Media, The New Creative

Data? Yes! Which ones though?

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Background

The Survey : a daily brand and competitor **“brand health”** tracker

Launched in September 2020

National Representative online sample 18-64, n=140 per sector per week:

160+ brands

Regularly updated and growing

6 sectors

Covering major industries

Daily data

Refreshed weekly, always relevant

Exclusive Online Panel of 35,2 K continuously growing. 50% response rate, the highest in the industry

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Background

16 KPI's
comprising
"brand health"

Media & comms
What are people hearing and saying about a brand?

Purchase funnel
What brands are people planning to use or using currently?

Brand perception
What do people think and feel about a brand?

Aided Brand Awareness •
Advertising Awareness •
Buzz • Attention •
Word of Mouth Exposure •

Purchase Intent •
Consideration •
Current Customer •
Former Customer •

General Impression •
Quality • Value •
Customer Satisfaction •
Recommendation •
Corporate Reputation •
Index •

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From a wealth of endless data, we chose two cases in the food retail sector

Case I

Advertising Effectiveness

Case II

Crisis Management

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Case I

How can research data help us in fine tuning our advertising strategies and tactics, while maximizing budget effectiveness?

Brand X

Brand Y

Why those two brands?

Brand X

Brand Y

Similar
Ad Pressure
in GRP's
(2021-2022)

Comparable in terms of overall market presence

Advertising KPIs

Target Group Adults 18-64. Periods March and June 2022

Brand Y

	March					June				
Weekly GRPs	785,20	700,58	643,90	735,81	693,77	1.008,83	788,25	735,97	641,41	686,25
Weekly REACH	71,09%	74,28%	72,19%	64,80%	51,29%	67,07%	69,72%	69,48%	64,58%	60,89%
Weekly R3	56,25%	60,29%	57,96%	60,25%	47,52%	54,08%	57,40%	55,12%	51,38%	47,65%
Av. TVRs	2,0%	2,1%	2,2%	2,1%	2,1%	1,87%	2,34%	2,12%	2,04%	1,96%
No of weekly Spots	383	516	421	365	140	444	366	379	351	266
No of weekly Videos	4	3	5	4	5	5	7	6	6	7

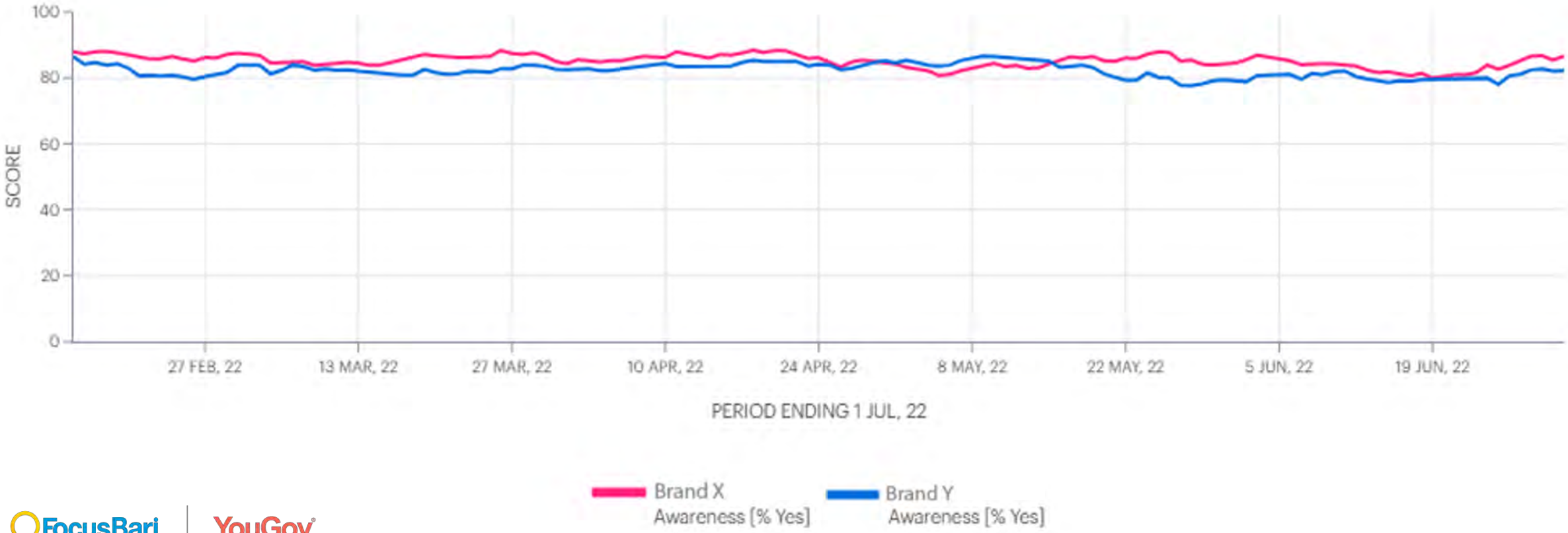
Brand X

	March					June				
Weekly GRPs	615,43	580,77	485,99	618,43	689,67	451,15	524,76	540,92	385,39	281,10
Weekly REACH	74,78%	73,21%	68,89%	62,36%	35,31%	61,72%	63,20%	66,87%	61,77%	44,91%
Weekly R3	53,72%	56,82%	54,38%	59,39%	45,51%	40,78%	46,04%	48,95%	42,78%	19,69%
Av. TVRs	2,03%	1,86%	2,01%	1,66%	1,33%	1,40%	1,32%	1,65%	1,63%	1,44%
No of weekly Spots	398	463	356	199	65	289	433	356	266	118
No of weekly Videos	10	10	13	11	12	9	11	11	10	9

Brand Awareness: total

2 weeks rolling data (15/2 – 1/7/2022) ages 18-64 Total Greece

Which of these supermarkets do you know, have you heard of?



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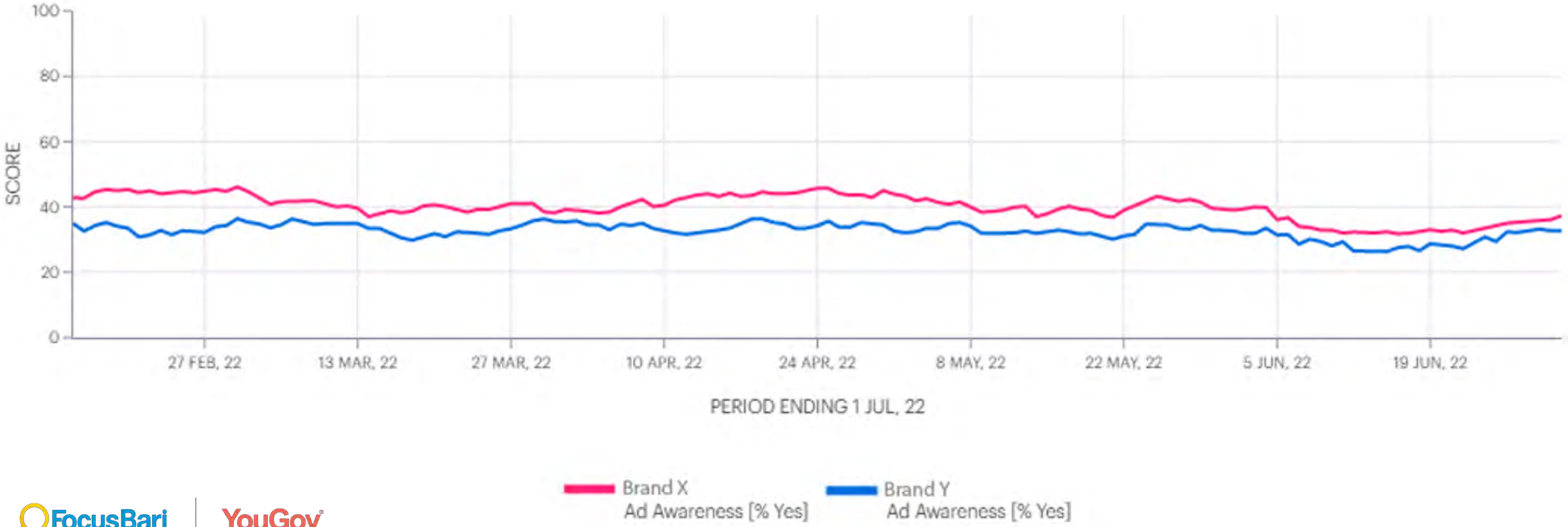
Ad Awareness: total

2 weeks rolling data (15/2 – 1/7/2022) ages 18-64 Total Greece

For which of these supermarkets have you seen/heard an ad in the past two weeks?



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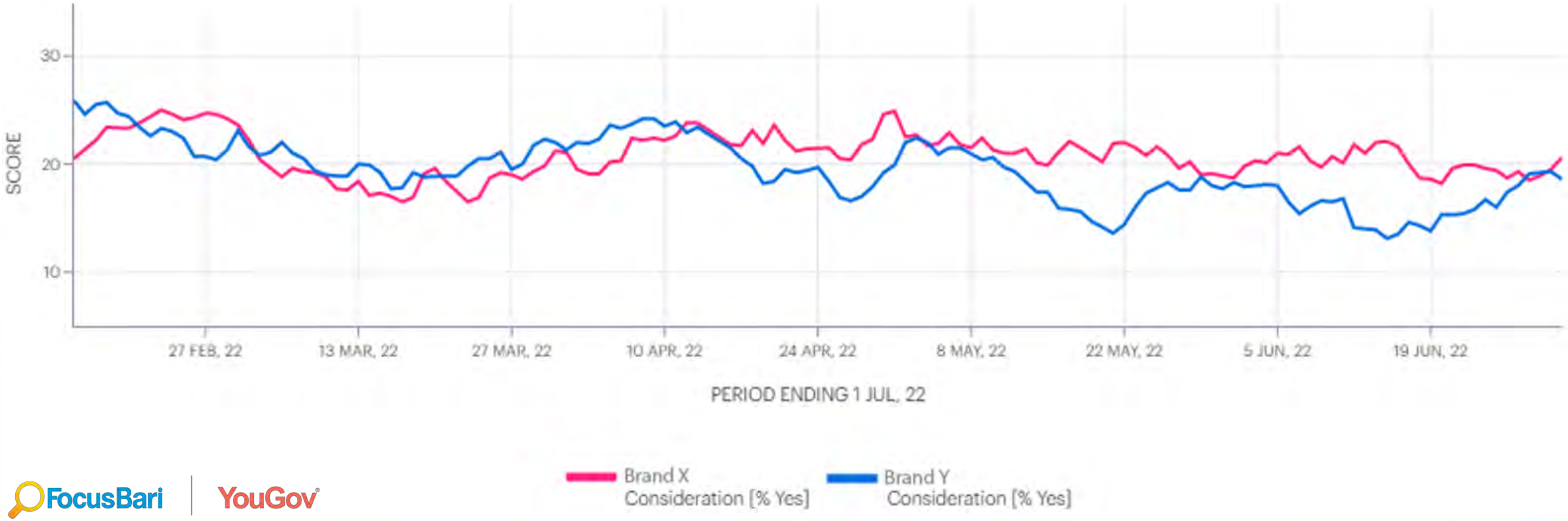
Brand Consideration: total

2 weeks rolling data (15/2 – 1/7/2022) ages 18-64 Total Greece

When you are in the market for such purchases, from which of these would you consider purchasing?



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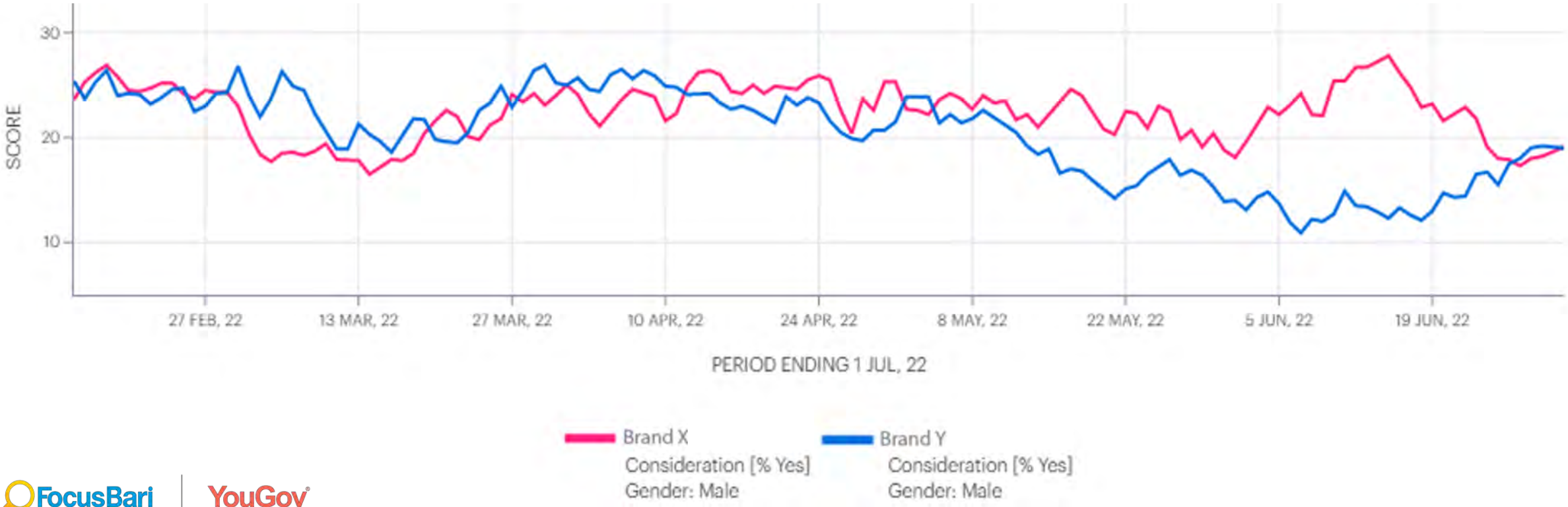
Brand Consideration: Men

2 weeks rolling data (15/2 – 1/7/2022) ages 18-64 Total Greece

When you are in the market for such purchases, from which of these would you consider purchasing?



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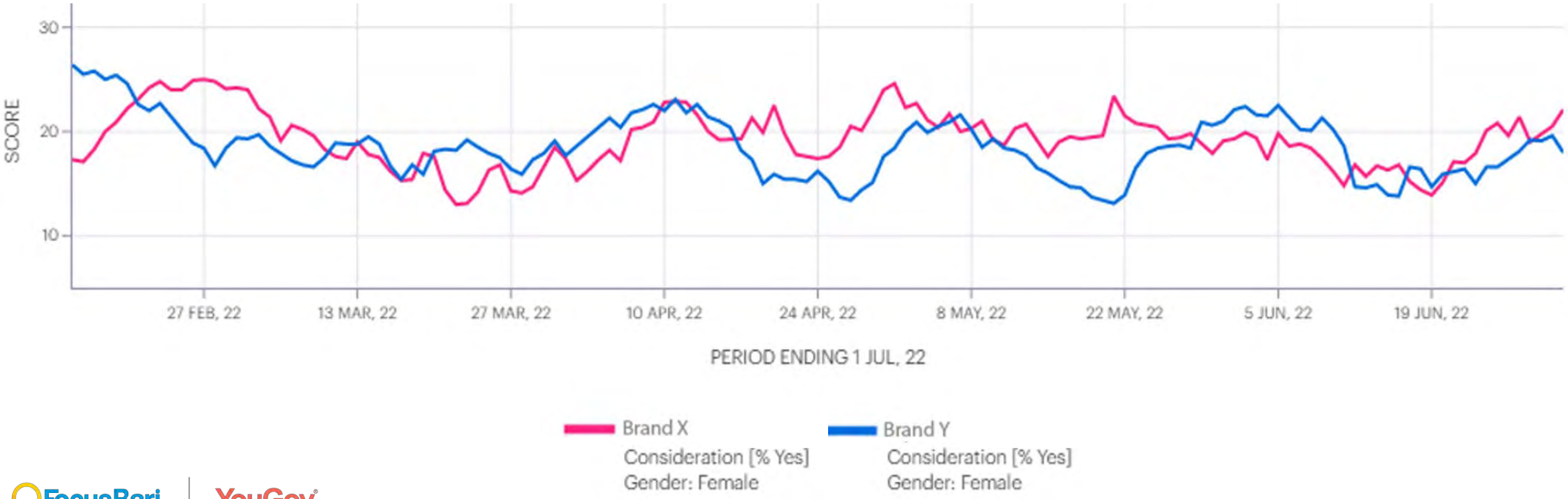
Brand Consideration: Women

2 weeks rolling data (15/2 – 1/7/2022) ages 18-64 Total Greece

When you are in the market for such purchases, from which of these would you consider purchasing?



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Questions to consider

Qu.1

How would you feel if you had these data at hand?

Qu.2

What would you do differently if you had these data at hand?

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Case II

How can research data help monitoring the impact of a crisis event and guideline actions via identifying the target groups which were most impacted?

(Anonymous case : a negative event can happen to anyone)

Buzz net (%positive - % negative)

2 weeks rolling data (2/1 – 11/9/2022) ages 18-64 Total Greece

In the past two weeks, for which of these supermarkets have you heard something positive? And for which of these have you heard something negative during the last two weeks?

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Buzz net Analysis : Positive - Negative

2 weeks rolling data (2/1 – 11/9/2022) ages 18-64 Total Greece

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Buzz net Analysis by Gender

2 weeks rolling data (2/1 – 11/9/2022) ages 18-64 Total Greece

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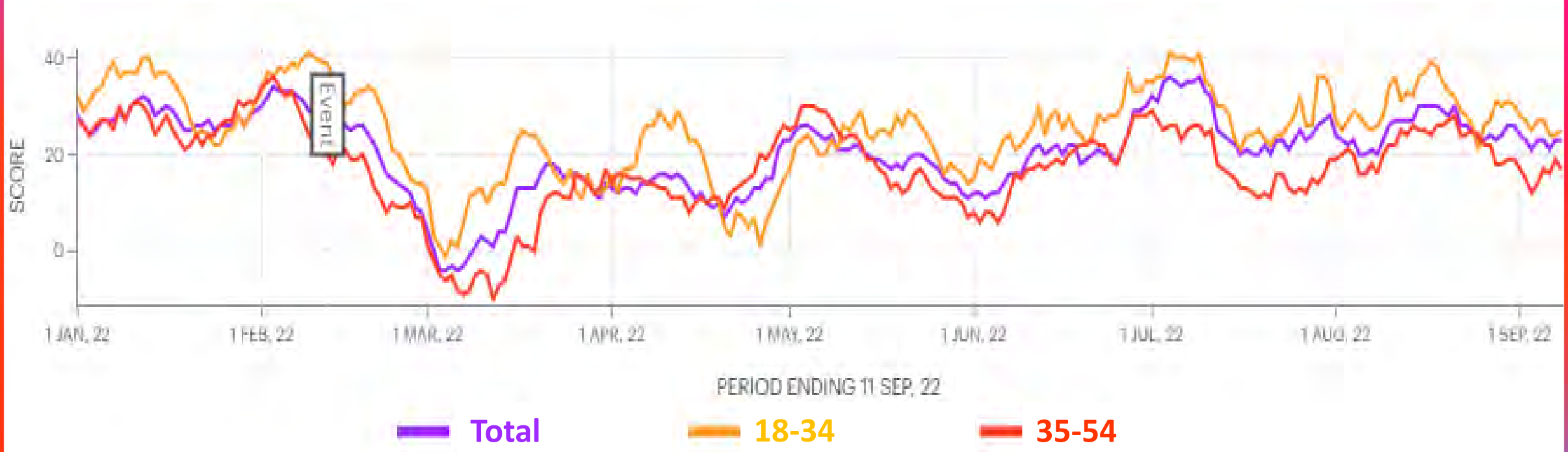
Buzz net : Analysis by Area

2 weeks rolling data (2/1 – 8/9/2022) ages 18-64 Total Greece

Buzz net : Analysis by Age

2 weeks rolling data (2/1 – 11/9/2022) ages 18-64 Total Greece



Questions to consider

Qu.1

How would you feel if you had these data at hand?

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What would you do differently if you had these data at hand?

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Data? Yes, of course!

- ✓ Continuous : Speed & Complexity
- ✓ Real Time : Alertness 24/7
- ✓ Granular : Acute Targeting

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Thank you

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