

Class 15: Evaluation

INTEGRATED MARKETING COMMUNICATIONS

IMC



Content

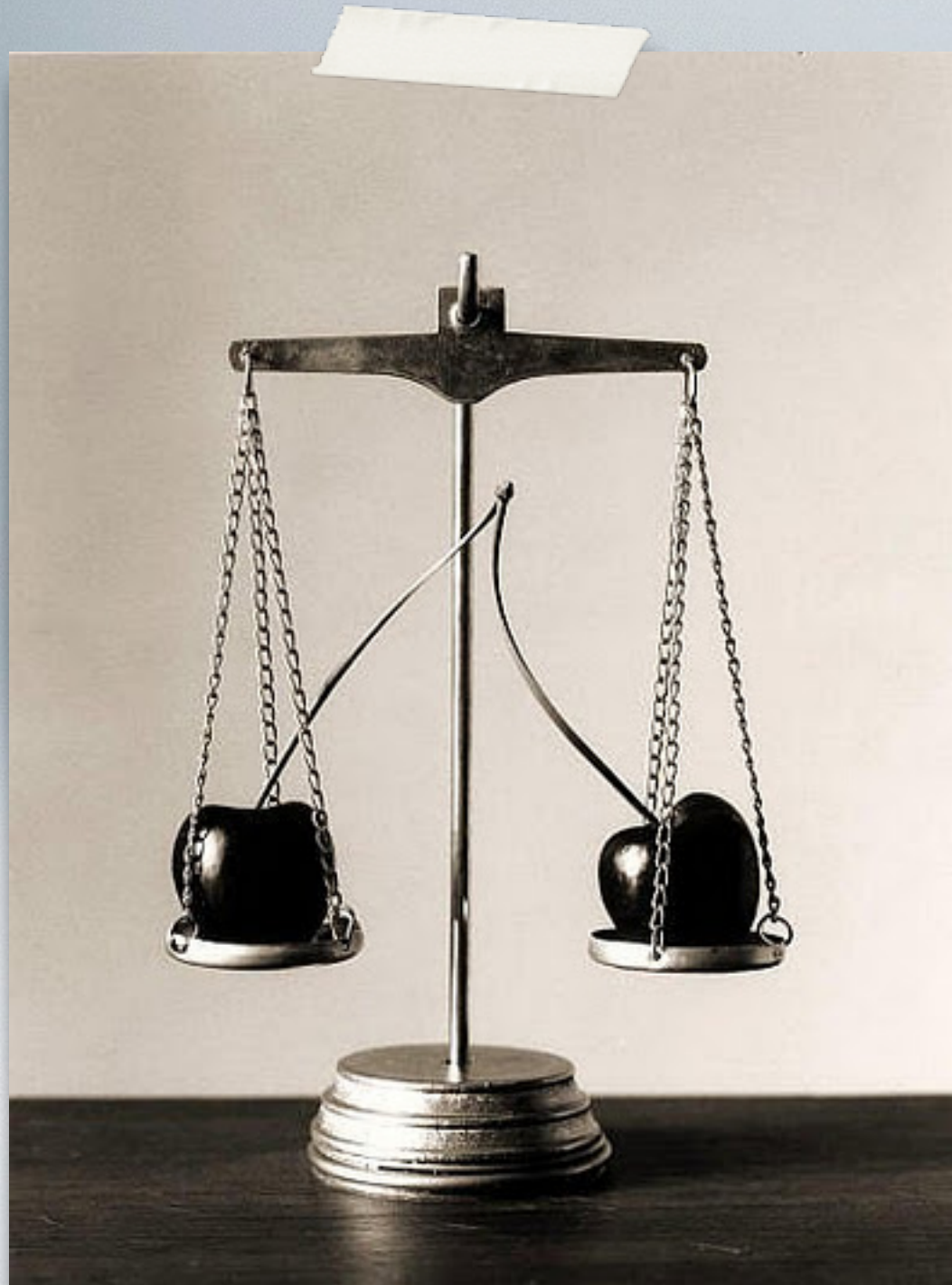
- Perception Gap
- Evaluation Timing
- Evaluating Method
 - Measuring Objectives
 - Message Testing
 - Test Marketing
 - IMC Evaluation
 - ETC.



The difference between what customers **expect** from a brand (based on IMC) and what they actually **experience**



Before evaluating...



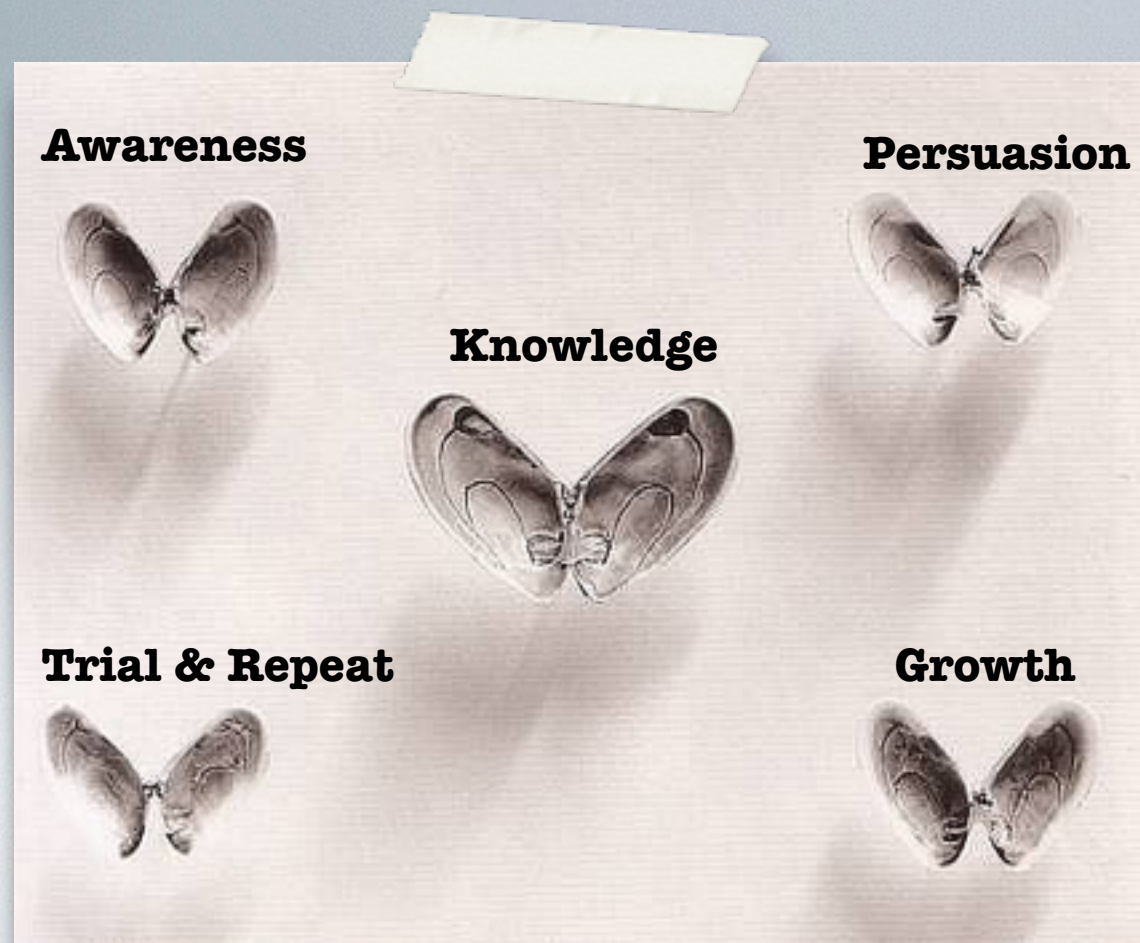
determine:

- What should be evaluated?
- What information already exists?
- Which stages of your IMC campaign should be evaluated?

Measuring Objectives

An effective IMC program is one that meets its objectives!

Choosing what to evaluate
depends on your objectives:



**Baseline
&
Benchmark**

Evaluation Timing

1. “Before campaign”



2. “While launching”

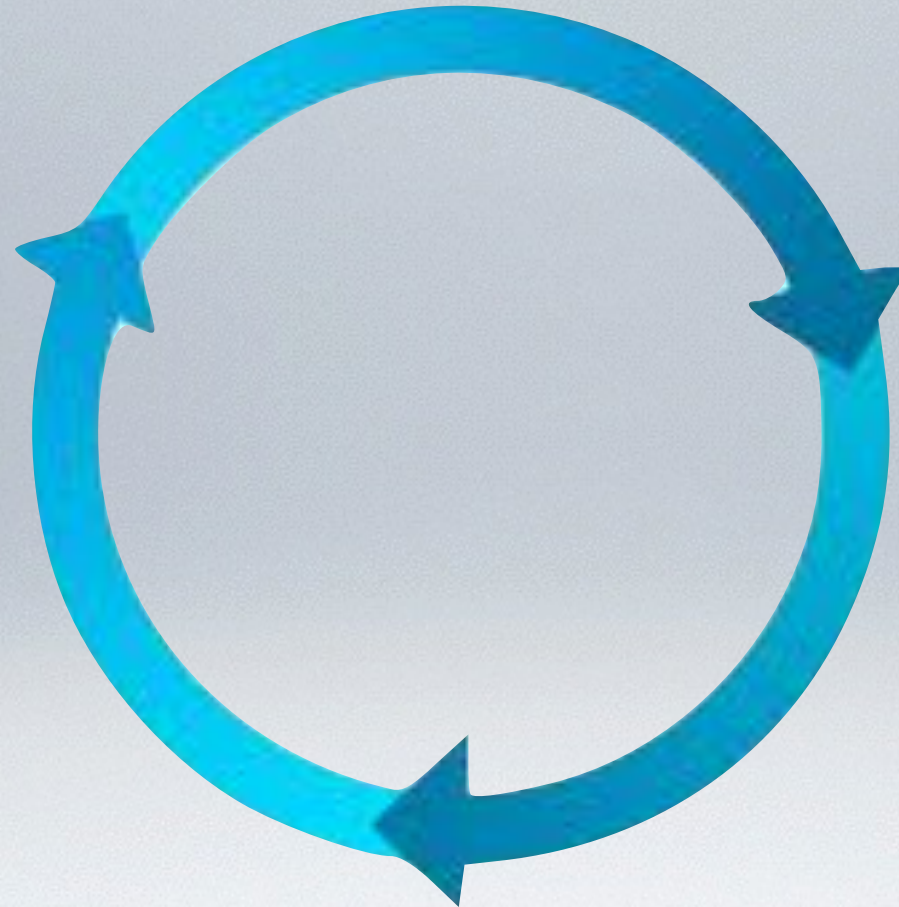
3. “After campaign”



1. copy (concept) testing

tests that measure the effectiveness of the *rough ideas* that will become brand/campaign concepts

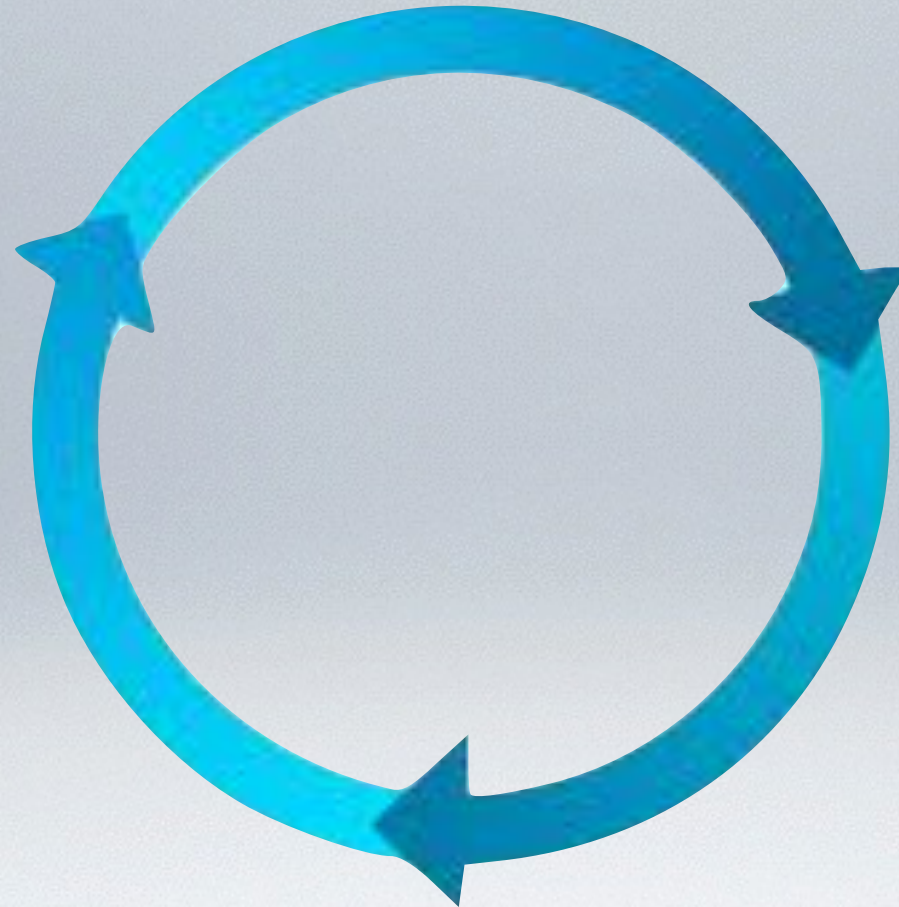
3. testing to measure persuasion



1. testing concepts & creative strategies

2. copy testing to predict effects

3. testing to measure persuasion



1) intercept surveys

2) focus groups

1. testing concepts & creative strategies

Asking general Ideal

ask "WHY" ?

2. copy testing to predict effects

3. testing to measure persuasion

intercept
surveys

focus
groups

1. testing concepts & creative strategies

2. copy testing to predict effects

attention

brand
awareness

emotional
responses

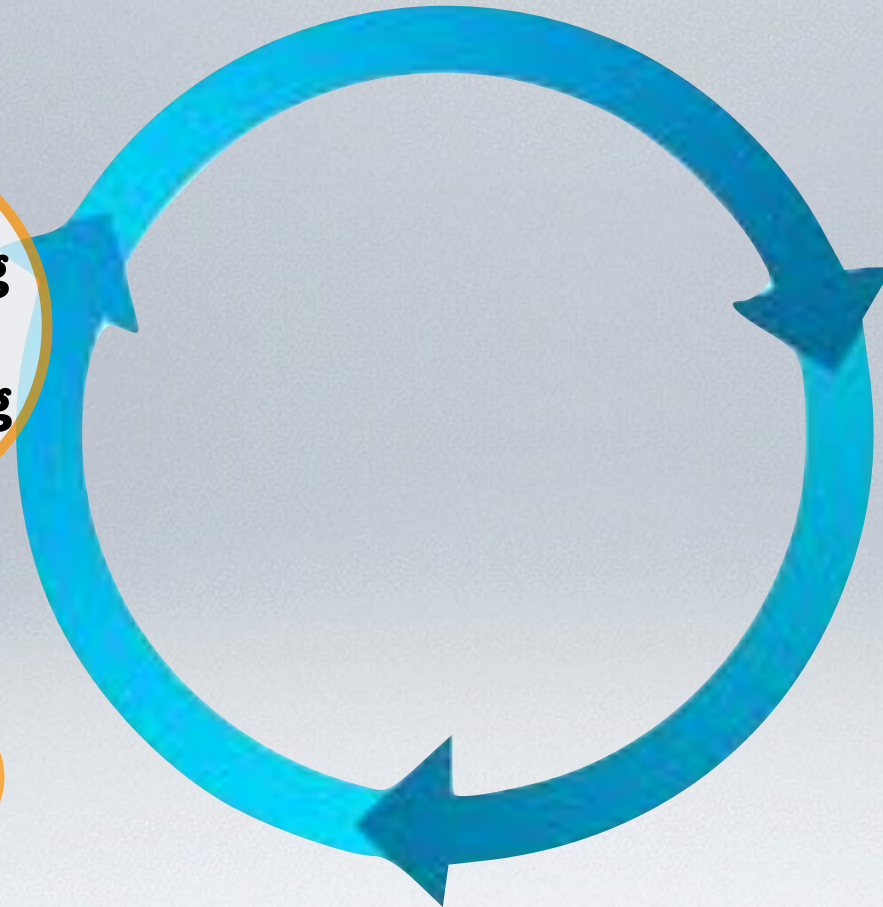
physiological
responses

3. testing to measure persuasion

theater tests

**test marketing
(scanner Marketing test)**

tracking studies



1. testing concepts & creative strategies

2. copy testing to predict effects

Theatre testing



People are invite to a location for the purpose of evaluating their responses to the tested concept.

They are shown the program, which contains from six to eight commercials. Only one or two are the tested ads. Then they will be asked about their responses.

Test Marketing " (Scanner Marketing test) " & Tracking Study



A research test in which an IMC campaign is run in 2 to 4 markets for anywhere from 3 to 12 months.

(the most valid persuasion test because it takes place over a longer period in a real marketplace)

2. Concurrent testing

tests that track the performance of messages as the campaign are being run.

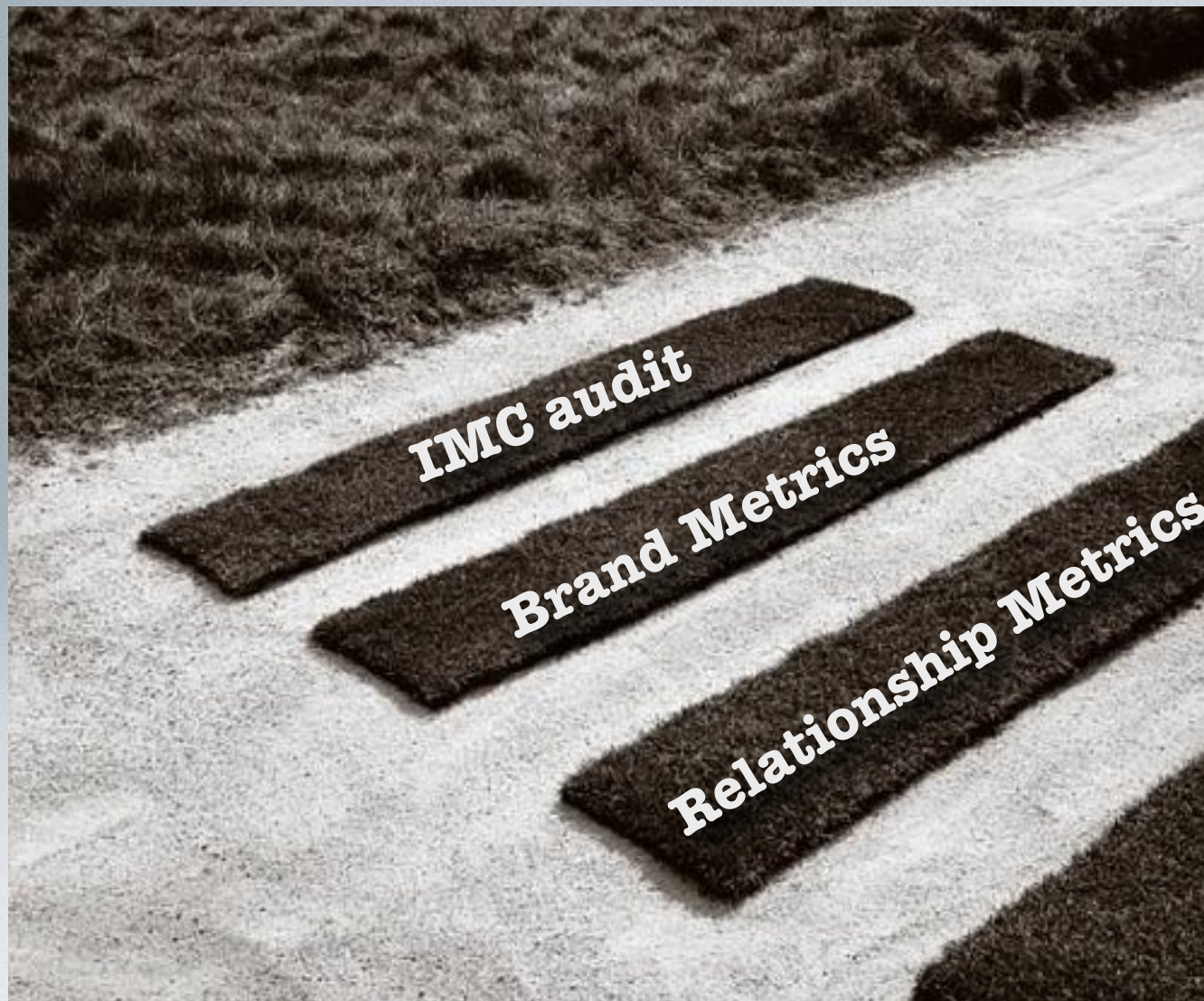
The same techniques (as concept testing) could be used:

- Survey
- Focus group/ in-depth interview
- Theatre testing/ Marketing testing/ Tracking study

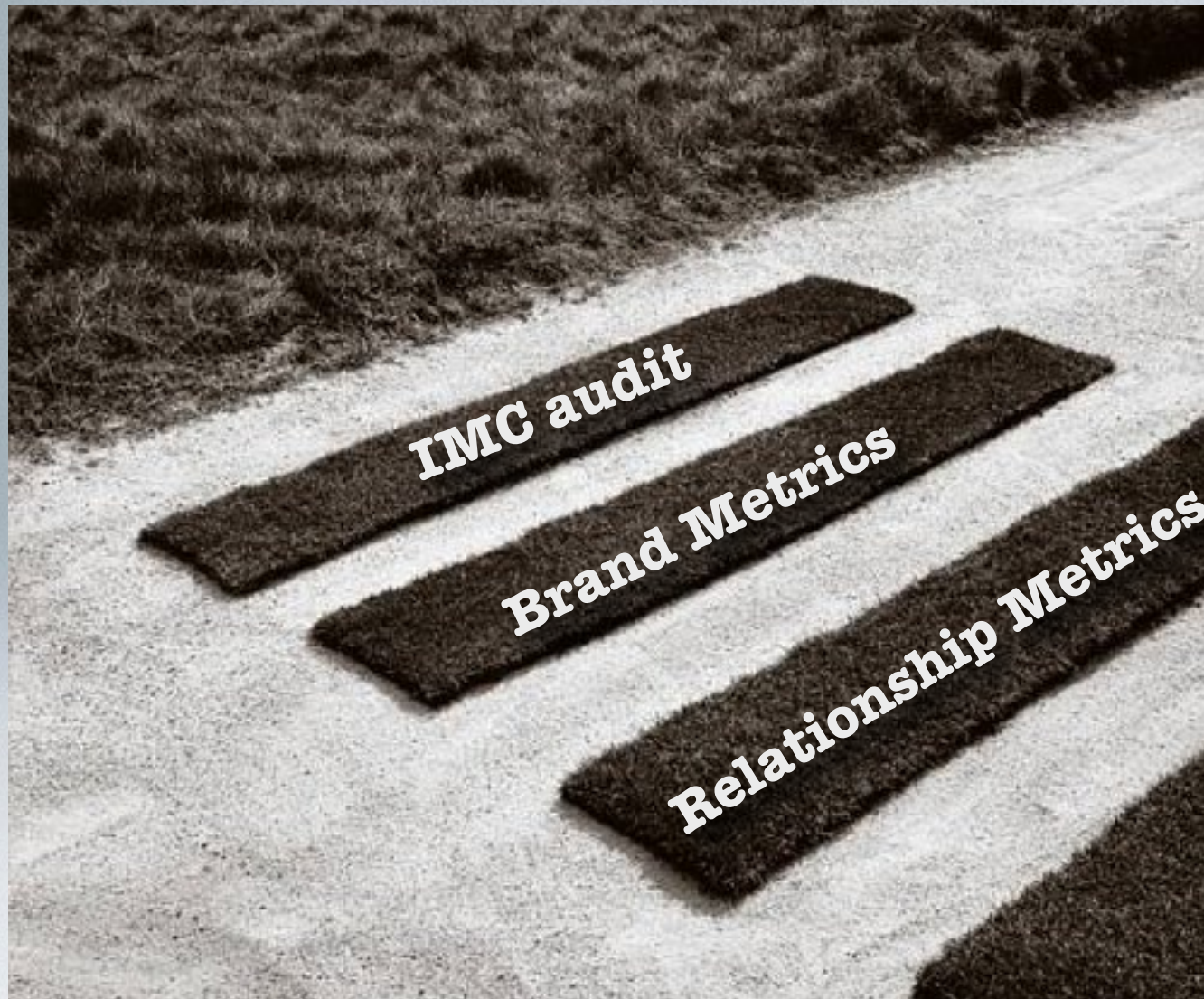
3. Evaluative testing

tests that measure the performance of brand messages against their objectives at the **END** of an IMC program

Evaluating IMC Process



Evaluating IMC Process

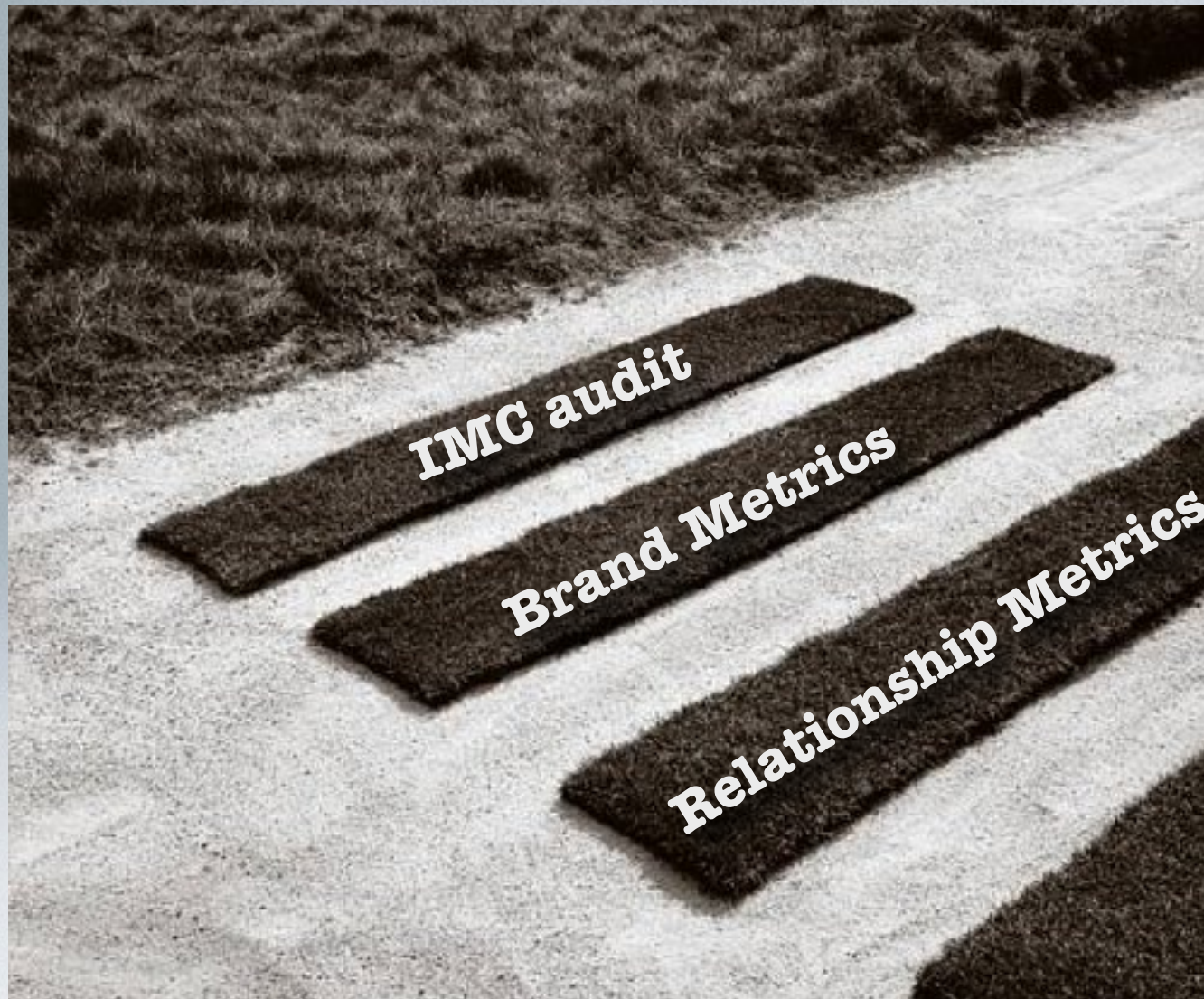


IMC audit: An in-depth research method for evaluating IMC practices: **the tools!!!**

The effectiveness of each tool:

- Objective
- Strategy
- Tactics

Evaluating IMC Process



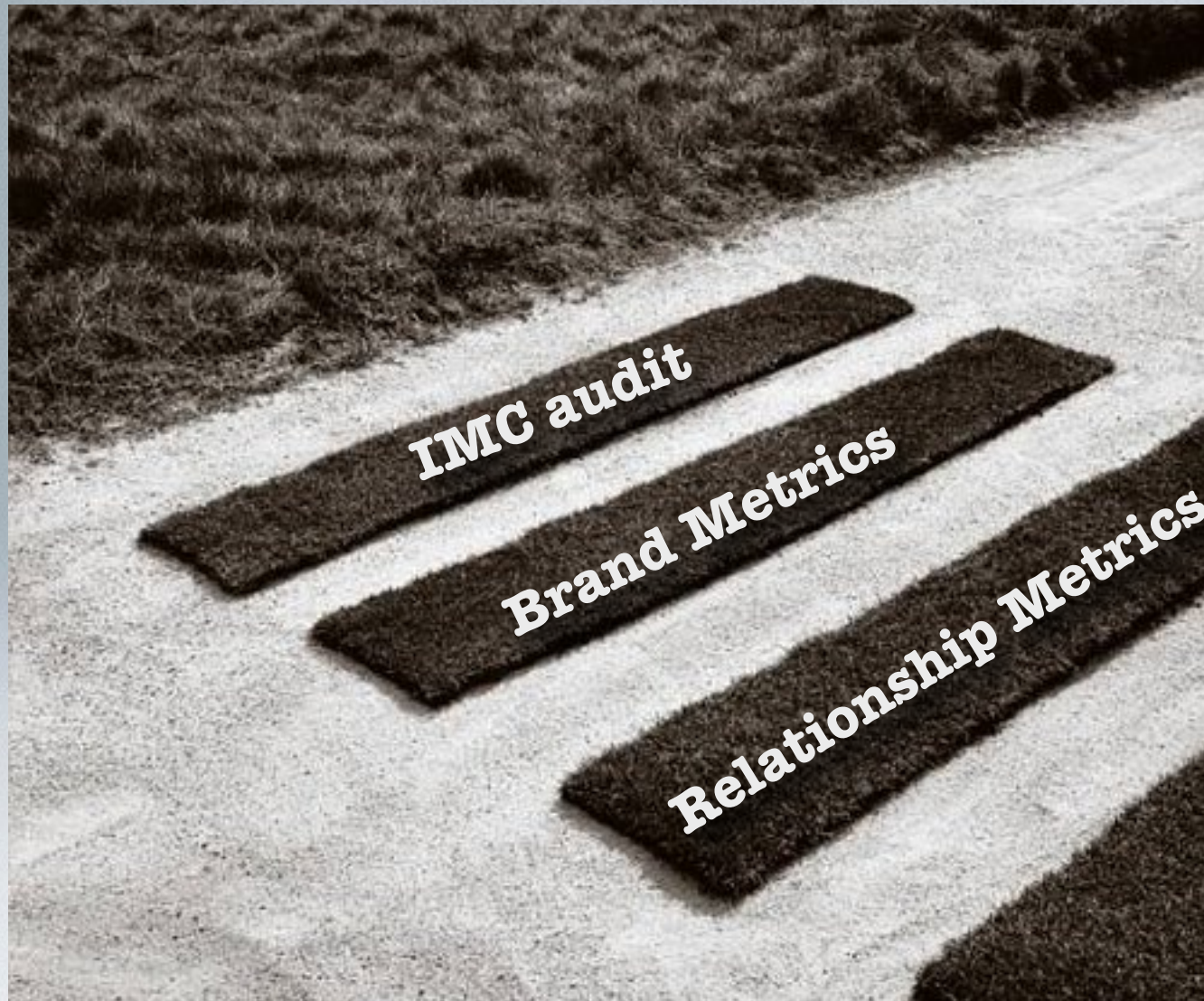
Brand Metrics: measures of brand image & message impact:!!

The totality of brand: Campaign Effectiveness

Brand measures...

- overall brand awareness
- understanding of brand positioning
- brand relevance (important & meaningful)
- brand preference (customer's intention to purchase brand)

Evaluating IMC Process



Relationship Metrics: track development of brand relationships: loyalty!!

Consumer Focus

- Lifetime customer value (LTCV)
- Recency, Frequency, Monetary (RFM) analysis
- Referral Index
- Share of Wallet

IMC Evaluation"

Ads & Dis Ads



advantages

- Reduces risks
- Enriches planning & managing
- Provides control
- Documents IMC contributions



disadvantages

- costs for staff and measurement services
- time consuming
- validity and project ability issues
- reduced creativity for IMC program