

nielsen

BRAND X CAMPAIGN EVALUATION QUANTITATIVE RESEARCH RESULTS

Client: Berlin-Chemie, Romania

Media Agency: Propaganda

Category: products for heavy, swollen or tired legs, for bruises or varicose veins

Prepared for:



November 2013



RESEARCH CONTEXT & OBJECTIVES

- Research Context

- As Info-Sanatate Network is seeking to measure the efficiency of Info-Sanatate TV DpB media channel, Nielsen was invited to conduct a study in order to evaluate the impact of the advertising presented to viewers in hospitals and clinics.

- Main Research Objectives

- Measure the media channel effectiveness
- Investigate the level of KPIs (awareness, preference, recommendation) after exposure through Info-Sanatate TV DpB channel.

- Detailed Research Objectives

- Measure brand and ad awareness
- Identify the level of recall among viewers
- Measure the purchase intention after ad exposure
- Evaluate the suitability of ads with the environment
- Acknowledge the activation impact of ads seen on DpB.

RESEARCH METHODOLOGY

- **Coverage:** Bucharest
- **Locations:**
 - “Clabucet” Polyclinic (general medicine)
 - European Hospital (private hospital)
 - “SF Andrei” Clinic
 - Panduri Medical Cabinet
- **Sample Size:** 327 face-to-face exit-interviews.
- **Evaluated categories:**
 - Products for heavy, swollen or tired legs, for bruises or varicose veins;
- **Target Respondents:**
 - Males and females aged 18-75 y.o
 - Visitors in clinics and hospitals where the campaign is present
 - Visitors in clinics and hospitals, who observed the presence of digital screens
- **Questionnaire Length:** 5 minutes
- **Confidence interval:** 95%, sampling error of +/- 5.3%

EXECUTIVE SUMMARY (1/3)

- **AD RECOGNITION.** After ad exposure for Brand X, 94% of the respondents said that they have seen this commercial on the Info-Sanatate TV screens.
- **CONTEXTUAL RELEVANCE.** The wide majority of clinics' visitors appreciate that **the ad for Brand X is suitable with the environment (89%)**, which supports further sustaining the communication on digital billboards inside medical clinics.
- **SPONTANEOUS AD RECALL.** Brand X registers the highest score (68%) among those who spontaneously mentioned that have seen commercials, news/promotional offers on the Info-Sanatate TV screens in the waiting room.
- **PURCHASE INTENTION** among those who mentioned that they have seen the ad for Brand X is high, as more than 60% of them are willing to buy the product.
- **After evaluating the above indicators we can observe that the Info-Sanatate TV campaign for Brand X was very efficient**, meaning that 94% of the respondents have seen the commercial on TV screens. Also the campaign succeeds in influencing more than 60% of the respondents to state their intention of buying the product.

EXECUTIVE SUMMARY (2/3)

BRAND AWARENESS

- As brand, Brand X is leading in its category in terms of mindshare, as it has the highest level of **TOP OF MIND BRAND AWARENESS**. This could be an effect of the ads seen on Info-Sanatate TV screens, however, it is a starting point for raising solid awareness for this brand.
- Looking at the **TOTAL BRAND AWARENESS** scores, it maintains the best performance compared to the other similar products for heavy, swollen or tired legs.

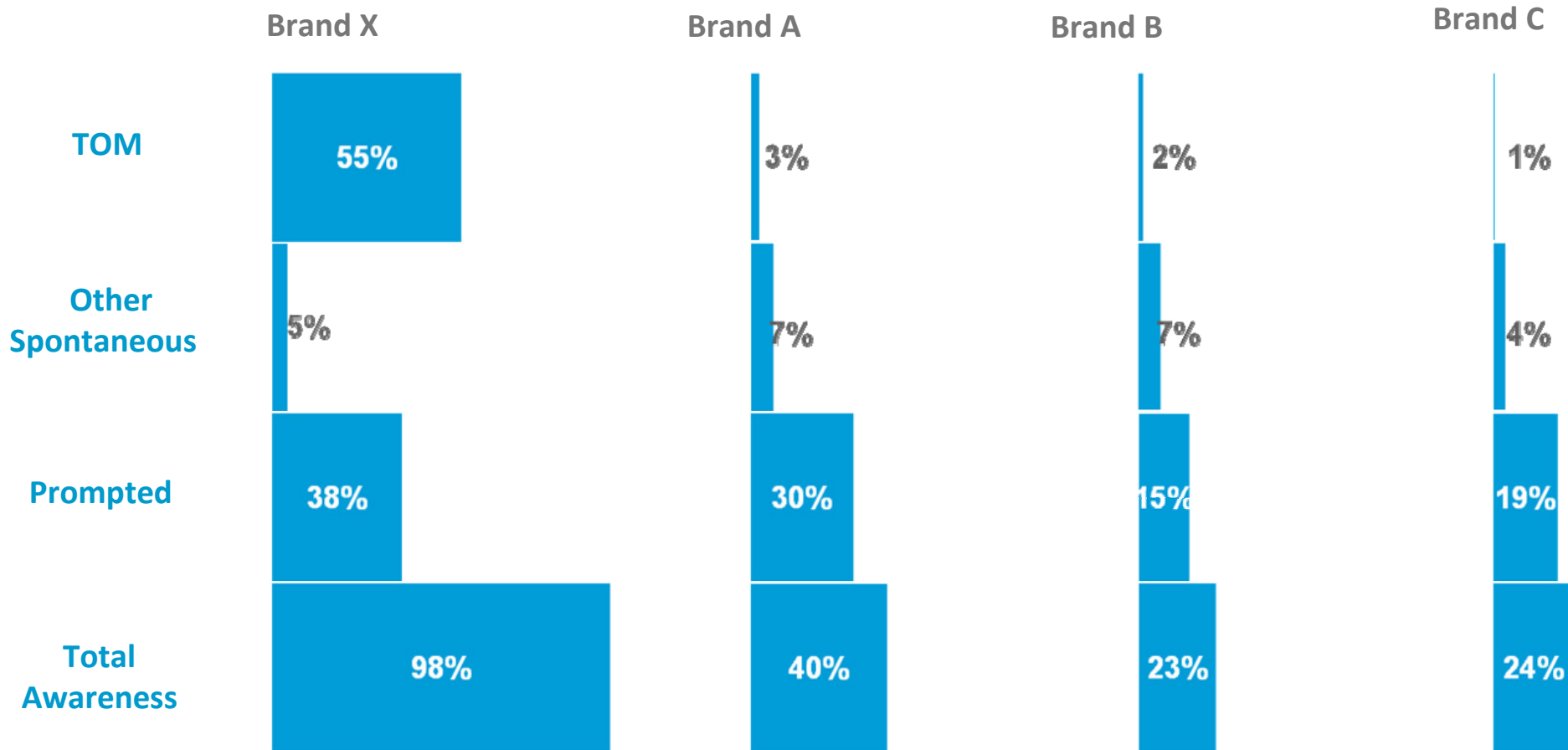
BRAND ACTIVATION

- More than a half of them mention that the ad determined them to ask more about this product.
- Moreover, the ad had a positive impact on them and 66% of respondents mentioned that they will talk with friends and family about the product.

Regarding **BRAND AWARENESS** and **BRAND ACTIVATION**, the campaign proved to be effective, meaning that Brand X brand has recorded a high score (55%) looking at the top of mind brand awareness. Related to total brand awareness, the product is only 2% below the maximum score (at 98%). Moreover the campaign convinced more than half of respondents to ask more questions about Brand X and to advertise the product amongst their friends and family.

EXECUTIVE SUMMARY (3/3)

BRAND AWARENESS



Compared to the other products for heavy, swollen or tired legs, for bruises or varicose veins, Brand X register the highest score 55% in terms of top of mind, while Brand A register 3%, Brand B 2% and Brand C 1%. Also, when looking to total brand awareness, Brand X register a significantly higher score (98%) than the other products. **These results prove that the presence of the ad in the Info Sanatate TV network has been an efficient booster for awareness scores..**

TOM (Top of mind) – the first brand that comes to mind when a customer is asked about the brands in a category, without prompting names of brands;

Other Spontaneous – an unforced recall of a brand or a specific product from the consumer’s memory, without prompting names of brands;

Prompted – recognition of a specific brand or product from a list of possible names prompted.

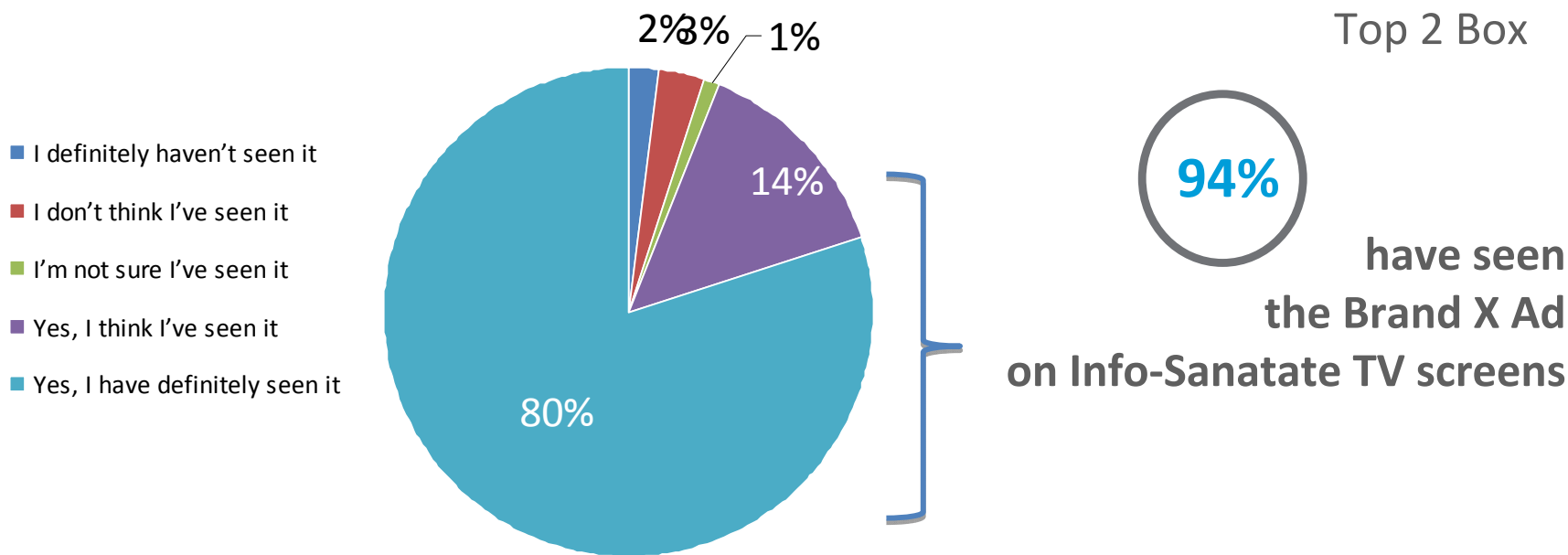
Base: All respondents n=327, Ref Q1a, Q1b, Q1c

AD DELIVERY EFFECTIVENESS - INFO-SANATATE TV CHANNEL

AD RECOGNITION (prompted)

Q5a. Have you seen the ad for Brand X?

94%: TOTAL AD RECOGNITION



80% of respondents mentioned that they definitely have seen the Brand X Ad on Info-Sanatate screens, while 14% said that they think have seen the ad. Moreover, only 5% of respondents claim that they have not seen the commercial on Info-Sanatate TV screens.

Top 2 Box represent sum of "Yes, I think I've seen it a prompted" and "Yes, I have definitely seen it".

Prompted – recognition of a specific brand or product from a list of possible names prompted.

Base: All respondents n=327, Ref Q5a

AD DELIVERY EFFECTIVENESS - INFO-SANATATE TV CHANNEL

AD RECOGNITION (prompted)

Top 2 box scores

How to read: After ad exposure for Brand X, 95 % of viewers aged between 18 and 34 years motioned that they have seen this commercial on Info-Santate TV screens.

Q5A. Have you seen the ad for

		AGE			GENDER		PERSONAL INCOME			
		18-34 y.o. (n=89)	35-54 y.o. (n=116)	>54 y.o. (n=122)	Male (n=117)	Female (n=210)	<800 RON (n=88)	801-1400 RON (n=127)	1401-2000 RON (n=60*)	>2001 RON (n=24**)
		a	b	c	d	e	f	g	h	i
BRAND X	94%	95%	95%	91%	90%	95%	93% <i>i</i>	96% <i>i</i>	94% <i>i</i>	75%
Pharmacy/ drugstore category Brand	87%	91% <i>c</i>	90% <i>c</i>	81%	86%	87%	83%	89%	93% <i>i</i>	75%
Anxiety, stress or sleep disorders brand	77%	84% <i>c</i>	81% <i>c</i>	70%	72%	81%	70%	78%	88% <i>f</i>	71%

After ad exposure for Brand X, 94% of the respondents said that they have seen this commercial on the Info-Sanatate TV screens.

Top 2 Box represent sum of “Yes, I think I’ve seen it a prompt” and “Yes, I have definitely seen it”.

Prompted – recognition of a specific brand or product from a list of possible names prompted.

Base: All respondents n=327, Ref Q5a, Q5b, Q5c

**Small Base; ** Very Small Base;*

Please review the data with caution due to small bases.

In blue, significant differences, tested at 95% confidence level

AD DELIVERY EFFECTIVENESS - INFO-SANATATE TV CHANNEL

AD RECALL (spontaneous)

SPONTANEOUS AD RECALL: 68%

How to read: 72% of males motioned that they have seen commercials, news/promotional offers for Brand X on the Info-Sanatate TV screens in the waiting room

Q4. For which brands of products/brands, services or companies have you seen commercials, news/promotional offers on the TV screens (LCD, plasma) in the room/waiting room?

		AGE			GENDER		PERSONAL INCOME			
		18-34 y.o. (n=89)	35-54 y.o. (n=116)	>54 y.o. (n=122)	Male (n=117)	Female (n=210)	<800 RON (n=88)	801-1400 RON (n=127)	1401-2000 RON (n=60*)	>2001 RON (n=24**)
		a	b	c	d	e	f	g	h	i
BRAND X	68%	71%	69%	64%	72%	65%	60%	75% <i>f</i>	68%	50%
Pharmacy/ drugstore Brand	59%	70% <i>c</i>	60%	49%	62%	57%	53%	61%	70% <i>i</i>	46%
Anxiety, stress or sleep disorders Brand	53%	58%	55%	46%	53%	52%	47%	53%	60%	63%
Other product than those above	2%	2%	3%	2%	2%	3%	2%	2%	2%	8%
I have, but I cannot remember what was the commercial about	18%	11%	16%	25%	15%	20%	22%	17%	15%	17%

Brand X registers the highest score (68%) among those who spontaneously mentioned that have seen commercials, news/promotional offers on the Info-Sanatate TV screens in the waiting room.

Spontaneous – an unforced recall of a brand or a specific product from the consumer’s memory, without prompting names of brands;
Base: All respondents n=327, Ref Q4

**Small Base; ** Very Small Base; Please review the data with caution due to small bases.*
 In **blue**, significant differences, tested at 95% confidence level

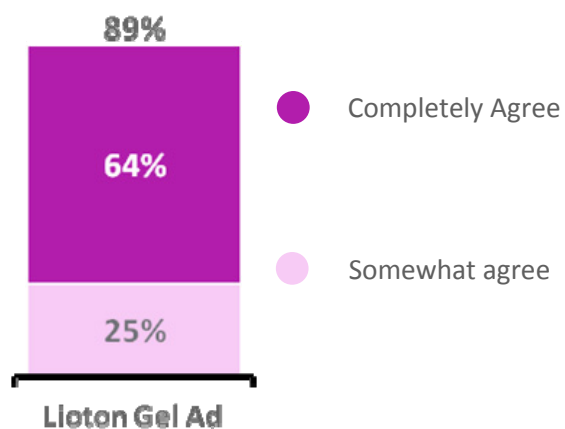
AD DELIVERY EFFECTIVENESS (1/2)

CONTEXTUAL RELEVANCE

Data in %

Ad appropriateness with the healthcare environment

Top 2 Boxes:



At top 2 box level, the wide majority of clinics' visitors appreciate that **the ad for Brand X is suitable with the environment (89%)**, which supports further sustaining the communication on digital billboards inside medical clinics.

64 % of respondents mentioned that they completely agree with the affirmation that **the ad for Brand X is suitable with the environment**, while 25% of them somehow agree with this affirmation.

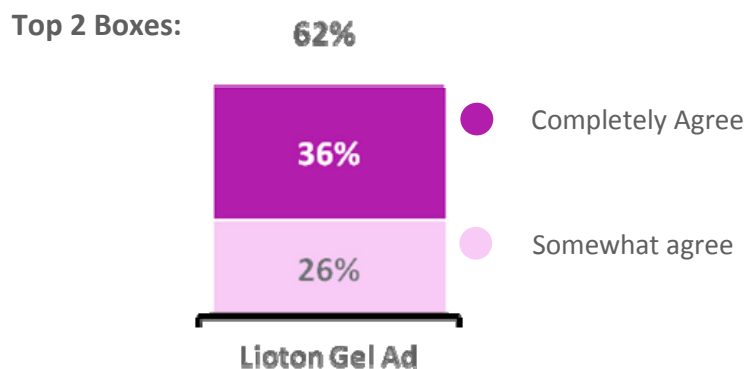
Top 2 Box represent sum of "Completely agree" and "Somewhat agree".

Base: Respondents who have seen the ad Brand X n=305, Ref Q7a

AD DELIVERY EFFECTIVENESS (2/2)

BRAND ACTIVATION

BRAND ACTIVATION Ask for more information



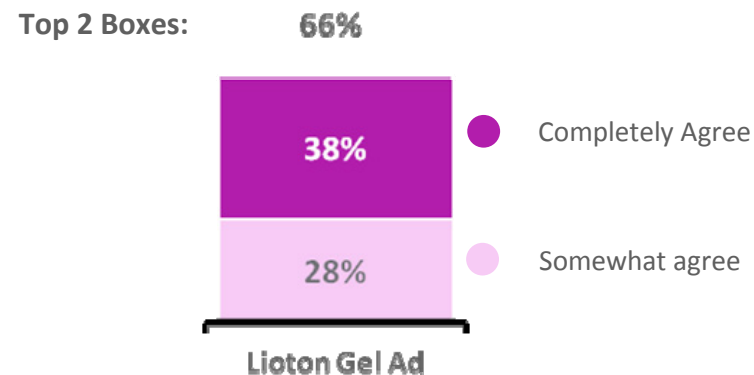
36% of respondents completely agree with the affirmation that **the ad leads them to ask for more information about the product**, while 26% of them somehow agree with this affirmation.

At top 2 box level, more than a half of them mention that the ad determined them to ask more about Brand X.

Top 2 Box represent sum of "Completely agree" and "Somewhat agree".

Base: Respondents who have seen the ad Brand X n=305, Ref Q7a

BRAND ACTIVATION Tell a friend

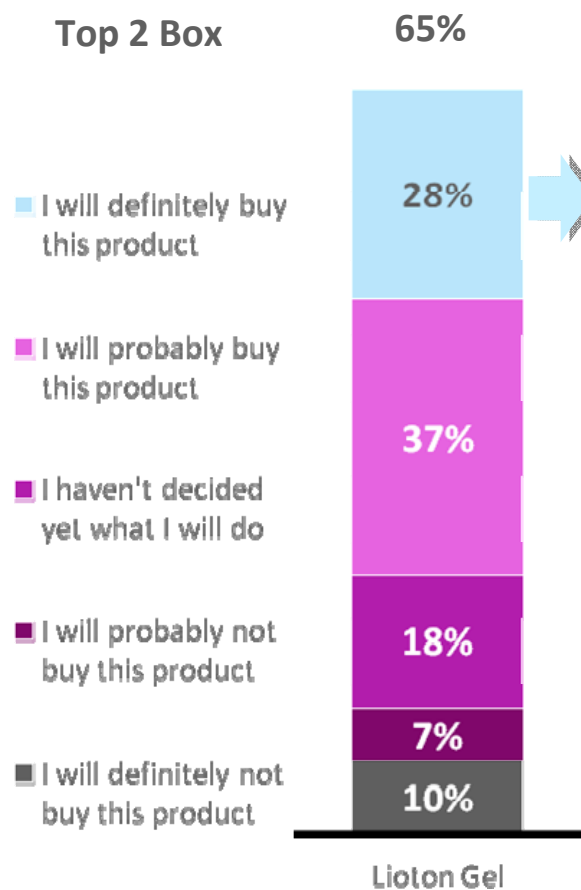


38% of respondents completely agree with the affirmation that **The ad determines them to tell friends/family about the product**, while 28% of them somehow agree with this affirmation.

Moreover, at the top 2 box level, 66% of respondents mentioned that they will talk with friends and family about the product.

PURCHASE INTENTION AFTER AD EXPOSURE

Q6a. Suppose you were in the situation of buying a medical product for treating swollen or tired legs, for bruises or varicose veins. To what extent would you be willing to buy the product in this ad, using a scale of 1 to 5, where 1 means "Definitely would not buy it", and 5 means "I would definitely buy it"



AGE			GENDER		PERSONAL INCOME			
18-34 y.o. (n=84)	35-54 y.o. (n=110)	>54 y.o. (n=111)	Male (n=105)	Female (n=200)	<800 RON (n=82)	801-1400 RON (n=123)	1401-2000 RON (n=56*)	>2001 RON (n=18**)
a	b	c	d	e	f	g	h	i
26%	30%	27%	23%	31%	29%	30%	20%	33%

PURCHASE INTENTION among those who mentioned that they have seen the ad for Brand X is high, as more than 60% of them are willing to buy the product.

For only 17% of the respondents the ad did not meet its purpose, as they have declared that are not inclined to buy the product

Top 2 Box represent sum of "I will definitely buy this product" and "I will probably buy this product".
 Base: Respondents who have seen the ad for Brand X n=305, Ref Q6a

*Small Base; ** Very Small Base;
 Please review the data with caution due to small bases. 13

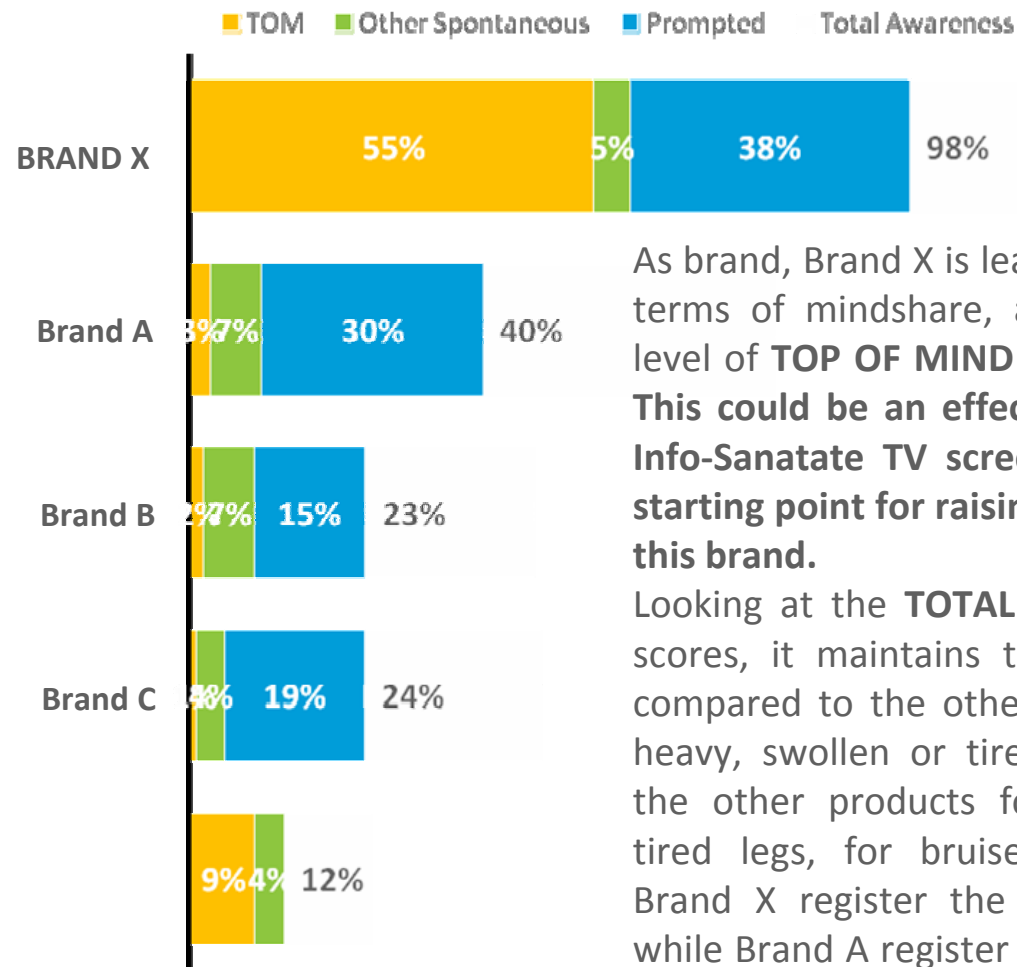
Brand X BRAND AWARENESS

98% TOTAL AWARENESS, 55% TOP OF MIND

Q1a. Could you please tell me which is the first brand of products for heavy, swollen or tired legs, for bruises or varicose veins, that comes to your mind?

Q1b. What other brands of products for heavy, swollen or tired legs, for bruises or varicose veins, can you think of? Any other?

Q1c. Further on, I will show you a list of brands of products for heavy, swollen or tired legs, for bruises or varicose veins. Please tell me which of these brands of products to you know?



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Looking at the **TOTAL BRAND AWARENESS** scores, it maintains the best performance compared to the other similar products for heavy, swollen or tired legs. Compared to the other products for heavy, swollen or tired legs, for bruises or varicose veins, Brand X register the highest score (98%), while Brand A register 40%, Brand B 23% and Brand C 24%.

BRAND AWARENESS SPLIT BY AGE AND GENDER

TOM

	AGE			GENDER		
	18 – 34 y.o. (n=89)	35 – 54 y.o. (n=116)	>54 y.o. (n=122)	Male (n=117)	Female (n=210)	
	a	b	c	d	e	
BRAND X	55%	64% <i>c</i>	59% <i>c</i>	46%	50%	59%
Brand A	3%	2%	3%	3%	3%	3%
Brand B	2%	4%	1%	-	3%	1%
Brand C	1%	1%	2%	-	-	1%
Other	9%	9%	5%	11%	7%	10%

Total Awareness

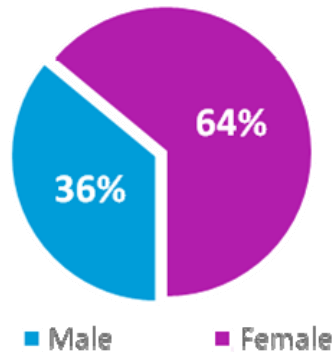
BRAND X	98%	100%	99%	96%	98%	98%
Brand A	40%	34%	41%	43%	37%	41%
Brand C	24%	26%	24%	22%	17%	28% <i>d</i>
Brand B	23%	35% <i>c</i>	25% <i>c</i>	13%	15%	28% <i>d</i>
Other	12%	12%	9%	16%	8%	15%

Base: All respondents n=327, Ref Q1a, Q1b, Q1c

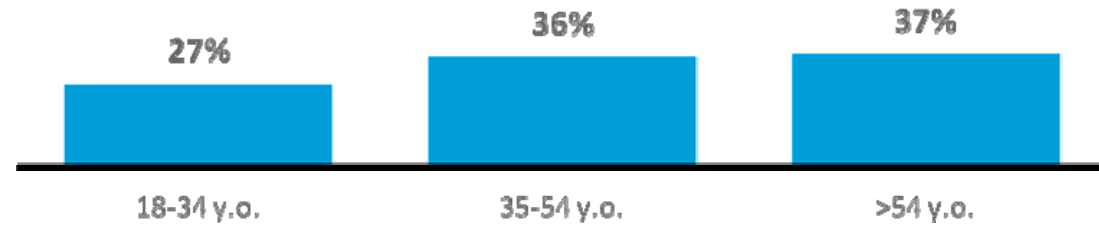
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DEMOGRAPHICS

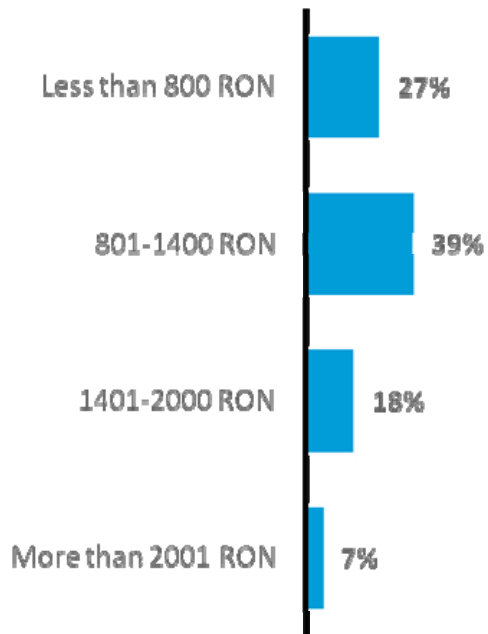
Gender



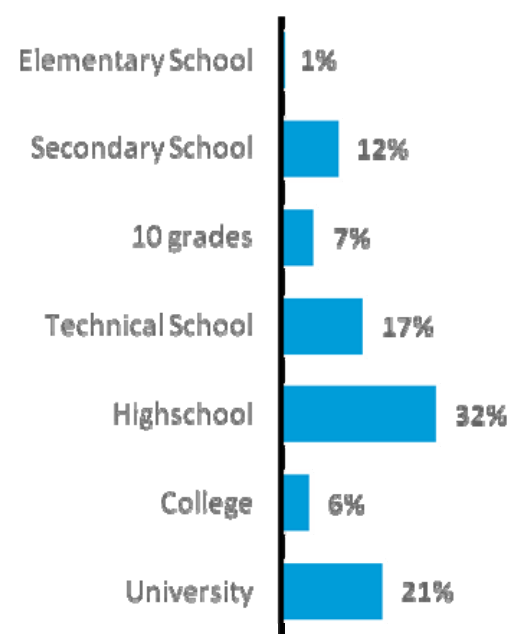
Age



Personal Income



Education



Occupation

