

CREATIVE|IMPACT

Act. Learn. Improve.

COVID
PROOF



APPLY THE RIGHT METRICS TO THE RIGHT OUTCOMES
TO ACT, LEARN & IMPROVE YOUR CAMPAIGN ROI

THE BUSINESS CHALLENGE

Advertisers now have more opportunities to reach their target audience to influence behaviour.

But more touchpoints also mean more data sources and metrics, increasing complexity, with often data abundance and knowledge scarcity related to meaningful outcomes.

More than ever, advertisers need to connect the right campaign metrics to the right outcomes to be able to act, learn and improve the value of their investments.

THE SOLUTION

CREATIVE|IMPACT connects survey, social conversations and qualitative responses, with each focused on the key outcomes your campaign needs to achieve:



SHARE OF MIND AND BEHAVIOUR CHANGE:

measure the impact of your campaign in being encoded in memory and increase the likelihood of the brand being top of mind at the moment of choice.



EARNED MEDIA:

assess the power of your campaign to generate social conversations and interactions of media and brand value. Add an analysis of influencer performance to improve future social activities.



CREATIVE REACTIONS: measure the Thoughts, Feelings and Emotions to your creative and add qualitative video comments to understand the impact of your assets and learn how to improve the next run.

WHY CREATIVE|IMPACT BY IPSOS?



SCIENCE

Key measures based on a combination of observed brand effects, Neuroscience and Data Science.



CONTEXT

Evaluate the success of your campaign in context with normative data from a range of categories.



FLEXIBILITY

Available with a range of options of data collection and analysis to fit your specific campaign requirements.



SPEED

Standardisation allows fast and easy set-up, providing key effects results in only a few days after data collection.