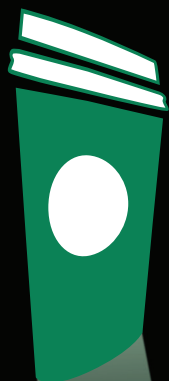


building brands online

T R I L O G Y



Part Three
Results Summary



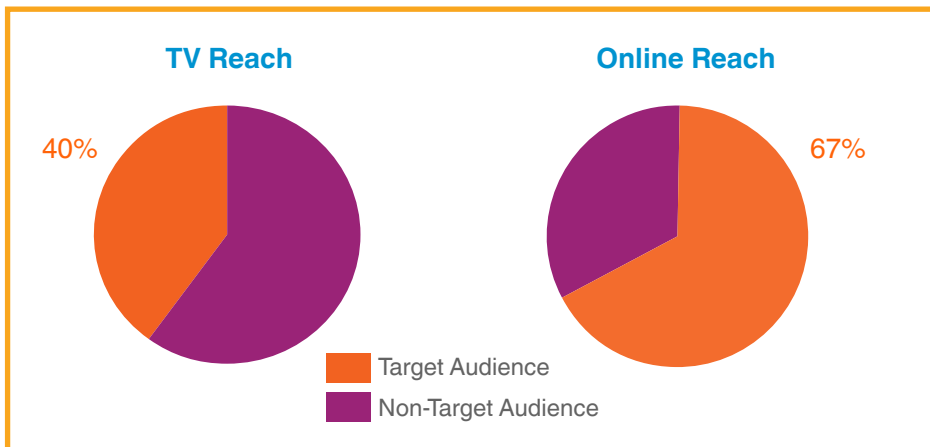
MEDIACOM

Welcome to the third instalment of the IAB's Building Brands Online Trilogy. Through this series of cross media research projects focusing on the FMCG sector, we aim to show the ways in which digital advertising can be used to build brands effectively.

The final part of the trilogy of projects looks at the effectiveness of the online campaign to reposition Lucozade Sport and Lucozade Sport Lite, the GSK energy drinks, within the sector. The first two parts of the trilogy looked at Starbucks VIA, the new luxury instant coffee and Maggi So Juicy, the Nestle cook in sauce.

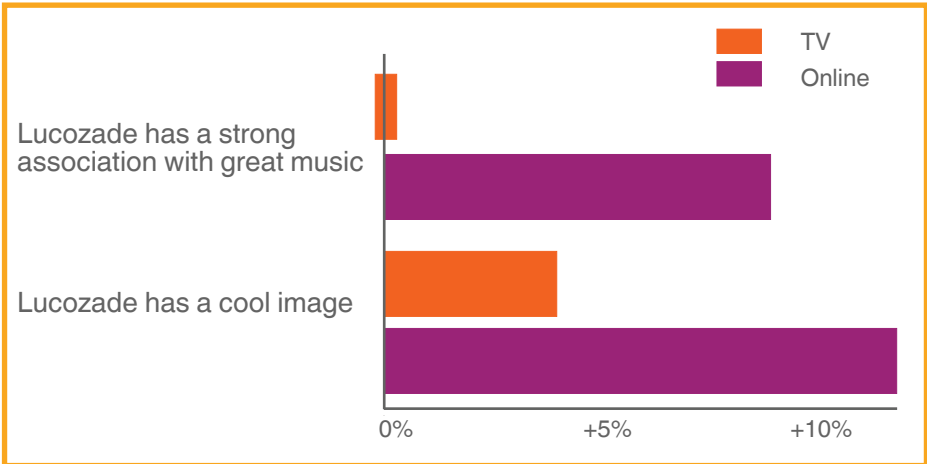
Online was effective in reaching the Lucozade's target audience and played a key role in repositioning the brand

The research showed that although the large scale TV campaign achieved a higher reach than the online campaign the online campaign was much more effective in hitting Lucozade's target audience. Two thirds of those that were exposed to the online advertising were in the target audience of 16 – 34 year olds, as opposed to 40% that saw the TV campaign.



The central aim of this campaign was to engage with a younger audience and to reposition Lucozade as a cool brand that's associated with great music. The research assessed the effectiveness of this activity by asking respondents their feelings about a series of brand related statements. The results showed that online worked really well in increasing perceptions around Lucozade's image and its association with great music.

Uplift on brand impressions



Online and TV worked well together to drive brand health

In addition to repositioning Lucozade and Lucozade Lite, the campaign had a positive effect on general brand health – measured in this case by brand favourability and purchase intent. The most positive impact on brand health came when people were exposed to both the online and TV campaigns.

Uplift on brand impressions

Brand Measure	Online	TV	Online & TV
Brand Favourability	+11%	+12%	+22%
Purchase Intent	+6%	+9%	+12%

High impact online creative can be effective at low frequency

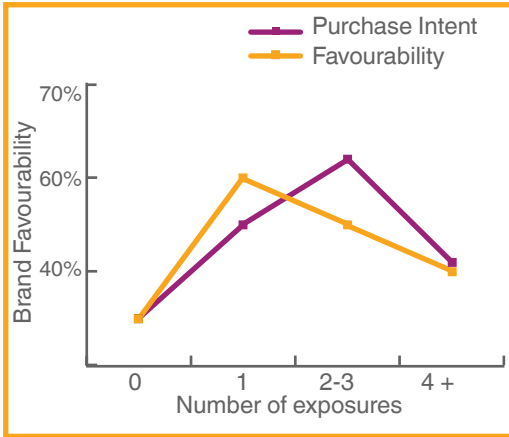
The other projects in this series; Starbucks VIA and Maggi So Juicy, used mostly traditional display creatives and the research found that the effectiveness of the advertising increased in line with the number of exposures to the advertisement. However, the results of this project showed that increase in brand favourability and purchase intent were most effective at low levels of exposure and that increasing exposures did not have a positive effect on these metrics.



Methodology

The Research was conducted using GfK's Exposure Effects.dx.

Online advertising is tagged to identify which users on the panel have been exposed to the campaign enabling us to create 'exposed' and 'control' groups. These groups are then surveyed regarding the campaign and the difference in results between the two is attributed to the advertising activity. Exposure to other media is modelled based on claimed behaviour.



Our hypothesis was that this 'effectiveness at low frequency' factor was due to the highly impactful and engaging nature of the online video used in the Lucozade Sport and Lucozade Sport Like campaigns.

Key Findings

Online was effective in reaching the target audience – two thirds of those reached by the online campaign were within the target audience (compared to 40% of those reached by TV).

Online worked to reposition the brand – the most significant uplifts in agreement with statements that 'Lucozade is associated with great music' and 'Lucozade is cool' came from exposure to the online advertising.

Online and TV worked well together to drive brand health – exposure to the Online and TV elements of the campaign had positive effects, but the best uplifts in brand metrics occurred when people were exposed to both the Online and TV elements of the campaign.

High impact online video advertising is effective at low levels of exposure – unlike some of the other online display oriented campaigns we measured where effectiveness was linked to frequency of exposure; the use of online video in this campaign was most effective at lower levels of exposure.

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