

MEASURING THE EFFICIENCY OF **BRAND ADVERTISING**

Brand Lift



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NT CASE STUDY



So, you've invested a substantial sum of money in your advertising campaign in order to increase the recognition of your brand, and now you want to know, whether the campaign succeeded.

In the digital age, when advertisers have all the diversity of pixels and digital advertising performance tracking systems at their disposal, it doesn't raise any special problems to measure the efficiency of performance advertising. They can check how much an engaged user and targeted action cost, then calculate the total cost per attracted user, who made a purchase. This is how they evaluate their returns on investment for digital advertising campaign in general.

But it's much more difficult to measure the efficiency of a campaign aimed at brand or product recognition increase among specific target audiences. And furthermore, meeting this challenge in the usual way takes a lot of money and time.

Fortunately, a panacea exists. Brand Lift survey allows measuring the impact of digital advertising campaigns aimed at brand recognition growth.



What is Brand Lift?

Brand Lift is an automated tool, which helps to assess brand or product recognition among specific target audiences before and after your advertising campaign, and thus to assess the impact of advertising campaign on brand indicators, such as:



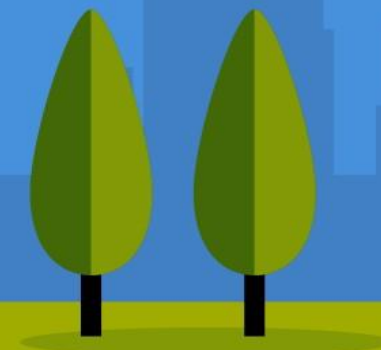
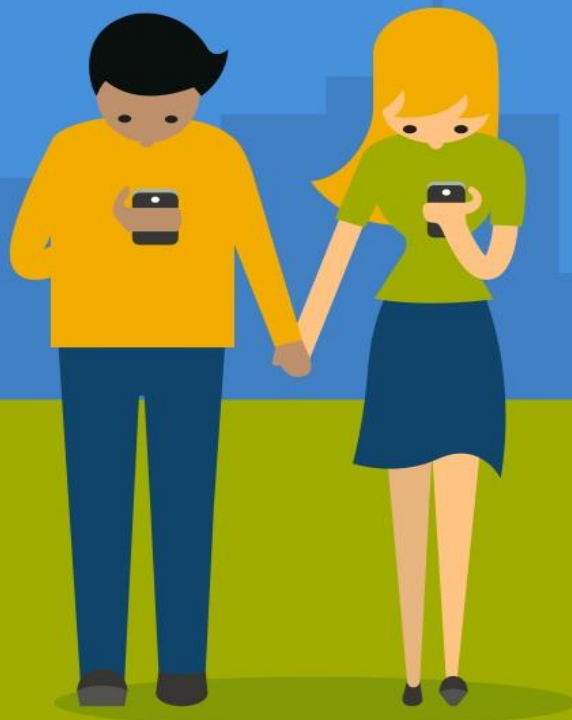
Brand Awareness



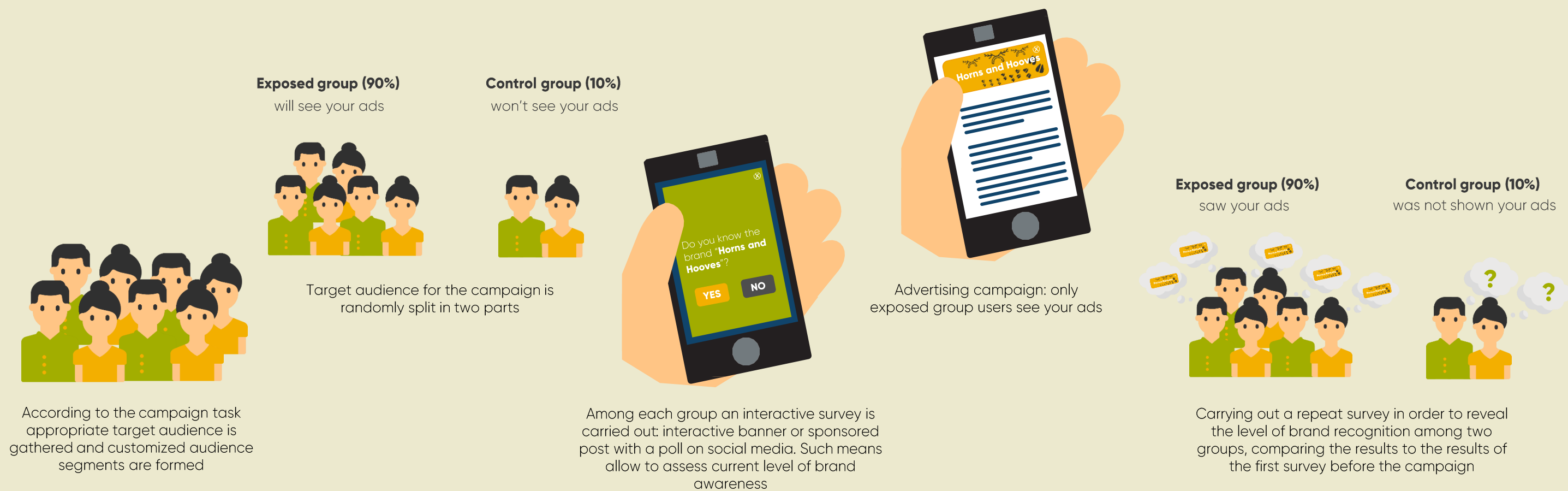
Ad Recall



Brand Interest



How does Brand Lift work?

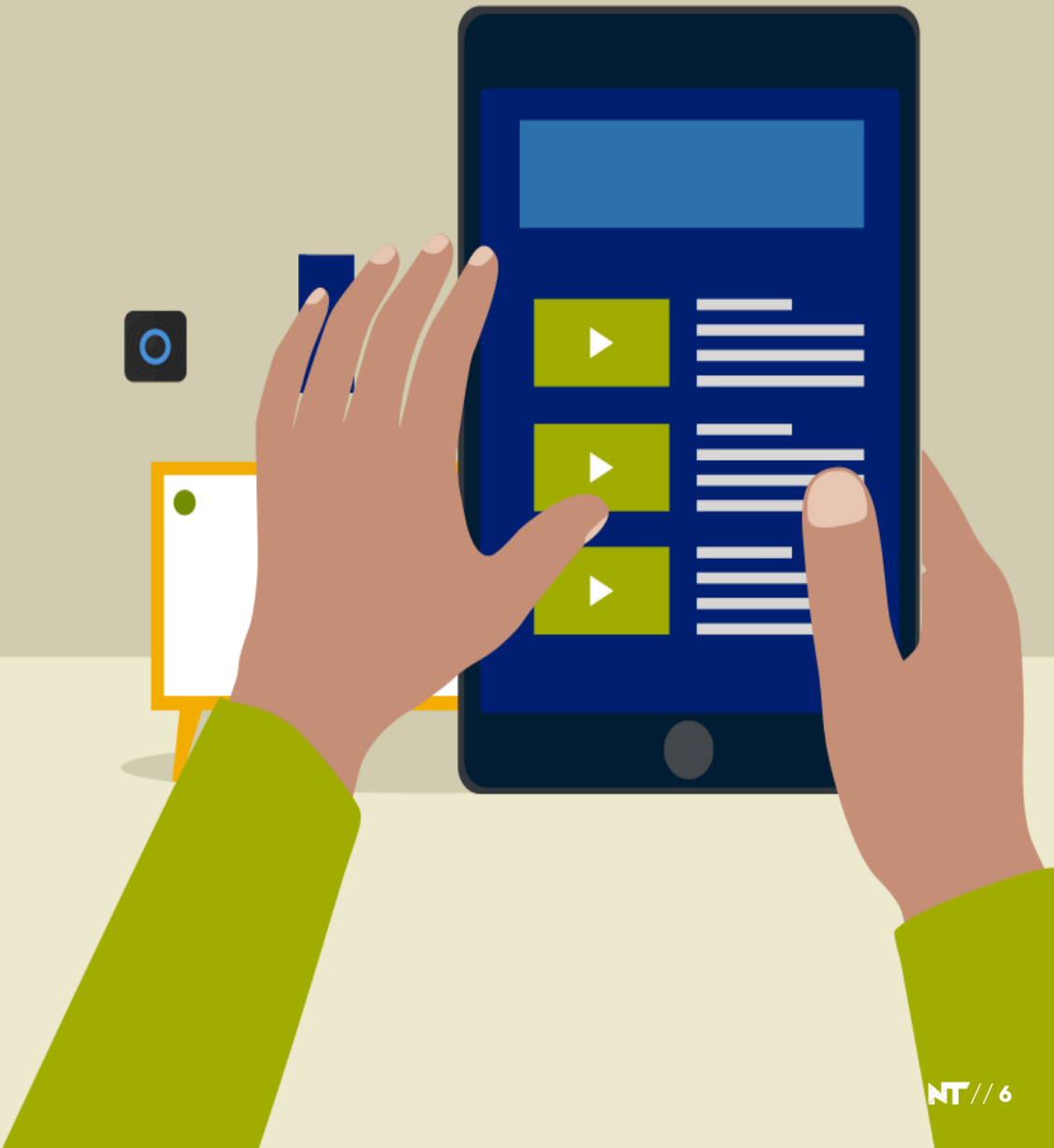
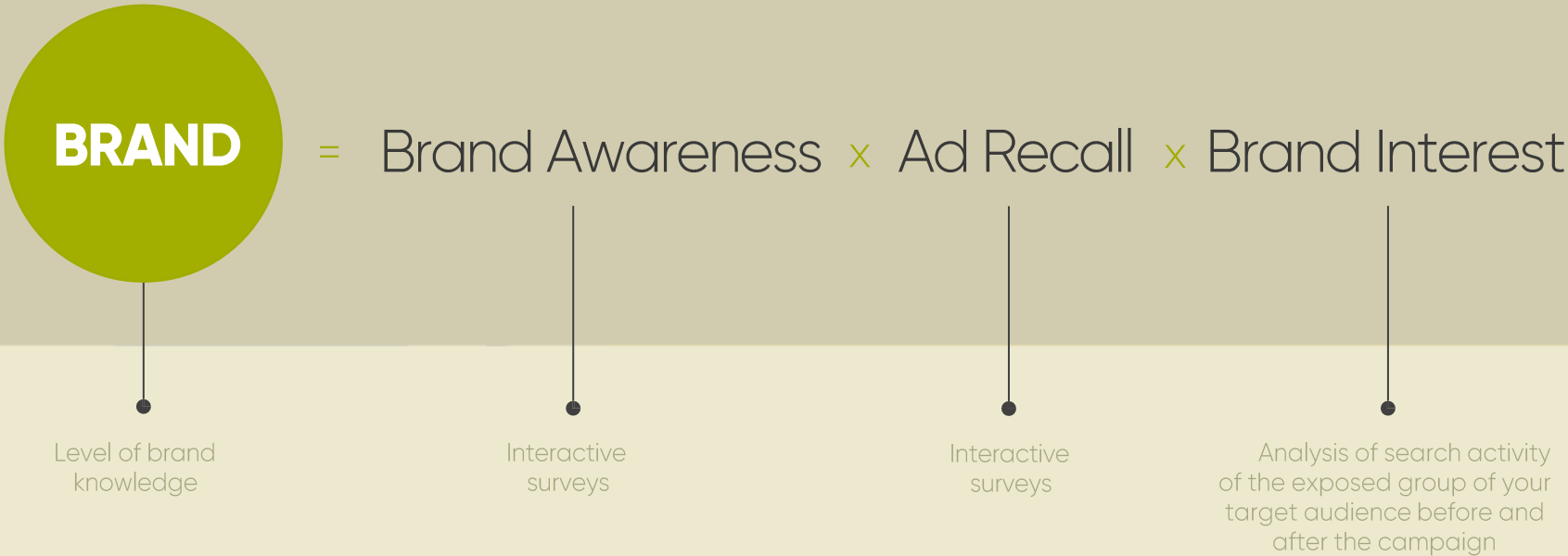


What do you get?

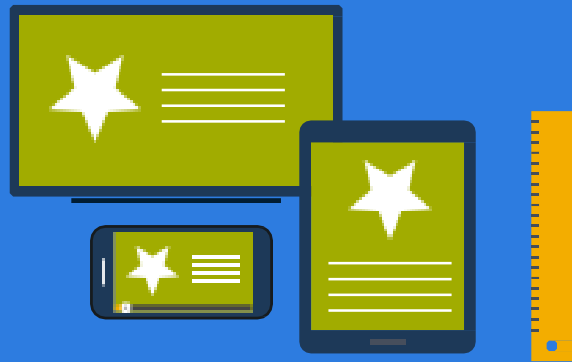
By comparing answers of exposed and control groups, you can reveal the lift in awareness of you brand or product among target audience before and after the campaign.

Since the only difference between these two groups is that one has seen your ads and the other has not, we can accurately assess the impact of your advertising campaign on the increase in brand recognition.

The presence of the control group, which is not covered by the campaign, helps to assess the accuracy and quality of the survey. For example, if the results of the control group before and after the advertising campaign will reveal a significant difference in answers, it may be said that there are additional factors, which could influence the brand recognition besides your advertising campaign.

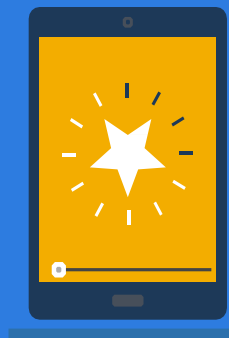


What does Brand Lift give?



Measures the impact

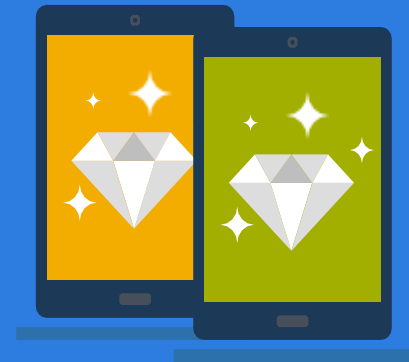
The primary mission of Brand Lift is to compare brand indicators before and after the campaign in order to assess its efficiency. The technology covers all the platforms and channels where your ads were shown, and only target audience participates in the survey. The difference between the level of brand awareness among the audience that has not yet seen the advertisement, and the audience that was covered by the advertising campaign, will be a quantitative assessment of the impact of the advertising campaign.



Optimization

During the research, you get data that will be useful for optimizing your advertising campaign. Brand Lift in combination with A / B testing will help a marketer to identify awareness and recall of the campaign; it will help to understand, which formats and platforms were more effective and how many times you need to show ads to the user so that he remembers the brand; what audience is more receptive to the message of the brand and etc.

Also the data accumulated in the polls as well as cookies can be used in further promotional activities.



Comparison with competitors

You can run polls asking about your brand and also include competitor brands. Thus, you can measure another brand indicator – Brand Favorability (the preference of the brand to its competitors).

Sample question:

“Which brands from the listed products would you use?”

After analyzing the results of surveys, you will be able to assess your position in the market relative to competitors.

What do you need for Brand Lift?

-  The list of brand indicators which you plan to monitor
-  Interactive banners or posts with polls on social media
-  Data-analyst to determine the portrait of the target audience and to select the correct audience segments
-  AdOperation specialist for management and control of Brand Lift technical implementation

... or you just need an agency with the appropriate expertise which will take up these tasks :)



Nominal Techno's Brand Lift

Today there are various methodologies for Brand Lift surveys: for example, YouTube and Facebook offer their research methods to advertisers with some limitations: the minimum budget for an advertising campaign must be from 20 000\$, which closes access to the technology for small businesses. Another limitation is the location of polls (only Facebook or YouTube could be used). So what should advertisers do if they don't want to be limited with these two publishers, but use thousands of others? And the budget of their advertising campaigns is below the set threshold?

Meet **Nominal Techno**:

5

offices

3000+

clients

140+

employees

The opportunities of Nominal Techno's Brand Lift:



You don't need external contractors and additional resources to assess the impact of your campaign on brand awareness indicator



The assessment of brand's position strengthening based on such indicators as brand awareness, brand recall of advertising creatives, brand loyalty



Additional indicator for evaluating the effectiveness of video advertising



Brand Lift measurement through interactive questions that are posted using the same channels and the same places where users interact with advertising messages



Assessment of the chosen advertising strategy for the current advertising campaign, and at the end – a full report on the impact of online advertising on the brand



Case Study:

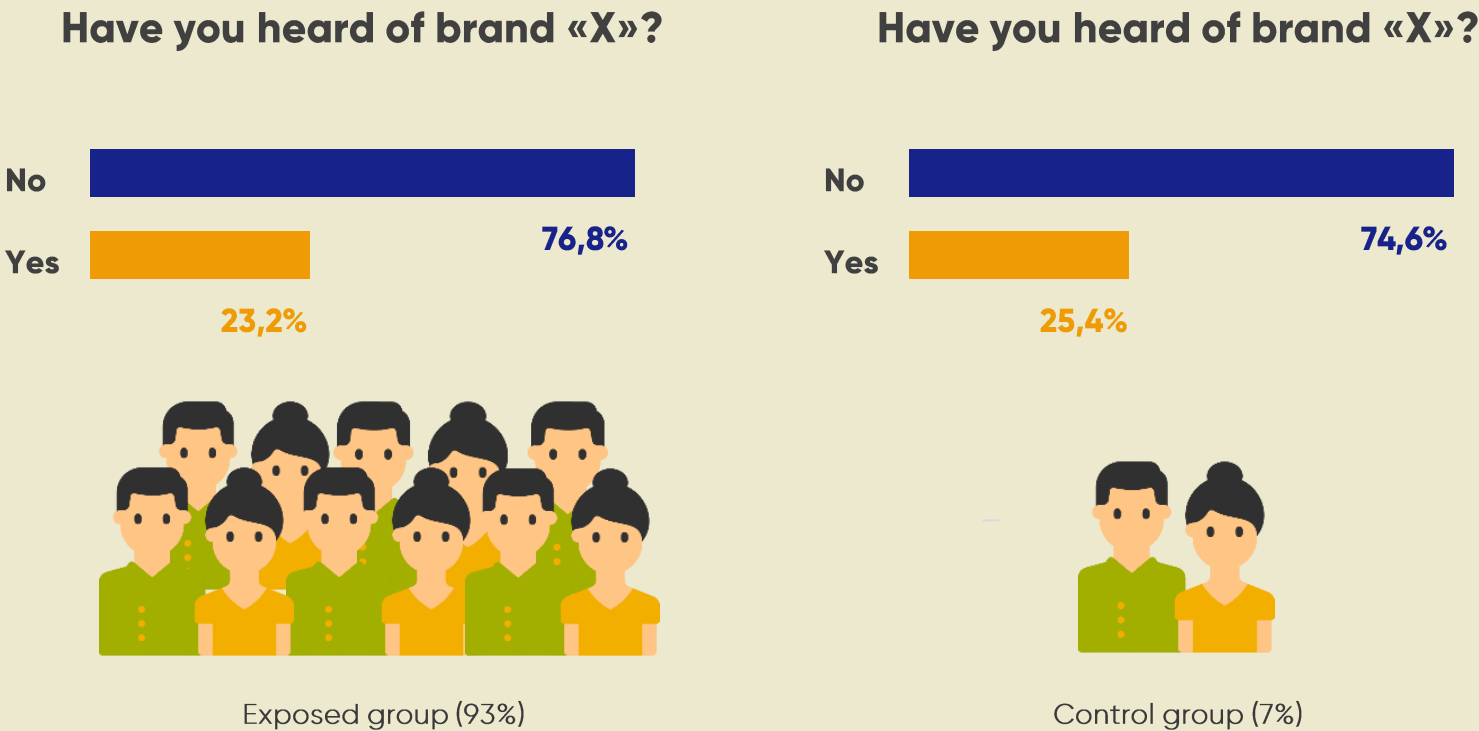
NT BRAND LIFT FOR PACKAGED JUICE BRAND

Before the start of the advertising campaign, the target audience was randomly divided into 2 groups:

- Exposed group – 93% users, they will see the ads,
- Control group – 7% users, won't be covered by the campaign

Further, an interactive survey was conducted among each group, revealing the current level of recognition of the advertised juice brand.

Users were shown an ad with the question: "Have you heard of the "X "brand?" And the answers: "Yes" or "No".



To measure the Brand Interest indicator, we analyzed the search activity of the target audience:

- Evaluation of B2B and B2C queries
- Evaluation of the number of references to the brand on the Internet

To analyze the search activity we also divided the audience into exposed and control groups. We assessed the subjects of their queries in all search engines. We also evaluated the frequency of using keywords related to the brand and its campaign.

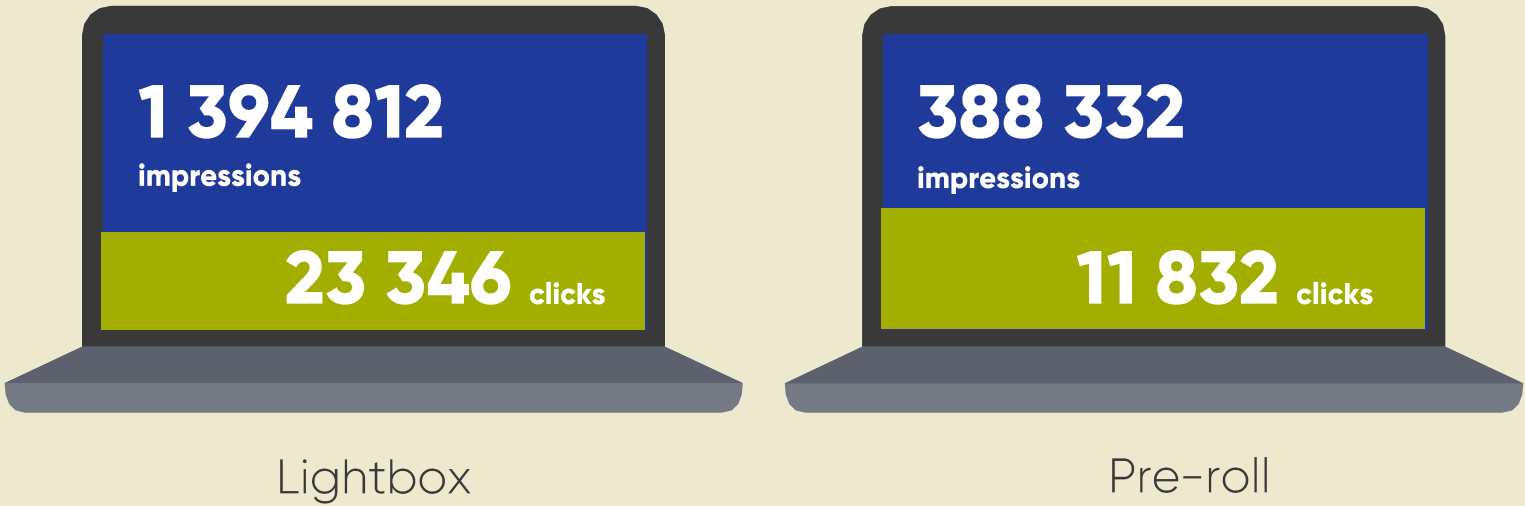


Case Study:

NT BRAND LIFT FOR PACKAGED JUICE BRAND

Advertising campaign indicators:

Task:	To create a positive image of the brand
Timeframe:	1 month
Advertising formats:	Programmatic video (Pre-roll), Programmatic Video (Light box)
Brand Lift survey format :	Interactive banner Polls on social media



The dynamics of changes of Brand Interest indicator amounted to 13%, that shows an increase in the interest to the brand after the campaign.

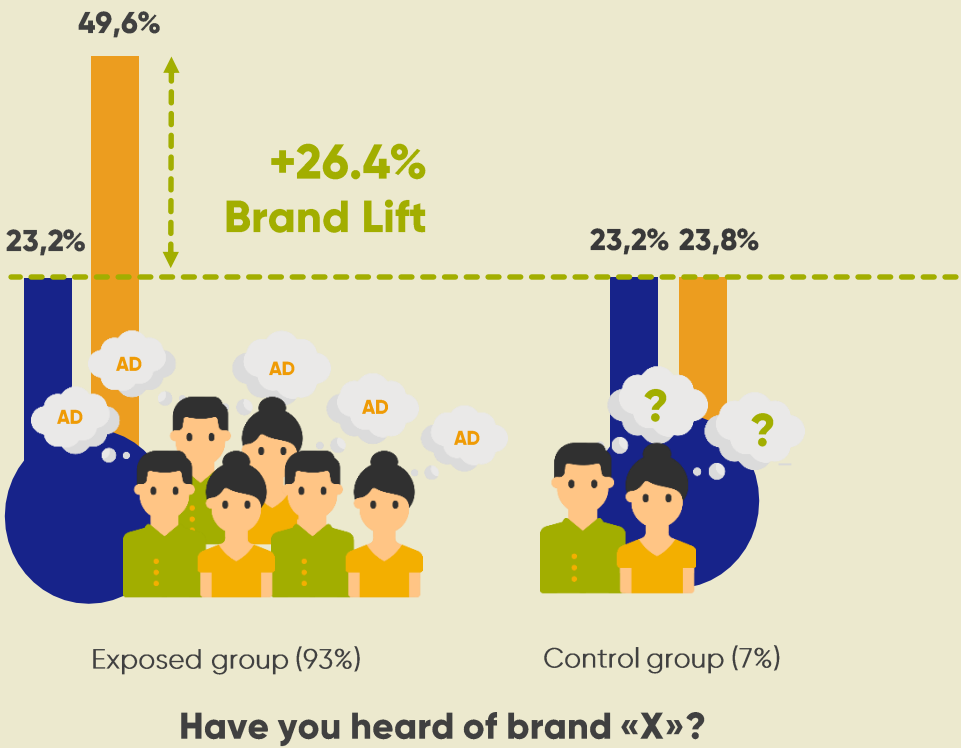
After the end of the campaign among users from both groups – exposed (93%) and control (7%), an interactive survey was repeated to assess the level of brand awareness after the advertising campaign.

The following results were obtained:

The brand knowledge level in the control group has changed only by 0,6%.

And in the exposed group 49,6% of users recognized the juice brand, which is 26,4% higher than it was before the launch of the advertising campaign.

Thus, the brand awareness level of juice brand after the advertising campaign **increased by 26,4%**



To find out more about Brand Lift, please contact us
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