

EFFECTIVENESS STUDIES 2013-2017

EFFECTIVENESS INDICATORS	AVERAGE	1 Procter & Gamble	2 Boiron	3 Berlin-Chemie	4 Boehringer-Ingelheim	5 Pharmacy Chain	6 Reckitt-Benckiser	7 Boehringer-Ingelheim	8 Reckitt-Benckiser	9 Walmart	10 Sanofi	11 Pfizer	12 Unilever
AD RECOGNITION (prompted)	81,3	86	77	94	66	87	61	86	88	86	88	80	77
Yes, I have definitely seen it	66,1	73	55	80	45	65	45	73	83	63	68	75	68
Yes, I think I've seen it	15,3	13	22	14	21	22	16	13	6	24	20	5	8
AD RECALL (spontaneous)	58,8	77	35	68	43	59	34	68	65	77	73	56	51
BRAND AWARENESS - all	90,7	100	78	98	76	98	75	92	97	94	96	88	96
TOM	38,2	86	19	55	10	46	13	32	40	37	53	30	37
Other spontaneous	14,5	3	13	5	14	34	14	11	22	10	9	14	25
Prompted	37,8	11	46	38	52	19	47	49	34	47	33	44	33
PURCHASE INTENTION	66,9	80	37	65	64	73	46	52	82	81	86	57	80
I will definitely buy this product	33,6	44	12	28	28	36	16	13	64	29	53	20	60
I will probably buy this product	33,3	36	25	37	36	37	30	39	18	51	33	37	20
(Purchase intent score)		41,6	15,9	30,7	30,4	36,3	20,2	20,8	50,2	35,6	47	25,1	48
POSITIONING													
Have you used this product in the last 6 months?	69,0								69				
CONTEXTUAL RELEVANCE	90,7	93	82	89	91	91	86	92	95	97	97	93	82
BRAND ACTIVATION													
ASK FOR MORE INFORMATION	69,2		57	62	65	67	56	59	82	74	86	75	78
Completely agree	44,2	42	24	36	41	40	30	34	71	40	46	59	67
Somewhat agree	24,5	20	33	26	24	27	26	25	11	34	40	17	11
TELL A FRIEND	66,8		51	66	61	66	53	66	76	77	87	62	70
Completely agree	41,7	43	23	38	35	39	25	38	68	37	50	52	52
Somewhat agree	25,3	35	28	28	26	27	28	28	9	40	37	10	8