



Building brands online in partnership with iab

The Situation

- The iab (Internet Advertising Bureau) wanted to run a **Cross-media effectiveness research study** for a series of brands: Starbucks, Maggi So Juicy and Lucozade
- Aim was to demonstrate the value of **online as an effective brand building medium**, and highlighting the unique role it plays in the mix – Results to feed into a White Paper

Approach

- Exposure Effects dx a GfK methodology was used to evaluate the Cross media impact of all 3 campaigns on Brand Awareness and Purchase Intent

Outcome

- **Digital** was particularly successful in helping
 - drive **Brand Awareness** of a new brand
 - build substantial **incremental reach** and **Ad recall** (Exposure Effects dx was very effective in **measuring an integrated campaign** and helped the client understand how to use **digital** more effectively for **future campaigns** in combination with offline media)



As a part of this research study we were able to deliver analysis on Reach & Frequency, Planning Efficiency, Key Branding metrics, Creative Diagnostics for each media in the media mix.