

TNS Digital AdEffect™

Increase the effectiveness
and efficiency of your
internet campaign!

Case study



The solution: MEASURING instead of QUESTIONING

Digital AdEffect™ enables to measure internet ad exposure exactly



Research background / research objectives:

- The client planned to launch a campaign with a **strong digital part**
- TNS Aisa was asked to offer an appropriate research solution that enables:
 - to measure the **reach** of the campaign (special focus on digital)
 - **which target group** was reached by the digital campaign
 - **impact** of the campaign on the brand KPIs



Traditional way: Ad recognition with stimuli presentation

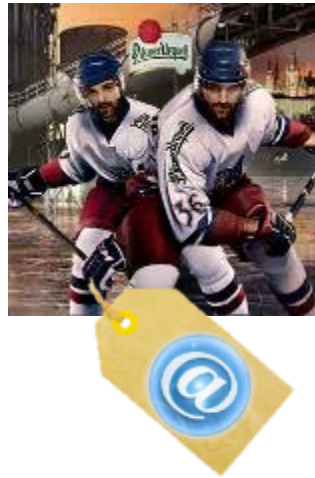


Digital AdEffect way: Technical measurement of internet ad contacts in real-life conditions

Real impressions to be measured,



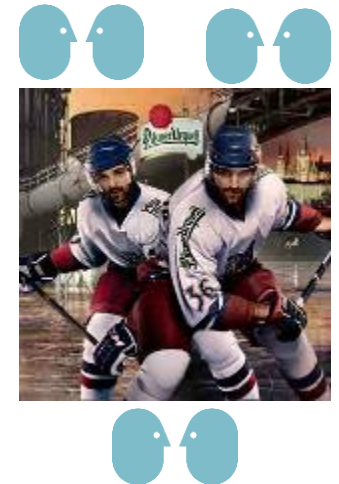
The client's campaign with **planned** number of impressions ...



... is tagged with an identification label,

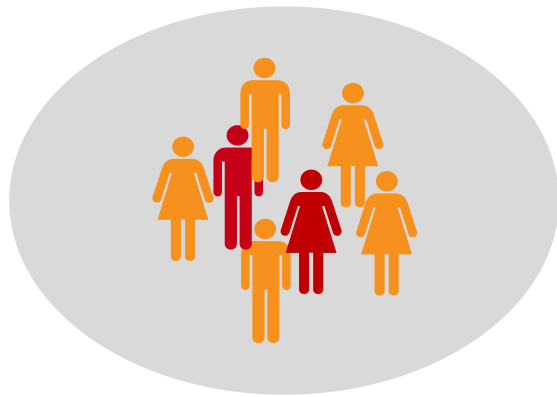


through this label we searched all impressions of this campaign ...



... and measured the **real number** of impressions of the campaign

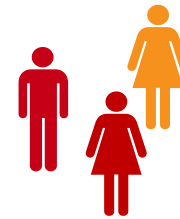
Impressions to be measured among panelists as well.



Tagged TNS online panel ...



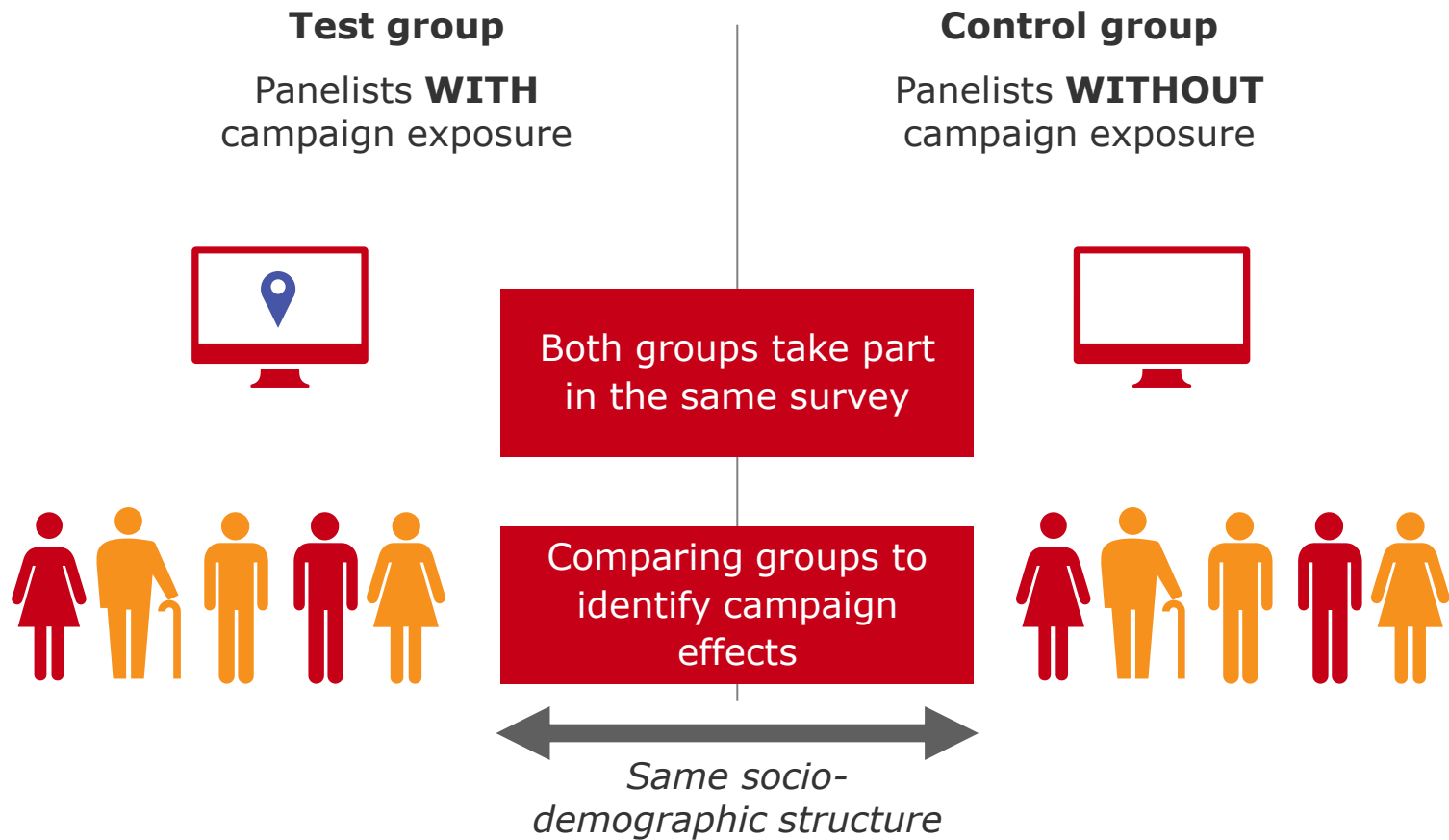
was mapped in order to identify exposed panelists.



Campaign exposed and unexposed panelists were explicitly identified and interviewed in the post-campaign test.

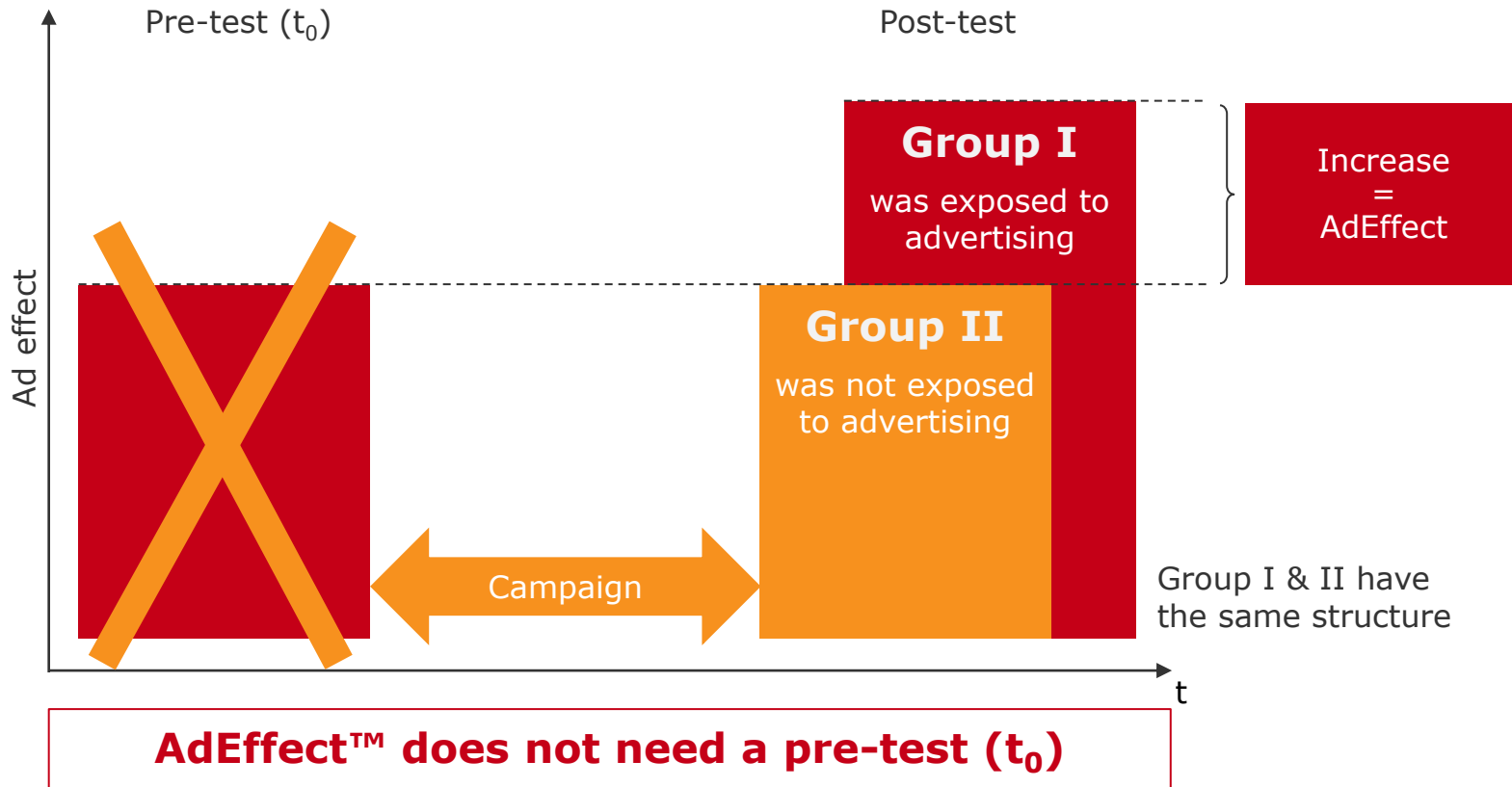
Measure first, then question

Valid and detailed analysis of campaign effects through questioning of panelists with and without ad exposure



Advantage of this approach with test and control group

No necessity of pre-measurement



The measured number of impressions is very close to the planned figures

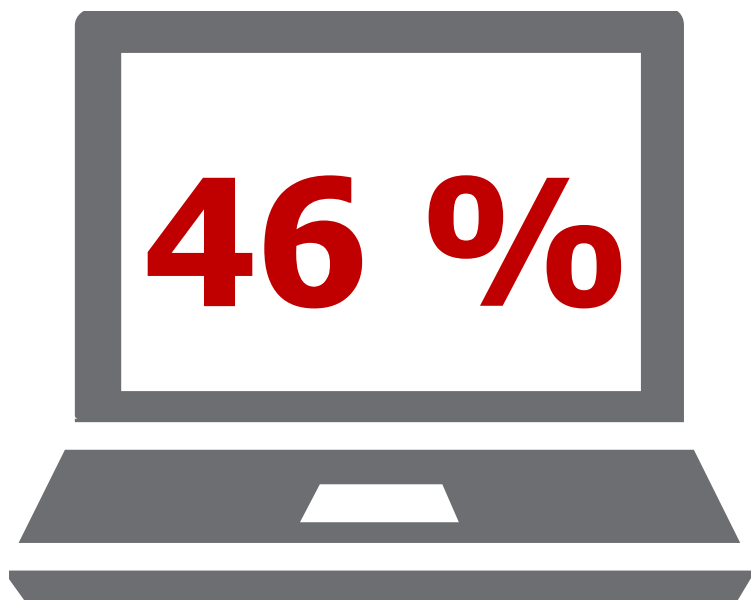
Number of impressions
planned

Number of impressions
measured

Facebook	cca 24,000,000	22,935,475
iDnes	15,713,332	12,129,367
YouTube	1,575,536	1,653,362
iPrima	1,095,584	1,187,331
Nova.cz	796,952	793,649
Total:	43,181,404	38,699,184






Nearly half of the online population 18-65 was exposed to the online campaign

online Exposed



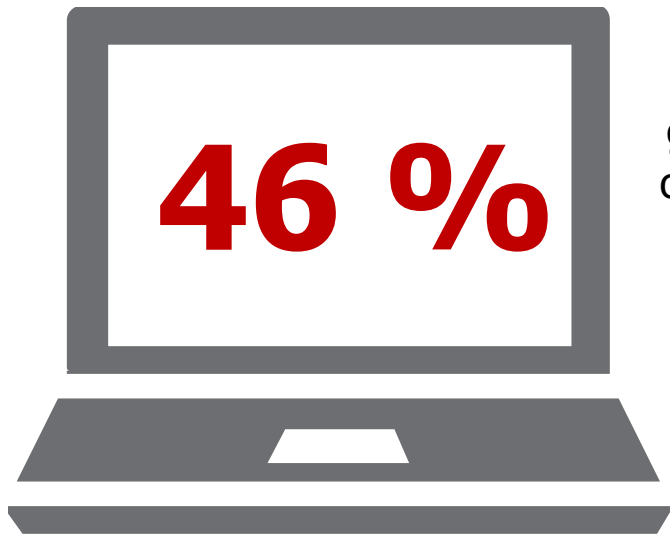
2,6 mio people

Exposure by sites / in mio people

	Facebook	33%	1,9 mio
	iDnes	13%	0,74 mio
	Nova.cz	8%	0,46 mio
	YouTube	5%	0,28 mio
	iPrima	5%	0,28 mio

The estimated number of the exposed client's target group is still higher.

online Exposed

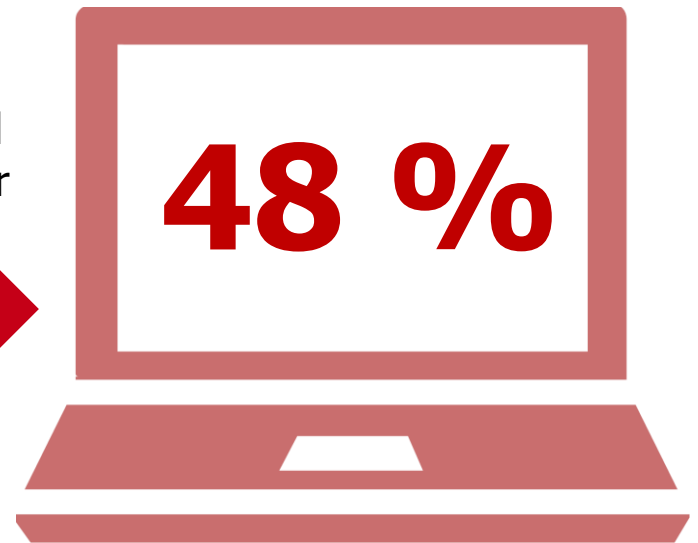


2,6 mio people

Correction based on
the specific target
group and its general
online media behavior



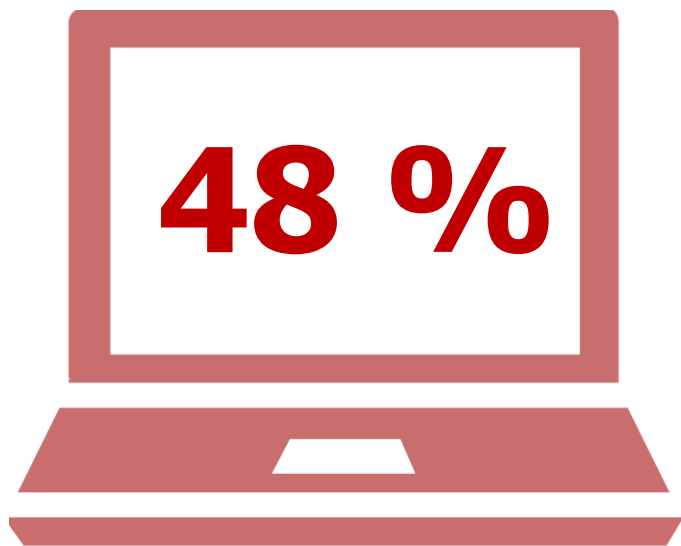
online Exposed



2,4 mio people

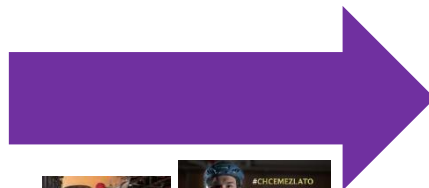
About a quarter of the population has been effectively reached – they have been aware of the campaign

online Exposed



2,4 mio people

Online ad recognition
based on presented
visual material



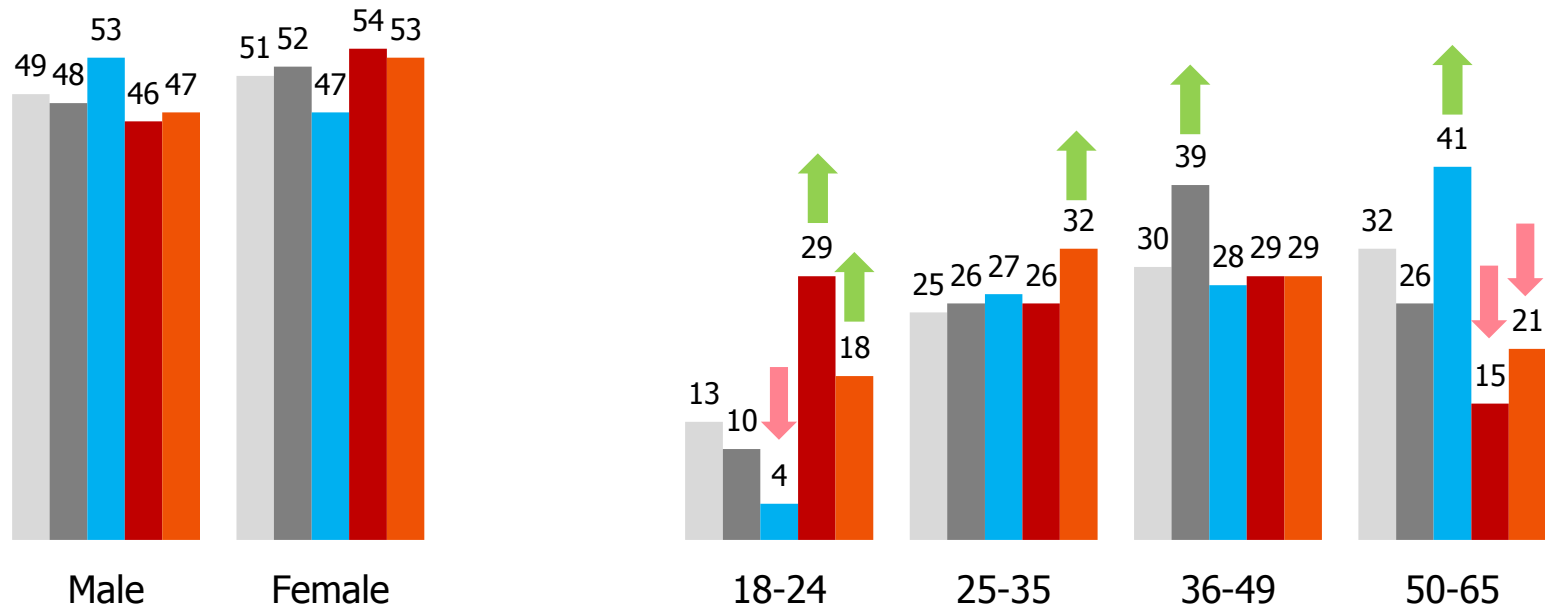
online Reached



1,3 mio people

Online communication hit particularly younger population, while TV the older one. Among the middle age population there is high share of unexposed.

Profile of the exposed / unexposed population – detail by channels

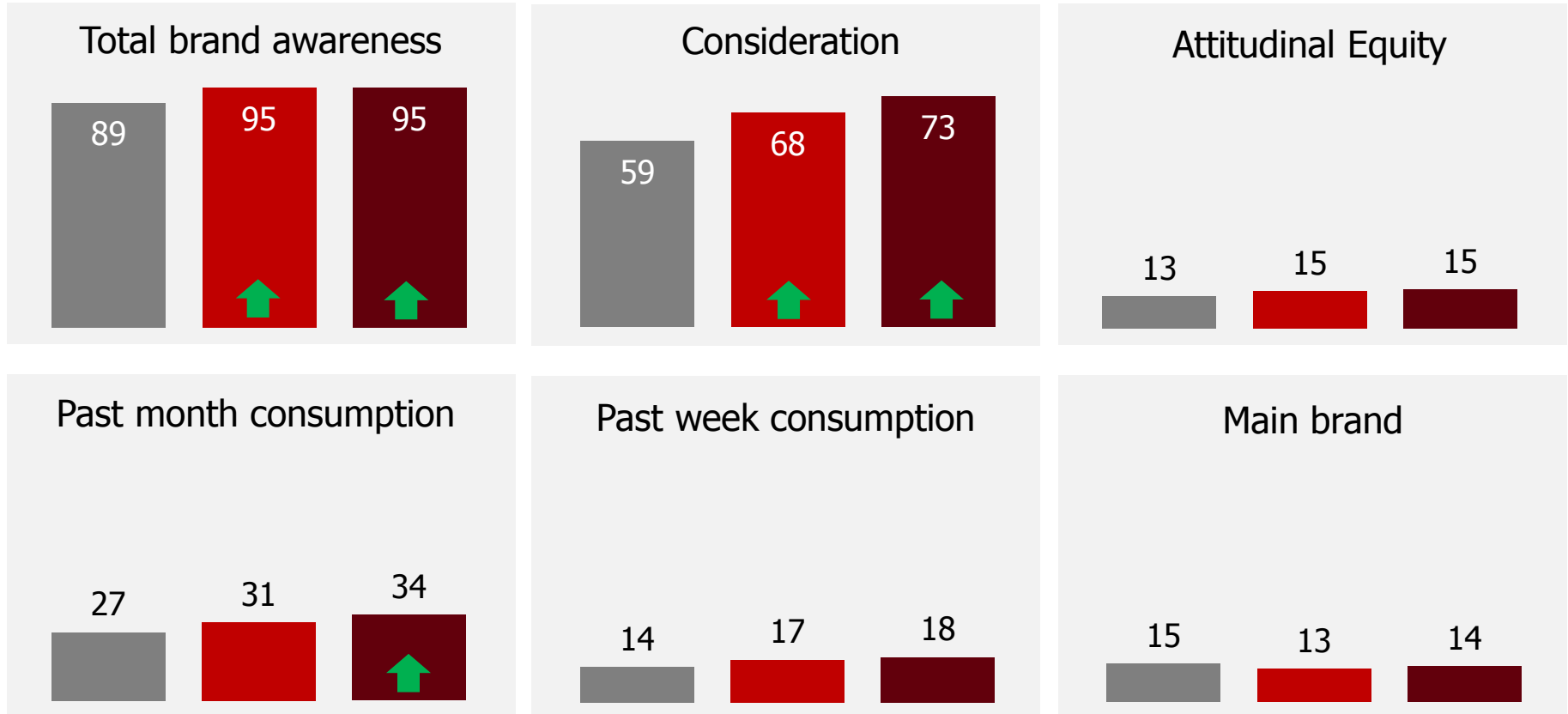


■ Repré online population ■ Unexposed ■ Only TV exposed ■ Only online exposed ■ Online + TV exposed

The online campaign positively influenced both attitudes and consumption



Brand KPIs – Impact of the ONLINE campaign



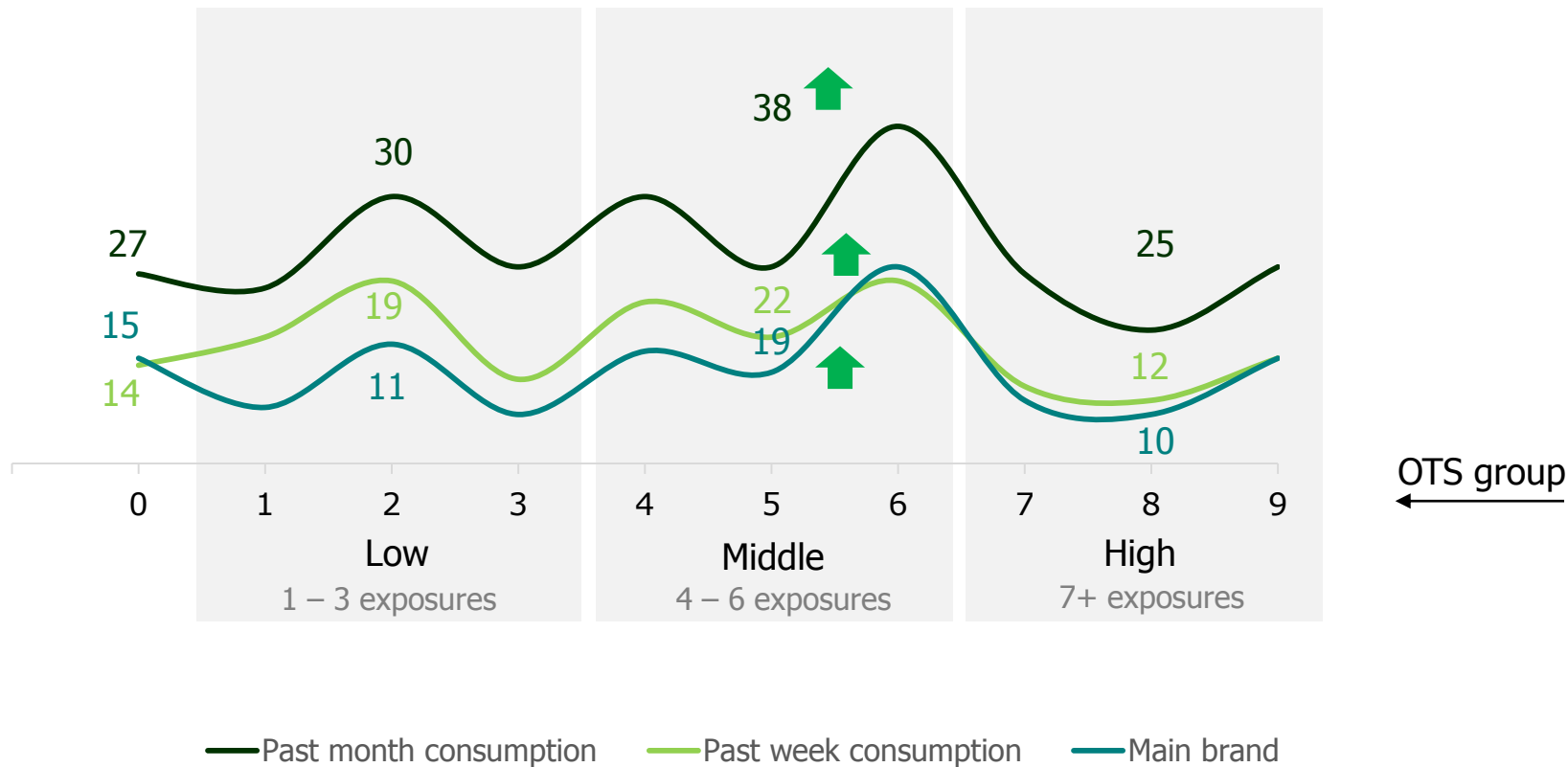
in % unexposed exposed reached significantly higher score (90%) compared to unexposed

Also the consumption of PU was most effectively stimulated by the middle exposure level



Consumption KPIs

Extent of online exposure – Impact of investments

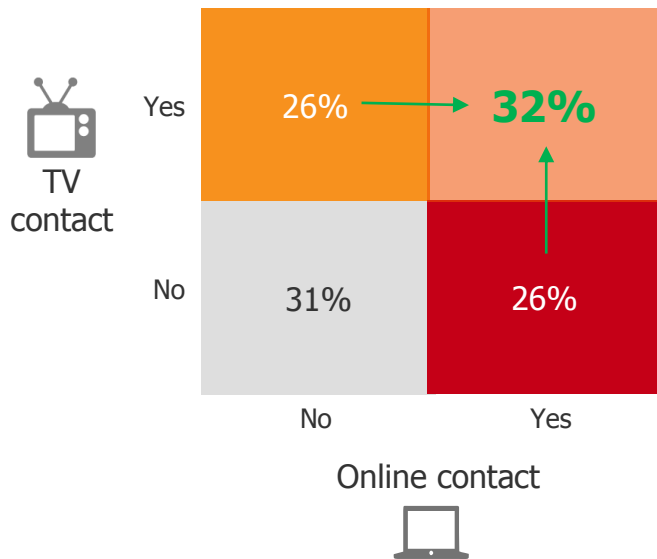


TV and internet communication cooperated strongly when supporting PU consumption as well.

Which synergy effects can be created?

Past month consumption

Strong synergy effect



Past week consumption

Medium synergy effect

