Tracking Study

2008 - 2010

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What is a Brand and Advertisement tracking Study ?

Surveys meant to measure the status of brands over time are called tracking studies. They quite often bookend an advertising campaign, and are then referred to as ad tracking.

Brand/ad tracking studies usually measure:

- Unaided and aided awareness of brands in the category
- Unaided and aided awareness (recall) of advertising in the category
- Purchase interest or consideration of brands in the category
- Attributes of brands in the category
- Playback of advertising the respondents claims to have seen/heard
- Recognition of advertising content (prompted)
- Sources of advertising awareness
- Overall attitudes about the brands

Brand tracking studies also analyze and measure impact of Media spends:

- Total spends by the brand
- Share of Voice
- Impact of Media Profile

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Background and Research Objective

Background:

Details about the campaign, creative strategy, and category activities.

Research Objective:

The key objectives of the 2010 tracking study are as follows:

- Evaluate effectiveness of media profile
- Determine impact of increased media spends on key measures
- Impact of competitor activity
- Track advertising awareness
- Understand impact of TV advertising, specifically on perceptions about

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Methodology

.

The participants were qualified by:

Findings are reported by each target segment:

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Analyzing Media Spends

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Media Spends

The amount of advertising dollars for Brand A has continuously increased over the past three years. Media spends in 2009 -2010 are 12% higher than the corresponding period in 2008-2009.

	Jan, 2007- Dec, 2008	Jan, 2008- Dec 2009	Jan, 2009- Dec 2010
Total Media spends	$750,000	$1,002,000	$1,125,000
%age increase from past year		34%	12%

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Media Spends by Media Type

The media profile for 2010 has a different configuration than in past years. TV and Cable were added in 2010 and account for 30% of the media spend. Online advertising has increased. There is a substantial decrease in spends for OOH, Radio and Newspaper.

Has the new media profile generated better impact?

	Jan, 2007- Dec, 2008	**Jan, 2008- Dec 2009**	**Jan, 2009- Dec 2010**
OOH	46%	49%	29%
Radio	34%	25%	17%
Newspaper	15%	17%	5%
Online	5%	8%	18%
Magazine	1%	1%	1%
TV			5%
Cable			25%

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Detailed Findings

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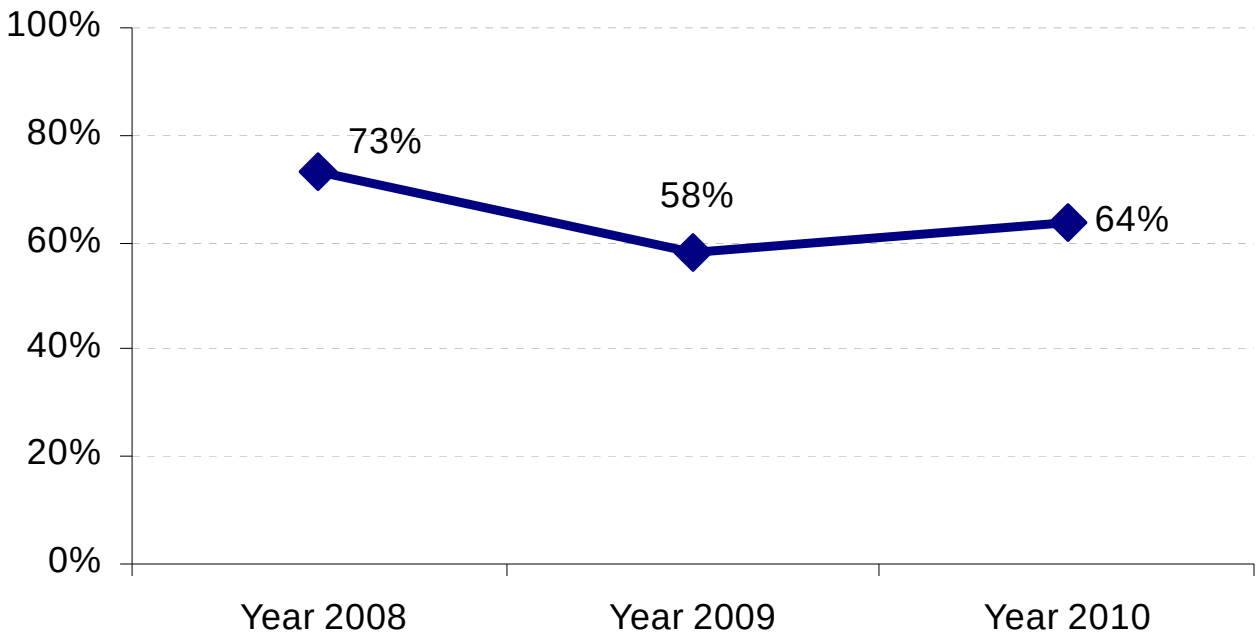
Aided Awareness

In 2010, in spite of low media spends, aided awareness for Brand A has improved over 2009 levels. This may be attributed to the impact generated by a different media profile configuration. The 2010 media profile may have created slightly better results with less advertising dollars *(given all other influencing factors in the category remained same)*.



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Q.14 & 15 Which of the following brands have you heard of?

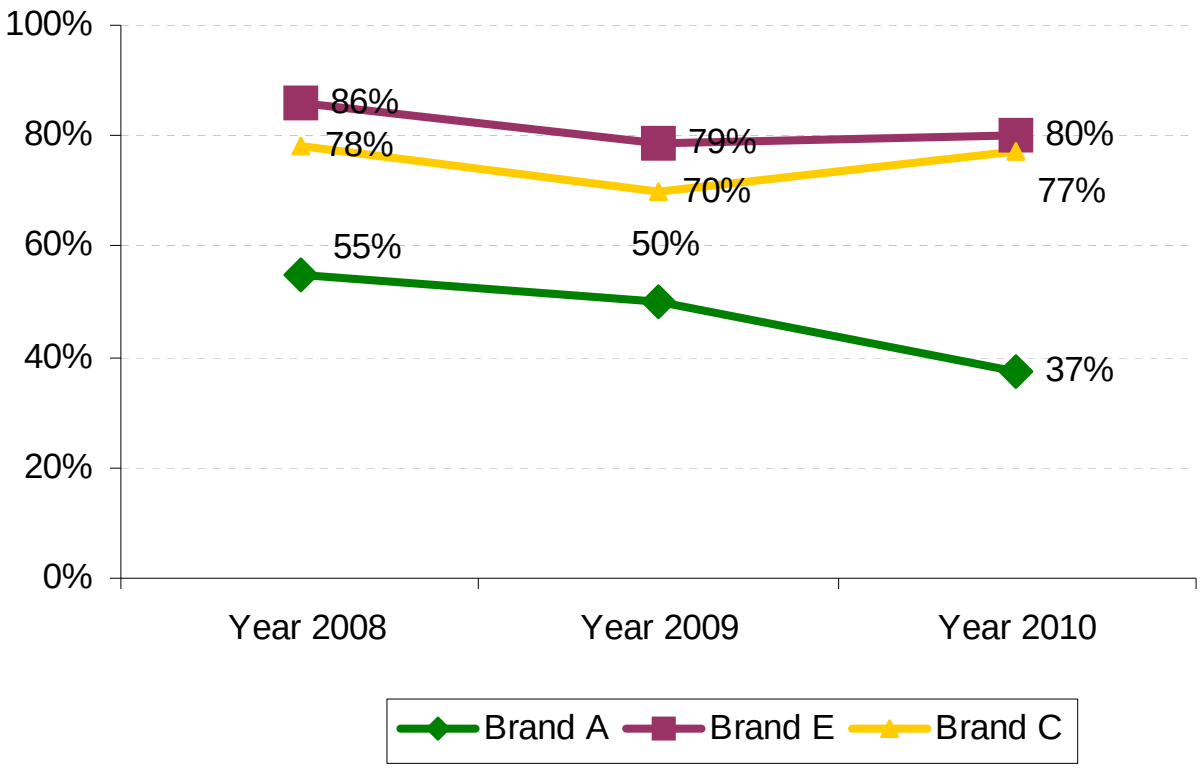
Base: All, 500

Aided Awareness

Awareness for Brand E is highest and flat as compared to 2009.

There is improvement in awareness for Brand C and the levels are comparable to 2008.

There is a substantial drop in awareness For Brand C. *This could be a function of media type or the creative.*

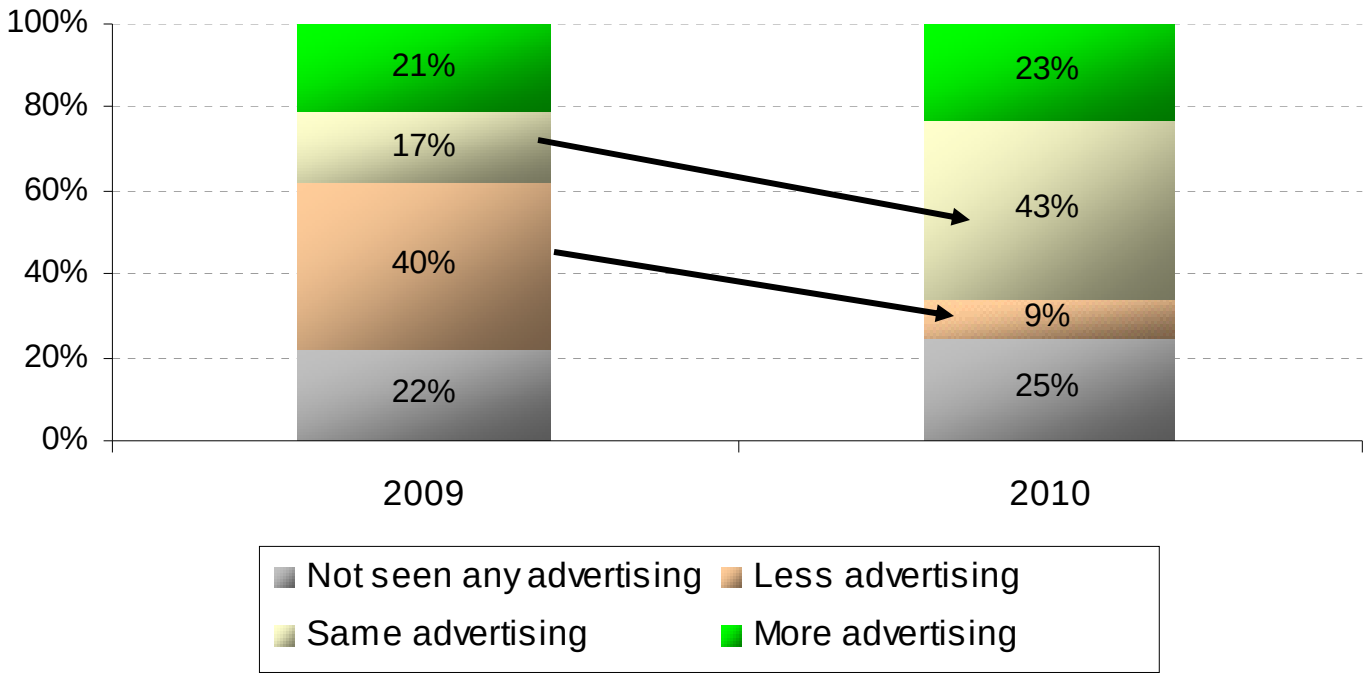


Q.14 & 15 Which of the following brands have you heard of?

Base: All, 500

Amount of Advertising

Despite higher spends in 2010, more respondents feel that the amount of advertising for Brand A has remained the same. It is likely that the media profile in 2010 yields low returns per dollar spent.

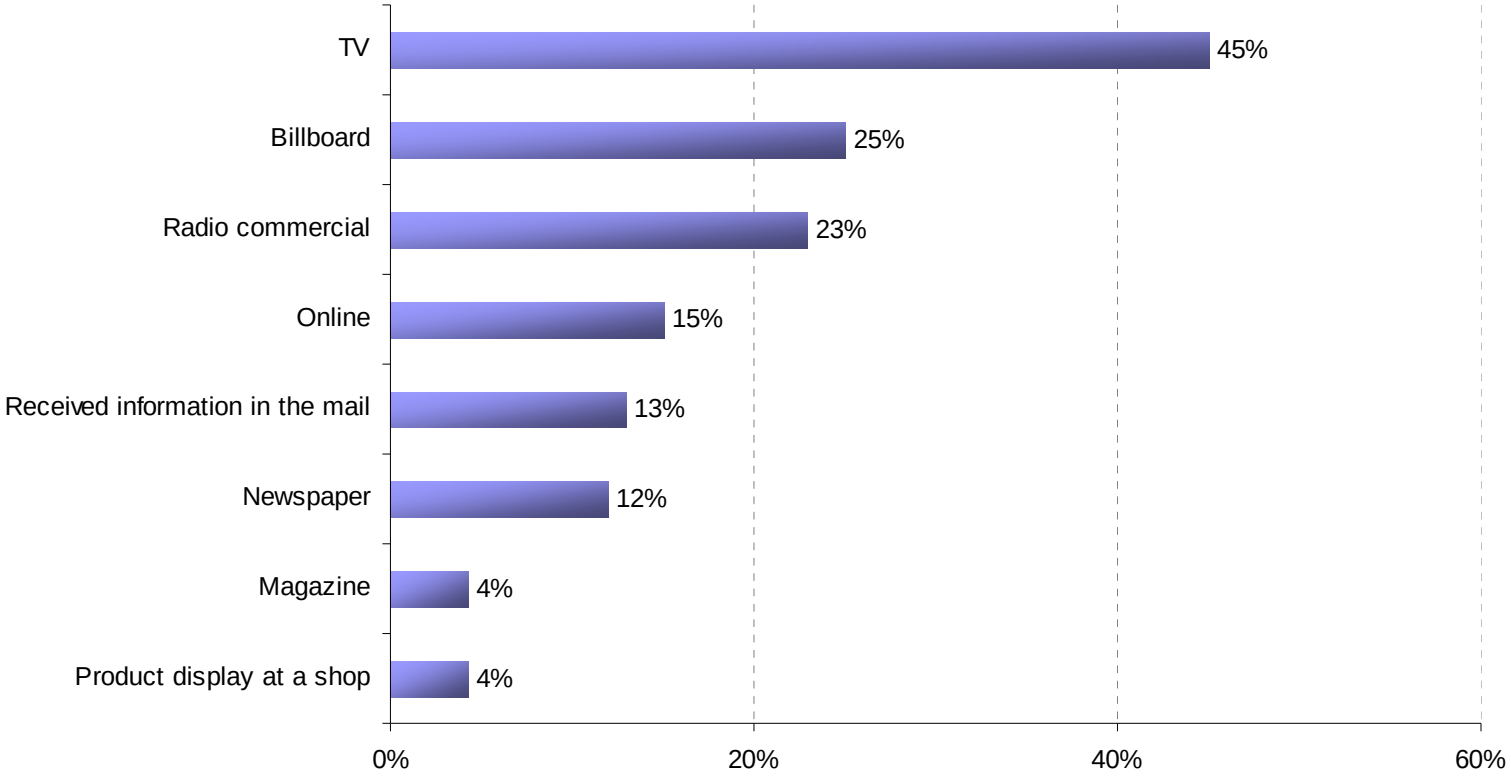


Q33 What best describes the amount of all advertising, in total, that you've seen for Brand A the past year?

Base: All, 500

Source of Awareness

TV is cited by the greatest percentage of respondents as their source of awareness. Billboard ad, Radio commercial, information in mail and TV are other most mentioned sources.

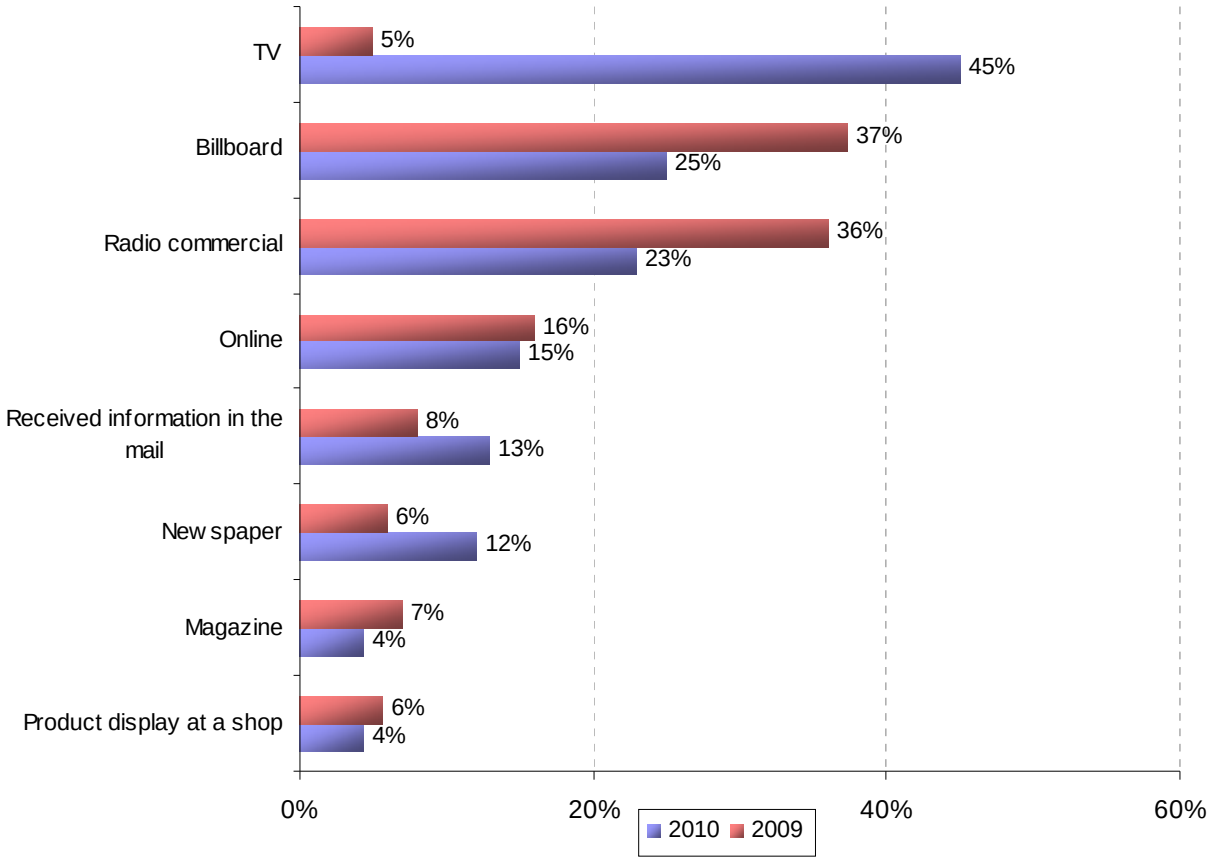


Q.23 Where did you first hear about Brand A?

Base: All, 500

Source of Awareness - 2009 and 2010

Decreased spends on certain media types like OOH and Radio are reflected in relatively fewer mentions of these media outlets as a source of awareness.

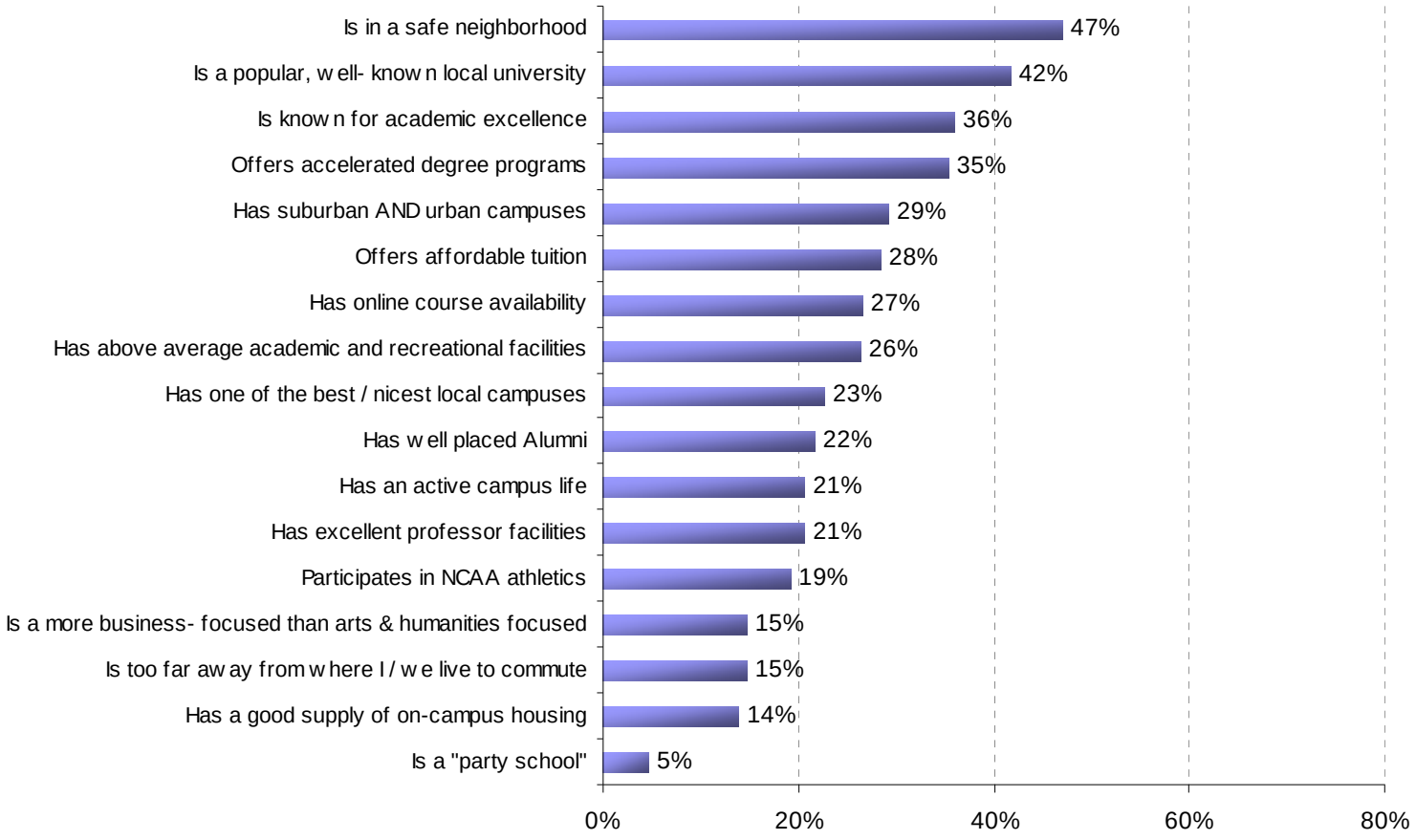


Q.23 Where did you first hear about Brand A?

Base: All, 500

Perceptions about Brand A

Brand A is perceived to be a well-known local university, located in a safe neighborhood, providing academic excellence and offering accelerated degree programs.



Top-two box score : Agree Completely+ Agree Very Much

5 point Scale used: Disagree Completely, Disagree Very Much , Neither, Agree Very Much and Agree Completely

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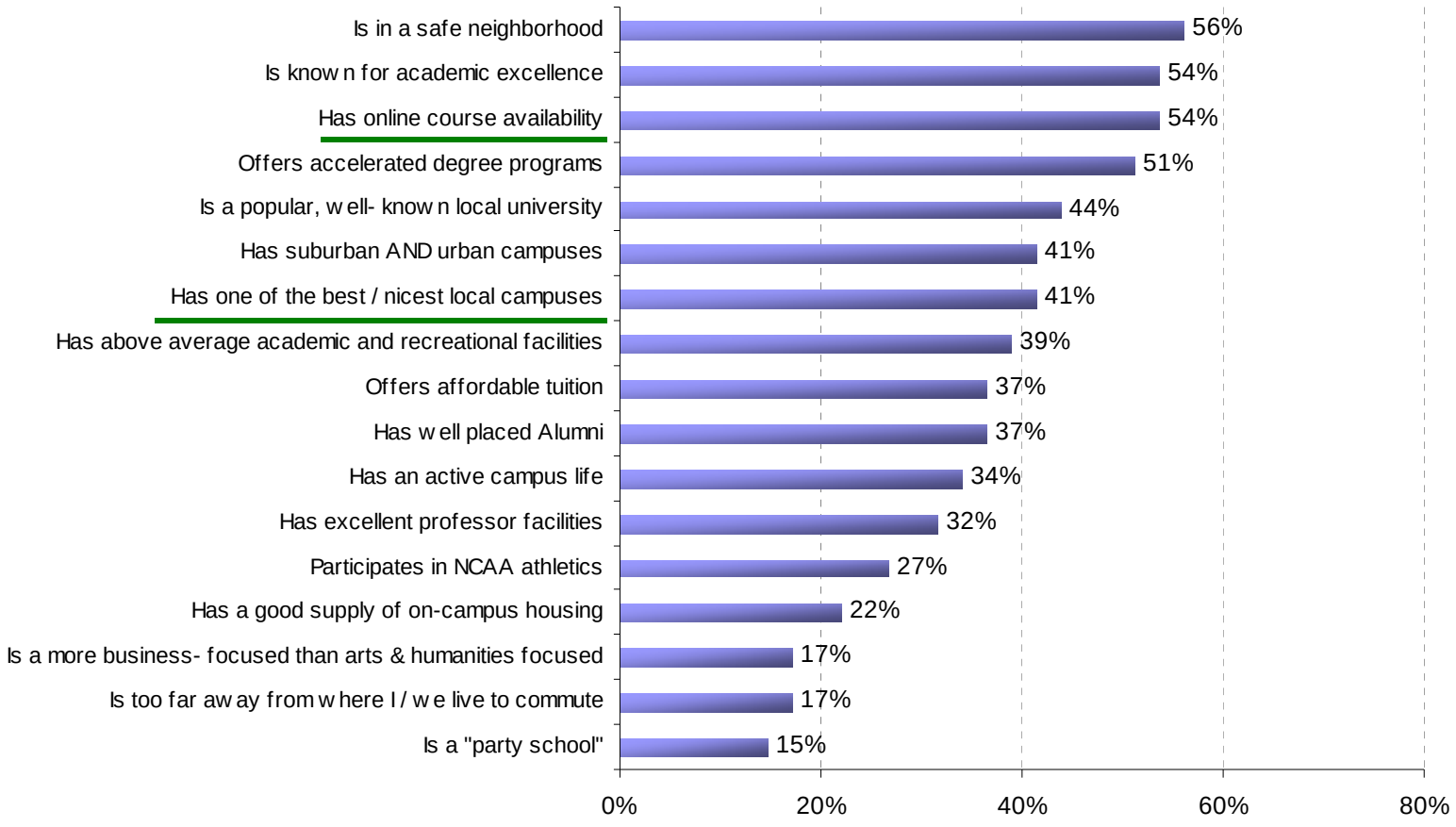
Q.22 Do you agree or disagree that the following statements describe Brand A. Would you say that Brand A...

Base: All ,500

Impact of advertising on Image Perceptions

Among those who claim to have seen the ad, perceptions about the Brand are similar to all respondents but at higher levels.



Top-two box score : Agree Completely+ Agree Very Much

5 point Scale used: Disagree Completely, Disagree Very Much , Neither, Agree Very Much and Agree Completely

Q.22 Do you agree or disagree that the following statements describe Brand A. Would you say that Brand A...

Base: Seen ad for Brand A, 41

Perceptions about Brand A

Perceptions of the university's offerings appear to be higher among Students and Adults than Parents. Parents are likely to be heavy influencers, therefore, it would be helpful to strengthen perceptions on attributes like *above-average academic and recreational facilities*, *has excellent professors* and *provides academic excellence*.

	TOP TWO BOX SCORE		
	High School Students	**Parents**	**Adults**
Has a good supply of on-campus housing	**26%**	**7%**	**9%**
Is a popular, well- known local university	**41%**	**33%**	**51%**
Has one of the best / nicest local campuses	**22%**	**23%**	**23%**
Is too far away from where I / we live to commute	**21%**	**9%**	**14%**
Has well placed Alumni	**26%**	**21%**	**18%**
Is a more business-focused than arts & humanities focused	**16%**	**14%**	**14%**
Is in a safe neighborhood	**50%**	**41%**	**50%**
Is known for academic excellence	**35%**	**31%**	**42%**
Has an active campus life	**29%**	**16%**	**17%**
Has above average academic and recreational facilities	**36%**	**13%**	**30%**
Offers affordable tuition	**36%**	**24%**	**25%**
Participates in NCAA athletics	**23%**	**17%**	**18%**
Has suburban AND urban campuses	**26%**	**31%**	**31%**
Offers accelerated degree programs	**32%**	**37%**	**37%**
Has online course availability	**25%**	**24%**	**31%**
Is a "party school"	**11%**	**1%**	**2%**
Has excellent professor facilities	**28%**	**13%**	**21%**

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Q.22 Do you agree or disagree that the following statements describe Brand A. Would you say that Brand A...

Base: All ,500

Evaluating TV Advertisement

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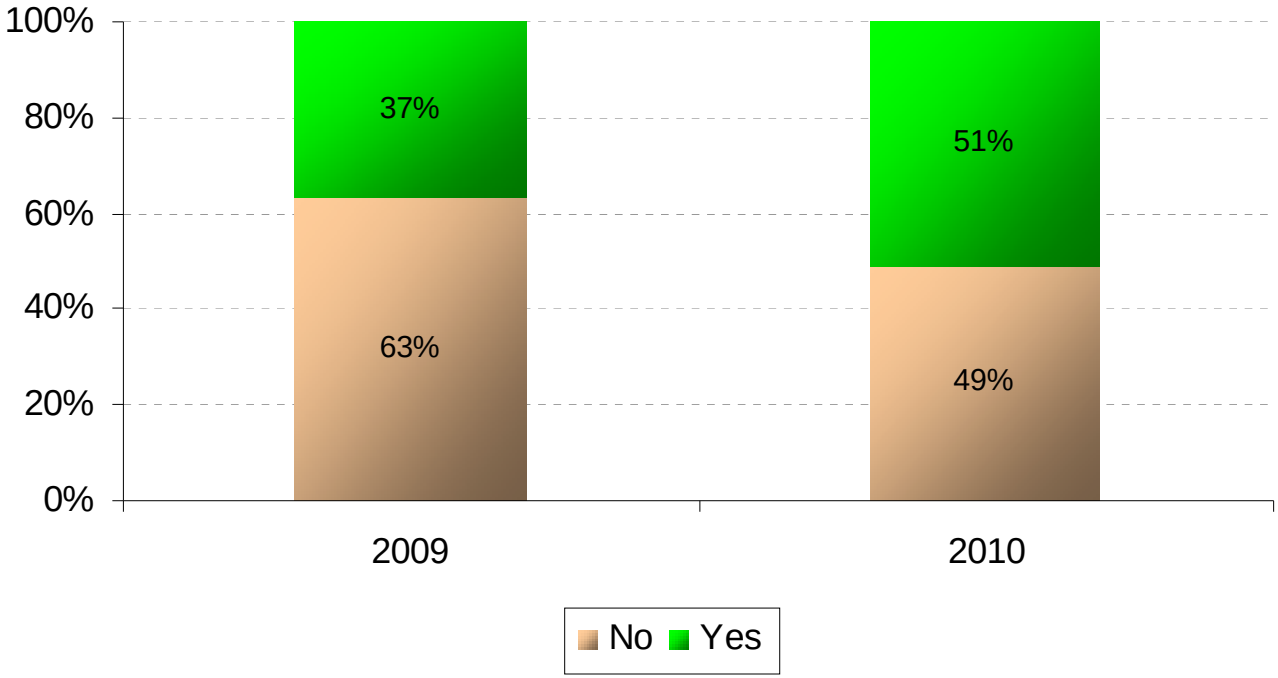
Recall seeing an ad

A little over half of the respondents (51%) recall seeing an ad for Brand A. This is a significant improvement from 2009 levels (37%).



Q45 Do you recall seeing an ad for Brand A recently ?

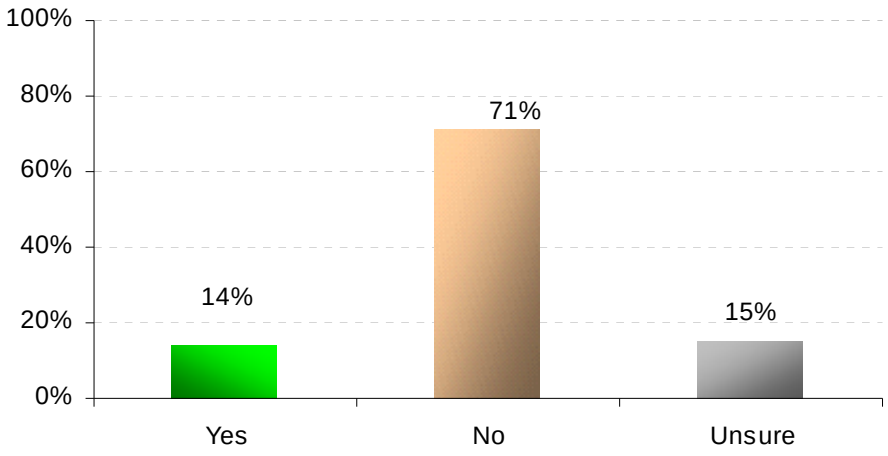
Base: ALL , 500

Proven Ad Recall

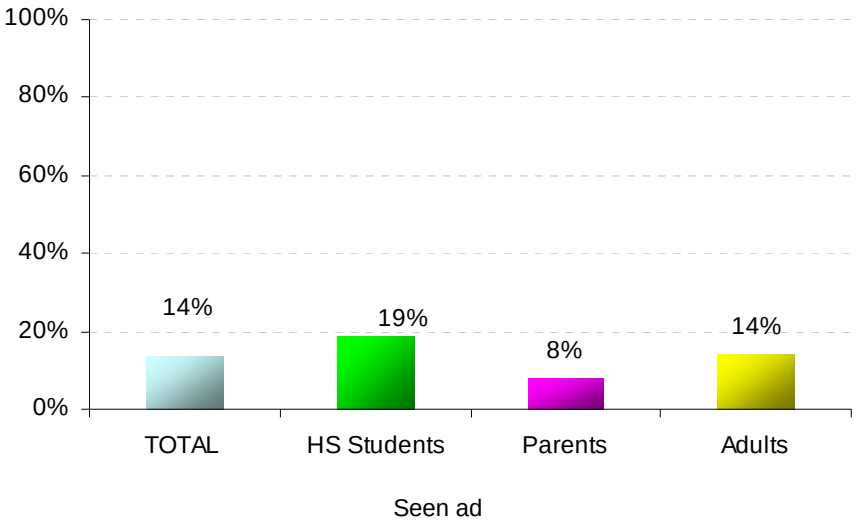
After watching the “Megan ad”, 14% of respondents recall seeing the ad. Parents are least likely to have seen the “Megan ad”.

It is possible that the target audience saw some other TV ad. Need to better understand media spends supporting each ad.

Recall seeing ad



Claim to have seen ad by segments



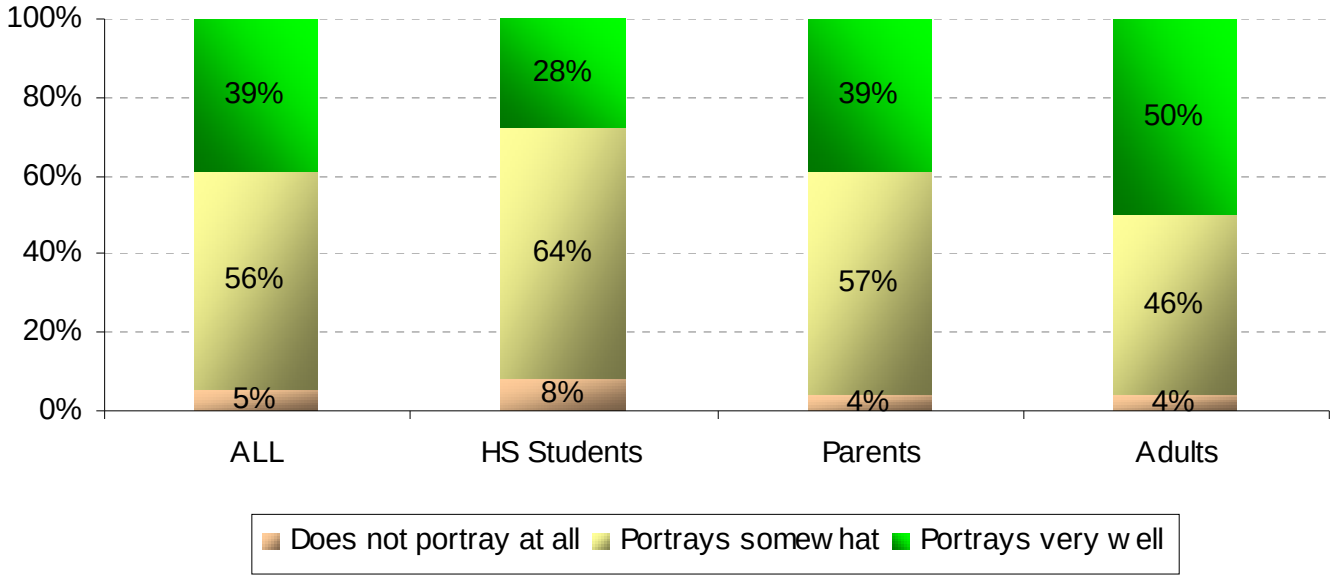
Q19.Do you recall seeing this TV advertisement for Brand A within the past year?

Base: All, 500

Portrayal of TV Advertisement

The majority of respondents felt that the ad somewhat portrayed what they believed about Brand A.

39% mentioned that the ad portrayed their beliefs about Brand A very well.



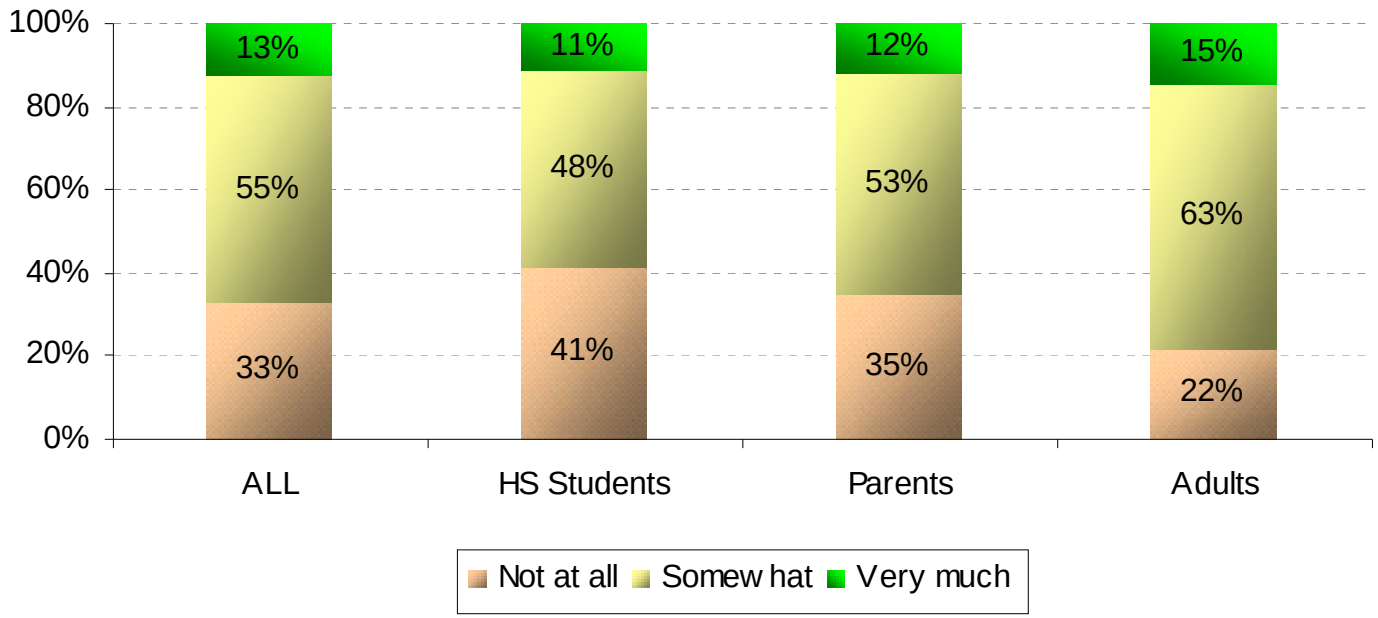
Q.31 How well does this TV advertisement portray what you believe about Brand A?

Base: All ,500

Interest Created by the Advertisement

The ad was not very successful in creating interest among its prime audience as indicated by one-third of all respondents. The greatest percentage of Adults found that the ad would make them more interested in finding out additional information.

Did all the commercials feature adults? Were they all targeted towards adults?



Q32 Does this advertisement make you more interested in finding out additional information about Brand A you were before seeing it?

Base: All ,500

Conclusions

- Media spends
  - In 2010, media is likely yielding better return on advertising dollars spent.
  - The new configuration of media types comprising of TV/cable, increased spending online and decreased spending on out-of-home, radio and newspaper seems to be generating better impact.

- Awareness
  - Reduction in media spends has not impacted awareness for Brand A. The awareness levels have slightly improved as compared to 2009.
  - The majority (77%+) of Adults and Parents are aware of Brand A at an aided level.
  - Among High School Students, awareness may be an issue as less than half are aware of Brand A at an aided level.

Conclusions

- Advertising
  - Most respondents surveyed, among all three groups, claim to have become aware of Brand A through family members and friends.
  - One-fourth of respondents mention billboards as a source of awareness.
  - Radio, TV and information in mail are cited as other sources of awareness.
  - HS students depend on information packets, TV and Guidance Counselors. There is an opportunity in these areas to increase awareness among students.
  - Parents rely on word-of-mouth and some are getting their information through radio.
  - Adults are likely to notice billboards and use the internet for researching the university.

Conclusions

- Perceptions
  - Brand A is strongly identified as a Catholic University.
  - It is also associated with 4-year programs, perceived as a private university and a small school.
  - In 2010, there is considerable lift in associations with 4-year university and Private university.
  - The current image that Brand A has among its target group is: *Well known local university, located in safe neighborhood, providing academic excellence and offering accelerated degree programs.*
  - Perceptions among Parents are not very strong and there is opportunity to bolster those further, particularly on academic and recreational facilities, academic excellence and excellent professors.
  - The fields of study that were mentioned at a higher level in 2010 are: Business Administration, MBA program, Criminal Justice, Marketing, Communication, Political Science and HR Management.

Recommendations

- The distribution of advertising dollars by media types in 2010 is generating better impact. If HS students are a prime target, there is a need to identify the optimum media type to reach this group.

- Word-of-mouth is the strongest driver for Brand A. Identify ways to incorporate it into the brand communication campaign.

- The motivators for Adults and Students may be different and it may be difficult for the same creative message to appeal to both segments.
  - Explore different creative messaging for Adults and Students. Current TV advertising may be focused on Adults.
  - Media targeting may also be different for both the groups.
  - There is an opportunity to drive interaction among all target groups.

Future Considerations

- Revisit the scope of the 2011 tracking study in terms of including competition for Brand A. The objectives could be defined to include the following goals:
  - Provide a competitive frame of reference for evaluating the effectiveness of the marketing campaign.
  - Ask consideration for top 3-5 colleges to better scope out consideration for Brand A.
  - Determine positioning of various competitors to generate insights for developing brand communications.
  - Ascertain the impact of TV commercials in terms of noticeability, message communication and image parameters.

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