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## **Measuring the Effectiveness of the Promotional Program**

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# Pros and Cons of Measuring Advertising Effectiveness

## Reasons to Measure Ad Effectiveness

- Avoid costly mistakes
- Evaluate alternative strategies
- Increase efficiency of advertising in general

## Reasons Not to Measure Effectiveness

- Cost of measurement
- Problems with research
- Disagreement about what to test
- Objections of creative personnel
- Lack of time

# Testing Factors

## ➤ **What to test**

- Source factors
- Message variables
- Media strategies
- Budget decisions

## ➤ **When to test**

- Pre-testing
- Post-testing

## ➤ **Where to test**

- Laboratory tests
- Field tests

## ➤ **How to test**

- Testing guidelines
- Appropriate tests



# Testing Methods

## ➤ Pretesting

### – Laboratory Methods

- Consumer juries
- Portfolio tests
- Physiological measures
- Theater tests
- Rough tests
- Concept tests
- Reliability tests
- Comprehension tests
- Reaction tests

## ➤ Pretesting

### – Field Methods

- Dummy ad vehicles
- On-air tests

## ➤ Posttests


### – Field Methods

- Recall tests
- Association measures
- Single-source systems
- Inquiry tests
- Recognition tests
- Tracking studies



# Positioning Advertising Copy (PACT) Testing Principles

1. Provide measurements relevant to objectives of advertising
2. Require agreement on how results will be used before each test
3. Provide multiple measures (Single measures aren't adequate)
4. Be based on a model of human response to communications
5. Consider multiple versus single exposure to the stimulus
6. Require alternative executions to have the same degree of finish
7. Provide controls to avoid the biasing effects of exposure context
8. Take into account basic considerations of sample definition
9. Demonstrate reliability and validity



# Concept Testing

## ➤ **Objective:**

- Explores consumers' responses to various ad concepts as expressed in words, pictures, or symbols

## ➤ **Method:**

- Alternative concepts are exposed to consumers who match the characteristics of the target audience
- Reactions and evaluations of each are sought through a variety of methods, including
  - Focus groups
  - Direct questioning
  - Survey completion
- Sample sizes vary depending on the number of concepts to be presented at the consensus of responses

## ➤ **Output:**

- Qualitative and/or quantitative data evaluating and comparing alternative concepts



# Focus Group Limitations

- **The results are not quantifiable**
- **Sample sizes are too small to generalize to larger populations**
- **Group influences may bias participants' responses**
- **One or two members of the group may steer the conversation or dominate the discussion**
- **Consumers become instant "experts"**
- **Members may not represent the target market (Participants may be a certain type of person)**
- **Results may be taken to be more representative and/or definitive than they really are**

## ➤ **Comprehension and reaction tests**

## ➤ **Consumer juries**

- *Advantages*

- Control
- Cost effectiveness

- *Disadvantages*

- Consumer may become a self-appointed expert
- Number of ads that can be evaluated is limited
- A halo effect is possible
- Preference for ads types may overshadow objectivity





# Rough Testing Terms

## **Animatic Rough**

- Succession of drawings/cartoons
- Rendered artwork
- Still frames
- Simulated movement:
  - Panning/zooming of frame/rapid sequence

## **Photomatic Rough**

- Succession of photographs
- Real people/scenery
- Still frames
- Simulated movements:
  - Panning/zooming of frame/rapid sequence

## **Live-Action Rough**

- Live motion
- Stand-in/nonunion talent
- Nonunion crew
- Limited props/minimal opticals
- Location settings

## **A Finished Commercial Uses**

- Live motion/animation
- Highly paid union talent
- Full union crew
- Exotic props/studio sets/special effects

# Commercials can be tested in animatic form



VIDEO: A private Lear jet takes off during sunset as heat vapors rise from runway.

AUDIO: Sound of muffled cocktail music.



VIDEO: Close up of jet racing out of city as night falls over skyline.

AUDIO: Sound of jet engines.



VIDEO: Camera zooms in window to inside of plane. Close up of girl opening bottle of SKYY Blue and blowing mist from bottle.

AUDIO: Refreshing sound of bottle opening.



VIDEO: Camera pans down to woman sitting on modern jet refrigerator as she opens the door and man puts out two bottles of SKYY Blue.

AUDIO: Sounds of bottles clanking.



VIDEO: Pan continues past couple as they put on a record on jet's high-tech turntable.

AUDIO: Classic cocktail music plays.



VIDEO: Pan continues past woman as she has straw inserted into her bottle.

AUDIO: Cocktail music plays.



VIDEO: Pan continues to close up of man wearing mirrored sunglasses looking out cabin window as clouds and a glimpse of sunlight reflect off sunglasses.

AUDIO: Cocktail music plays.



VIDEO: Man responds by opening another shade to let sunlight in as girl dances in aisle with SKYY Blue.

AUDIO: Cocktail music plays.



VIDEO: Jet zooms over a new city skyline with sun rising in background.

AUDIO: Muffled cocktail music. Jet engines.



# Consumer Juries

- Potential viewers (consumers) evaluate ads
- Viewers give their reactions and evaluation
- Viewers rate or rank order the multiple ads
- Ads are rated according to:
  - The order of merit method or
  - The paired comparison method
- Juries typically have 50 to 100 participants
- An overall reaction to each ad is obtained
- A rank ordering of ads is also obtained



# Questions Asked in a Consumer Jury Test

1. Which of these ads would you most likely read if you saw it in a magazine?
2. Which of these headlines would interest you the most in reading the ad further?
3. Which ad convinces you most of the quality or superiority of the product?
4. Which layout do you think would be most effective in causing you to buy?
5. Which ad did you like best?
6. Which ad did you find most interesting?



# Pretesting Finished Ads

## ***Portfolio tests***

- A laboratory method
- Includes test and control ads
- Portfolio test have problems
  - Factors other than creativity and/or presentation may affect recall
  - Recall may not be the best test

## ***Readability tests – Flesch Formula***

- Based on syllables per 100 words
- Other factors also considered
  - Copy may be too mechanical
  - No direct input from reader

## ***Dummy advertising vehicles***

➤ **Objective:**

- Test recall and readers' impressions of print ads

➤ **Method:**

- Mall intercepts, about 225 people, 2 or more cities
- Participants take home “test magazines”
- Participants phoned the following day to measure . . .
  - Recall of ads
  - Interest in content
  - Supplementary information

➤ **Output:**

- Scores reported on . . .
  - Recall of copy and visual elements
  - Recall of sales messages
  - Both tabular and verbatim reports



# IPSOS-ASI's Next\*Print

## ➤ **Objective:**

- To assist in copy testing of ads to determine:
  - Main idea communication
  - Likes and dislikes
  - Believability
- Ad attribute ratings
  - Overall likability
  - Brand attribute ratings

## ➤ **Method:**

- Current issues of magazines
- Recall measures for 150 respondents
- Diagnostic measures from 105 to 150 respondents

## ➤ **Output:**

- Standard score and specific diagnostics



# Pretesting Finished Broadcast Ads

## ➤ **Theater tests**

- Measures changes in product preferences
- May also measure . . .
  - Interest in and reaction to the commercial
  - Reaction from an adjective checklist
  - Recall of various aspects included
  - Interest in the brand presented
  - Continuous (frame-by-frame) reactions

## ➤ **On-air tests**

- Insertion in TV programs in specific markets
- Limitations are imposed by “day-after recall”



## **Galvanic skin response (GSR) [aka *Electodermal response (EDR)*]**

### ➤ ***GSR/EDR characteristics:***

- Sensitive to affective stimulation
- May present a picture of attention
- May measure long-term recall
- Useful in measuring effectiveness



# Eye Movement Research

## ➤ **Objective:**

- To track eye movements to determine . . .
  - What readers read on print ads
  - Where attention is focused in TV commercials

## ➤ **Method:**

- Eye movements are tracked using . . .
  - Fiber optics
  - Digital data processing
  - Advanced electronics
- Scan paths on
  - Print ads and material
  - Billboards
  - Commercials

## ➤ **Output:**

- Relationships among what is . . .
  - Seen
  - Recalled
  - Comprehended

# Using EyeTracking to test ads



## ➤ **The electroencephalograph (EEG)**

### – Alpha activity

- Degree of activation
- Alpha states associated with
  - Inactivity
  - Resting
  - Sleeping

## ➤ **Hemispheric lateralization**

### – Distinguishes between activity in the:

- Left hemisphere of the brain
  - Processes visual stimuli
- Right hemisphere of the brain
  - Processes verbal stimuli

# Posttests of Print Ads

**Inquiry tests** measure the effectiveness based on inquiries generated from ads appearing in various print media

- Informal inquiry of customers, prospect
- Ads in successive issues, same medium
- Split-run tests, different ads, same medium
- Runs of same ad, different media

# Ad Response Methods

*Methods used frequently or very frequently by 2705 respondents*

## INDIRECT METHODS

Return reader service cards	41%
Save ads for reference	35%
Discuss advertising products with others	30%
Pass ads on to others for possible action	26%

## DIRECT METHODS

Send back reply cards/coupons	31%
Contact vendors' websites	28%
Telephone manufacturers	23%
Telephone local distributors/ reps	22%
Go to magazine websites	21%
Stop at vendors' trade show exhibits	20%
Discuss products with sales reps	20%
Send faxes to vendors	17%
Contact distributors' websites	15%
Send e-mail messages	10%
Mail notes to vendors	6%

0% 10% 20% 30% 40% 50%

# Posttests of Print Ads

## **Recognition tests (Starch Readership Report)**

- Noted Score – percentage of readers who remember seeing the ad
- Seen-associated score – percentage of readers who recall seeing or reading any part of the ad identifying the brand
- Read-most score –percentage who report reading at least half of copy portion of ad

### ➤ **Purports to measure . . .**

- Pulling power of elements of the ads
- Effectiveness of competitors' ads
- Comparison of alternative executions of ads
- Readership score indications of involvement
- Critics identify potential problems . . .
  - False claiming of recognition
  - Interviewer sensitivities and biases
  - Low reliability and validity of scores

# Posttests of Print Ads

***Gallup-Robinson Magazine Impact Research Service*** - Magazines placed in homes and respondents are asked to read them. A telephone interview is conducted a day later.

## **Measures:**

- Proven Name registration – percent who can accurately recall the ad
- Idea Communication – number of sales/copy points they can recall
- Favorable buying attitude – extent of favorable purchase reaction to brand or company





# Posttests of Broadcast Commercials

- Day after recall tests
- Diagnostic Tests
- Test marketing
- Single Source Tracking Studies



# IPSOS-ASI's Next\*TV

## ➤ **Objective:**

- To assist in testing commercials to determine:
  - Potential for impacting sales
  - How ad contributes to brand equity
  - How it aligns with existing ad strategies, objectives
  - How to optimize effectiveness

## ➤ **Method:**

- Consumers view videotape programs in their homes
- Ads are imbedded in the programs

## ➤ **Output:**

- Day-after recall and persuasion scores
- Purchase intent and frequency
- Brand equity differentiation
- Relevance, communication and reaction diagnostics



# Factors that Make or Break Tracking Studies

1. Properly defined objectives
2. Alignment with sales objectives
3. Properly designed measures
4. Consistency through replication of the sampling plan
5. Random samples
6. Continuous interviewing, not seasonal
7. Evaluate measures related to behavior
8. Critical evaluative questions early to eliminate bias
9. Measurement of competitors' performance
10. Skepticism about questions asking where ad was seen or heard
11. Building of news value into the study
12. "Moving averages" used to spot long-term
13. Data reporting relationships rather than as isolated facts
14. Integration of key marketplace events with tracking results

# CopyTrack Provides Tracking Measures

