



MG ZS

**ONLINE ADVERTISING
EFFECTIVENESS**

CASE STUDY

Source: MG Rover, Ask Jeeves UK, TNSi

Executive summary

Study summary: MG Rover measured the effectiveness of an online campaign for the MG ZS, running on Ask Jeeves. It used online surveys to compare the perceptions of users that saw the ads and those that did not.

Results: The advertising increased the prominence of the MG brand in users' minds and encouraged reactions, from visiting the web site to arranging test drives. The advertising was more effective when triggered against automotive searches, demonstrating the benefits of the targeting available on search engines.

Testimonial: ““As a major player in the UK search engine market, we felt Ask Jeeves an ideal partner for us to measure how our brand awareness can be increased within our target audience through the use of search advertising. It is pleasing to find that as well as driving cost effective response we are supplementing that with delivering a shift in awareness metrics”
Marco Bertozzi, Commercial Director, Zed Media Ltd

Study details

Objectives: The objectives of the study were to measure the change in brand metrics for the MG ZS car, generated by advertising on Ask Jeeves. The difference in effectiveness of 'mindset' and 'lifestyle' targeting was investigated – by evaluating the impact of advertising the car against automotive searches and sport searches respectively.

The study was also used to gather information on the car-buying habits of Ask Jeeves users.

Campaign details: MG Rover ran the campaign for its MG ZS model from mid-October to mid-November 2003, targeted to a range of automotive and sports keywords.

Study methodology: Test-and control survey methodology was used to isolate the effect of the online advertising. The survey contained questions about users' knowledge of the MG brand and its advertising. Any differences in the responses of the test and control groups could be attributed to the online advertising, because users' exposure to any other factors would likely be the same.

Results

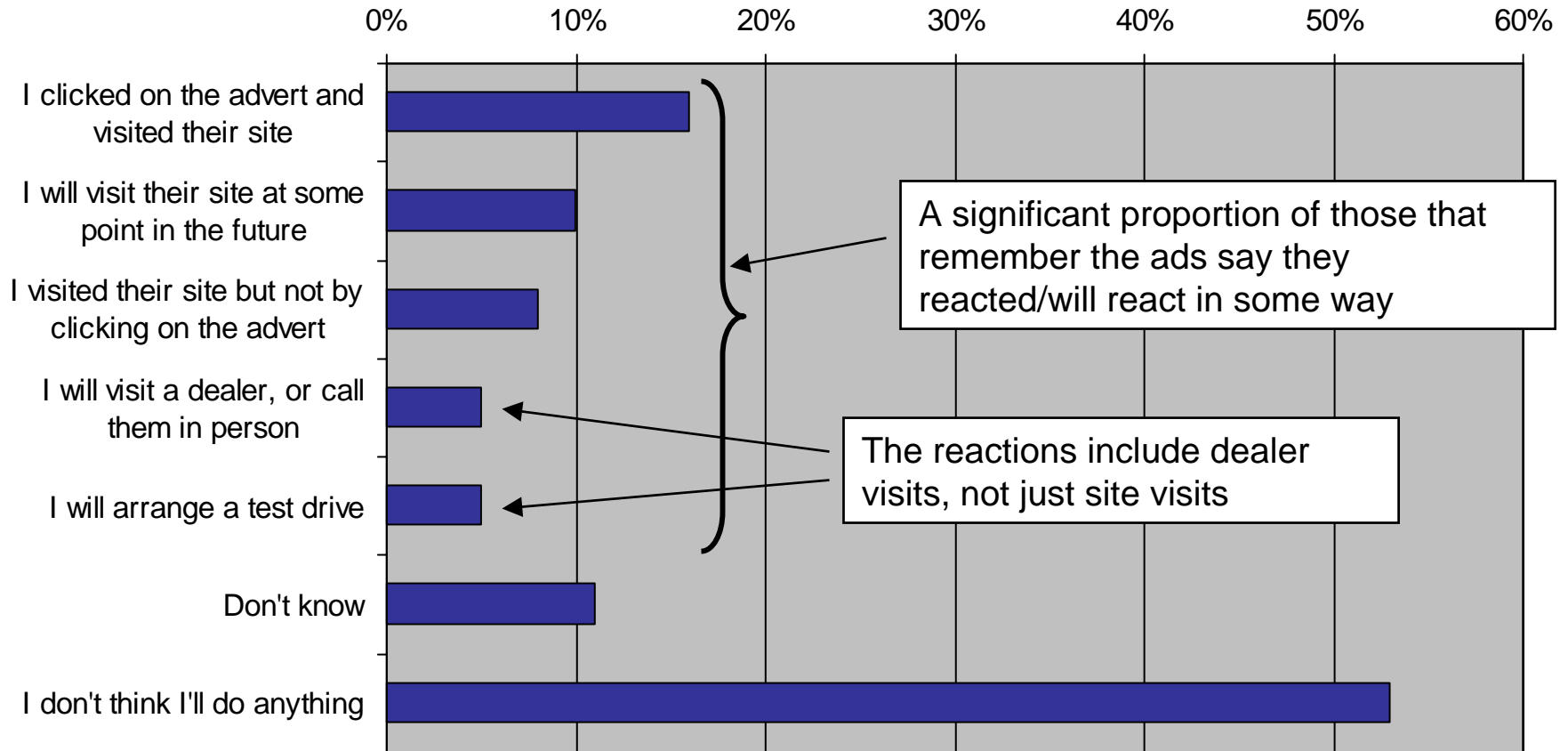
Summary: A significant proportion of users remembered the MG advertising; and the ads increased the prominence of the MG brand in users' minds. The advertising was more effective against automotive searches than sports searches. The majority of Ask Jeeves users searching for car information were looking to buy a car, and most of these users had not yet made a decision on which brand to purchase.

Details:

- A total of 1,500 people were surveyed.
- 55% of users searching for car information on Ask Jeeves were in the process of buying a car. Of these, more than 60% hadn't yet selected a brand, i.e. could still be influenced. [See chart]
- 8% of users that saw the MG advertising when searching for car information remembered the ad unprompted, compared with only 1% of the control sample; 22% remembered it when prompted, vs 10% control.
- Almost half of users who saw the ads when searching for cars said they would react in some way, or had already done so. This ranged from visiting the company site to arranging a test drive. [See chart]

Reaction to ads

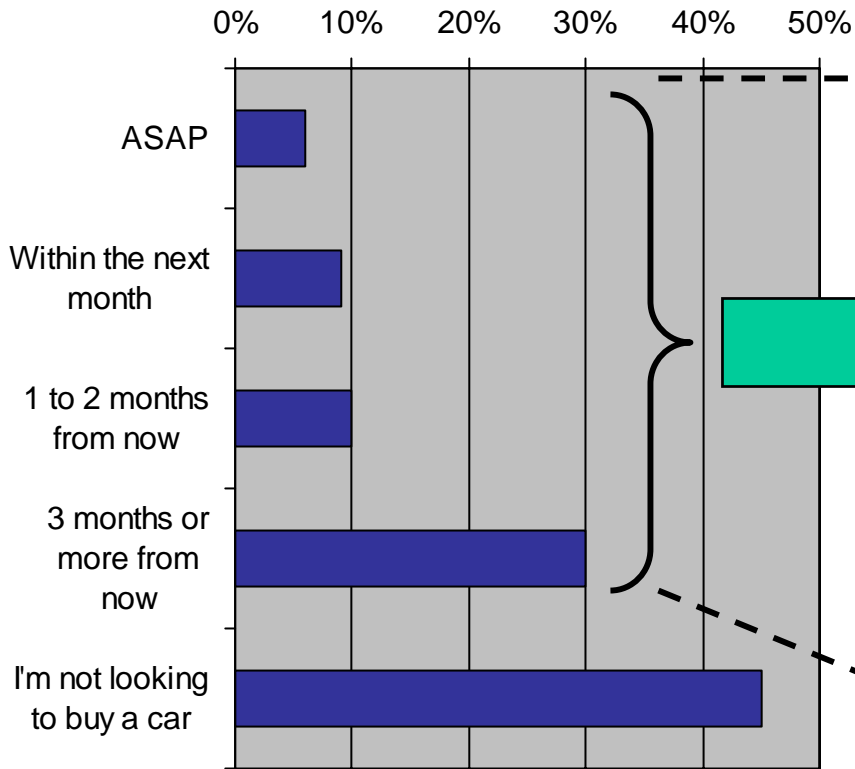
What, if anything, do you think you might do, or have you done, as a result of seeing the MG ad?



Base: Users searching for car information
Source: MG Rover, Ask Jeeves UK, TNSi

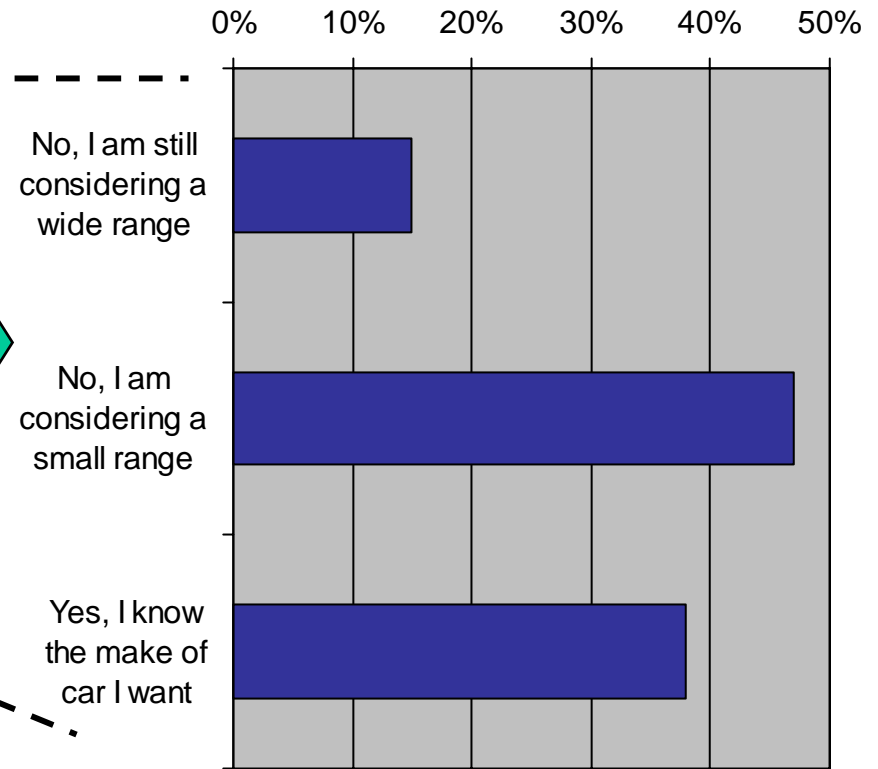
Car purchasing

If you are in the process of buying a car, when do you think you will make the purchase?



- 55% of users searching for car information are in the process of purchasing a car – most of these at an early stage.

Do you have a particular brand in mind?



- More than 60% of car purchasers have not yet chosen a brand

Base: Users searching for car information
Source: MG Rover, Ask Jeeves UK, TNSi