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9.4 Adimpact: a multi-media ad effectiveness measurement method

INTRODUCTION

Recall and recognition are the methods which are usually used to establish if a person has been exposed to advertising or not. Recall tends to greatly underestimate exposure. Recognition, though coming much closer to actual exposure, has severe practical limitations, especially for radio commercials and in terms of the number of advertisements that can be tested at a time.

The Adimpact method offers an alternative way of establishing probable exposure to advertising, which is independent of a respondent's ability to recall or recognise the advertisements they have seen or heard.

THE MEASUREMENT OF PROBABLE ADVERTISING EXPOSURE

Adimpact could be described as a disaggregative model based on the calculations of the probable exposure to advertising for each individual brand in a defined product field, for each medium used, for each respondent.

Probable exposure
The exposure could be summarised as follows:

Probability of exposure to each medium	Extent of advertising for each brand in product field in each medium	Probable exposure to advertising for each brand

The 'Probable Exposure' score assigned to an individual informant, for a specific brand, in a given medium is the sum of the products of space and media probabilities.

Space probability
The space probability is the amount of space used by each brand. A detailed analysis is made of the extent of advertising for each brand down to the individual advertisement level for each separate medium used by that brand.

Press: Expenditure for every brand, in every publication, for the period under review (usually 'the past 12 months'), is converted into black and white page equivalents.

Radio: Expenditure by every brand, in every time channel on every commercial station is converted into commercial minutes.

Cinema: Brand expenditure per brand per cinema or drive-in is converted into 30 second black and white filmlet equivalents.

TV: Expenditure is converted into commercial half minutes in the same way as for radio.

Outdoor: Expenditure is converted into 48 sheet equivalents.

Media probability
The media probability is the likelihood of seeing or hearing the media used by the various brands in the product field under study.

Media probability factors are calculated for each person for each medium. These are based on frequency of reading, listening and viewing claims, linked to average issue readership and average ratings obtained from large scale media studies. (**Figure 1**)

Combined exposure to different media
In the Adimpact method, money, which is the only common yardstick between media, is converted to percentages and is then used to add together exposure to different media.

The proportion of total money going into each medium for a defined product field is made equivalent to the total exposure units for the medium.

Example of calculation within one medium:
Total expenditure in the product field = R2,093,400
Expenditure in the press = R1,408,100
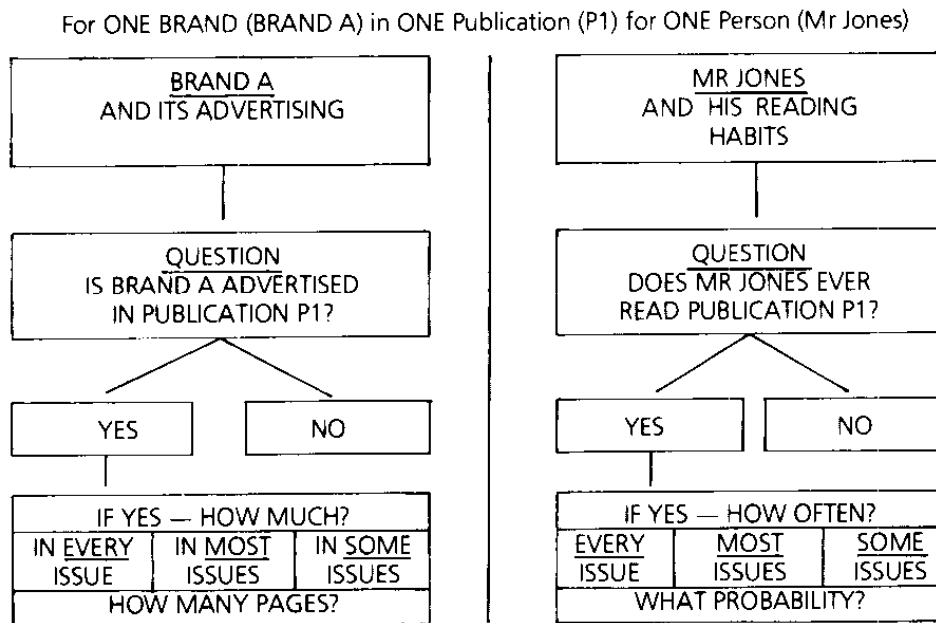Proportion of total press = 48.46%

Among survey respondents, this produced 18,495 'Press Units' of probable exposure. This means that:

1 'Press Unit' = .00262% of total advertising.

For each respondent, for each brand, the number of exposure units for each medium is converted into a percent of total advertising and summed. Thus it is possible to classify each person in terms of the degree of probable exposure to each brand's advertising across all media, and to the advertising for all brands combined.

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FIGURE 1
Calculating probable exposure

For ONE BRAND (BRAND A) in ONE Publication (P1) for ONE Person (Mr Jones)

BRAND A AND ITS ADVERTISING	MR JONES AND HIS READING HABITS
QUESTION IS BRAND A ADVERTISED IN PUBLICATION P1?	QUESTION DOES MR JONES EVER READ PUBLICATION P1?
YES / NO	YES / NO

IF YES — HOW MUCH?		
IN EVERY ISSUE	IN MOST ISSUES	IN SOME ISSUES
HOW MANY PAGES?		

IF YES — HOW OFTEN?		
EVERY ISSUE	MOST ISSUES	SOME ISSUES
WHAT PROBABILITY?		

To calculate probable exposure score for Brand A in publication 'P1' for Mr Jones, we multiply Mr Jones' probability of reading an average issue of 'P1' with the number of pages of advertising Brand A placed in 'P1' during the 12 month period prior to the survey.

Example: If Brand A had placed 26 full pages of advertising in 'P1' and Mr Jones claimed he read every issue of 'P1', then Mr Jones' probable exposure score for Brand A in publication 'P1' would be:

NO. OF PAGES	×	'EVERY' PROBABILITY	=	PROBABLE EXPOSURE SCORE
26		.92		= 23.9 'PRESS' UNITS

USE OF RESULTS

The major uses of results have been in evaluating schedule efficiency, measuring if advertising objectives have been achieved and developing a theory as to how advertising works.

Schedule Efficiency

A comparison of the proportion of money spent versus the proportion of exposure achieved gives a broad measure of scheduling effectiveness. (**Table 1**).

Brand E has prime radio time and gains a slight advantage through this.

It is also possible to see what proportion of the

TABLE 1
Comparison of schedule efficiency of brands E and H

Brand	Press		Radio	
	Expenditure %	Exposure %	Expenditure %	Exposure %
Brand E	8	8	5	6
Brand H	20	22	14	14

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FIGURE 2
Average response function for single response measurement

Proportion (%)
replying to
single response
question

Probable exposure to advertising for Brand X
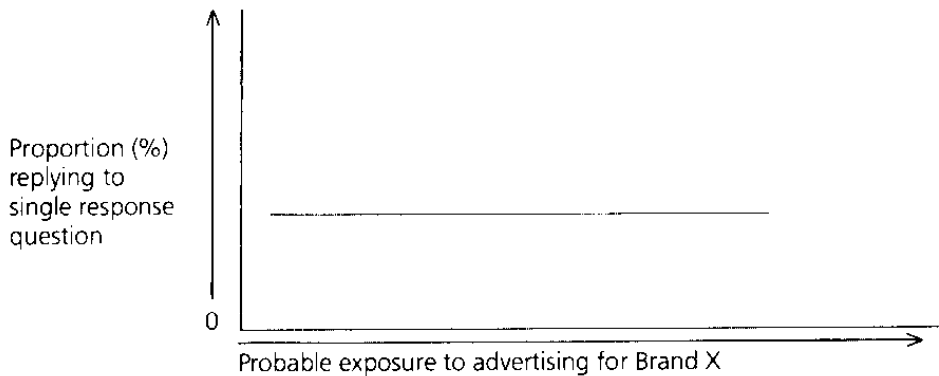
target audience has not been reached at all (0 score) and the extent of exposure of user and non-user groups and demographic sub-categories.

In addition, it is possible to identify certain media which are very efficient in reaching low exposure groups. For example, in South Africa, outdoor and radio are more effective at reaching poorly educated and illiterate respondents who tend to fall in the lower exposure categories.
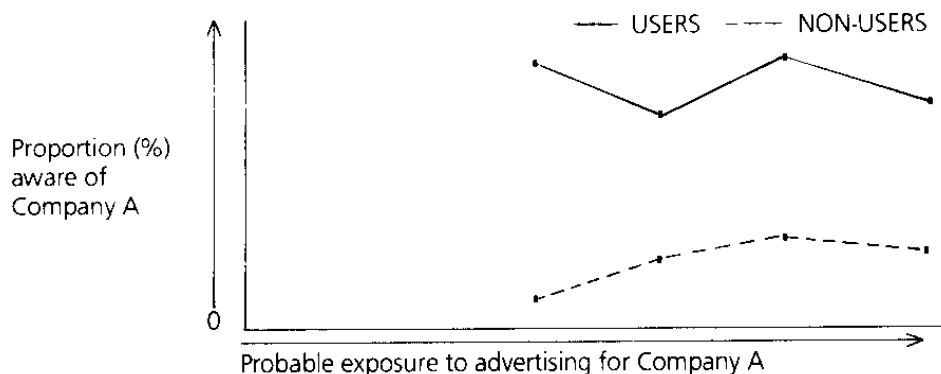
Advertising objectives

Evaluation of advertising communication effectiveness

using Adimpact is in terms of the shape of the response function, which can be regarded as being similar in many respects to a learning curve. Care should be taken, however, because for certain measurements, where respondents are limited to a single reply, the average response function may be a horizontal line (**Figure 2**).
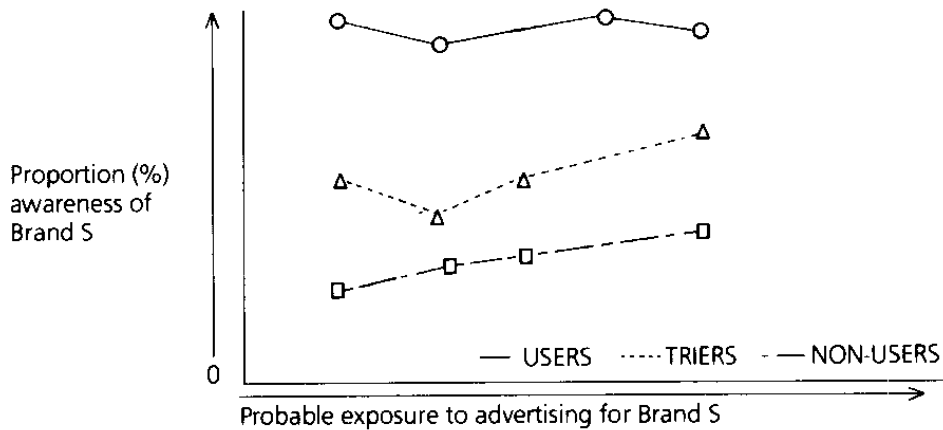
Spontaneous Brand Awareness

The findings of a number of Adimpact studies indicate that product experience has a strong influence on brand awareness. In **Figure 3**, the first-mention awareness of Company A by its users is far higher than amongst its

FIGURE 3
Press and TV campaign: First-mention spontaneous awareness of Company A

—— USERS   — — — NON-USERS

Proportion (%)
aware of
Company A

Probable exposure to advertising for Company A

FIGURE 4
Press and radio campaign: Relationship between total spontaneous awareness and exent of product awareness — Brand S

Proportion (%)
awareness of
Brand S

— USERS   ·····TRIERS   - — NON-USERS

Probable exposure to advertising for Brand S

non-users with similar degrees of advertising exposure.

In **Figure 4,** total spontaneous awareness amongst non-users of Brand S increases with advertising exposure. Awareness is given a considerable fillip with trial, but is even stronger with users.

Spontaneous advertising awareness
A positive relationship may be expected between spontaneous awareness that advertising has recently been seen or heard and exposure to advertising. **Figure**

5 illustrates this relationship for Brand E amongst both Blacks and Whites.

Brand experience can heighten awareness of advertising. **Figure 6** shows how users, in particular, are more likely to be aware of the advertising for their brand.

Slogan identification
Results of several Adimpact studies show that there is a strong correlation between advertising exposure and slogan identification.

FIGURE 5
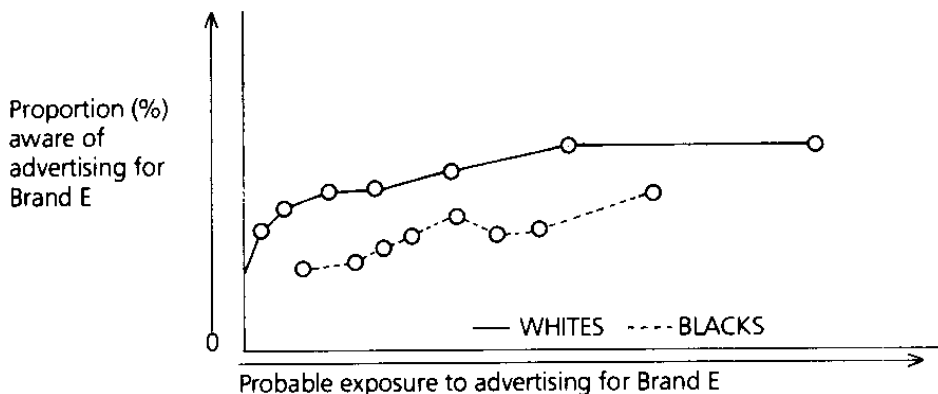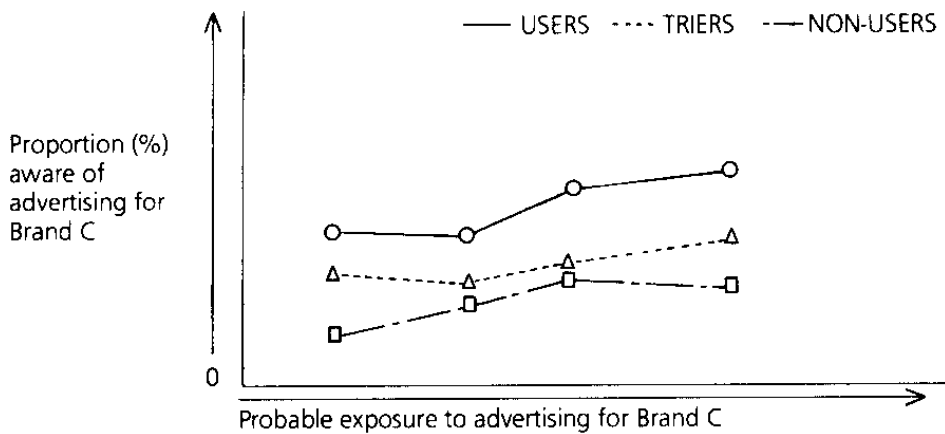**Press and radio campaign: Spontaneous advertising awareness for Brand E by increasing advertising exposure — Blacks and Whites**

Proportion (%)
aware of
advertising for
Brand E

— WHITES   - - - - BLACKS

Probable exposure to advertising for Brand E

FIGURE 6
Press and radio campaign: Relationship between advertising awareness and extent of product experience — Brand C

USERS ···· TRIERS ——NON-USERS

Proportion (%) aware of advertising for Brand C

Probable exposure to advertising for Brand C

The shape of the response varies with the complexity of the slogan. A short, simple slogan is learnt quickly and only needs limited exposure, whereas a complex slogan needs very much more exposure before it is registered.

Figure 7 shows results for Brand G amongst both Blacks and Whites. Blacks in lower exposure groups are only reached by radio.

Imagery
One of the main findings of a number of studies is that physical attributes are not always effectively communicated by advertising. **Figure 8** shows how the

attribute 'the right strength' for a brand, though the major aspect of the campaign, was only conveyed after trial and particularly among current users.

In the case of image aspects which are not related to trial, advertising is found to communicate these with equal success to both users and non-users. **Figure 9** gives findings for a user image attribute ('used by teacher') which would not be influenced by trial or use.

Figure 10 shows that saturation has occurred with the heavy exposure group. It should be appreciated that people in the heavy exposure group for one brand are usually in heavy or fairly heavy exposure groups for all brands. It is estimated that heavily exposed consumers are being exposed to several hundred advertisements a

FIGURE 7
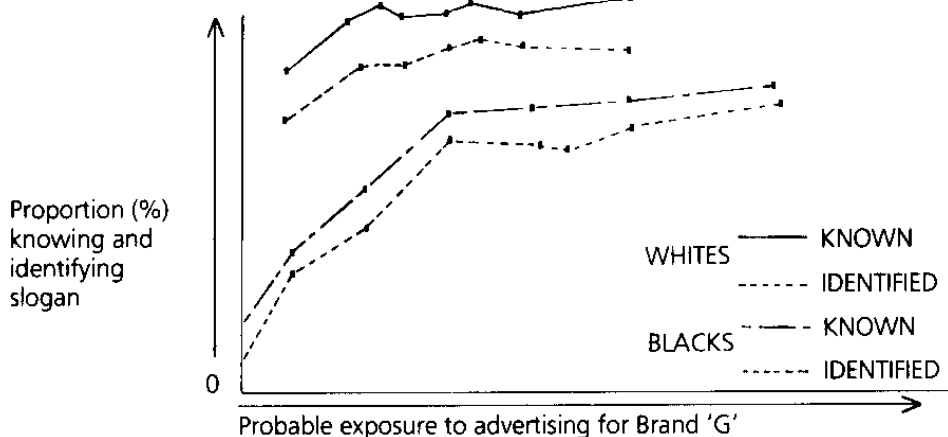**Press and radio campaign: Slogan identification for Brand 'G' by increasing advertising exposure — Whites and Blacks**

Proportion (%) knowing and identifying slogan

WHITES ——— KNOWN
------ IDENTIFIED

BLACKS ——- KNOWN
------ IDENTIFIED

Probable exposure to advertising for Brand 'G'

FIGURE 8

Press and radio campaign: Relationship between 'right strength' and extent of product experience — Brand M

— USERS   ---- TRIERS   - —NON-USERS

Proportion (%) associating attributes with Brand M
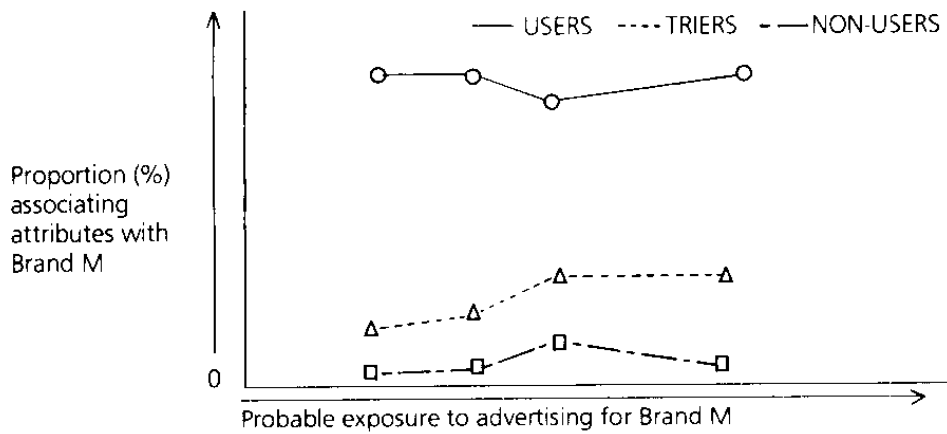
Probable exposure to advertising for Brand M

FIGURE 9

Press and radio campaign: Relationship between association of 'used by teacher' and extent of product experience — Brand W
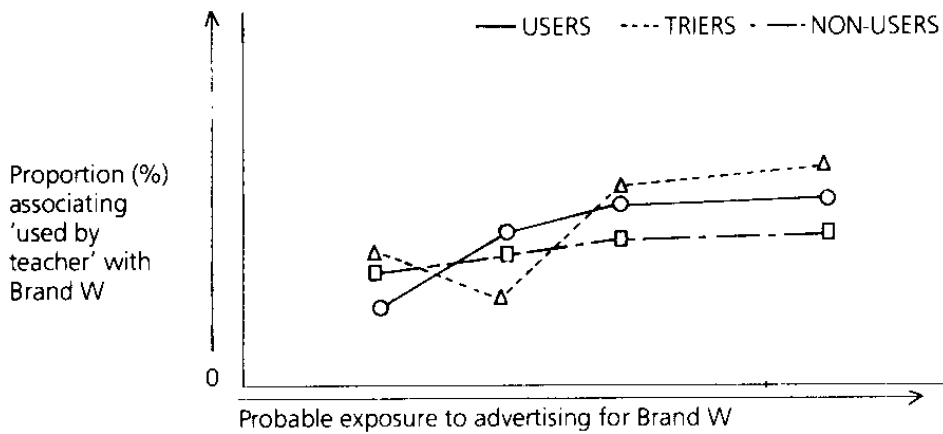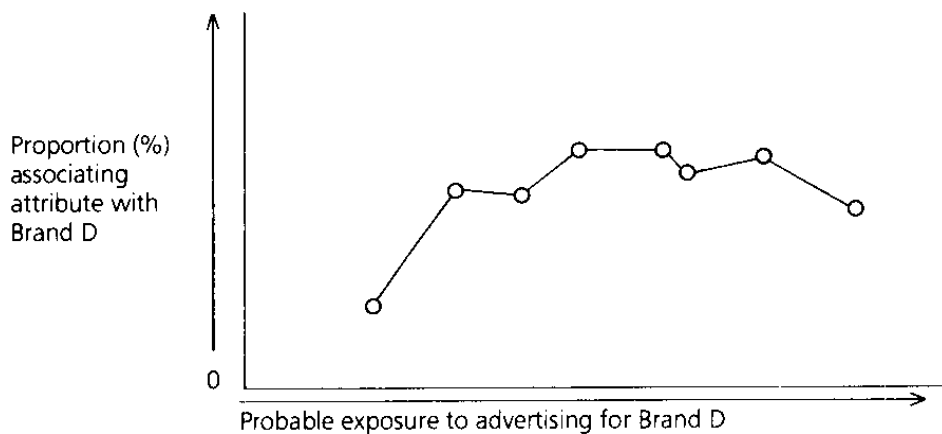

—USERS   ----TRIERS · —NON-USERS

Proportion (%) associating 'used by teacher' with Brand W

Probable exposure to advertising for Brand W

FIGURE 10

Press and radio campaign: Association of user image attribute 'used by young people' with — Brand D

Proportion (%) associating attribute with Brand D

Probable exposure to advertising for Brand D

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FIGURE 11
Press and radio campaign: Average trial rate for five leading brands in the same product field

Proportion (%) of triers

Probable exposure to advertising for five main brand combined
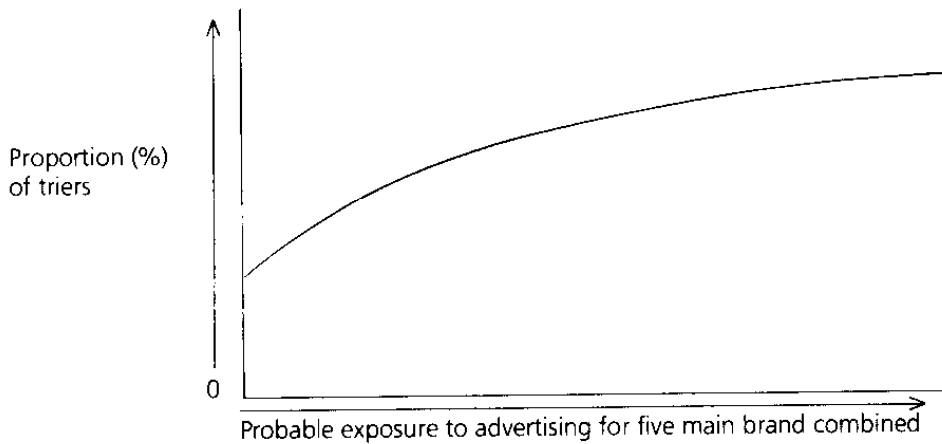
day. This can result in a decline in advertising effectiveness.

Trial and usage

A positive correlation is usually found between advertising exposure and trial. **Figure 11** shows the average trial for five main brands with increased advertising exposure.

In **Figure 12**, the trial rate and current usage is given for Brand H. The strong growth of current usage is the

FIGURE 12
Press and radio campaign: Growth in trial rate and current usage of a very successful brand — Brand H

Proportion trying Brand H and current usage

TRIAL RATE

CURRENT USAGE

Probable exposure to advertising for Brand H
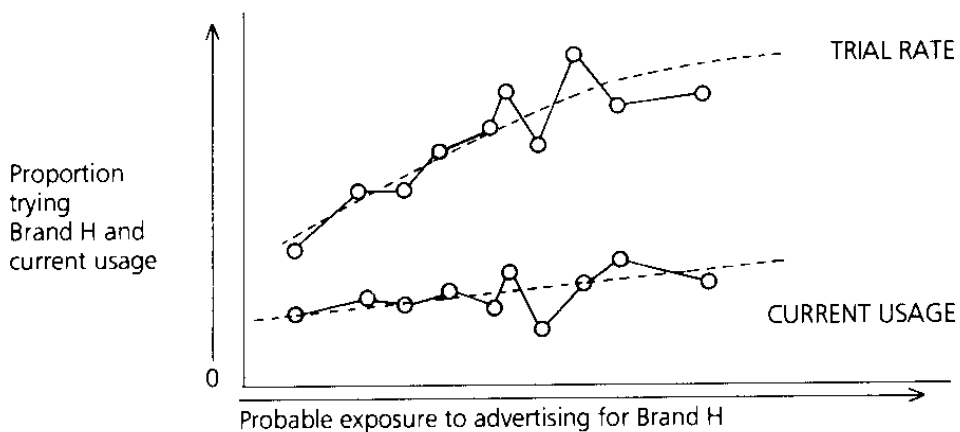
exception rather than the rule. Other competing brands have had to give way and show declining usage responses in the higher exposure groups.

THEORY OF ADVERTISING

The results of several studies, only a few of which have been reported on in this paper, have led to the following hypotheses about how advertising works.

Advertising on its own:

(a) develops a low level of awareness.

(b) puts across product attributes, but often at a fairly low level.

(c) communicates user, situation and corporate imagery.

(d) communicates slogans.

(e) creates and increases awareness of availability, which even if at a low level, is sufficiently strong to stimulate trial and sometimes re-purchase.

The product, through the experience of trial and use:

(a) increases the level of awareness.

(b) develops knowledge of product qualities, often modifying the initial impression gained from advertising.

(c) has limited influence on image aspects which are not directly related to use.

(d) stimulates interest in, and learning from advertising.

In the case of a successful campaign, the greater attention to advertising after trial results in re-purchase and a regular purchasing habit is eventually established, if the product provides satisfaction.

The theory underlines the communication role of the product in the marketing mix, and shows the importance of close integration between promotion and product experience. In fields with well established heavily advertised brands, the long term influence of advertising and product working together, especially

with heavy users, results in strong brand loyalty. Marketers of new brands have to take a long-term view, especially as these brands are more likely to initially attract light users. Other means of obtaining trial such as coupons and sampling, even price discounting, accompanied by advertising, may be helpful in building a sufficiently strong level of awareness and knowledge of a new brand to convince a loyal user of another brand to switch.

Trial is the key to building a successful response to advertising, as it both stimulates interest in promotion and boosts awareness and product knowledge.

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