

CREATIVE EXCELLENCE

VELUX

POST-TESTING OF CAMPAIGNS

VELUX positions itself as a supplier of daylight and fresh air and is the market leader in skylights. Their TV campaigns must both support the company's strong image and deliver tactical, sales supporting messages.

With the Creative Excellence tools, Ipsos has post-tested a specific TV campaign aimed at Danish consumers. In addition to confirming the campaign's positive effect on the VELUX brand, the test has given very specific feedback with relation to the impact of the specific messages, media mix and media spending. This enables VELUX to predict and optimise the effect; also on those who have yet to see the commercial / campaign.

“The investment in TV commercials is so great that it always pays off to do a test. We received important feedback. And maybe also to how we should adjust in the future to get even greater campaign impact.”

- Group Insights Manager, VELUX A/S

The Challenge

The development of commercials and TV campaigns is a major investment that should generate the biggest possible impact. The project needed to answer:

1. How does the creative platform work in relation to VELUX's tactical and strategic KPIs?
 2. Does the advert and the sales-oriented messages penetrate the media clutter?
 3. Does the target audience remember the brand and how does the campaign affect brand image?
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Process & Output

The test was conducted as CAWI: Computer Assisted Web Interview with 946 respondents at the end of the campaign period for optimal measurement of the effect.

The effect of the commercial during the test period is expressed through:

Campaign impact over time (on brand, category and various image statements) + **Isolating the campaign impact;** exposed versus non-exposed consumers (on brand, category and various image statements) + **Campaign effect diagnostics** (incl. open-ended feedback) + **Interaction Pyramid** (the relationship between advertising comprehension and buying intention) = **Overall assessment** (specific strengths, weaknesses and recommendations).

The combination of post-testing and an existing brand tracking provides significant insights on the "synergies" between the brand and the campaign. In a very cost-effective way.

The Results

Result examples:

- The campaign resonates with the VELUX brand and has a (long-term) positive impact on brand KPIs and image.
- Consumers who recognise the advertisement and understand the main messages have a 31% higher purchase intention of VELUX than other consumers.
- Recommendations to increase recognisability, emotional involvement and how to strengthen the focus on sales messages. Especially towards those consumers who do not immediately recognise / remember the advert.
- Clear "road-to-action" in relation to optimisation / placement of the ad in the advertising block.

"The open-ended questions provide qualitative insight into the emotional connections of consumers to the advert; we get all the way around with surprising depth. Ipsos' benchmarks are a strength because we can compare within our category and in different markets. And brand tracking, which is crucial for us, is run to absolute perfection by Ipsos."

"Creative Excellence is a competitive setup because of its simplicity and sensible prices. I find it easy and quick to activate. And above all, we have experienced high quality, knowledge and market understanding in the delivery from Ipsos' team."

- Group Insights Manager, VELUX A/S

Want to know more?

Creative Excellence is Ipsos' unique toolbox for advertising and campaign development, analysis and impact measurement. Contact Alexander Asmussen, Head of Creative Excellence, on +45 61 66 13 31 for more information.