HOW CAN RESEARCH DATA INCREASE ADVERTISING EFFECTIVENESS IN THE 2022 MEDIA SCENE?

Featuring YouGov BrandIndex by Focus Bari

On September 22, 2022, an extremely successful conference took place at OTE Academy, Athens, organized by Boussias Communications and Mediarisk. The Conference was titled **"Media : the New Creative"** and touched upon a series of topics concerning the complexity and increased demands from media strategies and tactics. The Conference's basic question was ***"how can we be adequately effective in view of the current media scene which involves both traditional and new/social media, how can we deal with the speed with which this scene changes day by day, and which metrics should we use in order to measure our effectiveness?"***

For sure, traditional media metrics and targeting approaches used since over 30 years ago are far than enough in today's reality. Consumers are currently exposed to a wholly different and extremely complex media and communication universe, and react to ad messages in much smaller groups, forming a "mosaic"; such groups are defined not just by demographics, but through a whole set of psychographics, lifestyle and tech savviness patterns.

Focus Bari replied to the challenges set by the conference with an introduction of **YouGov BrandIndex** conducted in Greece since September 2020, measuring the **"brand health status"** for 160+ brands in 6 major industry sectors in Greece. Choosing two cases from the **Supermarke**t **Retail Sector**, Xenia Kourtoglou, Founder of Focus Bari presented the way in which adequate consumer research data can provide real-time valuable insights which help advertisers adopt much more knowledgeable, accurate and effective communication strategies and tactics.

Case 1 : Brand X & Brand Y : "*How can research data help us in fine tuning our advertising strategies and tactics, while maximizing budget effectiveness?"*

These two supermarket chains were chosen because they present similar GRP pressure during 2021 and 2022, and because—despite their differences in area distribution and number of stores—they are considered as reasonably comparable brand presences in the market.

Picking out two specific months in 2022, March and June, the basic media metrics of these two brands on TV were as shown below. As observed, in March, the two brands have a similar general weekly reach level, also similar at the "reach 3" level (% of target audience having been exposed to the brand's ads three times). Brand X is slightly lower in terms of weekly GRP's, but presents a great difference vs. Brand Y in terms of different TVC's, the number of which is almost double than that of Brand Y.

Going to the same media metrics in June 2022, however, Brand X has a much lower—almost half—number of GRP's, yet still keeping a double variety of different TVC's.

Advertising KPIs

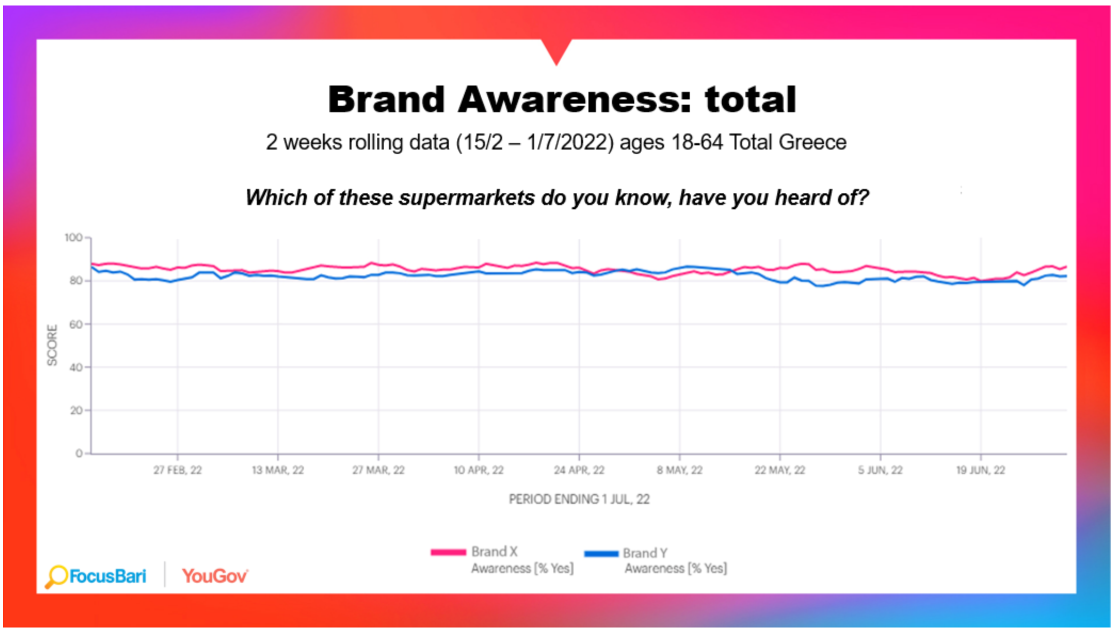
Target Group Adults 18-64. Periods March and June 2022

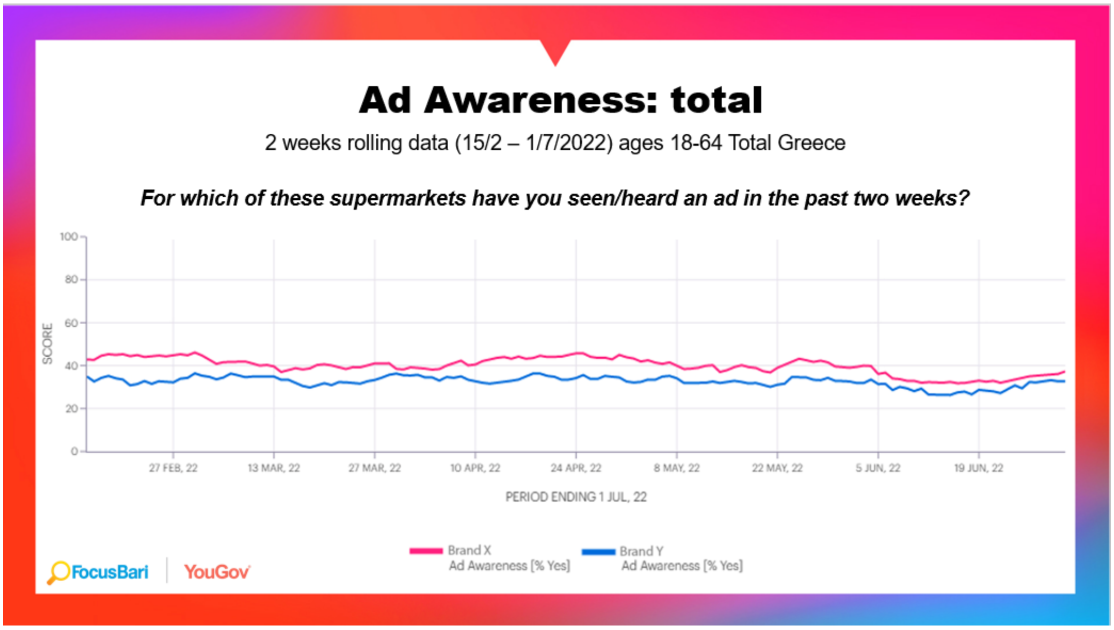
Brand Y	March					June				
Weekly GRPs	785,20	700,58	643,90	735,81	693,77	1.008,83	788,25	735,97	641,41	686,25
Weekly REACH	71,09%	74,28%	72,19%	64,80%	51,29%	67,07%	69,72%	69,48%	64,58%	60,89%
Weekly R3	56,25%	60,29%	57,96%	60,25%	47,52%	54,08%	57,40%	55,12%	51,38%	47,65%
Av. TVRs	2,0%	2,1%	2,2%	2,1%	2,1%	1,87%	2,34%	2,12%	2,04%	1,96%
No of weekly Spots	383	516	421	365	140	444	366	379	351	266
No of weekly Videos	4	3	5	4	5	5	7	6	6	7

Brand X	March					June				
Weekly GRPs	615,43	580,77	485,99	618,43	689,67	451,15	524,76	540,92	385,39	281,10
Weekly REACH	74,78%	73,21%	68,89%	62,36%	35,31%	61,72%	63,20%	66,87%	61,77%	44,91%
Weekly R3	53,72%	56,82%	54,38%	59,39%	45,51%	40,78%	46,04%	48,95%	42,78%	19,69%
Av. TVRs	2,03%	1,86%	2,01%	1,66%	1,33%	1,40%	1,32%	1,65%	1,63%	1,44%
No of weekly Spots	398	463	356	199	65	289	433	356	266	118
No of weekly Videos	10	10	13	11	12	9	11	11	10	9

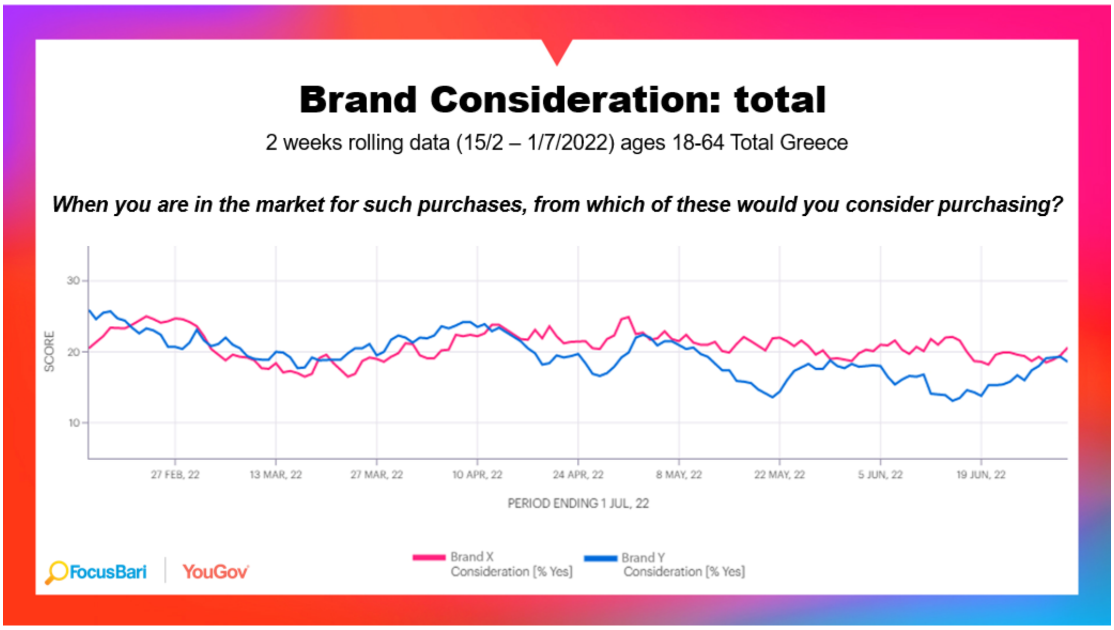
Of course, these are just two observations regarding the media pressure of the two brands. One can also consider other parameters, such as numbers of stores, specific categories promoted in the TVC's, for example, Brand X promotes more categories in the non-food sector, etc.

Going into the basic KPI's recorded by [BrandIndex] for the period of February 15 to July 1, 2022, the traditional metrics of Brand and Ad Awareness, are found to be absolutely normal for the two brands:

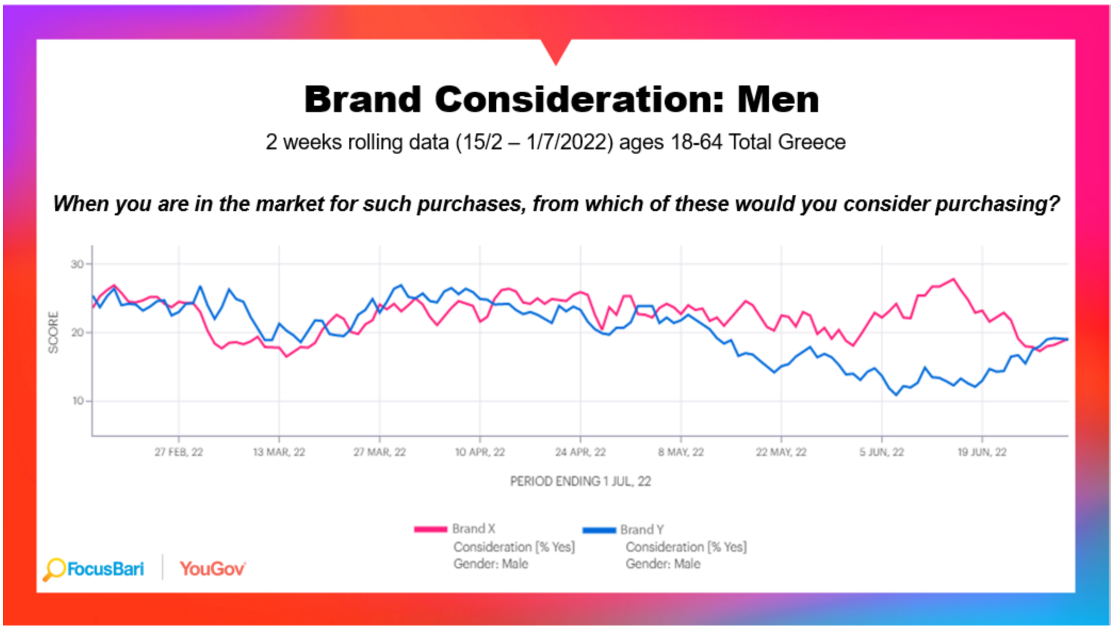


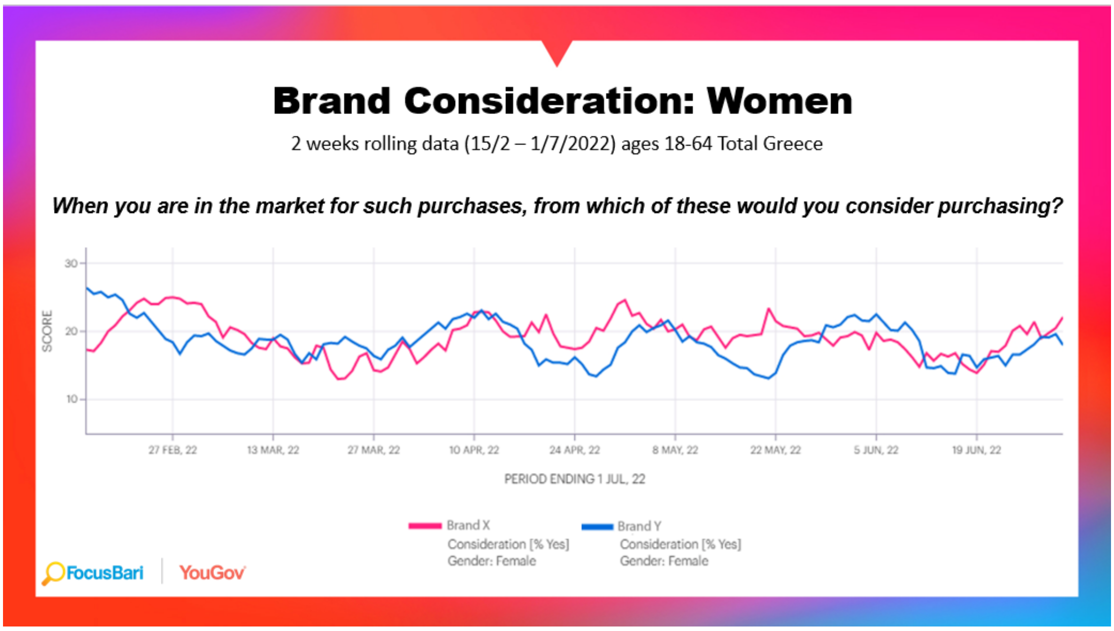


However, digging further into the KPI's, and picking out the one of **"Consideration for the Next Purchase",** results reveal a more interesting picture: despite Brand X about half Brand Y's GRP's in June—with a double variety of different creatives—it is observed that Brand X shows a clear lead as compared to Brand Y in terms of consideration for the next purchase.



Immediately, this finding leads one to go into more depth into the data; using the weekly refreshed, exclusive BrandIndex SW available to users, we looked at the data analyzing by gender, observing that **men,** present a substantially **higher consideration of Brand X for their next purchases in June, as compared to women**, who present an similar lever of consideration for the two brands across the whole period.





These findings lead to more food for thought regarding the possible interpretations one could give: could this difference be attributed to the fact that men make more supermarket shopping during the summer months because of the holidays? Or are the non-food offers more attractive to men? Surely, there are many more explanations and parameters involved that may influence consumers' intentions and final choices.

A definite conclusion though, is that with these data at hand, marketers and advertisers can make much **more informed and safer decisions regarding communication strategies, targeting and media plans and selections.**

Case II : *"How can research data help monitoring the impact of a crisis event and guideline actions via identifying the target groups which were most impacted?"*

This case is also taken from the same industry, yet the specific brand is kept anonymous, since an unfortunate event may happen to any organization. The case refers to an event which occurred in mid-February 2022 in Athens, at one of the major supermarket chains in Greece.

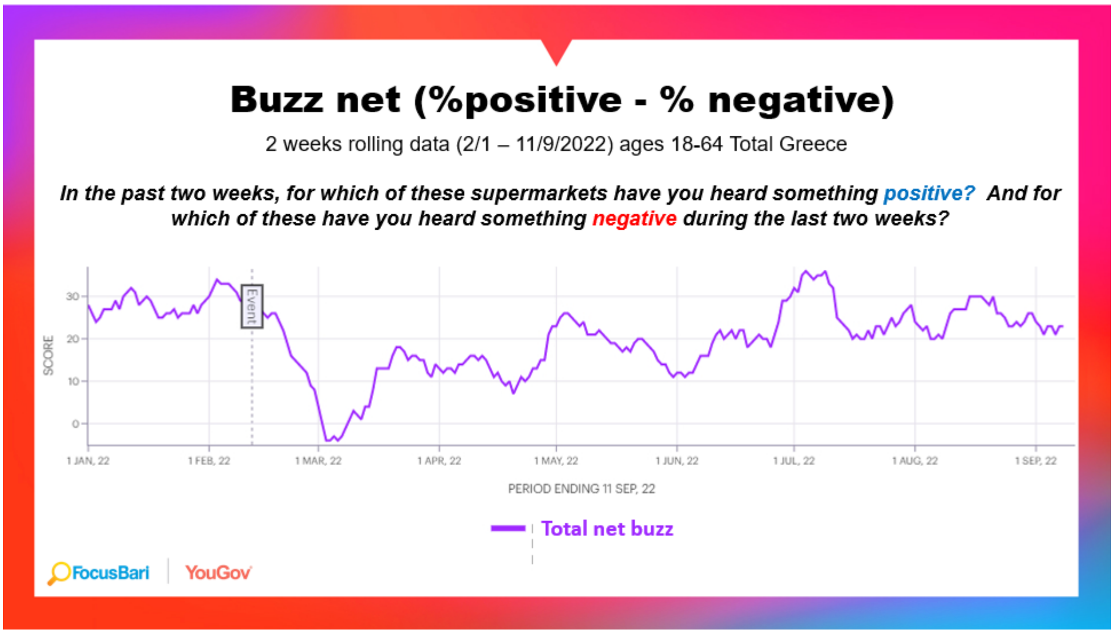
As **BrandIndex** monitors each **brand's health status holistically**—ie. what people **hear and say** about the brand, whether people **use or intend to use** a brand, and what **perceptions, image and feelings** they have about the brand—in this case we focused on the **buzz** regarding the brand, which is measured through two questions and the difference between them, i.e.:

Positive Buzz: percentage of people who have heard something positive about the brand during the last two weeks

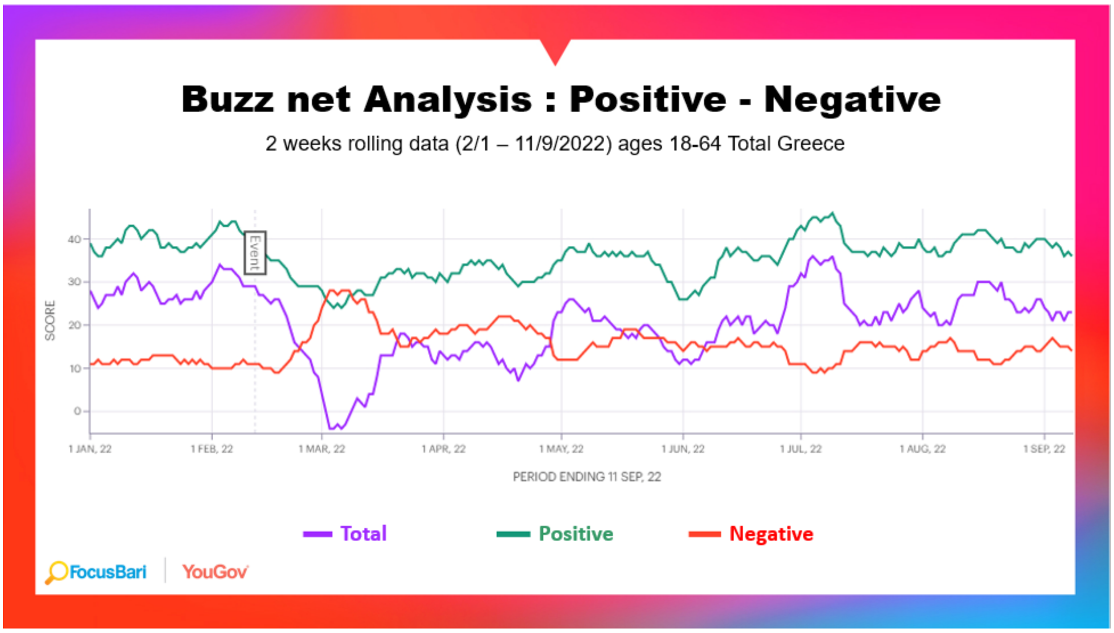
Negative Buzz: percentage of people who have heard something negative about the brand during the last two weeks.

Having the two above metrics, we subtract negative from positive and arrive at what we define as **"Net Buzz" about the brand in each period.**

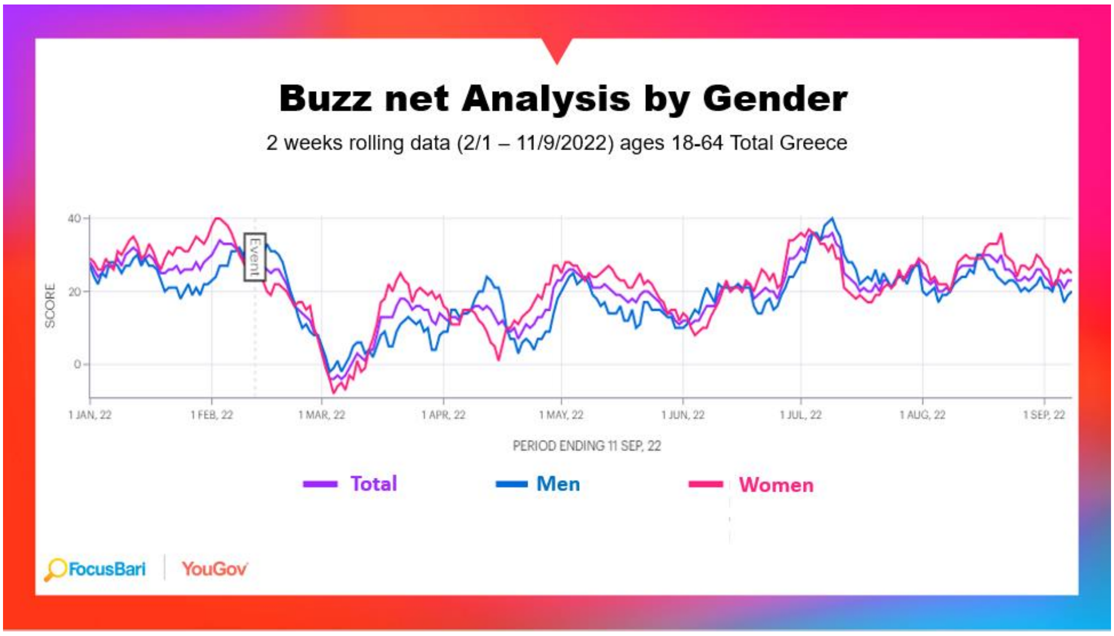
In the present case, we selected two weeks rolling data for the brand as of January 1st until September 1st, 2022. The chart below, shows the net buzz for the brand, where we observe that in "normal" periods, it ranges around 28-34% at all periods. Then, in mid-February 2022, the event occurred, and we see the net buzz dropping up to -4% by the end of the month. From then on, it gradually starts picking up, yet it does not reach up to its "normal" levels, with a short exception in the beginning of July 2022. Of course, the brand's team went into a lot of activities and actions to remedy the situation.



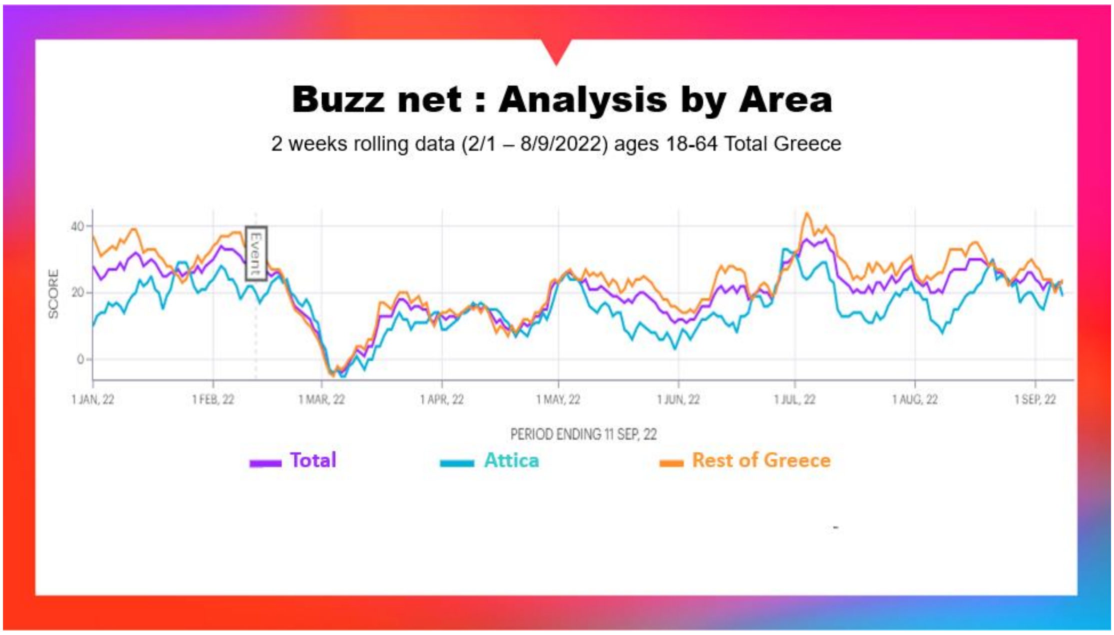
In a deeper analysis, it is very interesting to observe the lines of the positive and the negative buzz and the way they cross each other about two weeks after the event, arriving at a net buzz level of -4.



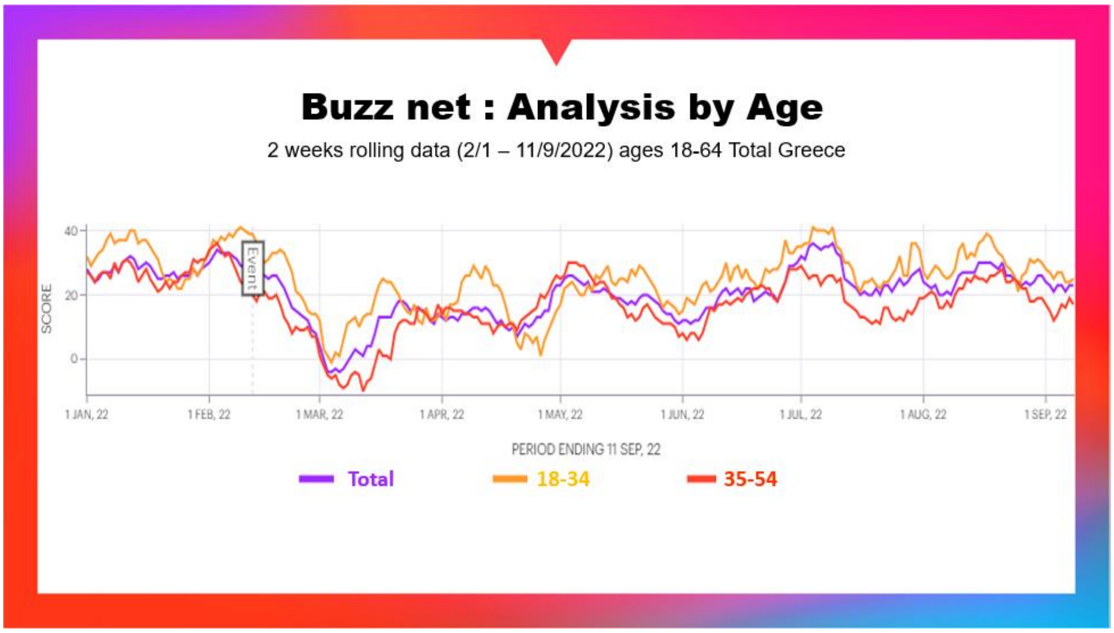
Another interesting observation is that although women are the main supermarket shoppers at a higher proportion than men, the net buzz follows the same pattern among the two genders right after the event, with women, marginally "picking up" a little earlier than men.



Also, although the specific event happened at an Athenian supermarket of the chain, the net buzz follows exactly the same pattern in all areas of Greece at exactly the same period. This finding emphasizes the speed with which today's media, especially social networks, have the power to spread the news in a viral way almost instantly, across all areas, genders, and age groups.



Finally, focusing on age groups, the following chart shows that in terms of recovery, the younger ages, 18-34, seem to improve in a relatively shorter time than the 35-54 one; however, the latter, comprise the primary supermarkets target group as compared to the former.



Similarly to the previous case, it is concluded that the availability of such data can substantially enlighten brand teams to design, target and implement the optimum recovery activities when faced with a severe crisis.

Focus Bari is the Affiliate Partner of YouGov in Greece.

See the whole presentation **here**

Find more about YouGov BrandIndex by Focus Bari **here**