

Lecture 58

Measuring Effectiveness of IMC – Part I

By, Prof. Vinay Sharma
Professor

Department of Management Studies
Indian Institute of Technology Roorkee



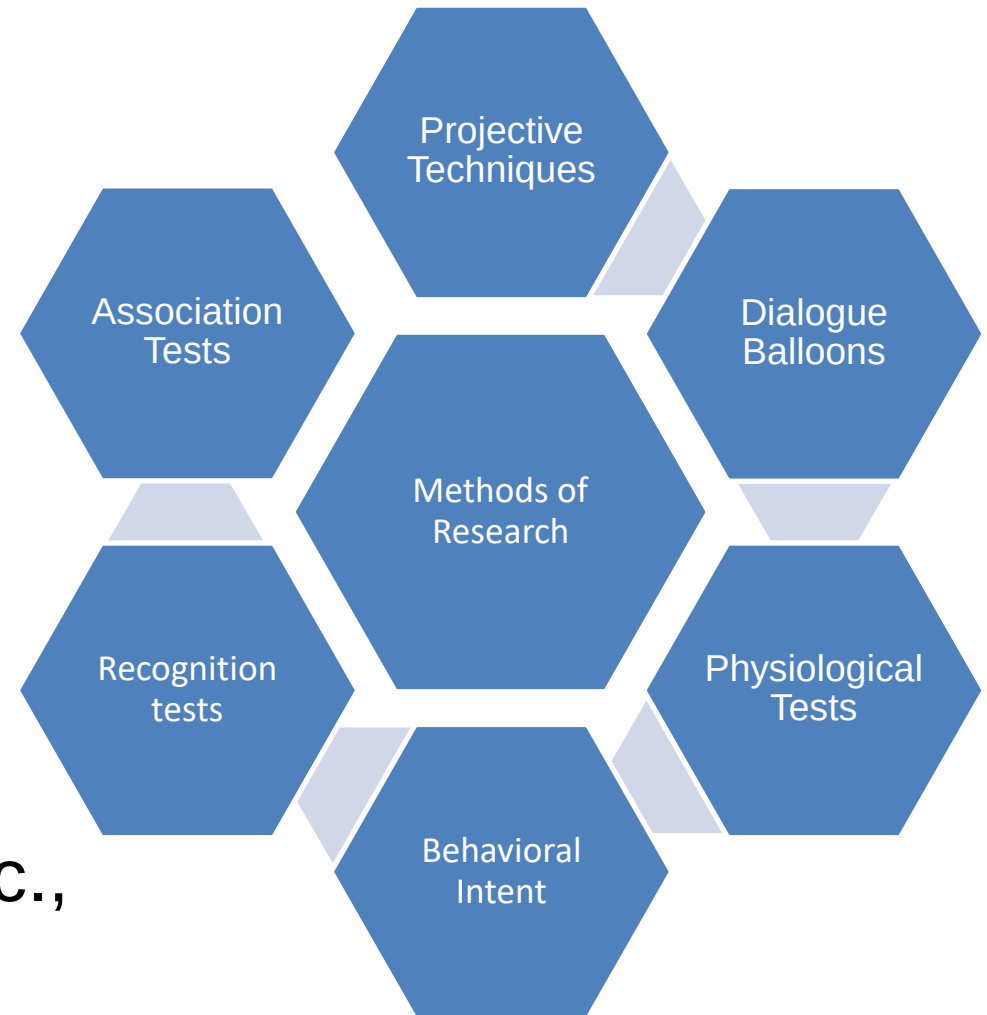
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Discussion so far.. on IMC Research and Evaluations

- Copy Research
- Methods of Research
- Different Kinds of Ad Metrics
*(Conversion Rate (CR),
Cost-per-thousand Impressions (CPM), TRP etc.,)*
- Ad Plan Components
- Frequency, Reach, Impression etc.,



Challenges in IMC evaluation

- Marketing communications have historically been measured on a medium-by-medium basis.
- The modern social media also following the same path.
- Despite the consumers seem to use all these communications systems concurrently there is no appropriate individual method to measure the effect of integrated marketing communication through all modes.
- The greatest challenge in marketing communication is to integrate both 'hard' and 'soft' measures, both attitudinal and behavioral measures, both short- and long-term effects (or cumulative vs immediate): separating cause from effect and being able to distil both singular and combined (or integrated) marketing communications effects.

What should an IMC evaluation method should really focus

- Better understanding of how consumers process marketing stimuli (singularly at first, but ultimately, in concert) – drawing on insights from neural science.
- Better understanding of how (integrated) marketing communications stimuli interact with one another. How should synergy between communications forms be considered and measured?
- How and why technology has empowered consumers and how this asymmetry impacts on marketing communications planning and evaluation?

What should an IMC evaluation method should really focus

- What are the antecedents and consequences of consumer-to-consumer communication, consumer-generated content and brand co-creation. How this shift in communication power and purpose fits into current/future IMC frameworks?
- Better understanding of the relationships between IMC stimuli and marketing capabilities. For example, a company ideally needs to know what it can achieve (or not achieve) in the future based on its brand strength today – and then it actually needs to achieve that potential.

Source: Michael T. Ewing (2009) Integrated marketing communications measurement and evaluation, Journal of Marketing Communications, 15:2-3, 103-117, DOI: 10.1080/13527260902757514



What should an IMC evaluation method should really focus

- Marketing communications budgeting and financial evaluation needs to shift from being ex post to ex ante.
- Better understanding of when, why and how to implement IMC. Assuming that IMC is a good strategy, who should do it, when and how exactly?

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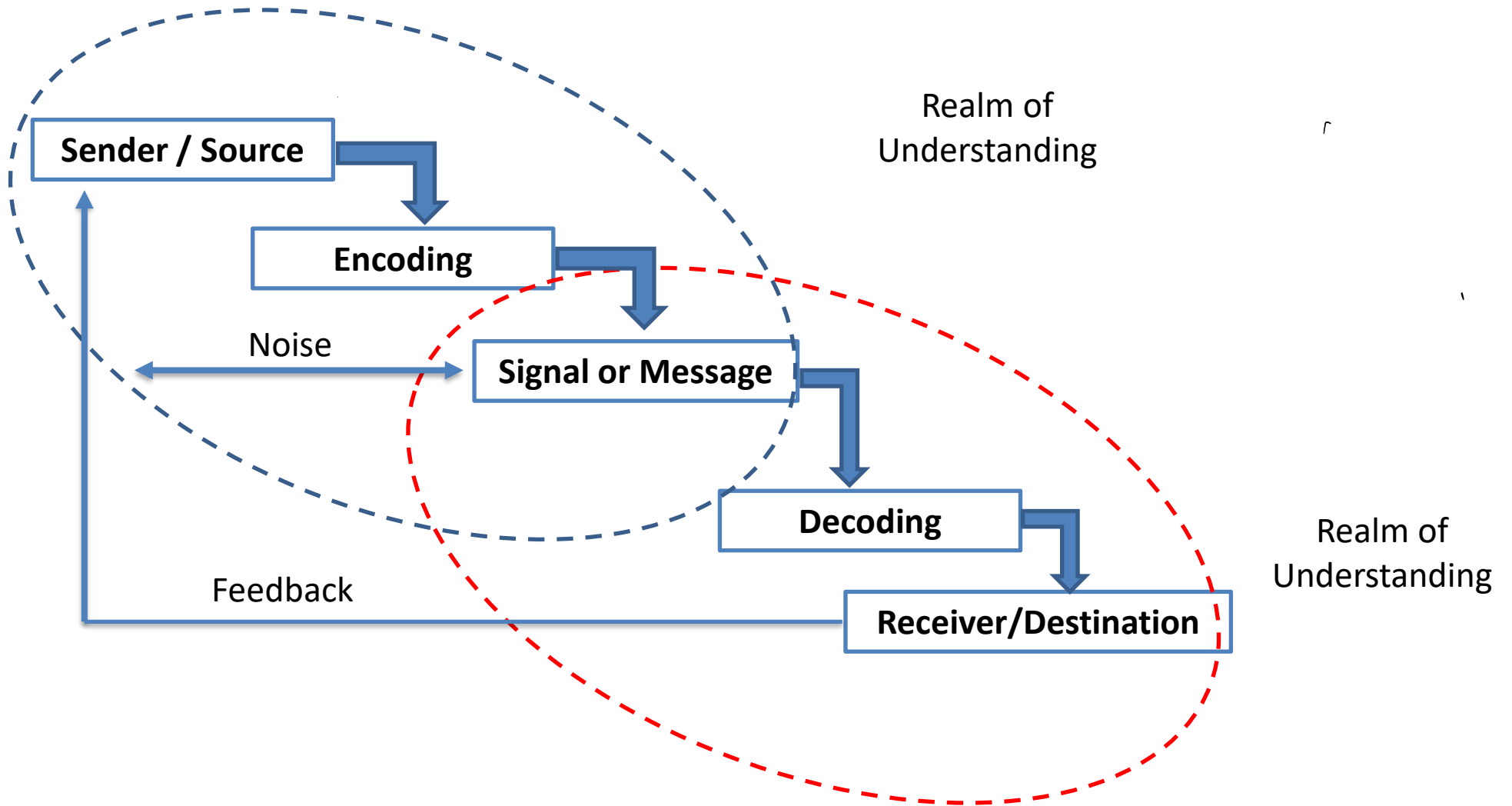
Does likeability determine effectiveness?

- Likeability is important in the very first stages of advertising processing.
- If consumers do not like an advertisement or commercial, they will immediately switch their attention to something else, at least with print advertising.
- The idea of “liking” an ad can be difficult to measure in tangible, quantifiable terms.
- Erik du Plessis, in his book ***The Advertised Mind***, states that message relevance plays a role in likeability.
- In addition, Erik du Plessis’ COMMAP model quantifies several factors that can affect how well an ad is liked.
- The model, which stands for **COMmunication-style MAP**, breaks the likeability of an ad down to six elements:

Six elements of likeability

- **Entertainment:** If the ad entertains, it will be liked. Entertainment is not restricted to just the use of humor.
- **Empathy:** People like ads they can relate to - ads that show the kind of goods they may possess; experiences they might have or lifestyles they may aspire to.
- **Relevant news:** More than just new information, relevant news is new information that is meaningful (or presented as such) to the audience. Problem-solution type advertising falls into this category.
- **Familiarity:** If an ad has been over-saturated in the market, or is run-of-the-mill, it can have the opposite effect of entertainment—and damage likeability.
- **Confusion:** is the most common mistake creatives make in designing advertising.” A confusing ad can’t deliver relevant news, entertain or create empathy.
- **Alienation:** Irritating the audience, according to Erik du Plessis, is a sure way to alienate consumers. While advertising that is confusing can be ignored, advertising that is annoying can damage a brand.

When will IMC be effective



Measurement, Evaluation & Control

- It is the key part of marketing communication process.
- Should it be left until the end of the campaign..?????????
- There is NO PERFECT MEASURE- evaluation measures aid executive judgement.
- Evaluating a marketing communication = Evaluation of different elements in the marketing communication plan.

Role and Purpose of Evaluation

- Ensure that communication objectives have been met;
- Ensure that communication strategy (ies) have been effective.
- Ensure cost efficiency.
- For guidance and development
- For prediction and evaluation.
- Inform whether IMC has been an effective approach.

Strategic Judging criteria: Ad Campaign

- **Quality of insight and strategic thinking**

- ✓ What steps did the entrant take to find new insight, or to look at existing information in a new light?
- ✓ Does the campaign show a strategic 'leap' that others have not taken?
- ✓ Did it produce a strong idea or brief that could be turned into effective marketing activity?

- **Clarity of thought**

- ✓ How well does the campaign make its case?
- ✓ Does the campaign show real understanding of the brand and its market?
- ✓ Does it make a compelling argument for why the strategy was suitable for the brand?

- **Business Effects**

- ✓ Did the campaign strategy drive powerful business results that met the objectives?
- ✓ How well does the campaign have contributed to overall business outcomes?

- **Implementation of strategy**

- ✓ How well did the creative execution and/or media channel/touchpoint strategy bring the strategy to life?
- ✓ How well was the activity crafted in terms of potential to drive business and/or behavioral outcomes?

- **Performance against objectives**

- ✓ Does the campaign show that the investment in strategy was worthwhile?

Case Study: Ariel – #ShareTheLoad

- Campaign Duration: 4 - 6 months
- Industry Sector : Household & Personal Care
- Agency Name(s): KETCHUM ASIA PACIFIC
- Countries & Regions: India
- Key Objectives: Brand – Launch/Reposition, Brand - Awareness, Increase Market Share, Brand - Loyalty, Event Promotion
- Target Audiences: Male, Youth, Female, Family, Professionals

Source: <https://www.campaignasia.com/agencyportfolio/CaseStudy/377,ariel--sons-sharetheload.aspx#.YY04BU5ByUk>



Case Study: Ariel – #ShareTheLoad (STL)

Objectives of the Campaign

- Ariel urges mothers to be changemakers to drive household equality and raise their sons to be capable of #Sharing the Load (STL).
- Ariel wanted to bring about change and reignite the social conversation on household inequality by asking yet another pertinent question: Are we teaching our sons, what we've been teaching our daughters?
- With Ariel, it is very easy to start sharing the load. With its' superior performance, anyone can do laundry and get the best results.
- With the belief that mothers have a strong empathetic point of view, Ariel urges mothers to be the changemakers of the society and hence relook at the way they raise their sons.

Source: <https://www.campaignasia.com/agencyportfolio/CaseStudy/377,ariel--sons-sharetheload.aspx#.YY04BU5ByUk>

Insights from the primary research survey:

- 74% of Women have to think twice about accepting a promotion or additional responsibility at work due to the impact on household work
- 68% of Indian men believe that weekends are for relaxation, while 72% of Women believe that weekends are for grocery shopping, laundry and getting homework done.
- Even now, 52% of Men think household chores are a woman's job and 'outside' work is man's job.
- 61% of Men feel too tired to take up any household work after work, but 68% of Women come back from work and do laundry regularly.
- 40% of Indian men don't even know how to operate a washing machine.
- 5 out of 10 Men don't do laundry as they never saw their fathers do it.

Source: <https://www.campaignasia.com/agencyportfolio/CaseStudy/377,ariel--sons-sharetheload.aspx#.YY04BU5ByUk>

- **Campaign Strategy:**
 - ✓ **Create Recall**
 - ✓ **Launch and create business around the campaign-** Promoting the latest campaign thought/ video across all verticals and trigger conversation and drive change - PR, events, social media, Influencers, Marketing associations etc.
 - ✓ **Sustain the buzz and culmination-** Brand collaborations, concept driven events, Pan India approach was used to sustain the buzz.

Source: <https://www.campaignasia.com/agencyportfolio/CaseStudy/377,ariel--sons-sharetheload.aspx#.YY04BU5ByUk>



Campaign Evaluation:

- ✓ In 2015, when Ariel launched STL, 79% men thought household chores are a women's job. In 2016, this number had dropped to 63%. In 2018, this number has reduced to 52%.
- ✓ Marc Pritchard, Procter & Gamble's global chief brand officer, at the gender equality panel at World Economic Forum in Davos presented that:
- ✓ The Sons #ShareTheLoad Movement garnered 73MM views nationally.
- ✓ Approx. reach within target group – 80%
- ✓ Total no. of conversations – 45000
- ✓ Sentiment – 98% Positive and neutral
- ✓ Other brands joined in the cause to show their solidarity towards household equality.

Source: <https://www.campaignasia.com/agencyportfolio/CaseStudy/377,ariel--sons-sharetheload.aspx#.YY04BU5ByUk>



Campaign Evaluation:

- For the 1st time ever, Ariel was ranked among Brand Equity's 10 Most Trusted Brands.
- Unaided Brand Awareness increase 13% - pre-STL vs after STL
- Consideration increase 21% - pre-STL vs after STL
- Offtake (sales) increase 125 IYA on value
- Penetration up 11% vs Year ago
- Share up 11% vs Year ago with all states growing share
- Engagement rate increases 5X (STL vs non STL posts)

Source: <https://www.campaignasia.com/agencyportfolio/CaseStudy/377,ariel--sons-sharetheload.aspx#.YY04BU5ByUk>

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