

Lecture 59

Measuring Effectiveness of IMC – Part II

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Key questions to consider in IMC evaluation test



What to test

- Creative decisions
- Media strategies
- Budget decisions



How to test

- Testing guidelines
- Appropriate tests

Where to test



- Laboratory tests
- Field tests

When to test



- Pre-testing
- Post-testing



What to test?

- **Creative decisions**

- ✓ The creative theme/idea can be tested
- ✓ To see the reaction and different message appeals of the target audience
- ✓ Reinforcing the brand position in the target's mind
- ✓ Using a variety of creative tools

- **Media strategies**

- ✓ Using research to determine the most effective media vehicle
- ✓ Media Vehicle option sourced effect
 - People perceive ads differently depending on their context
- ✓ Evaluating Flighting v. Pulsing or continuous scheduling

What to test?

- **Budgeting decisions**
 - ✓ Examining the effect of budget size on advertising
 - ✓ Sales are not an indicator of effectiveness because they ignore the other elements of the marketing mix

When to test?

■ Pre-test

- ✓ Taken before the campaign is implemented
- ✓ Can occur at any time from idea generation to final implementation
- ✓ Feedback is relatively inexpensive with pretesting
- ✓ Potential that message may not be communicated as effectively as the final product

■ Post-test

Designed to :

- ✓ Determine if the campaign is accomplishing its predetermined objectives.
- ✓ Serve as input into the next period's situational analysis.

Where to Test

- **Laboratory tests**

- ✓ Advantage is control by the researcher.
- ✓ Disadvantage is the lack of realism, testing bias.

- **Field tests**

- ✓ Tests of the ad or commercial under natural viewing circumstances.

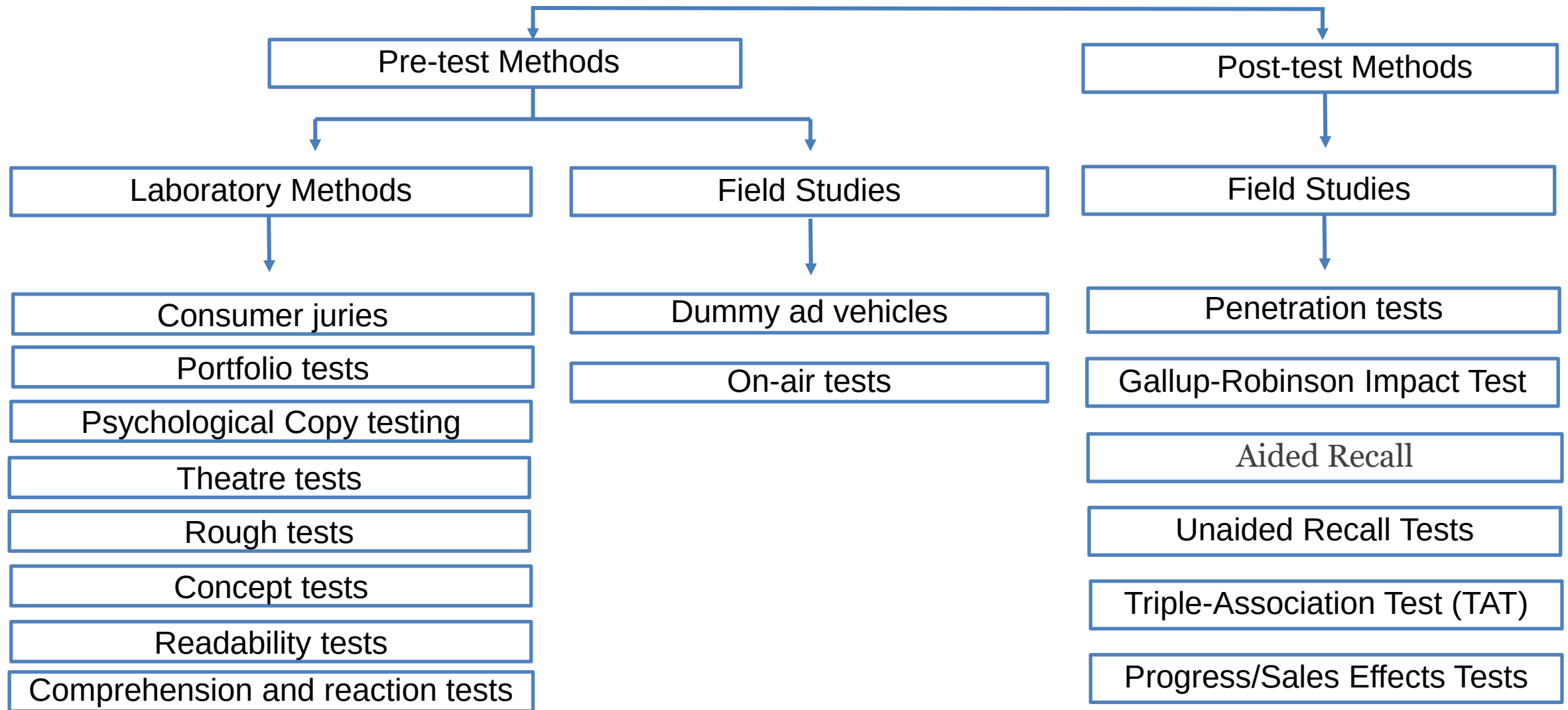
How to test?

- **Copy testing** is a form of market research that determines the likelihood of an advertisement's success through consumer feedback.

Positioning advertising copy testing (PACT) Principles

1. Provide measurements relevant to objectives of advertising
2. Require agreement on how results will be used
3. Provide multiple measures to evoke more precise evaluations
4. Test should be based on some theory or model of human behaviour
5. Consider multiple versus single exposure to the stimulus
6. Require alternative executions to have same degree of finish
7. Provide controls to avoid biasing effects of exposure context
8. Take into account basic considerations of sample definition
9. Tests should be Reliable and Valid (generalizable)

Methods of Measuring Advertising Effectiveness



Pretesting of Finished Ads: Laboratory Methods

❑ Consumer juries

- Uses consumers to compare, rank and evaluate an ad.
 - ✓ Self-appointed expert
 - ✓ Limited evaluation of the number of ads.
 - ✓ Halo effect
 - ✓ Specific ad preferences overshadowing objectivity.

❑ Portfolio tests

- A method in which after looking through a portfolio of different versions of a particular advertisement, respondents chosen from the target market are asked to recall in detail those which they can remember.

Psychological Copy testing

- Psychological Copy testing is a technique in which various methods including word association, sentence completion, depth, interview and storytelling are used.
- A catalogue of reactions namely self-pity, security, fear, nostalgia, and so on are set.
- Alternative ads are then rated based on how readers respond.
- The psychological technique is difficult to implement since skilled interviewers are required.
- Copy testing is psychological in nature; hence some psychological tests are administered.

Theatre tests

- Target consumers are invited to a theatre (laboratory or hall) to preview evaluate television advertising in the context of a TV program
- Before the programme commences, details regarding the respondents' demographic and attitudinal details are recorded and they are asked to nominate their product preferences from a list.
- At the end of the viewing their evaluation of their programme is sought and they are also requested to complete their product preferences a second time.
- The main outcome of this process is a measure of a degree to which product preferences change as a result of exposure to the controlled viewing.

Rough tests

- A rough commercial is an unfinished execution that may fall into three broad categories:
 - ✓ **Animatic rough**—includes a succession of drawings/cartoons, rendered artwork, still frames and simulated movement.
 - ✓ **Photomatic rough**—successions of photographs often showing real people/scenery, etc. with still frames and simulated movement.
 - ✓ **Live-action rough**—employs live motion, stand-in involvement, often with non-union crews, limited props and opticals, and location settings.

Concept Test

- Conducted early in campaign development.
- It explores consumers' reactions to ad concepts expressed in words, pictures, or symbols.
- Methods:
 - ✓ Alternatives are exposed to consumers who match the target audience.
 - ✓ Reactions & evaluations sought through focus groups, direct questioning, surveys.
 - ✓ Sample sizes depend on the number of concepts and consensus of responses.
- It uses several types of Qualitative and/or quantitative data for evaluating and comparing alternative concept.

Readability tests

- In this test, the ease of readability is ascertained by a series of questions and techniques developed by psychologists before the ad is relayed.
- This technique ascertains the depth of understanding of the reader through the advertisement.

Comprehension and reaction tests

- Comprehension and reaction tests are designed to assess these responses (which makes you wonder why some ads are ever brought to the marketplace).
- Tests of comprehension and reaction employ no one standard procedure.
- Personal interviews, group interviews, and focus groups have all been used for this purpose, and sample sizes vary according to the needs of the client; they typically range from 50 to 200 respondents.

Pre-test of Finished Ads: Field Studies

- **Dummy ad vehicles:** A mock-up of a media vehicle (magazine, Flyer etc.) used to test advertising effectiveness with a representative group of the target market.
- These pretend magazines are distributed to a random sample of households, who are asked to consume the magazine in their normal way.
- Readers are encouraged to observe the editorial and at a later date they are asked questions about both the editorial and the advertisements.
- **On-air tests:** A test is where research participants are exposed to some advertising in a natural setting, such as their own homes
- After this, they are made to answer questions regarding the commercial they recall to have seen.

Post-test of Finished Ads: Field Studies

- ❑ **Inquiry tests** are designed to measure advertising effectiveness on the basis of inquiries generated from ads appearing in various print media, often referred to as “bingo cards.”
 - The inquiry may take the form of the number of coupons returned, phone calls generated, or direct inquiries through reader cards.
 - Common methods:
 - ✓ Running the ad in successive issues of the same medium.
 - ✓ Running split-run tests, in which variations of the ad appear in different copies of the same newspaper or magazine.
 - ✓ Running the same ad in different media.

Recognition Tests

- It determines the readership of the advertisement in the newspapers and journals.
- Developed by Dr. Daniel Starch in 1920. It is also known as starch test .
- The starch test requires participants, a minimum of 200 men and women, to thumb through publications that they normally read, looking at the ads as they go along, and provide specific responses, particularly if they saw certain ads in the issue.
- Participants are prescreened through personal interviews and are people who have previously read the publication, usually within ten days of its issue.
- Interviewers ask participants to indicate the ads they read and may question regarding the components they saw, such as headlines, visuals, logo, body copy, etc.

Recall or Impact Test

- The recall test is designed to measure the impression of readers or viewers of the advertisement. If a reader has a favorable impression of the advertisement, he will certainly retain something of the advertisement.
- The measures of interest would be obtained by interviewing the readers or viewers or listeners, days after the advertisement or commercial is appeared in the newspaper, or on T.V.
- Interviewer asks the questions from the readers / viewers and in response to the question asked, the reader reveals the accuracy and depth of his impression by his answers.
- It can be aided recall or unaided recall test or combined recall test.

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Recall or Impact Test

- **Aided Recall:** It measures the memory of the respondent by asking them to recall what they saw on the given advertisement.
- It is an objective test.
- **Unaided Recall Tests:** The respondents are not given any clue to recall the ad. This proves to be more demanding than the aided recall, as respondents recalling the brands without help shows a greater degree of penetration of the ad.
- **Types of Unaided Recall:**
 - ✓ **Day-After- Recall (DAR):** One day after the advertisement appears the readers or viewers are questioned after that.
 - ✓ **Total Prime Time (TPT):** The main item of research is viewer's television viewing time.

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Gallup-Robinson Impact Test

- Gallup- Robison is a commercial research firm which has formulated standardized aided recall tests to survey advertisement impact.
- It is also known as combined recall test
- A respondent is shown a magazine cover and is asked whether he/she has read the issue.
- If yes, then the respondent is asked to describe anything s/he remembers seeing in that issue.
- The respondent is then given a deck of cards with brand names on them which appeared on the issue and is asked to indicate which ones s/he remembers seeing in the issue.

Sales test

- To check how much an ad campaign has succeeded in generating actual sales.
- The most common approach is to compare sales pre and post campaign, or past sales with current sales.
- Inventory checks and Scanner data, Experimental sales tests can also be done.
- Different versions of ad can be run in different test markets to check which one generates maximum sales.

Attitude change

- The influence of advertisements and promotional tools in shifting the opinions of customers about the company is analyzed with the help of attitude measurement tests.
- It is a common assumption that consumers only buy products from a brand which they have a good opinion.
- Advertising campaigns are launched by companies to correct the opinions created by bad publicity.
- The influence of advertising campaigns is quantified by companies to see its effect after the launch of campaigns.

Split-Run Test

- Two different versions of the same advertisement are printed in the same press run of an issue of a particular publication, so that some of the copies contain one version of the ad and the others contain the other version.
- The purpose of the split run is to compare the effectiveness of the two alternate ad copies.
- Elements that are often tested are prices, copy appeal, layout, type of illustration, coupon offered, or no coupon offered, or premium or rebate offered or not.

Evaluating the Overall IMC Program

- Peter Drucker identified goals that define overall well-being of a company:
 - ✓ Market Share
 - ✓ Level of Innovation
 - ✓ Productivity
 - ✓ Physical and Financial Resources
 - ✓ Profitability
 - ✓ Manager performance and development
 - ✓ Employee performance and attitudes
 - ✓ Social Responsibility
- IF these goals are being reached, the IMC plan is likely in good order.

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