Evaluation of Effectiveness

Chapter Outline

I. Chapter Key Points
II. Evaluating Effectiveness
III. Stages of Copy Testing
IV. Media Evaluation
V. Campaign and IMC Evaluation

Key Points

• Demonstrate that you understand why and how advertising evaluation is conducted
• List and explain the stages of copy testing
• Identify the key areas of media evaluation
• Discuss how campaigns and IMC programs are evaluated
Evaluating Effectiveness

1. Developmental Research
2. Concurrent Research
3. Posttesting Research
4. Diagnostic Research

Factors to be Evaluated

- Communication effects
- Sales impact

Copy-testing Services

- Developed norms for product categories
Stages of Copy Testing: Message Development Research

- Message strategy
- Concept testing
- Pretesting
- Diagnostics

Stages of Copy Testing: Concurrent Testing

- Tracking studies
  - Attitude tests
  - Wave analysis
  - Consumer diaries
  - Pantry checks
  - Test marketing
A Brand-Tracking Framework

Figure 19.1

Stages of Copy Testing: Posttesting

- Memory tests
- Persuasion tests
- Likability tests
- Inquiry tests
- Scanner research
- Single-source research

Video Snippet
How Motorola used research to measure success

The Advertising Research Foundation: Improving Industry Research
Media Evaluation:
Evaluating Audience Exposure
- Check estimates in media plan against vehicle performance
- Critical evaluation is whether reach and frequency objectives were obtained

Media Evaluation:
Media Efficiency
- Return on investment
- Wearout
- Media optimization

Campaign and IMC Evaluation
- Last stage in the development of a campaign plan
- Determines whether the campaign was effective
Direct Response

• Evaluate ads containing elements that can be returned by using direct-response counts

Sales Promotion

• May be necessary to evaluate both trade and consumer promotions
• Payout plan
• Breakeven analysis

A Sales Promotion Breakeven Analysis
Public Relations

- Examine the success of the program in getting the message out to the target in terms of output and outcomes

Decision Analyst, Inc.: The Global Leader in Analytical Research Systems

IMC Consistency

- Content analysis
- Mystery shopping
- Phantom phone calls
Retail Advertising

- Generate store traffic
- Visibility
- Loyalty

B2B Advertising

- Lead count based on calls, e-mails, and cards returned to the advertiser
- Conversion rates

International Advertising

- Evaluation should focus on pretesting
- Helps correct major problems before miscommunication
Discussion Question 1

• Research professionals recommend using focus groups to help develop a campaign strategy or theme, but many are opposed to using focus groups to choose finished ads for the campaign.
  – Is this advice contradictory? Why or why not?
Discussion Question 2

- Many creative people feel that formal copy-testing research doesn’t do justice to their ideas.
- In particular, they feel that research results are designed to reward cognitive approaches and don’t do a good job of evaluation for brand image ads and emotional ads.
  - From what you have read in this chapter about copy testing, why do they feel that way?
  - Do you believe that is a legitimate criticism of copy testing?

Discussion Question 3

- Most clients want a quick and easy answer to the question of whether the ad works.
- Advertising professionals, however, tend to believe that a one-score approach to copy testing is not appropriate.
  - Why would they feel that way?
  - If you were helping an agency prepare for a presentation on its copy-testing results, what would you suggest the agency say to explain away the idea that you can evaluate an ad with a single test?

Discussion Question 4

- In the dot.com craze of the late 1990s, new Internet companies emerged almost daily.
- What types of strategic or evaluative research do you think many of these companies conducted, if any?
- Do you believe research would have helped any of these companies make decisions that might have helped them survive the dot.com crash? Why or why not?
- What particular decisions might have been considered?