

##CAMPAIGN_NAME##

##CLIENT_NAME##



Agenda

- Project background
- Key findings and recommendations
- Campaign effects

Campaign information

1

Campaign information

Campaign name: ##CAMPAIGN_NAME##

Campaign period: ##CAMPAIGN_PERIOD##

Media spend: ##MEDIA_SPEND##

Tested Campaign objects: ##MEDIA_OBJECTS##

2

Project information

Field period: ##FIELD_PERIOD##

Methodology: Online survey

Market: ##MARKET##

Sample: ##GENDERS##
##AGES##

Number of interviews: ##POPULATION_SIZE##

Target group breakdown: ##TARGETGROUP##

Tested campaign objects



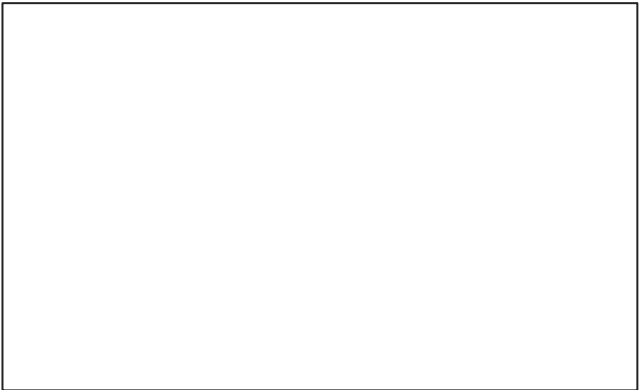
[Unit 1]



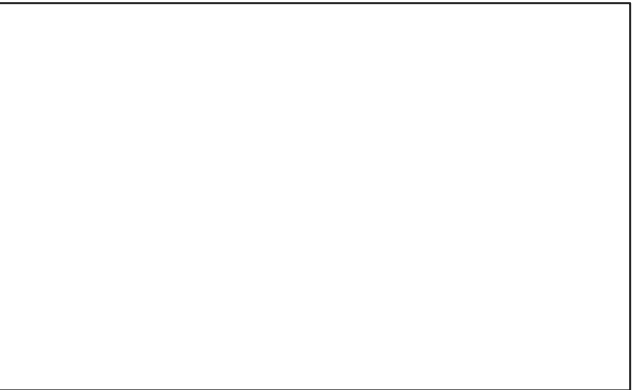
[Unit 2]



[Unit 3]



[Unit 4]



[Unit 5]

Nepa's Campaign Evaluations shows a campaign's impact on brand and business, providing learnings for future campaign success

1

Cut through the noise

Have consumer seen our campaign?

Which channels are driving observation?

Is our brand clearly conveyed?

Which of our brand assets are key for brand recognition?

2

Get them hooked

Is the message of our campaign coming through clearly?

Do consumers like our campaign?

Does our campaign stand out from other campaigns?

3

Move the needle

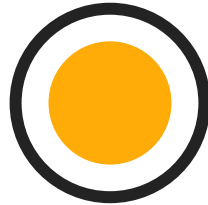
What actions does the campaign inspire?

How does the campaign affect our brand image and position?

Which of our brand attributes does the campaign communicate?

Benchmarks help you determine what success looks like

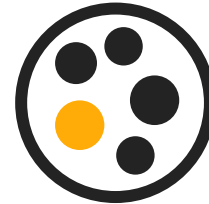
Benchmarks used in this report



Nepa benchmark

How is our campaign performing vs other campaigns?

Campaigns included in the benchmark are selected based on sampling group, market(s), media types, brand classification



Target group analysis

How is this campaign performing in our target group vs the overall population?

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Key findings and recommendations



Key Findings

- The first point ...
- The second point ...
- The third point ...



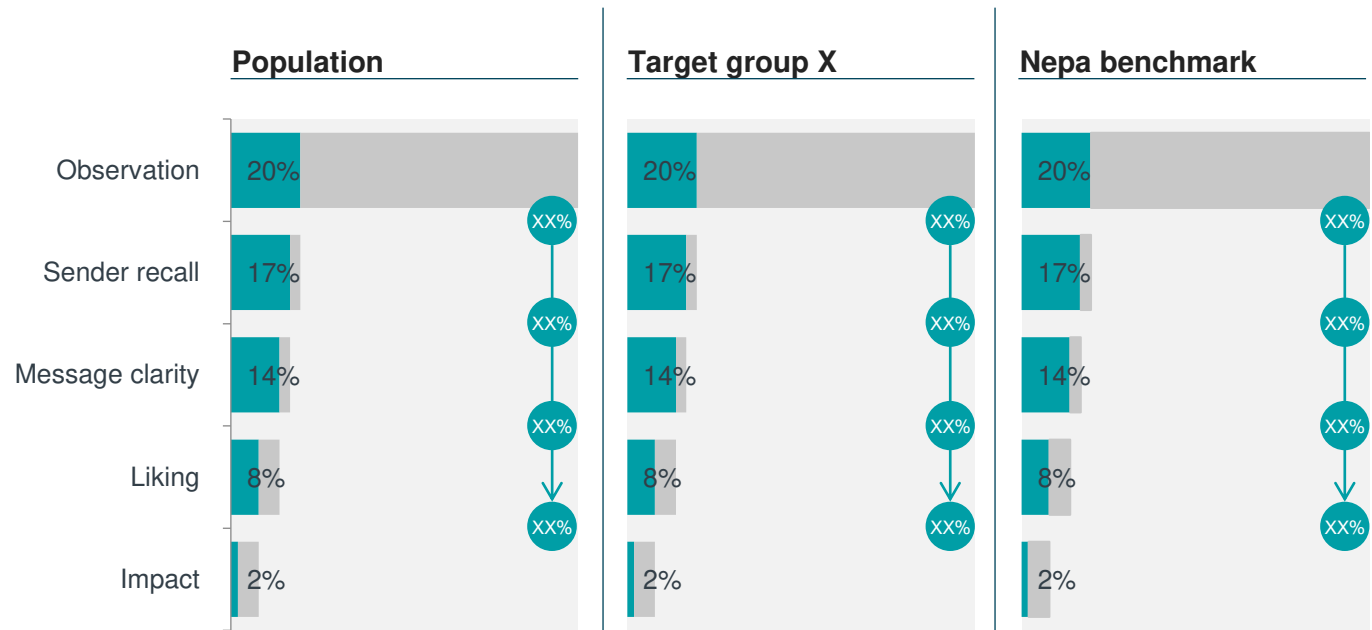
Recommendations

- The first point ...
- The second ...
- The third point ...

Agenda

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Campaign funnel with conversions and comparison against benchmark



The conversion rate between each step is the share of respondents that convert to the next step. For example: observation = Number of respondents that have observed the campaign / Total number of respondents. Sender recall = Number of respondents that have observed the campaign + answer the correct sender / Total number of respondents

1 **Cut through the noise**

Have consumer seen our campaign?

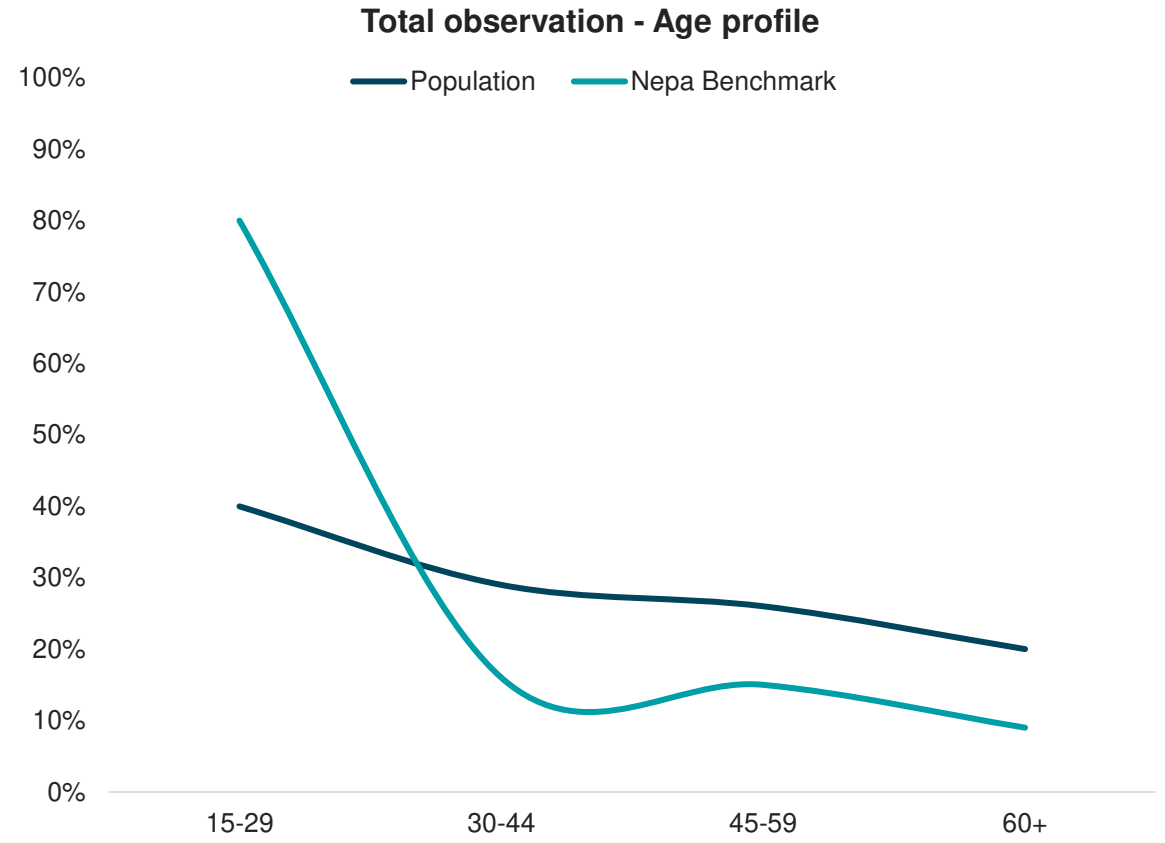
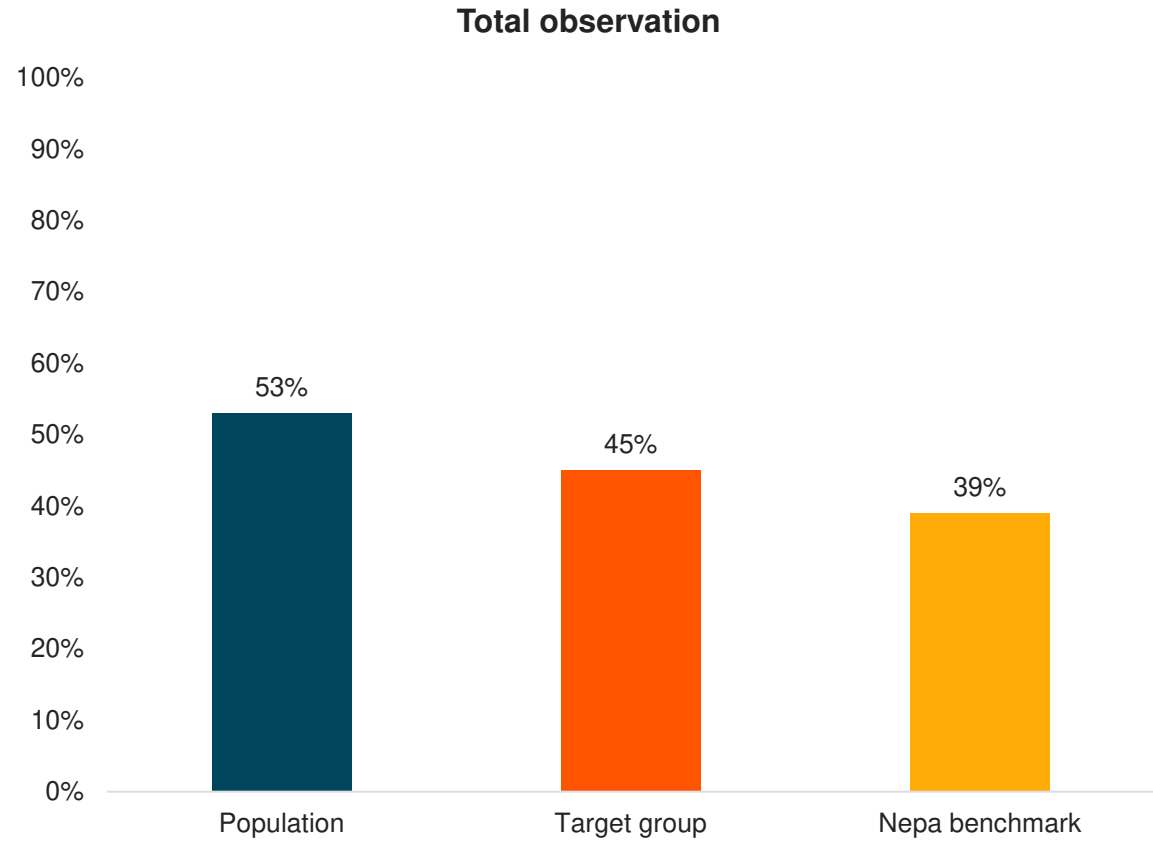
Which channels are driving observation?

Is our brand clearly conveyed?

Which of our brand assets are key for brand recognition?

How many have seen the campaign?

Total observation



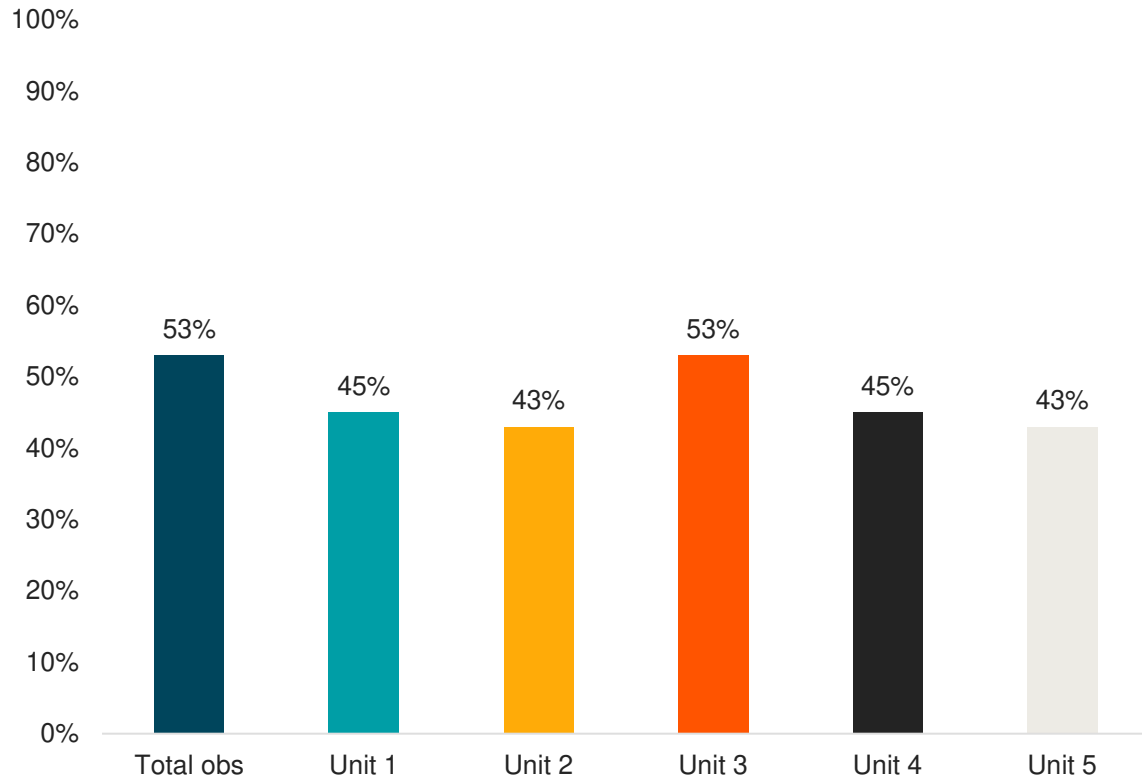
Q: Have you seen this [campaign object] before?
Base: ##Base##

How many have seen the different campaign objects?

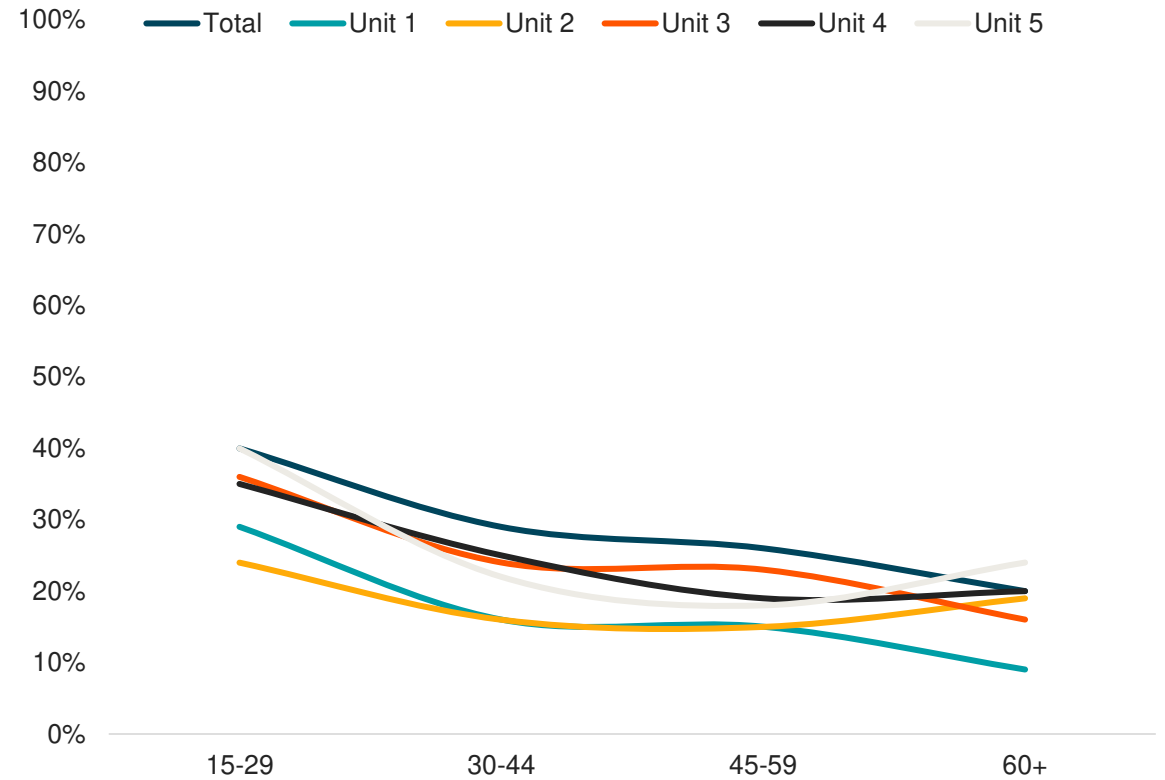
Observation per campaign object – Population

POPULATION

Observation per campaign object



Observation per campaign object - Age profile



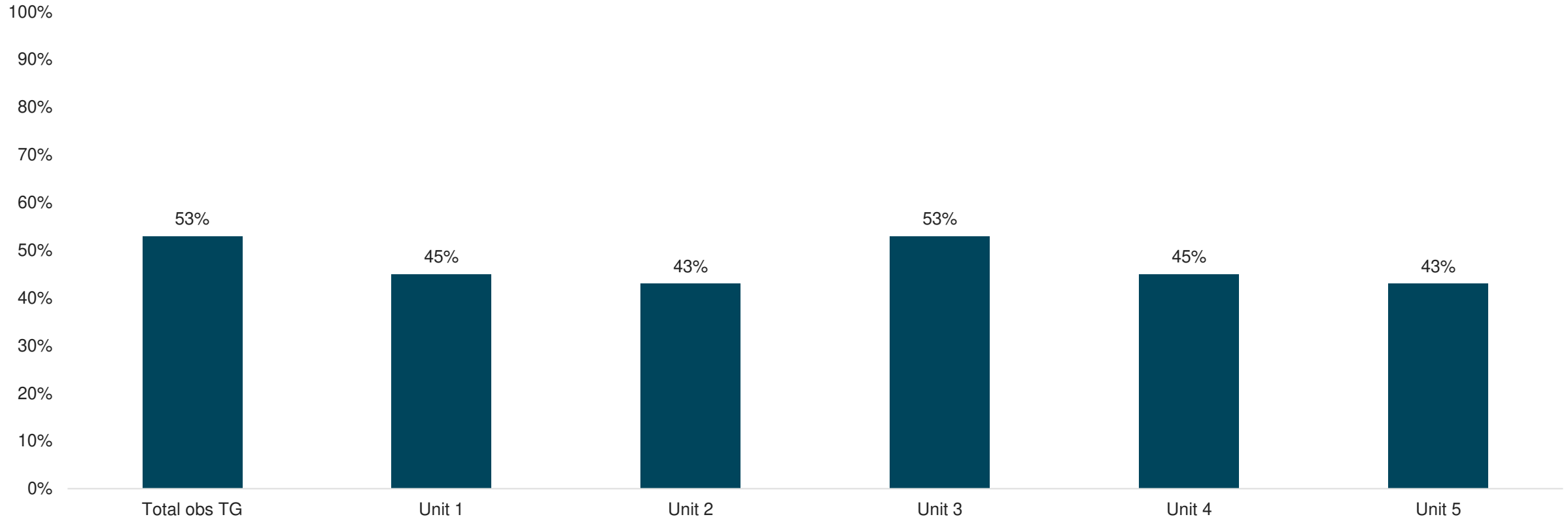
Q: Have you seen this [campaign object] before?
Base: ##Base##

How many in the target group have seen the different campaign objects?

Observation per campaign object – ##Target group X##

##TARGET GROUP##

Observation per campaign object - ##Target group X##



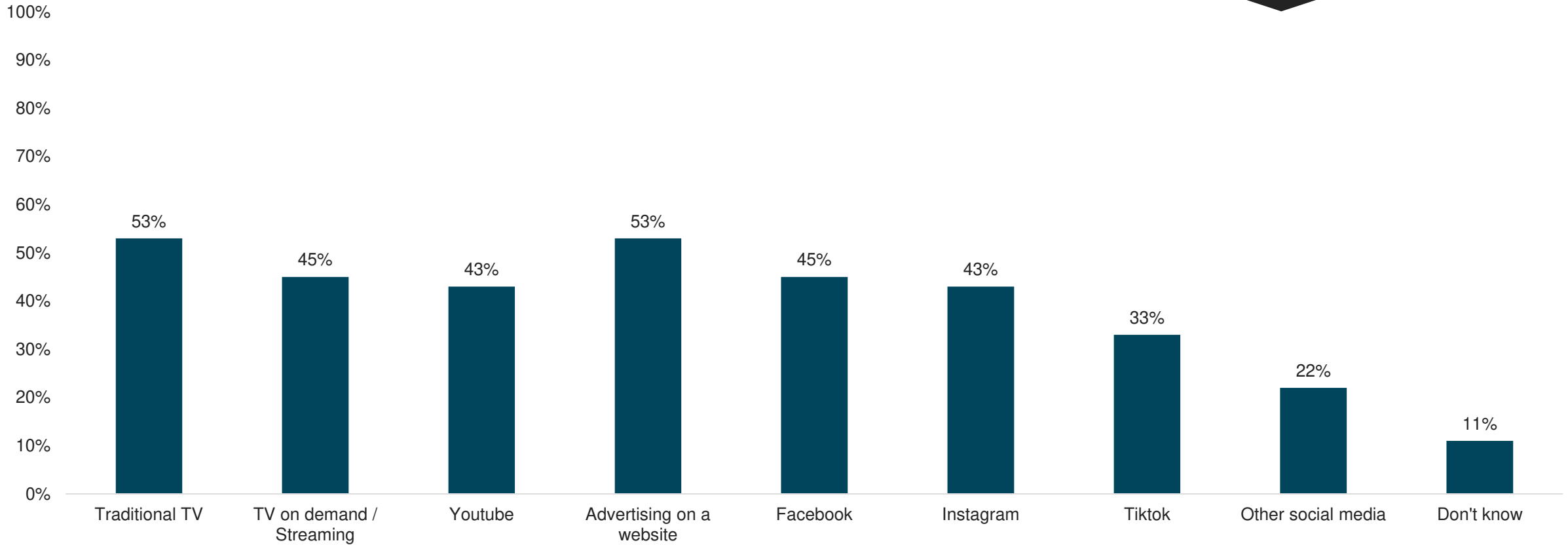
Q: Have you seen this [campaign object] before?
Base: ##Base##

In which channels has the video been seen?

Observation channels – ##Video object##

Remember that this is among people stating that they have seen the video (##45%## in the population).

Observation channel - ##Video##

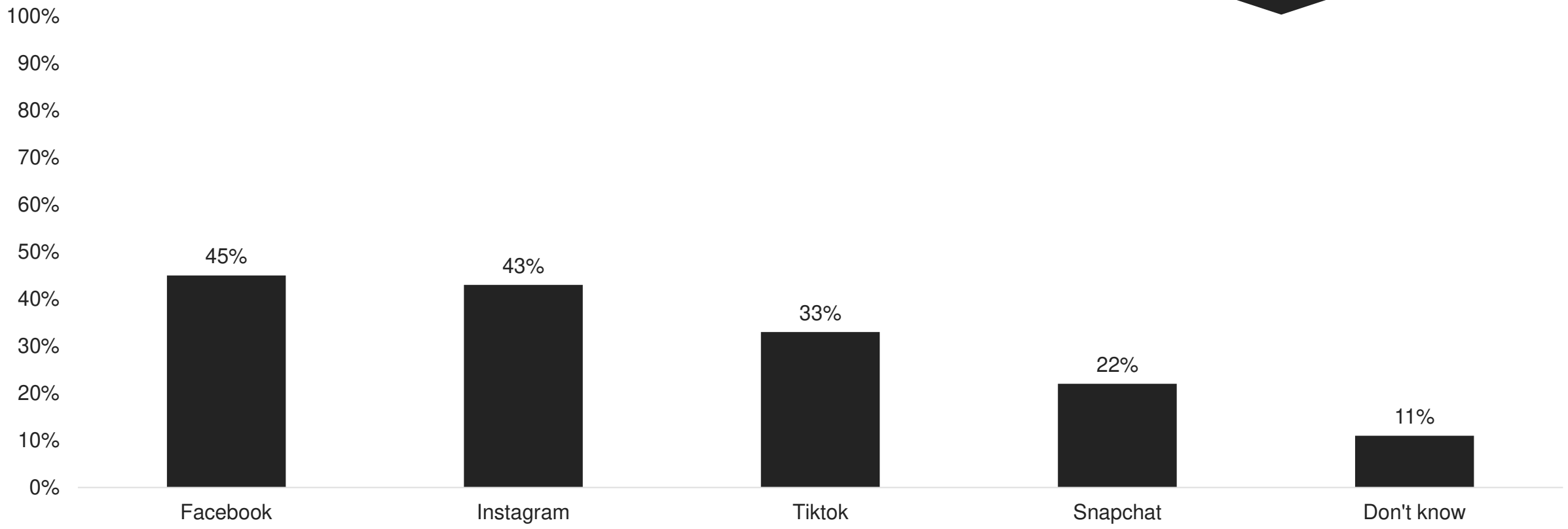


Q: ##Q##
Base: ##Base##

In which social media have people seen the campaign?

Observation channels – ##Social Media unit##

Observation channel – ##Social Media##



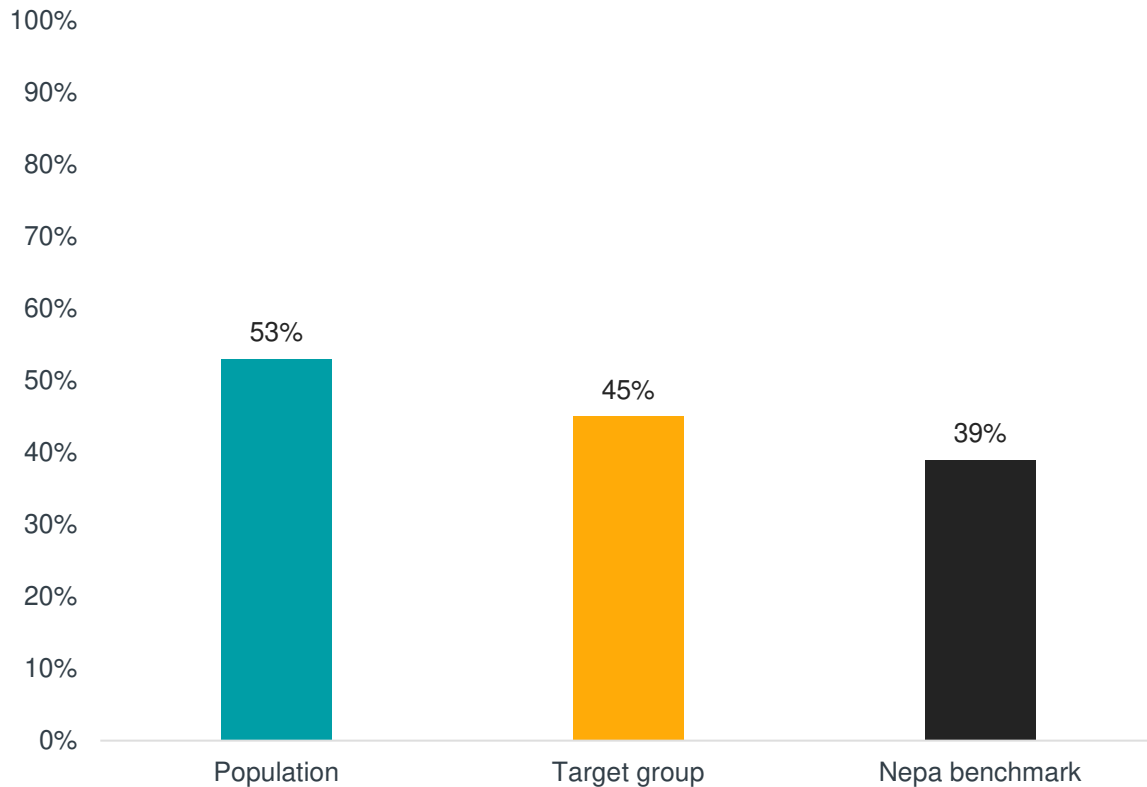
Remember that this is among people stating that they have seen the social media ad (##45%## in the population).

Q: ##Q##
Base: ##Base##

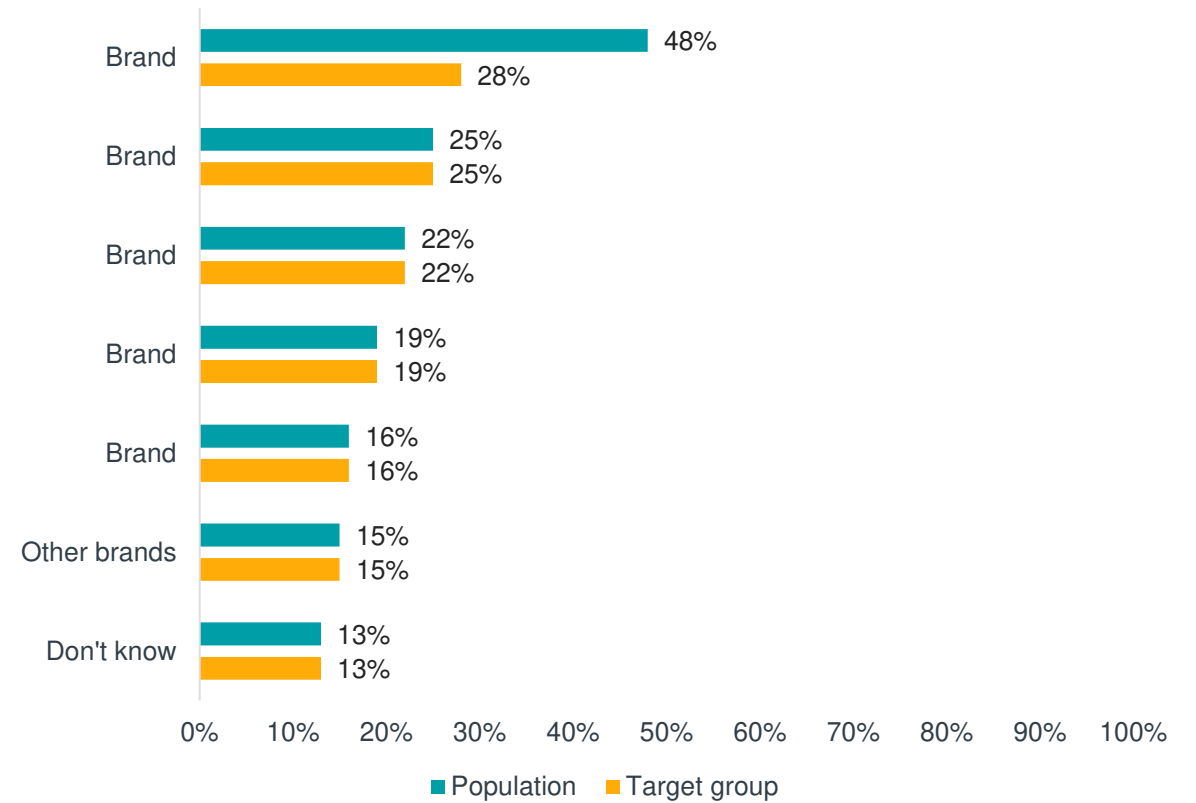
How many can identify which brand the campaign is for?

Sender recall

Sender recall – ##Brand X##



Spill over to other brands



Q: ##Q## (Open question)
Base: ##Base##

NOTE! Total values instead of campaign funnel values i.e. results including both those that have and have not observed the campaign and have the correct sender recall

What makes people identify the brand behind the campaign?

Sender recall motivation



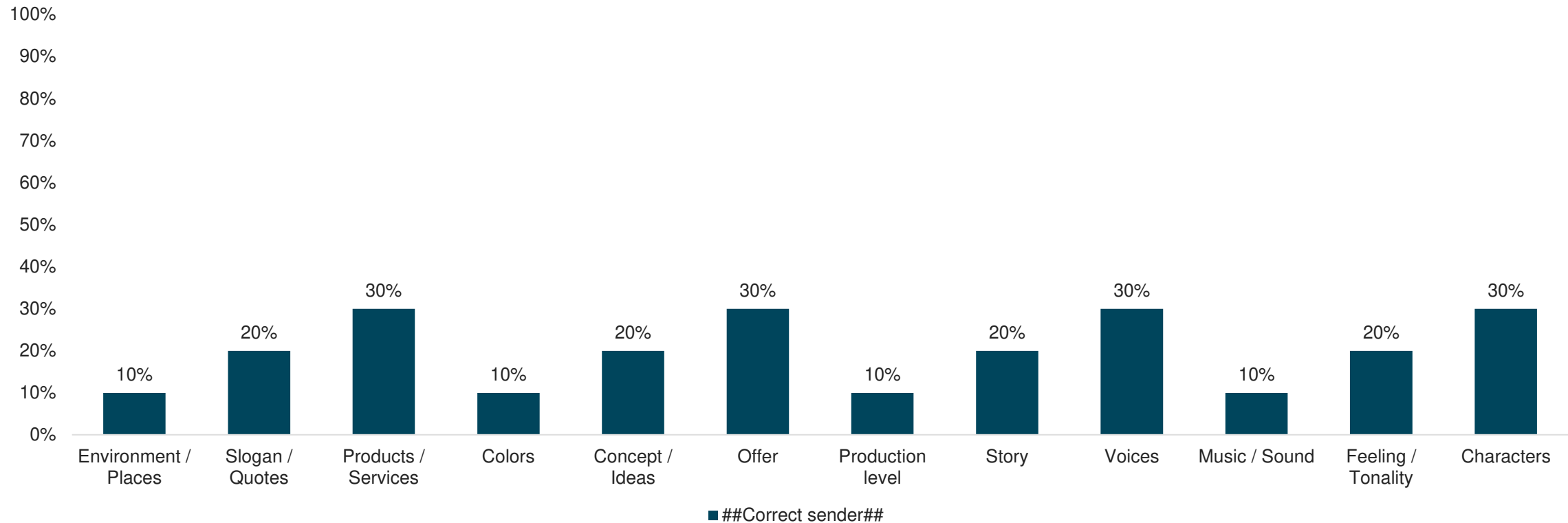
Representative comments

"quote 1"

Which of the factors had the highest impact of correctly identifying the sender behind the campaign?

Campaign factors – Contribution to sender recall

High impact for driving the correct sender of the campaign*

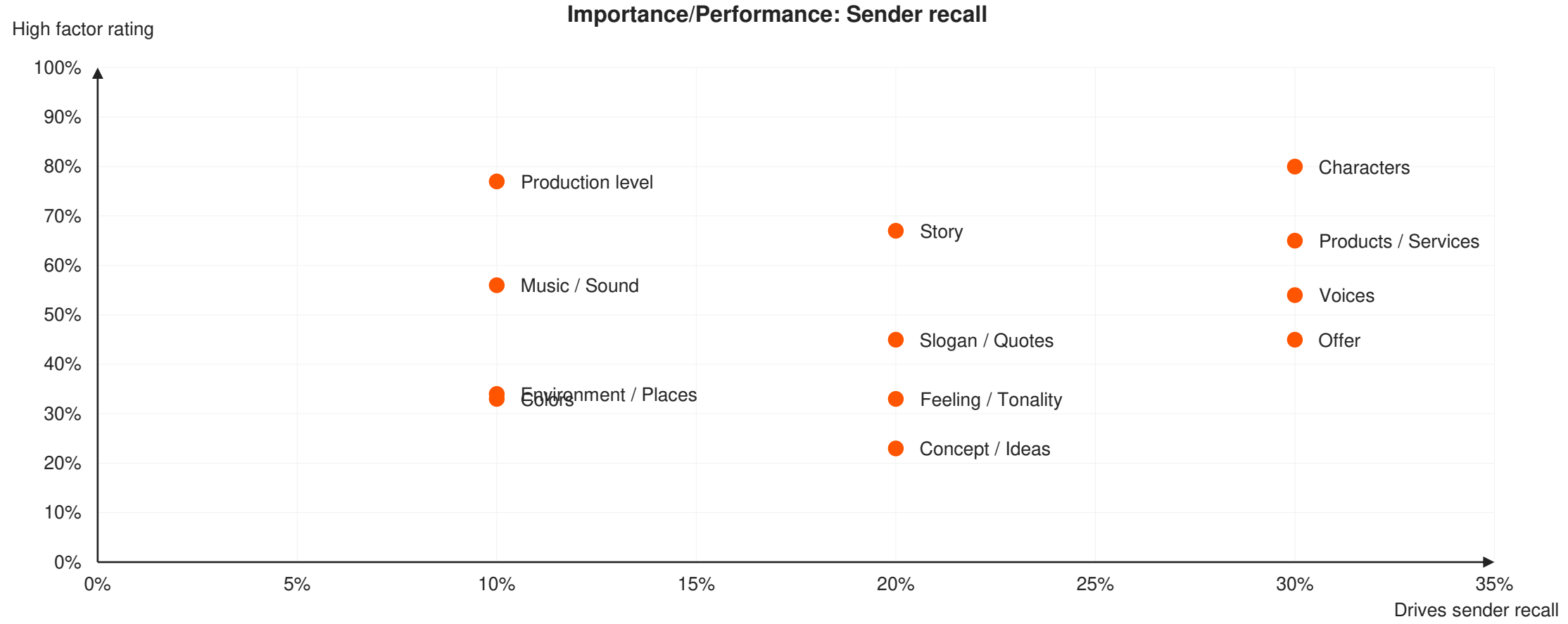


*) Percentages = Share of people answering 5-7 on a 1-7 scale where 1 = Not at all and 7 = Very much

Q: ##Q## (Open question)
Base: ##Base##

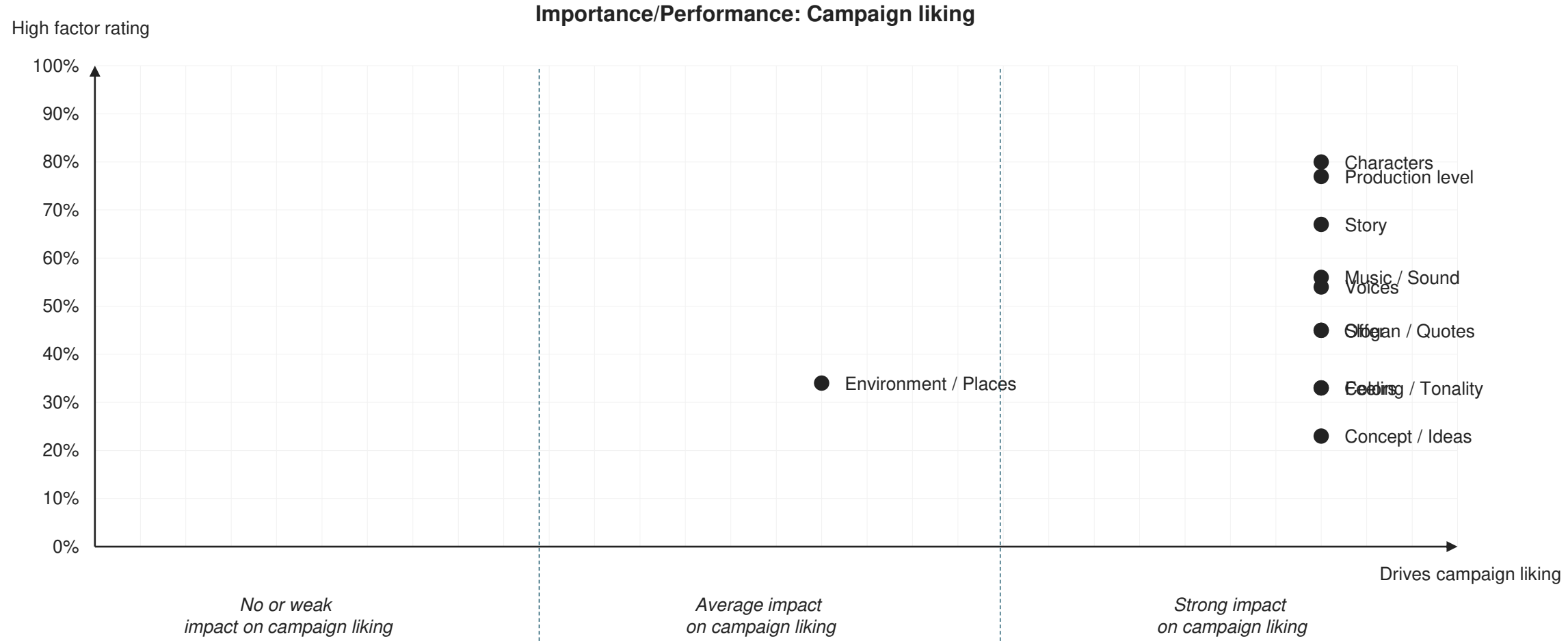
Which campaign factors are both well-liked and are driving sender recall?

Importance/Performance: Sender recall



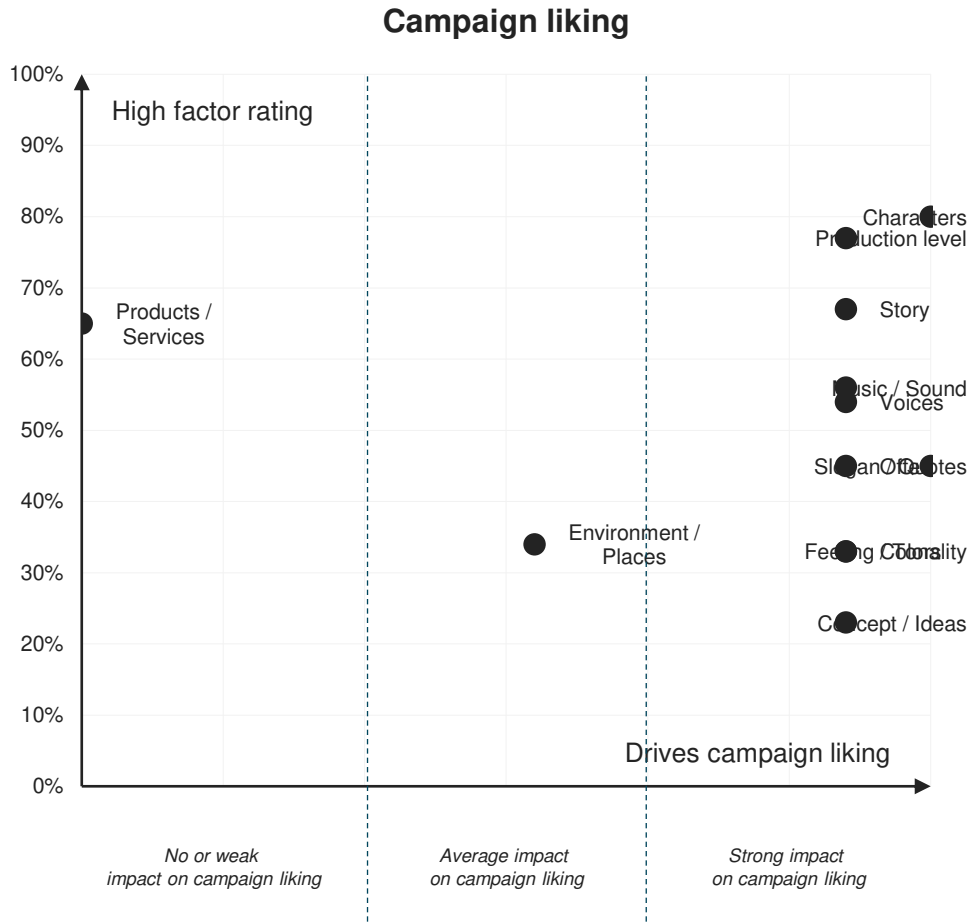
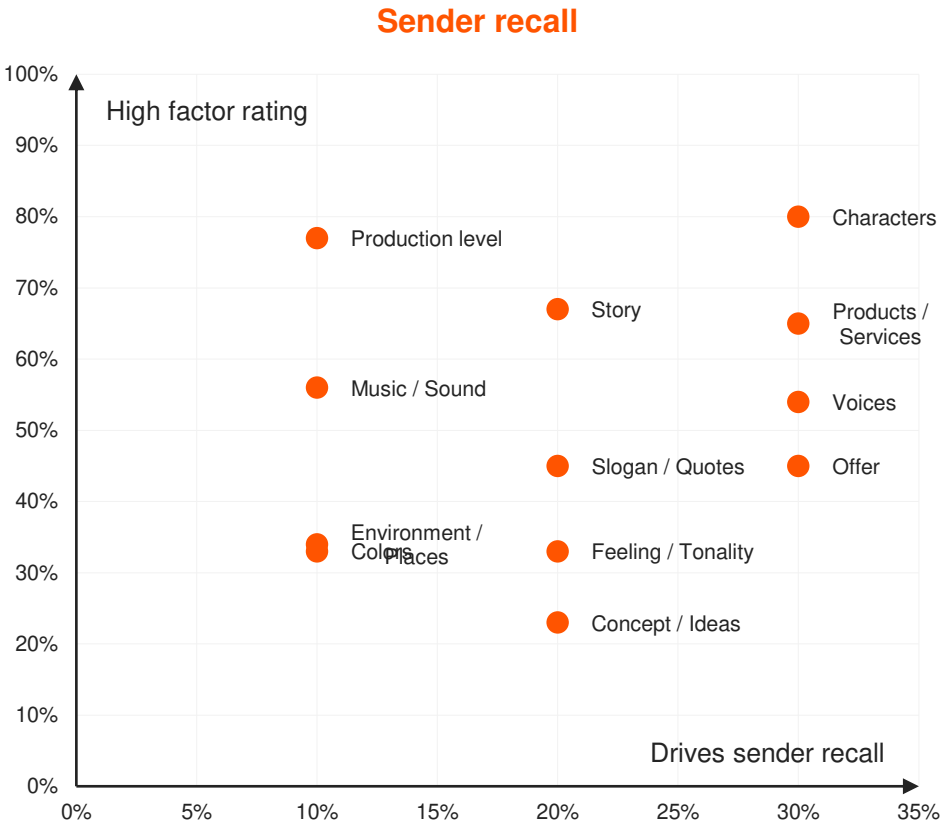
Which campaign factors are both well-liked and are driving campaign liking?

Importance/Performance: Campaign liking



Which brand assets contribute to correct brand identification and which contribute to campaign liking?

Importance/Performance: Sender recall & campaign liking



2 Get them hooked

Is the message of our campaign coming through clearly?

Do consumers like our campaign?

Does our campaign stand out from other campaigns?

What do people think the message of the campaign is?

Unaided message understanding



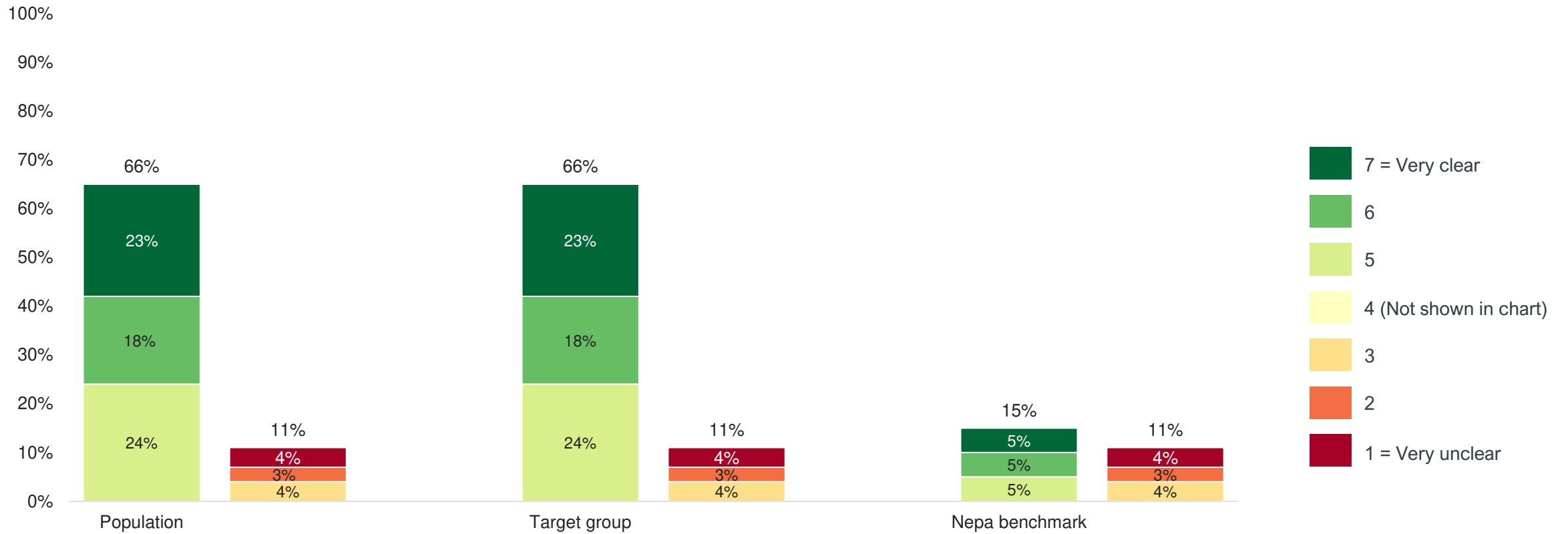
Representative comments

"quote 1"

How clearly is the message of the campaign communicated?

Message clarity

Share who perceive the message very clear to very unclear



Q: ##Q##
Base: ##Base##

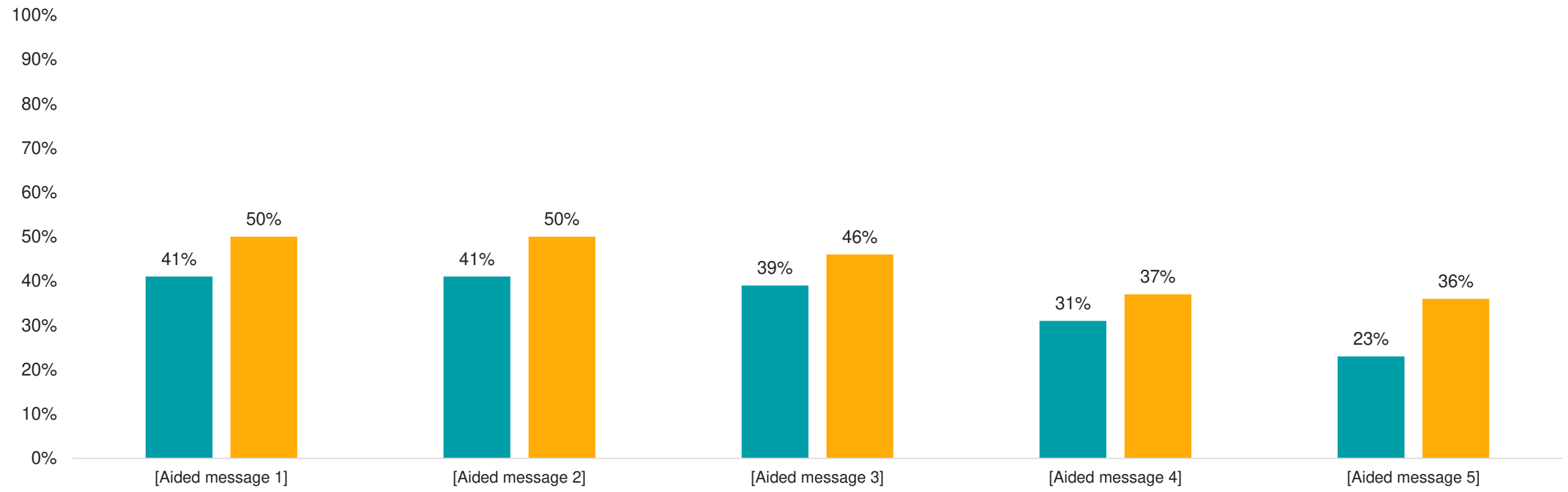
NOTE! Total values instead of campaign funnel values

How well does the campaign convey the communicated message?

Aided message understanding

Aided message understanding- Share answering 5-7 (Scale 1-7)

Population Target group

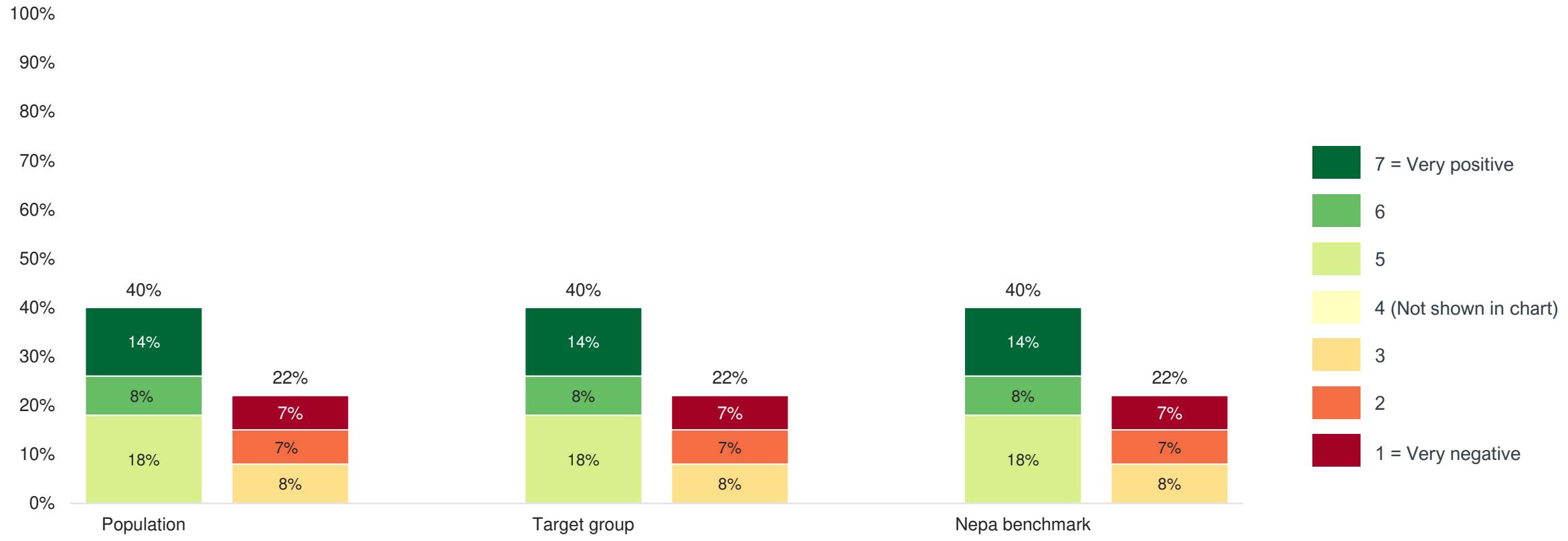


Q: ##Q##
Base: ##Base##

What is the overall impression of the campaign?

Liking

Overall impression of the campaign




Q: ##Q##
Base: ##Base##

NOTE! Total values instead of campaign funnel values



Reasons for positive impression of the campaign

Reasons for liking - Positive

 **XX%**
Positive impression of the campaign (answering 5-7)



Representative comments

"quote 1"

Q: ##Q##
Base: Those who rated their overall impression of the campaign as positive (5-7): ##Base## IP

Reasons for negative impression of the campaign

Reasons for liking - Negative



XX%

Negative impression of the campaign (answering 1-3)



Representative comments

"quote 1"

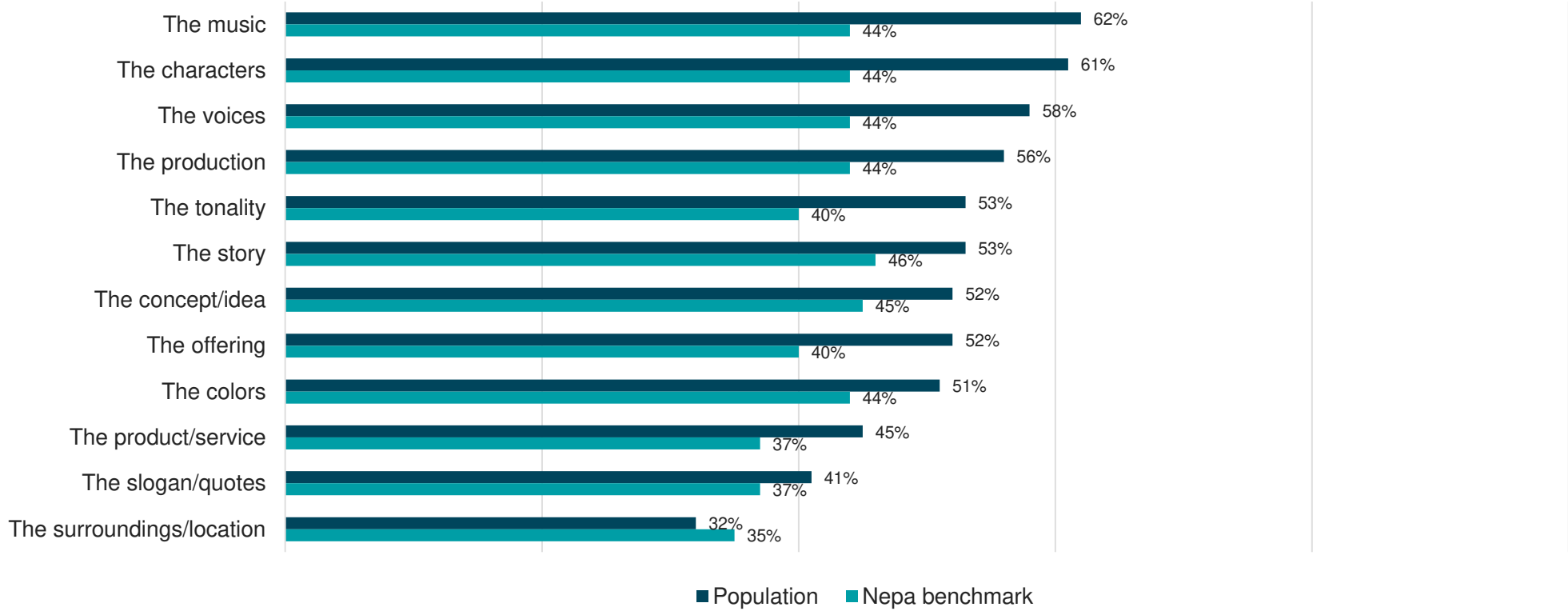
Q: ##Q##

Base: Those who rated their overall impression of the campaign as negative (1-3): ##Base## IP

Which aspects of the campaign are well received, and which can be improved?

Rating of campaign factors

Rating of campaign factors – share that have answered 5-7



Q: ##Q##
Base: ##Base##

Which aspects of the campaign are well received, and which can be improved?

Rating of campaign factors

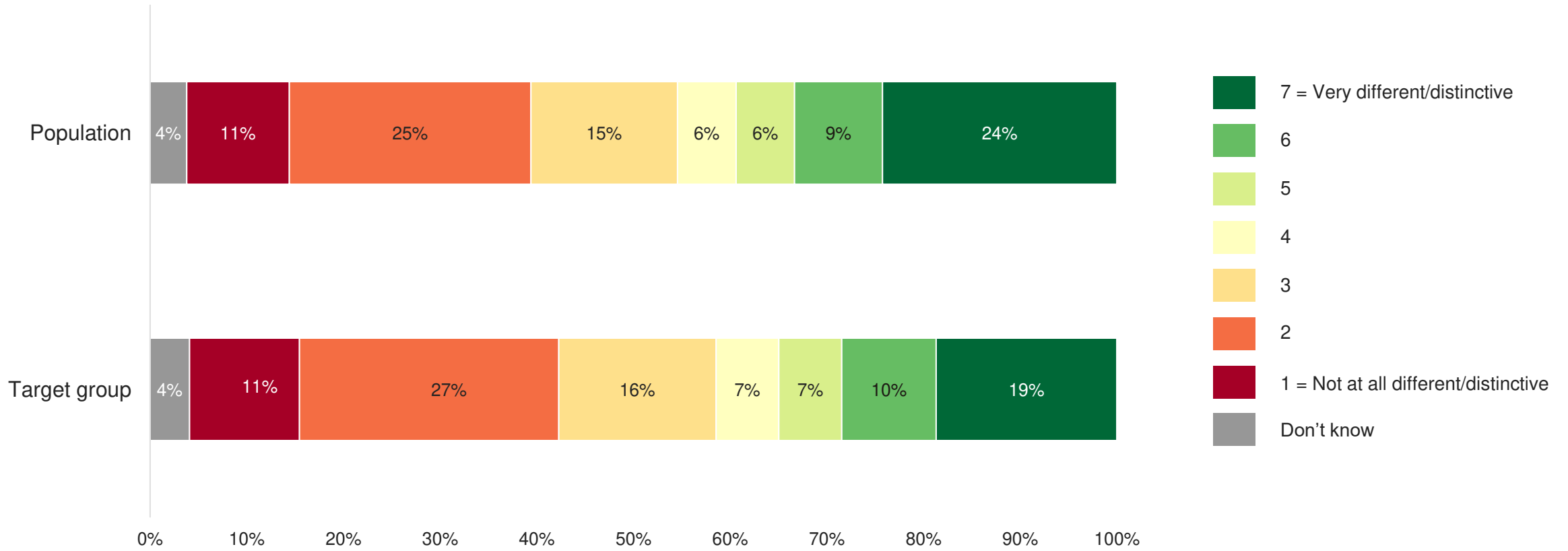
	Population	Target group	Company X benchmark	Nepa benchmark
The music	55%	69%	36%	36%
The characters	54%	60%	35%	35%
The voices	54%	58%	34%	34%
The production	51%	59%	32%	32%
The story	49%	57%	27%	27%
The tonality	46%	50%	30%	30%
The offering	43%	50%	22%	22%
The concept/idea	37%	38%	16%	16%
The colors	55%	69%	36%	36%
The product/service	55%	69%	36%	36%
The slogan/quotes	55%	69%	36%	36%
The surroundings/location	55%	69%	36%	36%

Q: How would you rate the campaign on the following:
 Base: Population: XXX IP, Target group: XXX IP, Brand X benchmark: XXX IP

How unique and different is the campaign perceived compared to other campaigns?

Differentiation

Campaign is different from other campaigns



Q: ##Q##
Base: ##Base##

3

Move the needle

What actions does the campaign inspire?

How does the campaign affect our brand image and position?

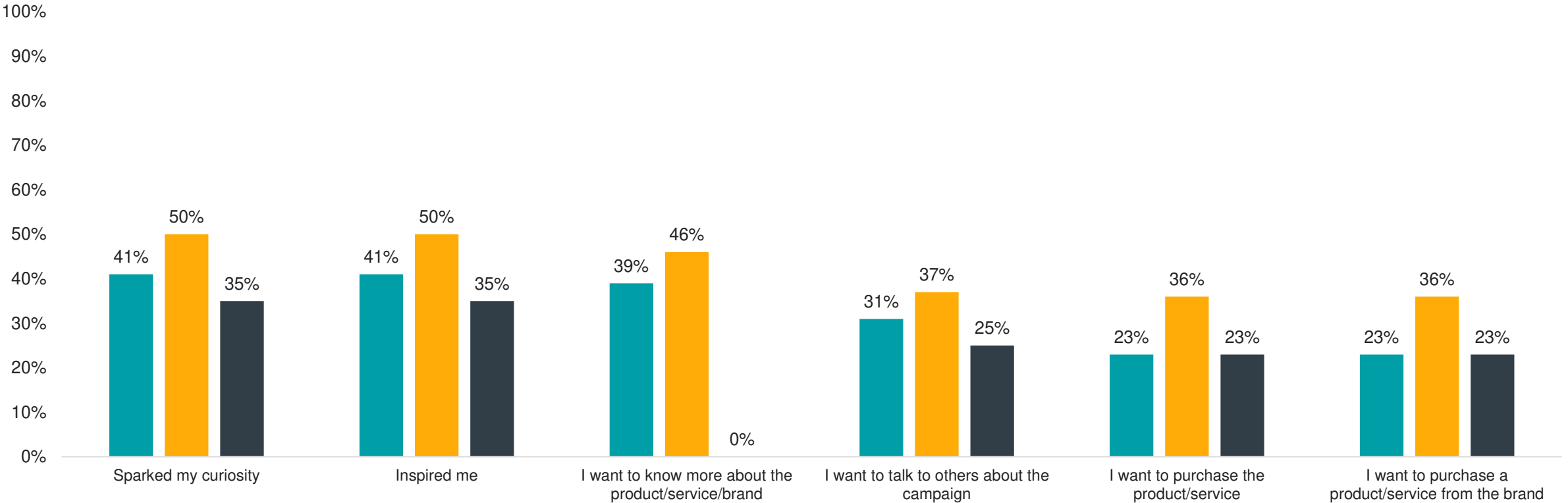
Which of our brand attributes does the campaign communicate?

What actions does the campaign inspire to?

Impact

Share who rates the following impact variables between 5 and 7 (Scale 1-7)

Population Target group Nepa benchmark



No benchmark available for "I want to know more about the product/service/brand"

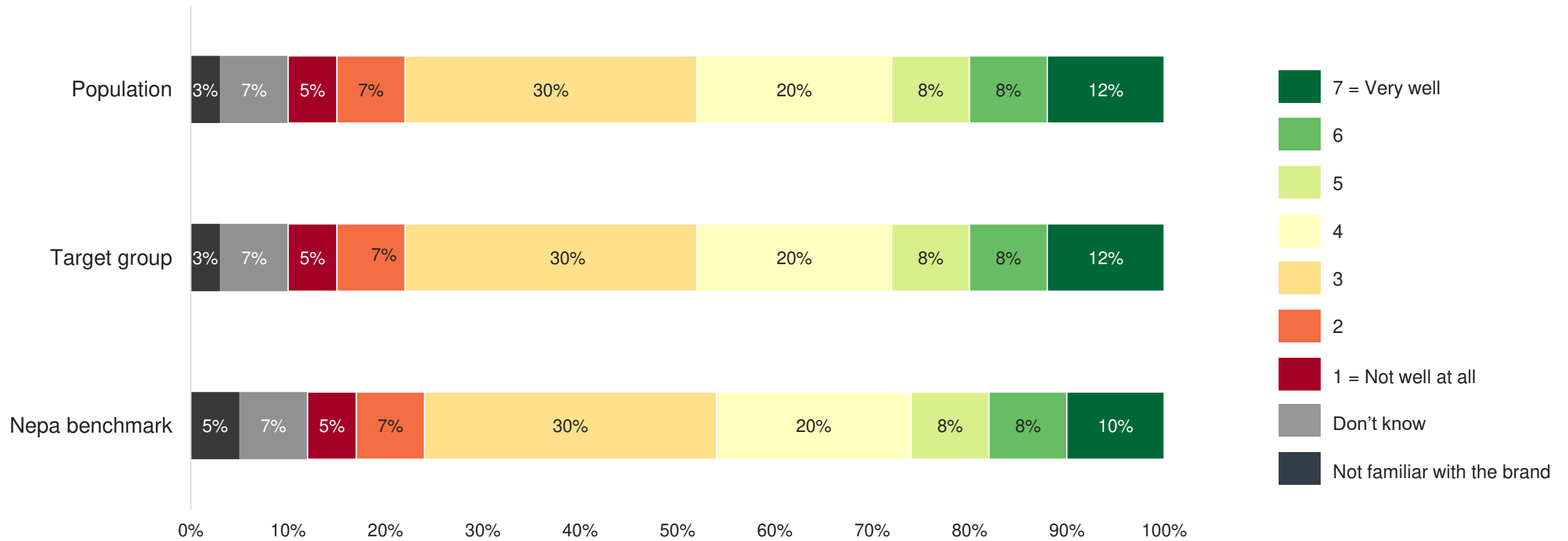
Q: ##Q##
Base: ##Base##



How well does the campaign fit the current perception of the brand?

Brand fit

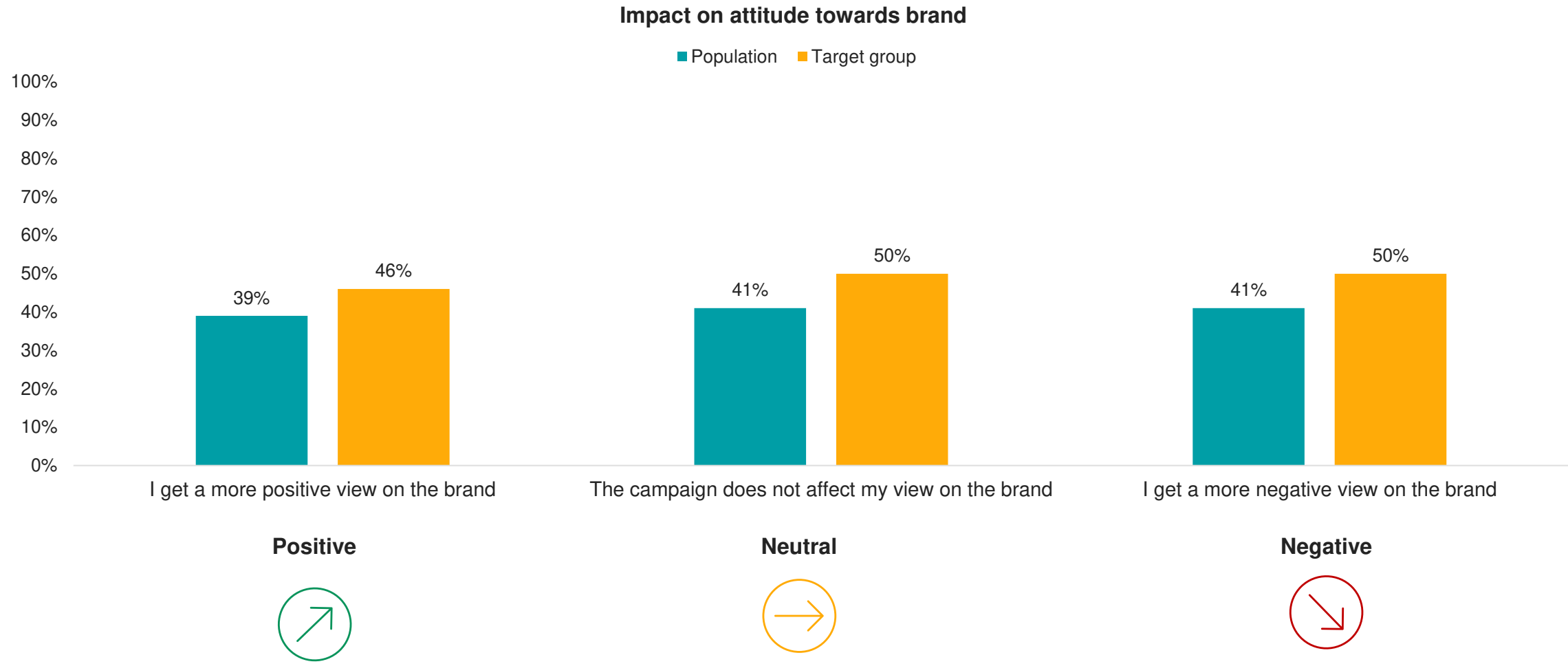
Campaign supports the perceived image of the brand



Q: ##Q##
Base: ##Base##

What impact has the campaign had on perception of the brand?

Brand impact



Q: ##Q##
Base: ##Base##

Contact information

Contact 1

Title

email@nepa.com

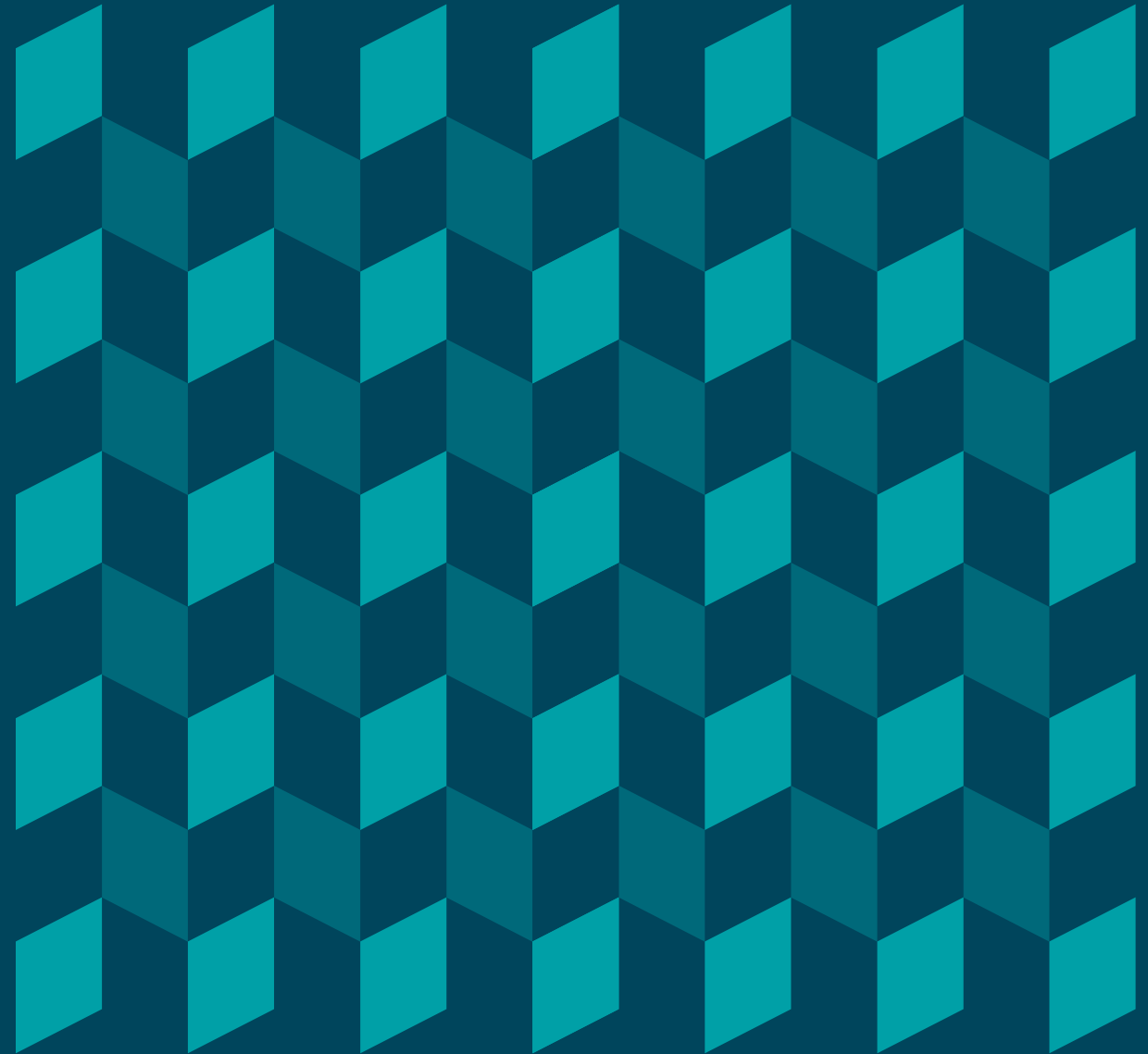
+1 Phone No.

Contact 2

Title

email@nepa.com

+1 Phone No.





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