

# CONTENT MARKETING IS VERY MUCH IN VOGUE.

Brands are embracing content, capitalising on the new opportunities available in the digital landscape to reshape their media mix and reach wider or harder to reach audiences. But many of our clients are uncertain of how best to plan, target and optimise for new technology platforms. And of course want to know if they are getting ROI on their work.

For each stage of the development journey we select the appropriate methodologies to answer these questions to help you move forward with confidence:





#### Predominantly quant

techniques that recreate
a live online environment



Engage people?

Does it have the expected

Brand impact?

Will it be amplified?

How can we optimise?

#### **Does the Content Hook:**

Attract people's attention? Encapsulate the content?



# CREATE

### Does the Content idea:

have the potential to be likeable and engaging in its own right?

Does it feel right for the brand and does it fit with its wider communications?

When and where would people expect to find the Content?

What is its potential impact on the brand?

# MEASURE & REFINE



#### Predominantly qualitative

techniques to understand and optimise branded content ideas

Quant used to answer specific questions around Brand Impact and Online Partners





#### **Predominantly quant**

#### in the moment

mobile evaluation with the ability to follow up for Brand Impact

#### **Has the Content:**

#### Cut through?

Has the Brand or Content been amplified?
Has there been an impact on the Brand?
Does placement need to be optimised?
Do Hooks need refreshing?

How can we improve ROI?



## **CORE PRINCIPLES**

As with all our creative development work we stick to some core principles when evaluating the performance of your content:

- Each piece should be measured against its particular objectives
- It should be assessed in the context in which it will be encountered by consumers
- Brand impact is best observed using a test and control
  methodology. There is no such thing as a norm for emerging
  technologies and platforms so the only way to understand
  the impact on your brand is to measure it against its own current
  performance

## FOR MORE INFORMATION ON BRANDED CONTENT, PLEASE CONTACT:

### HEAD OF CONTENT & CREATIVE DEVELOPMENT

# Eleanor Thornton-Firkin eleanor.thornton-firkin@ipsos.com +44 (0)7795 334910



Eleanor heads up our Content and Creative development offer. She is particularly interested in recent advances in our understanding of how the brain works and our ability to bring this knowledge to bear on developing great

#### RESEARCH MANAGER

Liam Fox-Flynn@ipsos.com +44 (0)203 059 5516



Liam joined Ipsos several years ago as part of the graduate programme. He has a wealth of early stage and tracking experience utilising different collection methods. He also has an unhealthy obsession with Thug Life videos.