mercedes reklám illúzióját kelti. Válság-üzenet: gondoljon egy olyan autóra, amire eddig nem gondolt...
- ◆

OPEL INSIGNIA IMAGE KAMPÁNY 2011

Hány % látta a reklámot?

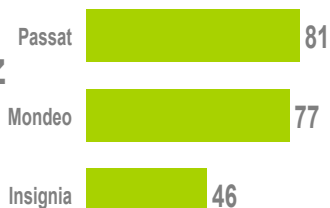
47%



Mi az üzenet?



Ismerik az Insigniát?



Kiknek szól?

- ◆ Jómódúaknak
- ◆ Minőséget keresőknek
- ◆ Vezetőknek
- ◆ Igényeseknek
- ◆ 35-55 éveseknek



A kampány hatása...

OPEL

86% -nak jobb benyomása van az OPELről a reklám hatására

Melyik márkához illene jobban ez a reklám?

Audi
BMW
Mercedes
VW

INSIGNIA

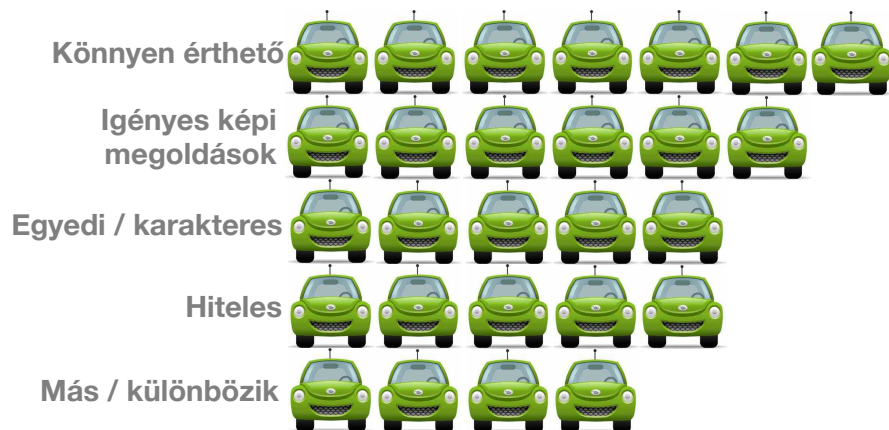
32% ebből a reklámból értesült a típusról

18% beszélt róla valakivel

13% utánanézett

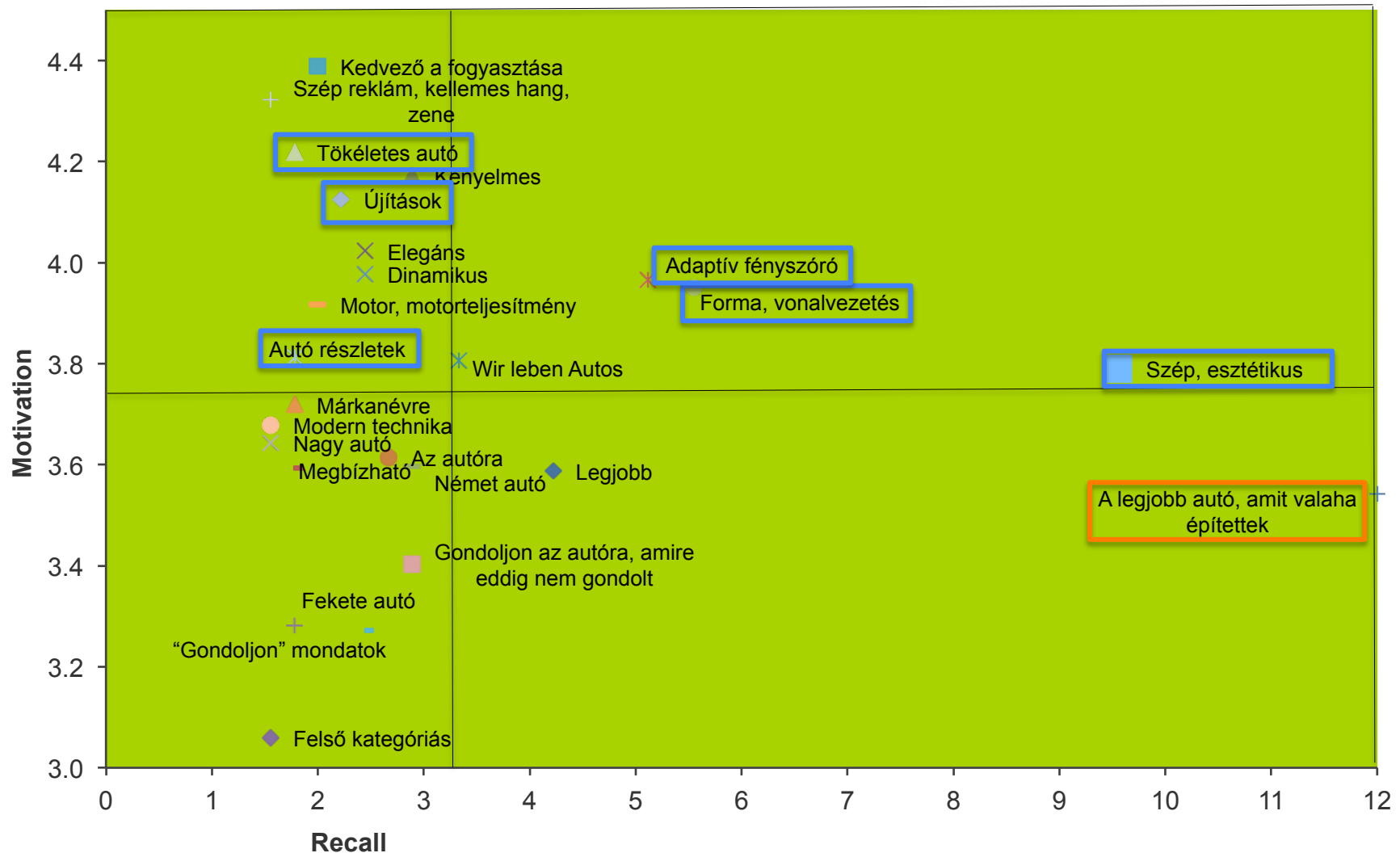
17% megfontolná

Tetszett nekik?



OPEL INSIGNIA IMAGE KAMPÁNY 2011

Reklámelemek meggyőző ereje



Bázis: Akik találkoztak az Insignia reklámmal(n=369)