

# Tracking your ad campaign to maximise sales and ROI

How to generate interest

Savanta:





## Monitoring how your latest ad campaign is driving your brand

*With consumers spoilt for choice in-store and bombarded with messaging from numerous marketing channels, how do you monitor how your latest ad campaign is driving your brand?*

Creating a buzz, especially when launching a new brand or product, will have a range of objectives, from recall to ultimately driving sales. Identifying consumers' opinions and attitudes to evaluate how they connect and resonate intuitively with your brand helps provide a measure of its strength and engagement and is at the heart of understanding brand performance.

When it comes to advertising, TV plays a key role in maximising the effectiveness for brands, providing high ROI. And when it comes to profitability, creative execution is the largest factor that marketers can influence to drive profitability.

So how do you measure the effectiveness of your TV ad campaign and other associated campaign activity to maximise ROI?

## Key objectives

Research helps to identify a range of considerations to aid understanding of your brands' position and performance. Objectives will vary depending on the campaign, but factors to evaluate may include...

*Recall* – how well is the campaign working?

*Messaging* – is it conveying the desired messages?

*Perception* – is it improving brand perception?

*Consideration* – is it drawing people down the funnel?

*Advocacy* – who are your brand advocates?

*Sales* – is it driving sales and delivering ROI?

“

An ad's real success lies in conveying an emotional response; the way it makes you feel, the experience or subconscious impact.”

## Our approach

Our bespoke tracking solution has been developed to measure ad awareness in a competitive context, whilst also measuring advertising performance across key creative diagnostics and KPI's, to help link back effectiveness to brand performance.

There are two key ideas embedded in our thinking as to how a TV ad can help influence short-term sales and longer-term brand equity. Based on an ad's ability to...

1. Increase advertising awareness and cut through to ensure your brand is top of mind - achieved by tracking awareness amongst your brand and key competitors to understand how well advertising is cutting through the noise, creating empathy and driving action.
2. Ensure key messaging resonates and enhances brand perceptions when advertising does cut through - achieved by testing creative diagnostic performance to ensure messaging resonates, whilst also measuring call to action to directly link advertising performance back to brand consideration.

It's more than being top of mind - it's about creating an intuitive understanding of the benefits a brand offers and strengthening the memory structures with making those decisions i.e., your favourite coffee brand and its ability to kick start your day. Ultimately, whilst an ad should illustrate brand or product features, its real success lies in conveying an emotional response, i.e., the way it makes you feel, the experience or subconscious impact.

# What you will learn

*Measuring the **stimulus** on the brand will help you understand:*

- How memorable are the ads? = Ad recall and recognition
- Do they work hard enough for the brand? = Clarity of branding scale
- Do the ads communicate their intended messages strongly enough? = Open ended questions to gauge the strength & nature of message take out
- How well are they received by consumers? = Empathy diagnostics from creatives and moment-by-moment likeability
- As well as engaging consumers, to what extent do the ads positively influence likely behaviour? = Short series of quick fire prompted questions

*Measuring the **outcome** for the brand will help you understand:*

- How well is the campaign driving awareness? = Spontaneous and prompted brand awareness
- Is the campaign enhancing & deepening quality of awareness? = Brand image, including rational and implicit
- Is this successfully translating into enhanced attitudes and behaviours for the brand? = Agree / disagree questions to examine Knowledge, Brand Appeal, WoM, Advocacy
- Does this further lead to stronger propensity to purchase? = Call to action
- How well is the campaign driving sales? = Modelling of sales identifies what you will achieve.

We can also incorporate marketing mix modelling into your projects to predict sales volume. By taking historical data, including price, promotional, media activity, seasonality etc. we can estimate any uplift associated with the media campaign against the brand, but also the retailer by comparing sales forecast with or without media activity.

“By taking historical data we can estimate any uplift associated with the media campaign against the brand”

# Where has it been powerful for brands?

**Brand A had recently undergone a brand overhaul but raising awareness remained a key challenge, both in terms of being top of mind and understanding what is unique about their offering.**

Research was needed to measure and track KPIs for overall brand, as well as benchmarking against key competitors. In addition to monthly and quarterly KPI reports, our data science team periodically explore emerging trends and hypotheses in the data. Our analysis showed the key messages that needed to be conveyed through the advertising to drive up consideration of the brand.

**Brand B sponsored a leading ITV show and wanted to understand the role of TV sponsorship in driving longer term brand building and shorter-term activation within the wider campaign.**

We reviewed data over a three-year period to establish a relationship between media activity and KPIs and how behavioural data shifted. Regression analysis helped us understand sponsorship ROI within the wider campaign. Finally, 'what-if' scenarios helped understand the impact of increased or reduced spend on brand KPIs. Results showed the contribution of TV sponsorship on driving both longer term brand perceptions as well website traffic. We were able to attribute the impact of each media channel and the base level that would've happened anyway.

**Brand C wanted to understand ad performance relative to competitors; including how memorable they were, and which were having the greatest impact on brand perceptions and sales.**

Continuous online research had been carried out around campaign activity for two years, monitoring their media advertising trends and creative performance. Results were fed back on a weekly and monthly basis, with deep dive reports conducted throughout the year, to understand the broader impact on the brand. Our research is used to keep the brand continuously informed on how campaign performance is tracking, including ad recall, message cut-through, and diagnostic performance to feedback on and inform their ongoing communications strategy.

# Our experts

Our senior team is highly experienced in delivering thought a wide range of campaign evaluations for broadcasters, brands, and agencies.



## Shaun Austin

VP, Media

[shaun.austin@savanta.com](mailto:shaun.austin@savanta.com)

With over fifteen years' experience in media, advertising and marketing communications research, Shaun currently works with some of the world's largest media owners and brands, conducting campaign effectiveness/branding research.



## Paul Baker

Senior Director

[paul.baker@savanta.com](mailto:paul.baker@savanta.com)

With over 30 years' experience in brand, advertising and marketing communications research, Paul works across the media landscape with the UK's best-known brands and media owners. His main role is advising clients on how to optimise marcomms and maximise success for their brands and organisations.



## Warren Lindsell

Director

[warren.lindsell@savanta.com](mailto:warren.lindsell@savanta.com)

Warren has over 20 years' agency experience working with global blue-chip clients and household name brands. He specialises in brand performance and advertising effectiveness tracking as well as campaign evaluation and testing. His particular expertise is in the design of complex and large -scale multi-market studies.



## Abi Allard

Associate Director

[abi.allard@savanta.com](mailto:abi.allard@savanta.com)

Abi has six years experience working across an extensive range of media, retail and healthcare clients in a wide array of markets. With a focus on quantitative research, but a strong interest in qualitative research, she has significant experience designing and leading research programmes, helping media brands and owners to get closer to their consumers.



## Ross Connell

Director of Client Development

[ross.connell@savanta.com](mailto:ross.connell@savanta.com)

Ross has 15 years' experience working across media, sponsorship and brand research. His role at Savanta is to work with clients to design and deliver the optimum research approach to deliver against their objectives

# Savanta:

## London

54 Bermondsey Street  
London  
SE1 3UD  
UK

## New York

666 Third Ave,  
7th Floor,  
New York,  
NY 10017  
USA

## Canada

3250 Bloor Street West,  
East Tower,  
Suite 600,  
Toronto, ON,  
M8X 2X9  
Canada

[savanta.com](http://savanta.com)