

# Triple A Solutions.

- ✓ Appropriate.
- ✓ Agile.
- ✓ Affordable.

WEBINAR

LA VALUTAZIONE DI CAMPAGNA

**IL WEBINAR INIZIERÀ TRA POCHI MINUTI.  
VI PREGHIAMO DI CHIUDERE I MICROFONI.**

[www.ipsos.it](http://www.ipsos.it)



# I nostri appuntamenti:

- ✓ 29 settembre - In Store Activity Performance
- ✓ 02 ottobre – Creative|Spark
- ✓ 08 ottobre – The Forces of Customer Experience
- ✓ 13 ottobre – Digital Consumers Empathy
- ✓ 21 ottobre – Mystery Digital
- ✓ 27 ottobre – Testare l'innovazione velocemente
- ✓ 03 novembre – Instant|Labs
- ✓ 17 novembre – La valutazione di campagna

# CREATIVE|IMPACT

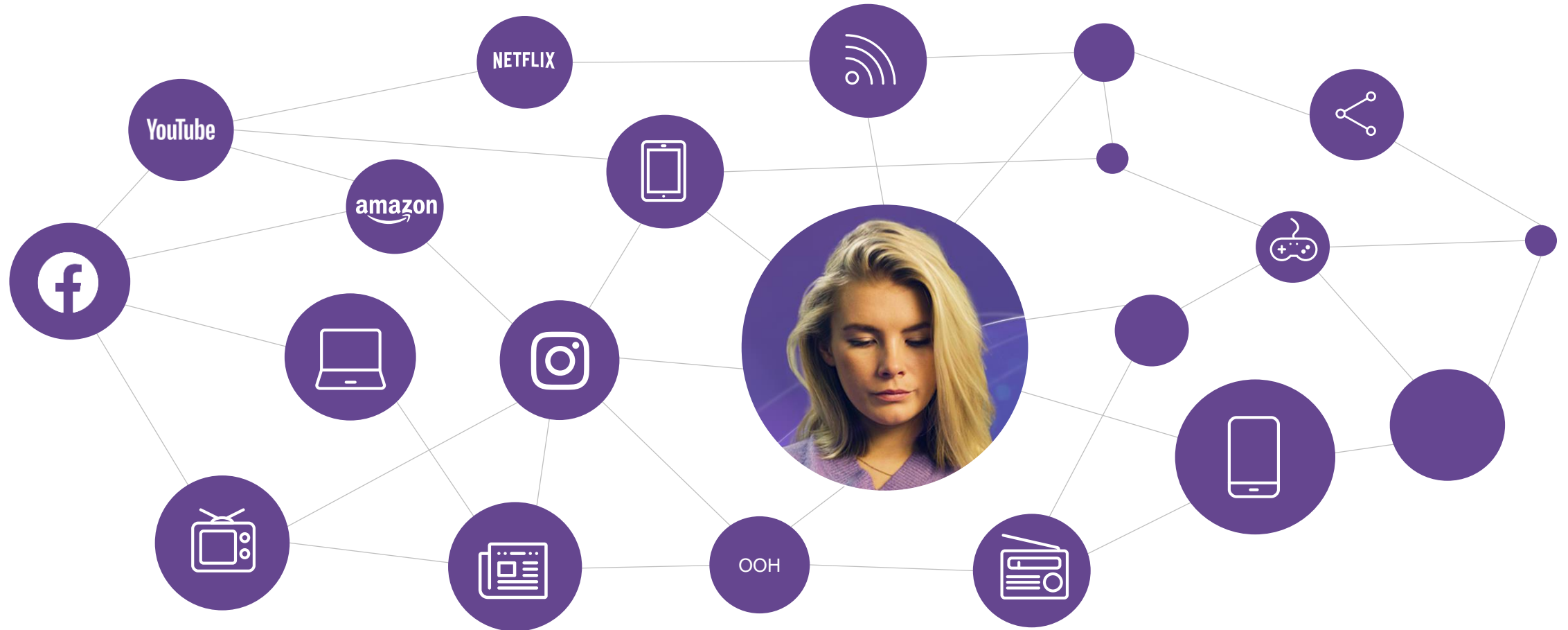
Come far leva su  
**METRICHE**  
**APPROPRIATE** per  
**MASSIMIZZARE IL ROI**  
delle vostre campagne  
attraverso un processo di  
**LEARN & RE-APPLY**



**GAME CHANGERS**

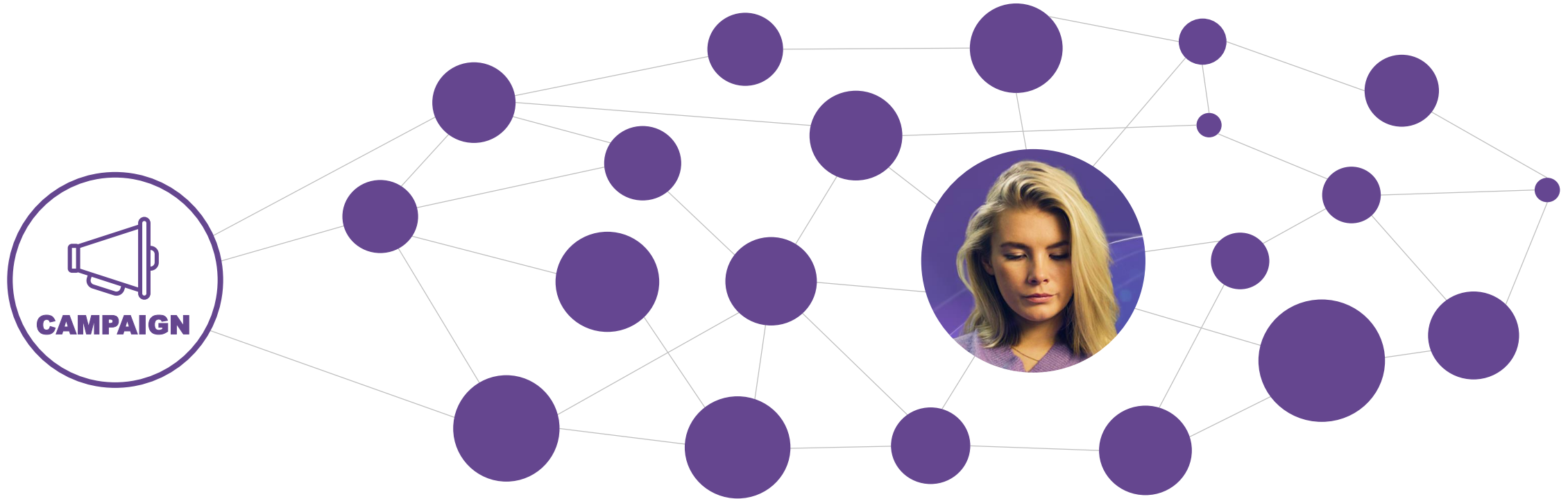


PEOPLE NOW HAVE ACCESS TO MORE CONTENT ACROSS MORE  
DEVICES AND CHANNELS THAN EVER BEFORE...  
...WHENEVER AND WHEREVER THEY WANT TO CONSUME IT





# THIS BRINGS MORE OPPORTUNITIES TO REACH AND INFLUENCE PEOPLE'S BEHAVIOUR TO GROW YOUR BRAND



WITH MORE  
CHOICE COMES  
MORE COMPLEXITY,  
WITH MORE DATA  
AND METRICS  
TO MEASURE  
SUCCESS...

...but this often leads to  
**TOO MUCH DATA** applied  
in the **WRONG WAY** with  
**LITTLE KNOWLEDGE**

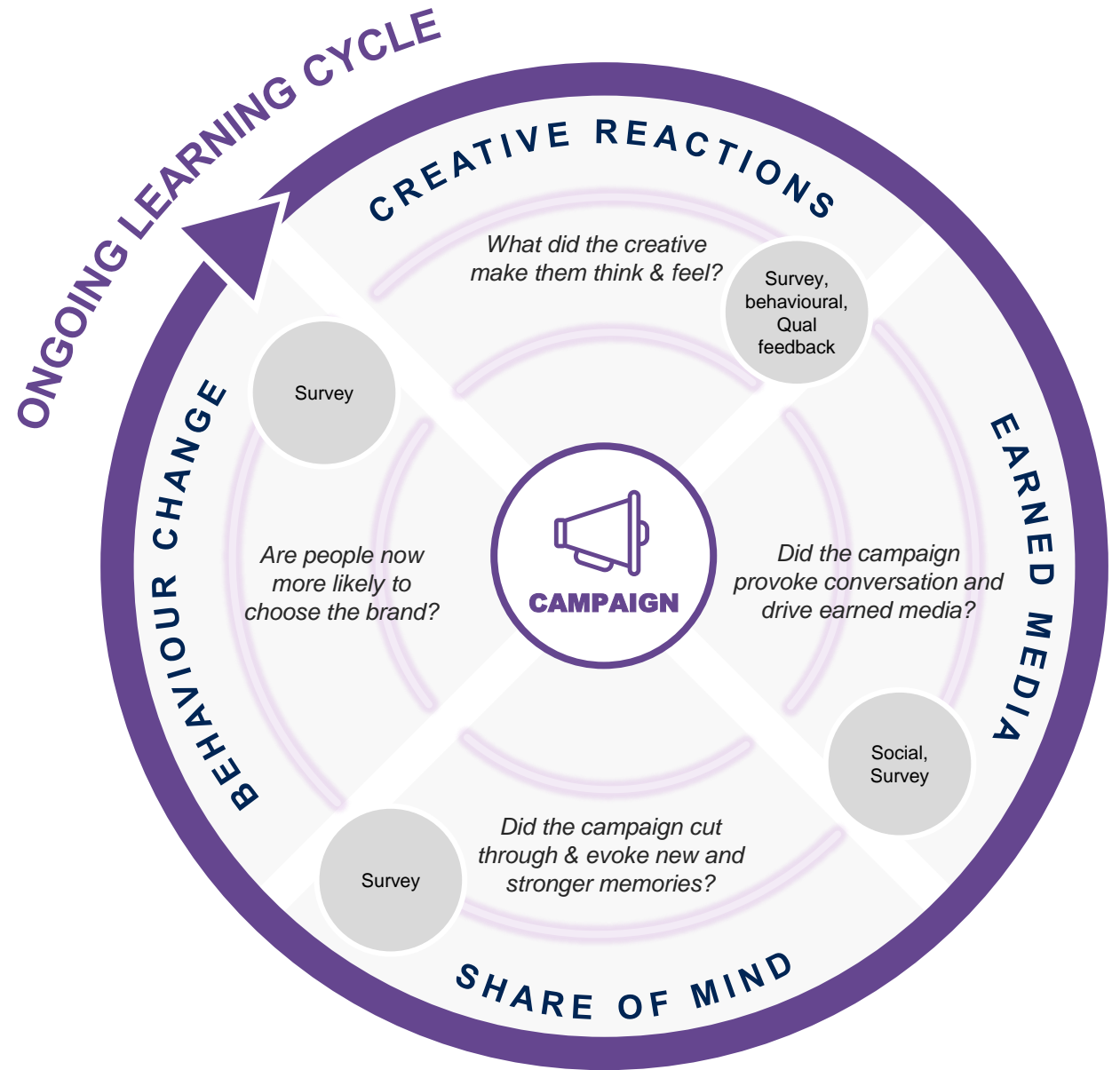


# YOUR CAMPAIGN NEEDS TO IMPACT END BEHAVIOUR TO GROW YOUR BRAND



# CREATIVE|IMPACT

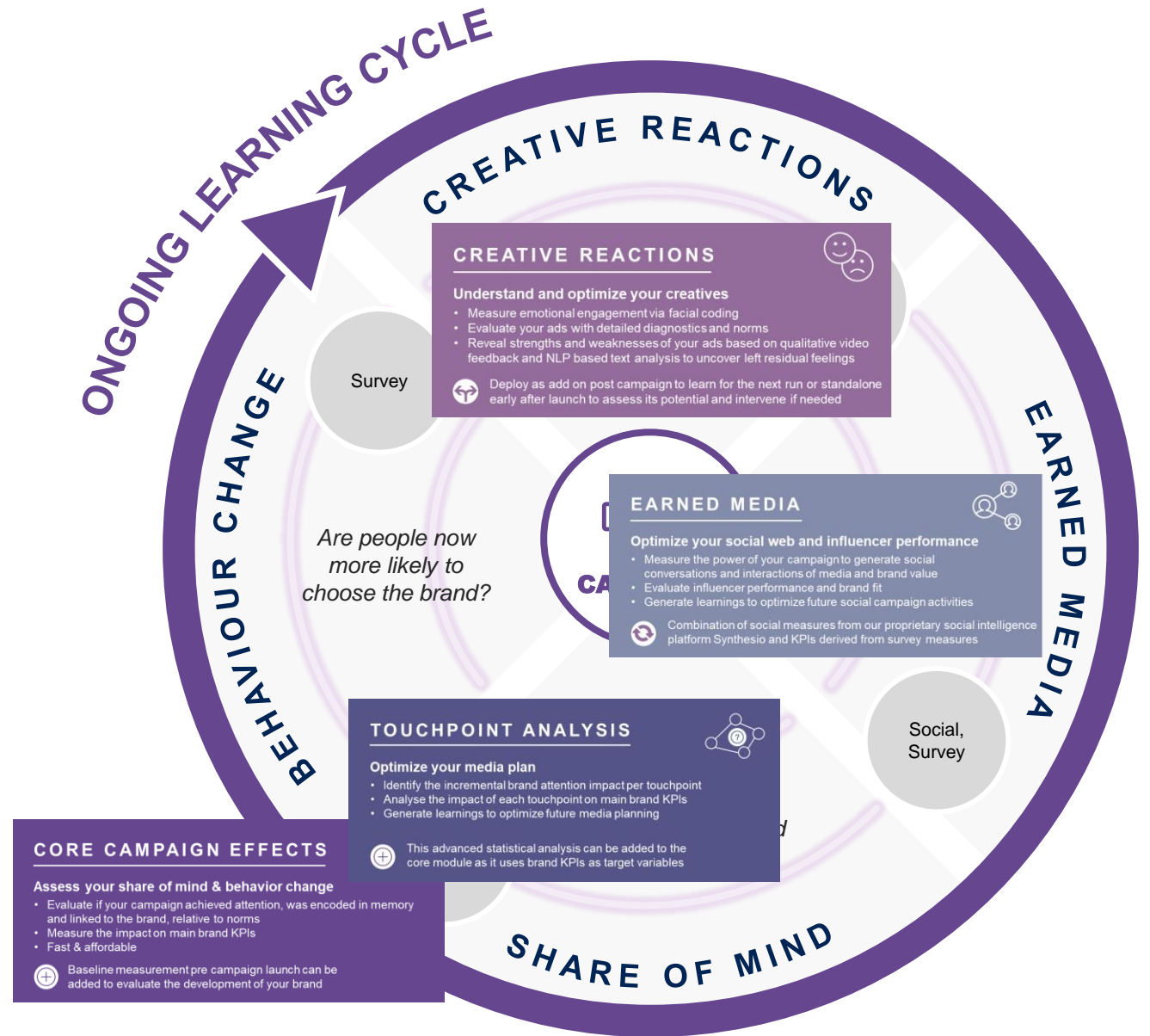
APPLY THE RIGHT  
METRICS TO THE  
RIGHT OUTCOMES TO  
ACT, LEARN &  
IMPROVE





# CREATIVE|IMPACT

## 4 MODULES TO ACTIVATE BASED ON CAMPAIGN NEEDS

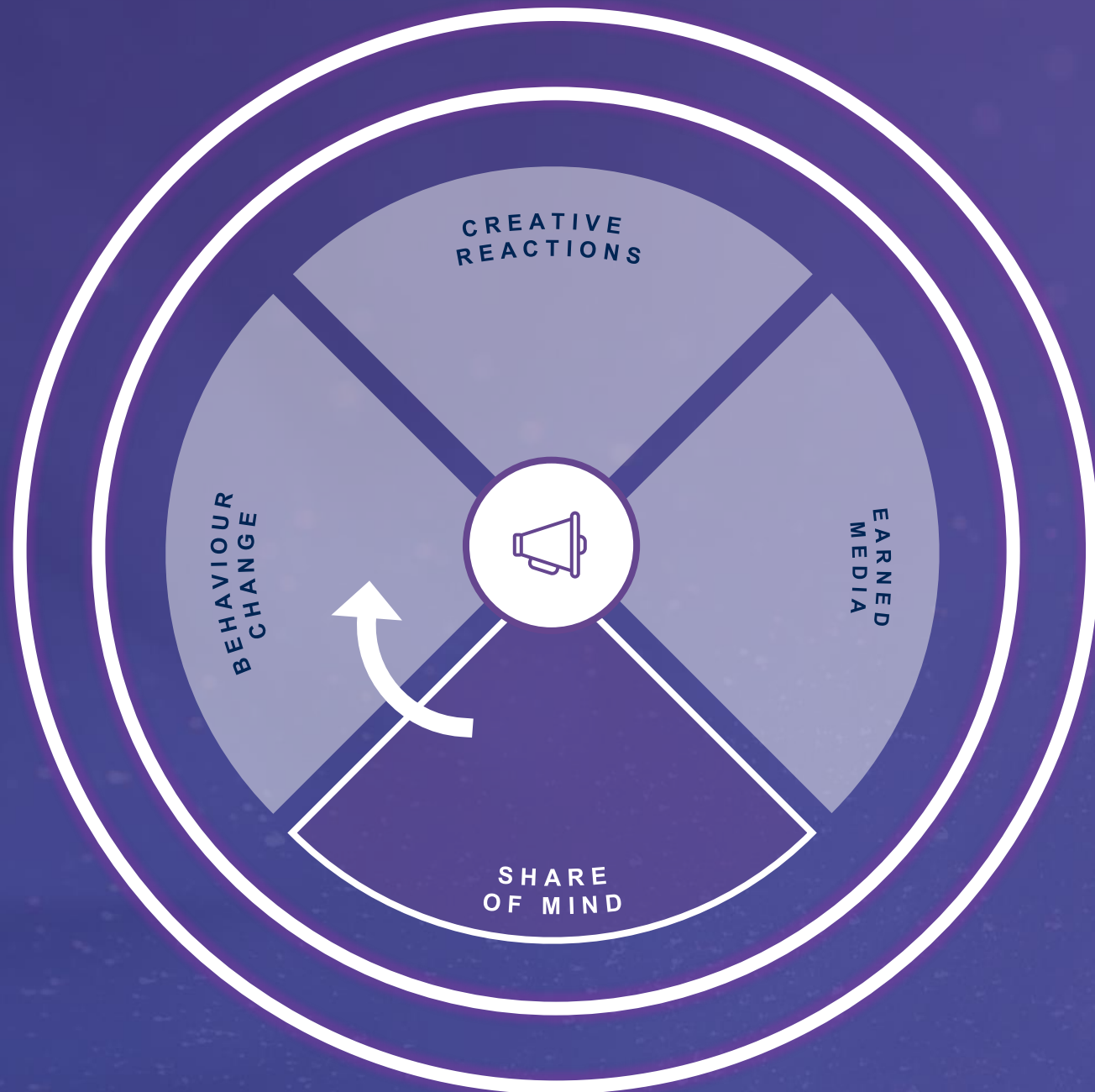


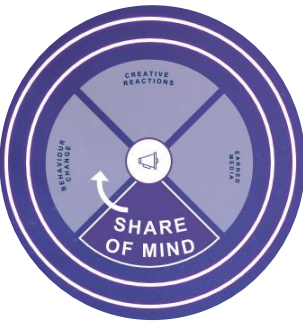


CORE CAMPAIGN  
EFFECTS

# Share of Mind

Did the campaign spark  
memories and was this linked  
to the Brand?






Mail 19:36 66%

staging01.ipsosinteractive.com

Respondent Serial: 4. Current question: QRR

How well do you recall any recent advertising (TV, Online, Print, Outdoor, etc.) for each brand?

< Previous Next >



[Brand 8]

Very vague Very specific

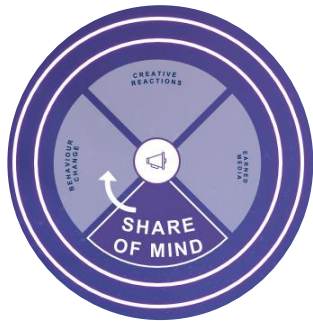
☐ No ad recall at all

Previous

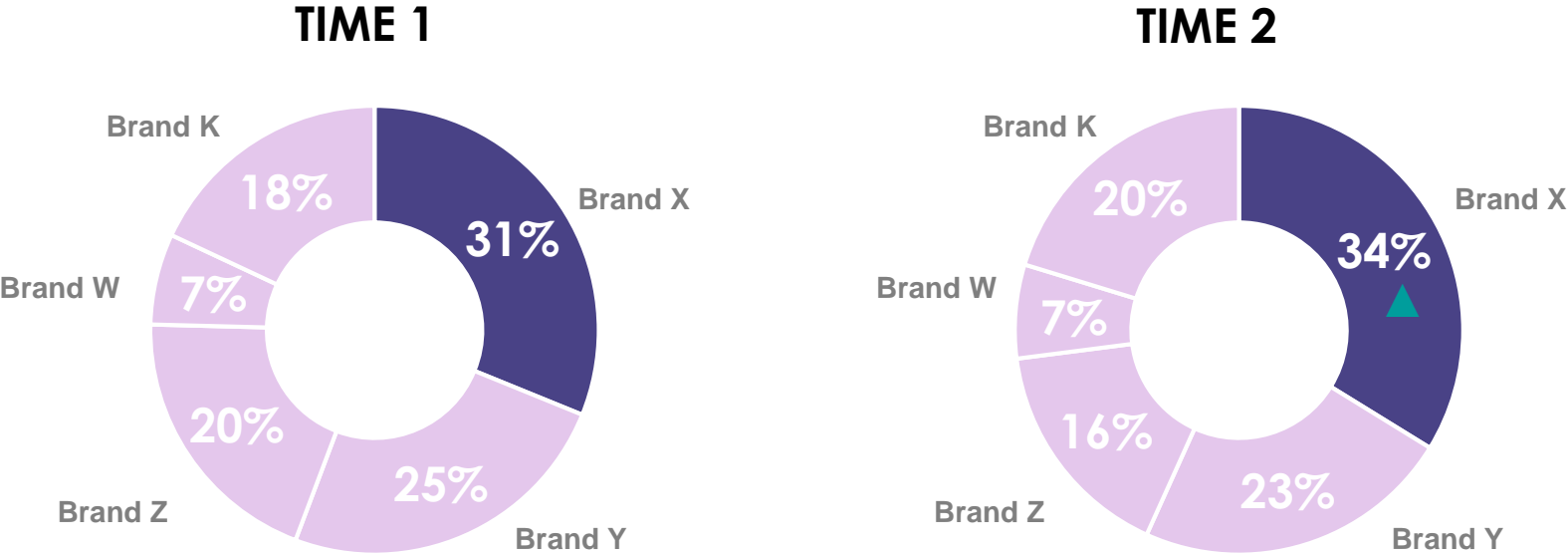
**We use Qualified Recall Rating (QRR) as a simple and holistic campaign evaluation to measure share of mind**



# WE USE OUR QRR MEASURE TO COMPARE YOUR SHARE OF MIND OVERTIME

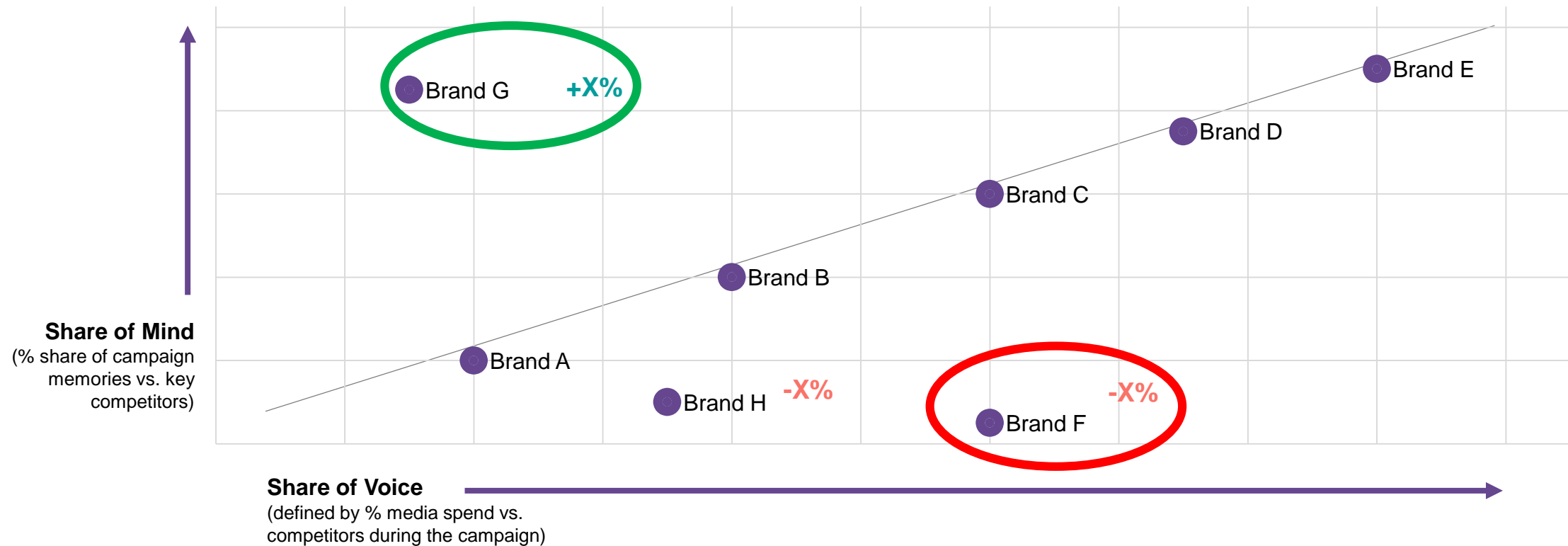
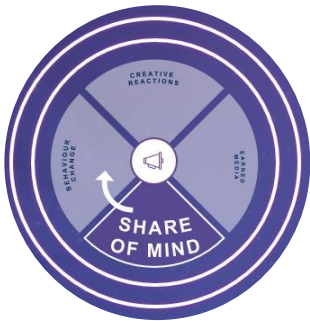


**Share of MIND**  
(% share of strength of campaign memories vs. key competitors)



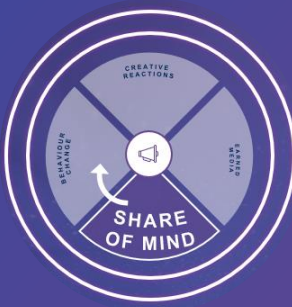
▲/▼ = higher/lower VS TIME 1 (sig. testing @ 90% CL)

# WE USE OUR QRR MEASURE TO COMPARE YOUR SHARE OF MIND WITH SHARE OF VOICE TO EVALUATE ANY GAPS





**To understand effectiveness, impact is measured among people who experienced the campaign**



**VISUAL RECOGNITION** is the best way to identify those with genuine ad memories



It enables consistent impact evaluation, covering paid, owned and earned



**EXTENSIVE DATABASE** is further enhancing the analysis offering several national and international benchmarks

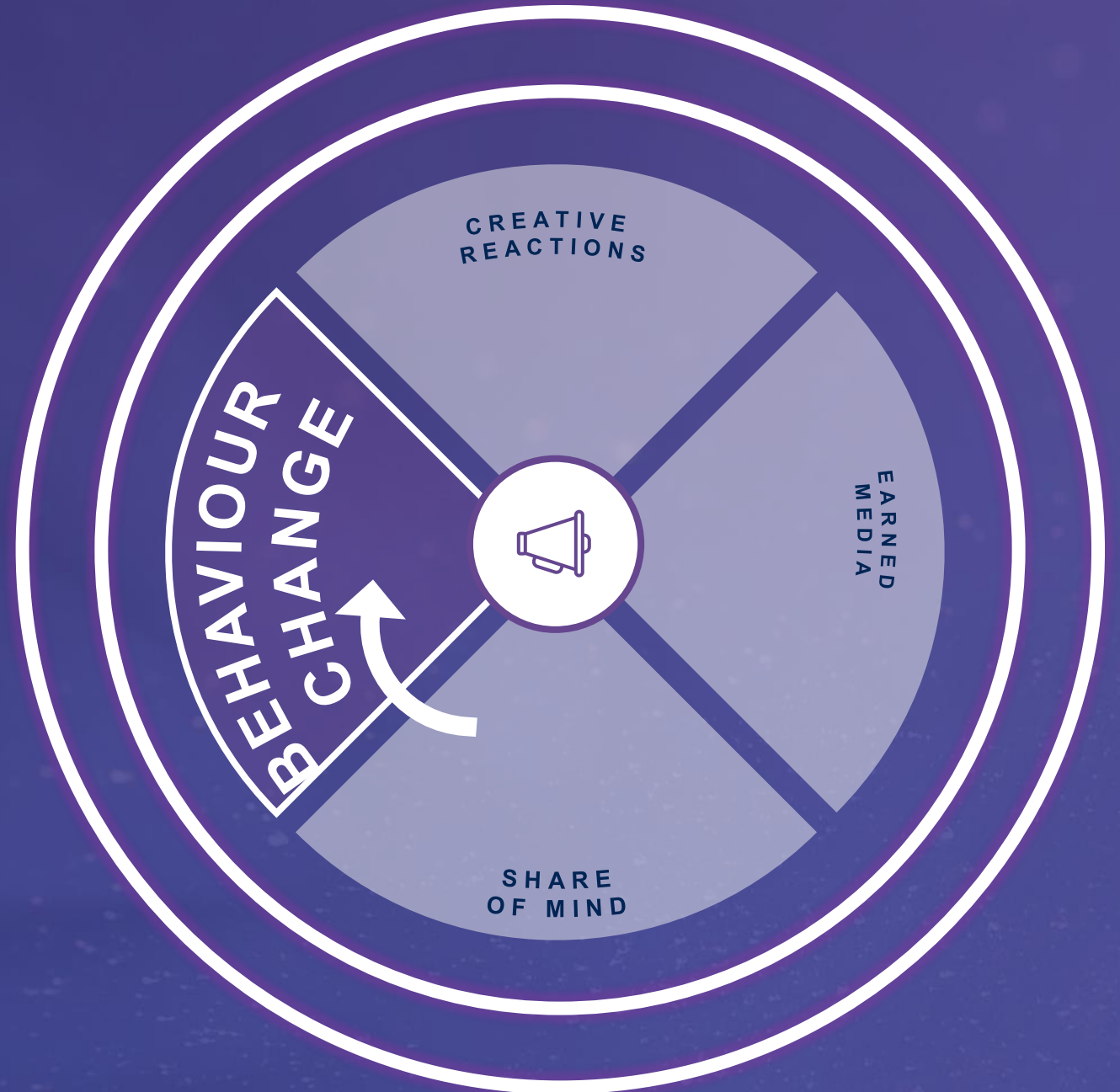




CORE CAMPAIGN  
EFFECTS

# Behaviour Change

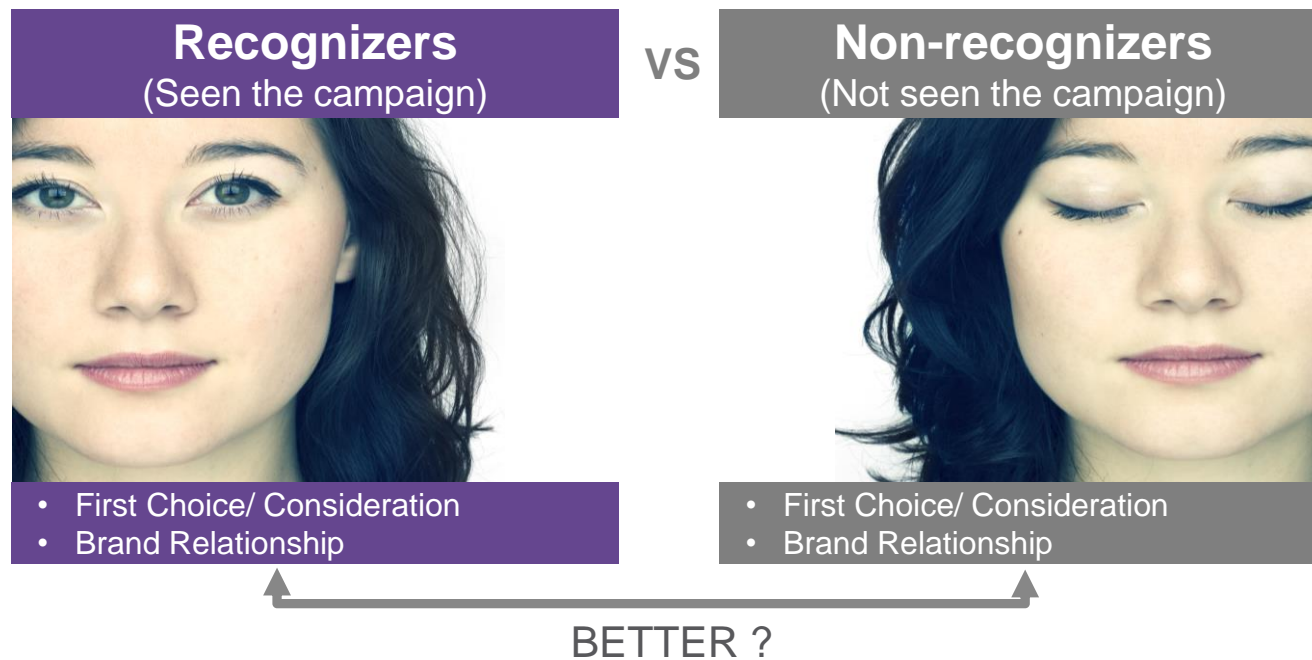
Did the campaign influence  
choices and maximise the chance  
to change end behaviour?




# CAMPAIGN IMPACT IS DERIVED THROUGH COMPARATIVE ANALYSIS OF KPIS AND OBJECTIVES



We do not ask viewers to answer how communication impacted their feelings towards the brand. They simply do not know, because it does not reflect how people think or feel.

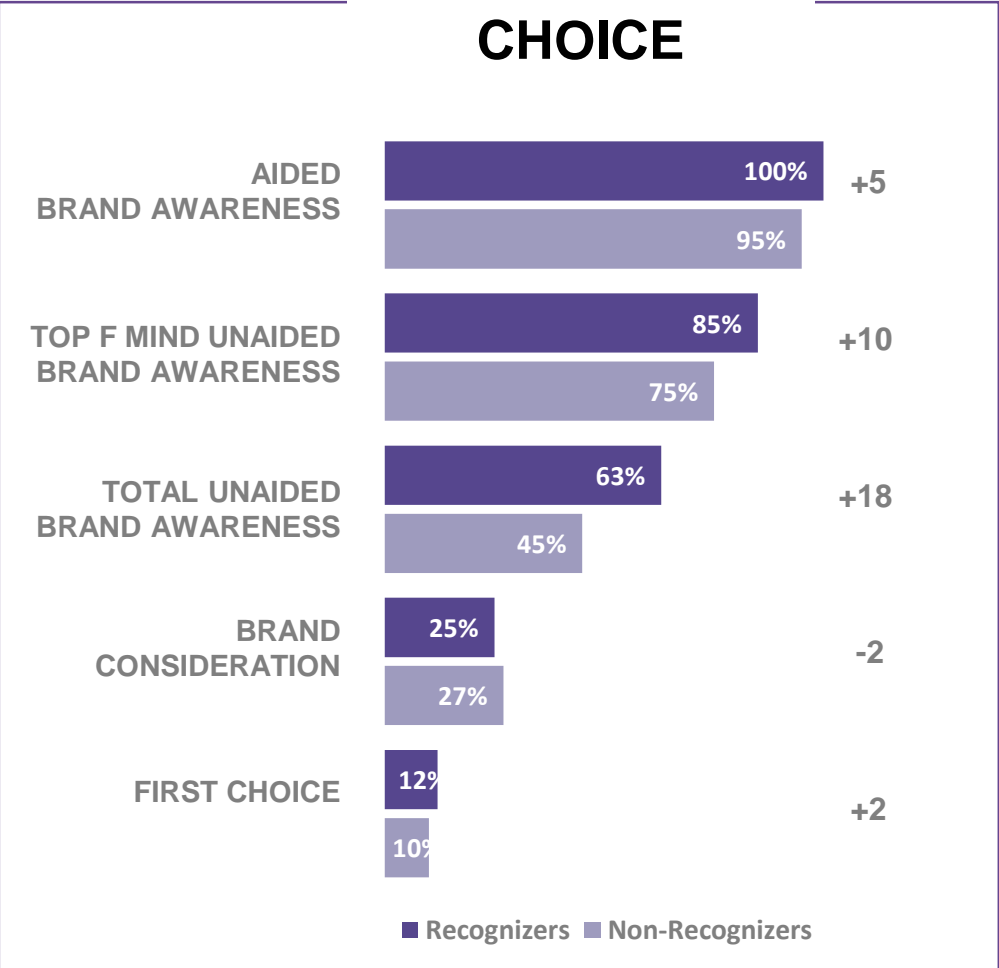


 Our approach ensures we isolate creative effects from past usage or purchase

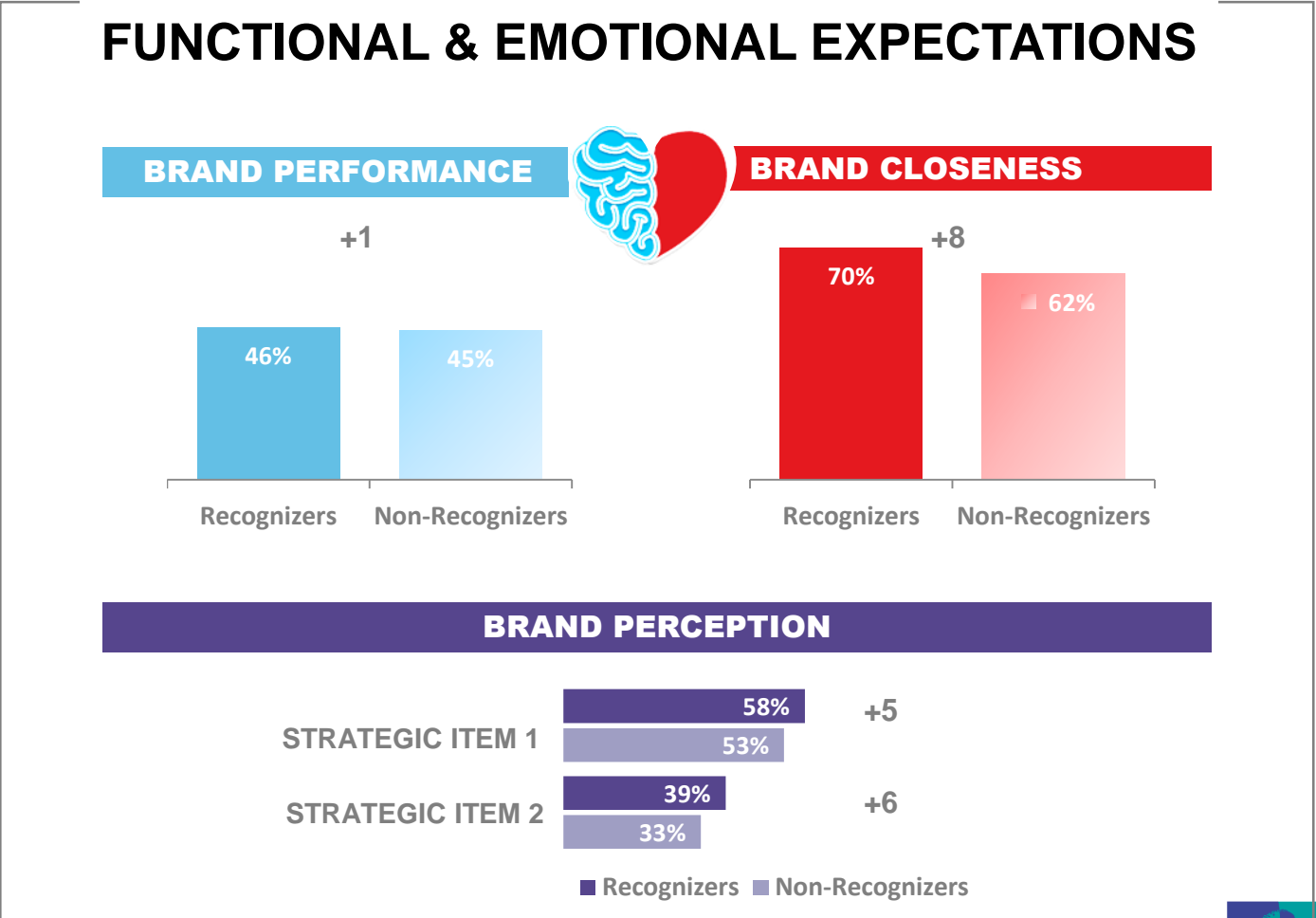
# WE HELP TO UNDERSTAND IMPACT FOR THE CAMPAIGN OVERALL AND ACROSS SPECIFIC TOUCHPOINTS



## SHORT TERM CHOICE



## LONG TERM FUNCTIONAL & EMOTIONAL EXPECTATIONS



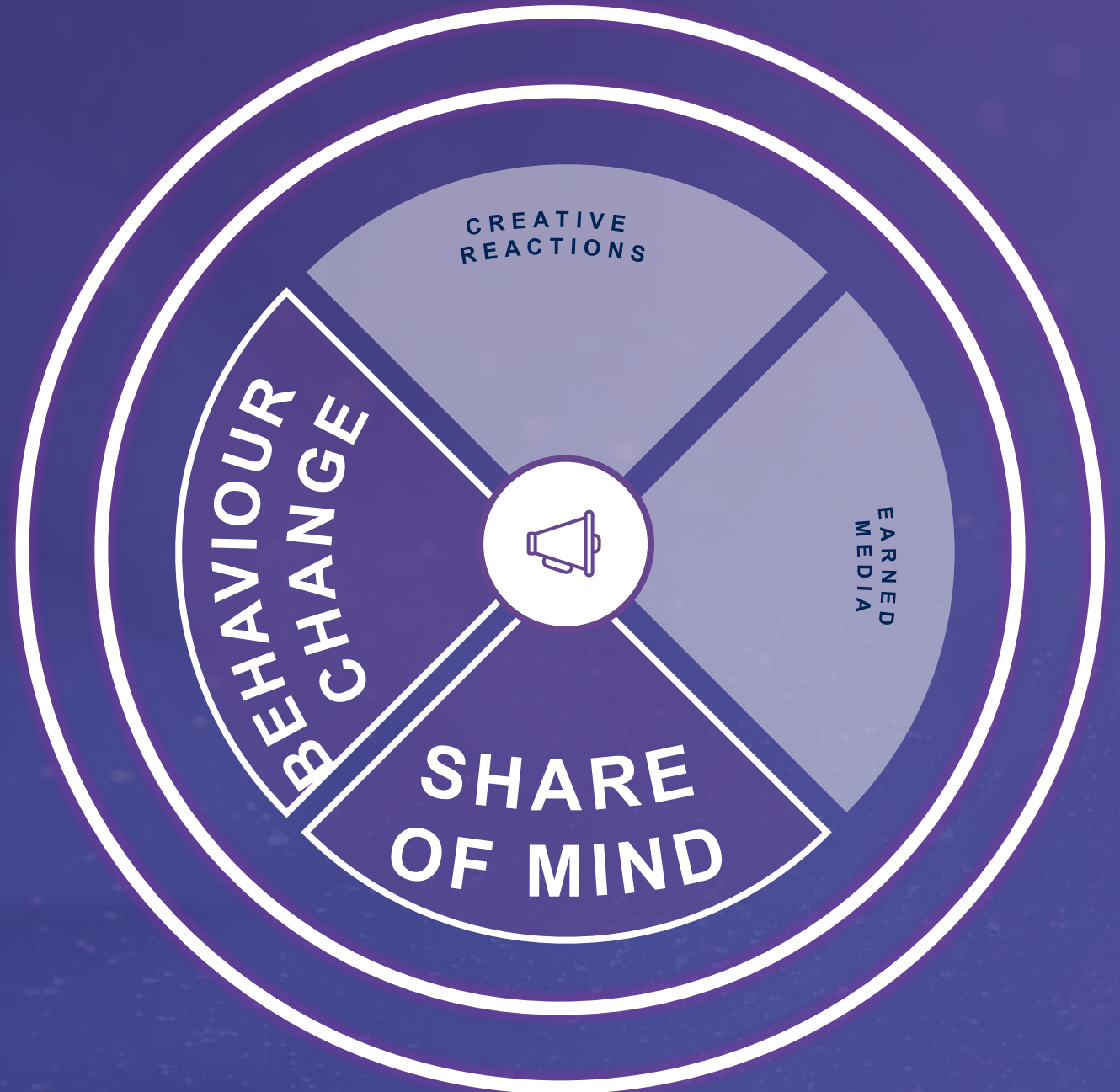




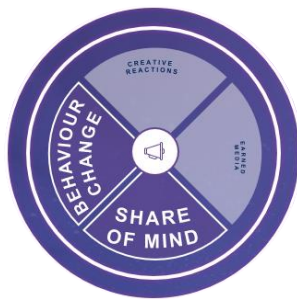
ON TOP OF CORE  
CAMPAIGN EFFECTS

# Touchpoint Analysis

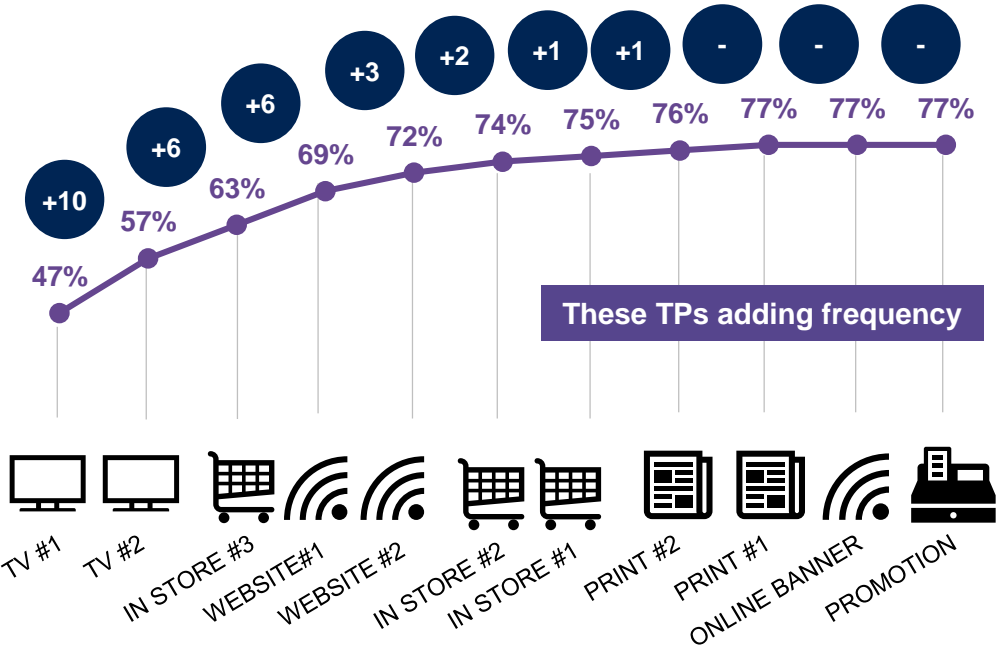
How did each touchpoint contribute  
to your campaign's success?



# FUTURE PROOF YOUR MEDIA PLAN: DOES YOUR CAMPAIGN REACH MORE PEOPLE WITH EXTRA TOUCHPOINTS?



## INCREMENTAL REACH BY TOUCHPOINT



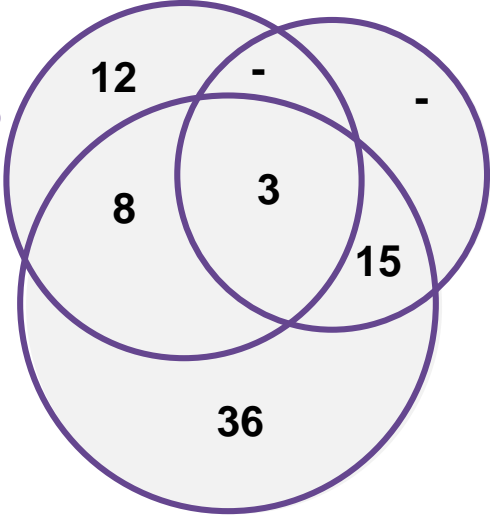
## OVERLAP OF TOUCHPOINTS



DIGITAL: 15%



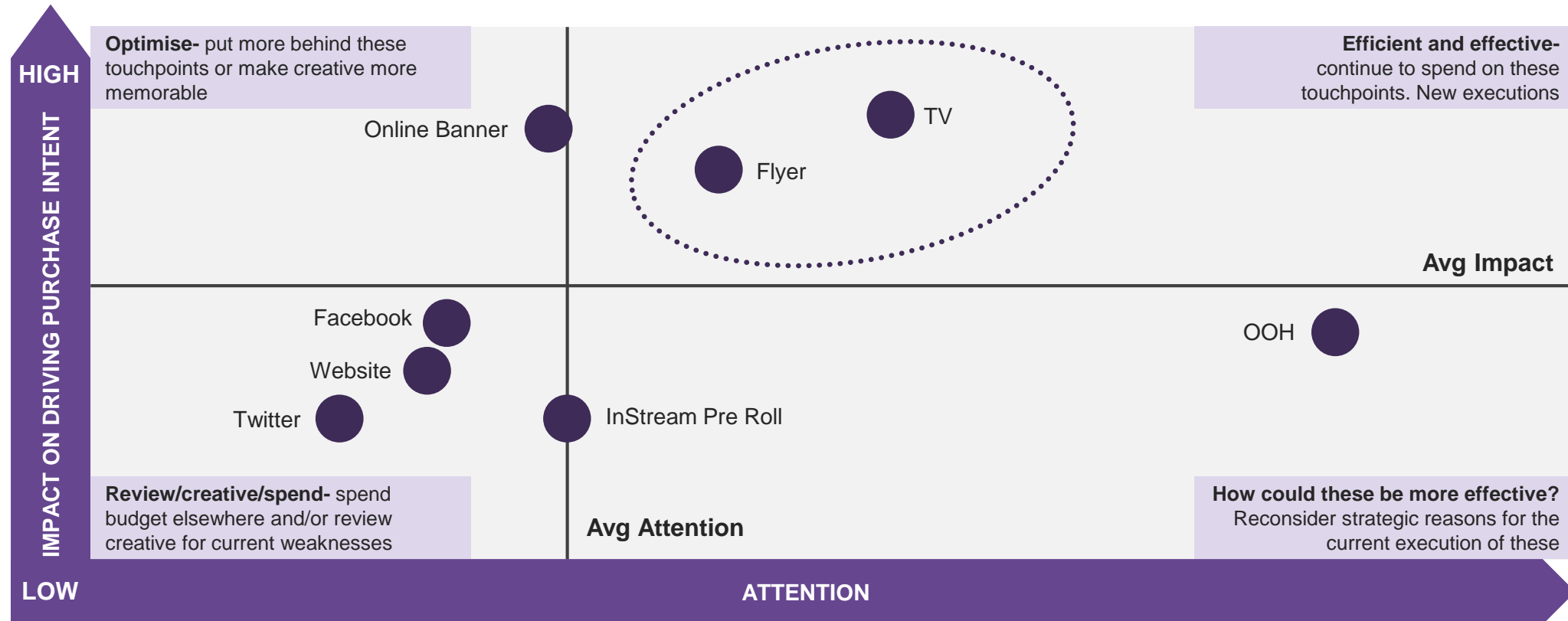
RADIO: 18%



TV: 45%

Radio is not adding any additional reach to other TPs

# ... AND WHICH SHOULD BE PRIORITIZED FOR THE NEXT AIRING OR REQUIRE DEVELOPMENT

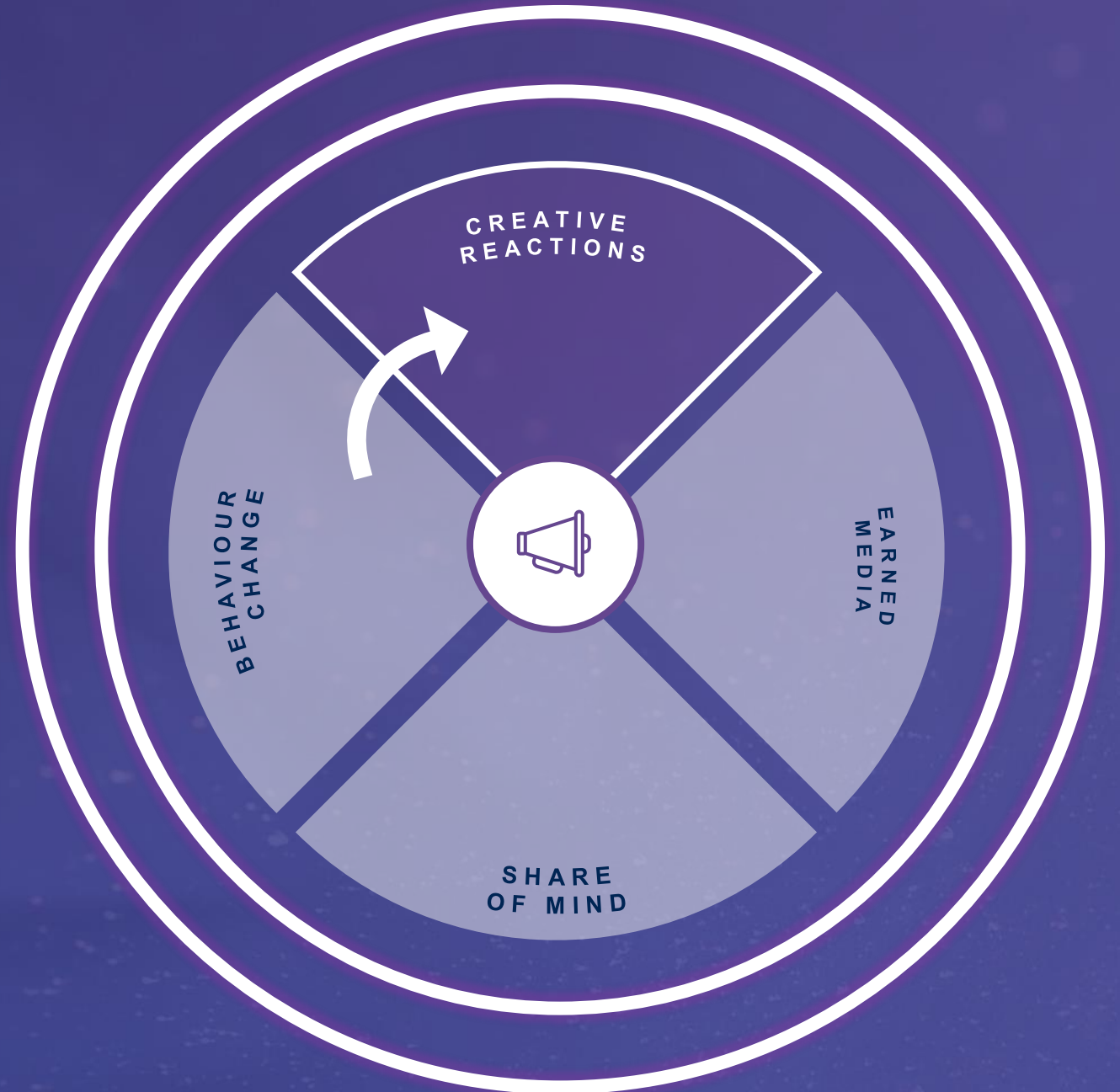






# Creative Reactions

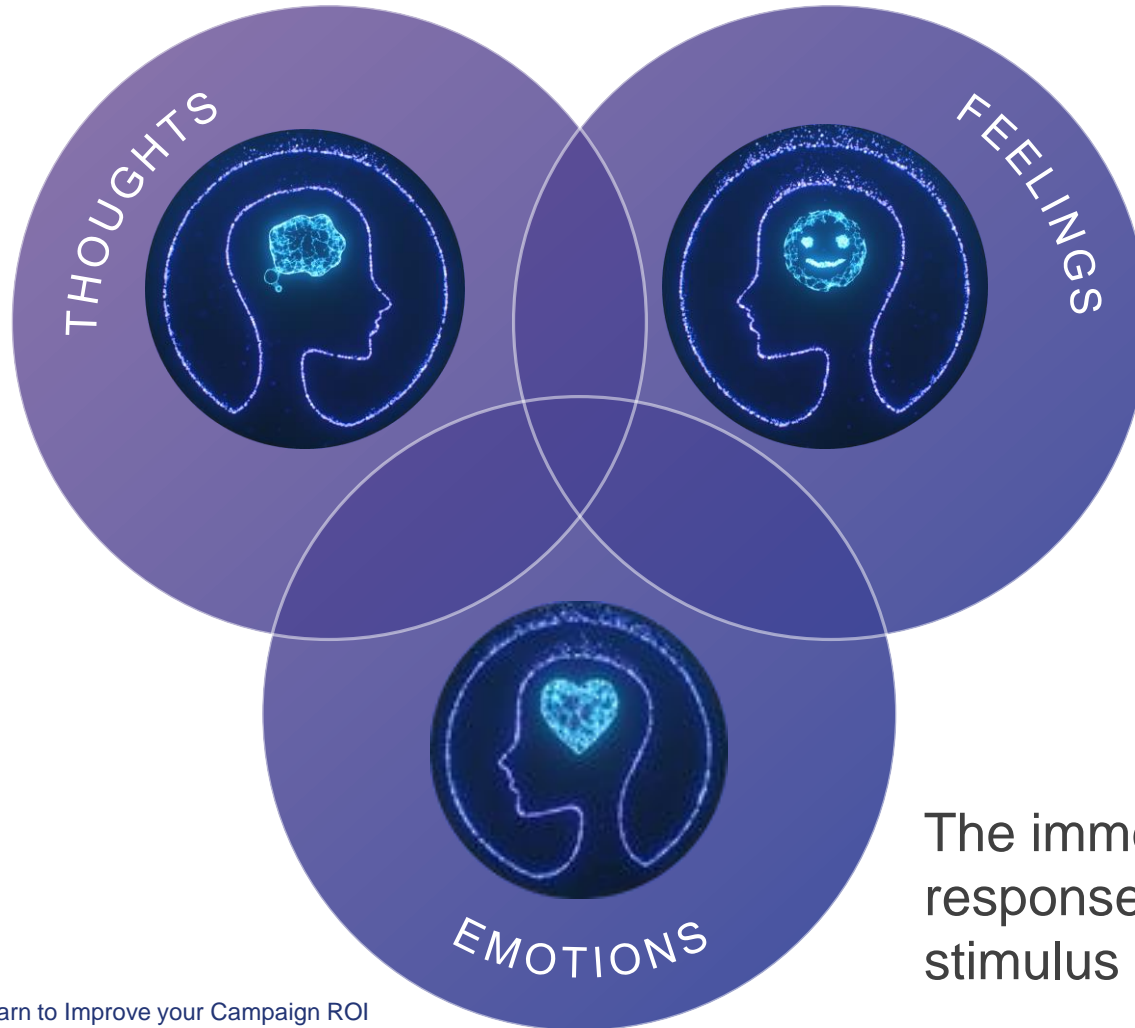
How did specific creative assets make people think and feel, and what was the impact on the brand?



# WE MEASURE THOUGHTS, FEELINGS AND EMOTIONS TO UNDERSTAND EFFECTS AND HOW TO IMPROVE YOUR CREATIVE



The choices we make,  
based on our past  
experiences and  
associations



The residual,  
unarticulated feelings  
that stay with us after  
an experience

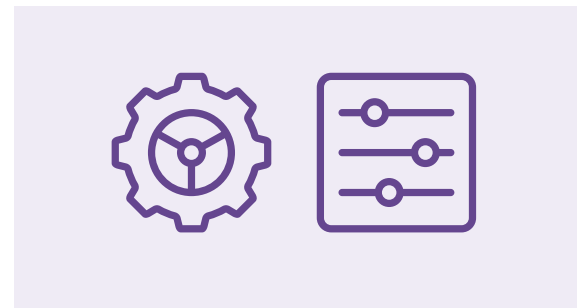


The immediate bodily  
responses we have to  
stimulus and experiences

# IMMEDIATE EMOTIONAL AFFECT FOR VIDEO ADS IS INCLUDED AS STANDARD

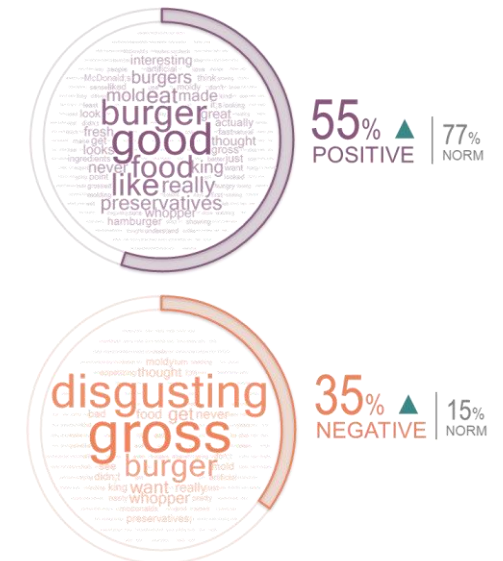
EMOTIONS



# FEELINGS



## 02. Machine learning algorithms are leveraged to convert unstructured responses into structured sentiment



▲/▼ = higher/lower than benchmark (index thresholds or sig. testing to norm/ @ 90% CL)

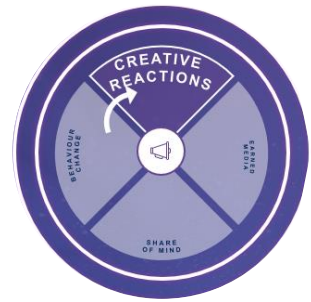
26 -







THOUGHTS



## VIDEO REACTIONS

### BRINGING YOU THE REACTIONS OF THE PEOPLE BEHIND THE DATA



Respondents are invited to give their reactions to the creative by talking to the camera.

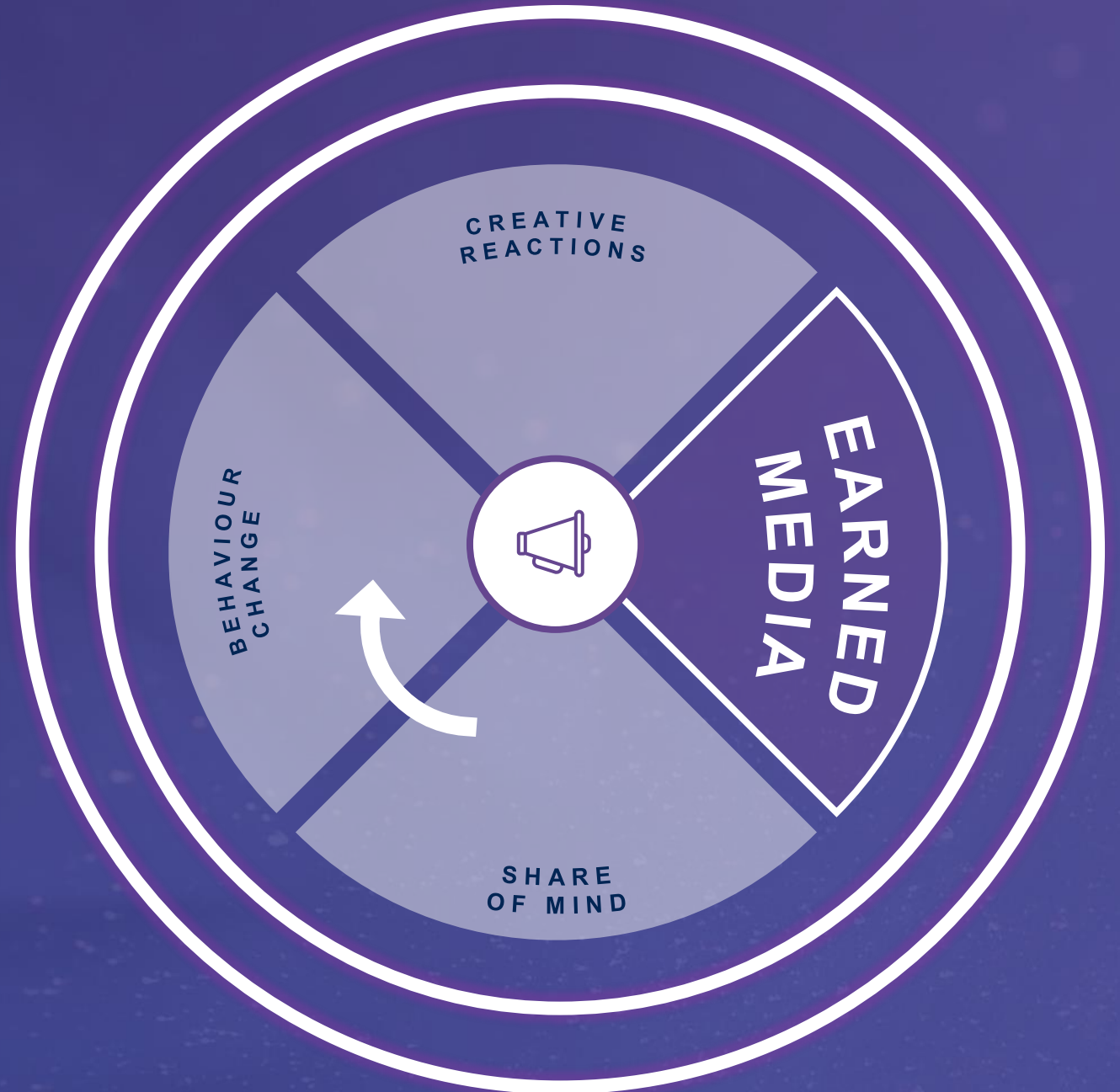
Comments are auto-transcribed in Big Sofa, the video-analytics platform

Selected comments provide powerful illustrations of what is working well and less well in the creative



# Earned Media

Did the campaign trigger social conversation to enable media and brand value?



“

**You know what's  
cooler than paying  
for advertising?**

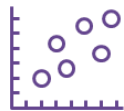
**Not paying for  
advertising.**



Paul Kemp-Robertson, Chris Barth  
*The Contagious Commandments*



# DIG DEEPER TO UNDERSTAND IF YOUR CAMPAIGN HAD THE POWER TO ENGAGE USERS IN THE SOCIAL WEB



VOLUME & REACH



NETWORK MAP OF DISCUSSED TOPICS



BRAND TOPIC MODELLING



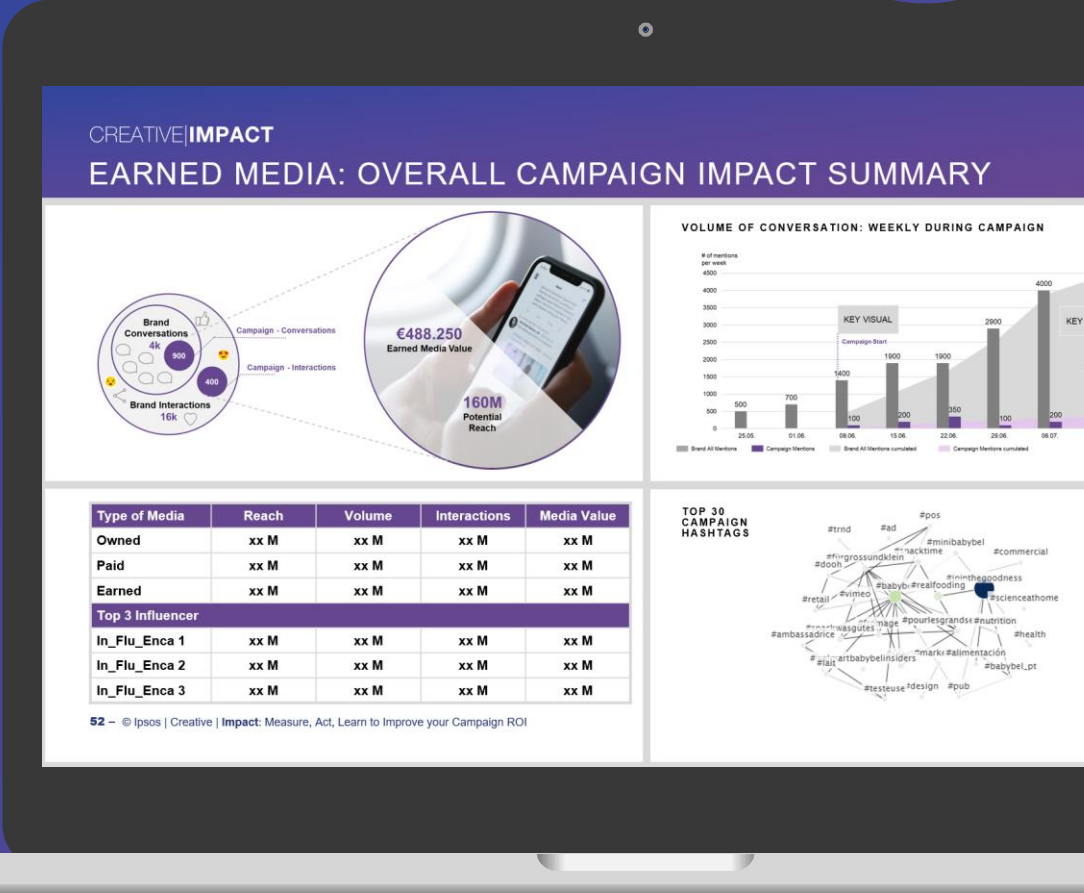
SENTIMENT ANALYSIS



INFLUENCER PERFORMANCE - REACH

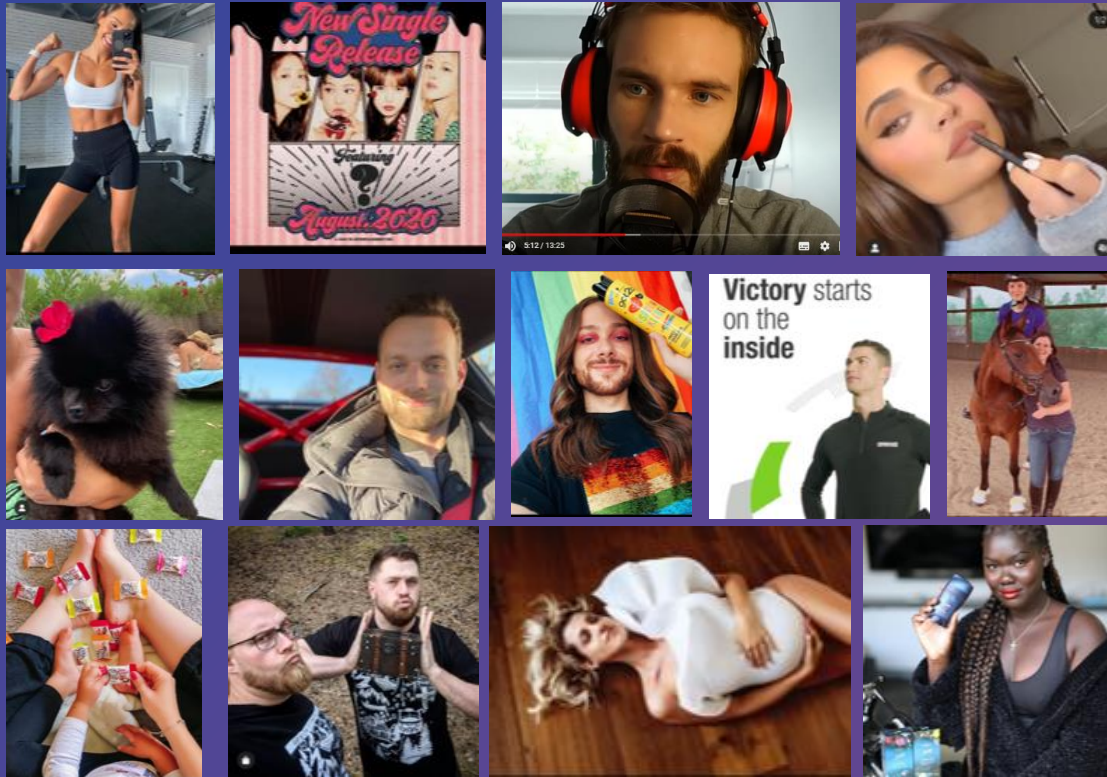


INFLUENCER PERFORMANCE - IMPACT

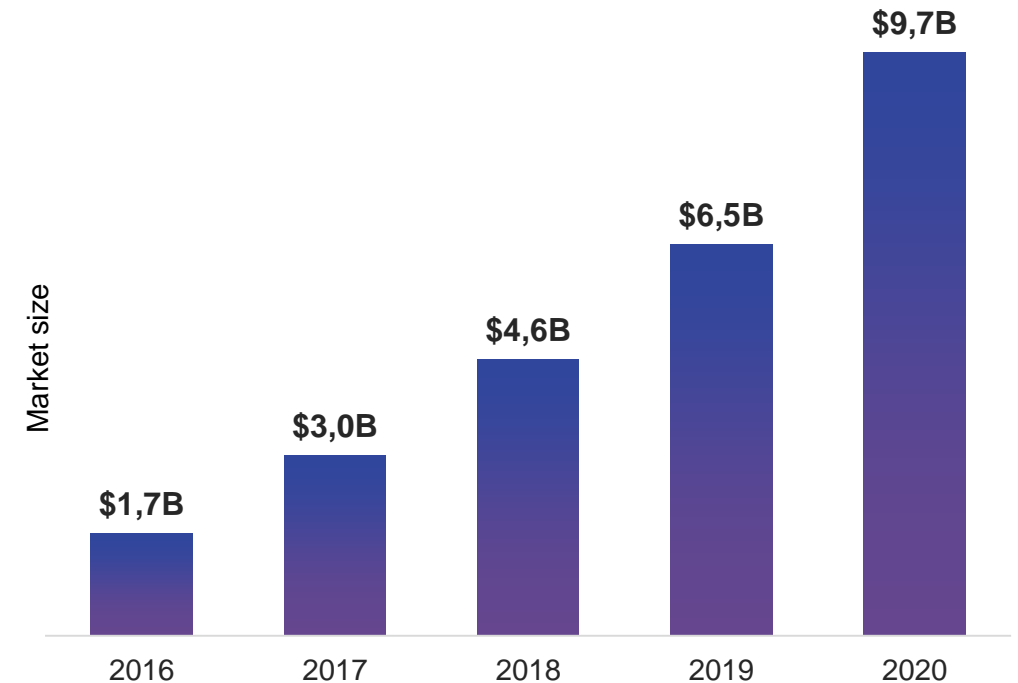




# INFLUENCER MARKET MATURES – EVALUATING NOT ONLY REACH BUT ALSO IMPACT ON YOUR BRAND IS KEY

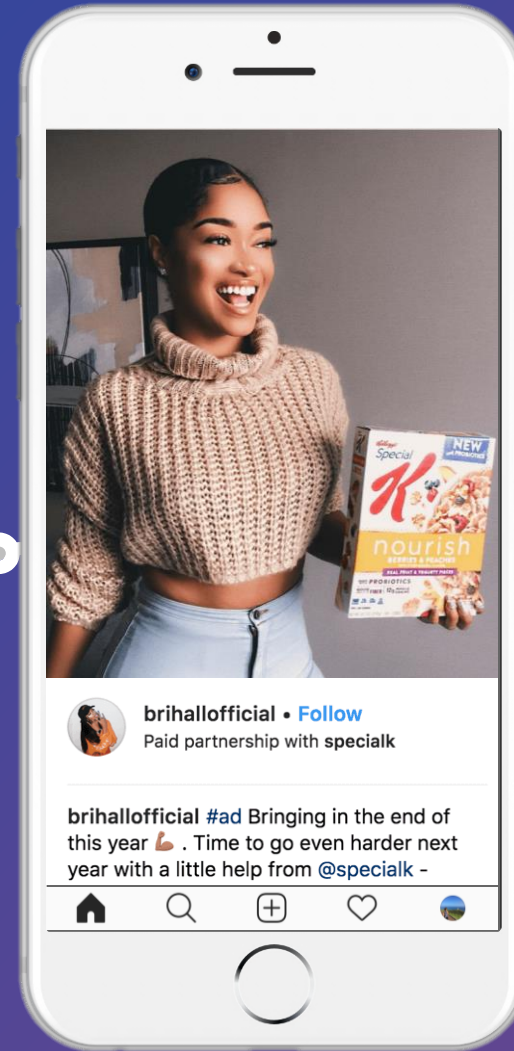


## Estimated influencer marketing growth (YOY)

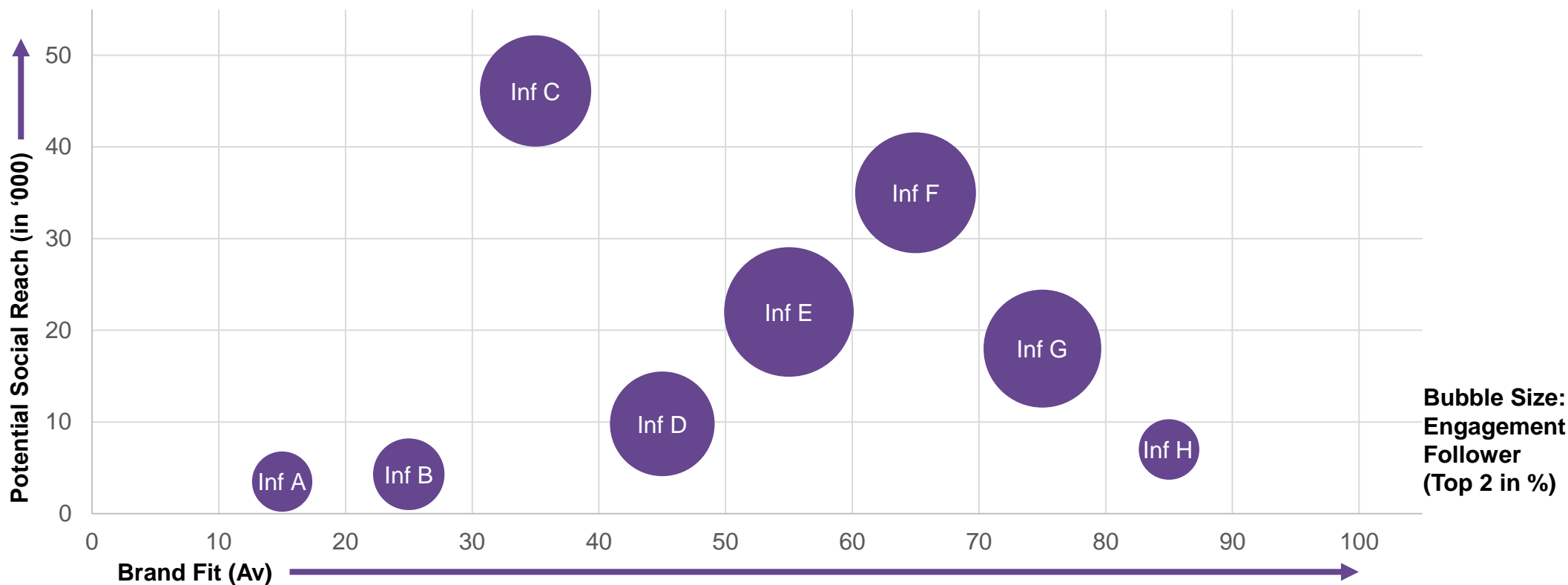


Source: <https://www.businessinsider.com/influencer-marketing-report?r=AU&IR=T>

OUR DEDICATED  
INFLUENCER  
ANALYSIS  
COMBINES REACH  
AND IMPACT TO  
DERIVE LEARNINGS.  
FOR YOUR  
NEXT RUN



# MAP OF SOCIAL REACH, ENGAGEMENT AND IMPACT HELPS TO IDENTIFY INFLUENCERS THAT DELIVER MOST BRAND VALUE





# HOW WE HELP YOU TO MEASURE, ACT AND LEARN TO GROW WITH CREATIVE|IMPACT

## SCIENCE & TECH

- Apply the **right data sources to the right outcomes**, across social, survey and neuro measures all in one service
- Key metrics are based on a combination of observed brand effects, neuroscience and advanced data science



## CONTEXT

- Access **normative data** to evaluate your campaign success in context
- Benefit from a strong heritage in post testing and **opportunity to link back to our pre testing**



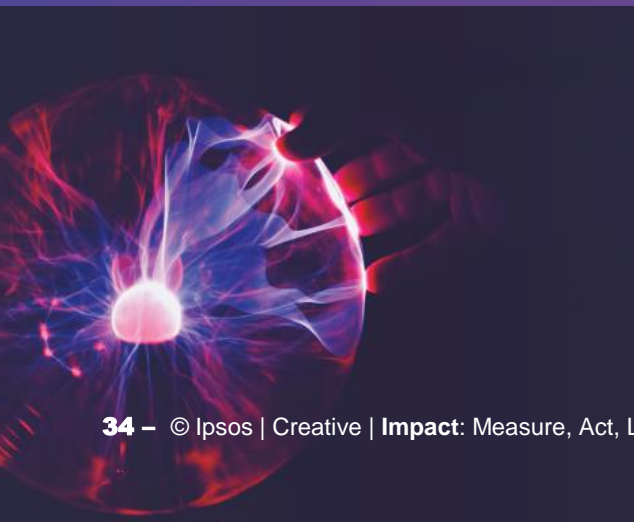
## SPEED

- Access to key effects data for **your campaign within days** of data collection
- High level of standardization allows a fast and efficient set up



## FLEXIBILITY

- Choose the core design to measure impact on behaviour only, or add **multiple modules** to enable action and ongoing learning
- Include **competitive campaigns** to get a better overview of your category





# Restiamo a vostra disposizione!

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**BE  
SURE.  
ACT  
SMARTER.**

# THANK YOU

GAME CHANGERS

