
Conference Paper Review

Paper Name **Brand-To-Media Consonance Assessments As A Way To Optimise Media Selection**

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Background

This paper examines the ability of the Brand Keys methodology to predict category aided awareness of advertising in a range of print publications and drive the optimization of advertising spend. The subject company is Kohler a premium bathroom fixture supplier.

Implications

This case study demonstrates the Brand Keys Brand to Media Consonance methodology's ability to predict, prior to advertising, the level of category aided advertising awareness of different media options. This is the case even where the customer demographic profile for each of the print options has already been optimized.

The results of this study imply that could reduce their advertising spend by up to 30% and still achieve the same awareness levels. Alternatively, companies they could increase their awareness by up to 50% using the same spend.

Methodology and Results

The key outcome of the research was to confirm that the Brand Keys Brand to Media Consonance methodology provides an accurate predictor of both category aided advertising awareness and direct image ratings of products in various media outlets.

A two-phase research program examined:

1. The degree to which a publication in which an ad for Kohler might appear would either enhance or hurt Kohler's overall brand equity score; and
2. The ad's subsequent performance via a traditional tip-in test on measures of both category-aided advertising awareness as well as direct image ratings of Kohler on eight product imagery statements.

Phase One: Interviews were conducted with 700 of Kohler's primary target audience. Each respondent was asked to assess the Kohler brand as a stand-alone entity (i.e., not in the context of any particular media vehicle), and to assess the Kohler brand in the context of 20 print magazine alternatives.

Phase Two: Eight publications were selected for Phase Two. The same print ad was inserted into the then-current issues of each publication. The ad was then tested among eight separate samples of 100 Kohler target respondents. Respondents were given a copy of one of the magazines and were asked to look through it just as they would do if they were at home. A series of questions then elicited data in two areas: 1) Category-aided awareness of the Kohler ad, and 2) ratings of the Kohler brand on 8 category attribute statements on a 7-point rating scale (their average yielded an overall brand rating).