
Executive Summary

Driving Automotive Sales: Audience Medium Valuation Integrating attitudinal and behavioural brand data to provide leading-indicator media ROI assessments (ESOMAR)

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Background

This paper describes an innovative audience assessment approach that integrates attitudinal and behavioural data as developed by Brand Keys, Inc. and Rainbow Media. The approach provides a new, highly effective metric with which media planners, brand managers, and marketers can quantify the degree to which the media environment itself can positively (or negatively) impact audiences' behaviours toward the brands.

Implications

The study demonstrates that this technique is an accurate predictor of the change in brand imagery and purchase consideration that results when a specific product brand is displayed on a specific media outlet. Using this information media outlets can demonstrate the increase in brand imagery and purchase consideration that their brand creates in the advertised product.

For advertisers the methodology can be used to predict consumer behaviour, optimise media plans, boost advertising efficiencies and increase sales and profitability.

Methodology and Results

The research program was designed to determine:

- The degree to which a cable channel on which a commercial for an automotive brand *might* appear would either enhance or hurt the automotive brand'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 *advertising awareness* as well as *direct image ratings of the automotive brand* on eight product imagery statements, and *purchase consideration levels*.

The automotive brands included were: BMW, Cadillac, Lexus, Toyota, Mercedes, Volkswagen, Audi, Honda, Dodge, Nissan, Chevrolet, Ford, Hyundai, Kia. The Cable TV brands included were Rainbow Media's AMC and WE channels.

Telephone interviews were conducted with 500 members of the automotive brand's primary female target audience. Each respondent was asked to rate:

- The automotive brands they "had on their consideration shopping list" absent of any media/advertising environment.
- These same automotive brands if they were advertised on a particular cable network. These assessments are the attitudinal Audience Media Valuations or AMV.

In a second phase of the research, a current TV commercial for the each of the automotive brands was inserted in to a movie appearing on each of the two cable networks. A standard captive audience, clutter-exposure test was conducted:

Correlation between the AMV scores and the resulting advertisement awareness, automotive brand perceptions and levels of purchase consideration was then assessed to determine the ability of the AMV score to predict consumer behavior.