

Industry cooperatives rely on Knowledge Networks to track effectiveness of advertising among key demo groups

Challenge

A pair of industry cooperative organizations need to monitor the effectiveness of their advertising in several media, including one well-known national campaign. Their goals: To gauge population awareness of their ads and what effect the campaigns have on category consumption and attitudes of specific target groups. The outcome: media reallocation for greater return on investment. After several years with a conventional vendor, the companies were seeking to bring their research to a more representative sample of the U.S. population, and find a research platform with enhanced multimedia capabilities.

Background

Knowledge Networks provides the expertise and tools to help clients create actionable programs for advertising assessment; its ad-related services include diagnostics, campaign “fit,” and cross-media allocation strategies. Using deep profile data from its projectable Internet panel, KN locates target audiences that can be re-contacted for longitudinal research. In addition, KN panelists look at broadcast-quality campaign images and storyboards in the comfort of their own homes, yielding more reliable results.

Knowledge Networks solution

In an ongoing study, Knowledge Networks leverages its pre-screened consumer panel to readily locate the clients’ target groups, such as teenagers and mothers of 2- to 14-year-olds. Respondents view ads on their televisions in several formats — print, video, and radio; the home environment is highly conducive to better research results, and new ads are introduced as they are launched. For over a year, Knowledge Networks has administered weekly surveys and delivered quarterly reports on several campaigns.

Results

The clients have been able to determine the value of specific ads, celebrity campaigns, and media plans, as well as how the advertising influences specific age groups, with a focus on consumption effects over time. In future, Knowledge Networks will be testing print ads before they launch, as “predictors,” as well as conducting follow-up research on the effectiveness of different types of ads.

Knowledge Networks provided the clients with a uniquely powerful and efficient system for tracking their ad effectiveness across several media and making adjustments as needed.

For more information, contact your Knowledge Networks service representative or write to info@knowledgenetworks.com.