



Case Study

Marcomms Effectiveness Testing

Testing the effectiveness of a global ad campaign to inform creative and media placement

The Challenge

Our client, one of the world's largest chemical companies, approached us to test their latest ad campaign through independent research. Despite its size, our client was still relatively unknown outside its home country, Saudi Arabia. Our client therefore planned a global campaign designed to increase brand awareness and interest in foreign markets, and to promote the company as responsible, an innovation enabler, and a brand which cares about solving the world's problems through collaboration. Before the launch of the campaign, our client wanted to test its effectiveness in communicating those messages.

B2B

International

A Merkle Company

www.b2binternational.com

The Solution

We designed a research program which gathered a mixture of qualitative and quantitative insights from our client's target audience: the "globally relevant public". The research audience mainly consisted of thought leaders with an active viewpoint on global issues such as the environment, sustainability, business ethnics, population change and industrial safety.

Examples included:



Business
leaders



Academics



Consultants



Journalists

The research programme included focus groups, as well as a series of telephone interviews covering the UK, USA, Germany, China and Brazil. We covered a range of topics, including reviewing the creative and testing it against brand associations, messaging and broader discussions about global issues and the responsibility of brands like our client's brand to play an active role in talking about and addressing such issues. We used visual stimuli to extract detailed insights from influencers on the creative campaign. Sixteen ads were tested in total, covering four core themes.

The Insight

The research broadly supported the creative campaign as a concept, with the key brand messages strongly communicated to influencers. More specifically, the insights were used to make "go / no-go" decisions on individual ads, with the campaign reduced from sixteen to ten following the research project. The campaign was the first to be launched by our client globally and is also the first to focus on their core brand rather than specific business units or products. The research enabled informed decisions on the creative as well as media placement.