

HOW EFFECTIVE IS PRODUCT INTEGRATION AT IMPROVING BRAND IMAGE AND PREFERENCE?

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This paper introduces a new model that isolates the impact of product placement/integration on consumption and brand imagery. The model was developed with one of the largest advertisers in the United States and this paper is based on a case study for that advertiser evaluating their product integration within a popular TV series. The study showed that product integration does impact brand image and consumption but it also contains a clear warning that as this media becomes even more commonplace and consumers understand that the use of these products is paid for, the power of the medium will be greatly reduced.

INTRODUCTION

In 2004, U.S. advertisers spent a total of \$3.5 billion on product placement and its more sophisticated cousin, product integration. This was an increase of 30% over 2003, according to PQ Media, and included almost \$2 billion on TV placements. The research business was, to some extent, caught with its pants down in terms of trying to place a value on this new technique and has been trying to catch up ever since. Never has so much been spent, by so many, with so little idea of whether or not it has any effect at all.

Some agencies have borrowed a formula from the lower end of the sponsorship research market in the shape of “exposure valuation” (counting the length of time a product is on-screen and then calculating how much it would have cost to buy that amount of advertising time at the prevailing 30-second spot rate). While this approach produces impressive dollar values, it doesn’t offer any clue as to whether this spending changed viewers’ perceptions or spending behavior.

To fill this pressing need, Knowledge Networks collaborated with a major advertiser to develop a more precise model for evaluating the return on their investment in product integration. The model is an evolution of one first developed to measure the ROI of this client’s NASCAR sponsorship. Our approach uses test and control viewer groups, comparing key PI and image metrics among those viewers aware (unaided) of the product integration to an identical, unaware group.

This paper will offer a case study evaluating a significant exercise in product integration by our client within a major new cable TV drama series, showing;

- De-branded results from the pre/post survey conducted in 2004.
- The differing impact of the product integration on consumption and brand image for the two brands used.
- How the impact of the product integration is critically dependent on viewers being unaware that it was paid for and how this raises a warning flag for the future of the technique.

OVERVIEW OF THE MODEL

At its heart, the model is very simple. It is based on a comparative analysis of the primary metrics (brand image, purchase behavior) across three key groups, all drawn from the brand’s target market.

- Test group = Aware Viewers: Viewers of the show aware of the product integration on an unaided basis. A viewer was defined as anyone who had watched at least one of the episodes of the show.

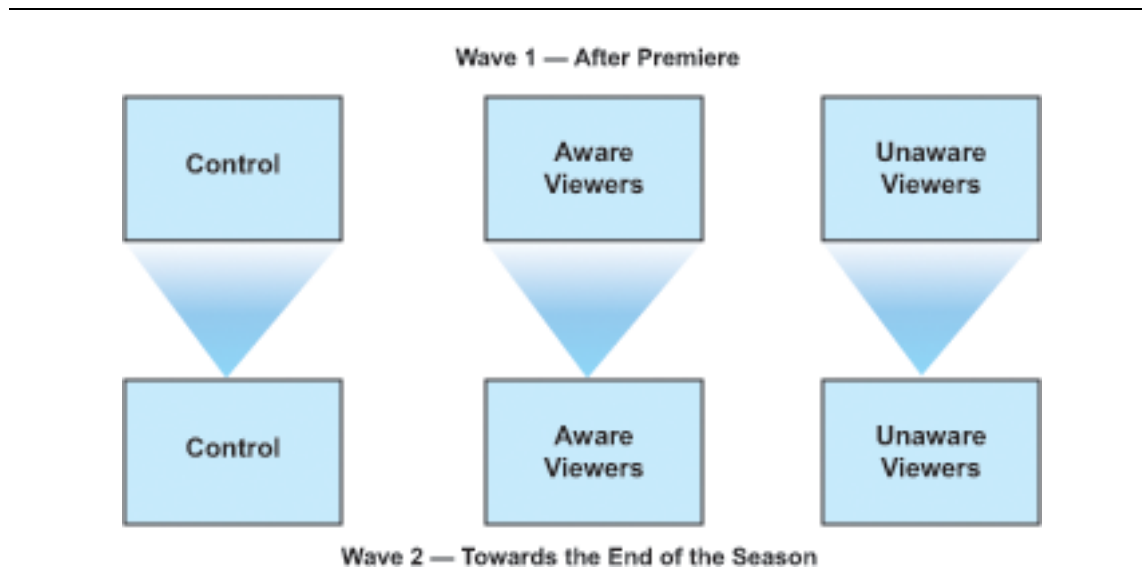
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- Viewer control = Unaware Viewers: Viewers of the show unaware of the product integration on an unaided basis.
 - Nationally representative control group = Control: A representative sample from within the brand's target market. Since this is a nationally representative sample, it will contain viewers and non-viewers in their correct population proportions and, among viewers, it will contain Aware and Unaware Viewers in their correct population proportions.

The first element of sophistication in the model lies in controlling out everything that could be an influence on the Aware Viewers except for the product integration itself. We do this in several stages:

- Both the test group of Aware Viewers and the group of Unaware Viewers are, of course, viewers. This means we can control out anything to do with the type of people who decide to watch the show or their enjoyment of the show in terms of how it impacts the advertiser.
- We control the two viewer samples by setting quotas for age within gender and ethnicity based on the known demographic profile of all people within the brand's target market. This means that the demographic profile of Aware and Unaware Viewers is exactly matched; there is no chance that differences in the demographic composition of the two Viewer groups or between the Viewer groups and the target market Control group are causing the differences between the groups.
- We use unaided awareness to separate the two Viewer groups rather than aided awareness. Unaided recall is a very tough measure for any form of advertising; but it is also far more discriminating than aided recall, which is open to a high level of guess work. Thanks to stages 1 and 2, the only difference between the Aware and Unaware Viewers is that one mentions the advertiser spontaneously and the other does not; hence any differences between the two groups are most likely due to the product integration.

Figure 1 below shows an overview of the model. The model uses a pre/post approach with the first wave being conducted immediately after the show premieres and the post wave being conducted towards the end of the season. Different groups of respondents are surveyed at each wave to avoid biasing the post-wave. Comparison of the pre/post waves allows us to further isolate the impact of the product integration and ensure that this is in fact what is driving any differences in imagery and consumption.

Figure 1
OVERVIEW OF MODEL



It is interesting to note that, prior to the advent of online research, the model would have been prohibitively expensive for all but the largest and most well known examples of product placement/integration. This is because the overall population incidence of the Aware Viewers (and sometimes Unaware Viewers) group is usually very small and the CPI of a phone survey, given the screening involved, would have been inordinately high. Even with online research, we often have to work with relatively small sample sizes, from 100 - 250, since the low incidence of the Aware Viewers group still requires a reasonably high CPI.

BACKGROUND AND OBJECTIVES OF THE CASE STUDY

Our client is one of the largest beverage companies and advertisers in the U.S. In early 2004, they decided to sign a major product integration deal with an U.S. cable network relating to a major new series which was set to launch in the Fall. The client felt that the model we had developed with them to evaluate their sports sponsorships could be adapted to the technique of product integration and we agreed.

The client presented the first episode of the show commercial free and also showed customized introduction and “thank-you” spots featuring the cast as well as being heavily involved in the network’s promotion of the show. The client was also involved to some degree editorially in terms of being shown upcoming scripts and having the ability to have certain characters use certain brands in certain situations. Note that this is a key difference between pure

product placement and product integration – with product placement the product would have simply been used in the show and nothing else. The client focused the integration primarily on two brands: Brand 1 was used 50% of the time over the season as a whole (and was the main brand used in the premiere) and Brand 2 was used 40% of the time. The remaining 10% was devoted to one of the client's tertiary brands which was not examined in-depth in this study due to the low level of exposure it received.

The objectives of the survey set for us by the client were to:

- Isolate the impact of the product integration by brand on consumption and image.
- Gain an understanding of consumer attitudes to product placement/integration and the role it plays within the marketing mix.
- Act as a basis for a decision on whether they should renew the contract with the show for a second season.

CASE STUDY METHODOLOGY

The study was conducted over two waves in 2004. The first wave was conducted immediately after the show's premiere and the second around six weeks later, towards the end of the show's season. Due to the extremely low population incidence of viewers of the show within the client's target market (less than 1% of the U.S. population) a volunteer e-mail panel was used to supply respondents. The extremely low population incidence of viewers within the target market, and in particular of Aware Viewers, was also the reason why relatively small sample sizes within each group (around 100 per wave) were achieved. Increasing the sample size significantly would have proved extremely expensive due to high screening costs, even if the available online panel sample had supported such an increase.

The client's core target market was defined as adults who are weekly drinkers of the specified beverage. The U.S. population incidence of this group is approximately 25%. All three survey groups were drawn from this universe.

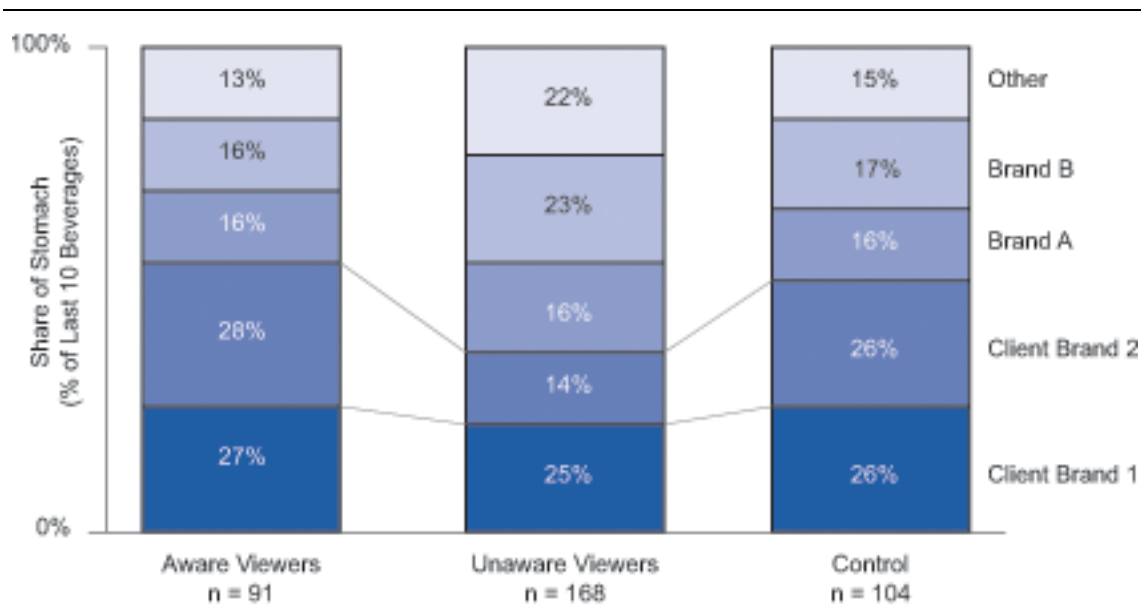
- *Aware Viewers.* Viewers of the show aware of the client's product integration at the unaided level (91 at Wave 1 and 99 at Wave 2).
- *Unaware Viewers.* Viewers of the show unaware of the client's product integration at the unaided level (168 at Wave 1 and 109 at Wave 2).
- *Control.* One hundred weekly drinkers of the beverage, representative of the target market at the national level, at each Wave. Note that due to the very low incidence of viewers within the target market, less than five respondents per Wave within this Control group were viewers and there were no Aware Viewers at either Wave. However, this group was asked

questions about product integration in general and, after being shown a clip from the show featuring the client's product, about certain aspects of this particular product integration.

IMPACT OF THE PRODUCT INTEGRATION ON CONSUMPTION

The model measures the impact of the product integration on actual consumption by comparing the market share of the brands used in the integration among Aware Viewers to their share among Unaware Viewers. In this case study, market share is defined as the "share of stomach" within the type of beverage made by the client – how were the last 10 beverages consumed allocated by brand? If we deal with a less frequent purchase cycle, we adapt the model to look at ownership by brand; or, with service providers such as banks, we look at share of future asset allocation.

Figure 2
WAVE 1 CURRENT SHARE OF STOMACH

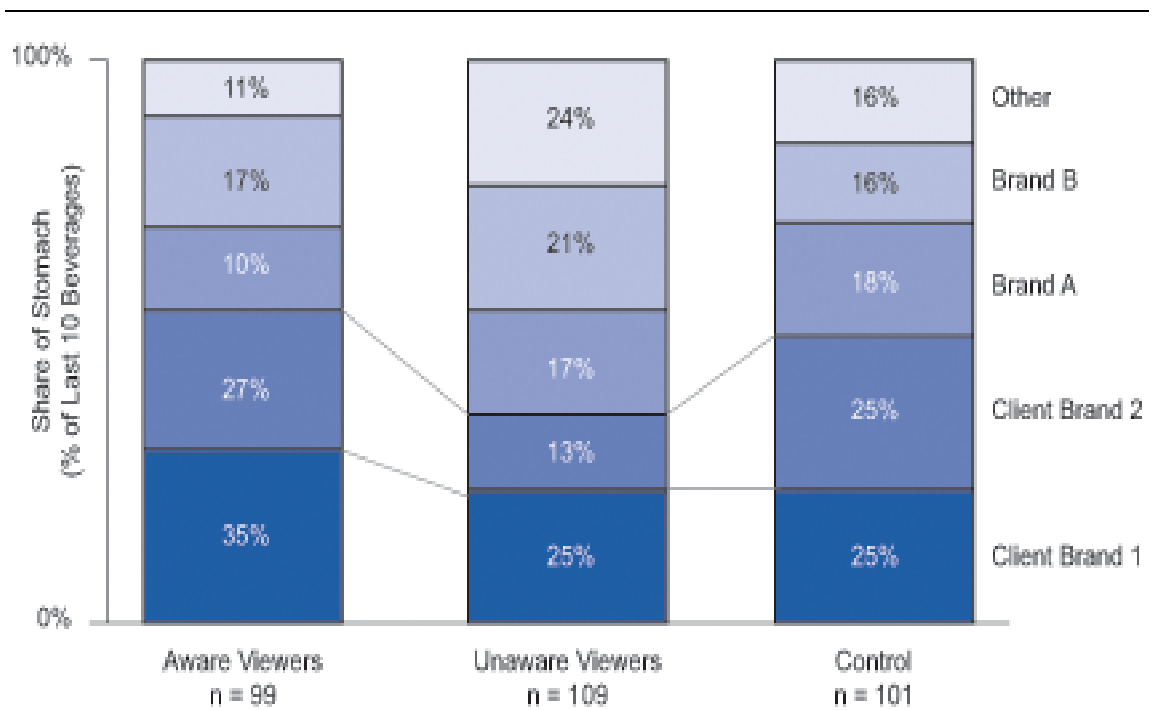


Question: Below is a list of brands. Of the last 10 beverages of this type you consumed, please indicate how many of each brand you drank.

Figure 2 shows the difference in share of stomach between Aware and Unaware Viewers and the Control Group at Wave 1 of the study. Since we were asking about the share of last 10 beverages consumed and the survey fielded immediately after the show's premiere, we expected to see no impact due to the product integration at this point. This was indeed the case for Brand 1 – share was 27% among Aware Viewers, 25% among Unaware Viewers and

26% among the Control. However, we saw a significant difference in consumption for Brand 2 among Aware Viewers – 28% vs. only 14% among Unaware Viewers and 26% among the Control. Given that the product integration could not have caused the effect we were seeing by the time the survey was conducted, we could only conclude that drinkers of Brand 2 were simply more likely to notice the product integration rather than the product integration being the cause of this difference. The similarity in Brand 2’s share among Aware Viewers and the Control seemed to support this hypothesis.

Figure 3
WAVE 2 CURRENT SHARE OF STOMACH



Question: Below is a list of brands. Of the last 10 beverages of this type you consumed, please indicate how many of each brand you drank.

Figure 3 shows the same share of stomach data from Wave 2. Compared to Wave 1, there was a significant increase in Brand 1’s share among those Aware of the product integration (+8%) while there was no change among those Unaware or the Control, indicating that the product integration was responsible for this increase. The increase in share came almost entirely at the expense of Brand A, Brand 1’s closest competitor, and did not affect Brand 2.

However, the product integration seemed to have no positive impact on Brand 2’s share. While Brand 2’s share was still higher among those Aware of the product integration than those Unaware at Wave 2, it was essentially

unchanged over Wave 1 (-1%) and was still very close to its share among the Control.

As we noted in the background section, Brand 1 was the lead brand at the start of the series and Brand 2 was introduced more heavily as the season progressed. Based on this and the consumption data, we began to form a hypothesis that product integration is most effective when focused on one primary brand.

COULD THE CAUSALITY RUN THE OTHER WAY?

This is the most commonly asked question about this model. It came up early and often in the development of the model. We designed and continue to add many features into the model to ensure that this is not the case. However, it is a very valid question and one which we will address head on.

In this reverse causality theory, loyal drinkers of the client's brand are simply more likely to notice the product integration. Hence they are aware because they are more loyal drinkers; they don't become more loyal because of the product integration.

It is actually quite possible for the causality to run this way. This case study is an excellent example since it shows how the pre/post approach easily identifies the direction of the causality. With Brand 1, the product integration increases consumption. This is proven by the fact that there were no differences in Brand 1's share between those Aware and Unaware at Wave 1, yet there were at Wave 2, and we know that the only difference between those Aware and Unaware is unaided recall of the product integration.

With Brand 2, the causality is indeed reversed. Existing Brand 2 loyalists were more likely to notice the product integration at Wave 1 since those Aware showed higher share for Brand 2 than those Unaware and the product integration could not possibly have caused this difference when Wave 1 was conducted. This same pattern was repeated at Wave 2, with no increase in Brand 2's share among those Aware from Wave to Wave, which we would have expected if the product integration impacted Brand 2's consumption.

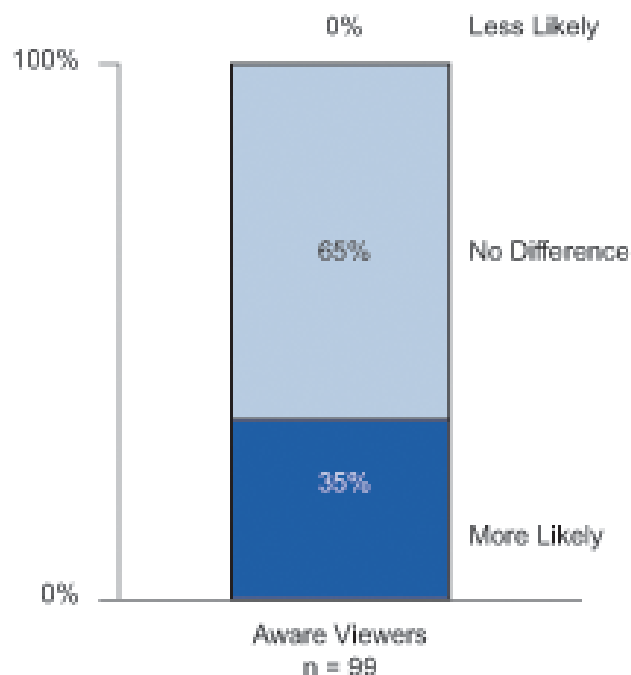
This shows the importance of establishing a benchmark wave as soon as the first episode of a show featuring product integration airs, and of using recent past purchase behavior as the benchmark from which to measure change (note that since we are looking at viewers we clearly can't do a true pre survey before a show airs, since we would be unable to identify viewers at that point). Had we only looked at Wave 2 data, we would have come to the completely invalid conclusion that both Brands were impacted more or less equally by the product integration.

Another check on the direction of the causality is to take the rather drastic step of actually asking the viewers themselves how it works. We used a very direct causal question:

“Does the fact that the characters were drinking Brand 1 in the show make you more likely to buy Brand 1 in the future, less likely or does it make no difference?”

Logically, if I am a loyal drinker of Brand 1 already and just noticed the product integration because I tend to pay more attention to advertising from brands I use, I would say that the product integration makes no difference to me. I like Brand 1 because of its taste, because my friends drink it or any number of other reasons and I would still drink it if the product integration never existed.

Figure 4
IMPACT OF PRODUCT INTEGRATION ON LIKELIHOOD TO PURCHASE
BRAND 1 – WAVE 2



Question: Does the fact that the characters were drinking Brand 1 in the show make you more likely to buy Brand 1 in the future, less likely or does it make no difference?

In fact, Figure 4 shows that more than a third of Aware Viewers said the product integration *did* make them more likely to buy Brand 1. While the number of these people (35) was very small and renders this a more qualitative finding, cross-analysis did show that these are the same people driving the

increase in share in figure 4. This further removes doubt that that the product integration was the cause of Brand 1's increase in consumption from Wave 1 to Wave 2. We did not ask this question about Brand 2 since the decision to use Brand 2 in the integration was made after the study had been designed.

CALCULATING A HARD ROI IN SALES TERMS

It is possible to translate these gains in market share among Aware Viewers into gains in overall market share and sales and thereby calculate a hard dollar ROI figure. We have done this many times when an application of this model is used to measure sports sponsorships, but did not do so in this case since viewership of the show was so small and the main objective was to evaluate the overall potential of product integration as a way to impact sales and image.

However, for completeness, I will give an overview of this ROI calculation. The first step is to calculate what percentage of the target market watched the show. Let us assume for this hypothetical example that this was 50% (the real figure in this case study was less than 1%). We then look at what percentage of this group were aware of the product integration – say 50% again. This means that 25% of the total target market were viewers who noticed the product integration.

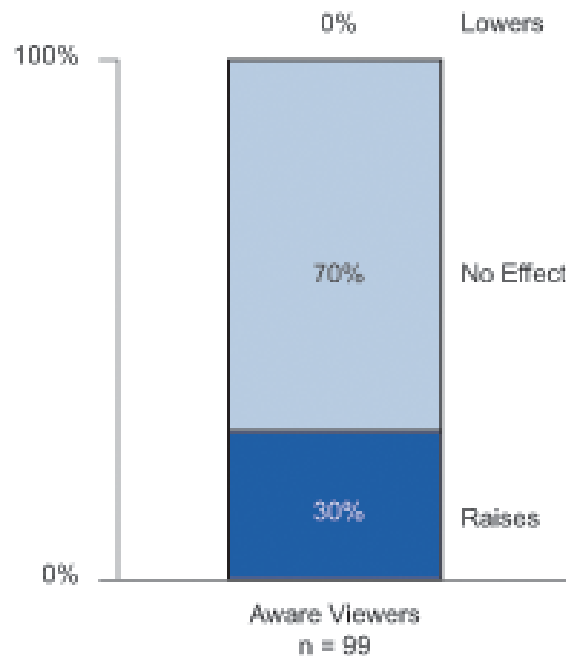
Since we now know the overall number of Aware Viewers within the target market and the difference in Brand 1's share between those Aware and Unaware (see figure 3), we can use this data to calculate the impact on overall sales for Brand 1 in the market. The exact formula used to calculate this number is proprietary to Knowledge Networks, but it allows for a simple ROI calculation to be made by dividing the incremental sales due to the product integration by its cost. Another benefit of this formula is that it allows the client to compare the ROI of different product placements/integrations and sponsorships regardless of their reach.

IMPACT OF THE PRODUCT INTEGRATION ON BRAND IMAGE

The model addresses the impact of the product integration on brand image in two ways:

- Directly, as with the question on purchasing (“Does the product integration raise, lower or have no effect on your opinion of Brand 1?”).
- In a custom way, using the client's own individual measures of brand resonance and comparing the outcomes between Aware and Unaware Viewers.

Figure 5
IMPACT OF PRODUCT INTEGRATION ON OPINION OF BRAND 1 – WAVE 2



Question: Does the fact that the characters were drinking Brand 1 in the show raise, lower or have no effect on your opinion of Brand 1?

As can be seen from figure 5, 30% of those Aware said that the product integration raised their opinion of Brand 1, while nobody said their opinion was lowered. We did not ask this question about Brand 2 since the decision to use Brand 2 in the integration was made after the study had been designed. We should note that it is not unusual for the results to this question to be very similar to those for the similar purchase preference question shown in figure 4. Path modeling work done on similar surveys has found the causal link to flow from the technique (product integration in this case) to brand image and then to purchase preference.

Note that since the client's method of measuring brand resonance is so proprietary, this area is not covered in detail by this paper. However, analysis of the resonance data was totally consistent with the impact on consumption; there was no difference in Brand 1's resonance between Aware and Unaware Viewers at Wave 1 and a significant difference by Wave 2. Brand 2 showed higher resonance at both Wave 1 and Wave 2 among Aware Viewers compared to Unaware Viewers, supporting our theory that Brand 2 drinkers were simply more likely to notice the product integration.

WHY DOES PRODUCT INTEGRATION WORK?

Having established how this particular exercise in product integration impacted brand image and consumption, we next turned to some diagnostic questions aimed at identifying how the technique is viewed by consumers. It should be noted that since this study was conducted entirely within our client's target market, the results should not be taken as indicating anything about the attitudes of U.S. consumers as a whole to the technique.

Table 1
OPINION OF PRODUCT INTEGRATION (TOP 2 BOX AGREEMENT) WAVE 2

	<i>Aware Viewers</i>	<i>Unaware Viewers</i>	<i>Control</i>
	<i>n = 99</i>	<i>n = 109</i>	<i>n = 102</i>
	<i>%</i>	<i>%</i>	<i>%</i>
<i>I don't mind product integration as long as the characters don't make a point of saying how great that product is</i>	75	75	75
<i>I think this type of advertising is more subtle than commercials</i>	71	69	70
<i>I see a lot more product integration around than I did a year ago</i>	70	71	74
<i>I would rather see product integration than commercials</i>	61	65	53
<i>If I see one of my favorite characters use a certain brand in a show I'm more likely to use that brand myself</i>	52	33	29
<i>If the characters were going to drink X anyway it doesn't matter which brand they drink or why</i>	52	58	62
<i>I don't really pay attention to which products are used in shows</i>	32	49	35
<i>I don't like the fact that companies try to fool you into thinking characters choose to use their products</i>	29	31	41

Question: Here are some things people have said about products being used by characters in TV shows – that is called product integration.

As table 1 shows, there is general acceptance and awareness of product integration as a marketing technique, but also a fair amount of apathy. The general view of product integration across all three groups was that: it is becoming more prevalent, is inoffensive provided it is not too overt and is more subtle and preferable to traditional commercials. Only a minority within each group were positively hostile, in terms of not liking the fact that companies were “trying to fool you into thinking the characters choose to use the product“. However, most were also quite apathetic, feeling that “if the characters were going to drink X anyway, it doesn’t matter which brand they drink”, and around a third claimed they don’t really pay attention to it at all.

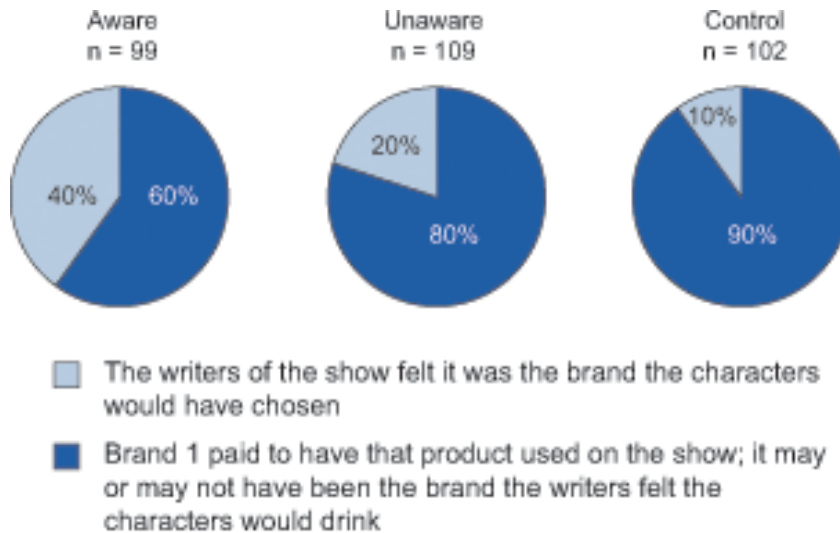
It was interesting to note the surprising consistency of attitudes to product integration across the three groups. The only areas where Aware Viewers differed significantly to Unaware Viewers were in being more likely to pay attention to it and, as would be expected, being more likely to use a brand used by their favorite character. The fact that as many as 52% of Aware Viewers agreed with this latter statement points to this being the key driver of the value of product integration and also suggests that advertisers shouldn’t use the bad guys in the show as the ones using the product.

YOU CAN FOOL SOME OF THE PEOPLE SOME OF THE TIME ...

However, the key to the efficacy of product integration in this study lay in the fact that most people who were influenced tended to believe that Brand 1 was the brand the characters chose to drink, rather than our client having paid to ensure that they would drink it.

As figure 6 (below) shows, 40% of Aware Viewers believed the characters chose to drink Brand 1 – double the number found among Unaware Viewers and four times the proportion among the Control. While the small number of people makes this a very qualitative finding, we did find that among the 35 Aware Viewers who claimed the product integration made them more likely to buy Brand 1 (see figure 4), more than two-thirds believed the characters chose to drink the brand.

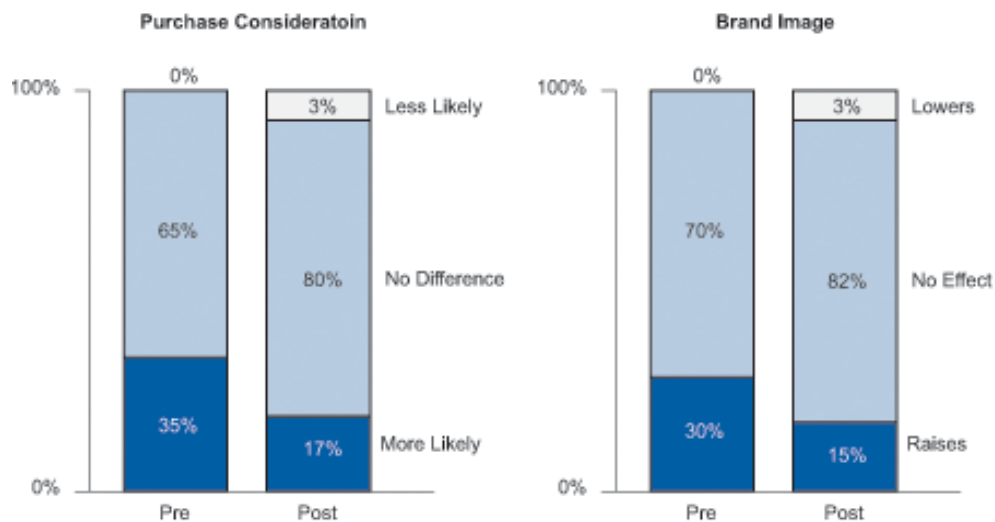
Figure 6
REASONS WHY CHARACTERS WERE DRINKING BRAND 1 IN SHOW –
WAVE 2



Question: Which one of these statements best describes why you think the characters were drinking brand 1 in the show?

The fact that this misconception was key to the efficacy of the product integration was further demonstrated by what happened after we told viewers that our client had in fact paid to have the characters drink Brand 1.

Figure 7
IMPACT OF PRODUCT INTEGRATION ON PURCHASE AND BRAND IMAGE OF BRAND 1 AMONG AWARE VIEWERS, PRE VS. POST KNOWLEDGE THAT IT WAS PAID FOR (WAVE 2)



Purchase Consideration – Question: Does the fact that the characters were drinking Brand 1 in the show make you more likely to buy Brand 1 in the future, less likely or does it make no difference?

Brand Image – Question: Does the fact that the characters were drinking Brand 1 in the show raise, lower or have no effect on your opinion of Brand 1?

Figure 7 shows that the positive impact of the product integration was effectively cut in half once all Aware Viewers had been told it was paid for, rather than being something the characters chose to drink. The importance of this finding is apparent if we consider that as product placement and product integration become more and more ubiquitous, and more and more consumers realize that brands are used in shows because they pay to be used, the impact of the technique is more likely to resemble the post chart in figure 7 than the pre data in figures 4 and 5. In fact, one of the key conclusions we drew from this study for our client is that product placement/integration will ultimately be a victim of its own success. The more brands use the technique, the faster consumers will assume the default is that any placement is paid for and the quicker its value will erode.

DOES INVOLVEMENT WITH AND ENJOYMENT OF THE SHOW MATTER?

Table 2
VIEWER INVOLVEMENT PROFILE— WAVE 2

	<i>Aware Viewers</i>	<i>Unaware Viewers</i>
	(A)	(B)
	%	%
<i># of episodes watched (Mean)</i>	4.28 ^B	3
<i>Amount of time watch</i>		
<i><15 min</i>	12	18
<i>15 – 29 min</i>	20	29
<i>30 – 45 min</i>	7	13
<i>The whole show</i>	61 ^B	41
<i>Do not switch channels during</i>	75 ^B	50
<i>Do not do anything else while watching</i>	30	20
<i>Watch with other people (Net)</i>	<u>61</u>	<u>61</u>
<i>Spouse</i>	40	40
<i>Friend/another adult</i>	30	25
<i>Group of friends</i>	5	4
<i>Consider myself loyal viewer</i>	40 ^B	20

Question: How much of each episode do you usually watch?

What else if anything are you typically doing while watching an episode?

Who else usually watches X with you?

Do you typically switch channels during X?

Which one of the following statements best describes your interest in watching TV?

^{AB} *Significantly higher at the 90% confidence level.*

Clearly involvement and enjoyment do play a part in the impact of the product integration on the brand. Table 2 shows some classic measures of viewer involvement among Aware and Unaware Viewers. Aware Viewers watched more episodes for longer, were less likely to channel surf during the show or

do something else while watching and were more likely to consider themselves loyal viewers than Unaware Viewers.

Table 3
FEELINGS ABOUT THE SHOW (TOP 2 BOX) — WAVE 2

	<i>Aware</i>	<i>Unaware</i>
	<i>n = 99</i>	<i>n = 109</i>
	<i>(A)</i>	<i>(B)</i>
	<i>%</i>	<i>%</i>
<i>I would recommend it to my friends</i>	82 ^B	63
<i>I really enjoyed the show</i>	81 ^B	68
<i>I became more interested in each show as it went on</i>	75 ^B	55
<i>This is the type of show I watch a lot</i>	74 ^B	48
<i>I became more interested in the series each week</i>	72 ^B	53
<i>I would make time to watch this program in the future</i>	69	59
<i>This could be one of my favorite shows</i>	69 ^B	48
<i>The show had a lead character I cared about</i>	68	60
<i>I was really involved with the program</i>	67 ^B	41
<i>The show had characters I cared about</i>	66	61
<i>I don't remember much about the plot</i>	28	44 ^A

Question: Thinking about the show, please tell us how much you agree or disagree with each of the following statements about the series. If you have watched more than one episode, please tell us how you feel about the typical episode you watched.

^{AB} Significantly higher than letter indicated at the 90% confidence

This greater level of involvement was due to a higher level of enjoyment of the show among Aware Viewers, as can be seen from table 3. While Unaware Viewers also clearly enjoyed the show, agreement with each positive statement was even higher among Aware Viewers.

WHERE DOES PRODUCT INTEGRATION FIT WITHIN A BRAND'S OVERALL MARKETING MIX?

Another issue for our client was to understand where product integration offered most value within the overall marketing mix. Compared to other marketing techniques such as traditional advertising, sponsorships or celebrity endorsements, is product integration better at driving trial, creating loyalty or changing perceptions of the brand?

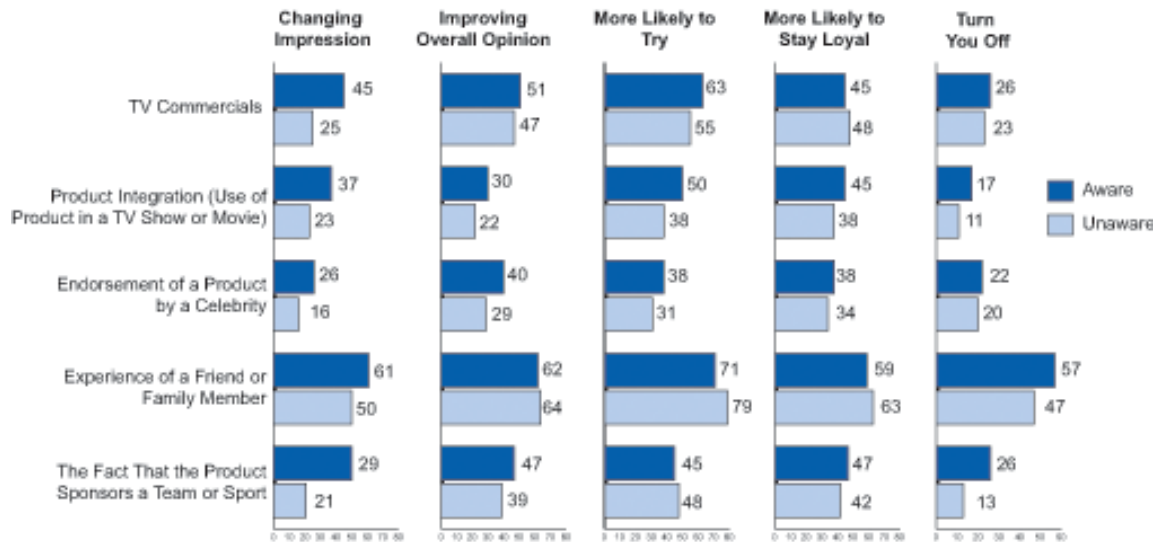
In order to address this issue, we asked each group to rate the following marketing techniques:

- TV commercials
- Product Placement/integration
- Endorsement by a celebrity
- Experience of friend/family member
- Sponsoring a sport or team they like

On how effective they were at achieving the following marketing goals:

- Changing your impression of a brand
- Improving your overall opinion of the brand
- Making you more likely to try a brand
- Making you more likely to stay loyal to a brand
- Turning you off a brand

Figure 8
SUMMARY OF OVERALL IMPACT ON PRODUCT – WAVE 2



Question: On each of the next five screens you will see a different type of advertising highlighted in yellow. For each type of advertising, on a scale of 1 to 6, where 1 is “not at all effective” and 5 is “extremely effective”, please indicate how effective you think the advertising is at performing the functions tested.

Base: Aware (n=99); Unaware (n=109)

As figure 8 shows, among Aware Viewers product integration is more effective in relative terms at driving trial and loyalty rather than changing impressions or improving overall opinion. In fact, product integration is viewed as being as effective as TV commercials and sponsorship in driving loyalty by Aware Viewers. While Aware Viewers, as would be expected, were consistently more open to the influence of product integration than Unaware Viewers, the biggest difference between the two was in relation to product integration’s ability to improve brand image.

OUTCOME OF THE RESEARCH

Our overall conclusions and recommendations to the client were:

- Product integration can clearly have a measurable impact on brand image and consumption.
- This impact would be enhanced by focusing on only one brand.
- The medium has a limited shelf-life since much of the effect it has is based on a misconception that the placement is not paid for, and consumers are becoming better educated about this all the time.

Our client ultimately decided not to renew its association with the show for a second season. While the research played a part in this decision, a difficult relationship with the broadcaster played a larger part, which speaks to the fact that this is a much more complex marketing tool than traditional advertising.

NEW DEVELOPMENTS

As the modeling technique evolves, we are leveraging logit models to allow us to control even more carefully covariates that could be driving initial differences between the groups such as non-behavioral brand affinity. By analytically controlling these variables, we can calculate a “lift” factor that represents an increase in share of stomach while simultaneously controlling for non-behavioral and non-demographic differences in the initial viewer groups. This approach further removes any doubt as to the direction of the causality.

THE AUTHOR

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