
Executive Summary

Brand-To-Media Consonance Assessments How to Guarantee Better Connections with Consumers & Greater Ad Effectiveness

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Background

This paper examines the ability of the Brand Keys methodology to predict category aided awareness of advertising based on the cable television station on which the advertisement is placed. The subject company is KeySpan Energy, a large US energy supplier.

Implications

This case study shows how different cable TV stations drive different end customer perceptions (advertising awareness and brand attribute rating) of the same advertisement. It shows conclusively that the cable TV station on which an advertisement is aired impacts the end customer's awareness of the advertisement and perception of the advertised product. Further it demonstrates that the Brand Keys methodology can predict this impact prior to advertising.

Based on the results of this research it would be possible to reduce advertising placements by 50% and achieve the same advertising awareness by simply optimising the cable television station selection. On the other hand it would also be possible to double advertising awareness by airing the same number of commercials in a manner optimised using the brand to media consonance methodology.

Methodology and Results

This case study demonstrates conclusively that the effect of a particular media option – in this case, cable networks – on a brand can extend to the level of the commercials' effectiveness and its ability to connect with the chosen target audience. In addition it shows that the Brand to Media methodology is able to predict this effect prior to advertising.

A research program was implemented to determine:

- The degree to which a cable channel on which a commercial for KeySpan might appear would either enhance or hurt KeySpan's overall brand equity score, i.e., how it measures up to the consumers' expectations; and
- The commercial's subsequent performance via a traditional advertising test on measures of both *category-aided advertising awareness* as well as *direct image ratings* of KeySpan on eight product imagery statements.

Telephone interviews were conducted of KeySpan's primary target audience. Each respondent was asked to rate KeySpan on eight image statements; the KeySpan brand as a stand-alone entity (i.e., not in the context of any particular media vehicle); the ideal energy provider; and the KeySpan brand *within* the context of each of 11 cable networks.

Then in order to determine precise Brand-to-Media effects, in a second Phase of the research, a current 30-second TV commercial for KeySpan was inserted into cable network.

A standard captive audience, clutter-exposure test was then conducted to measure ad awareness and KeySpan brand perceptions after exposure to the program in which the KeySpan ad appeared. For analysis purposes cable network awareness and brand imagery evaluations were obtained by averaging the two shows' effects together.